

ISSUE 6

MARCH

2026

KAYALAR

NEWSLETTER

50th ANNIVERSARY
SPECIAL EDITION



Wood is under control with Woodsol!

Let your wood stay like the first day with Woodsol water-based exterior wood paints and varnishes.



UNIDECK UB-444
WATER-BASED DECK OIL



SUPERBRUSH SB-455
COMPACT TOPCOAT VARNISH



PIGMENTA AC-426
ELASTIC TOPCOAT PAINT

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Ersin Kenan Kayalar
Chairman of the Board and CEO

Our Valued Stakeholders,

The year 2026 carries a special meaning for us. This year is not only a milestone for Kayalar Kimya; it is the story of 50 years of effort and belief written together.

The modest step taken by Yilmaz Kayalar in a small workshop in 1976 has today turned into a strong and trusted brand.

This journey has grown not through numbers, square meters or production tonnage, but through people, effort and loyalty.

Kayalar Kimya has never been just a workplace. It has become a family where many mornings started early and many nights ended late; where our lives, dreams and responsibilities have deeply connected. The success that has reached its 50th year is the result of all our colleagues who contribute from production to the field, from the office to the laboratory; of our families who patiently support us at home; and of you, our valued stakeholders who support us as our dealers, customers, friends and partners.

Today, we speak of a Kayalar Kimya that is the market leader in Türkiye, ranked among the Top 100 companies in the global paint industry, maintaining its consistent success in exports, and bringing its products together with customers in 55 countries.

Of course, we have big goals for the future as well. We also know that these goals cannot be achieved without the support of our employees and of you.

The world is changing rapidly.

We are also changing, continuing to grow by improving ourselves, learning, and making new technologies a part of our work. As always, we do this together, drawing strength from one another.

We sincerely thank all our Kayalar Kimya team who write and keep this story alive and who will carry it into the future, our business partners who have stood shoulder to shoulder with us, and you.

On the occasion of our 50th anniversary, we are pleased to share this magazine with you.

I wish you an enjoyable reading.

Ersin Kenan Kayalar

Chairman of the Board and CEO



Tolga Kayalar
Board Member

Our Valued Stakeholders,

As Kayalar Kimya, this year we are proud to celebrate half a century of effort, determination and achievements. Since the day we were founded, we have moved forward with an understanding that adapts to the changing world, crosses borders and aims to create value in every geography where we operate. As a result of this approach, I believe we have also managed to make a difference in our activities in the global arena.

At the point we have reached today, the most important factors behind our sustainable growth, our international success and our corporate strength are our colleagues who work with dedication and you, our valued stakeholders who trust us. This success is not individual; it is the result of collective wisdom, solidarity and long-term partnerships.

Today, we are one of the top 5 furniture paint and varnish manufacturers in Europe. With a total production area of 72,000 m² in Istanbul and Kocaeli and an annual production capacity of 142,000 tons, we continue to create value, exporting to 55 countries across 3 continents and carrying our flag around the world. In addition, we serve as a solution partner to more than 10,000 customers both domestically and internationally.

As Kayalar Kimya, we will continue to create value in the coming years with the same determination and sense of responsibility.

We sincerely thank all our employees who have been with us on this journey and you, our valued stakeholders.

Through this issue of our newsletter, we share with you not only the path we have taken in the past, but also our vision for the future, our goals and our new success stories. I wish you an enjoyable reading.

Here's to many more 50 years, together.

Tolga Kayalar

Board Member

50th Anniversary Celebrations

UNFORGETTABLE MOMENTS FROM OUR 50th ANNIVERSARY CELEBRATION

As Kayalar Kimya, we were delighted to celebrate the 50th anniversary of our journey of success, which began on January 11, 1976, together with our employees. The event, held at the Crown Plaza Istanbul Asia Hotel, started with speeches by our Chairman of the Board, Ersin Kenan Kayalar, and our Board Member, Tolga Kayalar, and continued with a show by the actor İlker Ayrık. During the event, where all our employees were presented with 50th anniversary plaques, the program concluded with a colorful performance by the RitimArt Music group.

You may watch the video of our 50th anniversary event [here](#).

Kayalar Kimya 50 Years Old...

50th Anniversary Celebrations



50th Anniversary Celebrations



Our Corporate Promotional Film



Our History in Our 50th Year



1976

The foundations of Kayalar Kimya were laid by Yılmaz Kayalar.

The GENÇ brand was registered and its production began.

1979

GENÇ
PAINT • VARNISH



1980

The production facility was moved to the factory in Kartal.

Production started at the Tuzla factory.

2005



2006

The production of Düfa brand construction paints began in cooperation with Meffert AG.

We obtained the sales rights for Düfa in Türkiye and 18 countries from Meffert AG.

2009



2011

The R&D Center certificate was obtained.

Industrial paint production began with the Genç Noroo brand in cooperation with Noroo Paint.

2012

GENÇ NOROO



2016

The company entered the Turquality support program.

Our History in Our 50th Year

The sale of exterior wood protection systems began under the Woodsol brand.

2017



2021

A sales office and warehouse were opened in Poland.

A new production facility in GOSB became operational.

2022



2024

The “Star of Export” award was received in the Paint, Varnish and Ink Export category at the İKMİB Stars of Export Awards.

A third-place award was received in the “Innovation Resources” category at InovaLIG, organized by TİM.

2024



2025

A strategic partnership was established with Mirka, the global leader in surface finishing.

Kayalar Kimya undertook the sales of DUPLI-COLOR products in Türkiye.

2025



2025

The SPP investment was implemented. Kayalar Kimya ranked 74th on the Coatings World list.

Kayalar Kimya’s 50th Anniversary

2026



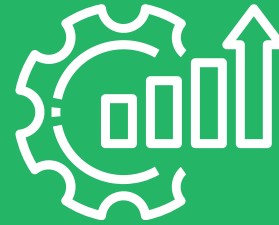
Kayalar Kimya in Numbers



One of the Top

5

Furniture Paint and
Varnish Manufacturers
in Europe



Total Production
Capacity of

142,000

Tons



72,000 m²

Production Area
in Istanbul & Kocaeli



Ranked in the
Coatings World

Top 100

(74th Place)

Our Partnerships in Our 50th Year

GLOBAL PARTNERSHIP STRATEGIC COLLABORATION WITH DUPLI-COLOR



We have signed an important strategic partnership with DUPLI-COLOR, a brand recognized worldwide for its innovative paint solutions. Within the scope of this agreement, we undertake the exclusive distribution of DUPLI-COLOR products in Türkiye, known for their high-performance spray and repair systems in the fields of automotive, industrial and hobby paints.

This partnership, which was formalized with a signing ceremony held at our Tuzla campus, adds another globally strong brand to our portfolio while reinforcing our vision of bringing world-class solutions to the Turkish market. DUPLI-COLOR's innovative products will quickly reach users through our company's extensive dealer network and strong sales channels.

Our Board Member Tolga Kayalar evaluated this partnership by saying, "Joining forces with a respected brand like DUPLI-COLOR marks the beginning of a shared vision centered on innovation, quality and customer satisfaction."

Our General Manager Burç Yıldırım stated, "This step not only expands our product portfolio but also means bringing world-class solutions to Türkiye. This collaboration is an important part of our vision for the future."

We wish this strategic partnership to be beneficial for the Kayalar Kimya team and all our valued stakeholders.

Our Partnerships in Our 50th Year

POWERING OUR ENERGY WITH THE SUN THROUGH THE RHOFA PARTNERSHIP



As Kayalar Kimya, we are pleased to share that we have taken another important step in line with our sustainability goals.

We held the signing ceremony at our Tuzla campus for our 6 MWp Solar Power Plant (SPP) investment, which is planned to meet the entire energy needs of our company.

Established in Elazığ with an annual electricity generation capacity of 9,753,740 kWh, this facility will not only contribute to our company's green transformation but will also create environmental benefits by preventing 6,106 tons of greenhouse gas emissions per year.

We wish this strategic investment to be beneficial and will continue working together for a more sustainable future.

Our Partnerships in Our 50th Year

WE HOSTED OUR STRATEGIC PARTNER MIRKA AT OUR FACTORY.

As Kayalar Kimya, we had strengthened our leading position in the industry through a strategic partnership by joining forces with Mirka, a global leader in surface finishing technologies.

We hosted our partner Mirka at our Tuzla factory, where we conducted a detailed evaluation of 2025 and planned our 2026 roadmap in line with our shared goals.

We believe that these steps, taken with a focus on creating shared value, will further strengthen and advance our collaboration in the coming period.

We thank all our colleagues for their support and wish our collaboration to continue growing.



News from Us

WE TOOK PART WITH OUR STAND AT MOSDER BUSINESS 2025.



As a sponsor of MOSDER Business 2025, held between December 5–7, where the heart of the furniture industry beats, we represented our brand with our stand. The event once again achieved great success this year by bringing together leading names of the industry. While meeting valuable representatives of the furniture sector on a common platform, we were pleased to be part of this organization where innovative ideas and visions for the future were shared.

At the event evaluating the future of the furniture industry, we, as Genç Paint and Varnish, showcased our products and solutions, paving the way for new collaborations that will shape the industry's future.



News from Us

OUR CHAIRMAN OF THE BOARD, ERSİN KAYALAR, SHARED KAYALAR KİMYA'S 50-YEAR JOURNEY WITH PLASFED



The Plastics Industrialists Federation (PLASFED) interviewed with our Chairman of the Board, Ersin Kenan Kayalar, about Kayalar Kimya's 50-year journey of success and the future of the sector.

Kayalar talked about our R&D culture, our environmentally friendly production approach and our innovative perspective, and also mentioned the consistent growth we have achieved in exports, our new investment projects, and our sustainability-focused initiatives.

To access this special interview, please scan the QR code below.



News from Us

OUR BOARD MEMBER TOLGA KAYALAR'S INTERVIEW WITH COATINGS TÜRKİYE WAS PUBLISHED



In his interview with Coatings Türkiye, our Board Member Mr. Tolga Kayalar shared our company's R&D strength, digitalization vision, and sustainability projects.

Kayalar stated that our company, which received the title of Türkiye's first R&D center in the field of furniture paints and varnishes in 2011, is now among the leading manufacturers in Europe, and emphasized that we make a difference with our full automation in production and digital transformation projects.

Tolga Kayalar stated that we have established an Artificial Intelligence Department within our organization in order to adapt rapidly to technological developments, and expressed that this transformation will increase efficiency across all our processes.

To access this special interview, please scan the QR code below.



News from Us

A PLAQUE WAS PRESENTED TO ERSİN KAYALAR BY BOSAD



A plaque was presented to our Chairman of the Board, Ersin Kayalar, at the BOSAD Board of Directors meeting in recognition of his visionary contributions to the sector and his valuable work during his term of office.

WE HOSTED THE TOSİAD BOARD AT OUR COMPANY

We were pleased to host TOSİAD Chairman of the Board Tahir Vanlı and Secretary General Faik Kafalı at our Gebze factory.

We thank the TOSİAD management, who contribute value to industry and the business world across Türkiye, for their kind visit.



News from Us

WE TOOK PART AS A GOLD SPONSOR AT THE GEBZE TECHNICAL UNIVERSITY PEAK EVENT



We took part in the PEAK (Process of Engineering and Knowledge) event organized by the Gebze Technical University Chemical Engineering Club, of which we were the Gold Sponsor. With this participation, we aimed to strengthen the connection between students and the chemical industry.

As part of the event, our R&D Executive Seher Genç Taşdelen delivered a presentation on Kayalar Kimya and our R&D Center and answered the participants' questions. Our Recruitment Specialist Özge Kurt conducted an HR Interview Simulation, providing students with a practical perspective on their career journeys.

We were pleased to take part in this valuable organization focused on the development of young engineering candidates, and we believe in the importance of such platforms in educating the engineers of the future. We thank all our colleagues who contributed.



News from Us

INTERNATIONAL SCIENTIFIC ACHIEVEMENT: OUR RESEARCH WAS PUBLISHED IN THE JOURNAL OF COATINGS TECHNOLOGY AND RESEARCH



The study titled “Synthesis of Castor Oil-Modified Alkyd Resins and Investigation of Their Effect on the Impact Resistance of Polyurethane Coatings”, conducted by our R&D team members Chemical Engineer Yakup Atıcı, Chemical Engineer Süleyman Eren Kabil, and our R&D Center Coordinator Ebru Ergüven, was published in Journal of Coatings Technology and Research (JCTR), one of the prestigious journals in its field.

The study examines an innovative approach focusing on the synthesis of castor oil-modified alkyd resins aimed at increasing the impact resistance of polyurethane coatings and the effects of these resins on performance.

We congratulate our entire R&D team, who contributed to the scientific community with this international publication and demonstrated our company’s technological competence on a global scale, and wish them continued success.

You may access the article via the QR code below.



OUR CHATBOT APPLICATION IS NOW LIVE

In order to enhance the quality and speed of the services we provide to our customers and stakeholders, we have taken another important step: Our chatbot application, which provides instant answers to all questions about our products and solutions, is now live!

What Does the Chatbot Offer?

- **Instant Solutions:** Accurate answers within seconds to questions from our customers and business partners regarding product information, technical details and application methods.
- **24/7 Access:** Continuous support at any time of the day, whether on weekdays or weekends.
- **Comprehensive Knowledge Base:** An extensive database containing up-to-date and accurate information about all our products and solutions.

How Can It Be Accessed?

1. **WhatsApp Access:** Our customers can connect directly to the chatbot via WhatsApp through the special link provided.

2. **Through Our Websites:** The chatbot can also be accessed instantly via the WhatsApp button available on our websites below:

- [kayalarkimya.com.tr](https://www.kayalarkimya.com.tr)
- [kayalarboya.com.tr](https://www.kayalarboya.com.tr)

This platform will be an important resource not only for our customers, but also for our field teams and sales employees who need quick access to technical information.

Have you met our Industrial Adhesives and Binders product group?



You may access our Industrial Wood Adhesives Brochure by scanning the QR code or by clicking on this text.

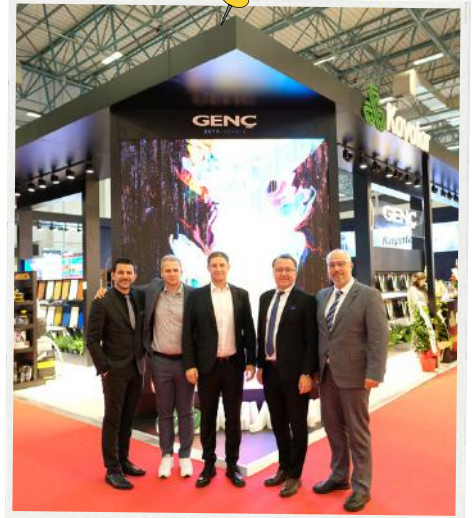
Photos from Fairs



MEBEL - RUSSIA



MEBEL - RUSSIA



INTERMOB - TÜRKİYE



DREMA - POLAND



UMIDS - RUSSIA



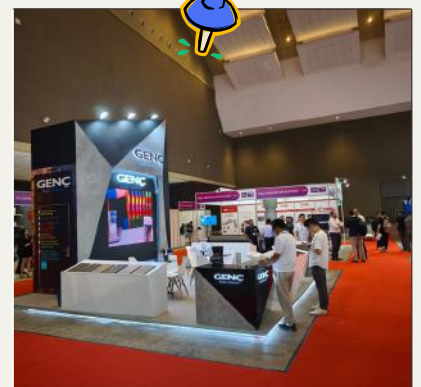
FURTECH - UAE



WOODSHOW EGYPT



INTERMOB - TÜRKİYE



IFMAC - WOODMAC INDONESIA

Photos from Us



NOVEMBER 10



NOVEMBER
10



05.11.2025 OH& Drill



Customer Visit from Kahramanmaraş



Marmara University
Chemistry and Industry Club



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