

Visit to NdesigN in Inegol (Bursa) Manufactures Infinite Furniture and Recently Expanded Export to Africa Dürkopp Adler's Sewing Machines Assure Sewing Quality

NdesigN is the first user of Dürkopp Adler's sewing machine in Inegol (Bursa). And, NdesigN has adopted new materials and new production techniques ahead of the competitors, and has been carrying out business with always more innovative ideas than other companies. This company manufactures upholstery (sofa) and exports it to 41 countries. This company is quite content with Dürkopp Adler's sewing machines, because sewing quality can be assured for customers' products by use of their machines.

NdesigN was established in 1983. This company now owns 4 factories in Inegol (Bursa). Of them, two factories manufacture sofa and the other two manufacture hotel-project items such as dining room and bed room. This company has a workforce of 350 employees and sells items worth US\$ 30 million yearly. This company's monthly sofa production is 2,000 sets. One half of this company's merchandise is exported and the other half is sold in the domestic market. This company has 22 design showrooms in Turkey. Presently, this company focuses on business with African countries such as Zambia, Uganda and Tanzania. This company aims to add 9 African countries as destinations of its export by the end of 2010 so that its export will cover 50 countries in total. On assumption of this export expansion, NdesigN expects a 25% increase in the sales from last year.

The motto of NdesigN is "Innovative Products Focusing on Design" and a special care for quality and reliability which is in line with its philosophy. The company presents its brand with this understanding and aim to exhibit the well known "NdesigN" quality and design philosophy. The company works in the non-apparel industrial sector by realizing the principals of "functionality and quality" together with an up-to-date design concept. The company has a prospect of creating unique collections by producing design and comfort oriented sofas and growing NdesigN as a worldwide prestigious sofa brand. Also, this company is capable of completing customized production responding directly to customer needs in a shorter delivery term. This capability is another advantage of this company.

This company has a future plan of integrating the present 4 factories into one factory (site area: 100,000 m²). Once this plan would have been realized, production amount is scheduled to increase by 50%. Although this company has 22 showrooms in Turkey at present, there is a plan of increasing the number to 50.