



FURNITURK

TEMMUZ
July 2017



INDUSTRY & DECORATION

The Turkish Furniture Industry Export Journal

Вестник экспортной деятельности мебельной индустрии Турции

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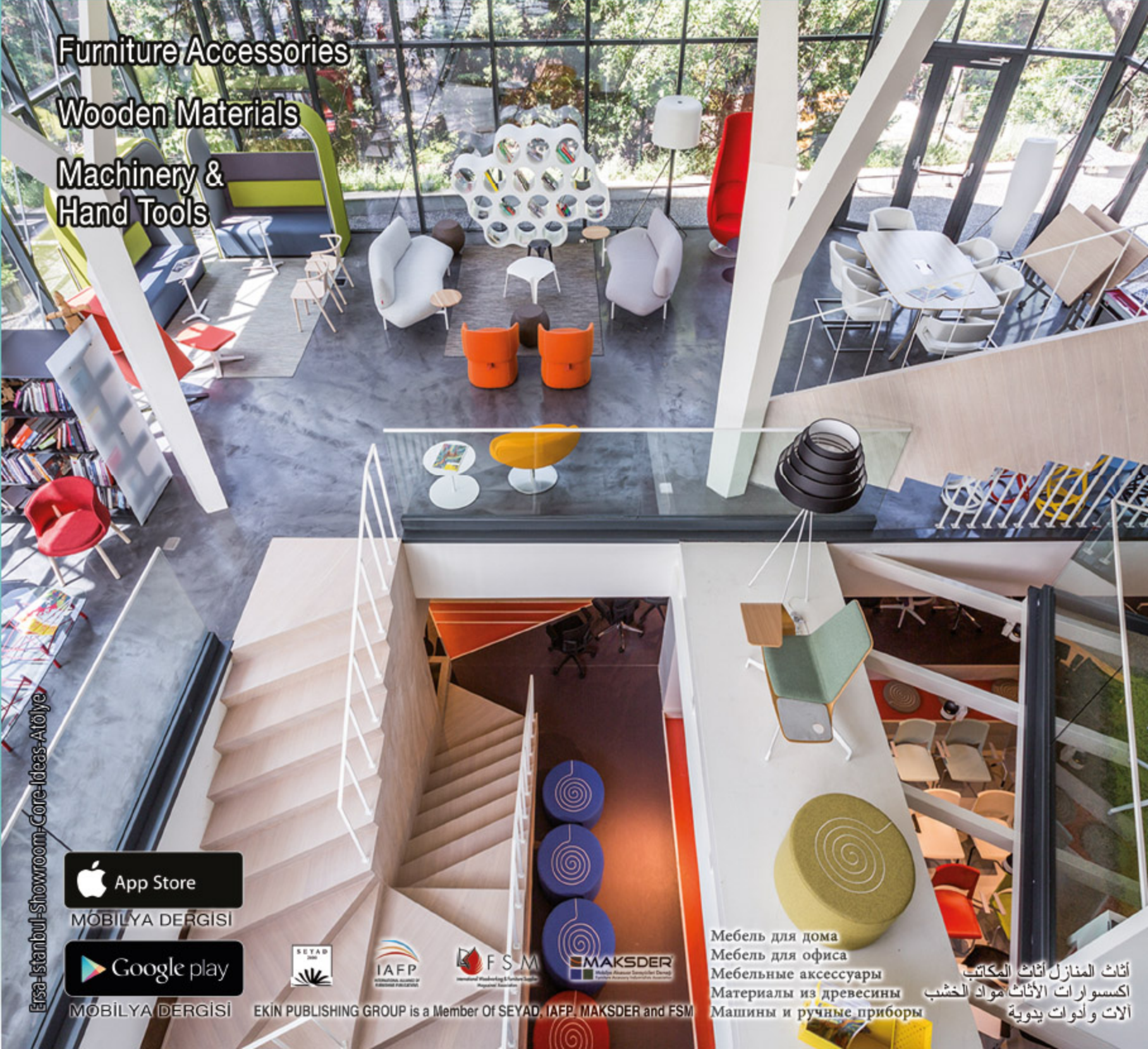
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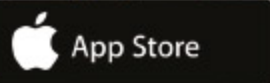
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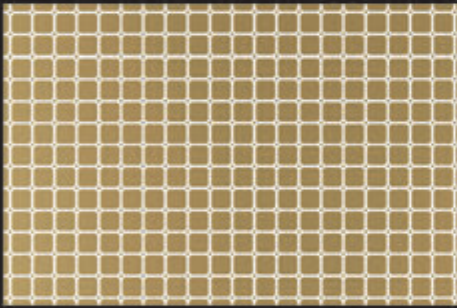
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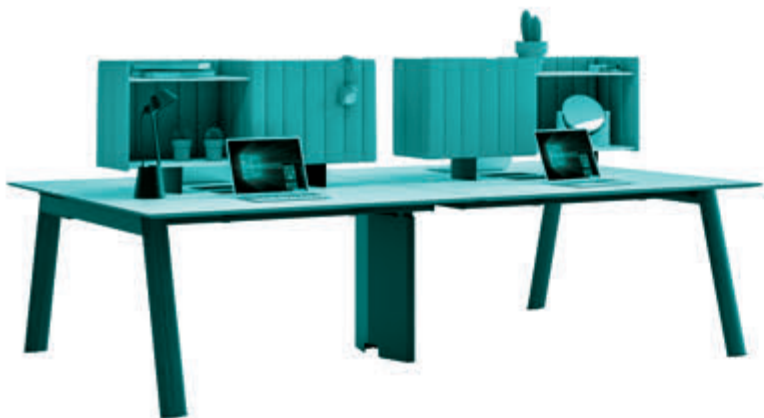
Turkish furniture industry continues to invest inside and outside

We are active months in the furniture sector. On the one hand, fairs, on the other hand intense campaigns. Turkish furniture industry, after the chaos in the Middle East, turned its direction to the west. We have been living in a very important development in 2017 at this point. The Turkish wood industry has joined three Italian Companies in Italy with major purchases. Kastamonu Entegre purchased Italian Gruppo Trombini and Gentaş purchased Italian LIRI. ASD has formed a partnership with Italian Gruppo Mauro Saviola. Turkish accessory giant Samet established a company in Italy. Nurus has been established here a design workshop for years and working with the Italian designers. They focused on the core centers of the furnishing. Kastamonu Integrated CEO says "Production scale and Turkey's market competition will change significantly with all these purchases and major investments". 135 German companies participated in the German Interzum Fair, which took place in May this year.

35 machine manufacturers participated in the Hannover Ligna fair. The result of the reports are very positive, with important orders revitalizing production by establishing new links. Reed-Tuyap 2017 Intermob Fair is the second biggest fair in Europe. This fair is very important for the Middle East, the Balkans, Turkish republics and the Baltic countries. Region countries can come to Turkey without visa problem. Despite all political negativities, economic ventures, investments are carried out as bravery both domestic and internationally. The sector creates significant employment by these inside and outside initiatives. Especially Italy, the plant which has been idle for many years will create employment and added value in the region with Kastamonu Integrated and will provide contribute to the local economy.

Respectfully

Nesip Uzun



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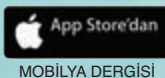
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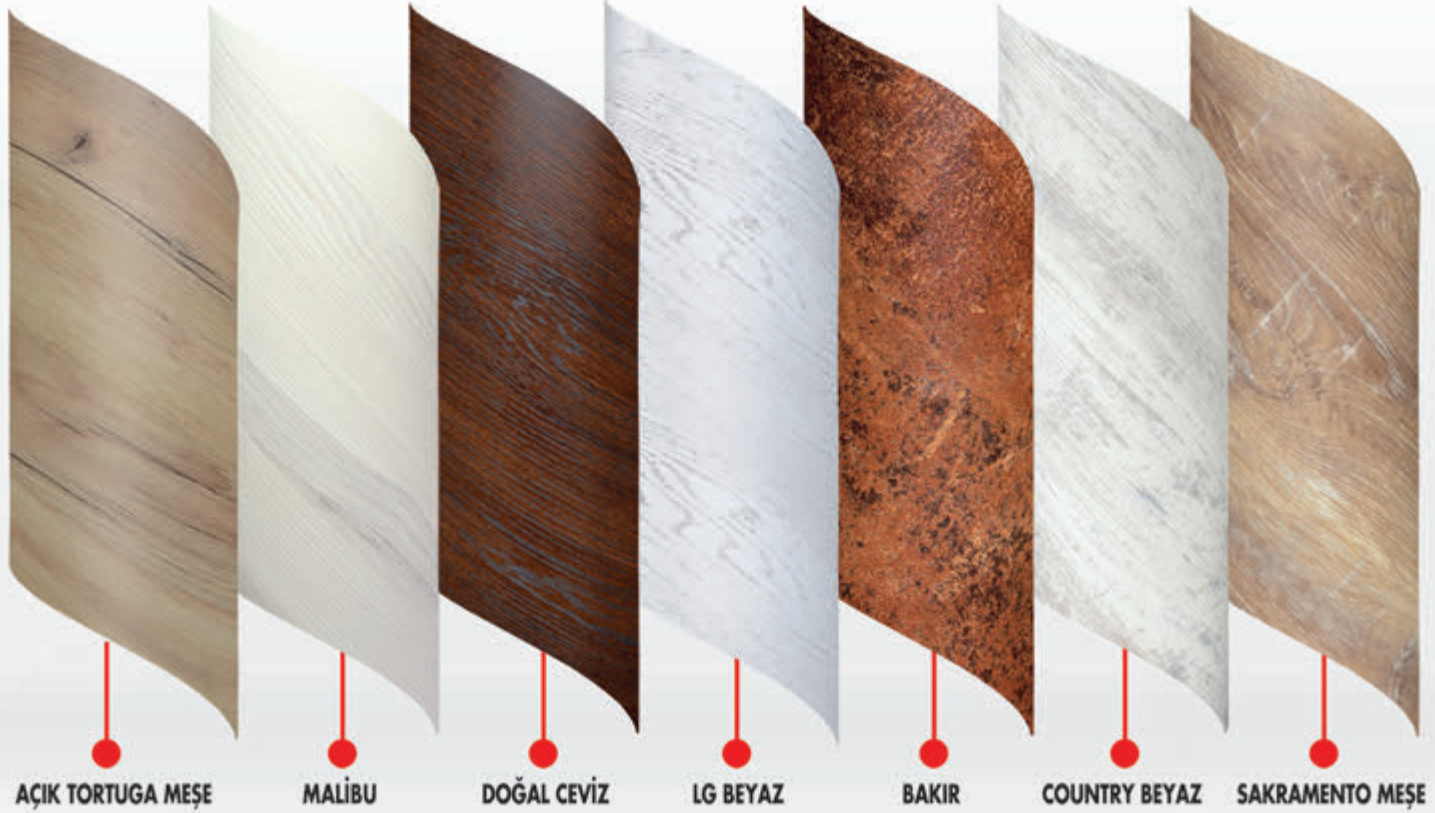
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Haluk Yıldız, Ceo of Kastamonu Entegre:

Turkey is very strong in our sector

Nesip Uzun, the Publisher of our periodical, had an interview with Haluk YILDIZ, the CEO of Kastamonu Entegre, about the latest investments made in Europe by Kastamonu Entegre and the overall situation of the sector during the forthcoming period.



Kastamonu Entegre has not been investing in Turkey since the last five years. Our top priority target was to turn from a local to a regional, from a regional to a global brand. This is the reason why for the last five years we have invested more in the geographical regions of Romania and Russia. On the other side, Turkey, which has become one of the world's biggest markets after China as market size, has reached the saturation point. As the production capacity is higher than demand, competition is focusing on price and is influencing negatively the profitability of the companies. The scarcity of our forestry sources is another factor with a limitative impact on the eventual domestic investments.

Considering the growing markets, Russia with its intense population, possesses the biggest forestry, petrol oil and natural gas sources in the world. Consequently, Russia had already been our target market since many years. Deciding that the right time has come, we started our investments in Russia about five years ago. First of all, choosing the location was very important. Having taken into consideration the historical and cultural bonds between Turkey and Tatarstan, their perfect infrastructure, the logistic advantages provided and the proximity to the raw material sources, the investment was made in the private industrial zone in Alabuga, Tatarstan. As you already know, the tension between Russia and the European Union, the embargo in force, the devaluation made after our decision regarding this investment, all created a serious breakage in economy. However, we succeeded to turn this period into advantage. As the exchange rate moved up, the import decreased, giving us the opportunity to penetrate the market faster than expected, thus replacing imports. By that time, IKEA has a brand new MDF production line, not used at all until then. As the negotiations developed to our advantage, we concluded them by deciding to expand the investment starting the second MDF investment which we have completed, as planned, in one year. Our success has been awarded not only in our sector, but also among all industrial establishments in Russia, with the award of "the company which replaced and reduced most efficiently the imports".

From now on we will give a break to the investments in Russia and wait for the negative impact of devaluation and embargos to diminish. Consequently we put a hold on the investment project in the second location.

There are some new projects which we are following. The first among these is the project



in Italy, which we recently announced. In fact, we have been following it since one year, but kept it waiting due especially to the second MDF investment in Russia and which I have been following personally during the last five or six months. We have completed our process of purchasing particle board facilities in Italy. This project is very important for us from two points of view. First of all, we think that Italy as a Central European country is an important step on our road to becoming a global brand. As for the second important point, this is Italy as the center heart of furniture. It is one of the world's biggest furniture exporters, the center of fashion, the place where the furniture trends are born. Therefore, producing there and selling your products to the Italian furniture manufacturers, means to be among the main players of the sector. If you can provide your service there, then you can provide it anywhere in the world. That is why the Italy project is exciting us very much.

In fact we have been selling chipboard to Italy since three years. This means that we know the market and we analysed it well. At the moment we have about 40 customers in Italy. We sell to them mainly via Romania, a little via Bulgaria and a little via Turkey. Knowing the market, the manufacturers, their color and design requirements, being able to serve them, are factors which motivated us in purchasing these facilities. In conclusion, the team is technically strong as we have similar facilities, we will put then in function as soon as the maintenance and the missing investments are completed, we produce, but the market is more important than everything. We owe a bit our success to our knowledge of the market.

The facilities we acquired in Italy have an open area of 900.000 square meters in total in four different locations of which about 200.000 square meters covered area. They are in four different locations with two particle board facilities, a laminate plant and one glue plant.

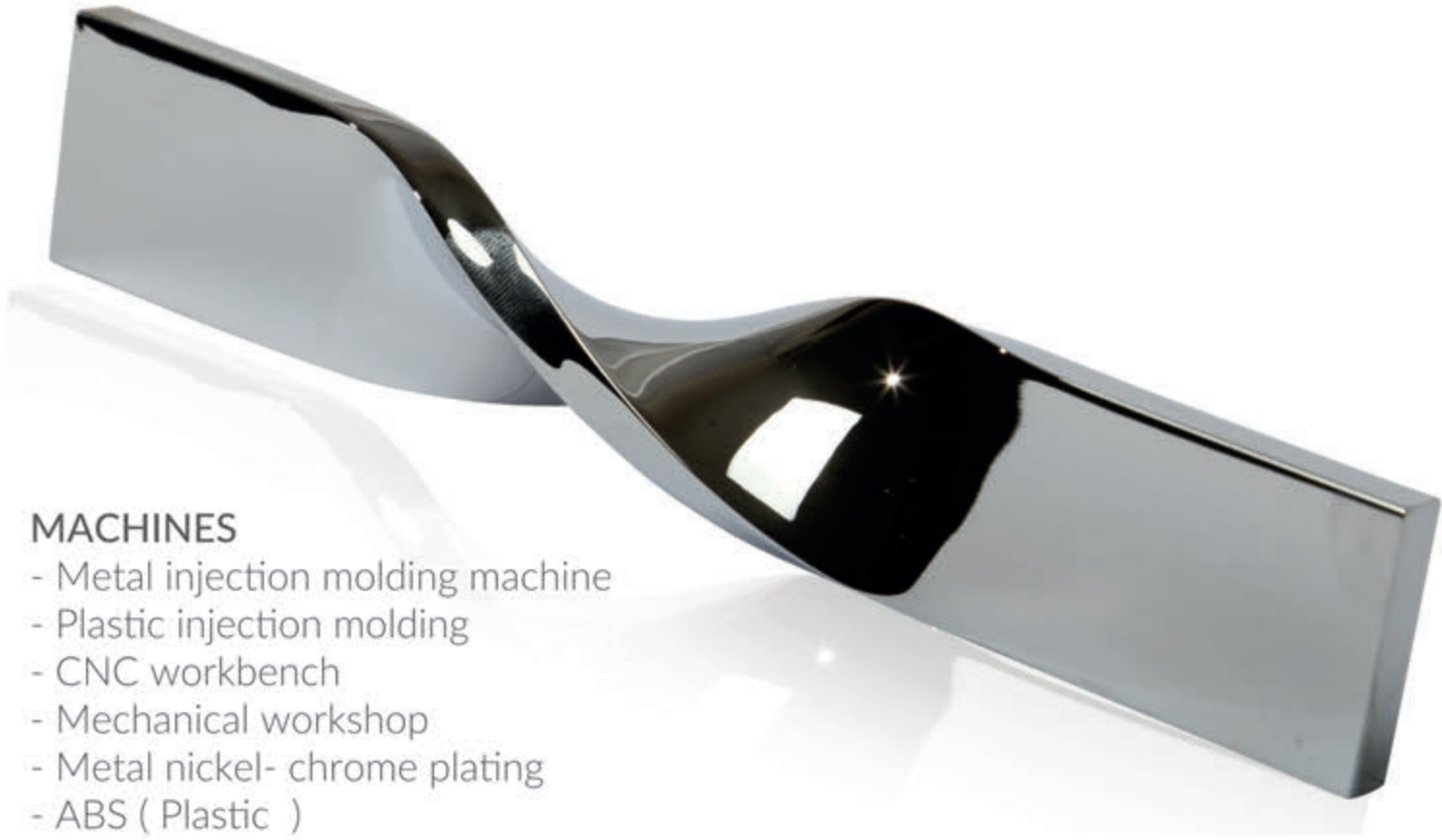
In Italy we have two particle board facilities and their total capacity is 800.000 cubic meters. At the moment they will start production, we will be the third big particle producer of Italy with approximately twenty percent market share. Having a market share of twenty percent in a country like Italy is a remarkable success. On the other side, we believe that our strength in the Balkans will consolidate even more.

The facilities in Italy have not been functional since three years. Our target is to put in function the facilities one by one, starting in the second quarter of year 2018. We will create important employment opportunities there, the people in the region and the local administrations are aware of this and are very helpful with us. We could contact the people who have been working there when the facilities closed down, all of them want to come back when we will start production. Some of them are saying " I labored fifteen years, this is like my child". We think that we will not have difficulties regarding human resources. Consequently, everything is alright until now.

At the same time, there was a chipboard facility for sale in France. That one was a continuous line almost similar to the production line at our Balıkesir factory. We purchased that facility and will move it to the place of our sandwich press in Bulgaria.



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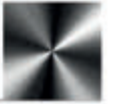
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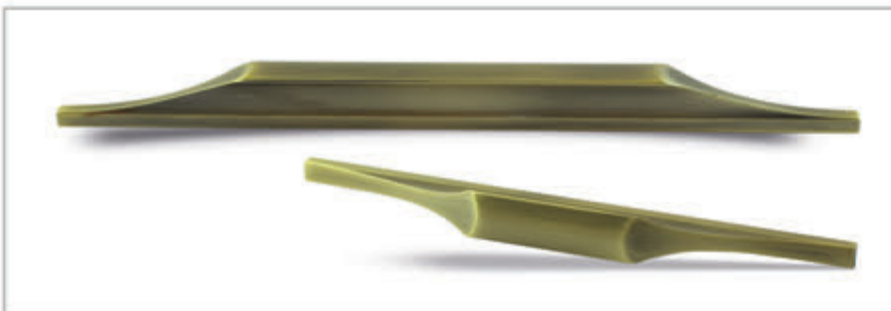
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NURUS MEETS WITH DESIGN STUDENTS

NURUS CHIEF DESIGNER RENAN GÖKYAY: "AN INTERACTIVE MANUFACTURING PROCESS IS REQUIRED FOR HUMAN-ORIENTED DESIGNS"



Nurus, which has been successfully representing Turkey in international design, is transferring 90 years of knowledge and experience to young designers. Renan Gökyay, Member of the Nurus Executive Board and Chief Designer, met students at a panel held by Eskişehir Feyz Student Organization on 6-7 May with the theme of 'Open Source Design', and shared an innovative vision in industrial design and the clues to different and pioneering ideas in design.

Nurus, which started its history with the crafts of Nurettin Usta in Altındağ, Ankara in 1927, and has continued with its success and leadership in industrial design, is inspired by the designers of the future. Nurus, which has offered mentoring support to the knowledge production process of students at various universities across Turkey, was once again the main sponsor of this year's organization of the Eskişehir Feyz, which was created by industrial design students.

Renan Gökyay pointed out that Nurus is the first brand to introduce the world's most prestigious awards in industrial design to Turkey, and added that said in design, the needs are guiding us. However, you should also have the insight to set the demands. You need to have a young and innovative point of view, the power of observation and the R&D to develop technological solutions to offer designs that will support people's quality of life. You need to take advantage of the open source design possibilities of the age of internet, and to establish an interactive innovation process. If you want to be a pioneering and followed brand in the design world, you can cannot overlook even one of these areas."

INITIATOR OF AWARDED BRANDS IN TURKISH INDUSTRY

Being a panelist at Eskişehir Feyz, where the success stories of experts and brands in the field were shared, Renan Gökyay revealed the following information to the students:

"Nurus plays a leading role in the development of Turkish industrial design in global market. We have begun to evaluate our tradition in crafts in the global competition environment based on design since the 90's. We brought the Red Dot, Universal Design and Design Management Europe awards to the Turkish industry for the first time, and we saw that we have the power of knowledge, experience and creativity for global representation. We are the first brand that brings the IF Design Awards and Good Design Awards to the furniture sector in Turkey. Today we have over 50 design awards, including German Design Awards, Green Good Design and Plus X Awards. When we analyze our success in industrial design, we see that the formula is 'triggering new habits'.



CRITICAL QUESTION ON DESIGN: HOW DO WE KNOW WHAT WE WANT?

In the process of turning a small idea into new habits that will shape the world, an important question arises: 'How do people know what they want' If you miss out on the fact that design is a multidisciplinary space, you can simply answer this question 'they are following trends and trainings' and you can be a brand that follows the world closely. However, this does not make you a followed brand. If you want to become a brand that does not merely follow the world, but shapes the future by setting the habits, you should not overlook any parameters in the multidisciplinary world of design. If you cannot analyze the economic and cultural changes, the changing nature of the business world, and the social life expectancies of different generations, you will not be able to draw a scientifically consistent picture of the future with your designs. "

DESIGNS EMBODYING FREEDOM: USE OF OPEN SOURCE

Renan Gökyay reminded that using open source is one of the most important ways of triggering new habits in the information age, and said the following about the "Open Source Design":

"An interactive manufacturing process is required for human-oriented designs. It is important to have a creation universe where the user is not excluded from the manufacturing process, and plays a determining role in the phase of innovation and production, on a more democratic and reciprocal basis. Design is successful only if embodies freedom. Nurus is nurtured by the philosophy of open source design, when it offers furniture designs that eradicate hierarchical discriminations to redesign the space, that make collaboration possible, and that contribute to the

socialization of employees. We position the user as one of the main actors of the manufacturing band with a democratic and interactive design process. We believe in the importance of a model that is brought by interactivity, flexibility, and simultaneous flow of information."

AMONG THE GREAT BRANDS DESIGNING THE FUTURE..

Gökyay emphasized that the company has been included in the world design authorities who shaped the future with its 90 years of knowledge and experience, and taking advantage of young brains, and said "The German Design Council is a union that has guided the future of the world with its work in innovation and design, but it has been very selective in its membership for 60 years. Only 10 of its 200 members are outside Germany, and Nurus which has created the first certified R&D center of Turkey in the field of office furniture has been the only Turkish brand included in this council.

Another ecosystem we cooperate with is the Fraunhofer Institute. It is the largest application research organization in Europe. With the Institute, we are working on the Office21 Project, which was launched in 1996 to study the working environments of the future by constantly renewing itself. We make visits to the working areas of brands that operate worldwide at specific periods. We study the latest trends, and share our knowledge with the world."

Nurus believes in the importance of contributing to the production and sustainability of scientific knowledge in design, and provides mentoring support for the graduation theses of design students at different universities across Turkey, including Bilkent University, as well as sponsorship to the panel organization of Eskişehir Feyz Student Organization.



Final report interzum 2017: interzum achieves record results

- * 19 per cent increase
in visitors
- * 13 per cent increase
in exhibitors
- * 15 per cent increase
in exhibition space



interzum ended on 19 May 2017 with record results. A total of approximately 69,000 visitors from 152 countries attended the world's largest trade fair for furniture production and interior construction between 16 and 19 May 2017. "It was the best interzum ever yet," said Katharina C. Hamma, Chief Operating Officer of Koelnmesse GmbH, who is delighted with the results. "With this year's interzum, we offered the industry a unique event. interzum has reached a new level with the rises in visitor figures, the growth in exhibitor numbers and the increase in floor space combined with measures to enhance the event's quality," said Ms Hamma. Some 1,732 exhibitors (2015: 1,537) from 60 countries presented their innovations at interzum 2017. Foreign exhibitors accounted for 79 per cent of the total.

More international visitors

interzum's international reach is not only increasing amongst exhibitors. The trade fair also attracted growing numbers of international visitors. The proportion of foreign visitors rose to around 74 per cent (2015: 71 per cent). Overall, more than 51,000 visitors came from outside Germany. Within Europe, (2015: 25 per cent), Italy (up 20 per cent) and Eastern Europe (up 46 per cent). Visitor numbers from Poland and the United Kingdom also rose. Considerable increases were seen in visitors from Asia (up 53 per cent), the Middle East (up 25 per cent), Africa (up 17 per cent), Australia/Oceania (up 31 per cent), North America (up 26 per cent) and India (up 41 per cent).



Trends for tomorrow's living spaces

This year interzum addressed some very exciting themes and ideas for trade visitors. It demonstrated that outstanding innovations in furniture production and interior construction are constantly being developed. New materials, technologies and design approaches were just some of the key areas that the trade fair focused on. The products on display ranged from fittings, surfaces and decors to textiles, glass and lighting all the way through to innovative materials. The wide-ranging special events at the trade fair examined global trends such as sustainability, digitalisation and mobility. The special Mobile Spaces event area explored how a new understanding of mobility will influence vehicle interiors. With events such as this, interzum underscored its focus on groundbreaking ideas and highlighted their importance to exhibitors.

Many of the innovations presented in Cologne can be used in both stationary and mobile spaces.

interzum 2017 in numbers

Some 1,732 companies from 60 countries (2015: 1,537 companies from 58 countries) appeared at interzum 2017 on a gross exhibition space covering 187,400 m² (2015: 163,000 m²). This included 368 exhibitors from Germany (2015: 372 exhibitors) and 1,364 foreign exhibitors (2015: 1,165 exhibitors). Foreign exhibitors accounted for 79 per cent (2015: 76 per cent). Including estimates for the last day of the trade fair, 69,000 trade visitors from 152 countries (2015: 58,023 trade visitors from 143 countries) visited interzum, with foreign trade visitors accounting for approximately 74 per cent (2015: 71 per cent).*

Turkey participated in Interzum cologne fair this year with 135 producers.





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INDUSTRY & DECORATION

ew furniture design works



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Karemo İzmir

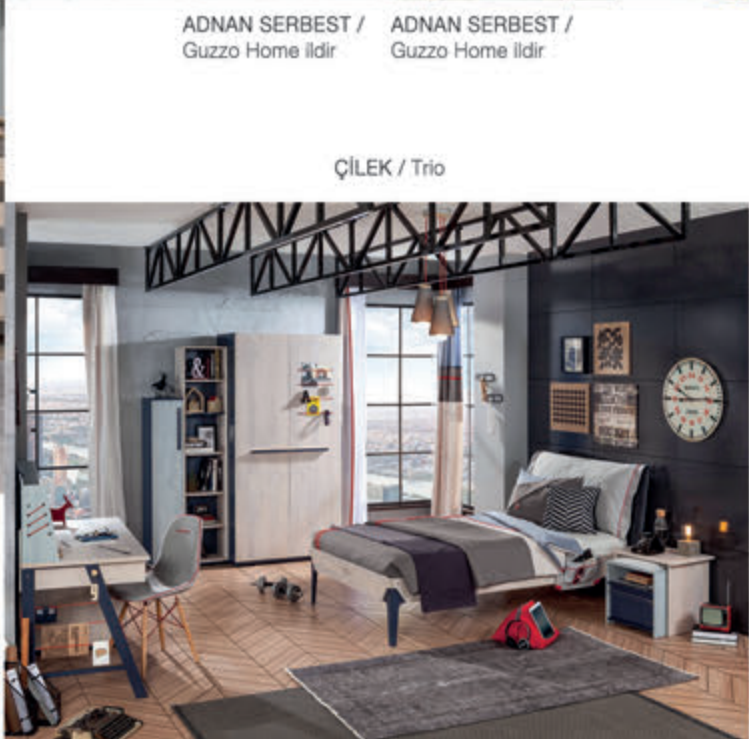


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AGT / Trend Showroom Design

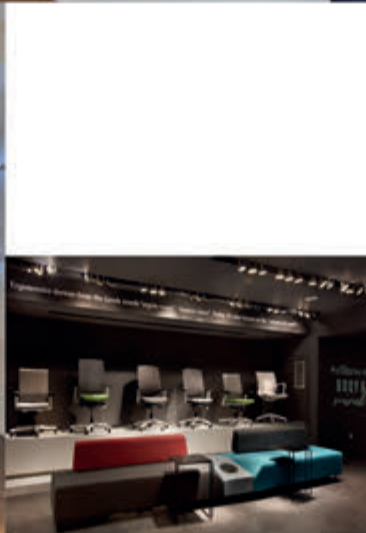


KELEBEK / Harvey



AGT / Trend Showroom Design





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02 - 05 February 2016



IDEA

Bergamo, ITALY

12 - 15 April 2016

I-SALONI

Milano, ITALY

12 - 17 April 2016





SAMET returned from IF DESIGN with an award for the third time with its Innovation World!

SAMET, Turkey's leading brand of furniture accessories, has been awarded for the third time at the IF Design Awards, one of the most prestigious design competitions in the world today. SAMET won an award in "Home Furniture" category with its Smartflow and Alphabox drawer systems and D-Lite Lift lift-up door system.

SAMET, the industry leader in innovative furniture accessories, returned from the world's leading design competition IF Design with an award. What brought to SAMET the award are Smartflow with its slim and elegant side-panel design, Alphabox attracting attention with its superior rail systems as well as its functionality and D-Lite Lift lift-up door system, which employs no-hinge technology for sleek design.

This year, thousands of designs from 53 countries competed at IF Design Awards, organized since 1953 and given in 7 main categories; "Product Design", "Packaging Design", "Communication Design", "Architecture", "Interior Architecture",

"Professional Concept" and "Service Design". A jury of 58 international experts assessed products based on criteria such as quality, design, choice of materials, degree of innovation, environmental effect, functionality, ergonomics, the visuality of intended use, security, brand value and the principles of universal design.

Before having received an award for its 3 products within the Innovation World in "Home Furnitures" category this year, SAMET had won an IF Design Award also in 2015 with MonoLift & DuoLift lift-up door mechanisms, and another one in 2014 with its ELA Elastic Hinge Cover.





WPM-Intermob is getting stronger year by year with the Support of the Entire Industry throughout Eurasia



Wood Processing Machinery and Intermob Fairs which will be held on October 14-18, 2017 at Tuyap / Istanbul, is determined to gather wood processing, furniture accessories, furniture and mattress subsidiary industries once again in 2017 edition. The fair Duo which has managed to fulfill the expectations of both visitors and exhibitors in terms of presenting latest trends and technologies for decades, is also ready to showcase brand new solutions to provide both visitors and exhibitors maximize their time efficiency during the fair.

Promatt Special Section

Promatt; Mattress Manufacturing Subsidiary Industry, Equipment, Raw Materials and Machinery Special Section will be showcased for the second time in 2017. Special Section which is held alongside Intermob Fair is quite promising to become the main supply center for bed manufacturers throughout Eurasia.

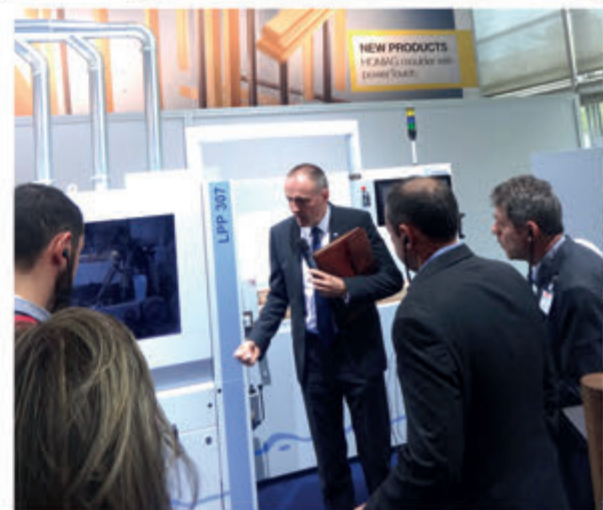
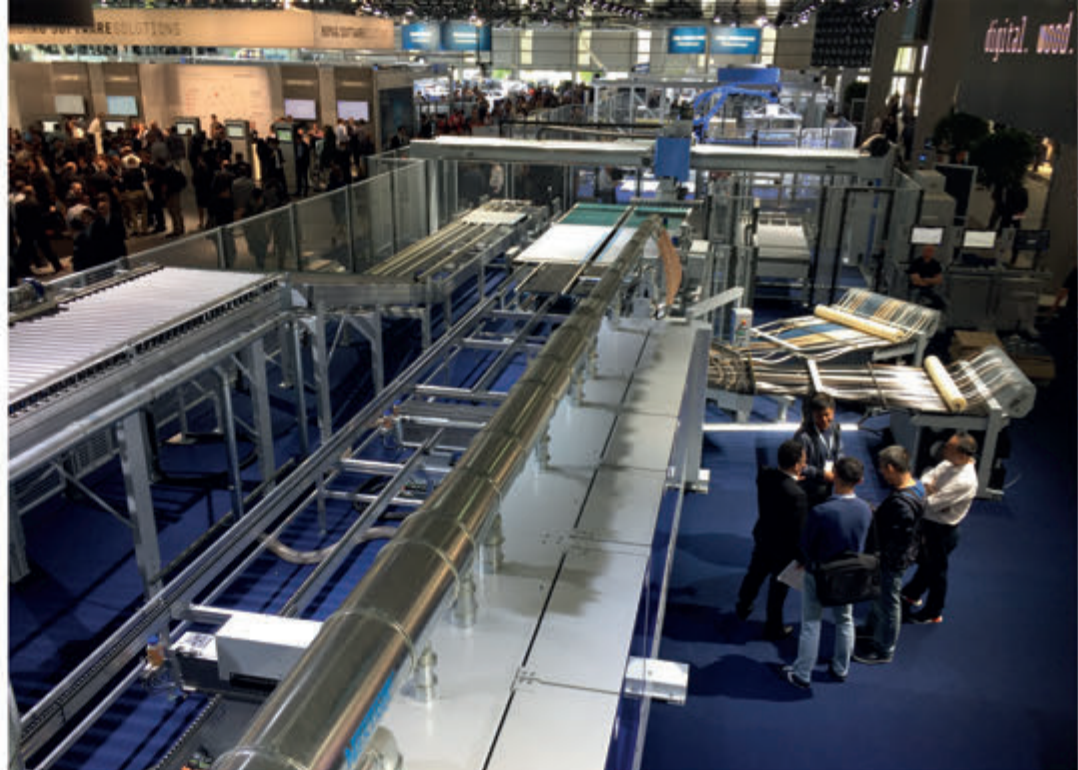
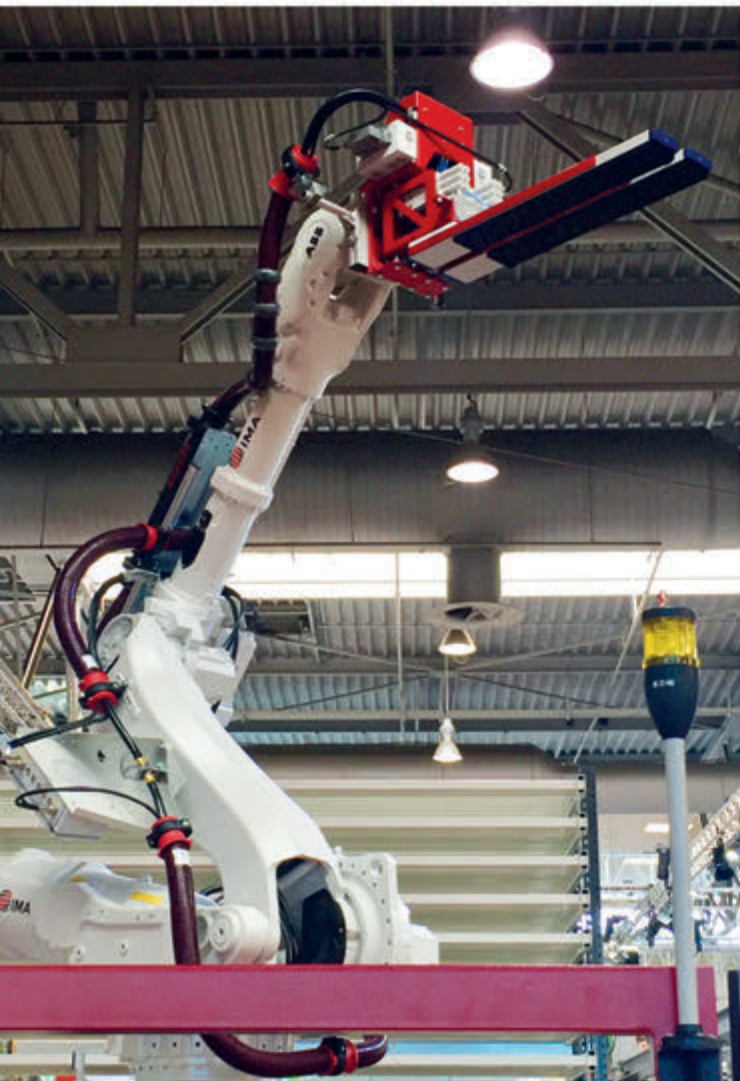
B2B Matchmaking Program

B2B Matchmaking Program which was activated by Tuyap in 2017 provides visitors to find the product groups which they seek without wasting time and exhibitors to reach their targeted visitor profile easily. Visitors who fill the E-Invitation Form will be able to find the exhibitors which can supply the preferred products and send meeting request to those exhibitors

WPM-Intermob Fairs Get Stronger Year by Year

Thanks to Their Exhibitors and Visitors

2017 is the 30th edition of WPM and 20th of Intermob. The Fair Duo which grew stronger and became the prime trade hub of their industries thanks to the interest of the industry professionals over decades will be held on October 14-18 at Tuyap Fair, Convention and Congress Center.

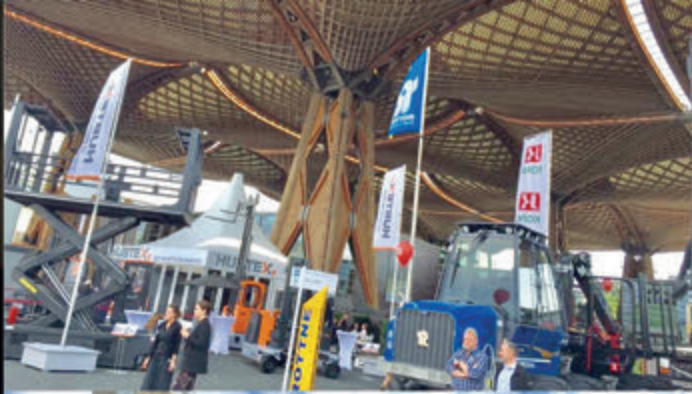


LIGNA 2017 delivers big on innovations



LIGNA 2017 drew to a close on Friday, 26 May, having delivered big in terms of innovations and global appeal, with a significant upswing in the number of exhibitors and visitors from abroad and new impetus for the wave of digitalization currently redefining the industry. After five action-packed days, the organizers could look back on a truly impressive event.

Hannover, Germany. LIGNA 2017 drew to a close on Friday, 26 May, having delivered big in terms of innovations and global appeal, with a significant upswing in the number of exhibitors and visitors from abroad and new impetus for the wave of digitalization currently redefining the industry. After five action-packed days, the organizers could look back on a truly impressive event. The world's leading trade fair for woodworking and wood processing plant, machinery and tools is booming. "LIGNA 2017 will go down as a milestone in the digitalization of the wood industry," said Dr. Andreas Gruchow, the Deutsche Messe Managing Board member in

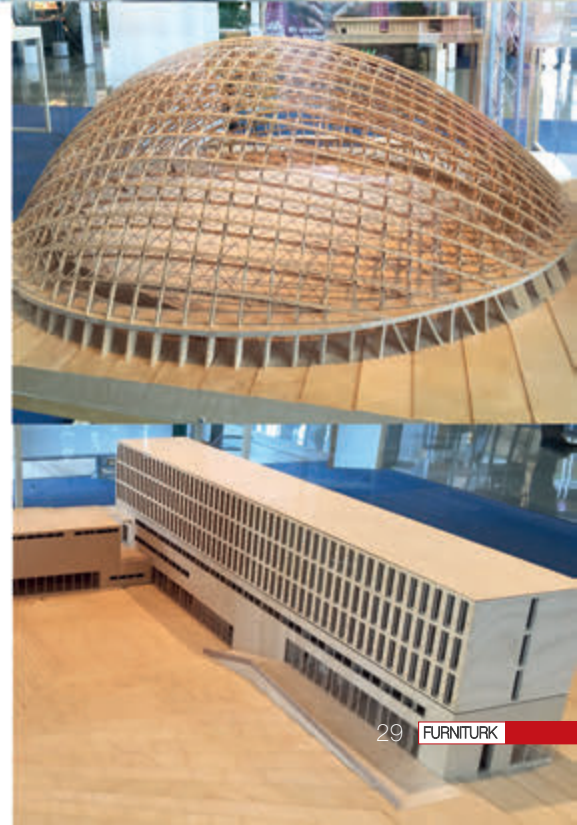


charge of LIGNA, at the end-of-show press conference on Friday in Hannover. "Industry 4.0 concepts for the wood industry were the dominant theme at this year's LIGNA, with major emphasis placed on digitalization, integration and automation. The exhibitors covered everything from sophisticated approaches to plant integration right on down to entry-level systems for the skilled trades, thus offering the right technology for any scale of operation."

LIGNA's new approach is contributing to stable growth throughout the industry. More than 1,500 exhibitors, including 900 from abroad, were on hand to showcase innovative plant, machinery, tools and solutions on some 129,000 square meters (1,388,544 sq. ft.) of net space. According to Gruchow: "Many exhibitors have opted for stands with a highly classy design, in some cases even going for radically new structural approaches. This has put a fresh face on LIGNA and gone down very well with

all concerned. LIGNA's international pulling power has also shot up considerably, thus underscoring the show's reputation as the industry's No. 1 event worldwide."

LIGNA 2017 attracted a total of 93,000 visitors, including some 42,000 attendees from outside Germany who had come to Hannover from more than 100 different countries. The show's increasingly international turnout was reflected in the figures for virtually every corner of the globe, and particularly for Asia, North America and Europe. As noted by Gruchow: "These impressive figures confirm that international decision-makers have come to place their trust in LIGNA as the only event that can give them a full grasp of the latest wood processing and woodworking trends and developments." The top ten visitor nations after Germany were France, Austria, the United States, Sweden, Belgium, Spain, China, Poland, Italy and Russia. Turkey.





World-famous designers meet in Istanbul



The Architectural and Design Summit organized by the Architectural Activity Center, was held at the Haliç Congress Center on April 14-15, 2017 in this year. There were new works and trends which were touching the different disciplines that the architecture and design world interacted with more and more every day at the center of the summit which welcomed thousands of visitors. In the event, the designers shared a lot of inspirational perspectives on the field, ranging from industrial products to engineering, from fine arts to philosophy and sociology.

Architects and designers who put signature to the cause celebre in all over the world, hold the floor. Fabio Novembre in the presentation, describes a utopia from the Italian design culture to design the city and also spoon design. Nicola Golfari has reflected on the innovations following the current Do It Yourself movement, reflecting this trend in the design culture, while Péter Pozsár, the founding partner of Hello Wood, explained how peasants will change with design. Gomez Paz, Setsu Ito, Maurizio Favetta, Alexis Şanal, Enrico Vianello and Holger Kehne were among the speakers.

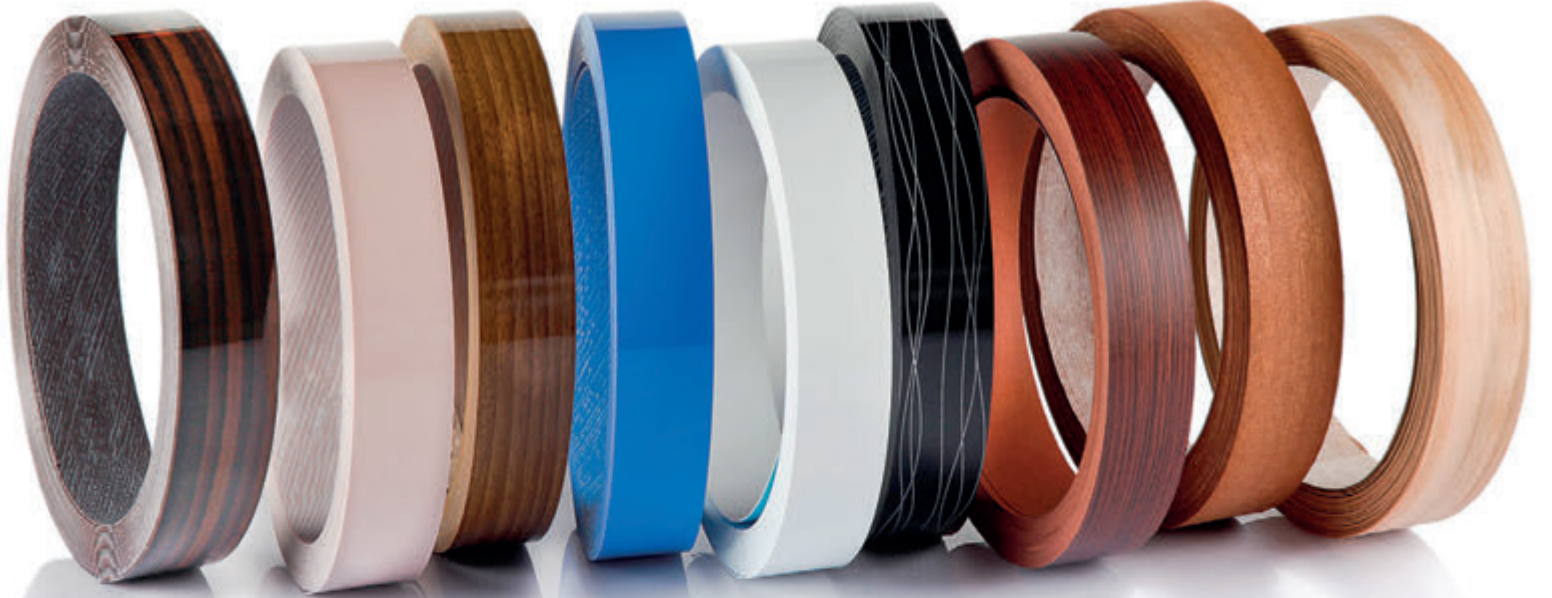
Related to "Undesigned" and Experimental Design

Şafak Çak told his story of success from Grand Bazaar to New York in his speech entitled "Do not Leave Your Business to Chance". Erdem Şeker's "Experimental Design" speech emphasizing the importance of the user experience and describing the pre-design process took great interest. Tamer Nakışçı, one of the most important industrial designers of our country, was touched on with the presentation "Undesigned" in order to talk about the "undesigned" which was the important trends of the last period of our Country.





THE EDGEBANDING COMPANY



About Tece

Founded in 1987, Tece is a manufacturer of edgebandings in Turkey. Our production portfolio includes:



- PVC edgebanding
- High gloss PVC edgebanding
- Melamine edgebanding
- 3D / 2in1 acrylic edgebanding
- Special mirror edgebanding
- Aluminum edgebanding
- Veneer edgebanding
- Adhesive screw cover & more...



AGT introduces 'trend-setting' products at 'Trend Center'



AGT that provides tailor-made wood solutions for living spaces displayed its new products that will leave their mark on the new season at its showroom named 'Trend Center' in Ikitelli, Istanbul.

AGT, which provides service to the furniture and interior design industry with its MDF, MDF-LAM, Panel and Profile production and to the construction industry with its parquet, door, wall panel and baseboard production at its modern production facilities founded on a total of 400sqm area in Antalya Organized Industrial Zone, met with the leading press members of the interior design and construction industries. Besides the introduction of the brand new products for summer 2017, this event in Trend Center, Ikitelli witnessed a terrarium workshop as a reference to the inspiration AGT took from nature for its products.

In the event, Concept Parquet Series that has just been added to the parquet collection was displayed besides others. AGT also impressed with the 20 new colors that it added to the panel collection.

New 'Concept Parquet Series' attracts attention with its naturalness

AGT expands its parquet collection with Concept Parquet Series. The series that is produced by printing the one-to-one images of natural trees on exclusive papers using advanced technological methods impresses with its patterns. 10mm Concept Series produced in class AC4 has high density and is composed of moisture-resistant fiber panels. The series provides user-friendly qualities such as 15 years of warranty, solid surface and swelling resistance.

Concept Parquet Series products that are named after Loreto, Scala, Moderna, Casella, Dorino and Centro by being inspired from the metro stops of Milan are resistant to abrasion, scratch and heat thanks to the aluminum oxide particles in their structure.

AGT continues to introduce its Concept Parquet Series with its new commercial. The commercial that continues to be broadcast on national and digital media presents the easy-to-clean 10mm Concept Parquets for those looking for something new in their living spaces.

The new innovative product of AGT: "Fire-Resistant Door"

AGT, which attaches great importance to R&D and recently founded the first R&D Center of Antalya, and Wood and Forestry Products' Industry, presents its 30min and 60min fire-resistant doors with superior insulation performance to its end-users as two different models. The fire-resistant doors enable elements such as alarms, digital keys, integrated lights and name tags that are widely used around the doors to be applied easily thanks to their wide asymmetric frames.

The new Soft Touch Flat, Elite, New Patara and Royal doors with their unparalleled surfaces and color alternatives in line with 2017 trends stand out as the strongest models of the year.

“Quality is never a coincidence; it is always result of an intelligent effort.”

“Kalite asla bir tesadüf değil, daima akıllı bir gayretin sonucudur.”

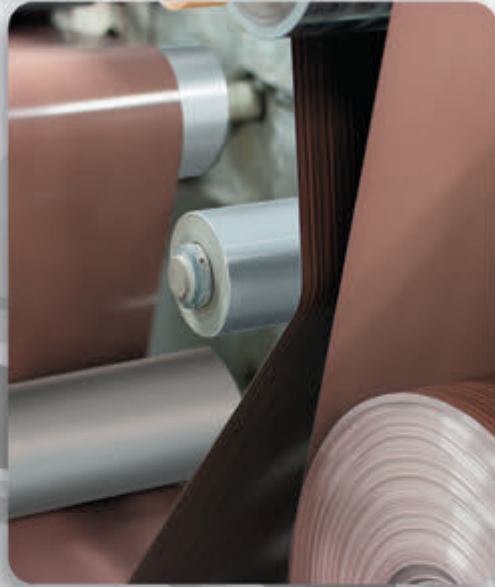
“Качество нельзя получить случайно случайно, но оно всегда получается в результате небольших усилий.”



PVC EDGE BANDS
ПВХ КРАЕВЫЕ ПОЛОСЫ



PVC KENAR BANDI



Gebze Plastikçiler Organize San. Bölğ. Atatürk Bulvarı
No: 34 / 1 • 41400 - Gebze - KOCAELİ / TURKEY
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Ali Osman Mertöz, Founder of Mesan Plastik:

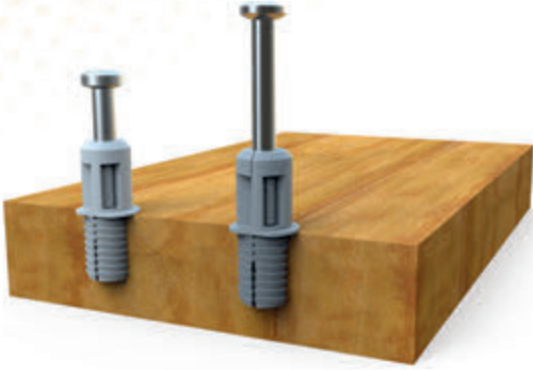
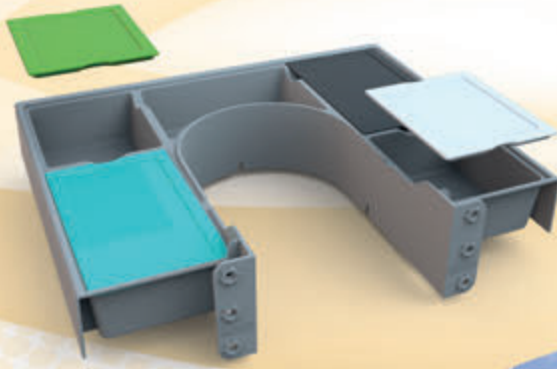
We have been participating in the Interzum for the twelfth time this year



The Cologne Interzum Exhibition, which is one of the leading exhibitions in the entire world, is the biggest meeting of the furniture supplier industry. Accordingly with the enhancements of the industry, Turkish manufacturers have reached a point where they can successfully compete with European manufacturers. We could observe this in Interzum in May 2017. Turkish firms increased their number of participants dramatically also, whichever hall the visitors went they encountered Turkish firms. These firms participated with slightly booths and well-designed products. Within 135 Turkish companies, our corporation received a lot of attention with its glaring booth and a wide range of premium products.

"Since 2005 our company has been participating in this exhibition and with growing expertise, we represented our country and company extraordinarily," says Aliosman Mertoiz, the founder.

We would like to talk about Mesan Ltd which exports products to a great majority of countries and plays its role in the ever-growing Turkish economy. In a market where everybody is hesitant to present their brand Mesan is more than proud to use its motto " Say it louder.. Made in Türkiye" We found Aliosman Mertoiz welcoming Mesan's customers in its mindfully designed booth. While his co-workers were taking care of the guests, we asked Mr. Mertoiz to give us his thoughts about the exhibition and the future of the industry. "Being successful and creating value, is only possible with



tremendous effort and respect given to the job done. This is a feeling and a responsibility where capital is not enough if sufficient attention to every detail is not given. "If you don't feel a childish excitement in every product you design, every mold you manufacture you cannot unite with your job. Those products should accompany you in your dreams if it's like this then you can say that you love your job. This infectious accuracy is the reason why every professional knows that there is no room for mistake", says Mr. Mertoç.

"I made up a principle for me to make me and Mesan valuable. With these intentions, we prepared these products and presented in this highly competitive Interzum Exhibition. We are sure that it made our customers glad that we met them in Cologne", adds Mr. Mertoç.

"Unfortunately, in the last year, the traitorous coup attempt and rising terrorism in the territory caused our western customers to hesitate to purchase Turkish products and visit Turkey. In Interzum 2017, with our new products and well-prepared team, I believe that we gained the trust of our customers back and we are glad that we changed their attitude towards Turkey to a more positive direction".

Turkey is the fourth biggest participant after Germany Italy and China. "To make it clear that the

Turkish participation was really high, I would like to point out that Spain had 4%, Poland had 3 % and France is 2 %."

"This is an achievement which shows how dynamic and ready the Turkish market is". With its unique products, fast delivery, and reasonable price policy, Mesan has contributed greatly to its sector.

"Foreign exhibitions are really costly and consume a lot of time. Companies which can not act accordingly with their size cannot yield any gains, instead, they harm themselves drastically. I personally think that as a country the number of participants is satisfactory, however, the share is not. If we get rid of unfair competition and copying product designs, I am sure that we can walk stronger to the future", says Mr. Mertoç.

"Consistency is essential to be successful. That is why we have been participating in this exhibition since 2005 and will keep doing so".

"To present our new products and to meet customers all over the world we are making our preparations. To satisfy our customers we already started to work determinedly for 2019 Interzum".

"I am wishing good luck to every participant from Turkey and thanking you and "Mobilya Dekorasyon Dergisi"."





23rd MALAYSIAN INTERNATIONAL FURNITURE FAIR OPENS WITH RECORD EXHIBITORS AHEAD OF 2018 BIGGER SHOW



Very upbeat, welcoming a record 543 exhibitors ahead of a bigger show next year. The huge turnout of local and overseas companies – a 12% increase over 2016 – with their latest products and vast array of furniture, furnishings and fittings cover 80,000 square metres of the Putra World Trade Centre and Matrade Exhibition and Convention Centre. Malaysia’s Minister of Plantation Industries and Commodities Datuk Seri Mah Siew Keong was the guest-of-honour at the opening ceremony. As the leading global furniture sourcing hub in the region, MIFF draws 20,000 visitors from as many as 140 countries and regions seeking variety, quality and good value. It is also the biggest platform to source for Malaysia’s wood furniture.

“MIFF will continue to enhance its position as the leading and most important furniture industry event in Southeast Asia. As a global sourcing centre, the trade show is always changing to remain relevant in the market,” said MIFF Chairman Datuk Dr Tan Chin Huat in his welcome speech.



"Our exhibitors are also moving with the times. They are investing more and more in R&D to come up with their own design and new products, creating more value for their business and potential customers. MIFF welcomes this positive approach to stand out in the competition. It brings more variety and adds value to the trade show."

Next year's MIFF will be co-held at the bigger and new Malaysia International and Exhibition Centre (MITEC) and PWTC.

The 2017 highlights include Muar Hall by MIFF strategic partner Muar Furniture Association, China Hall, Taiwan Hall and MIFF Office, the largest office furniture showroom in Southeast Asia with 100 companies from Malaysia, China, Taiwan, Korea and Indonesia.

Buyers from Southeast Asia and other emerging markets are expected to crowd the show given the visitor traffic trend in recent years, comprising mostly wholesalers, importers, independent retailers, new furniture businesses and e-commerce start-ups seeking basic to upper mid-range products.

Several overseas delegations including from Japan, Italy, Belgium, India and Germany are attending MIFF 2017. celebration of International Alliance of Furnishing Publications (IAFP). Over 30 members of the overseas trade media from 22 countries, including IAFP members, are covering MIFF.

The Ekin Publishing Group, which chaired the IAFP on behalf of Turkey between 2015-2017, handed over the presidency to the Russian broadcasting group with a general congress.





Brands carry the Countries Furniture industry's secret heroes and MEPA furniture accessories



The Turkish manufacturing industry has announced its name in the furniture sector as well as in many other sectors, especially in accessories and sliding systems-an important technical material. This important product, which is one of the most important fixes of our life and is used in a wide range from our home, office to our hospital, laboratories, machinery equipment, is indeed an engineering marvel.



Many years ago, sold in meters with metal rolls and we used in all kinds of cabinet doors, clothes etc in our homes, these hinges, which made terrible noises when they opened and closed and lost the function after a while, after serving for the human beings for hundreds of years, nowadays it is now an indispensable item with its silent working and visual design.

CABINET, SLIDING DOOR systems (Slide systems)

Although this product which can be realized with knowledge and technological investments is a western producers, the sliding systems produced under the MEPA brand with Turkish capital and expertise today have become a reputable and sought-after brand in the Middle East, Turkic republics and Asia, especially in the Balkans, not only in Turkey.

MEPA FURNITURE products, imitated by Chinese competitors in many countries, today with its 16.000 m2 modern technology equipped R&D, engineers, design team, marketing staff continues its fruits of 30 years of accumulation in the second generation. Founded in Istanbul by Mikdat Köse in 1987, Mepa Mobilya Gereçleri San Tic. Ltd.Şti has become a brand that will be proud of the Turkish furniture sector today. Our product range includes Sliding and Folding Door / Cover Mechanism Systems, Table Rails, simultaneous folding table systems, cabinet / door systems, heavy sliding chifforobe systems, glass cover / door systems, wall from wall and floor to ceiling rail cabinet panel systems, various fasteners and accessories product groups.

Today, Mepa furniture supplies a large portion of its output to the country's economy by exporting, creating a separate economy with employment provided by hundreds of employees. Nowadays, if the Turkish furniture industry is able to export finished furniture products to all four sides of the world, the influence of domestic producers such as MEP and its main members irrefutable.

MEPA Furniture Appliances is the only institute which has Quality Standard from EURO NORM PRODUCT QUALITY STANDARDS and TURKISH STANDARDS INTERNATIONAL INSTITUTE FOR PRODUCT QUALITY APPROVED BY THE INSTITUTE OF TURKISH STANDARDS.

Today, in order to stand out in the international competition that exists in almost all fields of production, that country must have its subsidiary industry. The furniture accessory industry, which is based on imports in the past and reaches to the advantage of Turkish furniture makers that supply such products at very high prices, constitutes a kind heart of the sector. Mepa also produced quality products and at the same time they carried the Turkish brand image to all the countries they exported and they pioneered the quality by creating confidence for the other companies.





Adil Pelister, Owner of Beta Kimya

BETA KİMYA NUMBER 1 in ADHESIVE EXPORTING COMPANIES IN TURKEY FOR THE LAST 5 YEARS!

Beta Kimya started its production of activities in 1987 with P.V.A. glues and adhesives and today in its 30th year it is among the foremost furniture and industry glues and adhesives producer in Turkey with its 4 factories located in İstanbul.

Beta Kimya which has come a long way since it was started as a small production plant in İstanbul Gaziosmanpaşa and then brought things even forward with the factory established in Aydın Organized Industrial Zone in 1996. It has increased the product range with great speed due to the activities in this factory and in 2007, moved its production activities to the new factory established in Tuzla with advanced technologies. Beta Kimya is proud to represent quality and trust in glue and adhesives both in domestic and abroad with its high production capacity and even increasing product range and 3 new factories established in 2010, 2012 and 2016 respectively.

As of 2017 Beta Kimya is one of the leading companies in the industry, providing service with its ISO 9001,14001, 10002 and OHSAS 18001

integrated quality systems, with over 210 employees and working areas which is in compliance with local legislation, clean and healthy chemical plants and with 4 factories located in İstanbul Tuzla Industrial Zones and the production lines.

Beta Kimya; has always made a goal of creating a constant customer satisfaction via providing the best service with constant quality, cost, time and amount in the adhesive products produced for the furniture, construction, building, hardware and textile sectors after understanding the needs properly and then analyzing them.

As a result of the process which was started with a supply level which is modern, high quality and produced with advanced technology, the raw materials are taking their end shapes after the detailed and systematic processes and tests carried out in quality control laboratories equipped with advanced technology in the light of modern technology and in the hands of expert engineers of Beta Kimya.

The steady growth, products of standard quality which are unchanged over the years of Beta Kimya has caused the birth of brands which influences the sector such as APEL and MITRE APEL. This has enabled Beta Kimya to reach the well-deserved esteemed place in especially Furniture and Wood Sectors. The secret of the success of Beta Kimya is: unconditional customer satisfaction, human resources policies, and experience in problem solving, team work, infrastructure investments and a corporate quality policy based on total quality goal.

In the product portfolio of Beta Kimya there are; P.V.A. Based Glues, Cyanoacrylate Based Adhesives, Polyurethane Based Adhesives, Polyurethane Dispersions, EVA Based Hotmelt Adhesives, Industry



adhesive and filling products such as Silicon, Foam and Technical Aerosols.

With the increase in the product variety Beta Kimya provides services to its customers in Turkey in 7 geographical regions with its sales offices and has raised its work towards the foreign markets and in the last years started to export to neighboring countries and from China to Canada and has spread in Europe, Asia, Middle East, North America, Russia, South Africa and North Africa countries.

This fast and steady growth in export as proved itself and Beta Kimya Sanayi ve Ticaret A.Ş has taken the first place and received awards for the success shown in exports made in the "adhesives" category according to the data of "Istanbul Chemicals and Chemical Products Exporters Association".

Beta Kimya has made a name for itself in the global market with the international trade shows attended both in home and abroad. Beta Kimya is an influence to other companies in its sector with its endless energy of creating new markets and strengthening existing markets.

With the help of the steps taken with a high quality approach, professional discipline and understanding, without regarding the fluctuations and negativities which might occur in the economy, and to the competence conditions which increase daily, the company increases its domination in the market daily together with its 30 years of experience and the contributions of its employees and constantly improve and grow with a strategic system and

professional management.

Beta Kimya is a leader and example setting company which constantly follows the advancements on the technology, creating a steadiness in the quality product and service understanding with a constant advancement and improvement, know how works, constantly raising the customer satisfaction, contributing to the social and public values. The company is proud and happy to be a professional establishment which will contribute to the economy of our country with its constantly growing young and dynamic personnel today and tomorrow as it was yesterday.

The company has adopted complying with human health and workplace health safety requirements, enabling the continuation of product quality, protection of environment as a working and living style Before and after the production process by cooperating with its employees, suppliers and customers.

Beta Kimya is increasing its investments daily and making the inner company trainings more common and enables its employees to attend to the quality improvement works and encourages the continuation of this attendance.

Beta Kimya will go on to look for the best and perfect parallel to the constant improvement and customer satisfaction with the team of experts and modern, clean and proper production areas with the goals of strategic growth and improvement and corporate works...





Dubai Woodshow was made in 2017

The fair, which were attended many companies from Asia, Europe, Far East and Turkey, was successful this year as well.

ENT-MERKÜR, which organizes the fairs in Turkey event, as a partner publisher, we are actively distributing our magazines at Dubai Woodshow fair, apart from our Furniturk magazine for international export, we have also distributed some furniture magazines.

The Dubai Woodshow, which is one of the fair of the Middle East and has been growing in recent years, was held between the dates 7-9 March 2017 in this year, has 300 participants from 100 participating countries.

Many Turkish companies from different production groups attended the wood and wood processing machines and accessories and forest products exhibitions in this year.

Dubai Wood Show organizer Dawood Al Shezawi, General Manager of Strategic Marketing and Exhibitions talked about the fair. Said that "Dubai Wood Show grows stronger every year. We are excited about welcoming attendees and visitors from America, China, Italy, Malaysia, Canada, Sweden and Turkey and the GCC. The exhibition has become an important platform for regional and international wood and wood processing industries in the Middle East and for meet the needs of its customers from the global suppliers of high quality wood products and accessories. ■





Child safety is the most important concern for parents, and the responsibility of the entire society. A secure environment should be provided for the children. Either in the kitchen, the bedroom, the bathroom or the living room, wherever they are used, products for children must be safe!

There can be products prepared for children, which contains potential risks for them, in the house. We must adhere to safety for these products that the children use for games!

Our products comply with the UNE EN 71-3 European standard. They do not contain heavy metals that are harmful for human health.



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PA.10.00 Series
PB.800.00 Series
PS.22.00 Series
PD.70.00
TN.10.00

ULTRALACK ACRYLIC PAINTS
POLYURETHANE LACQUER PRIMER
POLYURETHANE PAINTS
POLYURETHANE VARNISHES
POLYURETHANE TRANSPARENT SEALER
CELLULOSIC SUPER THINNER



The above mentioned products containing heavy metals such as Arsenic, Antimony, Barium, Cadmium, Chrome, Lead, Mercury and Selenium, which are impossible to be eliminated from the body once they enter, are confirmed to be within the limits according to EN 71-3 standards.



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ZOW to be organised by Koelnmesse starting 2018

Koelnmesse enhances its competence in the furniture supplies industry

Cologne/Bad Salzuflen. Two cities, two trade fairs, one goal – to secure the position as global player for furniture production and interior design. By taking over ZOW Koelnmesse now offers two efficient platforms for the industry covering international and regional markets equally. As a result, ZOW will shift towards a biennial cycle with ZOW 2018 (February 6-8) being the trade fair's next edition. "The furniture supply industry requires fresh trade fair concepts that fit the individual needs of regional, national and global markets. In my opinion there is no other event capable of giving as important economic and innovative impetus to the industry as interzum and ZOW. With this acquisition Koelnmesse further expands its position as leading exhibition organiser for furniture and interior design", explains Gerald Böse, CEO of Koelnmesse.

Dr. Lucas Heumann, Chief Executive of the Trade Associations of the Wood and Furniture Industry, adds: "We absolutely endorse the take over of ZOW by Koelnmesse, because this will perfectly complement interzum as the leading international trade fair for the furniture supply industry. Ostwestfalen-Lippe is and will remain the heart of the German furniture industry with the highest concentration of industry stakeholders in the country. From our perspective the furniture industry needs both, a leading international trade fair such as interzum and a working platform with a clear hands-on focus based in Ostwestfalen-Lippe just like ZOW. Offering interzum's and ZOW's unique qualities as part of a one-stop solution guarantees perfect coordination and matching of both main events of our industry."

Russell Wilcox, CEO of Clarion Events, the organiser of ZOW since 2010, commented "We are delighted that we have reached this agreement with Koelnmesse. Throughout the process, we have been impressed with their vision for

the event and the obvious benefits their coordinated management of both ZOW and interzum will bring to the industry. We believe this great event will continue to thrive under Koelnmesse's ownership."

Andreas Reibchen and Bernd Schäfermeier, CEOs of Messe Ostwestfalen GmbH (East Westphalian Exhibition Centre): "ZOW is being staged at the Bad Salzuflen Exhibition Centre again. The joint objectives were determined very fast in advance in extremely constructive discussions. So that the important working forum ZOW can take place at the Bad Salzuflen location, in the heart of the European furniture industry, this decision was taken in the interests of the industry. We are looking forward to a successful ZOW and a collaborative partnership with Koelnmesse."

Every two years interzum, being the leading trade fair for the furniture supply and interior design industry, offers a comprehensive overview of global trends in material and design for the furniture production. Accordingly, ZOW, being the Supplier Fair Ostwestfalen, is positioned as a special format in between exhibition event and business meeting. Exhibitors and visitors from the region and neighbouring European countries can entirely focus on their conversations, share knowledge and discuss current market trends within the ZOW workshop atmosphere. Together both trade fairs reflect the complexity of the global market.

With ZOW taking place in even, interzum-free years, Koelnmesse will provide the world's biggest stage for world premieres and product innovations from 2017 onwards. The ongoing evolution of the fair concepts will help create sustainable industry platforms fitted to the needs of different target markets and visitor groups, where products are launched and brilliant ideas turn into market success.



Disa Kulp located in Diyarbakir industrial zone, As Disa Kulp, we are producing furniture handles with best quality, more than 100 different models. in our 3500m2 indoor area. Also, we are making special designs for our customers. In DISA's Research and Development department we are researching innovations to get best results.

Disa Kulp engineers and designers always working on customer-based requests and modern designs, We present many alternatives to satisfy our costumers. We are developing our product and machine day after day. Disa transaction for handles; in mechanic step, we are using modern machines like CNC workbench for our product. In the other hand. Facility of electrostatic painting giving more colour alternatives to our costumer. Colour of (Chrome, Brush, Nickel, Antique - copper, Antique - gold, Copper, Gold, Laquer) we are using plating. In final; our quality control department checking all of our product one by one.

Turkey has a growing sector in World Furniture Manufacturing Industry. Especially the production of furniture accessories is growing rapidly. DiSA KULP Company, which makes its production in Diyarbakir, which is one of the most important cities of Turkey,

Quality and branding is very important for DiSA. DISA KULP is participating in international fairs for international market. Therefore; export is very important for DiSA KULP. 2017 Cologne exhibit was a great opportunity for showing our newest products.



Disa Kulp General Manager
Aziz AZIZOGLU

**Proudly,
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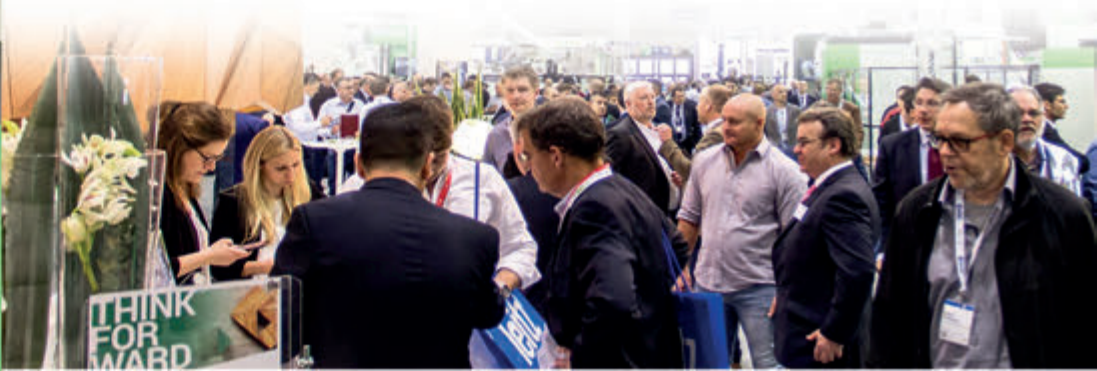
"Disa Kulp is going to improve its Organizational and technical Capacities in order to have the best design capability. We are producing all the products with best quality and modern-distinctive which we offer to our customers, we are working for to be a initiator in the international handle market. Disa sells 14 countries in 3 continental. We are usually participating fair in worldwide for to understand European standard and serve to costumers. We work with our professional team to provide our valued customers with the best products."



Biesse Press Meeting

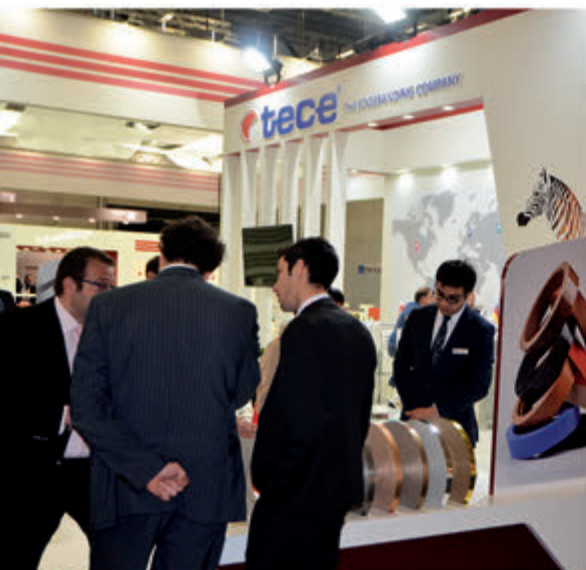
The Biesse group made an intensive presentation for this year's Ligna Hannover 2017, which started before the fair. In one of Ligna's biggest stands, a large part of a hall, the latest technology and the new generation of machines evoked the future world's production concept. This new generation of intelligent robots and remote-controlled machines was the new concept of Biesse's world's 4.0 industry with a presentation on the third day of the fair.

Then the functions of the special machines were explained in the mass press tour. These machines, which know each other and coordinate with each other, are a complete production monster. After the introduction tour, Press meeting was held with a cocktail at the main Biesse stand.





A growing brand with quality and capacity in the edgeband: TECE



The success stories of the companies start with important beginnings. First you will believe in your story, focus on your work, if any, to your production and improve your quality. Then your work, the labor you spend, the sympathy and respect for others.

Start working. The number of your friends and the people who trust you are constantly increasing. With this confidence you are more tightly wrapped in your affairs, while somebody is buying a home, car, you will create jobs that will invest in your business. Three to five, five to fifty, and you're going to give bread to 100 to 200 people.

Responsibilities increase further and this time brand will become a need then also you need become internationalization. You done export. Asia, Europe, Africa, you start working on a wide network even America. Investments are not saturated with the production machinery while you are watching the innovations, you become an industrialist.

The burden on your back gets heavier, build up many

teams to follow trends against world-class competitors, keep the pulse of the market, and create sustainability with the right price policies. On the one hand, the continuity of the first customers and the customers waiting for your products on the four sides of the world. Entrepreneurship is the hero of a story that can be an example for every business, like giving courage and value to the business in success stories. TECE family. We told you a 25 years success story coming from these days with a tightly knit family and a professional team.










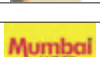

Today, TECE, which has 30.000 m² closed area with modern manufacturing facilities, became one of the most important companies of Turkey in the production of PVC, Melamine, PMMA, Metal and Wood edgebands. TECE has also developed ABS edgeband production, and has also been successful in advertising and marketing in 2016. It has been an important experience by joining important furniture industry and materials fairs almost every corner of the world.

Yes, no success is a coincidence.



2017 WORLD FURNITURE FAIRS

	Wood Working Industry 2017 9/12/2017 - 9/15/2017 Irkutsk, Russia
	Woodworking 2017 9/12/2017 - 9/15/2017 Kazan, Russia
	Intermebel 2017 9/12/2017 - 9/15/2017 Kazan, Russia
	BIFE-SIM 2017 9/13/2017 - 9/17/2017 Bucharest, Romania
	Iraaq Furnexpo 2017 9/14/2017 - 9/17/2017 Erbil, Iraq
	KazInterMebel Central Asia 2017 9/17/2017 - 9/20/2017 Astana, Kazakhstan
	Decorex International 2017 9/17/2017 - 9/20/2017 London, United Kingdom
	M.O.W. 2017 9/18/2017 - 9/21/2017 Bad Salzuffen, Germany
	EXPOMEBEL-URAL 2017 9/19/2017 - 9/21/2017 Yekaterinburg, Russia
	LESPROM-Ural Professional 2017 9/19/2017 - 9/21/2017 Yekaterinburg, Russia
	HOMAG Treff 2017 2017-9 Schopfloch, Germany
	HOLZMA Treff 2017 2017-9 Holzbronn, Germany
	Faszination Holzbau 2017 2017-9 St Gallen, Switzerland
	Fall Design Week 2017 9/25/2017 - 9/29/2017 Atlanta GA, United States
	Woodworking 2017 9/26/2017 - 9/29/2017 Minsk, Belarus
	Furniture Components 2017 9/26/2017 - 9/29/2017 Minsk, Belarus
	Prestige Furniture Expo 2017 9/26/2017 - 9/29/2017 Abuja, Nigeria
	Lisderevmash 2017 9/26/2017 - 9/29/2017 Kiev, Ukraine

	WOOD Exhibition 2017 9/27/2017 - 9/29/2017 Jyvaskyla, Finland
	Woodmac 2017 9/28/2017 - 9/30/2017 Jakarta, Indonesia
	iFMAC 2017 9/28/2017 - 9/30/2017 Jakarta, Indonesia
	MTKT Innovation 2017 2017-9 Kiev, Ukraine
	MIFIC EXPO 2017 2017-10 St. Petersburg, Russia
	St. Petersburg International Forestry Forum 2017 10/3/2017 - 10/4/2017 St. Petersburg, Russia
	SibFurniture 2017 10/3/2017 - 10/6/2017 Novosibirsk, Russia
	Canada Woodworking West 2017 10/4/2017 - 10/5/2017 Vancouver, Canada
	Baltic Furniture 2017 10/6/2017 - 10/8/2017 Riga, Latvia
	Woodex Siberia 2017 2017-10 Novosibirsk, Russia
	BWS with HOLZBAU fair+congress 2017 2017-10 Salzburg, Austria
	Timber Expo 2017 10/10/2017 - 10/12/2017 Birmingham, United Kingdom
	SICAM 2017 10/10/2017 - 10/13/2017 Pordenone, Italy
	Mumbaiwood 2017 10/12/2017 - 10/14/2017 Mumbai, India
	Saloni WorldWide Moscow 2017 2017-10 Moscow, Russia
	Index Fairs Mumbai 2017 2017-10 Mumbai, India
	Intermob 2017 10/14/2017 - 10/18/2017 Istanbul, Turkey

	Wood Processing Machinery 2017 10/14/2017 - 10/18/2017 Istanbul, Turkey
	VietnamWood 2017 10/18/2017 - 10/21/2017 Ho Chi Minh City, Vietnam
	Sleepwell EXPO 2017 2017-10 Istanbul, Turkey
	Adana Furniture Decoration Furniture Fair 2017 10/24/2017 - 10/29/2017 Adana, Turkey
	Timber 2017 2017-10 Tel Aviv, Israel
	WOOD-TEC 2017 10/31/2017 - 11/3/2017 Brno, Czech Republic
	Woodworking Machinery & Supply Expo (WMS) 11/2/2017 - 11/4/2017 Toronto, Canada
	Belgrade Furniture Fair 2017 11/7/2017 - 11/12/2017 Belgrade, Serbia
	EXPOCORMA 2017 11/8/2017 - 11/10/2017 Coronel, Chile
	Salone del Mobile 2017 2017-11 Bergamo, Italy
	Branchentag Holz 2017 11/14/2017 - 11/15/2017 Cologne, Germany
	Woodex Moscow 2017 11/14/2017 - 11/17/2017 Moscow, Russia
	Mebel 2017 11/20/2017 - 11/24/2017 Moscow, Russia
	Salone del Mobile.Milano Shanghai 2017 11/23/2017 - 11/25/2017 Shanghai, China
	VIFA HOME 2017 2017-11 Ho Chi Minh City, Vietnam
	MyanmarWood 2017 11/30/2017 - 12/3/2017 Yangon, Myanmar
	Furniture Asia 2017 2017-12 Karachi, Pakistan

QUALITY

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RELIABLE



HEADREST
mechanism



LGT-CONTEMPO (49)

WOOD TO THE FLOOR
mechanism



LGT-3440-INNOVA (6114)



LGT-2000 (8550)



PUSH ON THE ARM
mechanism



LGT-4104 (0MJ46)



METAL TO THE FLOOR
mechanism



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BOYUT PLASTIK exponentially grow its exports to more than 48 countries, 5 continents

As a result of a quality driven development policy BOYUT PLASTIK proudly deserved its place among the top 3 leading companies in the turkish PVC Edge Banding industry. With a combination of German and Italian manufacturing technology, an average of 9 -13 million linear meters continious stock material and 700 tons monthly production capacity, BOYUT PLASTIK is able to serve to its international and domestic customers the Highest quality within a very short period of time. Double quality standards applied to every section of the production lines and perfect material combination made BOYUT PLASTIK exponentially grow its exports to more than 48 countries, 5 continents.

Boyut Plastik has also been a regular Exhibitor in the main and most important International Furniture components such as

- Interzum Cologne (Cologne, Germany),
- Interzum Guangzhou (Guangzhou, China),
- IWF Atlanta (Atlanta (GE), U.S.A.),
- Sicam (Pordenone, Italy),
- Fimma Maderalia (Valencia, Spain),
- W16 Joinery & Furniture Components (Birmingham, UK),

- International Woodshow (Dubai, U.A.E.),
- International Woodworking Exhibition (Minsk, Belarus),
- International Fair for Woodworking Ind. (Belgrade, Serbia),
- Intermob (Istanbul, Turkey)

and meanwhile searching about new agreements with other main Trade Shows worldwide.

Besides the ability to develop new customized colors and decors upon customers request under laboratory conditions, our company has an actual range of more than 1.000 various colors/decors and tones which facilitates the customers product selection.

As an integral part of our Quality policy matters, every product is to pass all the Quality Control tests before packing and being shipped to the customer.

I wan to inform you that we would be exhibiting at Dubai Woodshow in 2017 as well. We would be very glad to arrange a meeting with your esteemed organization during the exhibition days.

Remaining at your full disposal for further inquiries we look forward to your reply! ■





CH Newsflash – CIFF Shanghai and WMF Team Up to Co-organize “China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair” at Shanghai NECC in Sept 2018



China Foreign Trade Guangzhou Exhibition General Corp. and Adsale Exhibition Services Ltd. have officially announced that China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair will be jointly organized by both parties during show period of the China International Furniture Fair (Shanghai) (known as “CIFF”) from 2018 onwards. The new strategic cooperation will tie up both upstream and downstream of the furniture manufacturing chain, launching a new era of quality-oriented and intelligent manufacturing.

To cope with this new collaboration, the International Exhibition on Woodworking Manufacturing Equipment (known as “WMF”), one of the flagship exhibitions of Adsale Exhibition Services Ltd, will be relocated to the National Exhibition and Convention Center (known as “NECC”), Shanghai, and positioned as a subsidiary show of CIFF (Shanghai) to co-organize China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair. The strategic cooperation aims at providing the industry with an international and resourceful exhibition where both exhibitors and

buyers can explore their business opportunities in this professional platform.

2018 China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair will occupy both Hall 7.1 and 8.1 of NECC Shanghai with an exhibition area of over 53,000 sqm. While showcasing furniture manufacturing equipment, the show will also introduce new sections, such as basic wood processing machinery, panel production equipment, etc. Exhibits profile will range from timber to furniture products as well as pollution treatment turnkey projects.

The two professional exhibition organizers consolidate their resources to start a new chapter for the furniture manufacturing industry. While offering numerous local and overseas machine suppliers a quality platform to showcase their cutting-edge technology, China (Shanghai) International Furniture Machinery & Woodworking Machinery Fair will also provide global buyers with a wide selection of manufacturing solutions. ■



The world's 10 biggest economies in 2017

The economy of the United States is the largest in the world. At \$18 trillion, it represents a quarter share of the global economy (24.3%), according to the latest World Bank figures.

China follows, with \$11 trillion, or 14.8% of the world economy. Japan is in third place with an economy of \$4.4 trillion, which represents almost 6% of the world economy.

European countries take the next three places on the list: Germany in fourth position, with a \$3.3 trillion economy; the United Kingdom in fifth with \$2.9 trillion; and France in sixth with \$2.4 trillion.

India is in seventh place with \$2 trillion, and Italy in eighth with an economy of over \$1.8 trillion.

Ninth place goes to Brazil, with an almost \$1.8 trillion economy.

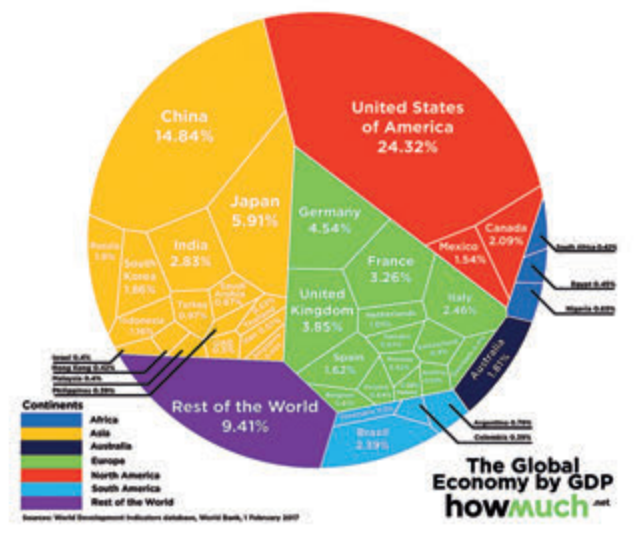
And in 10th is Canada, with an economy of over \$1.5 trillion.

The economy of the United States is larger than the combined economies of numbers three to 10 on the list.

Fastest-growing economy

The US may not dominate for much longer, however. Although China trails the US by \$7 trillion, it's catching up. China's economy grew by 6.7% in 2016, compared with America's 1.6%, according to the IMF.





China has also overtaken India as the fastest-growing large economy. The IMF's World Economic Outlook estimated China's economy grew at 6.7% in 2016, compared with India's 6.6%.

Brazil's economy has contracted in the last year by 3.5%, the only one in the top 10 to do so.

The chart above shows the world's 40 biggest economies individually, but grouped by colour into continents.

The Asian bloc clearly has a larger share than anywhere else, representing just over a third (33.84%) of global GDP. That's compared to North America, which represents just over a quarter, at 27.95%.

Europe comes third with just over one-fifth of global GDP (21.37%).

Together, these three blocs generate more than four-fifths (83.16%) of the world's total output.

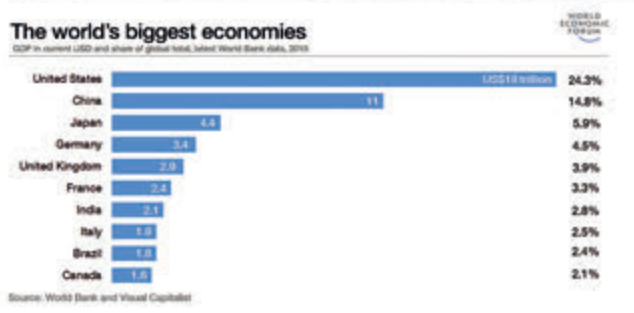
The biggest economies in 2050

A new study by PricewaterhouseCooper says that China will be in first place by 2050, because emerging economies will continue to grow faster than advanced ones.

India will rank second, the US will be third, and fourth place is expected to go to Indonesia.

The UK could be down to 10th place by 2050, while France could be out of the top 10 and Italy out of the top 20 as they are overtaken by faster-growing emerging economies such as Mexico, Turkey and Vietnam.

The report also says that the world economy could more than double in size by 2050, far outstripping population growth, due to technology-driven productivity. ■





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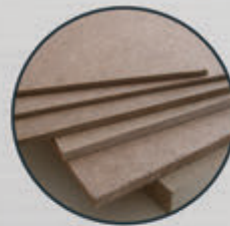
Plastic



Cardboard



Hardwood



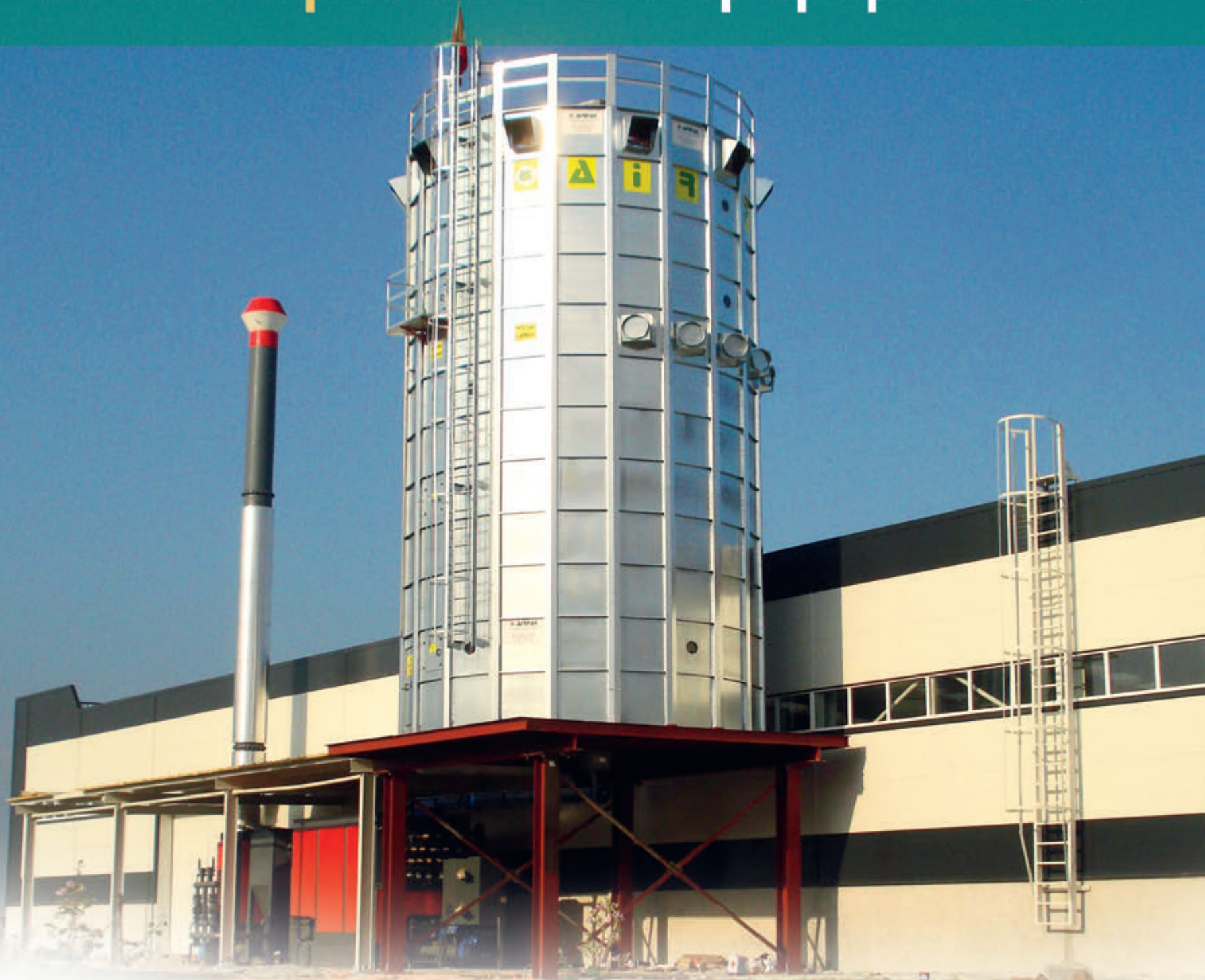
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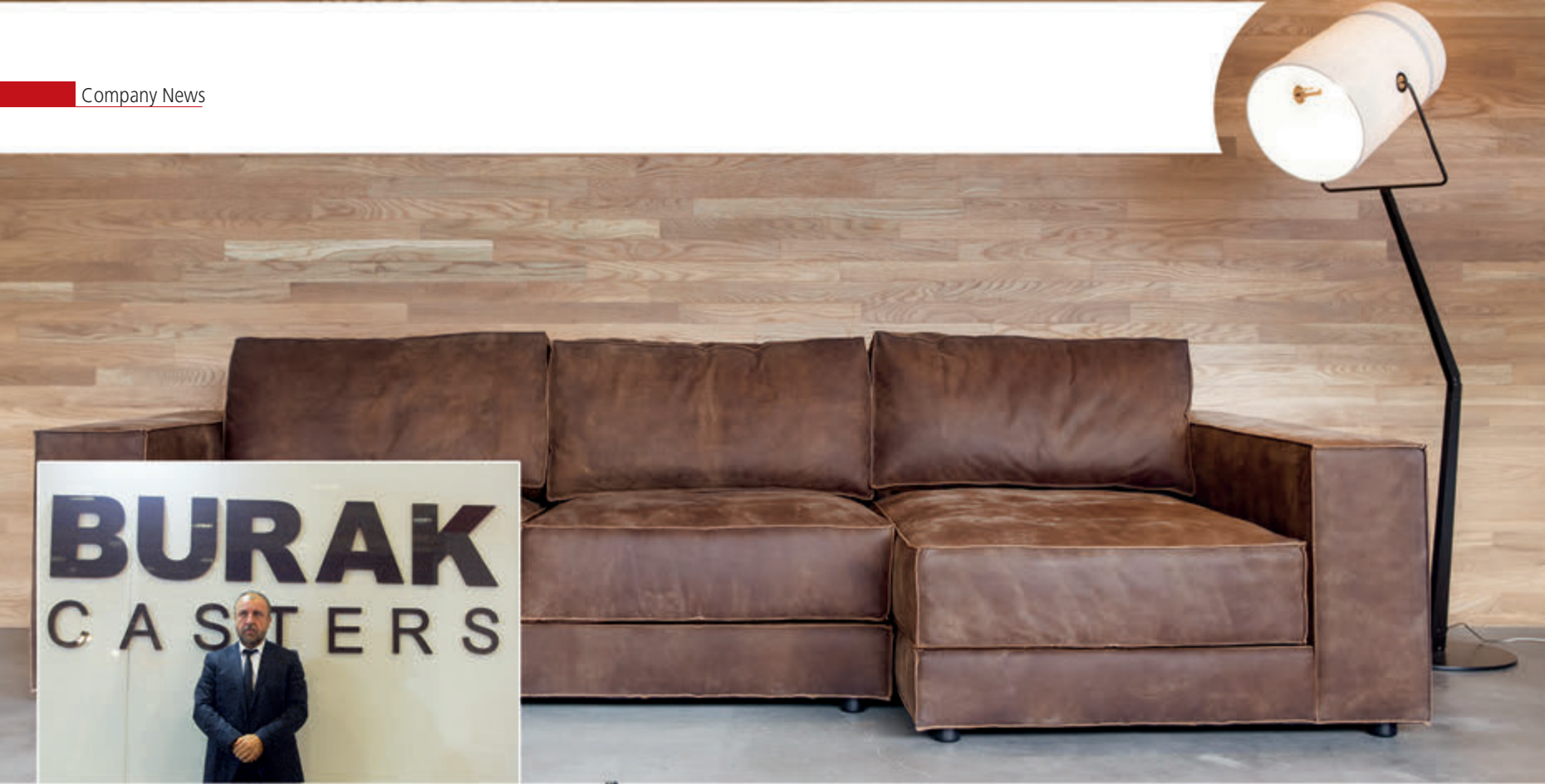


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Ali Ekrem Tanyolaç, owner of BURAK TEKER:

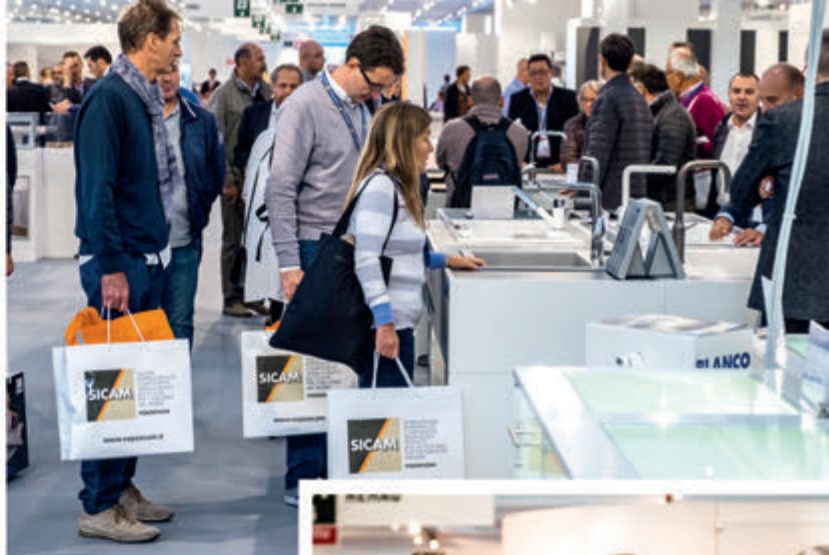
Furniture wheels are a necessity and art



Since its foundation in 1992, there has been an establishment based on trust relationships and right trade in the furniture sector. His name is Burak Teker, produces wheels in hundreds of different designs and models to suit almost every segment of the furniture industry. The company closely follows the furniture trends and participates in important trade fairs around the world every year for this purpose. It increases both its export market and international sectoral innovations, closely monitoring new trends and thus developing its own product range. Nowadays, furniture wheels become an integral part of furniture as decorative and functional products which are used in almost every area from residence to office furniture, kitchen equipment to teen room.

While designers produce any product they can not think of design without using them anymore. Certainly, furniture wheels, from tea tables to caissons, from wardrobes to tables with their braked and moving features, they eases everyone's works. This civilization object, which is used more frequently in our homes every day, is the most important invention of the age we live in.

BURAK TEKER is one of the most respected companies in Turkish furniture manufacturing sector who has devoted themselves to this business and keeps the quality and aesthetics constantly in the foreground. This understanding increases both in domestic market and international market.


 SICAM
2017


An innovative format is the decisive factor of its success SICAM 2017: A full array of exhibitors, with new top players in all sectors

The ninth edition of SICAM, the International Exhibition of Components, Accessories, and Semi-Finished Products for the Furniture Industry is scheduled from Tuesday 10th to Friday 13th of October at Pordenone. Once more, this year's edition has grown in strength, both in the number of companies exhibiting and with regard to quality in terms of technologies, materials, and design ideas. The exhibition layout is almost complete in the halls at the Pordenone Trade Fair, the area fully dedicated to hosting the stands of manufacturers from over thirty countries. Last year, there were 560 exhibitors and operators from over seven thousand companies from all over the world (from 101 different countries) came to visit the trade fair.

The factors that have led to SICAM's clear success over these past few years lever on the increasingly more international nature of the event, which has become the time of the year when the international community of designers, architects, and manufacturers come together and choose the lines that will determine the following season of the global furniture industry. The most important markets are present in great numbers at Pordenone with their top players, with regard to both the offer from the components and accessories segment and the demand for furniture production. These range from those considered "mature", which still remain the constant engine driving the sector, to the emerging markets in the Far East, Africa, and South America.

The market figures recorded at international level for 2016 show that worldwide consumption of furniture valued at production prices (i.e., excluding distribution mark-up) was approximately 395 billion US dollars. Large exporters (Germany, Italy, and Poland), not including China, continued to grow: Italy returned to 8% of the global total, the same as Germany, while Poland counted for 7%. These are the countries which have recorded the largest attendances at SICAM for years now. Germany, in particular, has always been the country that provided the highest number of foreign operators at the trade fair, both as exhibitors and visitors. In addition, trade relations between Germany's furniture industry and distribution and the Italian furniture industry have been active for decades. The German market has always been the point of reference for exports in this segment.

SICAM's growth trend is also supported by its effective format, always striving for top quality service and constantly evolving. In an environment where the elegant and relaxed atmosphere (which is typical of the trade fair) offers the perfect conditions for working and building very concrete relations, great attention is always dedicated to new demands and the expectations of the operators in attendance. This year, in particular, there will be three international airports linked to the trade fair area via a special shuttle bus service. This year, Venice and Treviso airports, which offer over one hundred destinations via direct connections (including seven intercontinental destinations towards North America and the Gulf States), are joined by Trieste airport, with its additional eight national destinations and five European connections.

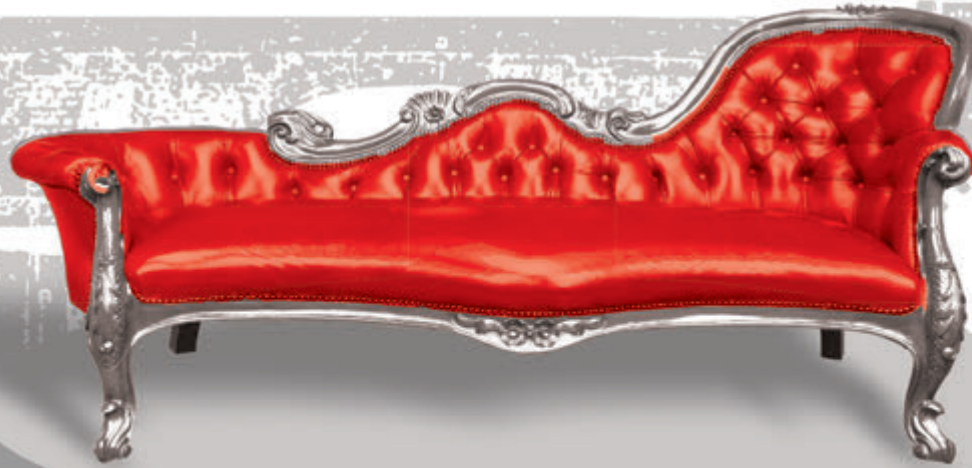


11. Adana Mobilya Dekorasyon Fuarı

11. Ev ve Ofis Mobilyaları, Dekorasyon, Aydınlatma, Ev Tekstili, Bahçe Mobilyaları, Ev Elektronikleri ve Aksesuarları Fuarı
ADANA FURNITURE DECORATION FAIR

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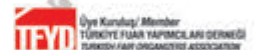


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Foreign investment rash by AGT

Acting as one of the leading furniture components companies of the world, AGT continues its rash in foreign market activities. In addition to export leadership in its industry in Turkey, AGT also continues its global brand efforts abroad and the company is realizing a new production facility investment at Kazvin city of Iran in this scope.

At the furniture, decoration and construction industries in the national and international field, MDF, MF-MDF, Panel, Profile and Flooring manufacturing AGT crowns its awarded investments in Turkey with its investment in Iran. With its existence in more than 60 countries, the brand continues its activities on a wide geography from Canada to Pakistan, and New Zealand to Sri Lanka.

In addition to domestic production, AGT also conducts its active marketing efforts abroad and by obtaining more than 40% of its last year turnover of more than 700 million TL from abroad, the company advances with sound steps about reaching its global brand vision.

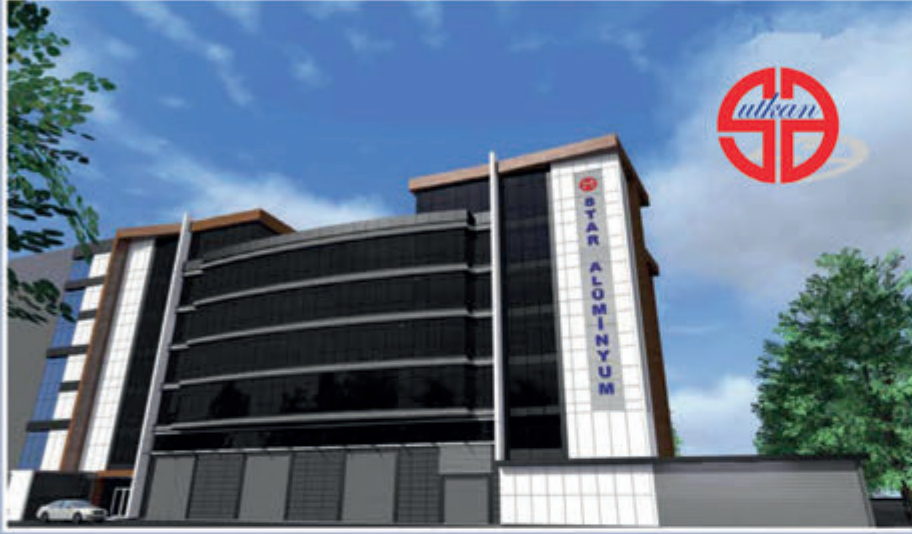


EFFECTIVE INVESTMENT IN THE GLOBAL ARENA

Having made a prominent debut with its Tehran showroom in Iran market, where it has been operating for several years, AGT announced that it would begin its production activities with a facility investment it realized on 112 thousand sqm land in the Caspian Industrial Zone of Kazvin city, which is 150 km away from Tehran.

With the agreement signed between AGT General Manager Şirzat Subaşı, Group Head Responsible for Kazvin Economic Relations Dr. Manouchehr Habibi and Head of Foreign Investors Chamber of Kazvin Dr. Mohammed Ali Ghasemi, panel products shall be produced during the first stage, and then MDF, MF-MDF, Profiles, and Flooring shall be manufactured with the investment to be realized in the Caspian Industrial Zone. The production facility, which is to become the second largest foreign investment realized in Kazvin Region in 2017, is planned to be completed in one year.

AGT General Manager Şirzat Subaşı said in his statement related with the contract signed in Iran: "In Iran, where we have continued our presence as AGT for many years, we realized the opening of our showroom in Tehran in 2016. At present, as a result of the investigations we conducted for Iran market, we are investing in Kazvin Region which is preferred for its advantages in logistics, energy and proximity to Tehran. With our investment, we will manufacture panels during the first stage, and then, we will manufacture MDF – MF-MDF, profiles and flooring. We are proud of making the second largest foreign investment in Kazvin region in 2017 with our facility which we are planning to complete in one year. Our activities in the global market will continue rapidly also in the forthcoming period. With this investment, not only Iran Market but also export to the surrounding countries will be an important objective of AGT."



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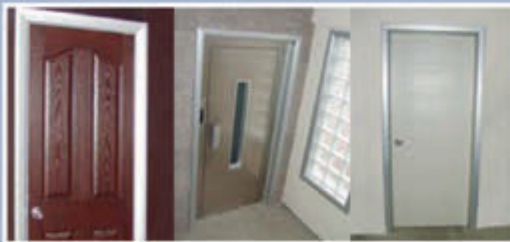
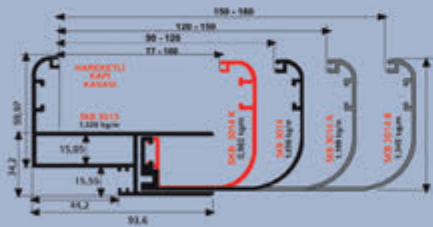
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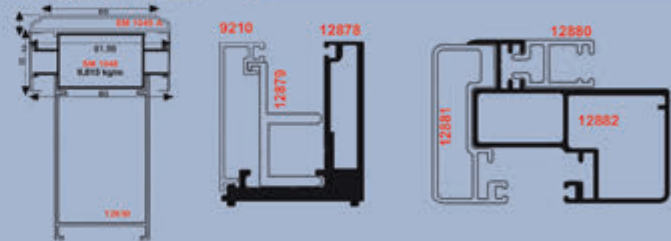
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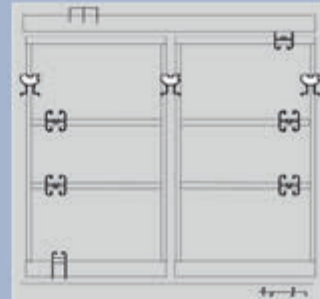
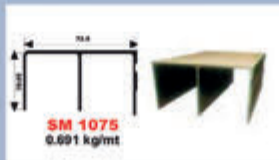


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