

FURNITURK

AUGUST
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2024

INDUSTRY & DECORATION

The Turkish Furniture Industry Export Journal

Вестник экспортной деятельности мебельной индустрии Турции

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Eurasia's Most Prestigious Furniture Sub-Industry Fair

INTERMOB

Opens Its Doors on September 12-15, 2024



Organized by RX Tüyap in cooperation with the Furniture Accessories Industrialists Association (MAKSDER), the 26th International Furniture Sub-Industry, Accessories, Forestry Products, and Wood Technology Fair Intermob will be held at the Tüyap Fair and Congress Center in Büyükçekmece, Istanbul, on September 12-15, 2024. Intermob, the most prestigious trade event in the world of furniture accessories and interior design in Eurasia, is preparing to offer a comprehensive trade platform for the furniture sub-industry.

Strengthening Sectoral Connections Through Global Promotional Activities

Intermob Fair advances with the mission of establishing international business connections and supporting domestic producers in gaining more share in the global market. In this context, promotional activities carried out in Poland, Romania, and Italy, which are important furniture production markets in Europe, introduced the Intermob Fair to furniture manufacturers in these countries.



Intermob in Italy: Leading Names in the Industry Come Together

Italy, one of the first countries that comes to mind when it comes to furniture production and design, is a major buyer of all kinds of products, accessories, equipment, and materials used in furniture production. Intermob Fair's promotional activities in Italy, an important export market for the Turkish furniture sub-industry, continue intensively. At SICAM held in Pordenone, Italy in October 2023, and Interzum Forum Italy held in Bergamo on June 6-7, 2024, Intermob was introduced to the leading furniture manufacturers in the industry. Italian furniture manufacturers were invited to the fair to purchase furniture accessories and sub-industry products from Turkey. Additionally, meetings were held with associations and publications operating in the furniture industry in Italy.

Effective Promotional Activities in Poland and Romania: Keeping the Pulse of the Sector

Poland, one of the major furniture production hubs in Europe, is a valuable export market for domestic furniture sub-industry manufacturers. In this context, at the All4Wood Fair held in Warsaw, Poland on May 14-16, 2024, one-on-one meetings were held with furniture manufacturers, associations, and publications in Poland, and many Polish furniture manufacturers were invited to the Intermob Fair.

Romania, on the other hand, stands out as an important furniture production center in Europe, selling furniture products worldwide. During the promotional activities held in Romania in May, medium and large-scale furniture manufacturers, as well as furniture accessory and sub-industry distributors, were visited and invited to the Intermob Fair to be held in Istanbul on September 12-15, 2024. During the promotional tour, production facilities of manufacturer companies in Romania were visited. In this context, CMT was also visited, and its members were informed about Intermob and invited to the fair.





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TURKEY



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INDIA



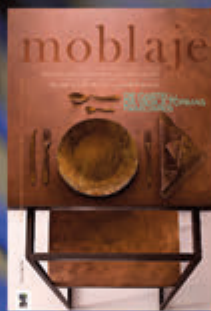
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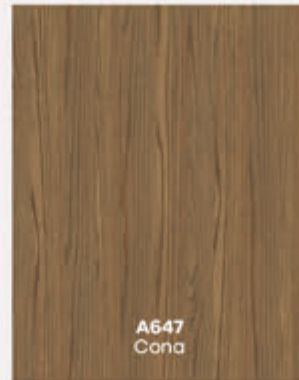
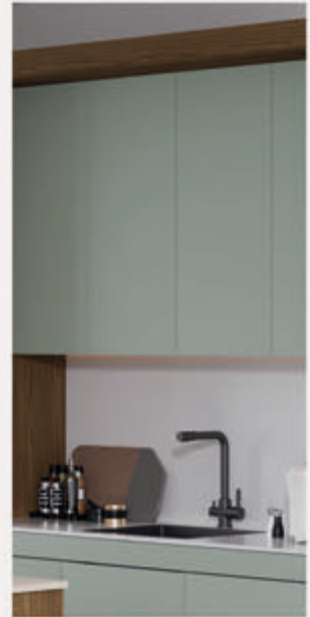
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KASTAMONU



Editorial

Dear Readers,

Our magazine, FURNITURK, was launched in 2003 in line with the Turkish furniture and manufacturing sector's goal of reaching international markets. Over the past 22 years, we have continued our publication without interruption. During this period, we distributed hundreds of thousands of magazines worldwide and participated in numerous international furniture, sub-industry, and woodworking machinery fairs. At these fairs, we organized significant events and undertook the mission of promoting the Turkish manufacturing industry. We represented the sector at prominent brand fairs across almost every continent, from Asia to Europe, from Africa to America. In the countries we visited, we introduced the Turkish furniture manufacturing industry at panels and conferences, sharing our experiences with companies that aim to export through our working reports.

Previously published four times a year, our magazine is now published biannually, allowing us to reach numerous fairs and events with a single issue. With this issue, we are publishing our second biannual magazine for 2024. We will represent the

sector in many countries, especially at major international fairs in Europe.

We can overcome the global challenges faced by our sector, as well as other industrial sectors, with the strong dynamics of our country. One of the most important resources for this is again exports. In today's domestic market, where production difficulties and input costs are so high, the government needs to reconsider indirect taxes and tightening policies in many areas. Every export item made is the most effective source of foreign currency that the state needs to bring to Turkey. Therefore, producers should be supported, and VAT on all products related to production should be reduced. The global crisis will continue in 2025 due to ongoing wars in the Middle East and Ukraine. In a world where armament and war policies are encouraged, the fire of war can spread to other countries at any moment, leading us down a dangerous path for humanity.

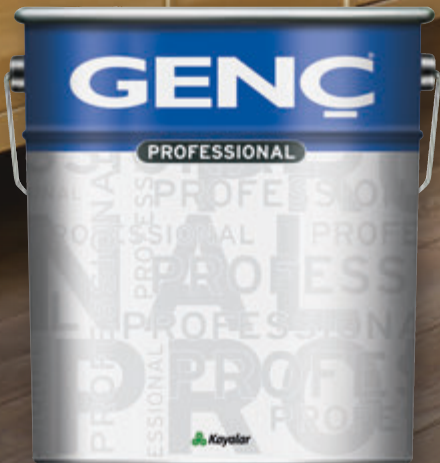
Kind regards

Nesip Uzun

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Kapının Sanatsal Yüzü



CPL 3 D ART - F05 Amerikan
CPL 3 D ART - F05 Meşe/ American Oak



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• Amerikan Meşe / American Oak
• Safari Gri / Safari Gray



CPL 3 D ART - F05 Safari Gri
CPL 3 D ART - Safari Gray



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CPL 3 D ART - HT 04 İtalyan Ceviz
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CPL 3 D ART - HT 04 Koyu Gri
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“The Sustainability Action Plan has been completed!”

“Furniture, Paper, and Forestry Products Exporters’ Associations will prepare companies in 8 areas.”



Ahmet Güleç, President of MOSFED, announced the sustainability action plan for the furniture, paper, and forestry products sectors in a press conference at the Turkey Exporters Assembly building.

Güleç stated, “Ensuring that materials in the furniture, paper, and forestry products sectors are sourced in line with green transformation, adopting principles of circular economy, implementing eco-design models, and promoting eco-friendly designs will ensure compliance with environmental, social, and economic parameters of sustainability.”

The Furniture, Paper, and Forestry Products Exporters’ Associations have introduced a Sustainability Action Plan, which serves as a reference guide for exporters. The plan, meticulously prepared through intensive effort, research, and collaboration, covers 8 key areas including Raw Materials, Inputs and Suppliers, Production Processes, Logistics and Storage, Waste Management, General Management, Education and Human Resources, and Digitalization. This initiative aims



to align the sector with sustainable development principles, thereby achieving a harmonious balance between economic growth, social equity, and environmental management.

The Furniture, Paper, and Forest Products Exporters' Unions have undertaken a significant study that serves as a reference on how their sectors will be influenced by the concept of sustainability and what sequence of activities is needed to envision the future within today's design. The Sustainability Action Plan was launched, with the presentation delivered by Prof. Dr. Burcu Yavuz Tiftikçigil, Vice Rector of Istanbul Kültür University. Based on 123 survey responses and outputs from Search Conferences, Company Meetings, and Focus Group Meetings, the Furniture, Paper, and Forest Products Exporters' Unions developed a Sustainability Action Plan focusing on 8 areas: Raw Materials, Inputs, and Suppliers; Production Process; Sustainable Supply Chain Management (Logistics and Storage); Circular Economy and Recycling (Waste Management); General Management; Education and Human Resources; Standardization and Certification Practices; Sales and Marketing, Customer Relations, and After-Sales Services; and Digitalization. The plan will be implemented periodically updated considering technological advancements and increasing visibility and awareness of climate change effects.

Addressing the meeting, Mustafa Gültepe, Chairman of the Board of Directors of the Turkish Exporters Assembly (TİM), emphasized the importance of having a roadmap ready for



the furniture industry, marking it as the 20th sector to launch such an action plan. He stressed that leveraging this advantage through green transformation could lead to a completely different narrative for the sector. Gültepe highlighted the necessity to align export strategies with the European Union's Green Deal to maintain and increase market power in the EU, emphasizing the importance of turning green transformation into an opportunity for Turkey's exports.

Chairman Ahmet Güleç, Vice President of TİM and Chairman of the Furniture, Paper, and Forest Products Sector Committee, underscored the sectors' high relevance to sustainability due to their direct environmental impact and significant role in resource management. He outlined the importance of aligning these industries with sustainable development principles to achieve balanced economic growth, social equality, and environmental stewardship. Güleç emphasized the use of renewable materials such as reclaimed wood and bamboo in furniture production as a distinctive feature of sustainable practices, contributing to reducing furniture waste. He also





noted the challenges faced by the paper industry in reducing its environmental footprint through practices such as using recycled paper and energy-efficient production methods.

Güleç further discussed the evaluation of sustainability action plans developed in collaboration with the United Nations, the Ministry of Trade, and TİM, highlighting the integration of 17 Sustainable Development Goals and 169 sub-targets into the plans. He emphasized the need for ongoing updates to these plans to incorporate new developments and regulatory changes related to sustainabili

Production Process

- Minimizing the environmental impact of production processes by reducing carbon footprint, waste generation, and water usage.
- Preventing air and water pollution and minimizing adverse effects on biodiversity.
- Optimizing energy use and transitioning to renewable energy sources.
- Protecting employee health and safety, ensuring fair working conditions, fostering good relations with local communities, and enforcing sustainability standards throughout the supply chain.
- Considering environmental impacts from product design onwards and applying sustainability principles throughout the product lifecycle.
- Providing transparent reporting on sustainability efforts in production processes and being accountable to relevant stakeholders (e.g., customers, investors, regulatory agencies).
- Embracing new and more efficient technologies, optimizing business processes, and developing sustainable products and services.

Sustainable Supply Chain Management

- Transitioning to cleaner energy sources and implementing energy efficiency strategies to reduce carbon emissions during transportation and storage operations.
- Reducing waste and promoting recycling in storage and logistics processes, and using more sustainable packaging materials.
- Adopting storage and transportation methods that ensure fair working conditions throughout all logistics and storage operations, and promoting these standards throughout the supply chain.
- Enhancing resilience to supply chain disruptions and adapting quickly to changing market conditions through flexible logistics and storage solutions.
- Achieving long-term sustainability goals by implementing sustainability standards in the supply chain and collaborating with suppliers.
- Regularly assessing the outcomes of sustainable logistics and storage practices, reporting progress, and identifying areas for improvement.

Circularity and Recycling in Production

- Increasing efficiency in production processes and consumption habits to prevent unnecessary waste generation.
- Improving product design and packaging methods to ensure recyclability of waste.
- Establishing effective recycling and composting infrastructure to process waste without harming the environment.
- Developing comprehensive management plans for all types of waste to minimize the environmental impact of waste management.
- Taking measures to prevent waste management processes from causing air, water, and soil pollution.





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General Management, Training, and Human Resources

- Contributing to solving the intermediate labor problem threatening the industry's future.
- Ensuring awareness among employees regarding sustainability.
- Integrating sustainability goals into the organization's mission, vision, and strategic plans.
- Establishing corporate policies, procedures, and implementation guides that support sustainability principles.
- Providing sustainability training and awareness programs to all employees.
- Integrating sustainability criteria into HR practices such as recruitment, performance evaluation, reward systems, and career development.
- Enhancing employee job satisfaction and motivation by providing opportunities to contribute to sustainability goals and achievements.

Standardization and Certification Practices

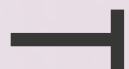
- Ensuring international certification of competence to sustain exports and improve quality.
- Ensuring compliance of products with local and international environmental regulations.
- Ensuring compliance of products with labor standards and regulations.
- Ensuring that products, services, and processes comply with specified national and international sustainability standards.
- Identifying, evaluating, and managing environmental, social, and governance risks through standards.

Sales, Marketing, Customer Relations, and After-Sales Services

- Focusing on Green Production in all processes from raw material selection to product output.
- Ensuring proper recycling of related products.
- Promoting eco-friendly practices in marketing and advertising activities to encourage sustainable lifestyles.
- Educating and raising awareness among customers about sustainability issues, supporting sustainable consumption habits.
- Incorporating customer feedback into sustainability strategies and using it for product/service improvements.
- Providing transparent information to customers about the environmental and social impacts of products.
- Extending the product lifecycle.
- Providing after-sales services that promote recycling and reuse.
- Optimizing after-sales services to reduce environmental impact.
- Informing and supporting customers on sustainable product use, maintenance, and waste management.

Digitalization

- Minimizing paper usage within the company's processes.
- Integrating data management and analytics into the company, reducing waste production and making resource use more effective.
- Organizing training and information campaigns on sustainability via digital platforms for employees and customers.
- Supporting sustainable innovation with the use of digital technologies and data analytics.
- Using digital marketing strategies in promoting sustainable products and services.



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At the
All4Wood Fair in Warsaw,
Poland, 2024, we distributed
our Furniturk magazines





The All4Wood Fair took place in Warsaw, the capital of Poland, from May 14-16, 2024. The fair featured 34 exhibitors from Turkey, including furniture sub-industry material suppliers and wood processing machinery manufacturers. This event provided a significant opportunity for the Turkish furniture sector, which is looking to expand its export prospects.

“The Furnitech Expo 2024/Ptak Warsaw Expo, held for the first time this year, along with the Allwood Warsaw 2024 trade fair in Poland, brought the combined strength of two fairs with similar purposes to Warsaw. Consequently, participants’ and visitors’ views on the inaugural edition were quite diverse. The fair took place on May 14-16, 2024. Another accompanying event was the Furniture Contract Fair.

From May 14-16, 2024, in the heart of Europe in Poland, at the International Wood Products, Mattress Sub-Industry, MDF, Chipboard, Parquet, Furniture Sub-Industry and Accessories, Woodworking Machinery, and Cutting Tools Fair, our magazine FURNITURK, Turkey’s only international furniture and wood industry magazine, was exhibited at our stand with contributions from our Turkish fair partner Reed&Tüyap Fairs. It was distributed to participants and visitors throughout the fair.”

Global difficulties in various sectors are certainly affecting the furniture industry as well. Increases in raw material costs, energy expenses, and market contraction have shifted the focus of our furniture, ancillary industries, and machinery sector towards international markets for the time being. In foreign markets, where competition is fierce in the furniture and wood products sector, Turkish manufacturers showcased their

products at the Tüyap, Allwood Warsaw fair in Poland, one of Europe’s foremost production centers.

Under the umbrella of Aimsad, the largest umbrella organization for machine manufacturers, companies participated in the fair alongside members of MAKSDER, the umbrella organization for the furniture accessories sector. Additionally, numerous European firms, particularly Polish manufacturers, were present at the fair. Poland holds significant importance in the world furniture manufacturing and export market, with many brands from countries like Germany manufacturing there.

The ALLWOOD 2024 fair, held for the first time in Poland this year, was notable for being the first major fair event organized by Turkish companies from the wood and mattress sectors on this scale. This fair was also significant for Poland, attracting visitors from Poland and other European countries who experienced firsthand the advanced technological capabilities of the Turkish mattress and home textile production sector. Other participants representing the wood sector at ALLWOOD 2024, including manufacturers of machinery, equipment, tools, woodworking technologies, and furniture ancillary industries, also had the opportunity to impress visitors.





Innovations continue at ARTPAN & ARTLAM

As a company that continuously monitors and studies market dynamics and expectations with the mission of being the Address of Innovations, we launched our new CPL Laminated Product line, on which we have been conducting R&D studies for about 2 years, at the Tüyap Intermob fair in October 2023 under our ARTLAM brand, and introduced our 2024 Collection. Our new generation CPL Laminated series products, which are unique in Turkey with their use of high-strength Green HDF raw material that is resistant to water and humidity and suitable for use in wet areas, featuring different models in trendy colors with modern lines, advantages in measurements, and differences in quality details, have been highly appreciated since the fair and have already reached approximately 100 display points. This product will enter our stocks in significant quantities starting next month and will

become the indispensable choice of elite and prestigious project owners, architectural groups, and decoration companies both domestically and internationally through our select manufacturer dealers in 2024.

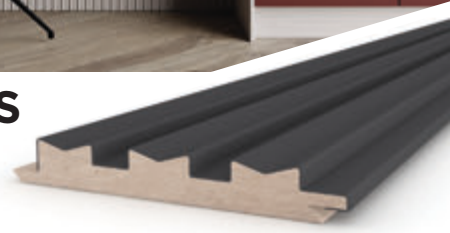
Additionally, with our DecoWall by ARTPAN brand, we continue to differentiate ourselves in the market with the quality details of our decorative wall panels with natural wood veneer, which we introduced for the first time at the Intermob fair. In this context, we believe that our new product groups, which stand out with their unique features and serve as a source of motivation for us, will positively contribute to our sales volumes and capacity utilization rates in 2024 in terms of market segmentation and penetration in both domestic and export markets, in line with our brand's and company's sustainable growth objectives.

ARTPAN & ARTLAM will continue to innovate...





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E - Catalog



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The first edition of Italy was held in



The first edition of Interzum Forum Italy, held in Bergamo, hosted hundreds of participants from 23 countries, more than 30 conferences, and 60 Italian and international speakers. Over the course of two days, exhibitors from various countries also participated with their stands.

Many companies from Turkey also attended the event. Reed & Tüyap, the international brand of our industry, participated in the fair with a stand for promotional purposes. Ekin Publishing Group also attended the Interzum Forum alongside our official international fair partner SENEXPO, which is the sole representative for the Interzum fair's Turkey launch. Our international publication, FURNITURK magazine, prepared in English, was distributed by hand to both visitors and international participants at the fair. Additionally, 10 companies from Turkey producing different product groups participated in the fair this year. This year's participants included ASTS Profil-Mobelkant, Ron Mikron Makine, Aydın Tekstil, Senexpo Fuarçılık, Reed & Tüyap Fuarçılık, Mobilya Dergisi (Ekin Publishing Group), Presmak Makine, Elma Aksesuar, Arg Orm Products, Temopal Plastik, and Türkuaz.

A few weeks after the end of Milan Design Week, Koelnmesse takes the stage to talk about design and furniture starting from the core



Interzum Forum Bergamo



of each project. The event features a wide range of content, from materials, technological components, and production processes to economic impacts and the latest trends.

We are very pleased to have participated in the first Interzum Forum Italy held in Bergamo this year, where we followed industry innovations and introduced our latest developed products to the participants.

The international promotional activities for the Intermob Fair continue at full speed. We are promoting the Intermob Fair, which features significant companies from Turkey's furniture sub-industry, at Interzum Forum Italy held in Bergamo, Italy.





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FLOWBOX



The extraordinary interest



in SICAM 2024 continues



Preparations for SICAM 2024 are in full swing in Pordenone, aiming to be better and more exceptional than ever.

All available space has long been sold out: the expansion of Hall 5, which was already in use in the 2023 edition, and the additional area reclaimed next to Hall 8 have resulted in just under 20,000 square meters of net exhibition space. This intervention not only allowed us to accommodate some companies on the waiting list but also to design more rational and effective visitor routes, leading to a more efficient fairground. This is a pleasing result for our participants. However, due to the extraordinary interest in SICAM, we were still unable to fully satisfy the waiting lists.

More than 496 exhibitor stands will animate SICAM 2024, with 68% representing "Made in Italy" and 32% confirming the significant international presence the fair has always boasted. Following the Italian exhibitors, the German group leads in participant density, followed by Turkey, Austria, Spain, and other foreign countries participating progressively.

"The numbers are reassuring," says Carolina Giobbi. "These figures clearly demonstrate the value of the only Italian exhibition event dedicated to the world of wood and surfaces. With a re-confirmation rate of over 90% and a waiting list we unfortunately cannot satisfy, we believe this is the result of SICAM's success and preference. Successful brands in their field are waiting in line due to our fair's full capacity. However, we are not complacent with this success; we continue to be present throughout the year at every platform where wood is discussed globally. By participating in fairs and events held in different parts of the world throughout the year, we invite our trusting exhibitors to SICAM to meet their expectations and create the necessary environments for their visits. As such, SICAM is a fair where high-level commercial connections of a global nature take place. It deserves this due to its commercial success and unique concept."

"We invite you to see our exhibitors' newest products and to share the food and drinks we have prepared for you throughout the day in our halls at our fair, which will take place on October 15-18, 2024. We will be present for the 13th time with our magazines, Mobilya and FURNITURK, in the same hall and stand. We look forward to welcoming you at Hall 5, Stand No. 8, Ekin Publishing, from October 15-18, 2024."





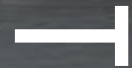
Valencia's Fimma & Maderalia 2024

hosted a successful fair this year



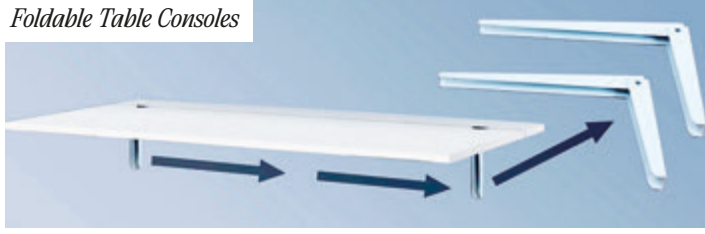
Between May 14-17, 2024, the Furniture Sub-Industry, Accessories Materials, and Woodworking Machinery Fair took place at Feria Valencia, catering to the furniture industry, decorators, carpenters, interior designers, and architects. This event, known as Fimma - Maderalla fair, occurs biennially and is Spain's premier exhibition for furniture ancillary industries. It serves as a major gathering point for leading national and international firms in the sector. This year's fair was particularly significant with its focus on Spanish-speaking Latin American countries and North African nations such as Morocco, Tunisia, making Morocco a targeted country. This emphasis attracted significant visitors from these regions to Valencia.

"As a furniture magazine, we closely follow global furniture, ancillary industries, and woodworking machinery fairs, bringing Turkish manufacturers together with such events worldwide. We have built significant awareness in this field over the years, publishing important research reports, articles, and fair impressions from America to the Far East. Our pioneering role continues today, emphasizing sustainability as crucial in all aspects, including fair participation. We highlight the importance of thorough preparation for fairs, including language proficiency, pre-fair preparations, market research, and inviting relevant industry stakeholders. We have observed the evolution of regional fairs, such as Fimma & Maderalia, noting periods of decline alongside resurgences like the successful 2024 edition following the pandemic. At the latest Feria Valencia fair, where Turkish companies such as ARKOPA, MOBELKANT, RONMİKRON, TECE DEKOR, EGGER, KATAY, ORİMAK MAKİNE, and EGEPRES (the Turkish authorized distributor for Alvis) were also present, we actively distributed our international publication, Furniturk magazine."





Foldable Table Consoles



Shelf Consoles



Bed Mechanism



Drawer Slides



İÇTEN METAL:

A third-generation family business
in the metal industry

In 1943, Şefik İçten founded a locksmith and repair shop in Şehzadebaşı Fevziye Bazaar, marking the beginning of what would become İçten Metal. Over the years, the business evolved from producing metal parts for bags, lingerie buckles, and various accessories, expanding into a collective partnership named İçten Metal in 1977.

Under the name Şefik İçten ve Oğulları, the company relocated to Çapa and became a key supplier to Koç Holding's K.D.D.F A.Ş as an industrial subcontractor. By 1982, the company moved to Bağcılar and transformed into İçten Metal Sanayi ve Ticaret Limited Şirketi. Today, operating in Hadımköy Ömerli on a 12,000 m2 facility, the company continues production under the partnership of Ayhan İçten and Celal İçten, supported by a third generation of trained professionals.

İçten Metal not only serves the furniture sector but also produces a variety of products for different industries. Key products include standard drawer slides under the FLORE and EFE brand, decorative shelf brackets, hooks for bathroom and kitchen cabinets, table hinges, furniture edgebands, and corner connectors, among others.

Wrought Iron Shelf Bottom



Additionally, it is a leading manufacturer in Turkey of white goods sub-industry parts, bed base mechanisms, and panel radiator parts. Alongside meeting domestic market demands, the company exports to 15 countries. İçten Metal, which operates with a philosophy that is environmentally conscious and holds national and international production certifications, supports quality and occupational safety environmental management by conducting activities that minimize its carbon footprint.





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**THE POINT WHERE WARMTH
AND COMFORT MEET:**

AGT PARQUET MODELS COMPATIBLE WITH UNDERFLOOR HEATING SYSTEMS

AGT, as one of the leading brands in the modern furniture and parquet sector, continues to make a difference in its field with a sustainable production approach. AGT parquet models, produced with high technology and distinguished by their aesthetic designs, stand out with their compatibility with underfloor heating systems

All AGT parquet models, produced in accordance with underfloor heating systems, offer users a comfortable and energy-efficient living space. These parquet models, which bring the warmth and naturalness of nature to spaces, provide functional features along with their aesthetic appearances.

AGT parquet models compatible with underfloor heating systems, which attract attention with their aesthetic and inspiring designs and technological features, include collections



that meet users' expectations with their stain-resistant surfaces, water-resistant properties, and anti-static structure. Additionally, they offer options that support environmental consciousness by allowing you to make an environmentally friendly choice with low emission values and an eco-friendly production approach.

AGT offers a wide range of products that appeal to different decoration styles and tastes. These parquet models, suitable for both modern and classic styles, bring warmth and comfort to your living spaces. AGT parquet collections, made from natural wood materials and bringing the warmth and naturalness of nature to your home, offer comfort to living spaces with both their aesthetic appearance and functional features.

Effect Altay: https://agtagac-my.sharepoint.com/:i/g/personal/pazarlama_agt_com_tr/EXNeWigIPrdCtGKatW4UuBEBFa4tIuxMjgg-MmdHd4dotAA?e=idlWzU

Yoga Nidra: https://agtagac-my.sharepoint.com/:i/g/personal/pazarlama_agt_com_tr/ESdHd2tlddNAk-4agykCJMkBonQKHiAfg5r-DiTNRTo5zPQ?e=VCLXFd

Marco Polo Novaya: https://agtagac-my.sharepoint.com/:i/g/personal/pazarlama_agt_com_tr/EV15eDUk5HxNvYSgihjN9ZoBupL_IpxqHMAK-gx5JrVnFOA?e=rH5hBp

Mood Modo: https://agtagac-my.sharepoint.com/:i/g/personal/pazarlama_agt_com_tr/EQX8xwzioallsvlonG7VMcB_YVh-GUEDSYKQxq3N4EoIIA?e=llqQp6



The SWATCH of 2024 DECORS

Our color chart is ready which includes more than 200 colors, all of which are in 0.80 mm and half of which, are in 0.40 mm.

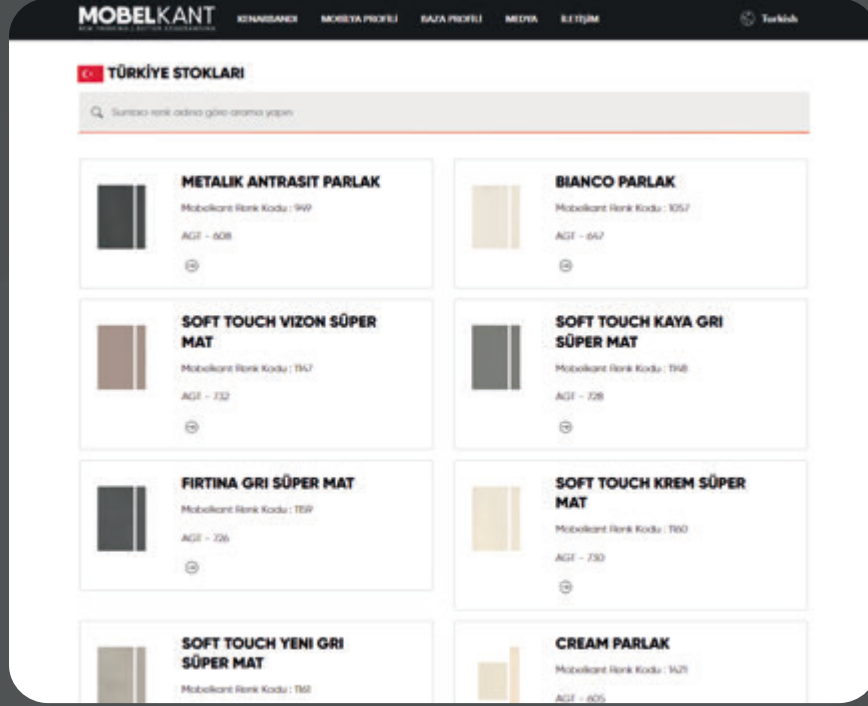
Our color chart consisting of the best-selling colors of Turkey's and the region's largest panel manufacturers is ready. This time, we were not content with making a single color chart; we also made smaller purpose-built color charts based on panel manufacturers.

We made 7 more sub-charts. 4 of these belong to the companies that export the most in the region: Kastamonu, Starwood, Yıldız Entegre and AGT. The other 3 color charts are double color, transfer foil and real aluminum, which we call "special edges".



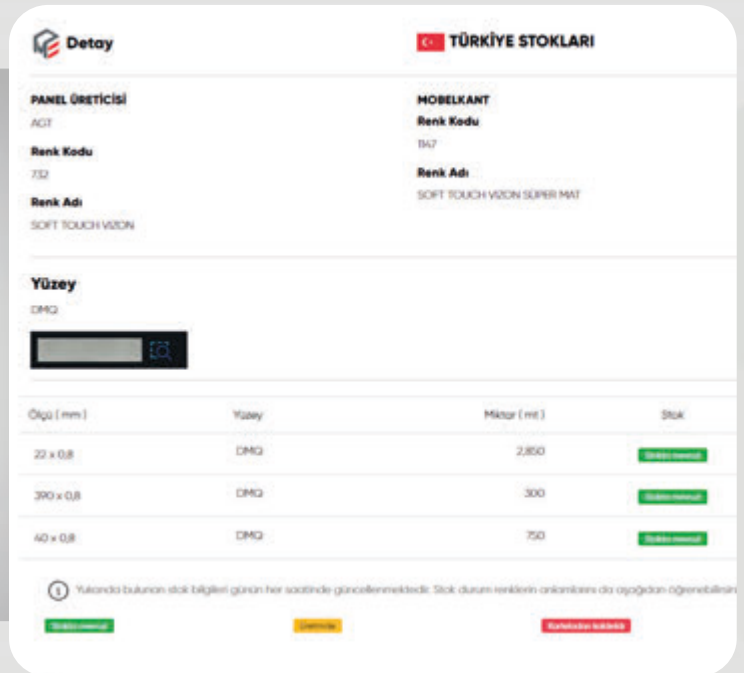
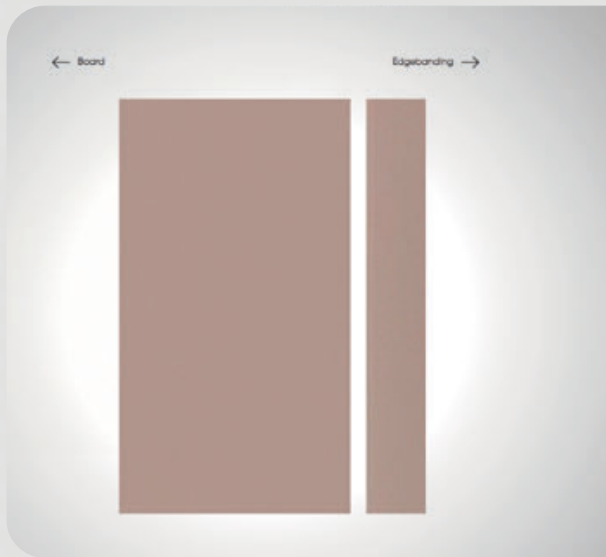
COLOR AND EMBOSS COMPARISON

Did you know that we display all our colors with scanned **REAL panel images** with zero photoshop? Knowing that there is no such thing as "perfect" we are fully open to all your improvement expectations.





DIGITAL REAL TIME STOCK

Well, did you know that all stocks of Mobelkant can be tracked online **in real time on our website**? We are one of the two companies offering this service in Turkey.



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mobelkant mobelkant



IFFINA 2024 is Once Again Held by ASMINDO with the Theme “Sustainable by Design”

After a successful exhibition in 2023 that was inaugurated by President Joko Widodo, ASMINDO will once again hold IFFINA 2024 with the theme “Sustainable by Design” from September 14-17, 2024 at ICE (Indonesia Convention Exhibition) BSD, Tangerang. The theme of the exhibition was chosen as a manifestation of ASMINDO’s and Indonesian furniture industry actors’ concern for the sustainability of relevant industries. We believe that focusing on sustainability will open up new opportunities and improve the competitive value of our industry.

At this year’s “Furniture Industry Gathering,” ASMINDO, supported by the Ministry of Cooperatives & SMEs, would like to present IFFINA 2024 as an important platform for actors in the furniture, craft and design industry. Through the international exhibition event IFFINA+ Indonesia Meubel & Design Expo 2024, we expect to elevate the Indonesian furniture & craft industry to a higher and wider level. Another point of interest is that IFFINA 2024 will host the furniture industry



exhibition brand, INTERZUM, which will be held alongside IFFINA, namely in Hall 9 of ICE BSD. The introduction of this engaging collaboration from IFFINA and INTERZUM, which focuses on supporting products in the furniture industry, is expected to be a complete package for industry actors and visitors.

ASMINDO is committed to holding a more impressive IFFINA this year compared to previous iterations, namely by bringing in a larger network of potential markets on a global scale, with the projected demand reaching 766 billion USD in 2024 (based on Statista 2024). ASMINDO remains confident and optimistic that Indonesia can capture 1% of the world's furniture market share in the future. This means a potential revenue of 7 billion USD for the Indonesian furniture industry. The number of targeted visitors at the implementation of this year's IFFINA will increase by 20 percent from 2023, and is fully supported by the government through the Ministry of Cooperatives & SMEs as well as ASMINDO itself by actively conducting promotion programs for the event abroad.

The growth in the number of transactions is expected to reach 30 percent from the previous year. ASMINDO is optimistic that this can be realized, through an increase in the need for furniture and handicraft purchasing in the country,

as the domestic economy recovers from Covid-19. The tourism industry, especially hospitality, is recouping to optimize the potential of domestic tourism. The introduction of the IKN (Ibukota Nusantara) development program also brought a breath of fresh air to actors in the domestic furniture and handicraft industry.

ASMINDO has also taken concrete steps by making an MOU with PT. Bina Karya to support the construction of IKN by providing the furniture and handicraft products of ASMINDO members, the majority of which are SMEs.

This is expected to strengthen our SMEs and advance the industry. ASMINDO Chairman, Dedy Rochimat said that "the presence of IFFINA as a pioneer in organizing furniture and handicraft exhibitions in the second circle, is expected to be a driving force for other ASEAN member countries to follow in ASMINDO's steps by organizing similar international exhibitions, so as to increase the growth of a conducive ecosystem in the second circle of the Southeast Asian region." ASMINDO is not acting without reason, as this is an effort to facilitate the needs of the world furniture and handicraft market that have not been fulfilled, and is expected to present promising business opportunities for furniture and handicraft industry actors.



MOBİLYA, MOBİLYA ENDÜSTRİSİ VE EV TEKSTİL GRUBU FUAR PROGRAMI



BREZİLYA
SAO PAULO

FORMOBILE 2024

10.ULUSLARARASI MOBİLYA ENDÜSTRİSİ
VE AĞAÇ İŞLEME MAKİNELERİ FUARI

02-05 TEMMUZ 2024



MISIR
KAHİRE

CAIRO WOODSHOW 2024

9.ULUSLARARASI MOBİLYA ENDÜSTRİSİ
VE AĞAÇ İŞLEME MAKİNALARI FUARI

28-30 KASIM 2024



BAE
DUBAI

DUBAI WOODSHOW 2025

21.ULUSLARARASI MOBİLYA ENDÜSTRİSİ
VE AĞAÇ İŞLEME MAKİNALARI FUARI

14-16 NİSAN 2025



S.ARABİSTAN
RİYAD

SAUDI WOODSHOW 2025

2.ULUSLARARASI MOBİLYA ENDÜSTRİSİ
VE AĞAÇ İŞLEME MAKİNALARI FUARI

MAYIS 2025



ALMANYA
KÖLN

INTERZUM COLOGNE 2025

32.ULUSLARARASI MOBİLYA ENDÜSTRİSİ FUARI

20 - 23 MAYIS 2025



KOLOMBİYA
BOGOTA

INTERZUM BOGOTA 2026

17.ULUSLARARASI MOBİLYA ENDÜSTRİSİ
VE AĞAÇ İŞLEME MAKİNALARI FUARI

MAYIS 2026



İTALYA
BERGAMO

INTERZUM FORUM ITALY 2026

2.ULUSLARARASI MOBİLYA ENDÜSTRİSİ FUARI

04 - 05 HAZİRAN 2026

FLORE®

DRAWER RAILS FURNITURE ACCESSORIES



Standard Slide
25-30-35-40-45-50-55-60 cm



Folding Table Console
Thickness: 2 mm (Galvanized-White)
300 mm - 400 mm



Shelf Bottom

5x6-6x8-7x9-8x10-
10x12-12x14

With İçten Metal Assurance

Flore Cabinet Hanger
Thickness 1.50 mm

EFE Cabinet Hanger
Thickness: 1.2 mm
Washer: 1.5 mm



Wrought Iron Shelf Bottom
(White - Black - Copper)



Shock Absorber
Base Mechanism



- Drawer rails and other painted products made of ST 1203 quality sheet metal are coated with zinc phosphate (m2/4gr) against rust and painted with 60-80 micron electrostatic powder paint.
- Manufactured with Total Quality Understanding.
- Lifetime stainless guarantee.
- Silent operation feature (on drawer rails)



Oval Square Angle Brackets



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The XYLEXPO fair

in Italy took place from
May 21-24, 2024





The XYLEXPO fair in Italy took place from May 21-24, 2024. The 28th edition of the international wood processing and furniture technology fair, held annually in Milan, Italy, saw participation from various Turkish companies both directly and indirectly. We attended the fair to keep a pulse on the industry. The largest organized structure of the Turkish machinery sector, AİMSAD, had its own stand at the fair, distributing publications promoting its members. We visited the AİMSAD stand to extend our best wishes and exchanged views on the sector with the association's secretary, Mr. Arif Omur Koçak, and board member Mr. Hakan Altun. The official figures certified by IsfCert (www.isfcert.it), an institute for the certification of trade fair statistics, indicate that the event maintained its stability with 11,288 attendees, 27% of whom were from abroad. The institute reports that 70% of the general visitors were from Europe, 18% from Asia, 5% from America, and 5% from Africa.

A few hours after the event concluded, Exhibition Director Dario Corbetta remarked, "Given the challenging period for trade fairs, we must admit that we expected lower numbers, but it seems that the long-standing tradition of XYLEXPO has once again demonstrated its appeal."

This year, as Furniture Magazine, we actively participated in the fair with our international magazine Furniturk, both within the press corner and through direct distribution. Unlike previous years, the fair was held in two halls and featured three Turkish companies as direct participants. The XYLEXPO management and Italian trade representatives conducted excellent PR for the event.





Schattdecor

Unveils ‘One Source, Unlimited Solutions’ at Dubai Wood Show

At the Dubai Wood Show 2024, Schattdecor introduced fresh and inspiring solutions to the industry with its new concept, “Freiraum”, affirming that “Anything is possible now!”.

Schattdecor, showcasing its “Freiraum” concept at the Dubai Wood Show 2024 hosted in March at the Dubai World Trade Centre, embodies a vision of limitless creativity. With “Freiraum”, which transcends conventional confines and embodies the essence of free space, Schattdecor delivers a resounding message to fair attendees: “Anything is Possible Now!”. This ethos underscores the company’s commitment to offering limitless opportunities for the evolution of the sector, paving the way for a future defined by innovation and unrestricted imagination.

Since its inception in 2005, the Dubai Wood Show has remained a beacon of excellence, attracting a diverse array of esteemed visitors from across the globe. Among the standout exhibitors gracing the event, Schattdecor emerged as a veritable highlight, captivating attendees with its captivating presence. Nestled within Hall 586, Stand B-09, Schattdecor extended a warm welcome to visitors, showcasing its enduring commitment to excellence through the mission “One Source. Unlimited Solutions.”. With unwavering dedication, Schattdecor reaffirmed its mission to furnish customers in the woodworking products sector with superlative decors and surfaces, setting new benchmarks for quality and innovation.

Endless Design Opportunities

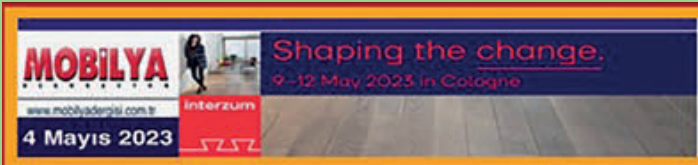
Schattdecor’s ethos of “Anything is Possible Now!” ushered visitors into an atmosphere of boundless freedom, where endless design opportunities unfold. This approach underscores the company’s belief in the contemporary individual’s ability to creatively address the challenges of their time and respond to evolving trends when crafting living spaces.

With Schattdecor’s “Freiraum” concept, which promises limitless freedom, the boundaries between different living spaces dissolve, paving the way for seamless transitions and universally appealing designs. Moreover, the theme of nature emerges as a significant design element within interiors, fostering a preference for natural, organic materials and forms, and imbuing spaces with an inviting aesthetic.

At the Dubai Wood Show 2024, Schattdecor not only captivated attention with its “Freiraum” concept, offering boundless opportunities for creativity and innovation, but also served as a beacon of inspiration for all attendees by delivering sophisticated solutions in decor development, application technology, and trend consultancy.



Mobilya Decoration Magazine International made the promotional mailing and Turkish digital launch of brands between



Mailing Post, Banner Advertisements and transparent reports carried out by FURNITURE MAGAZINE for Cologne Interzum Fair between March - April 2023



RESULT REPORTS WITH STATISTICS



Platform	Reach	Engagement
Facebook	1,200,000	15,000
Instagram	800,000	10,000
Twitter	500,000	8,000
LinkedIn	300,000	5,000



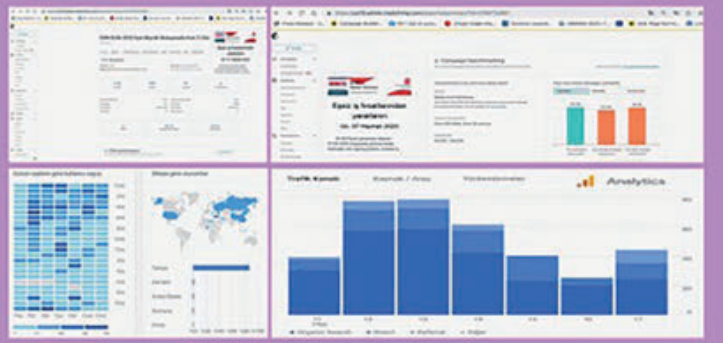
FURNITURE MAGAZINE
May-June 2023
Mailing Post,
Banner

Advertisements and transparent reports for Imm Cologne Fair between



RESULT REPORTS

WITH STATISTICS



Mailing Posts, banner Advertisements and transparent reports for Hannover Ligna Fair between February and May 2023 by FURNITURE MAGAZINE



FRANKFURT HEIMTEXTIL 2023 FAIR PROMOTION



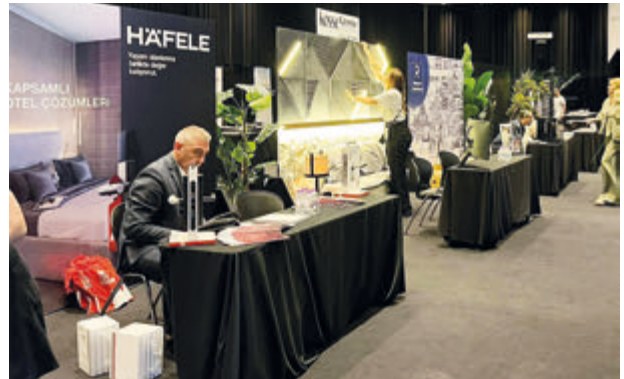
RESULT REPORTS WITH STATISTICS





Hafele participated in the ATARC – Sustainable Tourism Architecture event in Antalya

On May 16th, at the 'STARC - Sustainable Tourism Architecture' event organized by Akdeniz SMD in Antalya, we presented our unique hotel solutions and conducted a workshop on Häfele LOOX Lighting hardware, which garnered significant interest due to its tool-free installation capability



Häfele Concept hosted the real estate press in our showroom and held two exclusive launches

Our CEO, Hilmi Uytun, shared important insights about the real estate sector and discussed innovations under Häfele Concept with the participants.



Kastamonu Entegre hosted Hanex and Vits companies at its Gebze facilities

We were delighted to host our valued business partners, Hanex and Vits Technology, at our Gebze facility. We believe that our collaboration will further thrive on strong foundations.



**Furnishings & Design Istanbul (FDI) journey begins in September.
Fair Center (IFM) from September 19-21, 2024.**

“The heart of the industry is being colored with design in Istanbul”

Ahmet Güleç, TİM Vice President and MOSFED Chairman of the Board: “As stakeholders in the interior decoration ecosystem—furniture, lighting, accessories, home textiles, flooring, etc.—we are individually very strong. With our manufacturing power, we stand among the world’s most important suppliers. Across all continents, from the smallest Micronesia to the largest United States, we proudly wave our flag with the ‘MADE IN TURKEY’ label. Our country holds export leadership in 76 different sectors.”

It’s time to add new labels and move forward from a more advanced standpoint with the “STRONG PRODUCTION, SPEED, AND TRUST” labels we possess worldwide. In September, we will start our journey with “Furnishings & Design Istanbul (FDI)” that we have created with strength and solidarity to add new labels under the “MADE IN TURKEY” lab. In our committee chaired by Prof. Dr. Alpay Er, the Head of the Industrial Design Department at Özyeğin University, designer Raşit Karaaslan, designer Erdem Akan, interior architect-designer Ece Yalım, interior architect-designer Cemal Çobanoğlu, architect Aynur Yılmaz, designer Şule Koç, and communication specialist Cengiz Ayyıldız are working diligently.



In our journey to prioritize design and enhance the intellectual capital and creative capacity of this ecosystem, which holds significant value for our economy, we have set our first event schedule for September 19-21. The venue is Istanbul Fair Center! We look forward to welcoming all our brands, manufacturers, and independent designers who prioritize design and innovation to contribute to this initiative. It promises to be a modest yet impactful start on a 10,000 square meter area.

ARKOPA PANEL

Spine Profiles

Discover the backbone of your interior designs with Arkopa Spine Profiles! Our Spine Profiles offer exceptional durability and perfect fit, taking your projects to the next level. With their robust construction, they ensure long-lasting use. The practical and quick setup allows you to bring your projects to life swiftly. They provide flexibility and compatibility to suit various design needs. Additionally, they add a modern and professional touch to your projects. Strengthen your projects with Arkopa Spine Profiles and add a touch of elegance!





İstanbul Furniture, Paper, and Forestry Products Exporters' Association focused on increasing exports, solving problems, and providing guidance!



The Istanbul Furniture, Paper, and Forestry Products Exporters' Association organized a workshop in Bursa to discuss the future of the furniture, paper, and forestry products sectors. The workshop aimed to increase exports, enhance professional solidarity, regulate exporters' activities and relationships, solve problems, and provide guidance.

Hosted by Erkan Özkan, President of the Istanbul Furniture, Paper, and Forestry Products Exporters' Association, and Ahmet Güleç, Chairman of the Sector Board, the workshop was attended by Mehmet Ali Kılıçkaya, Director General of Export of the Ministry of Trade, along with prominent representatives from the export industry. Academics from Turkey's leading universities also conducted conferences at the workshop on macroeconomics, sustainability, and communication topics.

"We are progressing towards our 2028 goals" In his assessment of the workshop, Erkan Özkan emphasized their goal of contributing to exports and adding value to Turkey by working harder and producing more each day. He stated, "As an association, we are prepared to fulfill our share towards our 2028 export goals in the most successful manner possible.

Our carefully prepared workshop aims to increase exports, enhance professional solidarity, regulate exporters' activities and relationships, solve their problems, and provide guidance. Our efforts to increase exports in our sector will continue unabated."

The sector moves confidently towards the future Highlighting technology and innovation as the driving forces in production and export processes, Ahmet Güleç, Chairman of the Sector Board, mentioned that they discussed the content areas where the sector needs to excel during the workshop. He added, "In a globalizing world where competition among brands is fierce, design models that consider consumer habits and specific preferences have become highly valuable. Therefore, the fundamental mission of Turkish exporters, and of course us, should be to mature Turkish brands and products. With this motivation, we should invest in employment to nurture new and qualified designers in our sector, elevate the brand value of our products, and shape them to attract attention in the global market."



the Architect Show text: The Architect Show is coming up on 7 & 8 of December 2024 at Athens Metropolitan Expo exhibition center

The unique concept and vision of the Architect Show is upgraded every year and exceeds all expectations in terms of acceptance and dynamic establishment. It's the only two-day premium event addressed exclusively to professionals in Architecture and Design. The Architect Show is a channel of communication between companies that promote innovation and modern technology, in the field of materials and construction, with architects, designers, engineers and Real estate entrepreneurs. Moreover, it focuses on the exchange of knowledge and innovative ideas through a series of diligent seminars, conferences and educational lectures. In the 2023 event 170+ brands were presented to 6,500+ visitors in a unique environment that created the conditions to live a very special experience. The next steps towards the future are marked by the total overhaul of its image, with the new logo designed by Ciarmoli



Queda Studio (CQS) @ciarmoliqueda as a central element & the launch of two new partnerships with the architecture body DOMa @doma.archi and the digital platforms DAAily (@archdaily & @designboom). www.medexpo.gr

www.thearchitectshow.gr

Kayalar Kimya met with Kastamonu Entegre to discuss potential global collaborations

We held a comprehensive meeting with the Kastamonu Entegre team to evaluate trends in the Turkish and global furniture markets, overseas investment opportunities, and potential collaborations. I would like to thank them for this productive meeting.

Our Board Member Tolga Kayalar and Export Manager Tolga Ates, Kastamonu Entegre CEO Haluk Yıldız, Global Marketing Director Talha Aydın, Global Sales and Marketing Director Cahit Akyıldız, and Export Group...



The e-commerce search conference took place

We participated in the "E-Export Search Conference," organized with the presence of our Deputy Minister of Trade of the Republic of Turkey, Mr. Volkan Açar, to discuss current policies and future steps regarding e-export. The event aimed to advance our country's potential in e-commerce and e-export and enhance its position in the global market. Comprehensive discussions covered various topics, including logistics, customs, regulations, payment systems, branding and localization, digitalization, future trends, data, and integrations related to e-export.

The goal is to increase the share of e-export in our country's total exports to 10% by 2028.



The Italian Republic Order of Knighthood was awarded to Haluk Yıldız, CEO of Kastamonu Entegre

Haluk Yıldız was honored with the highest honor award given by the Italian State to a limited number of people, the Italian Republic Order of Knighthood (Cavaliere dell'Ordine della Stella d'Italia). Representatives of the Italian State and the Italian Ambassador to Turkey, Giorgio Marrapodi, also attended the award ceremony."

In his speech, Yıldız said, "On this occasion, I would like to thank Mr. Yahya Kığılı, Chairman of the Board of Directors

of Hayat Holding, who gave me the opportunity to lead Kastamonu Entegre in Italy and around the world, Mr. Avni Kığılı, Vice Chairman of the Board of Directors and Chairman of the Executive Board of Hayat Holding, all my colleagues who made this success possible, and my family who always supported me. Being one of the strong players in an important market like Italy is very valuable for us as Kastamonu Entegre. We will continue to work together to further this relationship."

Focus Topics of LIGNA

50-year-old Woodworking Community's Meeting Point

As LIGNA prepares to celebrate its 50th year, it's already garnering significant support from participating companies.

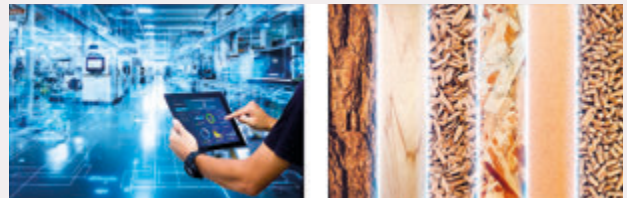
All Sectors in One Place

The LIGNA area is divided into various Exhibition Areas:

Energy from Wood: Decentralized energy production and usage: From recovering process energy in the timber industry for heating purposes to converting it into electrical energy. Everything you need to know about these topics...

Production of Wood-Based Panels: At LIGNA, you'll find machinery, facilities, and auxiliary materials for the production of wood-based panel products, wood-like materials, and composites: from particleboard, MDF, OSB, CPL, HPL to laminate production.

Forestry, Roundwood, and Sawmill Machinery: The focus here is on the latest forestry technology and optimized timber



harvesting systems, utilizing wood as a material and energy source, mobile sawmill factories, and logistics.

Machine Components and Automation Technology: With Industry 4.0 in full swing, machine components and automation technology play a crucial role today. Exhibits include efficient drive solutions, control systems for CNC machines, ...

Surface Technology: There's an increasing trend towards product personalization, leading to the emergence of new surface technology processes and solutions. This encompasses everything from sanding, brushing, pressing, ...

Sawmill Technology: At LIGNA, the entire spectrum of sawmill technology will be showcased - from log yard and initial cross-cutting with the primary saw, through sorting, drying, to generating necessary energy inputs.

The Brussels Representation Office of the Turkish Exporters Assembly (TİM) has been opened

The Brussels Representation Office of the Turkish Exporters Assembly (TİM) has been opened with an event attended by our Minister of Trade, Prof. Dr. Ömer Bolat, and the President of TİM, Mustafa Gültepe.

Ambassador Faruk Kaymakçı, Permanent Representative of Turkey to the European Union, and Ambassador Bekir Uysal also participated in the opening ceremony, where Turkish and European business representatives gathered. President Gültepe, addressing the event, emphasized that production and exports constitute the driving force of the Turkish economy, with the European Union being our largest export market. He expressed confidence that this office will give new momentum to Turkey's trade with the EU, stating that the path to developing our country lies in utilizing our resources effectively, adding value to our production, and increasing exports. As TİM, he noted, they are working with this awareness, mobilizing all resources to earn more foreign exchange for our country.



Adil Pelister Elected as a Member of the DEİK Audit Board



Adil Pelister, Vice President of TİM and President of the Istanbul Chemicals and Chemical Products Exporters' Association, was elected as a member of the DEİK Audit Board at the 37th Ordinary General Assembly of DEİK. After being elected as the President of the İKMİB Board of Directors following the elective general assembly meeting held in April 2018, Adil Pelister was re-elected to this position after his four-year term. During this period, he made significant contributions to the chemical sector's position as the second-largest exporting sector in Turkey, working with Board Members, Audit Board Members, TİM Delegates, chemical sector exporters, and all stakeholders. Additionally, Adil Pelister is the founder and chairman of Beta Kimya and continues to serve as the President of the Chemistry Sector Platform (KSP), which includes leading NGOs, universities, and associations in the chemical sector. Pelister transfers his 40 years of professional experience to Turkish industry and education.

ASTS Profil / Mobelkant

ASTS Profil has achieved significant success by becoming one of the top 10 exporters in its category in 2023! This is an important recognition of the company's success in international markets.

ASTS Profil, which ranked 2nd in its category at the 2023 Export Awards organized by İKMİB, received its award with these achievements.

The General Manager of the company, Mr. Fatih Yücel, said in his speech at the ceremony, "We are proud to be among the top 10 exporters of Turkey in the 'Plastic Films and Sheets' category in 2023 and confirm our position as the second edge banding manufacturer in the top 10 after Egger Decor. With the great excitement of fulfilling another mission, we would like to thank our colleagues, our trusted customers and all our business partners who brought us to this point."





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