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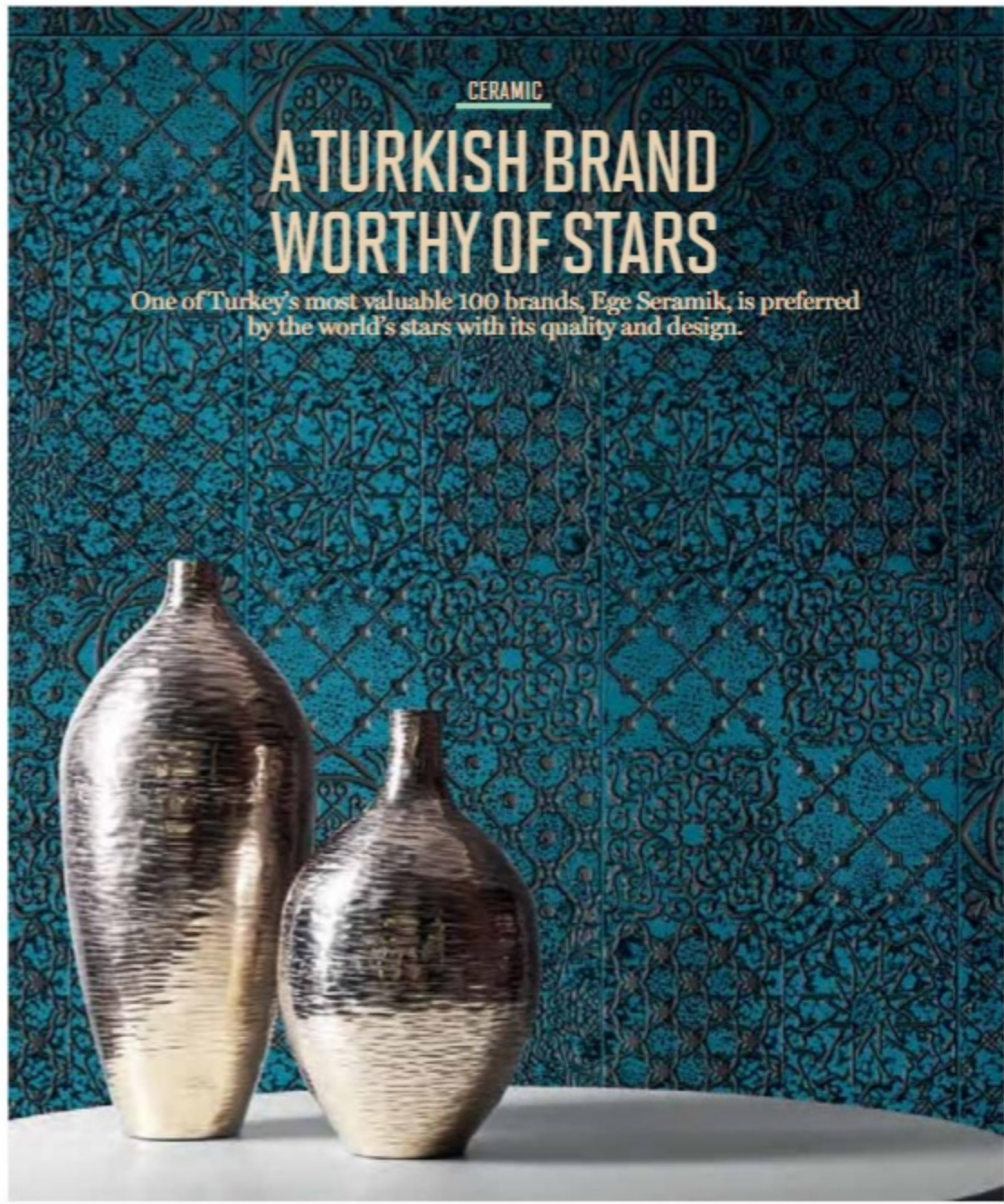
Brands

CERAMIC, MEN'S STYLE, AGRICULTURE, RETAIL ANALYTICS, TEXTILE...

CERAMIC

A TURKISH BRAND WORTHY OF STARS

One of Turkey's most valuable 100 brands, Ege Seramik, is preferred by the world's stars with its quality and design.



EGE SERAMIK became one of the top companies of ceramic industry dominating the local market thanks to its continuous investments, determination to grow steadily, and a series of innovations it has introduced to the industry which all rested on a firm infrastructure, technology, design and quality standards starting from 1990s in particular. A member of İbrahim Polat Holding's industrial group of companies, Ege Seramik has a strong distribution network with more than 150 authorized dealers and more than 2.000 sub-dealers. Digital printing technology was first introduced in 2009 with the brand "Digital Tile by Ege Seramik". It is one of the company's pioneering works in the industry. Ege Seramik is also a public company since 1992; its shares are traded in Istanbul Stock Exchange market as one of Turkey's 100 most valuable brands.

COMPETING WITH GLOBAL PLAYERS

Ege Seramik competes with large global players, from Italy and Spain in particular owing to the strength it got through long years of experience in what is called "difficult markets" such as the United States, Canada, Israel, etc.

Ege Seramik is a precise company that conducts all its processes from the very first phase of production until the delivery to the customer meticulously, and is endowed with the quality certificates in Turkey as well as in all its export markets. Besides, it is the first Turkish tile company with "Authorized Economic Operator" status, which offers a series of exclusive privileges in the foreign trade transactions of reliable companies. Selling its products



to tough export markets continuously since 1979, Ege Seramik was included in the 55 companies in the TIMEX index in 2018 as a reward for this successful export performance. Ege Seramik offers appropriate product solutions for both interior and exterior applications of all sizes thanks to its wide color scale as well as the variety of the size and designs of its rich product portfolio, and this allows it to service easily and quickly to the taste and needs of diverse countries. It is this broad product range that made it possible for Ege Seramik products to be delivered to more than 90 countries across the world in the last 5 years alone.

A GLOBAL TURKISH BRAND

Ege Seramik, which adopted the principle of working to enforce the image of Turkey as a whole and take the Turkish ceramic to all export markets as a quality product, was included to the "Turquality

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Support Program" which was established in 2017 by Economy Ministry of Turkey to help the Turkish companies with a potential to create an international brand, become a global player with their own brands by providing them management know-how, institutionalization and further development starting from their production until after-sale services. Ege Seramik steadily cements its presence and strength in the international markets and walks firmly on

the way to its target to become a global brand through an increasing success rate.

CHOICE OF A HOLLYWOOD STAR

A world renowned actress, who had asked her fans via social media to propose ceramic tile brands for using in her new home, has chosen Ege Seramik and once again the brand made its mark.

Sarah Wayne Callies, known for her television serials such as Prison Break, The Walking Dead and Colony, preferred Ege Seramik brand to decorate her house. Callies is having a new house built for her family in Canada and she is carefully following every detail. Callies decorates her new house by herself without any professional support and she personally selects all the decoration materials.

The actress preferred Cuba, Stratfort, Blume and Metro series of Ege Seramik for use in four areas of her house for which she is very excited. She

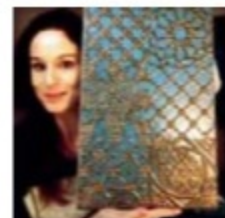
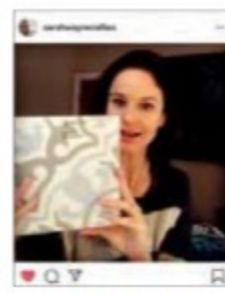


Ege Seramik was once again awarded in April this year for the second time as "The Best Ceramic Tile Supplier of the Year" by Floor & Décor

SUPPLIER OF THE YEAR AWARD IN THE US

After 2017, Ege Seramik was once again awarded in April this year for the second time as "The Best Ceramic Tile Supplier of the Year" by Floor & Décor, a high-standing company in construction industry in the United States, which is a major export market for Ege Seramik.

Mr. Baran Demir, CEO of İbrahim Polat Holding and Deputy Chairman of Ege Seramik, said they were proud to embrace this success once again. "We are proud to receive once again this award which is given in view of diverse criteria such as the product design, quality, service and after-sales services, because, today, exports have become more important than ever. Our pride is also for our contribution in the Turkish tile industry as we were picked up for this award through a stringent elimination from among tough global competitors from Italy, Brazil, Spain, and many others. At Ege Seramik, we continue walking in the tough export markets with confident steps and improving our brand in the international arena on the back of the experience we have gained through years." ■



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has shared all the products that she selected with a video that she broadcasted via her social media accounts.

The beautiful actress who created a large base of fans, especially through Prison Break and The Walking Dead serials, preferred Ege Seramik,

a global Turkish brand, and delighted her Turkish fans. With this news, Ege Seramik once again clinched its place at the global arena successfully, continues its product journey which it started with the aim of becoming a global Turkish brand.