



ŞİŞECAM

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As Europe's largest flat glass manufacturer, we are proud to take part in the project for Istanbul's New Airport, which will be one of the largest and most state-of-the-art airports in the world with the capacity to hold 200 million passengers and provide access to more than 350 destinations.

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ŞİŞECAM
DÜZCAM



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28 FEATURE
Designing the Future
with Innovation

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PAŞABAHÇE CONTINUES TO MAKE LIFE MORE ENJOYABLE WITH INNOVATIVE AND ELEGANT PRODUCTS.



THIS COLLECTION

WILL NEVER GO OUT OF STYLE

Paşabahçe presents glass lovers with its Timeless series, which the brand debuted at the Ambiente fair. Designed for the catering industry, the Timeless collection stands out with its luminous, retro look. The collection features 10 glasses for every type of beverage. Popular among those who appreciate elegance, the Timeless collection features etchings that give it the look of fine crystal, combining aesthetics with functionality.



JOYFUL

CARAFES

Paşabahçe's innovative Happy Sharing carafes change color when filled with cold water, bringing cheer to dinner tables. Thanks to thermochromic dye, the white tree leaves on Happy Sharing carafes transform into pink flowers with the addition of cold water, giving them a whole new look.

XL TEA GLASSES

Popular with tea lovers, Paşabahçe's Keyif collection just got a brand-new addition. The latest to join Paşabahçe's product range of more than 500 tea glasses, Keyif XL is set to be tea lovers' new favorite, thanks to its larger size, easy-to-carry handle, and traditional "slim-waisted" form.



FALL ARRIVES

AT PAŞABAHÇE STORES

GREET AUTUMN AT PAŞABAHÇE STORES.

THE GREATEST COLORS

OF THE SEASON

This fall, Paşabahçe Stores once again offer customers the trendiest colors of the season. You'll find a wide range of delicate, handcrafted items such as vases, bowls, carafes, and candle holders in coral, charcoal, and gray hues.



FRAGRANT ROOMS

The decorative new home fragrances developed exclusively for Paşabahçe Stores fill any indoor space with a pleasant scent. These reed diffusers come in 7 scents—amber, cotton, wood, vanilla, rose, jasmine, and ocean—and are available both at Paşabahçe Stores and online at www.pasabahcemagazalari.com.



ŞİŞECAM GLASS PACKAGING'S

NOSTALGIC BOTTLES

Consumers can now take a trip back in time with Şişecam Glass Packaging's brown bottles. Once identified with the companies Dimes, Tamek, and Meysu, these brown bottles came back to life thanks to Şişecam Glass Packaging. These nostalgic items are now available in markets and dining establishments throughout Turkey.

THE THIRD FURNACE OF ŞİŞECAM GLASS PACKAGING'S MERSİN PLANT GETS EQUIPPED WITH

INDUSTRY 4.0

TECHNOLOGY

AFTER AN INVESTMENT OF NEARLY 120 MILLION TL, ŞİŞECAM GLASS PACKAGING'S THIRD FURNACE CAME ONLINE, BRINGING THE COMPANY'S TOTAL ANNUAL DOMESTIC PRODUCTION CAPACITY TO OVER 1 MILLION TONS.

Commissioned with an investment of 120 million TL, the third furnace at Şişecam Glass Packaging's Mersin Plant came into service. A leading contributor to the Turkish economy and a generator of employment opportunities, Şişecam Group increased its annual domestic glass packaging production capacity to more than 1 million tons thanks to the opening of its new furnace, which has a production capacity of 90,000 tons/year and is equipped with new technology in keeping with the Group's Industry 4.0 strategy.

"Thanks to this new furnace equipped with the latest technology, we are able to contribute to the domestic economy in a new way," Şişecam Group Vice Chairman and CEO Prof. Dr. Ahmet Kirman said in a statement. "As a Group, we continue to work towards our goal of sustainable growth."

EXTENSIVE PRODUCT RANGE AND COLOR VARIETY

The fifth largest glass packaging manufacturer in the world, Şişecam Glass Packaging continues to equip its existing plants with the latest technologies in keeping with its strategy to achieve the highest level of quality in production. At the Industry 4.0-equipped Mersin Plant, the three production lines are connected to a furnace with a 90,000-ton annual capacity. These production lines will enable us to achieve flexible and

efficient production in an extensive range of products, from jars to bottles, in the desired colors. Another important aspect of this investment is the Mersin Plant's proximity to the port, which plays a critical role in Şişecam Glass Packaging's export activities. In 2016, the company broke its own record as well as the industry's record with an export figure of 125,000 tons. Şişecam Glass Packaging aims to build on its historic exports figure with new, sustainable investments in the years to come.





PAŞABAHÇE

GOES TO DÜSSELDORF

PAŞABAHÇE ITEMS PRESENTED AT THE NEWLY OPENED SHOWROOM IN DÜSSELDORF, GERMANY

Paşabahçe recently held the opening of its Showroom, located at its new office in the Schwanenhöfe building complex in Düsseldorf, Germany. The opening event was held on September 19 to promote the Showroom, which is intended to serve as a hub for Paşabahçe customers in Northern Europe. The 300-square-meter space houses mass-produced and handmade Paşabahçe items for the retail and catering industries as well as select Nude items and project pieces created for the premium segment. Designed and executed by renowned architecture firm Demirden, the Showroom features an innovative layout with tall, glass-covered walls that provide separate areas for Paşabahçe's different product groups. The abstract visual installations linked to the product groups create a bold effect, adding a touch of warmth to the exhibition tour. The section devoted to Nude was designed to reflect the brand's visual identity, with the concrete-like surfaces echoing its motto, "Simple is beautiful."

ŞİŞECAM FLAT GLASS

HOSTED AN ITALIAN MEP

Şişecam Flat Glass hosted the Italian Member of European Parliament (MEP) Isabella De Monte at its production plant in Italy. Also in attendance was General Secretary Bertrand Cazes of the Glass for Europe, the trade association for European glass manufacturers, of which Şişecam Flat Glass is a member. The visitors had a chance to learn about the size of the investment in Europe, the number of employees, and the plant's contributions to the local economy, as well as the importance of coated glass in achieving energy savings and thus contributing to the economies of Italy and the E.U. During her tour of the plant, Isabella De Monte took a special interest in float production; the Italian MEP also got the chance to test the sound insulation performance of the acoustic laminated glass using Şişecam Flat Glass' new mobile app.



NEW BUILDING BYLAWS SUPPORT THE USE OF

ŞİŞECAM LAMINATED GLASS

Thanks to its ability to retain its overall integrity and continue to act as a barrier even if the glass breaks, laminated glass is now mandatory in balcony parapets and the windows overlooking the atriums, gallery spaces, or inner courtyards of buildings designed with these features. The new Building Bylaws went into effect on October 1, 2017. Şişecam Flat Glass' laminated Şişecam Laminated Glass minimizes the risk of injury due to accidental impact.

SITE VISITS

FROM THE CHAMBER OF ARCHITECTS IN BULGARIA

Board members of the Chamber of Architects in Bulgaria visited the Flat Glass and Auto Glass plants in Targovishte, Bulgaria. During their tour of the production lines, the architects learned about Şişecam Flat Glass products and the glass consultancy services the company offers for architectural projects.





ŞİŞECAM FLAT GLASS

LAUNCHES MOBILE APPS THAT MAKE LIFE EASIER

4 NEW MOBILE APPS FROM ŞİŞECAM FLAT GLASS MAKE IT EASIER TO CHOOSE THE RIGHT GLASS.

The new mobile apps Isıcam Selection Wizard, Glass Acoustic, Glass Consultant, and Performance Calculator offer both construction professionals and end users with the opportunity to easily and quickly choose the right glass for their needs at any time of day. The mobile apps will soon be available in English, Bulgarian, Romanian, and Russian, as well.

ISICAM SELECTION WIZARD helps consumers find the right product based on their needs. Consumers can also use the app to view the potential savings and energy efficiency values of the product of their choice.

GLASS ACOUSTIC allows consumers to test the performance of Şişecam Flat Glass products in spaces with different noise levels. The Glass Acoustic app comes with a distinctive feature that allows you to record sounds around you, giving you a real-life experience of the sound insulation that can be achieved in any loud setting.

GLASS CONSULTANT guides decision makers such as architects, façade consultants, and investors in choosing the right glass for their project. In addition to offering glass consultancy services, the app also allows users to access technical information about Şişecam Flat Glass products and view images of reference projects.

PERFORMANCE CALCULATOR provides consulting services for the performance of glass products. Users wishing to choose the right glass for their needs can access the performance specs of different glass thicknesses and combinations, such as light permeability, absorption and reflectivity, thermal conductivity, and thermal conductivity coefficient. The app also offers the option to record the calculations and share them via e-mail.



ŞEFFAF BÜLTEN TURNS TWO

DISTRIBUTED DIGITALLY EACH MONTH TO NEARLY 16,500 SUBSCRIBERS COMPRISED OF ARCHITECTS AND INDUSTRY PROFESSIONALS, ŞEFFAF BÜLTEN CELEBRATED ITS SECOND YEAR IN JULY.

Chock full of articles on projects that use Şişecam Flat Glass products, innovative developments in the glass industry, and extraordinary glass designs, the bulletin embarks on its 3rd year with brand-new content. From now on, Şeffaf Bülten visitors will get to enjoy monthly "Glass According to Architects" interviews, which focus on architects' views on glass and their approaches to glass selection. Şeffaf Bülten is available online at www.seffafbulten.com.

EXCLUSIVE FIRST-YEAR DEALS FROM

KUMBARA CARD CLUB

Isıcam's Kumbara Card Club celebrated its first year with surprise offers. In July, Kumbara Card Club offered surprise deals each week, with club members winning thousands of prizes. A total of 4,500 members signed up within the first year for Kumbara Card Club, which boasts a member satisfaction rate of 92%.





PAŞABAHÇE

HOSTED SPECIAL EVENTS AT THE ISTANBUL COFFEE FESTIVAL



THE MAIN SPONSOR OF THE ISTANBUL COFFEE FESTIVAL, PAŞABAHÇE'S BOOTH DREW GREAT INTEREST FROM COFFEE LOVERS WITH THE BRAND'S SELECTION OF UNIQUE ITEMS FOR COFFEE.

Paşabahçe served as the main sponsor of this year's Istanbul Coffee Festival held at KüçükÇiftlik Park. Having sponsored the Istanbul Coffee Festival in previous years, as well, Paşabahçe captivated festival-goers with the products it presented and events it hosted during the festival, which was held from September 21 to 24 this year. A brand whose coffee cups are beloved by coffee aficionados, Paşabahçe also presented its coffee cup with a height of 50 cm, handmade at the Denizli Glass Factory. Festival-goers also got the chance to have their photos taken in Paşabahçe's botanical-themed corner, with their souvenir photographs handed to them in Paşabahçe picture frames.

MUSIC AND TASTING WITH COFFEE CUPS

The "Coffee Tasting with Paşabahçe Cups" workshops had a large turnout, with festival visitors learning about the finer points of coffee selection according to coffee type from beverage expert Oğul Türkkkan. Festival-goers also enjoyed percussion shows featuring Paşabahçe cups by Gencer Savaş and his band.





INTERNATIONAL COFFEE DAY

CELEBRATED AT PAŞABAHÇE STORES

ON SEPTEMBER 29, INTERNATIONAL COFFEE DAY, PAŞABAHÇE STORES MADE COFFEE LOVERS HAPPY WITH HUNDREDS OF ELEGANT ITEMS FOR DIFFERENT TYPES OF COFFEE.

- **The Impulse** espresso cup comes with tapered walls that intensify the aroma, while its thick base keeps the espresso hot and its flavor consistent.
 - The **Delizia** espresso cup has a narrow rim that aerates the espresso to intensify the aroma.
 - The unique design of the Turkish coffee cup releases the flavor of the coffee for a smoother drinking experience. The Addict double cup has an upside-down conical body that allows more of the coffee grounds to settle at the base.
 - The **Signature** series, which features original designs and drawings by leading Turkish artists, adds a touch of joy to coffee with cups featuring the drawings of famous caricaturist Selçuk Demirel as well as glass and porcelain cups featuring Turkish words by **Lugat365**.
 - The **Meraklısına** series features cups for different types of coffee such as filter coffee sets and latte mugs.
- Paşabahçe Stores also lends a touch of elegance to coffee hour with a rich variety of accessories for presentation.



ADDING GLASS TO LIFE

GETS OVER 50,000 FOLLOWERS!

Launched in 2012 with the aim of raising consumer awareness about glass packaging, hayatacamkat.com ("Adding Glass to Life") recently got a makeover. Adding Glass to Life presents fun and educational information aimed at increasing social awareness about glass packaging, a superior product that is healthy, safe, and environmentally friendly. A dynamic platform with social media accounts on Facebook, Instagram, Twitter, and YouTube, Adding Glass to Life offers competitions, interesting news, and shared content for more than 50,000 followers.



HAYATA CAM KAT

ŞİŞECAM GLASS PACKAGING

SUPPORTS HOME CANNING



Şişecam Glass Packaging recently hosted a project that aims to support home canning, which accounts for a significant portion of wholesale sales in the food industry. The project sought to generate revenue for the food industry by encouraging home canning and boosting sales of home canning products, as well as generating consumer awareness for glass packaging as the healthiest option. As part of the project, the company provided PoP displays such as freestanding boards and brochures on home canning, pickling, and jam-making to 55 wholesalers and distributors.



ŐİŐECAM

ŐAM AMBALAJ

ŐİŐECAM PACKAGING (yazmalı)!!!!

**Preserve
Your Hard
Work with
Őiřecam
Jars!**





NUDE CAPTIVATES

AT THE LONDON DESIGN FESTIVAL

One of the most prestigious events in the world of design, the London Design Festival was held from September 21 to 24 this year. Nude showcased its award-winning collections and new products at the festival in London. Some of the most popular items showcased included the Tomas Kral-designed Parrot, Lady, and Beak; the Layers vase by Defne Koz; and the Pigmento collection designed by Studio Formafantasma.



NEW NUDE COLLECTION DEBUTED AT PARIS DESIGN WEEK

Held during the second week of September, Paris Design Week brought together leading figures in the world of design. The new Nude collections were also debuted during Paris Design Week. The launch party on September 11 brought together members of the press and design lovers, who were among the first to see the Tomas Kral designs Parrot, Lady, and Beak, as well as the Layers vase by Defne Koz and the Pigmento collection designed by Studio Formafantasma. The new collections were then offered for sale at Home Autour du Monde Bensimon.



NUDE COLLECTIONS

PROMOTED AT THE IMBIBE LIVE EVENT

Nude attended the Imbibe Live event held at Olympia, London on July 3 and 4. Organized by the Sommelier Wine Awards, Imbibe Live is the most prestigious event of the food & beverage industry in the U.K. At this year's event, industry leaders were introduced to Nude's crystalline glass and drinkware collections. Some of the items presented included the Stem Zero, Terroir, Refine, Fantasy, Vintage, and Colored O collections as well as whiskey glass collections such as Malt, Shade, and Camp.

YAIR HAIDU TASTING

WITH STEM ZERO

Industry experts were treated to a tasting event featuring a presentation by sommelier Yair Haidu using Nude's special wine glass collection Stem Zero. Sommeliers and other representatives from top Istanbul restaurants attended the private Nude event at Sunset on August 16. While Yair Haidu introduced the Stem Zero collection, industry professionals got to inspect the Nude collections up close during the wine tasting event. Designed by the Nude design team, the collection features 11 glasses for wine and champagne. Preferred by the most prestigious restaurants in Istanbul, the Stem Zero collection appeals to all senses with light, delicate pieces that enhance the pleasures of touch, taste, and smell for an even more enjoyable drinking experience.



NUDE HOSTS

"SWEET MOMENTS" IN MILAN

The "Sweet Moments with Nude" event was held in Milan at La Rinascente Milano on September 21. Pastry chef Alice Balossi used Nude products to prepare and present her desserts. The event enjoyed great turnout, and the guests took special interest in Nude products.

ŞİŞECAM'S ANNUAL REPORT

RECEIVES TWO AWARDS

ŞİŞECAM GROUP'S 2016 ANNUAL REPORT RECEIVED GOLD AND SILVER AWARDS FROM THE WORLD'S MOST PRESTIGIOUS COMMUNICATION AWARD PROGRAMS.



Şişecam Group's 2016 annual report received the Silver Award at the Vision Awards held by the League of American Communications Professionals (LACP), one of the world's leading corporate communication platforms. The 2016 annual report also received the Gold Award at the ARC Awards, the world's biggest international awards program honoring excellence in annual reports.

SILVER AWARD AT THE 2016 VISION AWARDS

Şişecam's annual report received the Silver Award at the 2016 Vision

Awards, one of the most prestigious communications awards held since 2001, which had a record-breaking number of submissions this year, with nearly 1,000 annual reports sent in from 25 countries. The Şişecam annual report received a 98 out of 100 ranking based on criteria such as first impression, report cover, letter to shareholders, report narrative, report financials, creativity, message clarity, and information accessibility. The report also ranked among the top 80 reports in the Americas Asia-Pacific EMEA regions.

GOLD AWARD AT THE ARC AWARDS

Now in its 31st year, the ARC Awards, one of the world's leading international annual report competitions, received nearly 2,000 annual report submissions from 33 countries. Şişecam's 2016 Annual Report received the Gold Award in the Traditional Annual Report category based on criteria such as clarity of written text, interior design, the communication of the "Touches Life" theme, and the interior design of the report.

ŞİŞECAM GROUP

PUBLISHES 4TH SUSTAINABILITY REPORT

GUIDED BY ITS VISION TO OPERATE WITH RESPECT FOR PEOPLE AND THE ENVIRONMENT, ŞİŞECAM GROUP PUBLISHED ITS 4TH SUSTAINABILITY REPORT THIS YEAR. PUT TOGETHER IN ACCORDANCE WITH THE PRINCIPLES OF TRANSPARENCY AND ACCOUNTABILITY, THE SUSTAINABILITY REPORT WAS ALSO THE FIRST TO BE DESIGNED FOR THE VISUALLY IMPAIRED.

Şişecam Group continues its sustainability-focused efforts at full speed. As a Group that prioritizes principles of sustainability in all its activities, Şişecam documented its sustainability efforts and their results in the 4th Sustainability Report. In a statement about the report, Şişecam Group's Vice Chairman and CEO Prof. Dr. Ahmet Kirman said, "With nearly 22,000 employees in 13 countries, we are a global family that ranks among the world's top industrial enterprises. As a global company, we are determined to ensure the sustainability of the value we create by assessing the sustainability of our operations and integrating elements of priority into our business strategies. Our ranking in the 2016-2017 BIST Sustainability Index is one of the best indicators of our high-level performance."

SUSTAINABILITY BY NUMBERS

Launched in 2011, Şişecam Group's "Glass is Glass Again"—one of the most comprehensive sustainability and social responsibility



projects in Turkey—has educated 250,000 elementary school students about recycling in 6 years, as well as donating 19,400 glass recycling bins and recycling 840,000 tons of

glass packaging. Meanwhile, energy efficiency projects carried out during the reported term conserved 590,700 GJ of energy and prevented 25,800 tons of CO2 emissions. By focusing on principles of corporate governance in its operations, Şişecam Group increased its Corporate Governance Ranking grade from 93.53 in 2015 to 94.41 in 2016. Highlighting the importance of sustainable practices as well as the Group's approach to sustainability, Prof. Dr. Kirman said, "Our approach to sustainable growth is based on overseeing our business operations more effectively with a flexible, solution-oriented structure while maintaining a very high level of productivity."

THE FIRST SUSTAINABILITY REPORT DESIGNED FOR THE VISUALLY IMPAIRED

Also published as an audiobook to ensure access for visually impaired employees, the report is now available on the corporate Şişecam website in Turkish and English. This trailblazing initiative also sought to raise awareness in all employees about "the rights to access of the visually impaired." The brochures handed out to employees included a section written in braille as well as the address of the website where the report could be accessed as an audiobook.



MEANINGFUL MESSAGES FROM ŞİŞECAM'S YOUNG ARTISTS

CHILDREN WHO RECEIVED AWARDS IN THE FIFTH PAINTING COMPETITION SHARE THEIR THOUGHTS ON THE COMPETITION AND OCCUPATIONAL SAFETY



INTERNATIONAL FIRST PLACE

Nikita and Vladislav Frolov



The 8-year-old twins of Sergey Frolov and Elena Frolova from our Ruscam Ufa Plant, Nikita and Vladislav Frolov received the first-place prize in their first year participating in the competition. Noting the importance of using hardhats and gloves for occupational safety, Nikita and Vladislav said, "We often talked about our own safety with our family at home, but thanks to this competition, we also learned about safety in the workplace. We want our families to abide by safety rules and to remain safe when working. It's very nice to receive an award. We will participate in the competition again next year."



NATIONAL FIRST PLACE

Ecrin Seryan

The 6-year-old daughter of İlker Seryan from our Trakya Yenişehir Plant, Ecrin came in first place in the competition. "My dad and I talked about the painting I would create for the competition. My dad wears a hardhat and glasses when he works. I want him to always follow the rules," Ecrin says, adding that she had a lot of fun at the event and plans to participate in the competition next year, as well.



INTERNATIONAL SECOND PLACE

Giada Zerbin

The 9-year-old daughter of Andrea Zerbin from our Şişecam Flat Glass Italy Plant came in second place.



NATIONAL SECOND PLACE

Evra Ulualan

The 9-year-old daughter of Selçuk Ulualan from our Paşabahçe Eskişehir Factory received the second-place prize. Evra says it took 15 days for her to prepare for the competition, during which time she researched topics such as the importance of OHSE and potential accidents. "I painted every day for 15 days. I won a tablet as my second-place prize, and I love my award," Evra said.





INTERNATIONAL THIRD PLACE

Belma Brkic

The daughter of Edin Brkic from our Soda Lukavac Plant, Belma Brkic took home the third-place prize her first time participating in the competition. "My painting was inspired by a police officer who helped us cross the street. My dad and I also talked about the OHSE precautions they take in the workplace. We follow the rules; so should adults," Belma said.



NATIONAL THIRD PLACE

Eslem Kamaci

The daughter of Levent Kamaci from our Cam Elyaf Plant, Eslem Kamaci came in third place in her first competition. In addition to studying OHSE with her mother, "I also watched news about the subject, and I thought about what I learned on the news when creating my painting," Eslem said. "I warn him every day to be safe at work," Eslem says of her father, who wears hardhats and gloves for occupational safety. Eslem's favorite part of the awards ceremony were the prizes and the glass-blowing event.



INTERNATIONAL FOURTH PLACE

Danila Ermilov

The 9-year-old son of Alexey Ermilov from our Ruscam Gorokhovets Plant, Danila Ermilov says he started working on his painting the minute he found out about the competition. "When I researched this subject, I learned that if you are skeptical about something while working, you have to check it immediately. I also warn my father when he goes to work. I will participate in the competition next year, as well," he said. The recipient of the fourth-place prize, Danila is also a very good student.





NATIONAL FOURTH PLACE

Furkan İpekalan

The 9-year-old son of Mehmet Emin İpekalan from our Anadolu Cam Mersin Plant, Furkan received the fourth-place prize in his third year participating in the competition. Having received the second-place prize last year, Furkan said he did online research on occupational health and safety for his second prize-winning painting. "I want to be a painter when I grow up," Furkan added.



INTERNATIONAL FIFTH PLACE

Denitsa Rosenova

The 8-year-old daughter of Ventsislav Pençev from our Paşabahçe Bulgaria EAD Plant, Denitsa Rosenova came in fifth place in her second year participating in the competition. Relaying the message "work carefully and safely" to adults in her painting, Denitsa said, "I am happy to have received an award. I had a great time here."



NATIONAL FIFTH PLACE

Zümra Gümüş

The 6-year-old daughter of Muhammet Ali Gümüş from our Cam Elyaf Plant, Zümra received the fifth-place prize. Happy to have participated in the competition, Zümra said, "I won a Scooter, and I loved my award."





FACEBOOK

HITS THE 2-BILLION-USER MARK

THE NUMBER OF FACEBOOK USERS EXCEEDED 2 BILLION IN JUNE. MARK ZUCKERBERG SHARED THE NEWS VIA HIS OWN ACCOUNT WITH THE MESSAGE, "IT'S AN HONOR TO BE ON THIS JOURNEY WITH YOU."

f In an earnings report published in May, Facebook announced that it had 1.94 billion monthly active users, a figure that reached 2 billion by June. Facebook founder Mark Zuckerberg shared the news with a thank you message on his own account. The company's other products are similarly popular, with messaging applications Messenger and WhatsApp used by approximately 1.2 billion people and Instagram used by over 700 million people

each month. By contrast, Twitter only has 328 million monthly active users.

CELEBRATIONS ON THE WAY

"Each day, more than 175 million people share a Love reaction, and on average, over 800 million people like something on Facebook. More than 1 billion people use Groups every month," product manager Guillermo Spiller said in a press release. Spiller also noted that Facebook plans to "show appreciation"

for its latest milestone via personalized videos tied to the company's newly revised mission statement. "We're making progress connecting the world, and now let's bring the world closer together," Zuckerberg said. Source: The Verge



SECOND BIGGEST SEARCH ENGINE:



YOUTUBE IS THE SECOND MOST POPULAR SEARCH ENGINE IN TURKEY AFTER GOOGLE.

YouTube continues to increase its presence in Turkey. According to data from Turkish sources, the number of YouTube views increased by 70% in the last year, reaching 6 billion monthly views per month. The video-sharing platform has over a billion unique visitors globally each month, with Turkey accounting for 25 million of those unique visitors. Another interesting piece of data is that YouTube is the second most frequently used search engine in Turkey after Google. The prevalence of mobile devices, the increase in internet connection speed, and the improvement of image compression technologies have made video platforms more popular in our country, as they have all around the world. The fact that traditional TV channels must meet major legal responsibilities in addition to fulfilling obligations such as permits, licenses, and infrastructure has paved the way for the shift of professional content to video-sharing platforms. One of the

clearest indicators of this trend is that some Turkish series are broadcast via online video platforms these days. Video-sharing platforms also serve as an advertising outlet, allowing for all types of promotional content and product placement in videos.

YOUTUBER: It is useful at this point to discuss YouTubers, who upload their own content onto YouTube to amass their own subscribers and viewers and who even earn significant amounts of money doing this. These days, there are YouTubers who produce content on just about every topic, from those who travel places you couldn't locate on a map to those who taste and describe a food you have never heard of, those who try dangerous stunts, those who share videos from a music festival you wish you could have attended, and those who share their user experience with an item we wish to purchase.

HOW IS YOUTUBE USED IN TURKEY?

- 90% of users visit YouTube at least once a month.
- 67% of users visit YouTube every day.
- Among those who visit YouTube daily:
 - 36% visit YouTube 5+ times,
 - 22% visit YouTube 4-5 times,
 - 29% visit YouTube 2-3 times each day.



SOCIAL MEDIA UPDATES TO WATCH FOR

SOCIAL MEDIA PLATFORMS ARE MAKING DIGITAL COMMUNICATION EASIER AND FASTER WITH A VARIETY OF CHANGES.



TWITTER INCREASES ITS POST LIMIT TO 280 CHARACTERS

Twitter is abandoning its 11-year policy by doubling its 140-character limit for posts. The change—which will be available to a limited number of users at first—was inspired by members who use Twitter in Chinese, Japanese, and Korean. Twitter posts will continue to be limited to 140 characters for members who use the platform in these languages, where individual characters have more meaning. The first 280-character tweet came from Twitter founder Jack Dorsey, who wrote, “This is a small change, but a big move for us. 140 was an arbitrary choice based on the 160 character SMS limit. Proud of how thoughtful the team has been in solving a real problem people have when trying to tweet. And at the same time maintaining our brevity, speed, and essence!”

Source: Twitter



LINKEDIN GETS REVAMPED WITH SNAPCHAT FILTERS

Following in the footsteps of Instagram, Facebook, and WhatsApp, the professional social network app LinkedIn is set to adopt Snapchat’s popular “filter”

and “story” features. These filters will generally be used to announce professional events such as conferences and business meetings, and they will include information such as the name, location, and date of the event as well as profile photos of speakers.

Source: LinkedIn



INSTAGRAM UNVEILS POLL FEATURE

Following the popularity of its recent seasonal stickers, Instagram Stories have unveiled a brand-new interactive poll sticker. This new feature allows Instagram users to ask a question in their Stories and collect votes from their friends or followers, and is aimed at maximizing interaction within the app. Thanks to this new sticker, users can now contact others via Instagram Stories directly, a feature that was previously reserved for direct messages on Instagram. **Source:** Instagram



FACEBOOK IS COMING AFTER OUR EMOTIONS

FACEBOOK WANTS TO PREDICT OUR VIRTUAL REACTIONS AND UNDERSTAND OUR COMMUNICATION PREFERENCES.



Tech market intelligence platform CB Insights recently revealed three Facebook patents published by the United States Patent and Trademark Office. These patents include technologies developed to detect users’ emotions.

FACE RECOGNITION TECHNOLOGY

Perhaps the most worrisome among those listed, this technology will supposedly capture the image of Facebook users through webcams and front-facing cameras on

smartphones. Once these images are gathered, Facebook will compare and match the expressions in them with other emotions in the database to provide users with content that suits their mood. For instance, if watching cat videos puts a smile on your face, the system will incorporate more cat videos into your News Feed. In the end, you won’t know where the time went.

NEW-GENERATION EMOJIS

Another technology allows you to create new emojis using your own facial expressions. With

this technology, the camera captures an image of the user and turns it into a shareable emoji. Since the gestures and mimics that alter the emoji reveal the emotions of the user, this also provides Facebook with instant readings of its users’ moods.

YOUR MESSAGES ALSO REVEAL YOUR FEELINGS

Facebook’s last patent allows the app to study its users’ messaging patterns to predict their emotions and offer features that suit their moods.

It is unclear whether these technologies are currently in use, and perhaps they never will be. Yet these patents reveal just how interested Facebook is in our emotions. It appears that in the future, we will consume content based not only on our internet preferences but on our moods, as well. It also seems that these technologies will once again generate plenty of debate about the security of our personal information and the sharing of data we would prefer not to share.

Source: Sosyalmedya.co

BIG DATA

AND ENTERPRISE DATA STRATEGY

TODAY, THE MOST DECISIVE FACTOR IN THE SUCCESS OF COMPANIES IS THE SKILL TO PUT THEIR BIG DATA INTO ACTION AND TURN IT INTO INFORMATION. WHEN ENTERPRISES CREATE A ROADMAP FOR BIG DATA AND THEY MANAGE THIS ROADMAP WITH A DELIBERATE STRATEGY, DATA GETS TRANSFORMED INTO MEANINGFUL INFORMATION, WHICH GENERATES ECONOMIC VALUE AND PAVES THE WAY FOR NEW OPPORTUNITIES.



Our Industry 4.0 article series continues with Big Data. We examined the first step of Industry 4.0, the Internet of Things, in the previous installment of our series, which focuses on the 9 pillars of the Fourth Industrial Revolution: the Internet of Things (IoT), Big Data, Cloud Computing, Simulation/Digital Twins, Universal System Integration, Additive Manufacturing, Augmented Reality, Autonomous Robots, and Cybersecurity.

WHAT IS BIG DATA?

Big Data could be described as the transformation of all data gathered from different sources to make it meaningful and processable. This includes both the state and volume of present data and the data gathered from various processes.

HOW IS DATA GENERATED?

One of the most memorable facts mentioned in Forbes magazine's feature on big data published

at the end of 2015 was that "more data has been created in the past two years than in the entire previous history of the human race." The sources of this massive amount of data include real-time processing, event logs, documents, images, videos, human-AI interaction, IoT sensors, RFID output, and data collected and gathered using IoT and M2M.

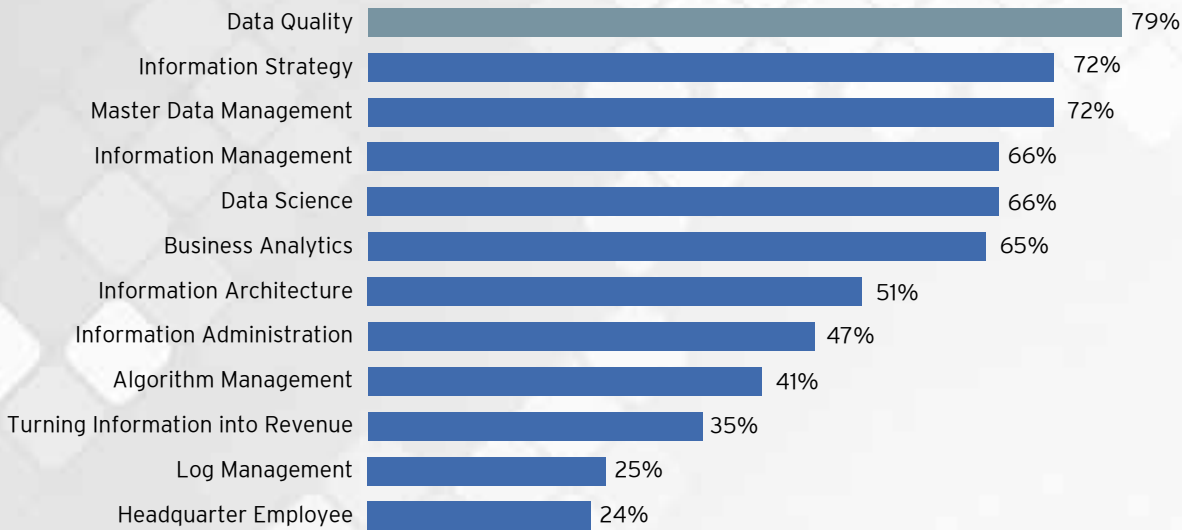
The main industries that contribute to the generation of

data are production, finance, sales, marketing, logistics, e-commerce, social media, telecommunications, energy, healthcare, and government systems. To highlight a few interesting figures from the Forbes magazine article:

■ For a typical Fortune 1000 company, just a 10% increase in data accessibility will result in more than \$65 million additional net income.

■ At the moment, less than 0.5%

THE PRIMARY RESPONSIBILITIES OF CDOS IN 2016



ESTABLISHING A DATA MANAGEMENT STRATEGY

In terms of strategy, when enterprises create a roadmap for big data and they manage this roadmap with a deliberate strategy, data gets transformed into meaningful information, which generates economic value and paves the way for new opportunities.

In terms of human resources and talent management, it is extremely important to hire and retain young talent in the field of data. These days, not only do businesses focus on hiring more professionals such as data miners, data analysts, data scientists, and data modelers, but there are also more educational programs, university collaborations, and higher-education concentrations aimed at kickstarting transformation within the companies.

In terms of organizational structure, strategy is supported on the C level, by the Chief Data Officer (CDO). According to a report published by research firm Gartner, a CDO's responsibilities include data quality, data strategy, and the management of master data.

The distinguishing feature of smart data systems is the synergy of data and action. The data obtained via sensors and smart devices is disseminated via high-speed networks and processed by complex big data software. As a result, data gets transformed into actionable information. In the end, the companies that succeed in putting this data to use and transforming it into information are the ones that will stand out from the rest. From the looks of it, it is imperative for all enterprises to create a roadmap and strategy to gather, use, and protect their data.

SOURCES:

<http://www.endustri40.com>
www.buyukveri.co
<https://www.dunya.com>
<http://www.huawei.com/>
<https://www.gelecekhane.com/>

of all data is ever analyzed and used. This means there is still the potential to analyze 99.5%.

EXISTING DATA AND DATA TO BE PRODUCED

Data isn't a new subject by any means; we have been studying and monitoring it for 40 years. Yet what makes it a topic of global importance are the platforms and tools of "Big Data," which allow for data of a certain size to be processed in terms of quality, format, and data pattern so that it can be analyzed meaningfully. One of the biggest developments in terms of data is that we are now able to easily collect, store, and process a lot more data. In addition to existing data, sensors all around us are collecting and storing new data, which we can then analyze for new meanings. We are constantly generating new data on the internet, where we spend a significant portion of our time. In business, data produced by industrial companies (such as energy plants, factories, and transportation vehicles) contain important information. Now, we are in need of algorithms to analyze, categorize, and simplify this data.

IS ALL DATA BIG DATA?

Of course not! It is not so easy to process datasets with traditional database management tools and

data processing applications. The reason behind this is the difficulty in collecting, differentiating, storing, scanning, sharing, transferring, analyzing, and visualizing big data. There are several criteria that must be met in order for recorded data to be considered big data:

1. Data Volume must be extremely large. Each motor on a Boeing 737 plane generates 20 terabytes of data per hour.

2. Data Velocity must be very fast. If we consider the current speed of data production, there are more than 200 million e-mails in one minute, while the number of likes shared per minute exceeds 4 million on Facebook and 1 million on Instagram.

3. Data Variety must be present. Traditional database systems were designed for structured data on a small scale. Yet in real life, we often encounter unstructured data such as images, sounds, locations, logs, and venues.

4. Data Veracity must be prevented. Since meaningless entries influence the analysis results, these entries must be purged from the data. For instance, when collecting the speed of cars in moving traffic, the average speed of a car might be recorded as a negative number. We might then conclude from this data that the car's sensor is broken.

5. Data Value must be put to use.

In order for data to be valuable, it must be made useful. For instance, Amazon succeeded in boosting sales by 29% thanks to its recommendation engine. The collected data is important in terms of profitability, customer satisfaction, and increasing quality.

DATA PRIVACY

The most significant issue brought about by the storing and processing of big data is the protection of our privacy as individuals. It is critical for companies to ensure "data ownership." Additionally, thanks to the newly enacted Law on Protection of Personal Data in Turkey, there is still work being done in the field, and the subject is becoming an area of specialty.

DATA ANALYSIS

Here are a few examples of data modeling that can be achieved through the combination of big data and strong analysis:

- identifying the root causes of real-time errors and issues,
- analyzing customers and studying their purchasing habits,
- risk analyses and interpreting financial tables,
- identifying erroneous behaviors before they impact operations, and
- location-based sales and marketing.

BUILDING BRIDGES:

WOMEN, CORPORATE SUSTAINABILITY, AND SUSTAINABLE DEVELOPMENT

COUNTRIES WITH A HIGH LEVEL OF GENDER EQUALITY GENERALLY HAVE MORE COMPETITIVE ECONOMIES AND A FASTER RATE OF GROWTH. BY CONTRAST, IN COUNTRIES WHERE THIS IS NOT THE CASE, DEVELOPMENT CANNOT BE SUSTAINABLE IN THE TRUEST SENSE. THE EMPOWERMENT OF WOMEN IN BUSINESS IS A CRUCIAL FACTOR IN ENSURING THAT SUSTAINABILITY EFFORTS REACH THEIR TARGETS AND IN ACHIEVING THE DESIRED EFFECT OF SUSTAINABILITY.

MAKING THE EMPOWERMENT OF WOMEN THE FOCUS OF CORPORATE SUSTAINABILITY

The goal of the 2012 United Nations Conference on Sustainable Development (Rio+20) was to create a global political alliance to improve environmental, social, and economic sustainability. Held in Rio in June 2012, the conference focused on two main themes: how to build a green economy, and how to build an institutional framework for sustainable development. The private sector plays a critical role in reaching these goals.

Defined as the creation of long-term economic, social, and environmental value, "corporate sustainability" is the most important and only contribution that business can make to sustainable development. The only way this contribution can reach its full potential and have a long-term effect is through the right incentives that provide platforms and methods of application. Efforts to achieve gender equality and empower women must be placed at the heart of corporate sustainability activities. It is now widely accepted that supporting women not only results in strong economic returns, but it is perhaps the most critical factor in reaching a variety of goals, including development goals.

Countries with a high level of gender equality generally have more competitive economies and a faster rate of growth. The empowerment of women is an

investment for the country and society as a whole. By contrast, in countries where women are unable to participate in economic and political life, development cannot be sustainable in the truest sense. The same is true for all efforts aimed at encouraging sustainable development, including institutional projects with the same goals. The participation of women plays an important role in ensuring that these types of efforts reach their goals and the desired sustainability effect is fully felt.

In addition to all the other factors, business itself plays an important role in improving gender equality in the workplace, marketplace, and community. A joint initiative by the UN Women and UN Global Compact, the Women's Empowerment Principles (WEPs) consist of seven principles that offer concrete steps businesses can take, based on real-life business practices from around the globe. These principles provide a clear, consistent, and attainable vision for the contributions that businesses must make to gender

equality in order to support sustainable business as well as sustainable development.

MAXIMIZING INTEGRATION TO ACHIEVE GREATER EFFECT

Many businesses take measures to encourage gender equality; however, these efforts must be more systematic, strategic, and to scale. Often, these types of efforts can be concentrated in specific departments in a business; for instance, they may be limited to the Human Resources or Purchasing departments, or they may be part of an initiative carried out by a corporate foundation, without any connection to the company's core business segments or its corporate sustainability goals at large. The same can be true even in small businesses where people work isolated from one another. The business itself might not have a great track record when it comes to the multitude of ways it can contribute to societal gender equality or women's empowerment, and it may even be missing great opportunities to contribute to women and sustainable development using the strengths and charitable contributions of its area of operation.

Purchasing policies that allocate even the smallest portion of expenses to businesses run by women is a concrete example of a more systematic approach that businesses can take to empower



women. Businesses and their stakeholders are increasingly emphasizing the importance of sustainable value-chain management, and in addition to other approaches, they are investing in capacity improvement and monitoring efforts for important resources. Still, business guides on sustainable supply-chain management do not mention the value of a diversified approach to purchasing and how it can be achieved. Forming connections such as these gives an opportunity to make corporate sustainability efforts more influential and to mutually meet goals of empowerment without affecting business operations. Another such example is the institutional efforts to support businesses run by women in obtaining the necessary licenses and/or accessing the global supply chain. These types of efforts also serve to provide women entrepreneurs with the knowledge and resources for corporate sustainability. These types of businesses can also pave the way for a wide range of new opportunities to sign agreements with the ever-growing number of companies around the globe that specialize in value-chain management.

Acknowledging the link between women and sustainable development, PricewaterhouseCoopers (PwC) published the 2008 report, "What is success in a connected world? Empowering women to empower the earth." The report emphasizes the close connection between women's empowerment and sustainable development, stating that "Women must be empowered as ambassadors of natural resources and the environment and as contributors to socio-economic progress." The report concludes with the assertion that the private sector, which plays a critical role in finding a solution, must tackle sustainability efforts by facilitating the contributions of numerous stakeholders.

ADOPTING A GENDER-FOCUSED APPROACH TO CORPORATE-ENVIRONMENTAL SUSTAINABILITY EFFORTS

As Rio+20 aims to emphasize corporate contributions to sustainable development, businesses are being called upon to make new commitments in this field. Adopting a gender-focused approach to increasing sustainability provides a great opportunity for businesses. For instance, despite studies that reveal women tend to have a higher level of awareness than men when it comes to sustainable solutions, in many countries around the world, women are not sufficiently represented in professions that will pave the way for a sustainable future. Incidentally, it is generally men who are in charge of creating green jobs in many industries such as construction, biofuels, energy, and transportation. Businesses can take steps towards providing equal opportunities for women to receive company-funded training and education, providing employment in green jobs outside of traditional professions, and encouraging women to pursue these types of jobs. Similarly, sustainability efforts must be handled with gender awareness to encourage gender equality and the creation of equal opportunities instead of reinforcing discrimination or disadvantages. Despite the progress made in some areas regarding the equality of men and women, there are still a great many



EMPOWERMENT PRINCIPLES

1. Establish high-level corporate leadership for gender equality.
2. Treat all women and men fairly at work—respect and support human rights and nondiscrimination.
3. Ensure the health, safety, and well-being of all women and men workers.
4. Promote education, training, and professional development for women.
5. Implement enterprise development, supply chain, and marketing practices that empower women.
6. Promote equality through community initiatives and advocacy.
7. Measure and publicly report on progress to achieve gender equality.

barriers that prevent women from fully contributing to the economy, including limited access to jobs, markets, loans, and property. Helping remove these barriers may help women realize their potential, thus contributing to social stability, economic growth, and sustainable development. In 2009, the multinational mining group Rio Tinto published "Why gender matters," a guide that recommended the inclusion of gender in the company's social responsibility efforts. The guide admitted the real and potential effects of mining operations on forest density and water quality, drawing attention to the close connection between gender and the environment. "Consideration should be given to how men might be affected differently from women should there be an environmental incident," the Rio Tinto guide recommended. The company's focus on increasing integration and participation in

its operations generated sharper awareness of the environmental impacts of any project. Following the initial release of the report, the company's community relations specialists held a meeting where environmental issues were discussed. In this meeting, rural women—whose main sources of income included milk and dairy production—had the opportunity to voice concerns regarding the potential risks and quality of land rehabilitation as well as the introduction of exotic flora. By including women in the discussion, Rio Tinto was able to better analyze and lower the environmental impact of their operations. The company was also able to benefit from the women's extensive knowledge of the geography and seasonal fluctuations to map out the area more accurately.

WHAT CAN WE DO?

Ignoring gender in corporate initiatives and commitments not only bears the potential to reinforce disadvantage; it also causes businesses to miss out on important opportunities to make these types of initiatives and commitments more effective. The powerful element of change we need to guarantee the sustainable future we all want can only be achieved with the full support and participation of women.



ŞİŞECAM FLAT GLASS DESIGNING THE FUTURE



WITH INNOVATION

THE LARGEST FLAT GLASS PRODUCER IN EUROPE AND THE 5TH LARGEST IN THE WORLD, ŞİŞECAM FLAT GLASS EXTENDS ITS INFLUENCE BY USING INNOVATION TO SUPPORT A HIGH-QUALITY PRODUCT PORTFOLIO, SUPERIOR PERFORMANCE, AND HIGH PRODUCTION CAPACITY.

The leader of the Turkish flat glass market and a pioneering business in the flat glass industry, Şişecam Flat Glass' current production capacity makes it the largest company in Europe and the 5th largest in the world in its field. Since embarking on its leadership journey 56 years ago, Şişecam Flat Glass has grown to operate in 4 business segments: architectural glass, automotive glass, solar glass, and home appliance glass.

NUMEROUS INNOVATIONS BEAR THE MARK OF ŞİŞECAM FLAT GLASS

Şişecam Flat Glass began producing flat glass at the Çayırova Plant in 1961 using the Fourcault process, also known as "sheet technology," with a second furnace coming online in 1967. Thanks to a new plant that began operations in 1981, Şişecam Flat Glass became the first company to produce flat glass using the modern "float" technology for the Eastern Europe, Balkans, Middle East, and North Africa region. Since then, the company continues to pave the way for the industry through strong innovation efforts.

Since commencing its operations

outside of Turkey in the second half of the 2000s, in keeping with its vision of regional leadership and its multifocal production approach, Şişecam Flat Glass continues to pave the way for the flat glass industry in both Turkey and the surrounding region via 17 plants in 10 countries, partnerships, an expanding product range, and steady growth.

INNOVATION AND SUSTAINABILITY

Guided by the strong culture of innovation in the Group, Şişecam Flat Glass focuses on developing environmentally friendly and innovative, value-added products and processes. The company offers solutions that combine low cost and high quality in its areas of operation. Additionally, the company relies on the most advanced technologies in all processes in order to use energy efficiently and contribute to sustainability. In this issue, we focus on the innovation and RTD activities of Şişecam Flat Glass, a subsidiary of Şişecam Group, whose essential values include the development of value-added products in all business segments.

ŞİŞECAM FLAT GLASS OFFERS

INNOVATIVE AND ENVIRONMENTALLY FRIENDLY SOLUTIONS FOR THE NEEDS OF THE INDUSTRY

A company that blends the time-honored legacy of Şişecam Group with dynamic RTD activities, Şişecam Flat Glass provides innovative, environmentally friendly products that meet customer needs in all markets and product groups where it operates.

Innovative Products

ŞİŞECAM FLAT GLASS DEVELOPS INNOVATIVE, ENVIRONMENTALLY FRIENDLY, AND HIGH-PERFORMANCE SOLUTIONS FOR ITS BUSINESS SEGMENTS.



AUTOMOTIVE GLASS

ATHERMIC AND ATHERMIC + HEATED WINDSHIELD GLASS

Developed with the goal of achieving energy efficiency in vehicles, these athermic (heat-resistant) glasses are obtained by using coated flat glass to produce laminated automotive windshield glass. The coating can then be electrically heated

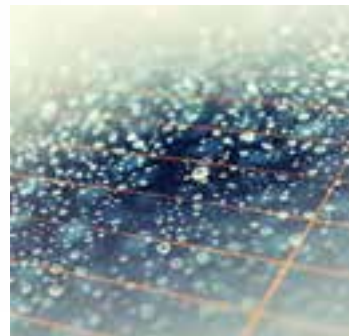
to obtain an athermic + heated windshield glass.

HEATED REAR WINDOWS (USE OF LEAD-FREE SOLDER)

This product was developed in line with the efforts to create a lead-free solder after the European Commission banned the use of lead in soldering operations in 2016. The product is applied to heated rear windows in vehicles.

ELECTROCHROMIC (SMART GLASS) WINDOWS

Developed by Şişecam Automotive in collaboration with the U.S.-based startup Argil, this color-changing smart glass product features an opacity range of 10%-70%. The windows change color according to the driver's preference, with the transition from light to dark occurring in approximately 60 seconds.



HOME APPLIANCE GLASS

ŞİŞECAM GLASS FOR PHOTOVOLTAICS (LOW-IRON, TEMPERED, PATTERNED GLASS)

Şişecam Glass for Photovoltaics provides increased light permeability for photovoltaics and solar thermal collectors to meet the needs of the solar energy industry. The anti-reflective coating further increases the light permeability of these low-iron, tempered, patterned glasses.

PRIVACY GLASS

Developed for the automotive industry, Privacy Glass provides protection against light and sun, thus lowering air-conditioning costs and contributing to energy savings. These products were designed in 2 colors, greenish gray and smoke, to yield different optical performances. The company has started tempering these glasses in Şişecam Automotive plants and using them as back door windows, vent windows, and rear windows on vehicles.



ANTI-SMUDGING (OLEOPHOBIC) GLASS

Developed for ovens in the home appliance industry, these easy-to-clean anti-smudging (oleophobic) glasses are expected to find use in the industry.



SOLAR GLASS

ARCHITECTURAL GLASS

ŞİŞECAM TEMPERABLE SOLAR CONTROL LOW-E GLASS

Since 2013, Şişecam Flat Glass has been offering new varieties of these high-performance, temperable, coated glasses for the glass industry. These new products developed through extensive RTD efforts provide heat and solar control.



THE ISTANBUL NEW AIRPORT PROJECT

One of the biggest mega-projects in the world, the Istanbul New Airport project chose Şişecam's Temperable Solar Control Low-E Glass for its high-performance heat and solar

control. Set to be used in the exterior surfaces of the Istanbul New Airport project, the new top-of-the-line combination of Isicam with Şişecam Temperable Solar Control Low-E Glass will provide a light permeability rate of 51%, the

optimum level required by the project, while its low-reflective surface ensures a transparent design. The glass of choice for the skylights of the project, which require the highest level of solar control, Şişecam Temperable Solar Control

Low-E Glass only allows 26% of sunlight to enter, thus ensuring energy savings by lowering air-conditioning costs in the summer and reducing heat loss by 50% compared to ordinary double-glazed units in the winter.



ŞİŞECAM ULTRA CLEAR FLOAT GLASS

Developed for architectural use, the Ultra Clear Float Glass provides higher light transmittance and clarity thanks to its lower iron content as compared to clear float glass. Designed to meet the needs of both the architectural glass market and energy glass industries, the Ultra Clear Float Glass has a high level of transparency, revealing the true colors and brightness of the objects displayed behind it.



FLOTAL E

Boasting a higher level of corrosion resistance compared to traditional mirrors, the ecological mirror Flotal E stands out as an environmentally friendly product thanks to its copper- and lead-free production process which minimizes waste.



Şişecam Flat
Glass Director
of Development
Serkan Şahin

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INNOVATION

IS A WAY OF LIFE AT ŞİŞECAM FLAT GLASS”

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ONE OF THE LEADING GLOBAL PLAYERS IN THE FLAT GLASS INDUSTRY, ŞİŞECAM FLAT GLASS CONTINUES TO SET TRENDS WITH ITS MANY YEARS OF EXPERIENCE, TECHNICAL EXPERTISE, AND INNOVATION INVESTMENTS. INNOVATION HAS PERVADED ALL OPERATIONS AT ŞİŞECAM FLAT GLASS, ACCORDING TO ŞİŞECAM FLAT GLASS DIRECTOR OF DEVELOPMENT SERKAN ŞAHİN, WHO SAYS, “OUR MAIN GOAL IS TO OFFER PRODUCTS THAT WILL IMPROVE THE LIVES OF CONSUMERS IN THE FUTURE.”

Could you tell us about the business segments and average annual production capacities of Şişecam Flat Glass?

Şişecam Flat Glass produces glass for the architectural, automotive, solar, and household appliance glass industries. With an average annual production capacity of 2,800,000 tons, the company continues to lead the Turkish market as well as making new international investments. Since acquiring the assets of the Italian company Sangalli Vetro Porto Nogaro S.p.A. in 2016, our company has become the European leader in terms of its production capacity.

Could you tell us about your new investments?

We started operations on the flat glass production line at our Mersin Plant after completing its cold repair, and at our Polatlı Plant, we started production on our laminated line, which has an annual production capacity of 3 million m². We also started working on our second vacuum coating line in Turkey, set to come online in the second half of 2018. Through our investments, we seek to equip our production lines with output variety and flexible production capacity, thus offering our customers a wider range of products and faster deliveries.

"OUR BUDGET FOR RTD ACTIVITIES IN 2016 WAS 33 MILLION TL"

Could you tell us briefly about your research and development activities?

At Şişecam Flat Glass, our budget for RTD activities in 2016 was 33 million TL. We carry out our new product development projects, line designs, and process improvement efforts in coordination with the Research and Technological Development Department before putting them to use in the production lines.



How is technology utilized in glass production processes at Şişecam Flat Glass?

We follow Industry 4.0 practices; we do simulation and modeling in our float furnaces, and on our production lines, we monitor and report our process parameters online via automation systems. Advanced systems enable us to monitor data and guide the process flow. We aim to achieve sustainable quality in our investments using online control systems. We are also improving processes in our logistic operations thanks to the use of vehicles and devices that use Radio Frequency Identification (RFID).

"TÜRKİYE'DE VE 'ŞİŞECAM DESIGNED"



AND ENGINEERED THE LARGEST FLOAT LINE INVESTMENT IN TURKEY AND THE SURROUNDING REGION"

Could you tell us about some of the recent firsts at Şişecam Flat Glass?

At Şişecam Flat Glass, we utilized the know-how and expertise of Şişecam to design and execute the furnace and tin bath of our float lines, extending their lifespan for up to 15 years. Şişecam's design and engineering efforts also went into the investment for the new float line at the Polatlı Plant, the biggest of its kind in Turkey and the surrounding geography. Here, we produce 1000 gross tons of glass per day with minimum energy consumption and carbon emissions. Meanwhile, in our Trakya Plant, we held the first-

ever trial run of 1-mm glass. We were also the first in the world to produce 15-mm flat glass using a toproll at the Şişecam Flat Glass Yenşehir Plant.

Could you tell us about the innovative products and ongoing innovative projects of Şişecam Flat Glass?

The number of our heat and solar control products grows each day. We are expanding our coated glass product range with new temperable, highly selective items designed to meet a variety of customer demands. One such product, the Şişecam Temperable Solar Control Low-E Glass, is used in the Istanbul New Airport project.

We are also in the process of getting temperable solar control coatings with different performance levels on the production line. We are currently in the testing phase for solar control coatings, which can be used as temperable or single glazed glass. We continue work on developing reflective, heat-control coated glass for the float line using on-line coating technology. We are also working on using on-line coating technology to produce anti-reflective glass and self-cleaning glass for architectural use.

Meanwhile, we also made improvements to our architectural glass product, Şişecam Ultra Clear Float Glass, to meet the demands of the solar energy glass industry.

The 2-mm Şişecam Picture Frame Glass was produced with a special anti-reflective pattern on our frosted glass production line. Additionally, we recently expanded our frosted glass range with new patterns. Moreover, the all of our mirror production lines now carry out environmentally friendly production, and our Flotal E product is now on the market. Noted for its safety, the Şişecam Temperable Lacquered Glass will also be marketed very shortly.



Şişecam Science and
Technology Center
Vacuum Coating
Technologies Manager
Seniz Türküz

“ ENVIRONMENTALLY FRIENDLY PRODUCTS AND PRODUCTION PROCESSES THROUGH RTD EFFORTS ”

AS A COMPANY THAT AIMS TO DEVELOP THE PRODUCTS AND TECHNOLOGIES OF TOMORROW, TODAY, ŞİŞECAM FLAT GLASS FOCUSES ON INNOVATION EFFORTS THAT HIGHLIGHT ENERGY SAVINGS, HIGH EFFICIENCY, AND ENVIRONMENTAL FRIENDLINESS. WE SPOKE WITH ŞİŞECAM SCIENCE AND TECHNOLOGY CENTER VACUUM COATING TECHNOLOGIES MANAGER SENİZ TÜRKÜZ TO FIND OUT MORE ABOUT THE COMPANY'S RTD ACTIVITIES.



What are some areas of focus for RTD efforts that focus on product innovation and development at Şişecam Flat Glass?

One of our primary goals at Şişecam Flat Glass is to offer performance variety in temperable, selective, low-emission, and coated products. To this end, we focus on developing single and double silver product families and creating a triple silver product family. In terms of temperable selective products, our Temperable Solar Control Low-E Glass Neutral Selective products,

which perform 71/43 and 58/32, are among the first in the world. We also developed a special Temperable Solar Control Low-E Glass to meet the needs of the Istanbul New Airport Project.

“RTD ENSURES SUSTAINABILITY IN THE DEVELOPMENT AND PRODUCTION OF A DESIRED PRODUCT”



improvement of conductive coatings as well as conductive coatings on surfaces that have been roughened. At the end of each project, they also test permeability and surface resistance to develop solutions that meet international standards in these areas.

What is the patent process like for flat glass products?

The intense competition among companies in the coated flat glass market has led to the need to protect intellectual rights when developing and producing goods for market demand. Since it isn't possible to obtain products with many different components or materials due to their technological attributes, we need comprehensive patent processes and strategies. As a result, every product put on the market by Şişecam Flat Glass goes through a careful patent process.

What are some ways in which RTD activities make production processes more sustainable at Şişecam Flat Glass?

The ability to meet the demand for new products is a critical factor for Şişecam Flat Glass to both maintain and increase its market share. In this regard, RTD ensures sustainability in the development and production of a desired product. RTD also encompasses efforts aimed at improving processes to ensure that a product with desired features is produced with the minimum downtime. As we increase the number of our coating lines, the features of production lines will enable them to enrich one another, while the know-how we amass will enable us to improve sustainability, both of which offer great advantages to all our processes. Through our RTD activities, we focus on offering the products and technologies of tomorrow, today, and to meet this goal, we keep abreast of current developments as well as developing innovative products through RTD projects.

Could you tell us about the energy savings and environmentally friendly activities at Şişecam Flat Glass that rely on RTD efforts in terms of design, production, and execution?

Energy efficiency and

environmentally friendly operations continue to grow more important in building applications, as they do in every field. Our Low-E glass is designed to provide the most efficient heat and solar control in regional weather conditions. When you consider the large glass-covered surfaces in modern buildings, solar and heat control becomes critical. The modeling and simulation are done at the Şişecam Science and Technology Center, and a small batch of samples are produced for lab studies. Energy efficiency is achieved in both production and application, thanks respectively

to practical design and heat control, making the whole process energy-efficient and environmentally friendly.

What are some of the projects Şişecam Flat Glass is working on in terms of solar power systems?

Şişecam Flat Glass offers the solar power industry a low-iron glass for photovoltaics with anti-reflective coating and high light permeability. The Şişecam Science and Technology Center is collaborating with TÜBİTAK and universities on projects that focus on photovoltaic applications, such as the

“INCREASING THE EFFICIENCY OF THE PRODUCT DEVELOPMENT PROCESS RESULTS IN MAXIMUM ENERGY SAVINGS AND ENVIRONMENTALLY FRIENDLY OPERATIONS”





ŞİŞECAM ACADEMY'S

LEADERSHIP SCHOOL AND

GLASS SCHOOL

GO INTERNATIONAL

Şişecam Academy is expanding its educational activities. The Leadership School and Glass School held by Şişecam Academy are now offering courses at Şişecam locations in other countries. Following its launch in Russia last year and its subsequent expansion this year, the Leadership School is now offered at the Şişecam Automotive Bulgaria EAD, Trakya Glass Bulgaria EAD, and Paşabahçe Bulgaria EAD plants, as well. Held over the course of a year, the Leadership School program offers education in many areas such as inventory practices, one-on-one coaching, online monitoring programs, and project performance. The Glass School, on the other hand, hosted the "GLASS 201 Basic Glass Science and Technology" course from July 3 to 7, 2017. Held at the Flat Glass Plant in Targovishte, Bulgaria, the course drew participation from Şişecam Flat Glass employees in Russia, Italy, and Bulgaria.



“YOUNG” NEWS FROM ŞİŞECAM

ŞİŞECAM GROUP CONTINUES TO BUILD ON ITS STRONG COMMUNICATION WITH THE YOUTH.



ON SUSTAINABILITY

WITH SUMMER-TERM INTERNS

As a company that values sustainability in all its operations, Şişecam Group also carries out various projects to generate awareness on the subject. One such project was the sustainability event held for students completing their summer internship at the Şişecam Headquarters. Organized with the aim of promoting Şişecam’s approach to sustainability, the event kicked off with a speech by Şişecam Group’s Sustainability Director Katalin Zaim. Following a presentation by Environmental Systems project intern Uğurkan Tırış, the interns got to play a sustainability-themed game of Taboo.

CAREER BLANK

MEETING

Şişecam Flat Glass Supply Chain Director Arda Eroğlu got together with first- and second-year university students during the Career Blank Inspiring Talks meetings. The event started off with an information session about Şişecam and its business segments, then continued with a pleasant discussion where Arda Eroğlu talked about his different professional experiences, his career journey at Şişecam, and the influences that shaped his career.



INSPIRING TALKS

MADE AN IMPRESSION

University students completing their summer internships at Şişecam got together with Şişecam executives for the Inspiring Talks event. Operating in a variety of departments such as supply chain, human resources, finance, and R&D, Şişecam executives talked about their own career paths, responsibilities, and experiences to offer guidance to students getting ready to embark on their careers.



“YOU HAVE TO WORK TO REACH YOUR IDEAL”

ON MUSIC

WITH İDİL BİRET

AT FOUR YEARS OLD, SHE STARTED PLAYING BACH'S PRELUDES, AND AT SIX, SHE WAS NAMED “WONDER CHILD” FOR HER PERFORMANCE OF A BACH CONCERTO AT THE ANKARA RADIO. SHE WAS THEN SENT TO THE PARIS CONSERVATORY FOR EDUCATION THANKS TO THE “CHILD PRODIGY LAW,” AND AT THE AGE OF EIGHT, SHE GAVE HER FIRST CONCERT ON THE FRENCH RADIO IN PARIS. ONE OF THE WORLD'S MOST TALENTED PIANISTS, İDİL BİRET CELEBRATES HER 50TH YEAR IN AN ARTISTIC CAREER THAT ENCOMPASSES INNUMERABLE ACCOMPLISHMENTS. **INTERVIEW:** MERVE YILMAZ

Öncelikle 50. sanat yılınızı kutlarız. Çalışma azminizin kaynağı nedir?

We would first like to congratulate you on your 50th year. What is the source of your determination and hard work?

We all have ideals in our head, and the closer you get to them, you will see that the ideal moves further. As people evolve, so does their idea of perfection. In order to reach the new ideal emerging in your head, you have to work.

You once said, “You can play a piece over and over from the start, meaning you can go back to the beginning. Perhaps this is why I never think about bygone years.”

Our professions undoubtedly shape our outlook on life. How do you feel after 50 successful years?

I never think about the past. I care about what I am doing now. I always work to move forward.

You also studied composition and conducting. Have you considered sharing your compositions with the public or conducting an orchestra?

I never thought about



conducting an orchestra. As for compositions, if I can compose one that I like, I might consider sharing it. We'll see...

How do you put together your concert program?

A program must be cohesive. For instance, you could put together a program devoted to variations, fantasias, or sonatas. Or you could build your program around the

works of similar composers. You could give a recital comprised of adaptations. I try to achieve cohesion when building my repertoire.

Could you tell us about a concert that made an indelible mark on you, one that you could not forget?

My Boston concert on November 22, 1963. I was set to give my first concert in the United States with the Boston

Symphony Orchestra. They wanted me to start off playing Busoni's Concerto. Performed with a choir, this magnificent piece lasts around seventy-five minutes. The program was later changed to feature Rachmaninoff's Concerto No. 3, which I love. The November 22 concert was scheduled for a Friday afternoon. The day before, I rehearsed with Erich Leinsdorf. During the dress rehearsal, members of the Boston Orchestra played and sang “Happy birthday to you”—November 21 was my birthday; I had just turned 22. When I arrived backstage on Friday afternoon, I felt the atmosphere was strange; there was something odd in the air. I was scheduled to play in the second half of the concert, so I was waiting in my room, in silence. Just before the concert started, my door opened and Erich Leinsdorf appeared. He was pale as a ghost. He said, “Good, you're here,” then quickly turned around and left. I was struggling to make sense of all this tension around me. A short while later, Erich Leinsdorf's young secretary Anne came to my room so as not to leave me alone. Normally she was very friendly, but that day,



join children's choirs with their friends.

Which three books and albums would you recommend to a young person about to embark on life?

In terms of books, I'd recommend the Iliad and the Odyssey, all of Shakespeare's works, and Goethe's Faust. In music, Wilhelm Furtwängler's recordings, especially those of Beethoven and Wagner; all of Beethoven's quartets—the Wiener Konzerthaus renditions are remarkable; they might have recorded all quartets most recently—and Sergei Rachmaninoff's performances of his own compositions represent perfection in piano execution and orchestra direction.

As an artist who travels frequently, what does the word "home" mean to you? What do you look for when picking out items for your home?

For me, home is where I am present. Even in hotels, I try to give my room a "home"-like feel with the books, shawls, and small objects I bring along.

How are you in the kitchen?

I wouldn't call myself very skilled in the kitchen. Sometimes I make Circassian chicken or fava bean puree for my guests, but I don't like cooking all that much.

Where are some of your upcoming performances in Turkey this fall?

The concert dates and locations that have been announced so far are Ayvalık on September 21, Izmir on September 25, the Opening Concerts of the Presidential Symphony Orchestra in Ankara on October 5 and 6, at the Bakırköy Leyla Gencer Stage in Istanbul on October 11, and at the Kadıköy Süreyya Opera House in Istanbul on October 16.

even she wasn't her usual self; she was on the verge of tears, and she looked tired, exhausted even. I didn't understand what was going on until my father came to me at the beginning of the intermission and told me that President Kennedy had been shot, and it was unclear whether the concert would continue. Just recently, a friend of mine reminded me of a detail I had forgotten since that day; shocked at the news I received, I kept complaining that I wasn't dressed appropriately (I had worn a light blue dress that day)! In the end, the Orchestra's president of trustees Henry Cabot went on the stage and made the official announcement that the President was dead. He went on to recall how he went to a concert on the day his father died, and how that concert gave him inner peace, and he added that he hoped music would provide a bit of consolation for the audience in the hall that day. So that is how we played Rachmaninoff's Concerto No. 3, before an audience in shock. The loss of a young and beloved

president had shaken America to its core. The somber mood of that day is clearly felt in the live recording of that concert.

Which composers' works move you the most? Which composer do you relate to?

I have a special interest in the works of Scriabin. There is also an extraordinary piano concerto by Samuel Feinberg, who was one of the best pianists of his time. His own performance really moved me.

What music genres do you like other than classical music, and what artists from these genres?

I am a fan of jazz music. John Coltrane, Bill Evans, Art Tatum, Stan Kenton, and Gerry Mulligan

“
I AM A FAN OF
JAZZ MUSIC
”

are the first names that come to mind.

Are there any contemporary Turkish composers you like?

I find Ertuğrul Oğuz Fırat's works, remarkable artistic personality, and culture fascinating.

Nowadays, parents encourage their kids to gravitate towards the arts more. Is there any advice you could give parents on the subject?

First off, they need to do is to play quality music for their kids from a young age. They could encourage their kids to play a musical instrument, to play with music, to improvise. Kids should play chamber music or

“
FOR ME,
HOME IS WHERE I AM
PRESENT
”



EUROPEAN SUMMER

IN EUROPE, THE LAST DAYS OF SUMMER HAVE A BEAUTY ALL THEIR OWN. WE INVITE THOSE WHO DREAM OF DIVING INTO DEEP BLUE WATERS TO THE ISLAND OF HVAR, THOSE SEEKING GASTRONOMIC PLEASURES TO BOLOGNA, THOSE GOING ON AN ART MARATHON TO MALAGA, THOSE WHO WANT TO SOAK IN THE MIDDLE AGES TO LJUBLJANA, AND THOSE WISHING TO EXPERIENCE THE ENERGY OF CITY LIFE TO PORTO...

HVAR ADASI, HIRVATISTAN HVAR ISLAND, CROATIA

The St. Tropez-like Riviera of Eastern Europe, Hvar Island has been quite popular for years among those traveling by yacht in the Mediterranean. The fact that Hvar is harder to reach than Dubrovnik has helped the island remain calmer and more pristine. One of the most charming spots along the Adriatic Sea, Hvar's beauty attracts travelers in greater numbers each summer. Surrounded by the purple hues and calming scent of lavender fields,

the town of Hvar is a dream come true for those who wish to cleanse their soul.

One of the highlights of Hvar is the 16th-century Spanjola fortress. Try to make it there at sunset to enjoy a bird's-eye view of the town and the Adriatic Sea. The best way to discover the crystal-clear waters and mesmerizing coves of Hvar is to tour around the island by boat. You don't have to have your own boat to enjoy this wonderful experience; the boat tours held with traditional gulets are just as captivating.



Hvar Island



BOLOGNA, ITALY

Bologna is the best destination for those who want to discover the essence and experience the true soul of Italy. Especially if your goal is to get acquainted with Italian cuisine, look no further than Bologna. The Bolognese love good food—a fact that becomes clear with every step. Known as the gastronomic capital of Northern Italy, Bologna is home to traditional “Osterie” and “Trattorie” eateries where your search for flavor will have a happy ending. If you want to taste traditional Bolognese dishes, jot down the names Diana, Trattoria Meloncello, and Pappagallo. If you’re in the mood for authentic Italian pizza, head to Nicola’s Pizzeria, and for an elegant, Michelin-starred dinner, visit Trattoria Battibecco. There are a great more things to do in Bologna besides discovering new flavors. Visiting the world’s oldest university, Collegio di Spagna; mingling with the crowds at the Piazza Maggiore; standing in awe of the majestic architecture of the Basilica of San Petronio and the Basilica of Santo Stefano; and photographing Bologna from the hillside San Luca overlooking the city are only a few options.

MALAGA, SPAIN

Situated in the famous Costa del Sol region along the southern shoreline of Spain, Malaga is the second largest city in Andalusia after Seville. Malaga’s status as the birthplace of Picasso determined the city’s fate, as first-class galleries beckon art lovers. Featuring more than 200 works donated by Picasso’s daughter Christine and grandson Bernard, the Picasso Museum highlights the different periods in the legendary artist’s

career. Given Malaga’s long history of housing civilizations, from the Phoenicians to the Andalusian Arabs, there are a number of places to see. One of these places is La Alcazaba, which was constructed in the 11th century to protect Malaga from Arab invasion. The best spot to catch a panoramic view of the city is the Gibralfaro Castle dating back to the 14th century. Seeing as how Malaga is a Mediterranean city, visiting the beach is a must. La Malagueta is the most popular beach in Malaga, while Pedregalejo and El Palo are relatively quieter. Malaga is also home to some of the best restaurants in Andalusia, which is known for its rich gastronomic heritage. The city’s eateries offer great options for both authentic



Andalusian flavors and innovative culinary discoveries. The city boasts six Michelin-starred restaurants. If you’re looking for traditional flavors, check out Figón de Juan; for fresh seafood, Marisquería Godoy; and for innovative dishes, José Carlos García. For the most tasty tapas, look no further than Traga Tapas and Taberna Uvedoble.

LJUBLJANA, SLOVENIA

The Slovenian capital of Ljubljana has lately become a popular destination. Noted for its architecture, nature, and bustling city life, this modest Central European city offers its visitors a colorful trip. With its romantic canals, ornate bridges, vaulted courtyards, street musicians, and corner cafes, Ljubljana’s Old Town has a beautiful atmosphere that resembles that of Venice. In the



early 1900s, the architecture of the city was greatly influenced by famous architect Jože Plečnik. To this day, the city’s silhouette is dominated by numerous neo-classical and art nouveau structures designed by Plečnik. Touristic boat excursions starting from Old Town offer a chance to view Ljubljana’s iconic buildings and bridges. The most famous among these bridges are the Dragon Bridge and the Plečnik-designed Tromostovje, or Triple Bridge. According to local legend, when the city’s founder, Jason, first arrived in Ljubljana, he encountered a dragon, which he defeated in a challenging fight. Located in the center of Old Town, Triple Bridge connects to the historic market where Slovenian handcrafts, especially wooden pieces, can be found. The Ljubljana Castle offers a magnificent bird’s-eye view of the city and hosts numerous cultural events.

PORTO, PORTUGAL

Porto’s historic texture and cultural heritage make it distinctively European. You won’t find majestic palaces or castles in the city. There are two structures that could be called grand; the first is the Palácio da Bolsa, and the second is the 13th-century cathedral Sé. This doesn’t mean the city is lacking in architecture; you just might feel like you’re in a time tunnel as you tour among Porto’s Art Deco buildings, which were never destroyed in war and thus never rebuilt. The best

way to explore Porto is by walking. If you want to get to know the real Porto, visiting Ribeira is a must. Located along the shore of the Douro River, Ribeira has been on the UNESCO World Heritage List since 1996. The district is known for its steep, narrow streets. The nostalgic tram running along the river between Ribeira and Passeio Alegre is the best way to explore the area. As a port city, Porto has always been busy, but it owes the surge in popularity in recent years to the liveliness of city life and the gastronomic scene. The city boasts endless energy, thanks to restaurants and designer boutiques popping up all over town. The most popular neighborhoods in Porto at the moment are Baixa, Miragaia, and Foz de Douro beside the Douro River.



SWEET DAYS





SATISFY YOUR SWEET TOOTH WITH EASY-TO-PREPARE, LOW-CALORIE RECIPES THAT ARE AS LIGHT AS SUMMER.

Peach Melba

THE PEACH MELBA IS A TIMELESS FRENCH DESSERT. THE DISH WAS INVENTED BY FAMOUS FRENCH CHEF ESCOFFIER IN HONOR OF THE AUSTRALIAN SOPRANO NELLIE MELBA.

INGREDIENTS

8 medium-sized peaches
3 cups water
3 1/2 cups sugar
1 vanilla bean
2 tablespoons lemon juice

FOR THE SAUCE

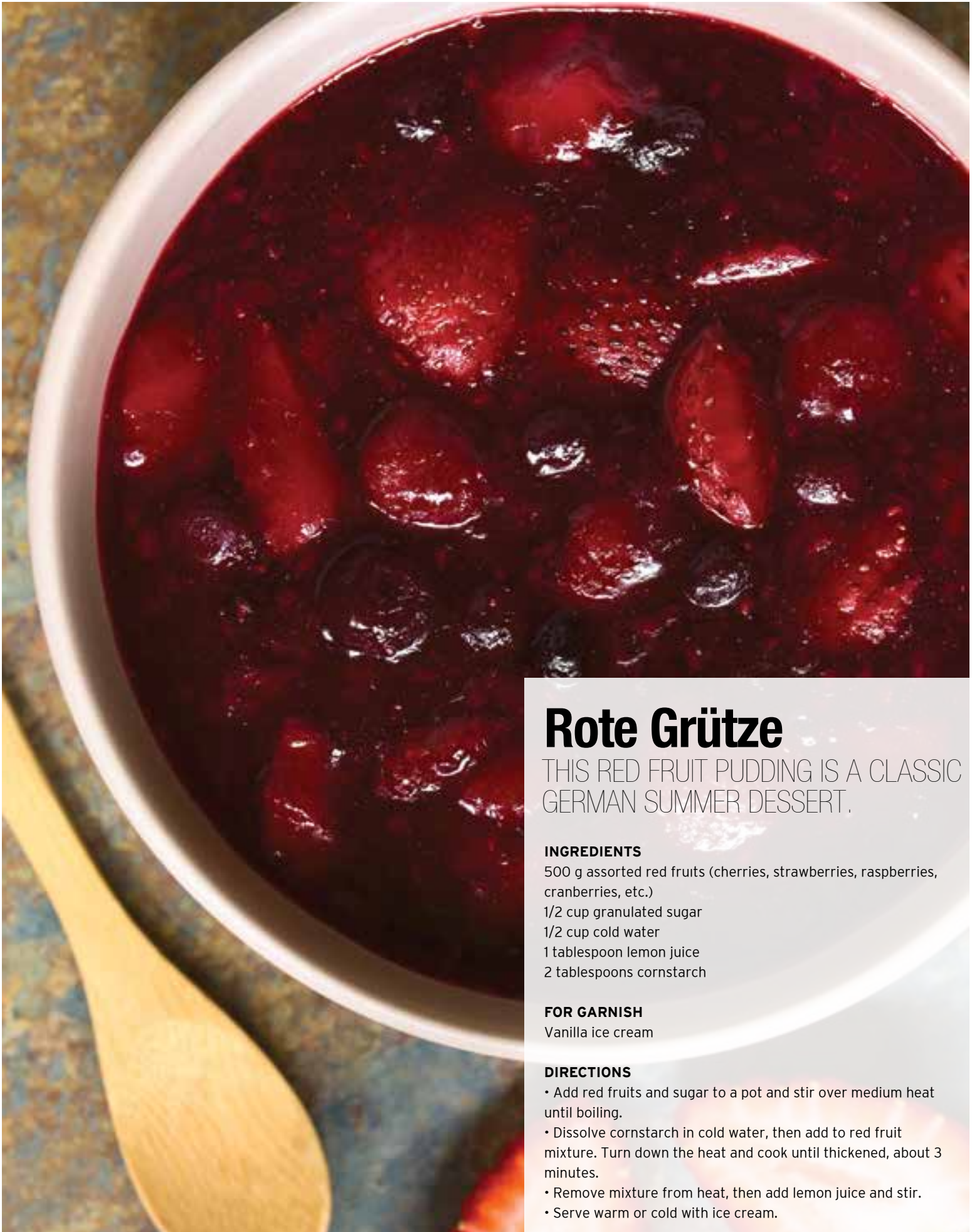
3 cups red fruits (raspberries, strawberries, etc.)
1/4 cup powdered sugar
1 teaspoon lemon juice

FOR GARNISH

Vanilla ice cream
Red fruits

DIRECTIONS

- Boil the water, sugar, lemon juice, and vanilla bean sliced lengthwise in a pot until the sugar is dissolved. Turn down the heat and boil the sherbet over medium heat for 6 minutes.
- Slice the peaches in half and add them to the sherbet. Leave to cook for 5 minutes.
- Once the peaches are cooked, peel the skin and leave to cool.
- Puree the red fruits, powdered sugar, and lemon juice in a blender for the sauce.
- Spoon the peaches onto a plate, then top with vanilla ice cream. Drizzle with sauce and garnish with red fruits, then serve.



Rote Grütze

THIS RED FRUIT PUDDING IS A CLASSIC GERMAN SUMMER DESSERT.

INGREDIENTS

500 g assorted red fruits (cherries, strawberries, raspberries, cranberries, etc.)
1/2 cup granulated sugar
1/2 cup cold water
1 tablespoon lemon juice
2 tablespoons cornstarch

FOR GARNISH

Vanilla ice cream

DIRECTIONS

- Add red fruits and sugar to a pot and stir over medium heat until boiling.
- Dissolve cornstarch in cold water, then add to red fruit mixture. Turn down the heat and cook until thickened, about 3 minutes.
- Remove mixture from heat, then add lemon juice and stir.
- Serve warm or cold with ice cream.



Damson Plum Pie

WOW YOUR GUESTS WITH THIS LIGHT PIE FEATURING ONE OF THE TASTIEST FRUITS OF SUMMER.

INGREDIENTS

3 eggs
110 g butter
100 g sugar
1 teaspoon lemon zest
125 g flour
1/2 teaspoon baking powder
Sliced damson plums

DIRECTIONS

- Preheat oven to 190°C and butter a 23-cm pie pan.
- Separate the egg yolks, then whisk the egg whites until stiff.
- In a large bowl, combine the softened butter, sugar, egg yolks, and lemon zest.
- In another bowl, sift together the flour and baking powder. Add the flour mixture to the other mixture, then fold in the egg whites until a homogenous mixture forms.
- Pour the batter into the pie pan, then decorate with the sliced damson plums. Bake in 190°C oven for 40 minutes. Serve warm or cold.

Watermelon Sorbet

DOUBLE THE REFRESHING TASTE OF A FAVORITE SUMMER FRUIT WITH THIS HANDY SORBET RECIPE.

INGREDIENTS

FOR THE SORBET

1/2 cup sugar
1/2 cup water
1 1/2 kg deseeded, sliced watermelon
2 tablespoons lemon juice

FOR GARNISH

Mint leaves

DIRECTIONS

- Combine sugar and water in a pot and boil over medium heat until sugar is dissolved. Once boiling, turn down the heat and simmer for 5 minutes. Leave to cool at room temperature, then chill in fridge for an hour.
- Puree deseeded watermelon slices and lemon juice in a blender. Pour into a large bowl and add in chilled simple sugar.
- Chill in refrigerator for 1.5 hours, then garnish with mint leaves and serve.



THE LIVING LEGEND OF GLASS ART:

DALE CHIHULY



THESE DAYS, THE NEW YORK BOTANICAL GARDEN IS HOSTING AN INCREDIBLE ART EVENT. LEGENDARY GLASS ARTIST DALE CHIHULY'S COMPREHENSIVE INSTALLATION SHOW, "CHIHULY," MADE QUITE A SPLASH. WE TAKE A LOOK AT THE ARTIST'S BRIGHT CAREER IN HONOR OF THE EXHIBITION, WHICH WILL REMAIN ON DISPLAY UNTIL OCTOBER 29.



One of the leading glass artists of our day, Dale Chihuly was born in Tacoma, Washington, in 1941. He first became acquainted with glass while studying interior design at the University of Washington. Upon graduating in 1965, Chihuly enrolled in the country's only glass program at the University of Wisconsin-Madison. He later continued his studies at the Rhode Island School of Design, where he established a glass program and embarked on his decade-long career as a teacher. In 1968, Chihuly received a Fulbright Fellowship to study at the Venini factory in Venice. The glassblowing techniques Chihuly learned at Venini directly influenced his art. In 1971, he founded the Pilchuck Glass School in Washington. Over time, the school became an international hub paving the way for the popularization of glass as a fine art. Today, Chihuly's works are featured in more than 200 museums around the world. He has held exhibitions in leading museums such as Les Arts Décoratifs in Paris, Victoria and Albert Museum in London, the de Young Museum in San Francisco, and the Museum of Fine Arts in Boston. The

recipient of many prestigious awards, Chihuly is perhaps best known for "Chihuly Over Venice." With this project, the artist created glass sculptures at glass factories in Finland, Ireland, and Mexico, later showcasing these sculptures in the canals and plazas of Venice. Chihuly's biggest exhibition to date is currently on display in the New York Botanical Garden. "CHIHULY" comprises more than 20 installations as well as drawings and early works by the artist. Shown in the LuEsther T. Mertz Library, these early glass works give art lovers the chance to see Chihuly's evolution as an artist. Distributed throughout the landscape and different buildings of the New York Botanical Garden, these works of art offer a rich visual experience with bright colors and organic forms inspired by nature. The impressive views of the New York Botanical Garden serve as a living backdrop to Chihuly's striking installations created specifically for the park. The exhibition program also features events such as film screenings, jazz concerts, and art workshops for kids. CHIHULY Nights in particular is a unique experience that allows visitors to enjoy the

magnificently illuminated sculptures after dark alongside musical and visual shows. Although most of the Chihuly works on display were created using the glassblowing technique, there are a few exceptions. Shown in the pool in front of the library building, "Blue Polyvitro Crystals" is an exceptional piece that consists of crystals created by pouring polyurethane resin into rubber molds. One of Chihuly's signature works, "Sapphire Star" dates back to the 1990s. The sculpture is comprised of hundreds of glass elements whose colors change from opaque blue to clear. One of the most talked-about works in the exhibition is "Red Reeds on Logs," which consists of bright red blown-glass reeds placed over wooden logs. The contrast of the botanical garden's green background makes the installation twice as visually captivating. Another work that stands out with its color is "Sol del Citrón," a glass-blown masterpiece that combines yellow spirals of varying sizes. The installation is particularly awe-inspiring when illuminated at night. Having experimented with neon since his days as a student in the 1960s, Chihuly

demonstrates what happens when colorful glass tubes are filled with neon gas in his installation "Neon 206." The result is an extraordinary, dazzling work of art. An artist who has lived and worked beside water all his life, Chihuly regards water as one of his main sources of inspiration. One such water-inspired work in the exhibition is "Float Boat," where glass spheres in different colors are presented in a wooden fishing boat. Chihuly first started creating his boat installations in Finland, and they now rank among the artist's most iconic works. Visitors to "CHIHULY" also won't want to miss out on the chandelier works that left their mark on an era in the artist's career; the "Koda Study" series featuring colorful glass panels that Chihuly created with Seaver Leslie in 1975; and Chihuly's famous "Persians" series, which was inspired by old Persian art and created with a special technique. On display until October 29, "CHIHULY" is a can't-miss exhibition not only for those who wish to know more about Dale Chihuly's work but also for those who wish to understand the current state of modern glass art.

ÇAYIROVA SPORTS CLUB

RECEIVES “MOST SUCCESSFUL CLUB” CUP



DAMYO CUP SAILING COMPETITION

Now in its 10th year, the Naval Petty Officer Vocational School (DAMYO) Sailing Competition was held in Yalova on June 10 and 11, 2017.

A total of 31 athletes in 8 teams participated in the competition. At the end of the thrilling races, the Şişecam Sailing Team won the “Most Successful Club” cup for Şişecam Çayırova Sports Club. The results for Şişecam Çayırova Sports Club in the different categories are as follows:

Optimist Overall: 1st, 2nd, and 5th places

Optimist Junior: 1st, 2nd, and 3rd places

Optimist Women: 1st place

Optimist Junior Women: 1st and 3rd places

Laser 4.7: 1st and 3rd places

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OPTIMIST LASER KOCAELİ PROVINCE CHAMPIONSHIP

The Optimist - Laser Kocaeli Province

Championship was held at the Çayırova Sports Club athletic facility on June 17 and 18. The results of the two-day competitions are as follows:

Optimist Overall: 2nd and 5th places

Optimist Junior: 1st and 2nd places

Optimist Women: 3rd place

Optimist Junior Women: 3rd place

Laser 4.7 Overall: 1st and 3rd places

Laser 4.7 Junior: 2nd place

LEG 4 OF THE TURKISH PIRATE LEAGUE SAILING COMPETITION

Leg 4 of the Turkish Pirate League Sailing Competition was held in Kaytazdere, Altınova. The competition drew 24 athletes in 7 teams, with Şişecam Sailing Club members Berk Balta and Deniz Can Erbil coming in 2nd place in the Pirates Overall category and 1st place in the Pirates Youth category.







ŞİŞECAM VOLUNTEERS
TOOK PART IN RECYCLING EFFORTS
WITH “GLASS IS GLASS AGAIN”





EMPLOYEES OF ŞİŞECAM GLASS PACKAGING'S ESKİŞEHİR PLANT PAINTED GLASS RECYCLING BINS WITH THE WORKS OF LEADING ARTISTS IN BIN PAINTING EVENT.

As a company that focuses on sustainability in every step of production, Şişecam Group generates recycling awareness with its "Glass is Glass Again" project. As part of this substantial social responsibility project, the Group aims to promote recycling in a fun and creative way with its Bin Painting events.

Held at Şişecam Glass Packaging's Eskişehir Plant with the participation of Şişecam employees, the Bin Painting event also served as a fun way of promoting glass recycling bins as the most effective tool of waste glass packaging collection. Şişecam employees gave the recycling bins a colorful makeover by painting the works of Bedri Rahmi Eyüboğlu, Abidin Dino, Feyhaman Duran, İbrahim Çallı, Burhan Doğançay, and Fikret Mualla. The Bin Painting event at the Eskişehir Plant also drew attendance from Şişecam Glass Packaging Eskişehir Plant Manager Zeynel Bilgin, Şişecam Glass Packaging Human Resources Director Ekrem Şensoy, plant managers, employees, as well as Kristal-İş Trade Union Eskişehir Branch Manager Erdal Akyazı.

840,000 TONS OF GLASS RECYCLED IN 6 YEARS

Since its launch in 2011, the "Glass is Glass Again" project has become one of the most comprehensive sustainability and social responsibility projects in Turkey, achieving the following results:

- Collaborative projects undertaken with 162 local municipalities in 23 provinces. 19,000 glass recycling bins donated to municipalities.
- More than 250,000 elementary school students educated about glass recycling.
- 840,000 tons of glass waste recycled.
- Enough energy savings achieved to meet the heating needs of 35,000 residences.
- Enough carbon emissions prevented to equal the amount of air cleaned by 25 million trees in a year.

ŞİŞECAM VOLUNTEERS

DREW ATTENTION TO THE IMPORTANCE
OF ENVIRONMENTAL PROTECTION AT
SHORE CLEANUP EVENT





ŞİŞECAM GROUP TEAMED UP WITH TURMEPA TO HOST A SHORE CLEANUP EVENT WHERE ŞİŞECAM EMPLOYEES CONTRIBUTED TO THE CLEANUP OF THE SEA AND SHORES BY COLLECTING WASTE ITEMS HARMFUL TO THE ENVIRONMENT, SUCH AS PLASTIC, GLASS, PAPER, AND METAL, ALONG THE SHORES OF KINALIADA.

As part of its corporate social responsibility initiatives, Şişecam Group collaborated with the Turkish Marine Environment Protection Association (TURMEPA) to host a Shore Cleanup Event. During the event, which was held with the goal of raising awareness about the protection of the seas and shores, participants collected waste items harmful to the environment, such as plastic, glass, paper, and metal, along the shores of Kinaliada. Aimed at increasing awareness about the ecosystem of the sea and shores, the event drew participation from 22 Şişecam employees. The event started off with a team-building workshop, after which the participants split up into groups to clean up waste along the Kinaliada shore. Following the cleanup, participants attended a seminar titled "The Duration of Biodegradation: What is Happening in the Ecosystem?"

70 KG WASTE COLLECTED

The Shore Cleanup Event saw 70 kg waste collected in total along the shores of Kinaliada.

THE SHORE CLEANUP RESULTS IN CONTEXT



Şimdi!

EVENTS CONTINUE!

ŞİSECAM GROUP'S SOCIAL ACTIVITIES CLUB ŞİMDİ! CONTINUES TO HOST FUN EVENTS.

LUCKY TRAY

FEVER AT THE MERSİN PLANTS

The surprise Lucky Tray event held at the Mersin Region plants once again provided Şişecam employees with fun memories. Players who found the lucky tray with a Şimdi! logo received various awards in this entertaining lunchtime game.



ITALIAN

FLAVORS SPONSORED BY PAŞABAHÇE

Those wishing to win invitations to the Eataly cooking workshops sponsored by Paşabahçe competed in an online contest held at Campart. Those who answered the contest questions correctly the fastest won invitations to the Pizza and Fresh Pasta workshops where they got to learn tasty recipes for these Italian classics.

ŞİMDİ!

HOSTED A CONFERENCE ON CHILDHOOD DEVELOPMENT

Şimdi! teamed up with Bahçeşehir College to host a conference titled "Is Your Child Ready for Elementary School?" The conference featured presentations on the development process of children and how to understand whether they are ready for school. The conference was followed by a Q&A session where participants received advice based on experiences with their own kids.



THE THRILL OF COMPETITION AT ŞİŞECAM



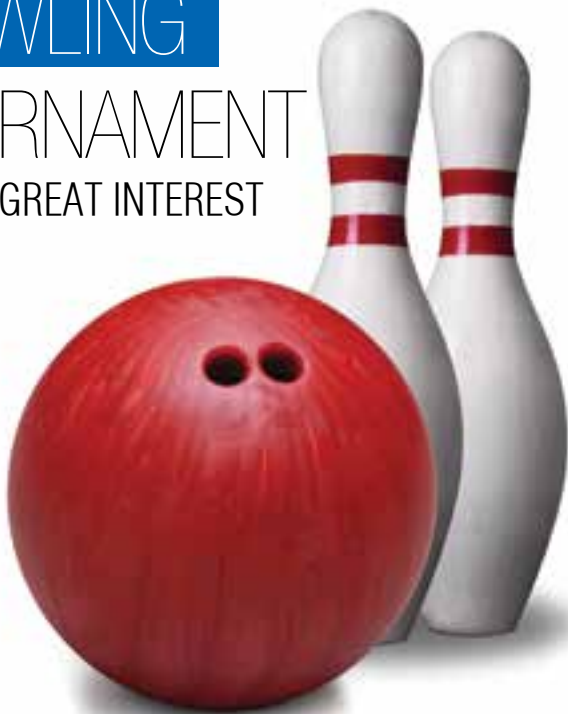
A THRILLING

KART RACING TOURNAMENT

Şimdi! hosted a kart racing tournament for Istanbul Region employees. Held at the Auto-Drom Academy Karting track, the tournament started off with elimination rounds, followed by a high-energy competition among the finalists. At the end of the thrilling tournament, Aykut Özden took home the championship trophy, while Çağlar Şahin came in second place and Özer Özgüven, third.



BOWLING TOURNAMENT DRAWS GREAT INTEREST



Plant workers in the Mersin Region came together for the Bowling Tournament. At the end of this highly competitive yet fun tournament, the team comprised of Haldun Berkkan, Gökhan Öztürk, Ahmet Güç, Özden Karşılıyan, and Burtay Kubaş from Şişecam Glass Packaging's Mersin Plant took home the championship prize. The team of Behlül Tüzel, Onur Karaca, İbrahim Kurt, Gürcan Akyol, and Doğan Göktekin from the Şişecam Flat Glass Mersin Plant came in second, while the team of Servet Taş, Mustafa Şen, Muhammet Fedakar, Ahmet Göz, and Mehmet Kale from Şişecam Glass Packaging's Mersin Plant came in third.



PRESS COVERAGE

JULY-AUGUST-SEPTEMBER 2017

Talebi karşılamak için yatırım hazırlanıyor

ŞİŞECAM, Genel Müdürü Ahmet Kurman, topluluk şirketlerinde yüzde 100'e yakın kapasite kullanım oranına ulaştıklarını belirterek, artan talebin karşılanması ve verimliliğin artırılmasını amacıyla Türkiye'de cam ambalaj ve duz arında kapasite artışı ve yeni fabrika yatırımları için çalışmalar yürüttüklerini söyledi. Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için ise, bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu belirten Kurman, mevcut durumda üretim faaliyetlerinin bulunduğu İtalya ve Hindistan'da da kapasite artışına gidebileceklerini kaydetti. Cam ev eşyası segmentinde ise dünya genelinde bir talep daralması ise dünyaya geneline eden Kurman, böyle bir düşüşün halka arzı için bir



Ahmet Kurman

Top glass producer plans local, foreign investments

Şişecam Topluluğu, Türkiye'de cam ambalaj ve duz arında kapasite artışı ve yeni fabrika yatırımları için çalışmalar yürüttüklerini söyledi. Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için ise, bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu belirten Kurman, mevcut durumda üretim faaliyetlerinin bulunduğu İtalya ve Hindistan'da da kapasite artışına gidebileceklerini kaydetti.



2

AVRUPADA ETKİNLİĞİ ARTIRMAK İÇİN ALTERNATİF BAKIYORUZ 07

Türkiye'de yeni yatırım için kolları sıvadı

Şişecam Topluluğu, Türkiye'de cam ambalaj ve duz arında kapasite artışı ve yeni fabrika yatırımları için çalışmalar yürüttüklerini söyledi. Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için ise, bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu belirten Kurman, mevcut durumda üretim faaliyetlerinin bulunduğu İtalya ve Hindistan'da da kapasite artışına gidebileceklerini kaydetti.



3

Sınıra dayandı Avrupa'da şirket avına çıktı

ŞİŞECAM Genel Müdürü Ahmet Kurman, topluluk şirketlerinde yüzde 100'e yakın kapasite kullanım oranına ulaştıklarını belirterek, "Artan talebin karşılanması ve verimliliğin artırılması amacıyla Türkiye'de cam ambalaj ile duz arında kapasite artışı, yeni fabrika yatırımları için çalışmalar yürütüyoruz" dedi. Kurman, Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu söyledi. Çerçevesinde yüzde 50'ine ulaşarak satışlarını oluşturan Şişecam Topluluğu'nun yurt dışı da büyümesini sürdürdüğünü ifade eden Kurman, "Avrupa'daki etkinliğimizi artırmak adına çalışmalarımızı hızlandırdığımızı belirtmek isterim."



Şişecam'ın gelirleri 5.3 milyar lirayı aştı

ŞİŞECAM Topluluğu'nun 2017 yılının Haziran ayı sonu itibarıyla konsolidasyon net satışları 5,3 milyar TL'yi aştı. Şişecam Genel Müdürü Prof. Dr. Ahmet Kurman, konuyla ilgili olarak satışları payı yüzde 58 olarak gerçekleştirdiklerini söyledi. Bu dönemde 3,1 milyar TL'lik uluslararası satış gerçekleştirdiklerini belirtti.

5



Şişecam'ın net kârı 813 milyon lira

Şişecam Topluluğu, 2017 yılı Ocak-Haziran dönemi sonuna yaklaşıp 5,3 milyar TL satış geliri elde etti. Net kâr ise 813 milyon TL oldu. Topluluk, 2017 yılı TL seviyesinde yatırım harcaması yaptı. Yurtiçi ve yurtdışı yatırımlarında toplamda 2,4 milyar ton cam üretimi oldu. Bu dönemde 1,2 milyar ton soda ve 1,8 milyar ton duz arı üretimini sürdürdü. Şişecam Top Genel Müdürü Prof. Dr. Ahmet Kurman, "Konsolidasyon net satışları yüzde 58 olarak gerçekleştirdiklerini belirtti. Bu dönemde 3,1 milyar TL'lik uluslararası satış gerçekleştirdiklerini belirtti."

6



Şişecam, 6 ayda 2.4 milyon ton cam üretti. 400 MİLYON YATIRDI

Şişecam Topluluğu, ilk 6 aylık finansal sonuçlarını açıkladı. Buna göre, söz konusu dönemde 5,3 milyar lira satış geliri elde ederken, net kârı 813 milyon lira oldu. Yarı yılı 400 milyon lira yatırımla



Ahmet Kurman

7

5.3 milyar TL ciroya ulaştı

ŞİŞECAM Topluluğu, 2017 yılı Ocak-Haziran dönemi sonuna yaklaşıp 5,3 milyar TL satış geliri elde etti. 2017 yılı ilk 6 ayında 2,4 milyon ton cam üretimi yaptı. Yurtiçi ve yurtdışı yatırımlarında toplamda 2,4 milyar ton cam üretimi oldu. Bu dönemde 1,2 milyar ton soda ve 1,8 milyar ton duz arı üretimini sürdürdü. Şişecam Top Genel Müdürü Prof. Dr. Ahmet Kurman, "Konsolidasyon net satışları yüzde 58 olarak gerçekleştirdiklerini belirtti. Bu dönemde 3,1 milyar TL'lik uluslararası satış gerçekleştirdiklerini belirtti."

8



Ahmet Kurman

Cam ambalaja 120 milyon yatırım

ŞİŞECAM Topluluğu, Türkiye'de cam ambalaj ve duz arında kapasite artışı ve yeni fabrika yatırımları için çalışmalar yürüttüklerini söyledi. Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için ise, bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu belirten Kurman, mevcut durumda üretim faaliyetlerinin bulunduğu İtalya ve Hindistan'da da kapasite artışına gidebileceklerini kaydetti.

9

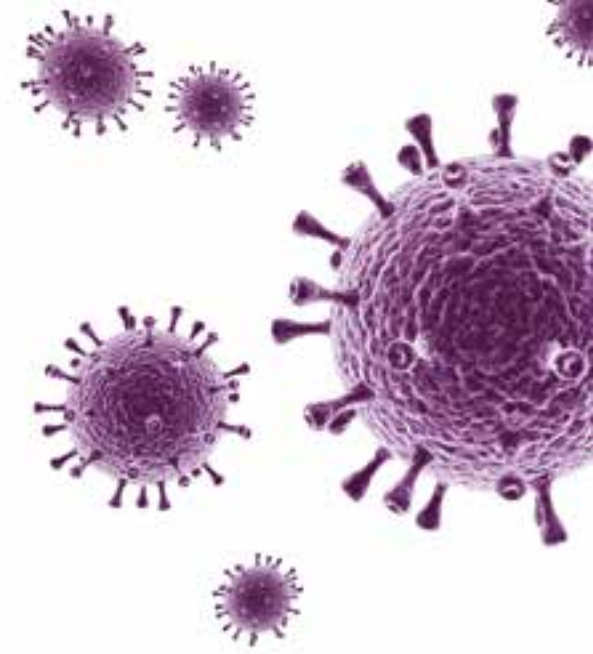
Şişecam'ın ülkedeki yatırımlarına tutan 750 milyon dolara ulaştı

ŞİŞECAM Topluluğu, Türkiye'de cam ambalaj ve duz arında kapasite artışı ve yeni fabrika yatırımları için çalışmalar yürüttüklerini söyledi. Şişecam Topluluğu'nun Avrupa'daki etkinliğini artırmak için ise, bu coğrafyadaki alternatiflere baktıklarını ve üzerinde çalıştıkları bazı ülkeler olduğunu belirten Kurman, mevcut durumda üretim faaliyetlerinin bulunduğu İtalya ve Hindistan'da da kapasite artışına gidebileceklerini kaydetti.

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PREVENTING VIRAL INFECTIONS

BY:
DR. FATİH HAMŞİOĞLU
Group Industry Relations
Directorate Consultant for
Occupational and Work-
Related Illnesses

VIRAL INFECTIONS
CAN LEAD TO SERIOUS
ILLNESSES IF NECESSARY
PRECAUTIONS ARE NOT
TAKEN. TO PROTECT
YOURSELF FROM VIRAL
INFECTIONS, IT IS
CRITICAL THAT YOU ARE
KNOWLEDGEABLE ABOUT
THE SUBJECT AND FOLLOW
EASY PRECAUTIONS.

Viruses are tiny microorganisms that can survive inside live cells and cause contagious illnesses. A factor in many diseases such as hepatitis, mumps, rabies, chickenpox, measles, and many others, viruses are best known as the cause of illnesses like the common cold and the flu.

THE COMMON COLD AND THE FLU

The common cold is a condition that is caused by a weakened immune system; some of the common symptoms caused by viruses in the upper respiratory tract including slight fever, coughing, sneezing, runny nose, and mild headaches. The common cold generally goes away without the need for intervention. By contrast, the flu, or influenza as it is also known, is a dangerous illness caused by the influenza viruses A, B, and C as well as their subtypes. The first signs of influenza are sudden high fever, dry cough, nasal congestion, exhaustion, muscle pain and headaches; if untreated, the flu can lead to complications such as lung, sinus, or middle ear infections, which may even cause death.

The infection can spread via airborne transmission at home or in public spaces such as offices and schools, or by coming into contact with viruses, which can live up to two-three hours, via hands, towels, napkins, or drinking cups. Given the potential of influenza outbreaks to cause serious labor shortages and lead to economic loss or, worse, even death, influenza infections are regarded as one of the most important health issues of our day.

TO PROTECT YOURSELF FROM VIRAL INFECTIONS

Preferred methods of protection include boosting the immune system at times of risk, refraining from sharing personal materials, and the frequent cleaning and ventilation of shared living spaces. Additionally:

- Immunization uses inactivated vaccines and is generally recommended for the elderly or for individuals with chronic diseases.
- Prevention with medication generally occurs with physician-prescribed antiviral drugs that delay the growth of viruses.

TREATMENT

One of the most effective methods of treating viral infections is getting enough rest. During this time, patients must consume a sufficient amount of liquids, lower their fever, and boost their immunity. In cases where the infection lasts for a long time, physician-prescribed antiviral medicines may be used.

BEWARE OF WRONG TREATMENTS

Antibiotics should not be used in viral infections, as they will have no effect on the infection and put further strain the body. Antibiotics may only be used under doctor supervision in the treatment of different complications caused by the infection. Aspirin is also not recommended for use in viral infections, as it may cause problems for children under the age of 16.

