



# ŞİŞECAM

**36** FILES

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ŞİŞECAM

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A DOYEN OF  
THEATER  
HALDUN DORMEN

**57** THOUSAND AND  
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TO MERSIN  
IN 14 YEARS





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**ŞİŞECAM**  
**LAMİNE CAM**





**ŞİŞECAM**

**Owner & Editor in Chief**  
Hale Elif Ergün

**Headquarters**  
İçmeler Mahallesi,  
D - 100 Karayolu  
Caddesi, No: 44A  
34947 Tuzla/İSTANBUL  
T 0 850 206 50 50

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**Production:**

AjansMedya

Mim Kemal Öke Cad.  
Arel Apt. No:6 D:5  
34367 Harbiye/Şişli  
T + 90 212 287 19 90  
www.ajansmedya.com

**Production Director**

Merve Yılmaz

**Art Director**

Belma Saraççı

**Contributors**

Elif Eren Altınarık  
Banu Karaduman

**Print**

Dünya Süper Veb Ofset A.Ş.  
"Globus" Dünya Basınevi  
100. Yıl Mahallesi,  
34204 Bağcılar / İstanbul  
T 0212 440 24 24

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# SUMMER BREEZE AT PAŞABAHÇE

PAŞABAHÇE REFINES LIFE WITH NEW DESIGNS.



## MOTHER'S DAY

### CHARMING WITH PAŞABAHÇE

Paşabahçe's spring collection that brings color to the tables has become moms' favorite. As one of the most special gifts selected for moms, Glamour series which includes a glass, coffee cup and tea cup set draw attention with the harmony of geometric patterns, and pink, yellow and black. Creating a dynamic style with a gold effect, the series stir the tables. Paşabahçe's Marble series which include marble-looking dinner sets add elegance to the tables. Sketch series prepared using green, blue, orange and white and containing natural cactus silhouettes

with hand-drawn symbols become indispensable for tables with its wide product range. Healthy Lifestyle drinking glasses containing fun and colorful images and prepared using special environmentally friendly paints not harming health appeal to those who care about a healthy diet. In Kurdele series available for sale only at Migros stores and including drinking glasses, a decanter, tea glasses, a sugar bowl, cake plates, bowls, storage containers and jars, the classic bow pattern unites with Paşabahçe's modern design.

## CHIC

## TABLES

### WITH PAŞABAHÇE

NEW PAŞABAHÇE STEMWARE ADD A STYLE TO THE BEVERAGE OFFERINGS:

Paşabahçe continues to expand its product range with the new stemware added to its glass series. The new products added to Elysia, Timeless, Symphony, Hudson and Wavy series add a striking elegance to the beverage offerings. Two new sizes have been added to Elysia series striking with its plain lines and awarded in the "Winner" category at one of the most prestigious design competitions German Design Award in 2019. Flute glass and coffee-side drinking glasses were included in Timeless series striking with its timeless style. Symphony stemware series have two different options, Wavy series have five different options and Hudson series have three different options.



### THE MOST PRACTICAL WAY OF STORING FOOD

## FRIGO STUDIO

PAŞABAHÇE'S CLASSIC SERIES FRIGO HAS A NEW BREATH WITH FRIGO STUDIO.

Paşabahçe has improved the Frigo storage container used frequently at homes and offer Frigo Studio to the consumer. The new Frigo Studio which has a retro look easily stores food with two chambers in one bowl as well as occupying less space with its compact design.





# A WIND OF CREATIVITY AT PAŞABAHÇE STORES

PAŞABAHÇE STORES CONTINUE TO BRING THEIR INNOVATIVE PRODUCTS AND CONSUMERS TOGETHER AND GROW WITH NEW STORES.

## PRODUCTS

### EXCLUSIVE TO THE 100<sup>TH</sup> ANNIVERSARY OF MAY 19

PAŞABAHÇE STORES COMMEMORATE MUSTAFA KEMAL ATATÜRK WITH THEIR PRODUCTS DESIGNED EXCLUSIVELY FOR THE 100TH ANNIVERSARY OF MAY 19, 1919.



Paşabahçe Stores bring its products exclusive to the 100th anniversary of May 19, 1919, the date the national struggle began and Atatürk's arrival in Samsun, and consumers together. Paşabahçe Stores prepared five different products under the "Project for the Celebration of the 100th Anniversary of the arrival of Mustafa

Kemal Atatürk and his brothers in arms in Samsun" prepared under the coordination of Samsun Governorship and commemorate the Historical Bandırma Ferry on which the great leader Mustafa Kemal Atatürk traveled from Istanbul to Samsun. The Bandırma Ferry Glass Block and Bandırma Ferry Plate are also among the different gift alternatives.

PAŞABAHÇE STORES CHERISH

## GOBEKLITEPE

### WITH THEIR PRODUCTS

PAŞABAHÇE STORES CHERISH THE UNESCO WORLD CULTURAL HERITAGE SITE GOBEKLITEPE WITH THEIR PRODUCTS.



Paşabahçe Stores continue to carry one of the world's oldest ancient temples with great significance for the history of humanity Göbeklitepe to their collections. As an ideal option for those who wish to add a different air to their offices, Göbeklitepe has been inspired by the T-shaped pillars that have animal reliefs and abstract symbols thereon from the Neolithic Age. Another design inspired by these pillars is the Göbeklitepe object...the hand and arm illustrations in the object reveal that the T-shaped pillars are stylized human forms.

PAŞABAHÇE STORES

## PROTECT THE WATERS

PAŞABAHÇE STORES PREVENT THE RELEASE OF OVER 211 THOUSAND LITERS OF WASTEWATER INTO THE SEA UNDER THE SOCIAL RESPONSIBILITY PROJECT LAUNCHED IN COOPERATION WITH DENIZTEMİZ SOCIETY/TURMEPA.

Paşabahçe Stores contribute to DenizTemiz Society/Turmepe with the sales revenues from Omnia Water Collection. Cooperating with DenizTemiz Society/TURMEPA for the launch of the new Omnia Water collection, Paşabahçe Stores supported the 'If There is Sea, There is Life' project thereunder. DENIZTEMİZ 3, TURMEPA's waste reception vessel operating at the touristic boat owners' stomping ground Hisarönü Bay, continued its work under Paşabahçe Stores' support to collect over 211 thousand liters of wastewater during the 2018 summer season and prevent the release of black and gray water filling over 11 thousand dispenser size bottles. This way, 1 million 700 thousand liters of seawater is now clean.







GIFTS FOR

## FATHER'S DAY

AT PAŞABAHÇE STORES

THE ADDRESS FOR THOSE SEEKING A DIFFERENT GIFT FOR FATHER'S DAY WAS PAŞABAHÇE STORES.

Those who seek a personal gift for the Father's Day found what they were looking for at Paşabahçe Stores. Paşabahçe Stores' special products with 'World' theme, Alphabet Revolution writing set, Turquoise writing set, Sinan the Architect writing set, Suleiman the Magnificent writing set and Piri Reis writing set were preferred by those who wanted to cherish the beauty of the handwriting. For fathers who have a passion for travel, Piri Reis decorative sand glass, Piri Reis vase and Piri Reis plates were a different gift alternative.

## GIFTS TO MOMS

FROM PAŞABAHÇE STORES

PAŞABAHÇE STORES WERE WITH THOSE WHO WANTED TO MAKE THEIR MOM HAPPY WITH ALL UNIQUELY BEAUTIFUL GIFT ALTERNATIVES.

Paşabahçe Stores were again popular among those seeking a Mother's Day gift with mugs, coffee sets, drinking glasses, exclusive design vases, frames and decorative home accessories. Paşabahçe Stores' Omnia Water collection depicting the power and elegance of water, Bey vase having a plain form, high-quality hand-made vases with Omnia letters and Ring Tray with ring patterns forming on the surface of the water added color to the Mother's Day. Paşabahçe Stores' World Heritage in Glass Collection prepared to raise awareness about protecting the universal world heritage was among the unforgettable gift options.



AWARD-WINNING PORCELAIN SERIES  
FROM PAŞABAHÇE STORES

## ORQUESTRA

PAŞABAHÇE STORES ADD ELEGANCE TO THE TABLES WITH ITS ORQUESTRA PORCELAIN SERIES RECOGNIZED WITH 2015 WALLPAPER DESIGN AND RED DOT DESIGN AWARDS.

Paşabahçe Stores added a new dimension to the union of music and harmony and offered the new porcelain series Orquestra to the consumers. Orquestra porcelain series designed by the famous designers David Raffoul and Nicolas Mousallem feature different geometrical line patterns. Orquestra dinner set in the collection which symbolizes the discipline and excellence required to create a symphony with each pattern and line in different intensity and direction adds color to the tables with espresso and tea cups.





PAŞABAHÇE STORES'

## FIRST FRANCHISE STORE

OPENS IN DOHA

PAŞABAHÇE STORES SELECTED QATAR'S CAPITAL DOHA FOR ITS FIRST FRANCHISE STORE.

Having opened its first store abroad in Milan in 2015, Paşabahçe Stores opened the doors of its franchise store in the Gulf country Qatar's capital Doha. For its Doha store, Paşabahçe Stores cooperated with a Qatar company Abu Issa Holding, which works with world-famous and luxury brands such as Samsonite and Zenith and has a major retailing experience. The store is at Qatar's largest entertainment, fashion and dining center Festival City extending across a 144-square-meter area which features the concepts of 'Life' and 'Boutique.' The store contains close to 1000 types of products mostly including boutique collections.

PAŞABAHÇE STORES

## RENOVATES

## PANORA STORE

PAŞABAHÇE STORE AT PANORA SHOPPING MALL AWAILS ITS GUESTS WITH ITS BRAND-NEW ARCHITECTURE AND A WIDE SELECTION OF PRODUCTS.

Following a series of renovations, Paşabahçe store at Panora Shopping Mall, Ankara continues to serve its customers with better quality and more comfort. With the renovation, the store sales area has been enlarged and with the new arrangement, the production range exceeds 4 thousand and 500. Nude designs, World Heritage in Glass collection's limited-edition products and Omnia Water Collection are also among those available for sale. Pieces from the Signature series that feature the ideas and line of famous names such as Emel Başdoğan, Selçuk Demirel and Aydın Boysan also take their place on the shelves.



## A NEW FACE

TO PAŞABAHÇE STORE AT BURSA KORUPAK SHOPPING MALL

PAŞABAHÇE STORES CONTINUE TO RENOVATE ITS STORES FOR A PLEASANT SHOPPING EXPERIENCE.

Paşabahçe store at Bursa Korupark Shopping Mall has been renovated. Thereunder, spaces dedicated to the 'Boutique' and 'Life' product groups have been enlarged. With these changes, the product range and variety has increased, too. A second window was created to display more products. Paşabahçe Stores continue to serve with a new face at Bursa Korupark Shopping Mall.





## NUDE BECOMES THE MAIN SPONSOR OF CHALLENGING MASTER CLASSES 2019!

CHALLENGING MASTER CLASSES 2019 HOSTED WORLD-FAMOUS OENOLOGISTS AND SECTOR PROFESSIONALS UNDER NUDE'S MAIN SPONSORSHIP.



Wine lovers and catering sector professionals had the chance to experience the Stem Zero wine glasses developed and produced by Şişecam with special 'Ion Shielding' technology that makes glass twice stronger and more flexible at Challenging Master Classes 2019. Nude became the main sponsor of Challenging Master Classes 2019 held at The Marmara Taksim between April 13 and 14 hosted the visitors at its products stand at the Walk Around Tasting section that lasted between 10.00 and 18.30. Wine lovers and the leading names from the sector had the chance to taste the products categorized according to the grape kind, blend and intensity with Nude wine glasses at Challenging Master Classes 2019. Participants spoke with the manufacturers' representatives to learn about the production techniques at the tasting area and met with 54 producers and 225 different brands. The event witnessed pleasant moments with the participation of six oenologists also including Oz Clarke and Madeleine Stenwreth MW.

## NUDE MEETS WITH MICHELIN STARS

A testimonial film was made with Mauro Colagreco, the chef of Restaurant Mirazur\*\*\* Relais&Châteaux, the top restaurant with 3 Michelin stars in 'the 50 Best Restaurants in the World' list, under the cooperation agreement signed with the restaurant. Known across the world for bringing extraordinary and delicious flavors with chic and plain table products, the Chef Mauro Colagreco livened up the filming with his candid comments. During the filming at Restaurant Mirazur, menus with Michelin stars and the internationally awarded Nude products shared the leading role.







## NUDE SIGNATURE TO

### MILAN DESIGN WEEK

NUDE DISPLAYED ITS UNIQUELY IMPRESSIVE NEW COLLECTIONS WITH A SPECTACULAR INSTALLATION DURING MILAN DESIGN WEEK.

Şişecam's global design brand Nude displayed its new collections designed by world famous designers with a philosophy of 'Plain is beautiful' during Milan Design Week. Among the new collections displayed within 'The Garden of Shadows' installation designed by the designer Sarah Izod for Nude at Milan Paşabahçe Store, the collections inspired by the 97-year old American business woman, interior designer and style icon Iris Apfel also met with design lovers. The installation also included some designs from Nude's Silhouette, Ecrin, Opti collections. The event was attended by the Italy representatives of Cosmopolitan, Marie Claire, Elle Magazines, world famous influencers and designers. The collections displayed at Milan Design Week are:

#### **SILHOUETTE COLLECTION WITH PERFECT ELEGANCE**

Silhouette, a cooperation collection by Nude and Space Copenhagen, a design studio established by the world-famous designers Signe Bindeslev Henriksen and Peter Bundgaard Rützou in 2005 was designed with an inspiration from the plainness and elegance of glass. In the service family designed with the harmony of edges, volume and curves based on the nature of glass are two different colors including caramel and transparent.

#### **ECRIN COLLECTION BEARING SEBASTIAN HERKNER'S SIGNATURE**

The world-famous designer Sebastian Herkner designed Ecrin collection for Nude with an inspiration from the round stones of Ritten Fairy Chimneys in the Northern Italy. Ecrin storage products consisting of three sizes where organic-looking chambers coalesce with petrol green, red, caramel and amber with pop-up lids drew attention with their look.

#### **OPTI COLLECTION FROM DEFNE KOZ**

Opti collection designed by Defne Koz for Nude leaves hypnotic shadows on surfaces on which it is placed with a sensual vertical fluctuation effect. The curved shape of each piece in the collection that consists of a vase and bowls reflects Defne Koz's design style.

#### **NUDE COLLECTIONS INSPIRED BY IRIS APFEL**

Beak collection designed by Tomas Kral with an inspiration from exotic birds has now met with lively colors and patterns in line with Iris Apfel's rule-breaking style. The colorful Mono Box collection re-interpreted by Ayşe Bırsel with an inspiration from Iris Apfel combines functionality with design and brings a modern dynamism to home and office decorations with new colorful patterns. Paper weights designed with an inspiration from Iris' iconic eye glasses and necklace were one of the most riveting designs of the collection.

## NUDE AT LA RINASCENTE WINDOW

Nude designs decorated the windows of La Rinascente, a store chain that guides the Italian design and fashion. A window dressing was performed with Nude designs at La Rinascente stores in Milan between April 16 and 22, and in Rome between April 30 and May 15. Products and campaign images featuring the Iris Apfel campaign were quite a sight at the store windows. The window designs were made by the British designer Sarah Izod, who also undertook Paşabahçe Stores Milan installation design.





ŞİŞECAM FLAT GLASS INTRODUCES NEW PRODUCTS AT

## 10<sup>TH</sup> ENERGY EFFICIENCY FAIR

Şişecam Flat Glass brought the coated glass, solar glass and Isıcam Systems offering solutions for energy saving, safety, security and noise control needs together with the sector professionals with its wide product range at the 10th Energy Efficiency Forum and Fair held between April 11<sup>th</sup> and 12<sup>th</sup>. Participants, while learning about the energy saving glass products on site, experienced the superior insulation features of Isıcam against heat and cold with Isıcam K Test Tunnel and Isıcam S Refrigerator. Temperable Solar Control Low-E Glass, a superior-quality new product developed by Şişecam Flat Glass for Istanbul Airport, received largest interest at the fair. Şişecam Flat Glass stand was visited by the Ministry of Energy and Natural Resources Fatih Dönmez, the Minister of Energy and Water Management of Malta Hon Joseph Mizzi and the Minister of Energy and Economy of the Turkish Republic of Northern Cyprus Özdi Nami.



ŞİŞECAM FLAT GLASS LAUNCHES  
EXTRA STRONG

## LAMINATED GLASS

ŞİŞECAM FLAT GLASS OFFERS ARCHITECTS CREATIVE SOLUTIONS WITH ITS NEW PRODUCT ŞİŞECAM EXTRA STRONG LAMINATED GLASS

Participating in the Eurasia Glass Fair 2019 organized at Tüyap Fair and Congress Center between March 6<sup>th</sup> and 9<sup>th</sup>, Şişecam Flat Glass launched its new product providing safety and security Şişecam Extra Strong Laminated Glass as well as its high-performance temperable products providing effective thermal insulation and solar control there. Şişecam Extra Strong Laminated Glass, which is produced by combining two glass panes under heat and pressure by means of stronger and more durable layers and has a higher safety performance level in comparison with the conventional laminated glass, offers extra strength and safety structural glazing applications such as façades, glass floors, glass staircases. Offering a more

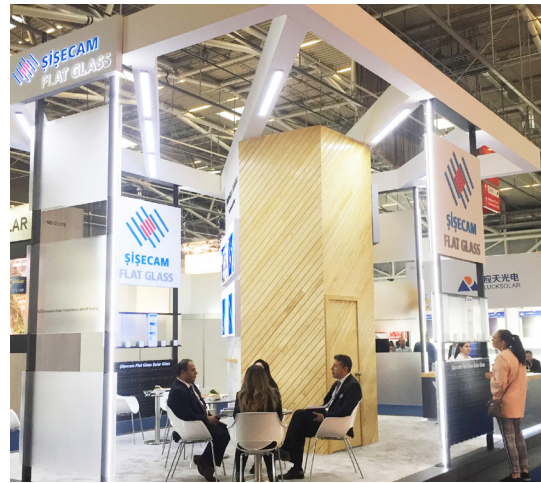


efficient performance opportunity for architects in structural glazing, Şişecam Extra Strong Laminated Glass minimizes risks of injury due to accidental impact as it keeps standing rigid for a longer period than standard PVB in case of glass breakage.

LARGE INTEREST IN ŞİŞECAM FLAT GLASS'S

## SOLAR GLASS

ŞİŞECAM FLAT GLASS RECEIVES LARGE INTEREST AT PRESTIGIOUS FAIRS WITH ITS EXCLUSIVELY DESIGNED STANDS AND SUPERIOR PRODUCTS.



Şişecam Flat Glass participated in the International Solar Energy and Technologies Fair Solarex Istanbul held at Istanbul Fair Center between April 4 and 6 and the Intersolar Europe 2019

held in Munich between May 15 and 17 to introduce its solar glass. Advanced technology solutions for the solar energy projects, which are recognized as one of the future energy solutions, were shared with the sector professionals. At the fair that brought the sector's leading companies and representatives together, Şişecam Flat Glass introduced its Anti-Reflective coated low iron solar glass that provides maximum efficiency in the solar energy systems and has high transmission and performance.



# THE FAÇADE MATERIAL AWARD OF THE YEAR

AGAIN GOES TO ŞİŞECAM FLAT GLASS

ŞİŞECAM FLAT GLASS RECEIVED THE FAÇADE MATERIAL AWARD OF THE YEAR WITH ITS NEW PRODUCT ŞİŞECAM TEMPERABLE SOLAR CONTROL LOW-E GLASS NEUTRAL 60/28.



Şişecam Flat Glass continues to develop and diversify its product range with continuous development and innovation projects in architectural glass. Triple silver Şişecam Temperable Solar Control Low-E Neutral 60/28, which was launched in 2018, received the 2018 Façade Material Award at the 8<sup>th</sup> Roof and Façade Materials Awards in 2019. Şişecam Temperable Solar Control Low-E Glass Neutral 60/28 has an outstanding selectivity thanks to its high light transmission and maximum solar control as well as the neutral appearance and low reflection. The product, which makes more comfortable interiors, also meets the safety need thanks to its temperable property. Şişecam Temperable Solar Control Low-E Glass Neutral 60/28 offers solutions to the different needs mixed-use projects, educational complexes, hospitals, residences and hotel projects with panoramic views.

# THE ENERGY OSCAR GOES TO ŞİŞECAM FLAT GLASS

ŞİŞECAM FLAT GLASS HAS WON WITH THE ENERGY OSCAR FOR THE SOLAR POWER STATION INSTALLED ON THE ROOF OF MERSIN TARSUS FLAT GLASS PLANT AT ICCI ENERGY AWARDS 2019 WHICH RECOGNIZE COMPANIES THAT KEEP UP WITH TECHNOLOGY AND DIGITAL TRANSFORMATION THE BEST.

Şişecam Flat Glass was recognized with an award in the "Renewable Power Stations / Solar" category at the International Energy & Environment Fair and Conference (ICCI) Energy Awards known to be the most important award of the Turkish energy sector. During the awards ceremony attended by the Ministry of Energy and Natural Resources, the Energy Market Regulatory Authority representatives, senior public officials, several academic and non-governmental organization representatives and the energy sector professionals, Şişecam Flat Glass was recognized with an award for the solar power station installed on the roof of Mersin Tarsus Flat Glass Plant. Flat Glass Vice President of Production Basic Glass Gökhan Atikkan received

the award on behalf of Trakya Cam Sanayii A.Ş. Şişecam Group produces about 8 million kWh electricity per year at the solar power station having an installed capacity of 6.2 Mwp on the roof of Mersin Flat Glass plant. Thus, about 5.600 tons / year of carbon dioxide emission is prevented. With its installed capacity, the station is among the largest power stations in Europe that are integral solar power stations on roof. The solar power station installed on the plant roof was designed fully domestically also including the panels. Solar power glass produced at Mersin Plant of Şişecam Flat Glass were used in the 23 thousand and 804 solar panels occupying more than a 38-thousand square-meter area.







## A PLAQUE FROM PACKAGINGS

INDUSTRIALISTS ASSOCIATION TO  
ŞİŞECAM GLASS PACKAGING

MAJOR COMPANIES FROM THE SECTOR  
ATTENDED THE FAST-BREAKING MEAL HELD BY  
THE PACKAGING INDUSTRIALISTS ASSOCIATION  
EVERY YEAR.

One of Turkey's leading sectoral associations, the Packaging Industrialists Association (PID) awarded Şişecam Glass Packaging's contributions to the sector with a plaque. Attending the association's traditional fast-breaking meal this year, the Vice President for Marketing and Sales of Şişecam Glass Packaging Burak Atalay received the plaque from the PID President Zeki Sarıbekir. At the fast-breaking meal bringing the leading companies of the Turkish packaging sector together, the sector's 2018 performance was discussed.

ŞİŞECAM GLASS PACKAGING

## HOSTS DISTRIBUTION CHANNEL CUSTOMERS

IN ESKİŞEHİR

Şişecam Glass Packaging met with its distribution channel customers during an event held between March 28 and 29. On the first day of the event, participants visited the Eskişehir Plant and came together at the gala dinner in the evening. On the second day of the organization, guests came together with the Şişecam Glass Packaging executives to exchange ideas on the distribution channels. The meeting was quite productive where the future plans were also discussed.







ŞİŞECAM GLASS PACKAGING

## PRODUCTION CAPACITY IN TURKEY

# REACHES 1.3 MILLION TONS

ŞİŞECAM GLASS PACKAGING'S NEW FURNACE WITH AN ANNUAL PRODUCTION CAPACITY OF 80 THOUSAND TONS WAS COMMISSIONED AT MERSIN GLASS PACKAGING PLANT WITH AN 18.2-MILLION \$ INVESTMENT. ALSO, FURNACE A, WHICH IS THE FIRST FURNACE OF YENİŞEHİR PLANT, WAS COMMISSIONED AFTER A PLANNED COLD FURNACE REPAIR. THUS, ŞİŞECAM GLASS PACKAGING'S ANNUAL GLASS PACKAGING PRODUCTION CAPACITY IN TURKEY HAS GONE UP TO 1.3 MILLION TONS.

Şişecam Group has added another one to its investments in Turkey with the fourth furnace commissioned at Mersin Glass Packaging Plant. 18.2 million dollars were invested for Şişecam Glass Packaging's new furnace. In addition to the new furnace investment, Furnace A, which is the first furnace of Yenişehir Plant established in 2006, was fired at a ceremony held in mid-April following a planned cold furnace repair. Being the fifth largest glass packaging manufacturer in the world with an annual production capacity of 2.6 million tons in four countries including Turkey, Şişecam Glass Packaging's annual production capacity has reached 1.3 million tons with the last furnace investment and the Furnace A renovation at Yenişehir Plant.

Şişecam Group Vice President and CEO Prof. Ahmet Kirman, in his statement about the new investment decision, reminded as follows: "Being Turkey's largest glass packaging manufacturer, Şişecam carried its production capacity in Turkey over 1 million tons with its 33-million dollar furnace capacity increase at Mersin Glass Packaging Plant in 2017, and increased it to 1.2 million tons with the fourth furnace commissioned at Eskişehir Glass Packaging Plant with a 66-million dollar investment. In the

last three years, Şişecam has increased its glass packaging capacity in Turkey by 30 percent to 1.3 million tons with the new furnace investment as well as capacity increase investments in the existing furnaces. Today, we carry on our production activity with 12 furnaces in total in our three glass packaging plants installed in Bursa, Eskişehir and Mersin."

Şişecam Glass Packaging's plant in Mersin draws attention with its prominent position in exports thanks to its proximity to the port. Breaking its own record every year in the glass packaging exports, it has expanded its target and focuses particularly on the European and American markets in the exports. Having exported 125 thousand tons of glass packaging in 2016, Şişecam Glass Packaging managed to reach an export volume of 170 thousand tons in 2018. As the glass packaging supplier for numerous multinational companies, Şişecam Glass Packaging particularly aims to diversify this customer group in its export targets. Şişecam Glass Packaging significantly contributes to increasing Turkey's total glass packaging exports and also plays a major role in meeting the domestic demand.





## AN AWARD FROM A.L.F.A. AWARDS TO PAŞABAHÇE

PAŞABAHÇE WAS RECOGNIZED WITH THE TOP PRIZE IN GLASSWARE CATEGORY BY A.L.F.A. AWARDS THAT RECOGNIZE BRANDS THAT MANAGE CUSTOMER EXPERIENCE THE BEST.

At the A.L.F.A. Awards held with the cooperation of Akademetre and Marketing Turkey, Paşabahçe received the top award in the Glassware category. Awards that were determined in 63 categories as a result of the interviews held with consumers from different provinces in Turkey, were presented to the awardees at a ceremony held in Bomontiada on May 28. Paşabahçe Vice President for Sales and Marketing Ertan Kurt received the award from Marketing Turkey Production Director Günseli Özen and Akademetre President of the Board of Directors Halil İbrahim Zengin.

## PAŞABAHÇE EMPLOYEES

### ON THE FIELD

Paşabahçe had the second of the We Are All On the Field events launched last year, this year in April. In the event, Paşabahçe Employees came together with customers at some points of sale, talked and listened to them and conducted surveys one on one to better understand the customer demands. The volunteer brand ambassadors including 106 Paşabahçe employees visited 95 points of sale to learn more about customer expectations and hot sale areas. The volunteer Paşabahçe ambassadors conducted analyses and evaluated customer views, found that the users were satisfied with Paşabahçe brand, and identified the areas of improvement. We Are All on the Field events organized this year at Paşabahçe points of sale in Istanbul, Ankara, Izmir, Adana, Antalya and Trabzon are planned to continue in coming years, too.







PAŞABAHÇE BECOMES

## NESTLE GROUP'S GLOBAL GLASS SUPPLIER

PAŞABAHÇE HAS JOINED AMONG THE GLOBAL SUPPLIERS FOR MUGS EXCLUSIVE TO NESCAFÉ'S RENEWED NESCAFÉ GOLD PRODUCTS. UNDER THE COOPERATION THAT BEGAN AS OF JANUARY 2019, PAŞABAHÇE WILL PRODUCE ABOUT 3 MILLION MUGS ANNUALLY FOR 25 COUNTRIES.

Paşabahçe and Nestle Turkey came together in an exciting cooperation. Thereunder, Paşabahçe has become one of Nestle's designated global suppliers. Becoming one of the producers of special mugs used for Nescafe Gold throughout the world and bringing the products and consumers together in 140 countries, Paşabahçe will produce about 3 million mugs annually for 25 countries in total also including China, Serbia, Romania, Morocco and Italy as well as Turkey. Paşabahçe Vice President of Marketing and Sales Erkan Kurt said, "We are very happy with this cooperation undertaken with Nestle, a brand preferred by millions across the world including Turkey. We are excited to produce for Nescafe Gold as Nestle's global supplier." Nestle Turkey Beverages Group CEO Pinar Öney Bilsel commented on the cooperation as follows: "We greatly value our cooperation with Paşabahçe which we regard as one of Turkey's leading and most prestigious industrial organizations. We purchased 250 thousand products for Turkey in 2018, and we have doubled our purchase amount this year. We have also included Paşabahçe as Nestle's global supplier to make the mugs produced in Turkey accompany the Nescafe Gold pleasure of the entire world."





## ŞİŞECAM FLAT GLASS

## ON SOCIAL MEDIA

ŞİŞECAM FLAT GLASS, THE GLOBAL FACE OF ŞİŞECAM FLAT GLASS REACHES THE ENTIRE WORLD VIA THE RECENTLY OPENED SOCIAL MEDIA ACCOUNTS.

Adding a new one to its digitalization steps every day, Şişecam Flat Glass maintains an interactive communication with the entire target audience via its social media accounts. Şişecam Flat Glass has now opened Şişecam Flat Glass social media accounts to strengthen its relationship with its customers and solution partners in every region of the world. Social media accounts which introduce the world of Şişecam Flat Glass more closely and post information on all developments and events on global scale have gone live on facebook/Şişecamflatglass, instagram/Şişecamflatglass.



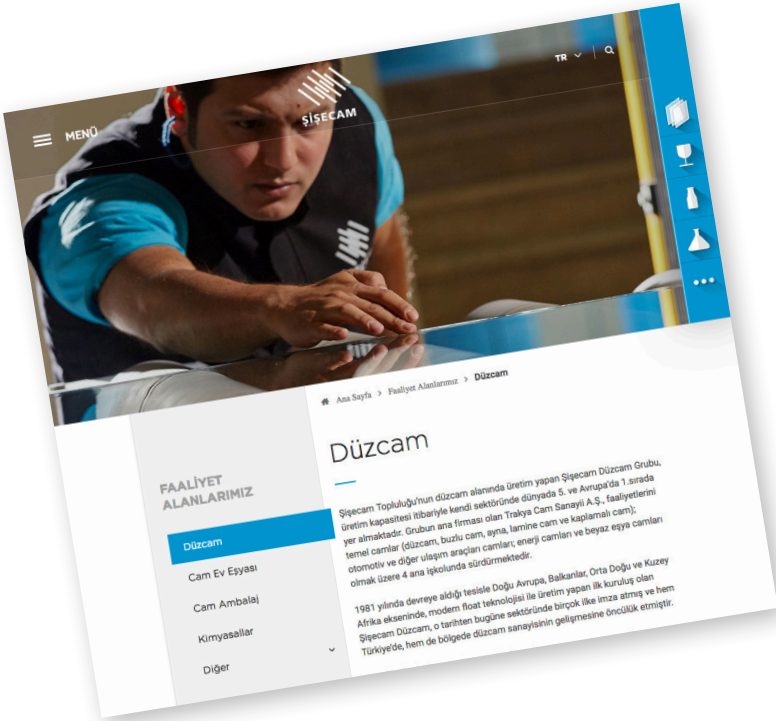
## DIGITAL

COMMUNICATION  
CAMPAIGN

## IN ŞİŞECAM FLAT GLASS INDIA

INCREASES THE AWARENESS OF ŞİŞECAM FLAT GLASS IN INDIA WITH DIGITAL COMMUNICATION CAMPAIGNS.

Şişecam Flat Glass continues digital activities to increase its awareness in the Indian market. The first digital media communication campaign began under a plan created pursuant to these activities in April 2019. With the campaign where term-based and image-based search engine advertising methods are used, it is intended to increase the Şişecam Flat Glass brand recognition and Şişecam Flat Glass website traffic. In the first 15 days of the digital campaign, the website was viewed 845 thousand times and visited by 6 thousand new users.



## FROM ŞİŞECAM FLAT GLASS

## ISICAM S/K CAMPAIGN

Şişecam Flat Glass arranged an Isicam S/K campaign to tell the importance of energy saving to all walks of life and increase awareness about the saving achieved with glass. In the campaign that lasted until June 30th, end consumers who replaced their home windows with Isicam were presented a 150-TL gift check for their purchase for 10-20 square meters and 200-TL gift check for their purchase for 20-35 square meters. Consumers who benefited from the campaign were given the opportunity to choose among the checks valid for purchases at Migros, Boyner, IKEA or Teknosa.





ŞİŞECAM FLAT GLASS

## WITH EUROPEAN ARCHITECTS

ŞİŞECAM FLAT GLASS CONTINUES TO MEET WITH ARCHITECTS WORKING IN THE EUROPEAN MARKET.

Şişecam Flat Glass participated in the Share European architects and Engineering Forum where the new ideas, practices and projects were discussed. With the events that took place in Slovenia, Hungary, Romania, Serbia and Bulgaria after Macedonia and Albania, Şişecam Flat Glass had the opportunity to meet with about 2000 participants from 16 countries. In addition to the architects, also facade consultants and glass professionals attended the events where Şişecam Flat Glass made a presentation to the sector representatives about the new coated products and reference projects launched in the market. Products and reference projects of Şişecam Flat Glass which was awarded for its contribution to the architecture, received large interest.



## TRAINING FOR SUSTAINABLE GROWTH

ŞİŞECAM FLAT GLASS CONTINUES TRAININGS IN SUSTAINABLE GROWTH IN THE SECTOR.

Şişecam Flat Glass contributes to the sustainable growth of its business partners by trainings intended for different disciplines in cooperation with Şişecam Academy and Bosphorus University. The goal of the trainings arranged under the theme of sustainable growth in the sector is to add value to the activities of Şişecam Flat Glass's business partners and thus carry the glass sector to the future. Thereunder, Finance, Marketing, Supply Chain and Quality Management trainings were held in 2019. After the training, the participants had the chance to visit Şişecam Science Technology and Design Center.





## PROF. AHMET KIRMAN DECORATED

### WITH THE 'STAR OF ITALY'

ŞİŞECAM GROUP VICE PRESIDENT AND CEO PROF. AHMET KIRMAN HAS BEEN DECORATED WITH THE 'STAR OF ITALY' AND BESTOWED THE TITLE OF KNIGHT ON THE RECOMMENDATION OF THE MINISTRY OF FOREIGN AFFAIRS OF ITALY AND BY THE DECISION OF THE PRESIDENCY OF ITALY.

Şişecam Group Vice President and CEO Prof. Ahmet Kirman has been decorated with the 'Star of Italy' and bestowed the title 'Knight' for his valuable contribution to the strengthening of the economic relations between Italy and Turkey and the development of mutual investments. The decoration bestowed on the recommendation of the Ministry of Foreign Affairs of Italy and by the decision of the Presidency of Italy was presented to Şişecam Group Vice President and CEO Prof. Ahmet Kirman by the Ambassador of Italy to Turkey Massimo Gaiani.

Prof. Ahmet Kirman, in his speech at the ceremony held at the Consular General of Italy in Istanbul, draw attention to the significance of Italy for Şişecam Group being a group on an international scale with production activities across 13 countries in three continents and sales to over 150 countries. Prof. Kirman stated that Şişecam Group's total investment in Italy in chemicals, glass houseware and flat glass had reached 120 million Euros and that its annual glass and chemicals exports had reached 90 million dollars.

#### ŞİŞECAM GROUP OPERATIONS IN ITALY

Şişecam Group made its first investment in Italy by owning



the half of Cromital S.p.A. operating in the chrome chemicals field in 2005. Situated in the northern Italy, the entire company joined the Group in 2011. Today, Cromital operates in chrome-based chemicals and supplies input to several sectors in Europe primarily including the Italian leather and metal coating sectors.

Şişecam made its second investment in Italy in 2015 by opening the Paşabahçe Store abroad in Milan. Also making some significant investments for logistics and distribution network in glass houseware in Italy, Şişecam reaches the U.S., Europe, Middle East and Africa markets via Italy.

Şişecam Group's third investment in Italy was the addition of the Porto Nogaro facility of the flat glass manufacturer Sangalli Vetro on the north to the group in 2016. As a result, Şişecam moved one step above in the flat glass market in Europe in terms of manufacturing capacity to become Europe's largest flat glass manufacturer. Şişecam's last investment move in Italy was again in flat glass. In June 2018, adding Sangalli Vetro's Manfredonia facility on the south to itself, the Group doubled its flat glass manufacturing capacity in the country and strengthened its leadership in flat glass in Europe.



# PROF DR. AHMET KIRMAN RECOGNIZED WITH THE INTERNATIONAL PRESIDENT'S AWARD

ŞİŞECAM GROUP VICE PRESIDENT AND CEO PROF. AHMET KIRMAN WAS PRESENTED THE PRESIDENT'S AWARD BY THE INTERNATIONAL COMMISSION ON GLASS, WHICH HAS BEEN THE MOST REPUTABLE ORGANIZATION OF THE GLASS SCIENCE SINCE 1933, FOR HIS EXTRAORDINARY CONTRIBUTIONS TO THE DEVELOPMENT OF THE GLASS INDUSTRY. PROF DR. AHMET KIRMAN RECEIVED THE AWARD FROM THE PRESIDENT OF THE INTERNATIONAL COMMISSION ON GLASS PROF. ALICIA DURAN CARRERA AT A CEREMONY HELD IN BOSTON, U.S.

Şişecam Group Vice President and CEO Prof. Ahmet Kirman was awarded by the International Commission on Glass - ICG), which is the most reputable organization of the glass science and consists of the representatives from 33 countries, with the President's Award for his contributions to the development of the world glass industry.

The award was presented at a ceremony during the 25th International Glass Conference in Boston, U.S.A. between June 9 and 14, 2019. Prof. Ahmet Kirman, in his speech, drew attention to Şişecam's present sales to over 150 countries and becoming a global actor with its 22 thousand employees, and thanked the International Commission on Glass. The President of the International Commission on Glass Prof. Alicia Duran Carrera drew attention to Şişecam Group that has grown and achieved to be among the leading actors in the world league with strategic investment moves under the leadership of Prof. Ahmet Kirman, and added, 'During this time, the number of countries in which

Şişecam carries on production has increased from 4 to 13 and the number of its manufacturing plants has increased from 26 to 43. As a result, its glass and chemicals production volume has doubled, while the number of employees has increased from 15 thousand to 22 thousand." Carrera also expressed that R&D investments had increased and Turkey's largest R&D center and one of the world's special R&D centers, Şişecam Science, Technology and Design Center had been established under the leadership of Prof. Ahmet Kirman. Mr. Kirman has also supported the developments in the glass science and technology on international level with its continuous support to the activities of the International Commission on Glass in every field. Main qualities that have secured this award for Mr. Kirman are the growth moves that have enabled Şişecam to take its place among the select manufacturers in the world as well as his dedication to the research and technological development in the glass sector and contribution to the activities of the International Commission on Glass on every level."



Prof. Ahmet Kirman  
and the President of the  
International Commission  
on Glass Prof. Alicia  
Duran Carrera.



## NEW INVESTMENT

### FROM ŞİŞECAM CHEMICALS TO THE U.S.

ŞİŞECAM GROUP TOOK THE FIRST STEP TO MAKE A NEW INVESTMENT IN NATURAL SODA IN THE UNITED STATES OF AMERICA.



Şişecam Group took the first step to made a new investment with Ciner Group, which has significant knowledge in natural soda production, in Green River, Wyoming, U.S . For the investment, an equal production partnership agreement was signed for soda production in the U.S. between Soda Sanayii A.S. operating under Şişecam Chemicals and Ciner Group. The new investment is planned to use one of the most advanced techniques of the low-cost solution mining method.

Şişecam Group Vice President and CEO Prof. Ahmet Kirman drew attention to the importance of the new investment by saying, "with our nearly 40 years of experience in synthetic soda sales in the global market, we aim to increase our 3.4 percent share in the world soda

market and 6.5 percent share in the world sodium bicarbonate market. Access to low-cost natural soda in the highly-competitive soda market will create a competitive advantage and also positively contribute to Şişecam Group financially which will further strengthen its power in the global soda market."

Şişecam Group is among the top three in Europe and the top seven in the world in synthetic soda production with an annual total capacity of 2.4 million tons including 1.4 tons from Mersin Soda Plant, 585 thousand tons from Şişecam Soda Lukavac plant in Bosnia Herzegovina and 375 thousand tons from Solvay Sodi Plant in Bulgaria in which it is 25 percent production partner with the world's largest synthetic soda producer Solvay.







ŞİŞECAM GROUP

EXPORTS

CHAMPION

ŞİŞECAM GROUP WAS RECOGNIZED AS THE EXPORT LEADER OF THE YEAR BY THE TURKISH COUNCIL OF EXPORTERS (TIM) IN CEMENT, GLASS, CERAMIC AND SOIL PRODUCTS CATEGORY AT THE AWARDS CEREMONY FOR EXPORTS CHAMPIONS OF 2018.

The Turkish Council of Exporters (TIM) 'Export Champions Awards' were presented. Şişecam Group was recognized as the export leader in Cement, Glass, Ceramic and Soil Products category at the ceremony. Şişecam Group Chief Financial Officer Görkem Elverici received the award from the Minister of Trade Ruhsar Pekcan and the TIM President Ismail Gülle on behalf of Şişecam Foreign Trade. Şişecam Group produced 4.9 million tons of glass, 2.4 million tons of soda ash and 4.1 million tons of industrial raw material in 2018 and also increased its focus on exports in all of its areas of business. It increased its sales revenues by 37.4 percent to 15.6 billion TL and made a 2-billion-dollar international sale. Thus, Şişecam international sales' share, which refers to the total of exports from Turkey and sales from foreign production in Şişecam's consolidated sales, reached 61 percent. The regional distribution of the sales was 66 percent Europe, 19 percent Africa and Middle East, 8 percent the U.S. and 7 percent Asia-Oceania.

ŞİŞECAM GROUP

EXPORTS

CHAMPION IN  
THREE CATEGORIES

The Union of Cement, Glass, Ceramic and Earth Products Exporters comprised of over 200 exporters across Turkey from the cement, glass, ceramic and soil products held the 2018 Export Champions Awards Ceremony on April 16th in Ankara. At the ceremony, Şişecam Flat Glass was presented the top award in glass activity and Şişecam Foreign Trade was presented the top award in Glass Houseware and Industrial Container ware. Thus, Şişecam received three awards at the ceremony. The President of the Turkish Union of Exporters Ismail Gülle presented the top awards to Şişecam Dis Ticaret A.S. CEO Engin İşgören and Şişecam Flat Glass Marketing Group Director Tansu Kumru on behalf of Şişecam Group.







## ŞİŞECAM GROUP'S INNOVATIVE PRODUCTS AT THE INNOVATION WEEK

ŞİŞECAM GROUP PARTICIPATED IN THE TURKEY INNOVATION WEEK WITH ITS INNOVATIVE PRODUCTS. ŞİŞECAM GROUP'S 44 SQUARE-METER STAND DISPLAYING ITS NEW-GENERATION PRODUCTS IN GLASS PACKAGING AND GLASS HOUSEWARE, AUTOGLASS AND FLAT GLASS RECEIVED LARGE INTEREST FROM THE PARTICIPANTS.

Şişecam Group participated in the Turkey Innovation Week which contributes to instilling the innovation concept in Turkey and is the largest meeting of the innovation ecosystem. At the organization held under the coordination of the Ministry of Trade by the Turkish Council of Exporters between May 3 and 4 in Istanbul Congress Center, Şişecam Group participated with its 44 square-meter stand introducing the new-generation products in glass packaging and glass houseware, auto glass and flat glass. Şişecam IT Strategy and Governance Director Gökmen Eriş participated as a speaker in the panel 'Digital Transformation to Production Transformation: New Horizons in Industry'. In his speech at the panel, Eriş shared his view on Turkey's Game Plan in Digital Transformation and also mentioned about Turkey's digital transformation road map and supplier expectations. In the Innovation Week, Şişecam exhibited several different products at its stand.

At the section exhibiting Şişecam Düzcamlar products, Temperable Solar Low-E heating and solar control glasses having different performances were introduced to the participants. At the auto glass section of



**Şişecam IT and Governance  
Director Gökmen Eriş**

the stand, the new-generation heated and athermic windshield was exhibited. At the section of Şişecam Glass Packaging products, new-generation and award-winning products such as Frederic Bottle, Melis Gıda Jars, Meysu Nostalgic Juice Bottle, Yeni Zafer Juice Bottle met with the visitors.

At the glass houseware section exhibiting Paşabahçe and Nude products were Midas tea set, which gets adorned with a golden glitter when tea is poured into it, Stem Zero, which makes a difference with its light weight and fineness, Borcam Induction, which can be used in induction furnaces, Happy Sharing pitchers, which assume a different look by a color change in the patterns thereon when water is added at 10 Celsius degrees and lower, Insert Glass, which contains different objects such as metal, ceramics, beads, battery and lights under the bottom of the glasses, and Amber, which is colored in the glass furnace without using any paint.



# LARGE INTEREST IN ŞİŞECAM AT BORON 2019

ŞİŞECAM GROUP MADE A GREAT MARK AT THE INTERNATIONAL BORON SYMPOSIUM (BORON 2019) HELD IN NEVSEHIR WITH INNOVATIVE PRODUCTS AND SOLUTIONS.



Şişecam Group participated in the International Boron Symposium held by the National Boron Research Institute (BOREN) in cooperation with the Eti Mine Works General Directorate and Nevşehir Hacı Bektaş Veli University. At the symposium held at Nevşehir Hacı Bektaş Veli University's Culture and Congress Center, Şişecam introduced its products containing boron and drew attention with its heat-resistant borcam and glass nursing bottle as well as glass fiber products. BORON 2019 received large interest from technology experts, students and entrepreneurs as well as the leading boron experts from the national and international science world. Şişecam Group Chief Research and Technological Development Officer Prof. Sener Oktik made a presentation entitled "the Use of Boron in Glass and Glass Fiber", which was watched by the participants with great interest. Among those who visited Şişecam stand were the Ministry of Energy and Natural Resources Fatih Dönmez and the President of National Boron Institute (BOREN) Ass. Prof. Abdülkerim Yörükoğlu.







## SUPPLIER SUMMIT FROM ŞİŞECAM GROUP

ŞİŞECAM GROUP CAME TOGETHER WITH ITS BUSINESS PARTNERS AT ŞİŞECAM SUPPLIERS SUMMIT HELD ONCE A YEAR.

The Şişecam Suppliers Summit that brought Şişecam Group and its business partners together was inaugurated by Şişecam Group Vice President and CEO Prof. Ahmet Kirman. The summit was attended by the British Procurement and Supply Institute International Business Development Director Will Beattie as a speaker. At the summit attended by 450 suppliers from different sectors, Serdar Kuzuoğlu was the guest speaker. At the summit, Will Beattie talked about the 'Future of Procurement', Şişecam Group Chief Procurement Officer Selma Öner about 'the Role of cooperation in the Future of Procurement', Şişecam Group Chief Financial Officer Gökhan Elverici about 'Şişecam, a Business Partnership that Creates Value', Şişecam Group Director of Procurement Excellence Center Banu Çelik about 'The Past, Today and Tomorrow of Procurement at Şişecam Group.' The summit ended with Serdar Kuzuoğlu's speech 'New World, New Consumer, New Company.'





## LEADERSHIP TRAINING

### TO ŞİŞECAM DIRECTORS FROM INSEAD

ŞİŞECAM GROUP COOPERATED WITH INSEAD, A LEADING MANAGEMENT SCHOOL IN THE WORLD, TO SUPPORT THE DEVELOPMENT OF ITS EMPLOYEES.

20 directors from Şişecam Group completed the Executive Leadership development program prepared exclusively for Şişecam by INSEAD under the Şişecam Global Talent Management Program. At the end of an approximately six-month program with project studies including three models in total with two modules in Istanbul and one module at INSEAD Fontainbleu campus, the directors received their certificates. The directors were awarded by Şişecam Group Vice President and CEO Prof. Ahmet Kirman and INSEAD Business School

Program Coordinator Prof. Adrian Johnson at the certificate ceremony held at Şişecam Headquarters. Şişecam directors visited the leading companies in their respective sectors under the Leadership Program prepared by INSEAD exclusively for Şişecam and had the chance to experience customer experience, business models, market development, supply chain projects. The program aims to improve directors' competences in change management, digital transformation, innovation, operational excellence and finance.

### ŞİŞECAM GROUP BY THE SIDE OF THEIR EMPLOYEES WITH

## JOURNEY

THE JOURNEY TALENT MANAGEMENT PROGRAM LAUNCHED UNDER ŞİŞECAM GROUP'S TALENT MANAGEMENT PROCESS WAS INTRODUCED GROUP-WIDE.

Şişecam Group continues to support its employees' professional development. The Journey talent management program launched at Şişecam Headquarters on February 14th was communicated to all group companies within and without the country concurrently in May. Focusing on the sustainability of the Group's managerial cadres, Journey aims to identify the human resource needed by Şişecam Group and the talent profile of the employees, and accordingly plan the resources. The inauguration video for the launch of



the Journey program featuring Şişecam Vice President and CEO Prof. Ahmet Kirman and detailed guides were shared with all employees via Campport. Also, to communicate the Journey to the employees in detail and answer any possible question face to face, information meetings were held in 8 countries in which Şişecam operates, and 25 businesses. Receiving large interest, the meetings were completed with the employees on a monthly salary working in the relevant countries under the program.



ŞİŞECAM

YILDIZLAR GEÇİDİ  
STARS PARADE

# A PARADE OF STARS FROM ŞİŞECAM

THE EIGHTH OF THE 'ŞİŞECAM PARADE OF STARS' AWARDS PROGRAM RECOGNIZING ŞİŞECAM GROUP'S DOMESTIC AND OVERSEAS EMPLOYEES WAS HELD THIS YEAR.





The eighth Şişecam Parade of Stars was held this year with the participation of the group employees in 13 countries. 28 projects received awards at the organization that evaluated 158 projects implemented in several fields primarily including production and energy efficiency, quality, innovation and technology. The group's nine production facilities were awarded in the Occupational Health and Safety category and 13 employees received a special award at the ceremony.

Giving the opening speech of the awards ceremony, Şişecam Group Vice President and CEO Prof. Ahmet Kirman said, 'I'd like to

thank each member of Şişecam Family that uses their best effort to enable our Group to achieve its goals." Stressing that solution-oriented, cost-cutting and sustainable new projects should be developed just as the award-winning projects to continue with Şişecam Group's sustainable rise and that efforts should continue with a solution-oriented approach, Prof. Kirman also mentioned about the digital transformation process. Reminding that digital transformation included not only

the processes but also the solutions and products offered to the market, Prof. Kirman stated that in line with their goal of growth with value-added products, they aimed to offer products that met customer expectations at the highest level to the market faster by improving the R&D competences.



During the night, which was organized this year with a gala concept for the first time, the famous comedian Kaan Sekban took to the stage following the awards ceremony and had the guests have a cheerful time. The colorful night ended with Grup Suxe's performance.





# ŞİŞECAM ACADEMY CONTINUES ITS WORK



## THE SUPPLY CHAIN SCHOOL

### ADVANCED LEVEL PROGRAM COMPLETED

The Supply Chain School Advanced Level Program Certificate Ceremony was held on April 19th. Chiefs and managers of the Supply Chain Business Family who successfully completed the two-year in-class training and succeeded in the exam administered by Istanbul Technical University Continuous Training Center became eligible for receiving their certificates. Prior to the certificate ceremony held by Şişecam Academy, a seminar entitled 'New Age Digital Chain' was held with Mavi Jeans Supply Chain Director Sinan Sefai. After the ceremony, the participants who succeeded in the exam and became the top three were presented their plaques by Chief Human Resources and Corporate Communications Officer Şengül Demircan and ITUSEM Program Coordinator Assoc. Prof. Murat Baskak.

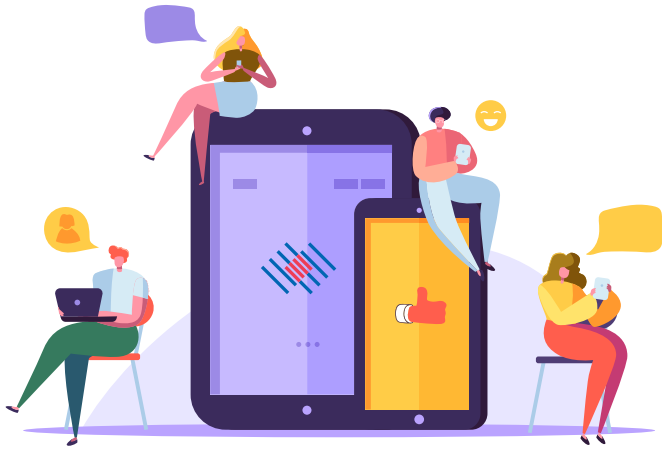




## GLASS TECHNOLOGY SCHOOL

### UNDERGOES A RESTRUCTURING

The Glass Technology School which has been leveled by different training communication methods in a modular form underwent a restructuring that fits all group employees. The restructuring aims to enable all group employees to acquire information from basic to advanced level about Şişecam's main business glass production. 15 training videos and placement tests in total were designed in four languages including Turkish, English, Russian and Bulgarian in cooperation with Celsian Glass & Solar and ATGB. The modules announced and made available to the Group facilities in Turkey on May 16th are planned to be made available also abroad in coming days.



## DIGITAL TALKS FROM

### ŞİŞECAM ACADEMY

Seminars named Digital Talks' which are aimed to raise awareness about digital transformation among the group employees under the Digital Transformation School began with a talk attended by Mustafa İçil as a speaker on April 2nd. In the seminar attended by 115 people, the digital transformation concept was examined with samples. The second Digital Talk was held under artificial intelligence theme with the participation of Ali Erhan Tamer on May 22nd. 90 people participated in the seminar held in a class environment. 130 people had the chance to follow up the seminar live with the help of the live broadcast developed by the IT Technology Development Directorate.

# ŞİŞECAM GROUP AT UNIVERSITIES

## UNIVERSITY CAMPUS PROGRAMS

### CONTINUE

Şişecam came together with young talents in April and May under the Employer Brand Campus Programs. With the campus programs, 15 different university events were held at 11 universities. The events including technical trips and conversations received large interest.



## FIRST STEP

### SUMMER INTERNSHIP PROGRAM



11 thousand candidates applied for the announcement published for Şişecam Group's summer internship program First Step. Following the evaluations, 350 university students were placed in the Headquarters, R-T-D and manufacturing plants as an intern. The internship program that covers June-July-August will be enriched with case studies, department meetings and inspiring talks.

## AN AWARD TO TOGETHER

### YOUNG TALENT PROGRAM

The career platform Toptalent.co researched Turkey's best talent programs. In Toptalent.co's research, Şişecam Group Young Talent Program Together achieved the top in the manufacturing sector category. Together ranked nine in the general evaluation.



**GENÇ YETENEK PROGRAMIMIZ TOGETHER TÜM PROGRAMLAR İÇİNDE 9. ÜRETİM KATEGORİSİNDE 1. OLDU!**





## GOOGLE LAUNCHES DIGITAL MEDIA LITERACY TRAININGS FOR CHILDREN

Children have the opportunity to discover the world evolving into digital more day by day, which, although it looks O.K., may lead to problematic situations most of the time. Google has launched digital media literacy trainings for children to discover the digital world more safely. Google has announced that it has also added the media literacy to its digital security and citizenship curriculum prepared for children. The company will teach children to detect fake news. Children will also be taught how to protect from e-fraud attacks, what bots actually are, the accuracy of information, how to identify fake URLs etc. The

training does not end with these only; there are events aimed to help them improve their critical thinking skills about following up online resources.

Actually, most readers have difficulty detecting the accuracy of news. Trainers believe that media literacy is necessary for safety and in a lot of ways. And Google aims to give this through its media literacy programs. It wants to teach the habit of checking not only ones that look suspicious but also all news and information encountered on the Internet. The program is now available for both teachers and families.

AN APPLICATION FROM GOOGLE THAT  
CAN TRANSLATE TURKISH CHATS INTO TEXT ON REAL TIME

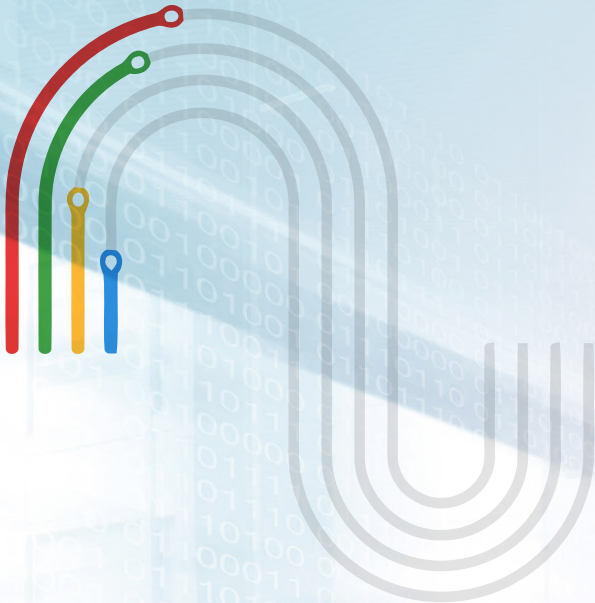
## BASIS

Google prepares to make both the instant translation and the translation of voice notes into text a history with its last application recently made available to the Android users. The Live Transcribe application will also notify the users of all sound events around them with written expressions such as "the dog is barking" or "the bell is ringing," The application will also have Turkish language support. New features have been added to Google's Live Transcribe application primarily developed for hearing disabled and people with hard of hearing. For example, the

application will notify the user of a dog barking or someone ringing the door in writing. Among the defined sound events are those such as applause, laughter and music. Users will now be able to store the transcripts of sound events around them in their devices, and copy and save them for three days. According to the official statement from Google, Live Transcribe will be an application not only for those with hard of hearing but also foreign language learners, students who want to put their class notes into writing, interviewers and journalists.







**33%**  
**Turkey**

**26%**  
**Brazil**

**12%**  
**Spain**

**7%**  
**USA**

# THREE IMPORTANT FINDINGS ABOUT TURKEY

FROM REUTERS' DIGITAL MEDIA REPORT

Reuters' Digital Media Report expected by everyone involved in media primarily including researchers interestedly every year has been released. We have compiled three significant findings about Turkey from the 154-page report.

**1. Turks are the ones who use Instagram, WhatsApp and Facebook groups for news the most.** Posts shared by news agencies have become less available with the algorithm changes made by Facebook since 2016. Since then, closed platforms such as WhatsApp and Facebook Messenger have been on the rise. According to this year's report, with 29 percent, Turkey is the country who use open or closed Facebook groups for news and political debates the most. Similarly, with 21 percent, WhatsApp groups are used in Turkey the most for this purpose. One of the most remarkable data is that Turkey ranks first in the world in news

consumption on Instagram.

**2. The transition from the traditional media to the new media continues.** While the majority in all countries (68 percent in average) want to consume the news in text format, the ratio of those under 35 years of age group who prefer the news in video format goes up to 13 percent. The report states the following: "Platforms such as YouTube have become one of the important centers for the opposing media in Turkey. 83 percent of our urban dwellers in this country say that they consume the news via external platforms (not the news websites)."

**3. We love sharing news and posting comments.**

60 percent of the people in Turkey say that they share news via social media or other channels. 45 percent says that they comment on social media or news websites about the news.

# FACEBOOK'S NEW MOBILE AND DESKTOP DESIGN

Facebook gets together with its users with a new feature and design. The application has become faster and more secure and dazzled the eye with its renewed design. This design change known as FB5 decreases the blue color appearing predominantly on the Facebook interface. This way, the interface gets a plainer look, despite the dozens of features opening with a click on "More" button. The new logo, on the other hand, assumes a lighter blue tone and uses a round design in lieu of an angled design. This update can be seen as a step to renew the damaged brand image.

## GROUPS BECOME PROMINENT

If we look at the new design from function perspective, Facebook Groups are included among the priority tabs in both the application and website. Suggestions, on the

other hand, are on a new tab and the groups are brought to the forefront again on this suggestions tab.

## MARKETPLACE POSITIONING

In addition, it would be good to tell that the Groups feature will be surrounded by the Marketplace feature. The Facebook feature having the highest potential, Marketplace, has reached 800 million users monthly a year and half after its launch.

## FACEBOOK WATCH

Facebook's Groups feature is up for being the favorite of the platform, however, Watch which was developed around the video content has not created the expected effect. We can say that Facebook was inspired by YouTube and Netflix while designing the Watch feature, and had some content-related difficulties.





ARE YOU READY FOR  
A MIXED  
REALITY  
EXPERIENCE?





THIS MONTH, WE CONTINUE WITH “VIRTUAL AND AUGMENTED REALITY” ON OUR ARTICLE SERIES OF DIGITALIZATION AND INDUSTRY 4.0 SHARED IN PREVIOUS ISSUES ON “THE INTERNET OF THINGS, BIG DATA, ARTIFICIAL INTELLIGENCE, TURKEY’S DIGITAL ROAD MAP, DIGITAL TWINS, CUSTOMER EXPERIENCE, CYBER SECURITY, ROBOTIC PROCES AUTOMATION (RPA).”



#### **VIRTUAL REALITY**

##### **WHAT IS VIRTUAL REALITY (VR)?**

Virtual reality is constructed reality. It is the systems in which a three-dimensional model of an environment belonging to the physical world created by computers is detected and controlled virtually by sense organs with the help of special devices worn -usually eyewear. Virtual reality offers people the feeling of experiencing different realities in their comfort zones.

#### **AUGMENTED REALITY**

##### **WHAT IS AUGMENTED REALITY (AR)?**

Augmented reality is a direct or indirect live display of a new perception environment created by combining voice, video, graphics or GPS data generated by computer with “virtual reality and real-world environment.” With augmented reality, input that appeals to and stimulates human senses is modified and enhanced on real time basis by a computer, and the new resulting reality is offered to the user’s perception. With augmented reality, user can interact with the information and other elements that comprise the reality environment. Artificial information and elements related to the current environment can accord with the real world.

It includes troubleshooting with production-oriented guidance and real-time information received from the systems, all kinds of trainings via simulations, performance of assembly and quality controls via “smart glasses and tablets.”

It has several areas of use such as creating three-dimensional product catalogs, facilitating customer product experience via virtual glasses, product designs, performing trial-error processes more easily and at a lower cost and testing all physical environments in virtual world. In addition, products produced using this technology in sectors such as entertainment, health, construction, automotive, fashion and defense enjoy unlimited human imagination. This means engineers and designers that adopt the augmented reality technology can create unlimited ideas and products by using this technology.

#### **MIXED REALITY = VIRTUAL + AUGMENTED (MR)**

Virtual reality (VR), augmented reality (AR) and mixed reality (MR) are environmental experiences involving humans, computers, wearable devices, automobiles, environmental sensors and consumer devices.

- Virtual Reality (VR) adds people to an experience in a completely artificial digital environment.
- Augmented Reality (AR) adds virtual objects to real world environment.
- Mixed Reality (MR) places virtual objects on real world.

Soon, with multiple-mode experiences, people and hundreds of devices including computers, wearable devices, automobiles, environmental sensors and consumer devices will be connected to and interact with each other.





# PEACE, PROSPERITY, SOCIETY, PLANET AND PARTNERSHIPS

The principles at the heart of the Sustainable Development Goals (SDGs) are also what drive the new class of SDG Advocates, appointed today by United Nations Secretary-General António Guterres.

These 17 influential public figures are committed to raising awareness, inspiring greater ambition, and pushing for faster action on the SDGs, which were adopted by world leaders on 25 September 2015.

United Nations Member States agreed to accomplish the SDGs by 2030. To build the momentum for transformative, inclusive development by 2030, the Secretary-General's SDG Advocates will use their unique platforms and leadership to inspire cross-cutting mobilization of the global community. The General Secretary said, "We have the tools to answer the questions posed by climate change, environmental pressure, poverty and inequality. They lie in the great agreements of 2015 – the 2030 Agenda for Sustainable Development and the Paris Agreement on climate change. But tools are no use if you don't use them. So, today, and every day, my appeal is clear and simple. We need action, ambition and political will. More action, more ambition and more political will." The Secretary-General has tasked the Advocates with driving that action, building that



ambition, and solidifying global political will.

The Advocates represent the universal character of the SDGs, hailing from Governments, entertainment, academia, sport, business and activist organizations around the world. The Advocates will leverage and build bridges between their unique audiences, and work

together to drive progress. "By joining forces to achieve our goals, we can turn hope into reality – leaving no one behind," said Co-Chair of the SDG Advocates group Prime Minister Erna Solberg of Norway. Said Co-Chair of the SDG Advocates and President of Ghana, Nana Addo Dankwa Akufo-Addo, "This is a time of great hope for the world. If we work smartly together and

stay on course, we can raise millions out of poverty and significantly expand basic social services for many more by the 2030 end date of the SDGs". The General Secretary appointed some members of the former SDG Advocates as the SDG Advocate Alumni and looks forward to their ongoing support and engagement. For more information, please visit [www.unSKHadvocates.org](http://www.unSKHadvocates.org)





# MOBILE HEALTH CARE SERVICE

FROM ŞİŞECAM FLAT GLASS INDIA PLANT

ŞİŞECAM FLAT GLASS SUPPORTS SUSTAINABILITY EFFORTS OF THE GROUP WITH THE MOBILE HEALTHCARE UNIT OPENED IN INDIA.



Şişecam Group adopts the Sustainable Development Goals of the United Nations (SDGs). Thereunder, Protect, Strengthen and Develop approaches with the understanding of CareforNext constitute the basis of Şişecam's sustainability policy. One of the current efforts under the Protect approach that aims to protect the natural resources and institutional heritage for new generations is the Mobile Healthcare Unit of Şişecam Flat Glass India Plant. The mobile Health Unit carried out in cooperation with Deepak Foundation enables families in need to access primary healthcare services. Among the forward-looking goals of the project are increasing the works intended for adolescents and carrying out their health checks once a month through medical specialists.

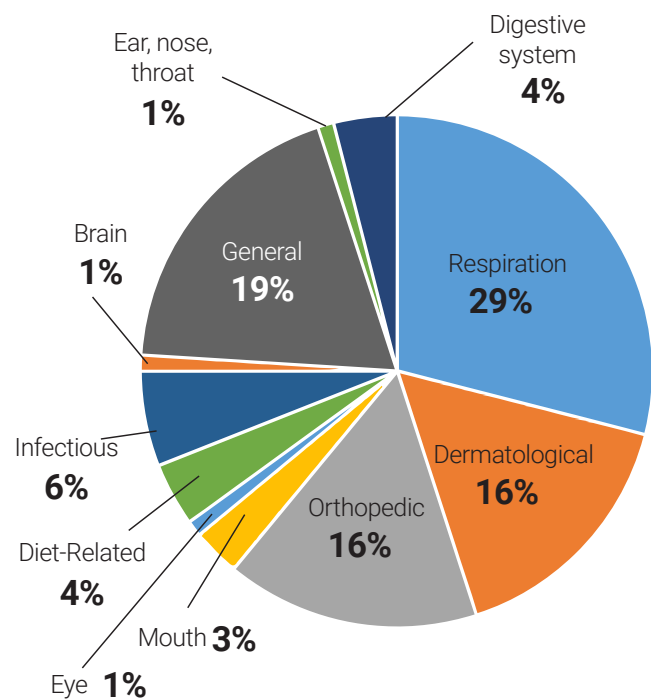


Figure 1: Frequently-seen conditions





# ŞİŞECAM IN THE WORLD: GERMANY SLOVAKIA HUNGARY

IN 2013, IN LINE WITH THE GOAL OF AN INVESTMENT POLICY BASED ON SUSTAINABLE GROWTH AND HIGH PERFORMANCE AND BECOMING A POWERFUL AUTOMOTIVE GLASS SUPPLIER, ŞİŞECAM GROUP ADDED RICHARD FRITZ HOLDING, A TECHNOLOGY LEADER IN AN INDISPENSABLE ELEMENT OF ITS PRODUCT RANGE ENCAPSULATED GLASS AND A MANUFACTURER FOR THE LEADING AUTOMOTIVE GLASS BRANDS IN THE WORLD, TO THE GROUP.

One of the most established organizations in Turkey, Şişecam Group has been developing and offering the most sophisticated solutions in all key areas of glass for 84 years. Maintaining its regional leadership in its business, Şişecam also accomplishes major investments as one of the most powerful global actors in its business with its investments in different locations across the world. Holding the third place in the glass houseware and the fifth place in the glass packaging and flat glass in the world, Şişecam Group is the world leader in the chrome chemicals as well as being the largest seventh synthetic soda producer.

#### PRODUCTION IN THREE CONTINENTS

Şişecam Group that focuses on creating value and targeting operational excellence in all of its areas of business has reached 13 countries in three continents along with Turkey including Germany, Italy, Bulgaria, Romania, Slovakia,

Hungary, Bosnia Herzegovina, Russian Federation, Georgia, Ukraine, Egypt and India in its journey on which it set out in 1935. Şişecam carries on production with 43 plants and 22 thousand employees in these countries and sell to 150 countries.

#### ŞİŞECAM STRENGTHENS ITS PRESENCE IN GERMANY - SLOVAKIA - HUNGARY

Şişecam Group did not settle with being a regional leader, and in line with an investment strategy defining global goals forward, accomplished an investment in Germany-Slovakia and Hungary by acquiring 100% of the stocks of Richard Fritz Holding GmbH in 2013. The Group achieved a significant market share in the automotive glass industry in which Richard Fritz Holding operates. In this issue, we focus on Şişecam's production activities in Germany, Slovakia and Hungary.



# GERMANY - SLOVAKIA - HUNGARY





# GERMANY - SLOVAKIA - HUNGARY AT A GLANCE



## A CLOSER LOOK AT GERMANY

**SURFACE AREA:** 357,386 km<sup>2</sup>

**POPULATION:** 82.79 billion

**CAPITAL:** Berlin

**OFFICIAL LANGUAGE:**

German

**MAJOR CITIES:** Berlin, Hamburg, Munich, Frankfurt, Cologne, Düsseldorf, Stuttgart, Dortmund, Essen, Leipzig

Having its origins from Charlemagne's empire, Germany has become one of the most powerful countries in the world throughout its history. Playing an active role and suffering major blows in both world wars, Germany, following the defeat in World War II, was divided into two as the Federal Republic of Germany (West Germany) and the Democratic Republic of Germany (East Germany) in 1949. While West Germany's economy was getting stronger thanks to the importance

attached to the market economy, East Germany, under the influence of the Union of Soviet Socialist Republics, fell behind economically. Therefore, the Berlin Wall was built in 1961 to prevent the escapes from East Germany. The Berlin Wall came down in 1989 to give Germany its current political character. In terms of population, Germany is the largest country of Europe and governed as a federal republic with its 16 states.

### GEOGRAPHICAL INFORMATION AND NATURAL WEALTH

Germany is situated in the Central Europe, between the North Sea and the Alpines. It borders Denmark, the Netherlands, Belgium, Luxembourg, France, Switzerland, Austria, the Czech Republic and Poland and its geography consists of plains, old mountains, the Alpines and Bavarian Alps. The Rhine and Elbe are the two major rivers of the country. Having limited petroleum and minerals, the

country is significantly foreign dependent. Germany has large hard coal, lignite coal and salt resources and ranks first among the EU countries in renewable energy.

### INCOME SOURCES

The German economy's driving forces are the manufacturing industry and service sector. As of 2017, the service sector makes up 68.6% of the German economy. The German manufacturing industry's share in the Gross Domestic Product is 22.9 percent. The major manufacturing sectors are the industrial machinery, automotive and chemical industry.

### TURKEY- GERMANY RELATIONS

Germany is the country with which Turkey has the most intensive bilateral economic and commercial relations. In 2018, as in the previous years, Germany was the country with the highest share in Turkey's exports and came after Russia

and China in our imports. In 2018, our exports to Germany increased by 6.8% compared to the previous year to over 16 billion dollars. Turkey's investments in Germany became 212 million dollars marking a 78% increase in 2017 compared to the previous year.

### PLACE OF GERMANY IN THE GLOBAL ECONOMY

Germany is one of the most powerful countries of the world economy. Being the most developed industrial country of the world after the U.S. and Japan, Germany is the largest market of the European Union with its population close to 83 million.



## A CLOSER LOOK AT SLOVAKIA

**SURFACE AREA:**

49,035 km<sup>2</sup>

**POPULATION:** 5.435 million

**CAPITAL:** Bratislava

**OFFICIAL LANGUAGE:**

Slovak

**MAJOR CITIES:** Bratislava, Košice, Žilina, Prešov, Nitra, Banská Bystrica



Having been governed by other countries for centuries, the Slovaks became an independent and powerful country in the 20th century. After World War



# GERMANY - SLOVAKIA - HUNGARY

## ŞİŞECAM'S GERMANY-SLOVAKIA- HUNGARY JOURNEY WITH RICHARD FRITZ

In 1918, the Czechs and Slovaks established the country of Czechoslovakia. With the breakup of Czechoslovakia in 1993, Slovakia announced its independence. With the end of the cold war, the country assumed a central position in Europe and became a member of the European Union in 2004. Slovakia's government is parliamentary democracy.

### GEOGRAPHICAL INFORMATION AND NATURAL WEALTH

Situated in the Central Europe, Slovakia borders Austria, the Czech Republic, Poland, Ukraine and Hungary. The capital Bratislava straddles the Danube. Having a mountainous landscape, Slovakia is surrounded by the Carpathians on the north. The major natural resource of the country is copper, lead, manganese, iron and lignite.

### INCOME SOURCES

The Slovakian economy's driving force is automotive and electronics. The country ranks 18th in automotive manufacturing worldwide.

### TURKEY- SLOVAKIA RELATIONS

Turkey is one of the first countries that recognized Slovakia. The bilateral political relations between Turkey and Slovakia appear smooth. The NATO of which Slovakia has been a member since 2004 is the primary organization through which the two countries interact. In 2018, our exports to Slovakia were 532 million dollars and our imports from Slovakia were 767 million dollars.

### PLACE OF SLOVAKIA IN THE GLOBAL ECONOMY

With becoming a member of the EU, the Slovakian economy entered into a growth trend. The productive and low-cost manpower, tax incentives and strong technical infrastructure made Slovakia one of the most attractive European countries for investments. Machinery and transport vehicles, iron-steel,

chemicals and fuels make up more than 60% of the Slovakian foreign trade. Believed to have migrated from the Central Asia to Europe with the Migration of Tribes, the Hungarians have preserved the line of a powerful society throughout the history despite the changing government styles. The Imperial period lasted until World War I with interruptions. The republic was proclaimed in November 16, 1918. Having lost some of its land at the end of World War I, Hungary took part in World War II to take back the lost land. However, it was invaded by the Soviet Russia during the war and governed by communist regime between 1947 and 1989. With the collapse of the Eastern Block, it adopted the parliamentary democracy regime in 1989. Hungary became a member of NATO in 1999 and of the European Union in 2004.

### INCOME SOURCES

Hungary is covered by 63% fertile land, and the agriculture's share in the GDP is 4.3%. This share goes up to 7.7% with the food sector. The country's most powerful sector is the service sector with a 64% share in the GDP. It is followed by the manufacturing sector with 29.32%. The prominent sectors in the manufacturing industry are automotive, electronics, heavy machinery and chemicals.

### TURKEY- HUNGARY RELATIONS

Turkey and Hungary have friendly relations due to the common long past between the countries. Today, the bilateral relations with Hungary continue positively under NATO membership, partnerships in the international relationships also including the EU and Council of Europe. The Free Trade Agreement signed in 1997 and the Customs Union instituted between the two countries in 2004 contribute positively to the trade volume of the two countries. Our bilateral trade volume with Hungary became 2 billion and 551 million dollars (exports 1.156 million dollars, imports 1.395 million dollars).

### PLACE OF HUNGARY IN THE GLOBAL ECONOMY

The regime change in 1989 brought an economic restructuring with it. With becoming an EU member in 2007, Hungary gained a more active commercial environment, and the incentives make the country attractive for foreign investment.

## A CLOSER LOOK AT HUNGARY

### SURFACE AREA:

93,030 km<sup>2</sup>

**POPULATION:** 9.798 million

**CAPITAL:** Budapest

**OFFICIAL LANGUAGE:**

Hungarian

**MAJOR CITIES:** Budapest, Debrecen, Eger, Esztergom, Pecs, Szeged, Szentendre, Miskolc, Győr, Nyiregyhaza

### GEOGRAPHICAL INFORMATION AND NATURAL WEALTH

Situated in the Central Europe and being a landlocked country, Hungary borders Slovakia, Ukraine, Romania, Serbia, Croatia, Slovenia and Austria. Generally being flat, the country has low heights on the north. The Danube and Tisza are the major rivers of Hungary. Hungary is poor in raw materials and energy resources, and bauxite as its major mineral. The country has little hard coal, manganese and uranium deposits.



● 1946

Richard Fritz incepted a company in Stuttgart to wholesale molded rubber and plastic engineering parts.

● 1958

It founded its own manufacturing plant in Besigheim and enlarged its portfolio with injection-molded glass seals.

● 1983

The company accomplished the first encapsulated glass projects in Europe, VW Golf 2 Fixed Window and Opel Omega A Fixed Window.

● 1993

Aszod Plant was established in Hungary to manufacture molded rubber parts.

● 2000

Aurach Plant was established in Germany to manufacture glass, parts-assembly, hydrophobic coating.

● 2001

In Slovakia, Malacky Plant started production of glass, modular systems, complete ordered shipments.

● 2011

Besigheim Plant started production of prototypes and spare parts.

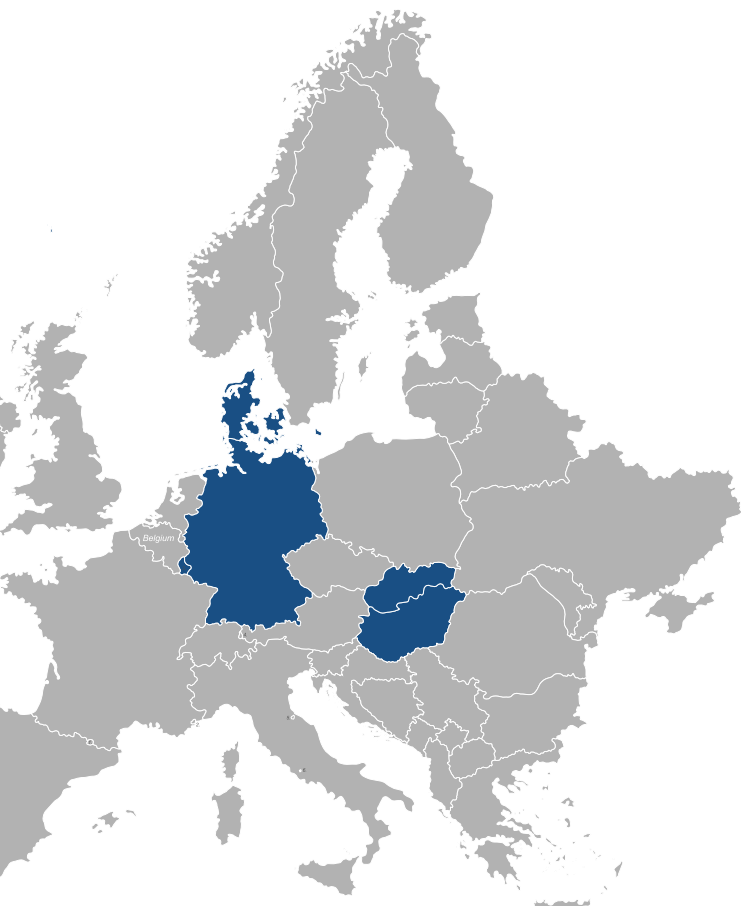
● 2013

Şişecam Group acquired the entire stock of Richard Fritz.



ŞİŞECAM GROUP'S INVESTMENTS IN  
GERMANY - SLOVAKIA - HUNGARY

REACH  
65 MILLION EUROS



ŞİŞECAM GROUP ADDED RICHARD FRITZ GMBH, A TECHNOLOGY LEADER IN ENCAPSULATED GLASS PREFERRED BY THE LEADING HIGHEST SEGMENT AUTOMOTIVE MANUFACTURERS OF THE WORLD SUCH AS BMW, PORSCHE, AUDI, LAMBORGHINI, BENTLEY AND ROLLS-ROYCE, TO THE GROUP IN 2013.

While continuing its ambitious growth in automotive glass, Şişecam decided to acquire the entire stock of Richard Fritz Holding GmbH manufacturing for the world's leading highest segment automotive manufacturers on May 31, 2013, which decision allowed the Group's customer and product portfolio to grow together with the synergy created. Şişecam Group saw the acquisition of Richard Fritz as a strategic opportunity to improve its talents in encapsulated glass, which is regarded as a natural extension of its product range in automotive, increase its glass sale to major customers expecting quality glass and accomplish the growth goals in its vision. A world leader in encapsulated glass production with its know-how and experience, Richard Fritz, today, operates with four manufacturing plants, management sales center and 1250 employees in Germany, Slovakia

and Hungary. Incepted in 1946 and having developed the first encapsulated glass projects in Europe in the 1980s, Richard Fritz is one of the major suppliers for automotive companies in encapsulated glass. Having the capability to meet any type of glass needed by the automotive sector thanks to its superior technologies, Richard Fritz has been developing rubber and thermoplastic encapsulated products for major automotive manufacturers with its over-35-year experience in encapsulation, as well as offering integrated system solutions and manufacturing plastic coating for vehicle exteriors. Contributing significantly to increasing Şişecam Automotive's R&D and PD competence, Richard Fritz today manufactures for global automotive giants such as Mercedes Benz, BMW, Porsche, Audi, Opel, Volkswagen Lamborghini, Bentley and Rolls Royce.



## RICHARD FRITZ FACILITIES IN GERMANY-SLOVAKIA-HUNGARY



### → BESIGHEIM PLANT, GERMANY

Incepted in 1958, Besigheim plant is established on a 23-thousand square-meter area. It also has a management sales center in Besigheim.

### → AURACH PLANT, GERMANY

Incepted in 2000, Aurach plant is established on a 16-thousand square-meter area. Production in Aurach plant focuses on hydrophobic encapsulation.



### → MALACKY PLANT, SLOVAKIA

Incepted in 2001, Malacky plant is established on a 43-thousand square-meter area. Focusing on exports, the production at Malacky plant is on TPE (Thermoplastic Elastomer), PVC (Polyvinyl chloride) and PU (Polyurethane) technologies.



### → ASZOD PLANT, HUNGARY

Incepted in 1993, Aszod plant is established on a 9500 square-meter area. The production at Aszod plant focuses on EPDM (Ethylene Propylene Diene Monomer) and TPE (Thermoplastic Elastomer) technologies.



## ŞİŞECAM GROUP CONTINUES TO CREATE VALUE ALSO FOR GERMANY - SLOVAKIA - HUNGARY

Şişecam Group has increased its competitiveness in the global markets by acquiring 100% of Richard Fritz Holding GmbH in 2013. Şişecam has further strengthened Richard Fritz facilities in Germany, Slovakia and Hungary in terms of technology and employment with new investments and adds value to the country's economy.

### EMPLOYMENT

Şişecam Group provides employment to about 1250 people at Richard Fritz facilities in Germany - Slovakia - Hungary. In Germany, the group has 92 employees at the Besigheim management sales center, 100 employees at Besigheim plant and 100 employees at Aurach plant. 265 people work at Aszod plant in Hungary, while 729 people work at Malacky plant in Hungary.

### SOCIAL ACTIVITIES

There is a strong social structure at Richard Fritz Holding facilities spread across three countries. The plant employees and their families frequently come together at sports activities, social activities.

### ECONOMY

Şişecam Group has accomplished an about 65-million Euro investment so far in these three countries with Richard Fritz facilities in Germany, Slovakia and Hungary. Supplying its raw materials domestically and exporting its entire production abroad, the group contributes significantly to the country's economy with the export figures increasing every year.





A THEATER DOYEN:

# HALDUN DORMEN

HALDUN DORMEN, THE THEATER DOYEN, HAS BEEN ON STAGE FOR MORE THAN 60 YEARS. DURING HIS LIFE DEVOTED TO THEATER, HE PLAYED IN NEARLY 300 THEATER PLAYS AND STAGED 50 MUSICALS. HE TRAINED THOUSANDS OF ACTORS AND TOUCHED THE HEARTS OF HUNDREDS OF THOUSANDS OF THEATER ENTHUSIASTS. DORMEN CONTINUES TO PRODUCE AND WORK AND WE HAD A CHAT WITH HIM AT HIS HOUSE AND TALKED ABOUT HIS INSPIRING LIFE. **INTERVIEW:** ELİF EREN



**When and how did your love of stage begin? Do you remember the first time you said, "I must be on stage"?**

No. Because I wanted to be an actor since I was born. So, I don't remember such a time. For as long as I've known myself, I thought "I must be on stage." I am so happy that this thought of mine became real.

**You have been on stage for more than 60 years. To what do you owe your determination and energy to work?**

I owe my energy and determination on the stage to my love for my job and to my love for people. Besides all these, of course, thank God, I have a healthy body that allows me to keep up with this pace.

**Speaking of which, let's ask about your secrets about how you protect your healthy body. What do you do to live a healthy life?**

I do nothing exaggeratedly in my life. I have no exaggerated habits other than working. I neither eat, nor drink, nor smoke exaggeratedly. I do it all, but I do it all just as enough. The only thing that I may say is exaggerated is my insomnia; I sleep at 02:00 and wake up at 08:30-09:00 in the morning. But it seems that much of sleep is enough for me, I'm not looking for more.

**You staged close to 300 theater plays and more than 50 musicals. Can you tell us about one of your plays that impressed you a lot?**

Of course, since it was the first Western musical, 'Irma La Douce' impressed me a lot. Not only it turned Gülriz Sururi into a star, but it also took me to a very important place. And it reassured me with the thought, "So I can do things like this." It gave me so much confidence that after a year I made the "Pasifik Şarkısı", which was a great fiasco. And it also was good for me, because I could say, "Not so fast, Haldun." Since then I've got my feet on the ground. Because I was so spoiled

when I had a great success at such a young age. No musical director, no choreographer. I did all the work, and I thought I could do anything.

**What kind of a preparation process did you go through in 'Bir Zamanlar Gazinoda', one of your most loved plays? Can we hear about the whole process from the formation of the text to how the team gathered?**

They asked me to write a play, and I wrote 'Bir Zamanlar Gazinoda'. 'Bir Zamanlar Gazinoda' is a very different version of an American play. It's about two ex-comedians. We are taking the stage with Kerem Atabeyoğlu, I enjoy the play very much.

**How did your new play 'Küllerin Arasından' come to life?**

It's an American play that I adapted freely. 'Küllerin Arasından' is a bit more dramatic. In the play, I play a former actor with alcohol addiction. He has a role to play and they want him to play again. He has a lot toing and froing saying "Yes, I can do it", "No, I can't do it". Everybody's trying to get in the way. He's finally on the stage. I also enjoy playing that role because I haven't played a dramatical role in a long time.

**'Kibarlık Budalası' is on its 9th season on stage. To what do you attribute the longevity of the plays that you bring to life?**

We recently staged the 610th play of 'Kibarlık Budalası'. The hall was very crowded. It looks like we're going to stage it even longer. The plays last long because I choose good plays and people love me. And I think they also respect my age.

**How do you assess the present state of the Turkish theater?**

A lot of people think otherwise, but I think it's very fruitful. Because I think the alternative theater formations created a great

dynamism in the Turkish theater. Brand new young players are coming out every day. Brand new young writers are coming out; this is very important. For example, I watched 'I am Don Quixote' at Baba Sahne last night. Actually, it has nothing to do with the original 'Don Quixote'... But the stage



**“ I KEEP ON TEACHING AND WILL NEVER STOP. I THINK IT IS ONE OF THE THINGS THAT KEEPS ME YOUNG. ”**

management was such a good one that it was a very high-paced play. I admired Emrah Eren's stage management. I adored the

actors; they're very good at acting. I watched Günay Karacaoğlu with great admiration. She is such a world-class actress. There are a lot of theaters and plays like this one.

**Are there any other plays you can suggest to the theater enthusiasts?**

There is also a spin-off of 'Hamlet' at Baba Sahne; 'Bir Baba Hamlet'. It is also a very nice play. I also like the plays of Tiyatroadam. They staged Brecht's 'Caucasian Chalk Circle' play. All their plays are very valuable.

**Directing, teaching and acting... How can you keep doing all these at the same time?**

I keep on teaching and will never stop. I think it's one of the things that keeps me young. The most

important thing for me is directing and teaching. Acting comes after. But of course, I like acting, because it's nice to be applauded. Also, I get a big round of applause, like a pop star. Still, for me, directing and teaching are more important. Because I'm sharing things with people, opening new doors for people. I will continue teaching at the Dormen Academy in the new season.

**What would you suggest to young people in our country who dream of acting as a theater doyen who brought many names to the Turkish theater?**

Yes, I brought many names. Yesterday we went to a play and I looked at the actors on the stage and realized that I have had a contact with each and every one of them. For 60 years, we have crossed paths with thousands of players. Here is my advice to young people who want to be on stage; love the job, wholeheartedly love it and believe that you will succeed. There may be fiascoes in your life, do not care about them. Always look forward with hope. If they have the talent and want to act, they will surely become someone.

**What are your projects in the future?**

Plays go on. Apart from that, we have trainings that we will conduct at Dormen Academy. I am also writing a new book, called 'Ondan Bundan'. I write about things that I don't forget. For example, I describe the Beyoğlu of my childhood. I write about the tours, interesting, funny things that happened to me on the tours. I once stole something when I was a child, I wrote about it. I'm in the process of getting the book together.

**What first comes to your mind when you think of Şişecam?**

I am a fan of Şişecam. They do so beautiful things, for example, when I enter Paşabahçe Stores, even if I do not buy anything, I am very happy to look at those elegant designs. It is a very successful company worldwide.



IF YOU WANT TO SPEND YOUR SUMMER HOLIDAY NOT ONLY BY SUNBATHING AND SWIMMING IN THE SEA BUT ALSO BY EXPLORING THE CULTURAL RICHES THAT WILL BROADEN YOUR HORIZON, YOU SHOULD DEFINITELY TAKE A LOOK AT OUR RECOMMENDATIONS THAT OFFER BOTH TOGETHER.

# TWO IN ONE: BOTH SEA AND CULTURE



## The Destination of Gourmet Journey: San Sebastian, Spain

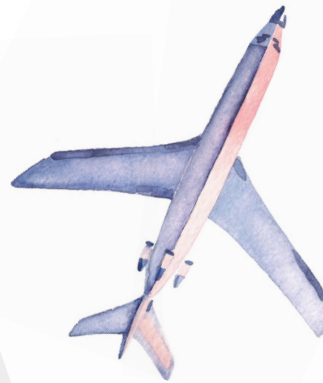
You can stroll through San Sebastian's Old Town for days and have a break by just stopping by the bars and trying the delicious food. You can tell which are the best bars from the crowd just outside. Join the crowd for a true San Sebastian experience and enjoy the most delicious tapas you can eat with the locals. Also note that this town has 18 Michelin stars. You can follow these stars and choose restaurants like Akellare and Arzak for a good meal. In order to complete your gourmet journey with a beautiful sea experience, we recommend you to try Zurriola beach, which is quieter than La Concha beach. You can enjoy your cold drinks while watching the surfers at Zurriola.





# With Beaches As Far As Your Eyes Can See: Cote d'Azur

Cote d'Azur, a popular destination for the celebrities' summer holidays, attracts everyone's attention with its long sandy beaches and diving spots. For your luxurious seaside holiday, you can choose Cap Ferrat, the most visited diving spot in the region or Cannes with its 7.5 km coast. For those who want to combine the seaside holiday with cultural activities, the French Riviera is not limited to only wonderful beaches. While enjoying the azure seas of cities such as Cannes, Nice and Monaco, you can visit museums, art galleries and palaces, and spend moments of pleasure in exclusive theaters and opera houses. There is no doubt that you will live every day you spend in Cote d'Azur to the fullest.



## For a Weekend Getaway: Lisbon, Portugal

Lisbon, the capital of Portugal and delicious seafood, offers its visitors a yearlong sea and sun. If Lisbon is the route of your choice for vacation this summer, you can go to Bairro Alto, where the local population is flocking, or you can choose Alfama which will fascinate you with its tranquility. If you catch tram 28, you can go to Belem and have a nice walk in Tagus Estuary, where you can try the best of Portugal's famous cream tart. Carcavelos beach is easily accessible in 30 minutes by public transport and is ideal for those who want to enjoy their holiday by surfing. To see the most beautiful view of the ocean, we recommend you to spend an evening at Park, one of Lisbon's numerous terrace bars.



## Sea-Sun-History: Split, Croatia

Settled on an island along the Adriatic Sea and with its centennial marble streets, tile-red roofs, and its beach illuminated with all the glow of the sun, Split is one of the best destinations for those looking for a beautiful seaside holiday.

In addition to its magnificent nature, this favorite city of Croatia attracts history enthusiasts with its historical artifacts dating back to Romans. The Old Town, which is the center of Split, is situated between the walls of the Diocletianus Palace dating back to the 4th century. With its winding roads where cars are unable to enter, this place invites those who want to take long walks to the streets they can enjoy. If you like to live spontaneously, you can jump from the decks of the city to the cold waters any time you wish. Remember, Croatian beaches are often pebbled. You can go to the Bene beach in Split for a less pebbled beach...



## To Those Who Want to Enjoy the City While Sunbathing: Barcelona, Spain



Barcelona is the right place for you if you want to discover new flavors while enjoying both the sea and the sun. You can taste the city's street foods on the counters at Barceloneta Beach. Make sure you eat the yummy burgers at MakaMaka and don't forget to try the tapas prepared by family-run restaurants. Barcelona's beaches make their guests happy by being accessible by public transport as well as offering a panorama with fascinating historical monuments. You can enjoy the beach while watching the skateboarders around you and reach Barcelona's famous street La Rambla in a short time. Don't forget to go from La Rambla to La Sagrada Família, one of the architectural structures that reflect Gaudi's architectural genius and become a symbol of the city, and then wander around the Barri Gotic neighborhood, which offers a medieval atmosphere.



# The Queen of the East: Goa, India

If you want to go to India to spend your seaside holiday, you should know that Goa is the coastal city of India. Even though it is famous for its beaches, you can spend some time in Goa, still home to pristine beauties and not yet a tourist attraction. Of course, we should remind you that you might have to share the beach once in a while with a cow rambling around. Goa, known as the "Queen of the East", is a former Portuguese colony. Therefore, when you go to Goa, you are likely to see abandoned churches, temples and even mosques. When you are at Goa, don't ever forget to watch the traditional Goan dance inspired by the hybrid structure of the country.



## Both Sophisticated And Cosmopolitan: Bali, Indonesia

Bali, where sea and sun meet the relaxing atmosphere of the temples, is one of the best places to spend your holiday. Seminyak Beach offers good food, luxury accommodation and shopping and is one of the best reasons for you to choose Bali. The cultural center of Ubud allows you to explore Bali's famous temples, rice fields and elephant caves. If you go to Ubud, you should visit the historical beauties such as Tirta Empul, Hindu Water Temple and Tirta Gangga. If you are going to the Monkey Forest in the vicinity of Ubud, many tourists are robbed by monkeys in this forest. So, watch out for your pocket.





# STARTER RECIPES FOR SUMMER

IF YOU WANT TO ADD LIGHT AND DELICIOUS STARTERS TO YOUR SUMMER TABLES, TRY THE STARTER RECIPES FOR SUMMER. YOUR GUESTS WILL LOVE THESE RECIPES!

## Lettuce 'Cacik'

HAVE YOU TRIED MAKING 'CACIK', ONE OF THE MOST POPULAR FLAVORS OF SUMMER, WITH LETTUCE INSTEAD OF CUCUMBER? TRY THIS 'CACIK' RECIPE THAT IS VERY LIGHT AND IS LIKE ORIGINAL.

### INGREDIENTS

4-5 branches of lettuce  
2 branches of fresh mint  
2 glasses of yogurt  
1/2 glass of water  
2 table spoons olive oil  
Salt

### PREPARATION

- Finely chop lettuce and fresh mint.
- Whisk the yogurt with water to a cream texture. Add salt.
- Finally, mix herbs and yogurt together.
- Spread olive oil over and serve.







## Humus with Herbs

CLASSIC HUMUS FRESHER AND MORE AROMATIC BOTH ALONE AND TOGETHER WITH VEGETABLES.

### INGREDIENTS

1 glass boiled chickpeas  
1 coffee cup of olive oil  
1 coffee cup of tahini  
1 clove of garlic  
1/2 lemon juice  
1 branch of parsley  
1 branch of dill  
1 fresh scallion  
Salt, cumin



### PREPARATION

- Use a rondo to mash the chickpeas, tahini, lemon juice, olive oil, garlic and spices. Make sure it has a smooth texture.
- Finely chop the herbs on side. Use only the green parts of the scallion.
- Mix the herbs and humus.
- Spread some olive oil over and serve.





## 3-Cheese Hash Browns

CHEER UP YOUR SUMMER TABLES WITH THIS RECIPE PACKED WITH CHEESE THAT TAKES THE CLASSIC HASH BROWN RECIPE TO THE NEXT LEVEL.

### INGREDIENTS

2 squashes  
2 table spoons of flour  
1 egg  
2 branches of parsley  
1 branch of dill  
Half a cup each of grated kasseri cheese, white cheese and tulum cheese  
Salt

### TO FRY

Oil

### PREPARATION

- Peel and grate the squashes and squeeze the juice and put it into the mixing bowl.
- Finely chop the parsley and dill and mix with the squashes.
- Combine the vegetables with egg and salt.
- Finally, add flour and cheese.
- Add oil to the frying pan and allow it to heat.
- Add pieces from hash brown mixture to the heated oil by using a spoon.
- Fry both sides of hash browns.
- You can serve the hash browns either alone or with yogurt as you wish.







# Parmesan Squash Sticks Cooked in Oven

THESE SQUASH STICKS ARE SO CRISPY AND DELICIOUS! YOU WILL LOVE SQUASH, ONE OF THE MOST PREFERRED VEGETABLES IN SUMMER, WITH THIS RECIPE.

## INGREDIENTS

3 squashes  
1 glass of flour  
1.5 glasses of breadcrumbs  
1 tea glass of grated Parmesan cheese  
3 eggs  
Salt, black pepper



## SERVING

1 glass of strained yogurt  
Dry mint

## PREPARATION

- Chop the squashes in size of your choice, in the form of a stick. Wrap them in a paper towel and let them dry for better cooking.
- Whisk the egg in a bowl.
- In another container, mix the breadcrumbs, Parmesan cheese, salt and pepper. Put the flour in a separate container.
- Dip the chopped squashes into flour first, then the egg and then the mixture with cheese.
- Place the squashes you prepared on a baking tray with baking paper.
- Bake it in the oven pre-heated to 200-Celsius degrees for 30 minutes. Make sure they are thoroughly toasted before removing from the oven.
- Serve with whipped and strained yogurt with dry mint added.



# MUSEUMS THAT ARE A WORK OF ART

THE MUSEUMS THAT ATTRACT ATTENTION WITH THEIR BREATHTAKING ARCHITECTURE AS WELL AS THE COLLECTIONS AND THE EXHIBITIONS THEY HOST. THE STARS OF MODERN ARCHITECTURE WORK THEIR MAGIC WITH MUSEUM BUILDINGS.

Museo Soumaya, Mexico



Fondation Louis Vuitton, Paris



Maxxi, Rome





## MAXXI, Rome

The star architect Zaha Hadid played an important role in the success of MAXXI, Italy's largest national museum of modern art, which has been one of the most important attractions of Rome since it opened in 2010. 273 candidates participated in the architectural competition for the museum building dedicated to modern art and architecture, and the winner was the extraordinary design of Zaha Hadid. The architectural identity of the building, which was awarded the prestigious Stirling Prize in 2010, is made up of Hadid's signature curved concrete walls and black hanging stairs connecting the floors in the interior.

## Fondation Louis Vuitton, Paris

Located in the Bois du Boulogne park to the west of Paris, Fondation Louis Vuitton is a museum and cultural center dedicated to modern arts. The Pritzker-winning star architect Frank Gehry designed the museum that was completed in 2014 and cost 143 million dollars. Gehry wanted to turn the verdant park and the sky into a part of the building while designing the glass-covered building of the museum, which reflects the importance of luxury brand group LVMH. For this, he took the power of the transparency of glass. Inspired by the changing forms of clouds, Gehry's design resembles a glass ship that defies gravity and travels through the forest.

## Museo Soumaya, Mexico

Museo Soumaya, which was opened in 1994, has a large collection of modern art from Mexico and European art. Mexican architect Fernando Romero designed the museum's sculpture-looking new building. In the design of the building, Romero paid homage to Rodin, whose large number of sculptures are exhibited in the museum's collection, and accomplished a sculpture-like design. The structure of the museum, which was completed in 2011 and cost 47 million Euros, has become one of the symbols of the city. The facade of the museum is covered with 16 thousand hexagonal aluminum plates and, thanks to the reflective surfaces of these panels, the structure is sparkling.



Maxxi. Rome



A photograph of the Museum aan de Stroom in Antwerp, Belgium. The building features a striking facade of red sandstone and curved glass panels, set against a clear blue sky.

Museum aan de Stroom, Antwerp

## Museum aan de Stroom, Antwerp

Museum aan de Stroom is located on the banks of the Scheldt River in Antwerp, Belgium's city of art and design. The museum, also known as MAS, is the city's richest museum with a collection of 500 thousand works of art, designed by Neutelings Riedijk Architects, the Dutch architectural design studio. The aesthetic appeal of the museum building is the façade made of curved glass and red sandstone.

## Ordos Museum, Ordos

Completed in 2011, Ordos Museum, located in the city of Ordos on the Gobi Desert of China, is designed by MAD Architects. The exterior of the amorphous museum structure is covered with shiny metal tiles, taking into account the harsh winters and sandstorms of Ordos. The facade resembling a hard shell completely isolates the museum structure from the reality of its environment. The interiors, all of which are independent of each other and located high above the ground, are illuminated by natural light from the ceiling windows.



Ordos Museum, Ordos



## Centre Pompidou, Paris

Centre Pompidou, designed by Renzo Piano and Richard Rogers in 1977, is an architectural and engineering masterpiece. One of the icons of Paris, the building is the most groundbreaking design ever in the effective use of colors in architecture. Blue color represents air circulation, yellow color represents electric circulation, green color represents water circulation, and red color represents human circulation, in other words, escalators and elevators. In the construction of the 10-storey Centre Pompidou, 15 thousand tons of steel and 11 thousand square meters of glass surface were used. The structure which completely used steel constructions is a unique combination of metal and glass.



Centre Pompidou, Paris



## ŞİŞECAM ÇAYIROVA SPORTS CLUB

## STILL HUNGRY FOR SUCCESS

CAYIROVA SPORTS CLUB CONTINUES TO SUCCESSFULLY REPRESENT ŞİŞECAM  
IN DOMESTIC AND INTERNATIONAL TOURNAMENTS.

CAYIROVA SPORTS CLUB'S

## INTERNATIONAL ACHIEVEMENTS

Özge Uzar, an athlete of Şişecam Çayırova Sports Club who participated in the International Brandenburg Stillwater Canoeing Races held in Germany with the national team jersey, won two silver medals in the second place in the women's K1 200 m and 500 m races. Özge Uzar also achieved a successful result in the International Piestany Stillwater Canoeing Races which was held on May 24-26,

2019 in Slovakia. Representing our country in the 1000m category of the K1 Young Women in the races where 229 athletes from 16 countries competed, Uzar finished second in the elimination series with a good score and qualified to participate in the final races. Uzar performed well in the final races and finished the tournament in third place with a bronze medal.







## SIGNATURE OF CAYIROVA SPORTS CLUB IN SAKARYA

In the National Sovereignty Cup rowing races held on Sapanca-Sakarya Kırkpınar track on April 20-21, 2019, Çayırova Sports Club won the first place in the team rankings for Young Women, second place for Senior Men and third place for Young Men. Club athletes won a total of 1 gold, 4 silver in Young Women, 3 silver, 1 bronze in Young Men, 4 bronze, 2 silver medals in Senior Men categories.



## 41 THOUSAND AND 500 TREES FROM SODA INDUSTRY TO MERSIN IN 14 YEARS

TRADITIONALLY ORGANIZED EVERY YEAR, SODA SANAYII A.S. ORGANIZED THE 14TH ANNUAL 'TREE PLANTING FESTIVAL' THIS YEAR.



Soda Sanayii A.S. continues to support the environment and environmental endeavors. Soda Sanayii A.S., which contributes to the spread of more responsible and sustainable consumption habits by creating social awareness about climate change, brought Soda Sanayii A.S. employees and their families together with the local families at the 14th Tree Planting Festival in Mersin Çevlik. 14th Tree Planting Festival Planted 2000 saplings with 700 participants this year. After the planting, the participants had a pleasant time eating together. With the Tree Planting Festivals going on for 14 years, 41 thousand 500 trees have been planted in Mersin.







# 12 MEDALS TO ŞİŞECAM FROM CORPORATE GAMES

CORPORATE GAMES 2019, AN INTERCOMPANY SPORTS ORGANIZATION IN WHICH ŞİŞECAM GROUP PARTICIPATES EVERY YEAR, WITNESSED EXCITING MOMENTS.

In Corporate Games Istanbul 2019, in which Turkey's and world's leading companies participate, thousands of participants competed in 16 different branches. 2793 athletes from 112 different companies competed in the races held on May 3-5, 2019. Şişecam Group participated in Corporate Games 2019 with a team of 90 people. Şişecam athletes ranked top 8 in 32 different categories and won medals in 13 categories. Şişecam employees, who had the highest score in the tennis branch, won the Corporate Award. All participants who ranked first in Corporate Games Istanbul 2019 qualified to participate in Europe Corporate Games 2019 to be held in England.

## ŞİŞECAM'S TABLE OF SUCCESS AT CORPORATE GAMES

NAME	BRANCH	CATEGORY	STANDING
SEYHAN TORUN	TABLE TENNIS	WOMEN'S SINGLES OPEN	1.
SEYHAN TORUN - MURAT VARLI	TABLE TENNIS	MIXED DOUBLES OPEN	1.
EVİM YEŞİLKAYA	SWIMMING	200 M. MEN OPEN	1.
SUNAY ÇALIŞIR	TENNIS	MEN'S SINGLES +50	1.
ENDER HARMAN	TABLE TENNIS	MEN'S SINGLES 30-39	2.
MURAT VARLI	TABLE TENNIS	MEN'S SINGLES 40-49	2.
AHMET ÖZDOĞAN	SWIMMING	200 M. +40	2.
AHMET ÖZDOĞAN	SWIMMING	100 M. MEN'S SINGLES +40	2.
HAKAN YAŞDAL	SWIMMING	50 M +40	2.
SERDAR TANIŞ	TENNIS	MEN'S SINGLES 40-49	2.
İŞILAY YAZGAN	CARTING	WOMEN OPEN	3.
EVİM YEŞİLKAYA	SWIMMING	100 M. MEN OPEN	3.
HAZAL ERTÜZÜN	TENNIS	WOMEN'S SINGLES OPEN	3.





## ŞİŞECAM SUCCESS AT TOURNAMENT AT İŞ

The 'Tournament at İş' that takes place among Türkiye İş Bankası and its affiliated companies has been completed. Şişecam Group participated in the competitions this year with five football, three basketball, two volleyball teams and individual tennis and chess players. In the tennis branch, Hazal Ertüzün outperformed all of her rivals and became the champion in women's category; and Sunay Çalışır became the champion in men's category, both of whom brought double victory to Şişecam. Şişecam 1 Basketball Team and Şişecam Add Glass to Life Volleyball Team finished the tournament in third place. Camış Ambalaj football team, which moved up to the premiere league for the first time this year, qualified for the semi-finals among its challenging rivals and became the owner of the fourth-place cup.

# Şimdi! NOW! ACTIVITIES GO ON

ŞİŞECAM EMPLOYEES MEET AT NOW! ACTIVITIES.



### THE HIKING OF KIRKLARELİ PLANTS

Şişecam employees from Kırklareli Trakya Cam, Şişecam Automotive and Paşabahçe plants came together to hike. At the event, which was held on the Demirkoy-Balabanköy track and attended by approximately 80 people, Şişecam employees met with nature and had a pleasant day with their families.

### ŞİŞECAM EMPLOYEES AT İZNIK HISTORICAL CITY RUN

The employees of Bursa Yenişehir Trakya Cam and Anadolu Cam plants participated in the Historical İznik



Marathon within the scope of the International İznik Marathon. 23 Şişecam employees who participated in the race ran the 5000-meter track.

### NOW! BOOK FRIENDS CONTINUE TO WORK

The Now! Book Friends Group continues its activities. The Book Friends, who regularly meet, evaluated Ursula K. Le Guin's 'The Dispossessed', Amin Maalouf's 'Leo the African' and Kazuo Ishiguro's 'Never Let Me Go'. You may also be involved in gatherings where book suggestions out of the list and useful information are shared. To join the

Book Friends Group, you can send your request via [Simdi\\_Destek@siseecam.com](mailto:Simdi_Destek@siseecam.com), and if you want to create a Book Friends Group at your location, you can contact our Now! Volunteers.

### KNOW-WIN CONTINUES IN TRAKYA CAM KIRKLARELİ PLANT!

Know-Win competitions attract great interest and continue. Participants in Know-Win competition held by the Now! Volunteers at Trakya Cam Kırklareli Plant entertained, learned and won. Şişecam employees who gave correct answers to the questions prepared in three different categories won small gifts.



# MEDIA REFLECTIONS

JANUARY-FEBRUARY-MARCH 2019

## Ahmet Kirman'a uluslararası ödül

**ŞİŞECAM** Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, dünyada cam biliminin en saygın kuruluşu olan ABD'nin Boston kentinde düzenlenen ABD Uluslararası Cam Komisyonu tarafından "Uluslararası Cam Komisyonu Başkanı" ödülüne layık görüldü.



## Uluslararası Cam Komisyonu Layık Gördü

Şişecam Topluluğu'nun Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, dünyada cam biliminin en saygın kuruluşu olan ve 53 ülkenin temsil ettiği Uluslararası Cam Komisyonu (International Commission on Glass-ICG) tarafından Başkanlık Ödülü'ne (President's Award) layık görüldü. Uluslararası Cam Komisyonu Başkanı Prof. Dr. Alicia Duran Carrera, ödül töreninde Şişecam Topluluğu'nun Prof. Dr. Ahmet Kirman'ın liderliğinde stratejik yatırımlarıyla cam biliminin en saygın kuruluşu olduğunu vurguladı. "Bu ödül, cam biliminin en saygın kuruluşu olan ABD'nin Boston kentinde düzenlenen ABD Uluslararası Cam Komisyonu tarafından 'Uluslararası Cam Komisyonu Başkanı' ödülüne layık görüldü."



## Ahmet Kirman'a özel ödül geldi

Şişecam Topluluğu'nun Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, dünyada cam biliminin en saygın kuruluşu olan ve 53 ülkenin temsil ettiği Uluslararası Cam Komisyonu tarafından "Uluslararası Cam Komisyonu Başkanı" ödülüne layık görüldü. Uluslararası Cam Komisyonu Başkanı Prof. Dr. Alicia Duran Carrera, ödül töreninde Şişecam Topluluğu'nun Prof. Dr. Ahmet Kirman'ın liderliğinde stratejik yatırımlarıyla cam biliminin en saygın kuruluşu olduğunu vurguladı. "Bu ödül, cam biliminin en saygın kuruluşu olan ABD'nin Boston kentinde düzenlenen ABD Uluslararası Cam Komisyonu tarafından 'Uluslararası Cam Komisyonu Başkanı' ödülüne layık görüldü."



## Kirman'a "Başkanlık Ödülü"

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, Uluslararası Cam Komisyonu tarafından düzenlenen ABD'nin Boston kentinde düzenlenen ABD Uluslararası Cam Komisyonu tarafından "Uluslararası Cam Komisyonu Başkanı" ödülüne layık görüldü.



## Prof. Kirman'a Cam Komisyonu'ndan ödül

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, dünyada cam biliminin en saygın kuruluşu olan ABD'nin Boston kentinde düzenlenen ABD Uluslararası Cam Komisyonu tarafından "Uluslararası Cam Komisyonu Başkanı" ödülüne layık görüldü.



## Şişecam 18.2 milyon \$ yatırımla 4. fabrikasını açtı

Şişecam, 18.2 milyon dolar yatırımla yıllık 80 bin ton üretim kapasiteli yeni fabrikayı açtı. Bu yatırımın grubun Türkiye'deki cam ambalajı üretim kapasitesi toplamı 1.3 milyon tona ulaştı.



Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

## Şişecam'dan yeni yatırım

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.



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## Ambalaja 18.2 milyon dolar

Şişecam Topluluğu'nun, Mersin Cam Ambalajı Fabrikası'nda kurduğu yeni fabrikaya yatırımını Türkiye'deki yatırımına bir yenisini daha eklediği açıkladı. Yıllık 80 bin ton üretim kapasitesine sahip olan yeni fabrika 18.2 milyon dolarlık yatırımla hayata geçti.

## Şişecam-Ciner ABD'de soda üretecek

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

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## Şişecam ve Ciner ABD'de ortak oldu

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

## Şişecam ve Ciner'den ABD'de ortak yatırım

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

## Şişecam Yöneticilerine INSEAD'dan liderlik eğitimi

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

## Ahmet Kirman'a İtalya'dan nişan

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, İtalya ve Türkiye arasındaki ekonomik ilişkilerin güçlendirilmesine verdiği katkılardan dolayı İtalya Cumhurbaşkanı'nun kararıyla 'İtalya Yıldızı' nişanı ve 'şövalye' unvanına layık görüldü.

## Ahmet Kirman'a şövalye unvanı

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, İtalya ve Türkiye arasındaki ekonomik ilişkilerin güçlendirilmesine verdiği katkılardan dolayı İtalya Cumhurbaşkanı'nun kararıyla 'İtalya Yıldızı' nişanı ve 'şövalye' unvanına layık görüldü.

## Şişecam'dan yüksek verimli yeni ürün

Şişecam Topluluğu bünyesinde faaliyet gösteren Şişecam Düzcam, 15-17 Mayıs arası düzenlenen 2019 Fuarı'nda yüksek performansı güneş enerjisi camlarını tanıttı. Bu camların güneş enerjisi verimliliği yüksek ve enerji tüketimi düşük. "Anti-Reflektif kaplama" aracılığıyla sağladığı yüksek verimliliği kaydedildi. **Ekonomi Servisi**

## İş ortaklarıyla zirvede buluştu

Şişecam Topluluğu, bu yıl ilk kez düzenlenen 'Şişecam Liderlik Zirvesi'ni 450 iş ortaklarıyla buluştu. Zirve, Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman'ın başkanlığında gerçekleşti. Zirvede, Şişecam Topluluğu'nun iş ortaklarıyla bir araya gelmesi ve işbirliği için fırsatlar değerlendirildi.

## Şişecam Yöneticilerine INSEAD'dan liderlik eğitimi

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

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## Şişecam Yöneticilerine INSEAD'dan liderlik eğitimi

Şişecam Topluluğu, doğal soda üretimi için Ciner Grubu ile ABD'de ortak yatırım yapacak. Üretim kapasitesi %30 arttı.

## Ahmet Kirman'a İtalya'dan nişan

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, İtalya ve Türkiye arasındaki ekonomik ilişkilerin güçlendirilmesine verdiği katkılardan dolayı İtalya Cumhurbaşkanı'nun kararıyla 'İtalya Yıldızı' nişanı ve 'şövalye' unvanına layık görüldü.

## Ahmet Kirman'a şövalye unvanı

Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman, İtalya ve Türkiye arasındaki ekonomik ilişkilerin güçlendirilmesine verdiği katkılardan dolayı İtalya Cumhurbaşkanı'nun kararıyla 'İtalya Yıldızı' nişanı ve 'şövalye' unvanına layık görüldü.

## Şişecam'dan yüksek verimli yeni ürün

Şişecam Topluluğu bünyesinde faaliyet gösteren Şişecam Düzcam, 15-17 Mayıs arası düzenlenen 2019 Fuarı'nda yüksek performansı güneş enerjisi camlarını tanıttı. Bu camların güneş enerjisi verimliliği yüksek ve enerji tüketimi düşük. "Anti-Reflektif kaplama" aracılığıyla sağladığı yüksek verimliliği kaydedildi. **Ekonomi Servisi**

## İş ortaklarıyla zirvede buluştu

Şişecam Topluluğu, bu yıl ilk kez düzenlenen 'Şişecam Liderlik Zirvesi'ni 450 iş ortaklarıyla buluştu. Zirve, Şişecam Topluluğu Yönetim Kurulu Başkan Vekili ve Genel Müdürü Prof. Dr. Ahmet Kirman'ın başkanlığında gerçekleşti. Zirvede, Şişecam Topluluğu'nun iş ortaklarıyla bir araya gelmesi ve işbirliği için fırsatlar değerlendirildi.

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## Ahmet Kirman'a "İtalya Yıldızı" nişanı verildi

İki ülke arasında karşılıklı yatırımları geliştiren Ahmet Kirman'a "İtalya Yıldızı" nişanı verildi. Nişan töreni, İtalya'nın Roma'daki büyükelçisi Massimo Maresca tarafından gerçekleştirildi. Kirman, İtalya'da yaptığı yatırımların ve Türkiye ile İtalya arasındaki ekonomik ilişkilerin güçlenmesine katkı sağladığı için bu onura layık görüldü.

## Ahmet Kirman 'İtalya Yıldızı' nişanı aldı

Ahmet Kirman, İtalya'nın Roma'daki büyükelçisi Massimo Maresca tarafından "İtalya Yıldızı" nişanıyla ödüllendirildi. Kirman, İtalya'da yaptığı yatırımların ve Türkiye ile İtalya arasındaki ekonomik ilişkilerin güçlenmesine katkı sağladığı için bu onura layık görüldü.

## ŞİŞECAM CAM AMBALAJ'DAN 2018'DE 170 BİN TONLUK İHRAÇAT

Türkiye'nin önde gelen cam ambalaj üreticilerinden Şişecam Cam Ambalaj'ın ihracat toplam satışları içtirdiği ihracatın toplam satışları içerisinde her yıl artış göstermektedir. Şişecam Cam Ambalaj'ın 2018 yılında 170 bin tonluk ihracat gerçekleştirdiği tahmin edilmektedir.

## ŞÖVALYE UNVANI VERİLDİ Prof. Ahmet Kirman'a İtalya Yıldızı nişanı

Prof. Dr. Ahmet Kirman, şövalye unvanı ile İtalya Yıldızı nişanıyla ödüllendirildi. İtalya'nın Roma'daki büyükelçisi Massimo Maresca tarafından gerçekleştirildi. Kirman, İtalya'da yaptığı yatırımların ve Türkiye ile İtalya arasındaki ekonomik ilişkilerin güçlenmesine katkı sağladığı için bu onura layık görüldü.

## Şişecam dünyanın camını ihraç etti

Şişecam Cam Ambalaj'ın 2018 yılında 170 bin tonluk ihracat gerçekleştirdiği tahmin edilmektedir. Şişecam Cam Ambalaj'ın ihracat toplam satışları içerisinde her yıl artış göstermektedir.

## Şişecam, ihracat rekoru kırdı

Şişecam Cam Ambalaj'ın ihracat toplam satışları içerisinde her yıl artış göstermektedir. Şişecam Cam Ambalaj'ın 2018 yılında 170 bin tonluk ihracat gerçekleştirdiği tahmin edilmektedir.

## Şişecam'dan ihracat atağı

Şişecam Cam Ambalaj'ın 170 bin tona yükselen ihracatın toplam satışları içindeki payı yüzde 17 düzeyine yükseldi.

## Şişecam'dan yapılan açıklamada, 'Şişecam Cam Ambalaj, 2018'de yaklaşık 170 bin tonluk ihracat hacmine ulaştı. Günüme toplam 2.5 milyon ton/yl üretim hacmiyle hem Avrupa'nın hem dünyanın en büyük cam ambalaj üreticisi arasında yer alıyor'

Şişecam Cam Ambalaj'ın 170 bin tona yükselen ihracatın toplam satışları içindeki payı yüzde 17 düzeyine yükseldi.

## YILDA 3 MİLYON ADET Nestle Grubu'nun bardak Paşabahçe

Ürünlerini 140 ülkeye ihraç eden Paşabahçe, Nestle'nin bütün dünyadaki promosyonları için bardak üretecek.

## Dev şirketin küresel tedarikçisi Türkiye'den

Paşabahçe, Nestle'nin geçen yıl güncellediği Nestle Gold ürünlerinin özel cam bardaklarının global tedarikçisi oldu.

## Nestle'nin bardak tedarikçisi Paşabahçe oldu

Paşabahçe, Nestle'nin geçen yıl güncellediği Nestle Gold ürünlerinin özel cam bardaklarının global tedarikçisi oldu.

## Paşabahçe, Nestle'ye bardak üretecek

Paşabahçe, Nestle Gold ürünlerinin özel cam bardaklarının global tedarikçisi oldu.

## Büyük talebe EK İHRAÇ

Şişecam Topoğlu 14 Mart'ta ihraç ettiği toplam 550 milyon dolarlık ihracatı tahvil (Barbond) ihracatı takip eden günlerde ihracatı yavaşlayan Paşabahçe'nin ihracatı hızlanıyor.

## YİYECEKLERİ SAKLAMININ PRATİK YOLU

Paşabahçe'nin yeni ürünü Frigo Studio, tek kasede bulunan iki ayrı ürün yiyecekleri saklamak için pratik çözüm sunuyor.

## Nestle'nin bardakları Paşabahçe'den

Paşabahçe, Nestle'nin geçen yıl güncellediği Nestle Gold ürünlerinin özel cam bardaklarının global tedarikçisi oldu.

## Şişecam-BAÜN ortak çalışması sonuç verdi

BALIKESİR Üniversitesi (BAÜN), Şişecam Topoğlu ve İŞKUR İl Müdürlüğü tarafından hayata geçirilen Cam Uygulamaları Sertifikası Programı'na katılan öğrenciler, sertifikalarını aldı.

## Büyük talebe EK İHRAÇ

Şişecam Topoğlu 14 Mart'ta ihraç ettiği toplam 550 milyon dolarlık ihracatı tahvil (Barbond) ihracatı takip eden günlerde ihracatı yavaşlayan Paşabahçe'nin ihracatı hızlanıyor.

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Paşabahçe, Nestle'nin geçen yıl güncellediği Nestle Gold ürünlerinin özel cam bardaklarının global tedarikçisi oldu.

## PAŞABAHÇE Paşabahçe Mağazaları Bahar Günü'nde babası için en güzel hediyeyi arayanan Bey, Derin ve Deniz kolonyası serileri ile buluşuyor.

Doğadan gelen hoş kokuları gün boyu ferahlik ve tazelik hissi taşıyan kolonyası serileri Bahar Günü'ne özel olarak hazırlanıyor.

## Büyük talebe EK İHRAÇ

Şişecam Topoğlu 14 Mart'ta ihraç ettiği toplam 550 milyon dolarlık ihracatı tahvil (Barbond) ihracatı takip eden günlerde ihracatı yavaşlayan Paşabahçe'nin ihracatı hızlanıyor.

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- AN AWARD TO PROF. KIRMAN FROM THE COMMISSION ON GLASS STAR NEWSPAPER - 29.06.2019 - PAGE 7
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## ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY:

We aim to carry out all stages of our production activities in a healthy and safe work environment. In line with this goal, as a requirement of our responsibility for creating healthy individuals and a manpower, we adopt;

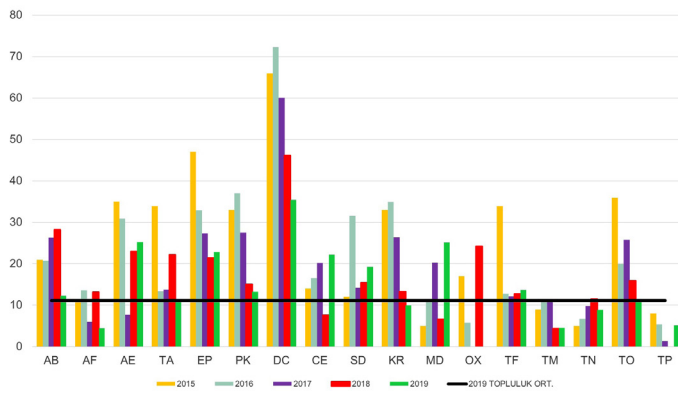
- Determining, implementing and causing to be implemented necessary measures to prevent occupational accidents and domestic and occupational diseases.
- Performing a risk assessment by ensuring the employee participation and achieving an acceptable risk level;
- Using safe equipment and appropriate technologies for a healthy and safe work environment,

- Ensuring the participation of every level of the organization and our stakeholders in the efforts to improve the occupational health and safety practices, and

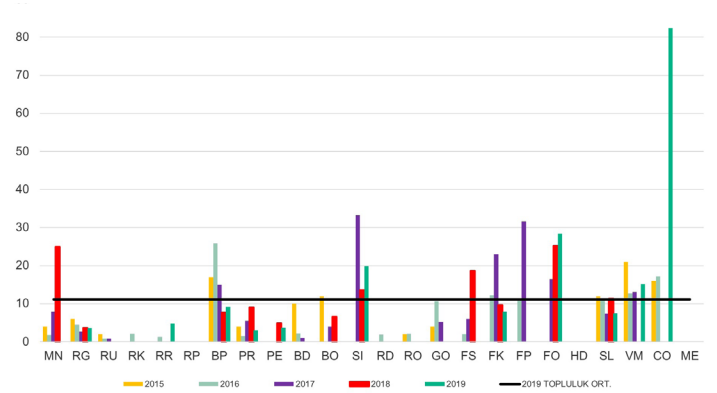
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

- meet the legal requirements, applicable standards and conditions for Occupational Health and Safety,
- Improve our processes and increase our performance constantly with a proactive approach in Occupational Health and Safety, and
- Continuing our trainings and activities aimed at our employees and subcontractors'/suppliers' employees, visitors, interns and improve them.



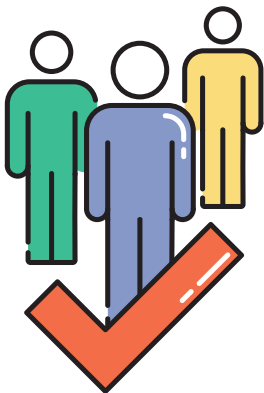
T. Şişe ve Cam Fabrikaları A.Ş.  
Accident Frequency Ratios in Domestic Plants  
January - February - March 2019



T. Şişe ve Cam Fabrikaları A.Ş.  
Accident Frequency Ratios in Domestic Plants  
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## COLLECTIVE BARGAINING AGREEMENT ACTIVITIES

APRIL-MAY-JUNE 2019



**26. PERIOD GLASS GROUP COLLECTIVE BARGAINING AGREEMENT PROCESS WAS CONCLUDED WITH AN AGREEMENT** 26th Period Glass Group Collective Bargaining Agreement negotiations that began with a meeting held with the Kristal-Labor Union on December 17th, 2018 were concluded with an agreement on March 28th, 2019. The collective bargaining agreement will remain in effect for 3 years between January 1st, 2019 and December 31st, 2021.

**ŞİŞECAM OTOMOTİV A.Ş. COLLECTIVE BARGAINING AGREEMENT PROCESS WAS CONCLUDED WITH AN AGREEMENT** Şişecam Otomotiv A.Ş. Collective Bargaining Agreement negotiations that began with a meeting held with the Kristal-Labor Union on January 17th, 2019 concluded with an agreement on March 28th, 2019. The collective bargaining agreement will remain in effect for 3 years between January 1st, 2019 and December 31st, 2021.

**BULGARIA COLLECTIVE BARGAINING AGREEMENT PROCESS WAS CONCLUDED WITH AN AGREEMENT** From our affiliates, Trakya Glass Bulgaria, Şişecam Automotive Bulgaria and Şişecam Glass Bulgaria Collective Bargaining Agreement negotiations were concluded with an agreement. The collective bargaining agreements will remain in effect for 2 years between July 1st, 2019 and June 30th, 2021.





## A THREAT TO HEART HEALTH: CORONARY ARTERY DISEASE

### PREPARED BY:

DR. FATİH HAMŞİOĞLU

Occupational Diseases Advisor,  
Group Industry Relations  
Directorate

CAUSED BY OBSTRUCTION  
OF THE ARTERIES  
SUPPLYING THE HEART,  
CORONARY ARTERY  
DISEASE MAY HAVE  
SERIOUS CONSEQUENCES  
IF NOT TAKEN SERIOUSLY.  
IT IS POSSIBLE TO REDUCE  
THE RISK OF CORONARY  
ARTERY BY EARLY  
DIAGNOSIS AND HEALTHY  
LIVING HABITS.

**A**rteries are the tissues that enable the distribution of blood pumped from the heart to the entire body. The coronary arteries (crown arteries) are the first arteries originating from the largest artery, the aorta, providing oxygenation and nutrition to the heart muscle. Coronary artery disease is the disease caused by malnutrition of the heart muscle as a result of narrowing or vascular occlusion of these arteries. In the event of a complete occlusion of the arteries, a serious condition called heart attack, which causes cardiac muscle cell death, occurs. Therefore, the coronary artery is a health condition that needs to be taken seriously.

### WHAT ARE THE RISK FACTORS OF CORONARY ARTERY DISEASE?

The common cause of coronary disease is called 'atherosclerosis'. Risk factors for coronary artery disease include genetic structure, diabetes, high blood fat levels, advanced age, excess weight and lack of activity. Too much stimulants, smoking, drug use, excessive physical fatigue, anger, heavy eating and stress are among the triggers of the coronary artery.

### WHAT ARE THE SYMPTOMS OF CORONARY ARTERY DISEASE?

Symptoms of coronary artery disease include

chest pain as a result of malnutrition of the heart muscle, sweating, feeling of fear, chest tightness, shortness of breath, and pain in the arms and jaws outside the chest. In case of a complete blockage, unbearable chest pain, excessive fear and sweating are added to the symptoms.

### WHAT CAN BE DONE TO PREVENT CORONARY ARTERY DISEASE?

Some precautions can be taken to prevent coronary artery disease, which usually occurs after the age of 40. Those with genetic predisposition, that is the ones whose immediate family members have a heart disease, should be examined by a cardiologist before the age of 40 for control purposes. People with high blood pressure and high fat levels should be controlled in specialized and competent centers. Patients with diabetes should have regular health checks to regulate their blood sugar levels. Getting rid of excess weight and regulating metabolism with exercises that are appropriate for the age of the patient is also important for protection from the coronary artery. In addition, stress, smoking and excessive stimulants should be avoided. The most important approach to the prevention of this disease is not to ignore the symptoms of the disease and to maintain a healthy life by going through regular checks and examinations.





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