

KAYALAR

NEWSLETTER

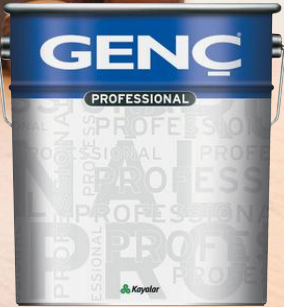
Department Diary:
19 HR, Administrative Affairs,
Quality Management Systems

24 Interview:
Colorant Boya

Wherever there is wood...

Genç adds value to your furniture with
Paint and Varnish Products powered by
its R&D Center.

GENÇ
PAINT • VARNISH



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Ersin Kenan Kayalar
Chairman of the Board

Dear Partners,

As we reach the midpoint of 2025, we continue to progress steadily and resolutely in line with our goals. Although this year has brought its own set of challenges, the results we have achieved once again demonstrate that we are moving forward with the right strategies and that strong teamwork consistently yields results. Despite global fluctuations and volatile market conditions, we maintain a strong and effective presence in the markets we operate in.

The returns on our efforts are evident in the new projects we have implemented and the awards that continue to inspire and motivate us.

Our rise by 20 positions to rank 37th on the Istanbul Chamber of Industry's "Second Top 500 Industrial Enterprises" list, along with our third-place national achievement in the "Paints, Varnishes and Inks Exports" category at the İKMİB 2024 Stars of Export Awards, stand as tangible and proud reflections of our success. We are also continuing our key investments without slowing down. With our new nitrogen generator investment, we now meet all nitrogen needs across our production processes in-house.

Through the solvent recovery system we completed in October 2024, approximately 250 tons of contaminated solvent have been processed and treated by the end of July 2025, with 160 tons successfully recovered. Additionally, in January 2025, we commissioned new palletizing robots, which were integrated into two new filling lines, increasing our automatic palletizing capacity by 50%. Digitalization remains at the forefront of our priorities.

In line with our sustainability goals, we are also taking decisive steps in the field of renewable energy. The Solar Power Plant under construction in Elazığ is scheduled to become operational at the beginning of 2026. With a capacity of 6 MWp, this facility will meet the entire energy demand of our production plants in Tuzla and Gebze. This investment is a significant indicator of both our environmental responsibility and long-term vision.

In this issue, we are pleased to share with you the details of our recent achievements, trade fairs, events, departmental efforts, and the innovative projects we have recently brought to life.

We sincerely thank all our stakeholders who continue to walk this journey with us at every stage, and we reaffirm our belief that we will achieve many more successes together.

Wishing you a pleasant read,

Ersin Kenan Kayalar
Chairman of the Board

News from Us

WE RANKED 37TH ON THE ISO SECOND TOP 500 INDUSTRIAL ENTERPRISES LIST



As one of the leading brands in the chemical industry, we are proud to announce another remarkable achievement. In the 2024 edition of the “Second Top 500 Industrial Enterprises of Türkiye” list published annually by the Istanbul Chamber of Industry (ISO), we climbed 20 places this year to reach the 37th position.

This milestone stands as a meaningful reflection of our dedication, determination, and collective effort as a team.

Our Chairman of the Board, Ersin Kenan Kayalar, stated:

“At Kayalar Kimya, we continue our work with the goal of creating value for our country. With our expert team, valuable stakeholders, and innovative, eco-friendly products, we are making a difference in our industry. We will maintain this motivation and determination as we move forward into the future.”

We extend our heartfelt thanks to all our team members and business partners who contributed to this success. Here's to many more achievements—together!

News from Us

OUR BOARD MEMBER TOLGA KAYALAR HAS BEEN ELECTED AS VICE CHAIRMAN OF THE BOSAD BOARD OF DIRECTORS



The 12th Term Board of Directors structure of the Paint Manufacturers Association (BOSAD) has been announced. Our Board Member, Tolga Kayalar's appointment as the Vice Chairman of BOSAD's Board of Directors is a proud development for both our company and the industry. With his extensive industry experience and visionary perspective, Tolga Kayalar will continue working alongside BOSAD members to advance the sector.

While BOSAD focuses on producing solutions to the common challenges faced by the industry, it also undertakes a guiding mission in many areas, from sustainability to quality standards. As Kayalar Kimya, we are committed to supporting this mission by closely monitoring developments in our sector and maintaining an active role.

We would like to reiterate that Kayalar Kimya will continue its efforts with the same determination to ensure the sustainable growth of our industry and to achieve a stronger position internationally.

News from Us

AS KAYALAR KİMYA, WE ADDED VALUE TO THE INDUSTRY AGAIN THIS YEAR AT THE PAINTİSTANBUL & TURKCOAT 2025 CONGRESS



We were immensely proud to once again support the Paintistanbul & Turkcoat 2025 Congress—one of the most significant gatherings in the industry—as a sponsor this year. Participating in this congress, where the latest developments in the chemical industry are shared and innovative solutions are discussed, was highly valuable for us to exchange knowledge with the sector.

On the second day of the congress, our Board Member Tolga Kayalar presented plaques of appreciation to the moderators and speakers who contributed to the event.

Additionally, our R&D and technical teams shared scientific and practical insights through poster presentations. Our work addressed technical topics such as scratch-resistant acrylic matte varnishes, rheological stability of solvent-based paints, the use of catalysts in two-component systems, and silicone-modified high-solid resin systems. These presentations, which attracted great interest from participants, shed light on practical applications within the industry.

As Kayalar Kimya, we are honored to support this important event both through sponsorship and technical contributions. We extend our gratitude to all participants and our valued team members who contributed to the success of the congress.

News from Us

WE ACHIEVED THIRD PLACE IN TURKEY AT THE İKMİB 2024 EXPORT STARS AWARDS



We are proud to have once again been awarded at the 2024 Export Stars Awards organized by the Istanbul Chemicals and Chemical Products Exporters' Association (İKMİB), securing third place in Turkey in the **“Paints, Varnishes, and Inks Export”** category.

This achievement reinforces our long-standing and consistent export performance as well as our strong position in global markets. Thanks to our extensive export network reaching 55 countries, we continue to strengthen our competitive stance within the industry while contributing significant value to the national economy.

Aligned with our sustainable growth objectives, we remain focused on meeting customer expectations through quality and innovative production approaches, making a distinctive impact in international markets.

News from Us

AN INSPIRATIONAL MEETING WITH TOLGA KAYALAR AT INOKAMP



We at Kayalar Kimya were honored to sponsor INOKAMP 2025, organized by the Kadıköy Anatolian High School Entrepreneurship Club. This meaningful event, which supports entrepreneurial spirit and innovative thinking, provided us with a valuable opportunity to connect with young minds and engage in mutual exchange of ideas.



Our Board Member Tolga Kayalar participated as a speaker, sharing his entrepreneurial journey and the inspiring corporate story of Kayalar Kimya with the attendees. He also expressed that being an alumnus of Kadıköy Anatolian High School made his involvement in the event a particularly proud moment.

We extend our sincere thanks to the Kadıköy Anatolian High School Entrepreneurship Club for their invitation and dedicated efforts in organizing this event.

News from Us

A VSIIT TO COLORANT PAINT BY OUR BOARD OF DIRECTORS



Our Chairman of the Board, Ersin Kenan Kayalar, and our Genç Domestic Sales and Marketing Manager, Bedri Büyüктаşkın, paid a visit to our Antalya Regional Distributor, Colorant Paint.

During the visit, the sales and marketing dynamics of the region were thoroughly discussed, and opportunities to further advance our collaboration were explored.

We extend our gratitude to Colorant Paint for their warm hospitality and valuable contributions to our brand.

WOODSOL'S WOOD SOLUTIONS MET WITH ARCHITECTS IN GAZİANTEP AND DİYARBAKIR



In a series of panel discussions organized in collaboration with Yüksek Yapı and Novawood, Kayalar Kimya hosted two sessions focused on the use of wood in modern architecture, proper paint selection, and maintenance processes.

The events, held under the auspices of the Chamber of Civil Engineers (TMMOB) in Gaziantep and the Chamber of Architects in Diyarbakır, concluded with inspiring knowledge-sharing and strong engagement within the industry. By combining technical expertise on wood usage in architecture with practical application experience, we continue to contribute meaningfully to the sector.

News from Us

OUR BOARD MEMBER TOLGA KAYALAR VISITED MIRKA HEADQUARTERS IN FINLAND



Our Board Member Tolga Kayalar, together with Mirka Turkey General Manager Alphan Altın, visited Mirka's headquarters in Finland. This important visit proved to be highly productive in strengthening the strategic partnership between the two companies and evaluating future steps for joint projects.

We take great pride in reinforcing our international collaborations and advancing in alignment with the shared vision of our global stakeholders in the industry.

SUSTAINABILITY IN OCCUPATIONAL HEALTH AND SAFETY CULTURE: STRENGTHENING THROUGH THE REPORTING SYSTEM



In the first half of 2025, our colleagues Zekeriye Bilgili, Çağdaş Durmuş, and Bayram Gergin were recognized for their outstanding contributions and impactful reports within the Hazard and Near Miss Reporting System. They received their awards from our Board Member, Tolga Kayalar.

We extend our sincere thanks to all our team members for their valuable efforts in strengthening our occupational health and safety culture.

INFLUENCER GÖKMEN KASABALI SECURES HIS WOOD ATELIER WITH OUR GENÇ FIRE RETARDANT PRODUCTS

Our Genç brand's innovative fire-retardant paint was applied in collaboration with popular actor and influencer Gökmen Kasabalı, and the process was shared across social media platforms. The application delivered impressive results in terms of both safety and aesthetics, showcasing the technical strength of our product while also aiming to raise awareness about fire safety.

You can watch Gökmen Kasabalı's application video by clicking [here](#).

SOCIAL MEDIA TRAINING WITH OUR DISTRIBUTORS AND SALES TEAM



Our Communications and Marketing Team came together online with our distributors and sales team to deliver a comprehensive training session on the effective use of social media. The training focused on strategies for managing our social media accounts accurately and efficiently, with the goal of increasing visibility and engagement.

With the support of our employees and stakeholders, we aim to strengthen our brands' presence on digital platforms and reach wider audiences.

Through initiatives like these, we continue to maximize our presence in the digital world and fully leverage the potential of our social media channels.

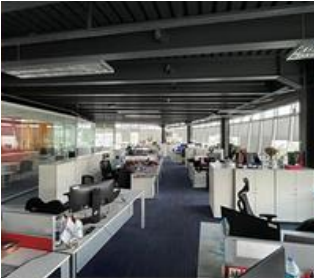
News from Us

WE PARTICIPATED IN ISTANBUL UNIVERSITY CAREER FAIR



We were delighted to connect with young talents during the Career Fair organized by Istanbul University. The high level of interest, energy, and curiosity shown by the students throughout the event was truly valuable to us. We extend our sincere thanks to all the students who visited our booth, took the time to get to know us, and shared their questions about their career journeys. We wish them great success in achieving their future goals.

PREPARED FOR EMERGENCIES WITH AN EARTHQUAKE DRILL



We successfully completed the earthquake drill organized across Istanbul and coordinated in our region by the KOSB Administration.

This drill aimed to enhance our preparedness for potential disaster scenarios and to strengthen our employees' awareness and response capabilities during emergencies. By making disaster awareness an integral part of our corporate culture, we continue to take proactive steps toward creating safe and sustainable working environments.

News from Us

THE LEARNING JOURNEY BEGINS WITH KAYALAR ACADEMY




Kayalar Academy, launched to support personal and professional development, has begun engaging with our employees through our Layers Training Module system. This platform, accessible anytime and anywhere, makes training far more reachable and tailored to individual employees.

The courses assigned according to personalized individual development plans aim for continuous growth and stand as a successful example of Kayalar Kimya's digital transformation journey.

We congratulate the team behind the online trainings and wish all our employees an inspiring learning experience filled with new knowledge.

LET PRODUCTS BE RENEWED, LET THEIR STORIES BRIGHTEN SOCIAL MEDIA



With the contributions of our Application and Simulation team, we have launched a new initiative within the company to give our products ready for renewal a fresh new look. These transformations will be showcased on our social media channels through compelling “before-and-after” photos and videos. 

We will continue to brighten our digital world with innovative ideas.

APRIL 23RD CHILDREN'S DAY ART EXHIBITION AT KAYALAR





We celebrated April 23rd National Sovereignty and Children's Day at our company with great enthusiasm. The art exhibition, curated with the valuable works submitted by the children of our employees, allowed us to truly feel the meaning of this special day.

These colorful pieces, reflecting the imagination and creativity of our young artists, once again filled our hearts with the joy of April 23rd.

We will continue to celebrate this meaningful day each year with the same excitement and to organize our art exhibition as an essential part of our corporate culture.



We sincerely thank all the children who inspired us with their wonderful artwork.



Our Fairs

WE SUCCESSFULLY CONCLUDED THE INTERZUM 2025 FAIR



We participated in the INTERZUM 2025 Fair held from May 20 to 23, 2025, in Cologne, Germany.

This significant event, which brought together over 70,000 furniture manufacturers, designers, wholesalers, and industry thought leaders, provided a valuable opportunity to connect with leading professionals and explore new collaborations. The fair proved to be productive and successful for our brand, enabling us to expand our global network.

We extend our gratitude to all the guests who visited our booth and congratulate our dedicated team members who worked tirelessly throughout the event.

WE TOOK OUR PLACE AT THE LIGNA 2025 FAIR



Immediately after concluding the Interzum Fair, we participated in the LIGNA 2025 Fair held from May 26 to 30, 2025, in Hannover, Germany. This event brought together leading professionals in woodworking technologies and the furniture industry, providing us with valuable opportunities to establish international business connections.

With over 1,200 companies in attendance, the fair served as a global meeting point that truly captured the pulse of the industry. We extend our sincere thanks to all visitors who showed great interest in our booth and to our team members whose dedicated efforts contributed to every stage of the fair.

Our Fairs

WE PARTICIPATED IN RUSSIA'S LEADING FURNITURE FAIR, UMIDS 2025



We successfully concluded the 27th International Furniture, Furniture Sub-Industry, and Woodworking Machinery Fair held from April 8 to 11, 2025, in Krasnodar, Russia. Featuring our innovative products and solutions, this fair played a crucial role in strengthening Kayalar Kimya's position in the global market and advancing our sustainable growth objectives.

Bringing together over 16,500 visitors and more than 350 exhibitors, the 2025 UMIDS Fair was recognized by participants as one of the key events that truly capture the pulse of the industry.

We extend our gratitude to all our business partners who visited our booth and to our team members whose dedicated efforts contributed to the success of the event.

WE SUCCESSFULLY WRAPPED UP IFEX 2025



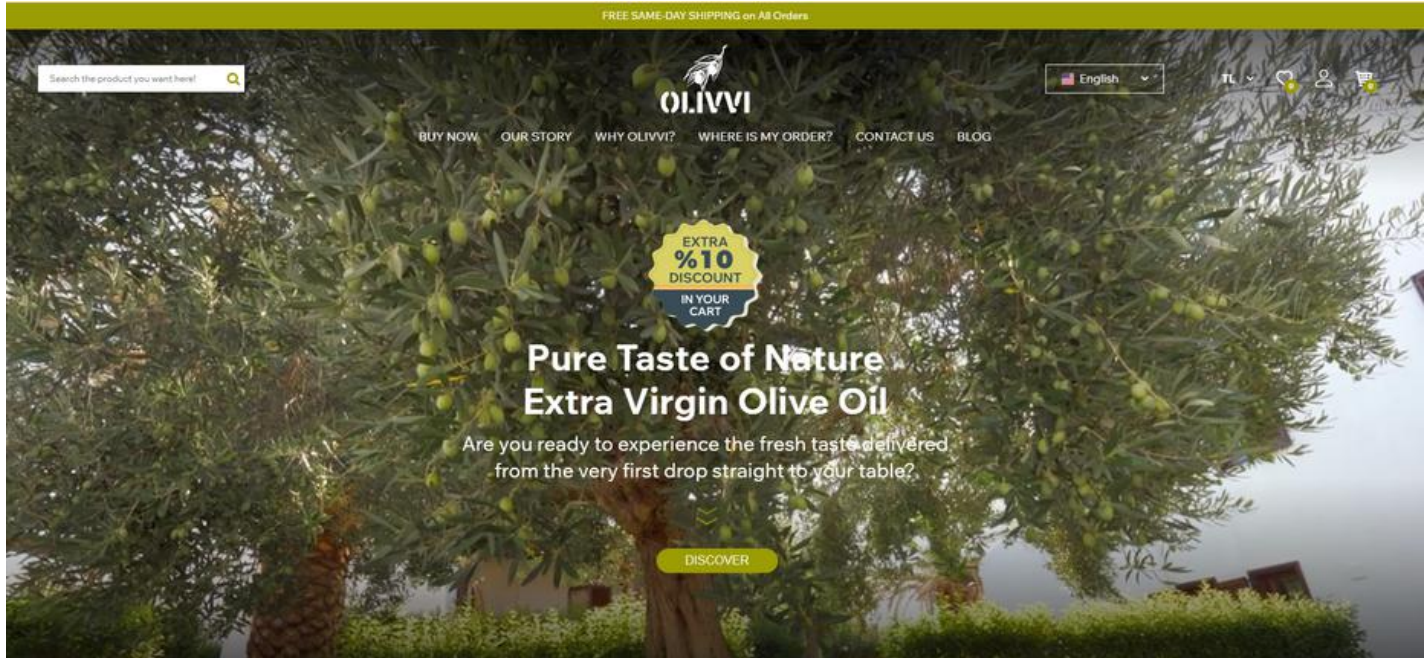
We took part in IFEX 2025, held from March 6 to 9, 2025, in Jakarta, Indonesia.

Recognized as one of the key gatherings in the furniture industry, this prestigious event opened doors to new collaborations through our interactions with experienced professionals.

We sincerely thank all the guests who visited our booth and our dedicated team members who contributed to every phase of the fair.

News from Us

THE PURE ESSENCE OF NATURE IS NOW JUST A CLICK AWAY WITH OLIVVI



We are excited to bring the natural quality and delicious flavor of our OLIVVI olive oil to you in the digital world.

With our carefully crafted new website, we invite you to explore the story of OLIVVI up close. Featuring a user-friendly and clean design, our website offers an enjoyable discovery journey and a convenient shopping experience.

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Human Resources, Administrative Affairs, and Quality Management Systems



Dilek ÜN

Director of Human Resources,
Administrative Affairs, and Quality
Management Systems

Balance in diverse fields,
unity in a common goal.

Sustainable strides in
quality and efficiency.



Could you please briefly share with us about yourself and your career journey?

Hello, I'm Dilek Ün. I serve as the Director of Human Resources, Administrative Affairs, and Quality Management Systems at Kayalar Kimya. I graduated from Darüşşafaka High School and then completed my studies in Guidance and Psychological Counseling at Boğaziçi University.

Throughout my 36-year professional career, I have held various roles within holding companies and global corporations. In this journey, I have focused on both human-centered management and the sustainability of corporate systems.

Currently, in my role at Kayalar Kimya, I strive to create value across many areas—from the company's human resources strategies and administrative processes to quality management systems.

Within your role, you manage quite diverse areas such as Human Resources, Administrative Affairs, and Quality Management Systems. How do you maintain balance among these fields?

My greatest strength in managing and balancing diverse areas such as Human Resources, Administrative Affairs, and Quality Management Systems is undoubtedly my team. They take on much of the workload, freeing me to focus on strategic decisions and critical issues across these fields.

The balance we achieve among these three areas is made possible through strong communication and collaboration within the team. Although everyone has clearly defined roles, when needed, all team members collectively plan how and where to step in to support the process.

This approach not only accelerates our workflow but also ensures we deliver high-quality results. We trust and support one another, working together to overcome challenges effectively.



What management approach do you adopt to strengthen collaboration and communication between departments?

The management approach I embrace to strengthen collaboration and communication between departments is founded on transparency and interaction. First and foremost, it is invaluable to gather the views and ideas of all relevant departments involved in the processes we work on.

More important than just developing and implementing systems and processes is ensuring their sustainability afterward. To achieve this, we organize regular meetings –both online and face-to-face–so everyone can contribute throughout the process, and we make a concerted effort to maintain close contact at every stage.

We ensure all stakeholders are kept informed of developments at every step, and by listening to their experiences and suggestions, we engage in constructive exchanges about how to further improve the process.

This approach also acts as a bridge between departments, creating synergy. In short, we make sure everyone has a meaningful role and contribution in the process.



What contributions have you made to our company in the area of Quality Management Systems? Could you please share some of the significant improvements recently implemented?

As a company committed to offering sustainable products, we have also embraced a strong focus on human health and environmental responsibility at every step. In this context, to manage processes more efficiently and effectively by unifying different management systems under a single umbrella, we accelerated efforts to establish an Integrated Management System (IMS) following a decision made in November 2024.

Through this integration, our goal was not only to save time and resources but also to comprehensively assess risks and foster a culture of continuous improvement within the company. By June 2025, the IMS transition project was successfully implemented with the valuable contributions of all process owners.

Moving forward, our main objectives will remain increasing customer satisfaction through more efficient and harmonized processes, delivering higher-quality services to clients, and ensuring consistency across all company operations. This approach will enable us to comply with legal requirements while also enhancing the well-being of our employees.

What initiatives have you undertaken to enhance efficiency through digitalization improvements in the areas of Human Resources and Administrative Affairs?

Today, we all understand that quick access to information enables business processes to be conducted more efficiently and productively. When employees can swiftly reach the information they need, time loss is minimized. They are empowered to make faster, smarter, and more effective decisions by leveraging that information.

In this context, since integrating the Layers application into our work life in 2023, we have steadily progressed each day. Starting with the Leave Request and “What’s for Lunch?” modules, we expanded to include Travel Request, Shuttle Service, Phone Directory, Survey, Announcement, and Document Center modules. Currently, we continue to advance with Performance Management and KPI Management modules.

Through this system, all our employees can access their workflows online anytime and from anywhere. Additionally, our Academy module—which we believe will greatly contribute to employee development—is available with online training.

Beyond that, we introduced OLLY, our first HR chatbot system powered by AI, to our company. To improve our recruitment process and enhance time efficiency, we developed a video interview system. Furthermore, to optimize our time usage and minimize potential human errors, we have initiated process improvement efforts using Robotic Process Automation (RPA).

Finally, based on your experience, is there any advice you would like to share with young employees or colleagues and staff who are at the beginning of their careers?

“My primary advice would be: Be curious, keep asking questions.”

Being curious means having a continuous desire to acquire new knowledge, explore, and learn. This mindset enables individuals to tackle challenges creatively and innovatively by conducting in-depth research to find solutions and discover new insights.

With a questioning attitude, people develop critical thinking skills, which help them make

better decisions. This trait not only fuels personal and professional growth but also drives positive change and improvement in any workplace or industry. Because it fosters continuous growth and a quest for innovation, curiosity supports both individual and organizational success in the long term.

So, can curiosity be developed? My answer is yes. You can start by asking questions to yourself and your surroundings. Expanding your horizons by participating in different activities and engaging with new topics will also help. Enriching your knowledge base through books, articles, and trusted sources is equally important. I believe questioning your existing knowledge and gaining different perspectives plays a crucial role.

My final piece of advice is: “Don’t assume, be sure.” This has been one of the most important principles I’ve experienced throughout my career and expect from my colleagues. Making assumptions without solid information can lead to misunderstandings and errors.

This approach is also critical for building trust in any relationship and reinforcing others’ confidence in you. Leaving no room for doubt is a cornerstone of creating a healthier and more productive work environment.

In short, this mindset will help you achieve positive outcomes in many areas—from communication and decision-making to collaboration and leadership.



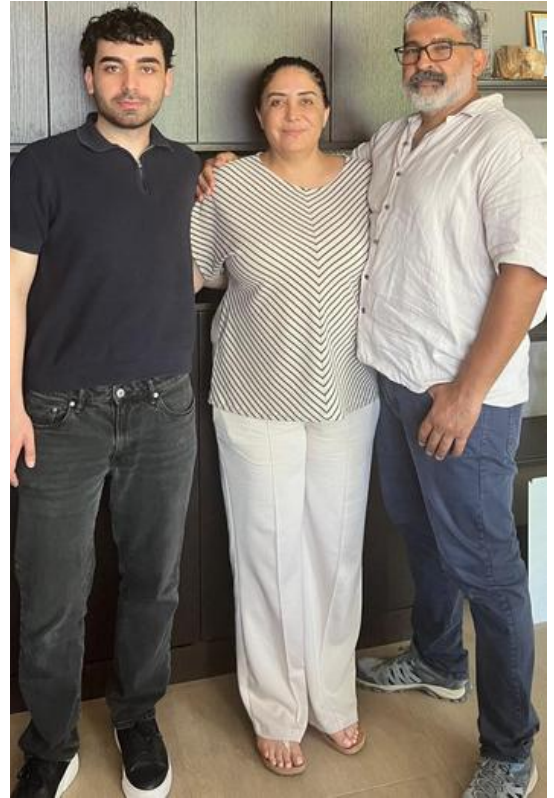
INTERVIEW

COLORANT PAINT

Hello, first of all, thank you very much for accepting our interview request. Could you please tell us a bit about yourself and your professional journey in the world of business?

I graduated from Istanbul University with a degree in Public Relations and Publicity. I began my professional journey in 1995 by opening a store in Erzincan that specialized in cosmetics and silver products. After ten years, I decided to relocate to Antalya. During this time, I noticed the rapid growth of the construction industry, and that's when I crossed paths with the then-local distributor of Genç Paints.

I worked in field sales for Genç Paints for six years. Later on, I established my own paint application atelier and returned to running my own business. Over the course of six years, we successfully completed numerous large-scale projects. In 2018, after becoming an official distributor of Genç Paints, we decided to end our application services and focus solely on the dealership side of the business.



How long have you been working with Kayalar Kimya?

We have been working with Kayalar Kimya for a total of 19 years. For the past 7 years, we have proudly represented the company as its regional distributor in the Antalya area.

What were the key factors that led you to choose Kayalar Kimya as your business partner?

First and foremost, the emotional bond we developed with the Genç brand played a significant role. Kayalar Kimya's leadership in the industry, its strong vision, extensive product range, and robust R&D structure, along with its dedicated efforts in both national and international markets, have all reinforced our trust in the brand –and, in turn, our loyalty.

Our partnership, which began on the foundation of mutual trust, has continued to grow stronger over time.

What range of products and services do you provide as part of your dealership operations?

We provide sales and marketing services for Genç and Woodsol products.

Which methods and strategies do you use to enhance customer satisfaction?

Due to the nature of our regional structure, the majority of the locations we serve consist predominantly of hotel projects and project-based companies. Consequently, we conduct our work with meticulous attention in every project. These efforts commence at the planning stage and continue through product selection, color matching, and sample testing. Providing fast and high-quality service is our utmost priority. In line with this, supported by our expert team and manufacturing facility, we position our products effectively and accurately, fostering collaborative and sustainable relationships with our clients while enhancing their profitability.



How do you think being a female manager in the paint industry makes a difference? Are there any challenges? If so, how do you overcome these challenges?

We operate in a male-dominated industry. Naturally, this brings its own differences in terms of communication style and understanding. We strive to transform this challenge into an advantage by adopting a more lasting, stronger, and empathetic business approach. The knowledge and experience gained from being both users and sellers in the sector allow us to offer extra value to our customers, which helps us overcome these difficulties. Additionally, the friendly and long-term relationships we build with our clients permanently eliminate such challenges.

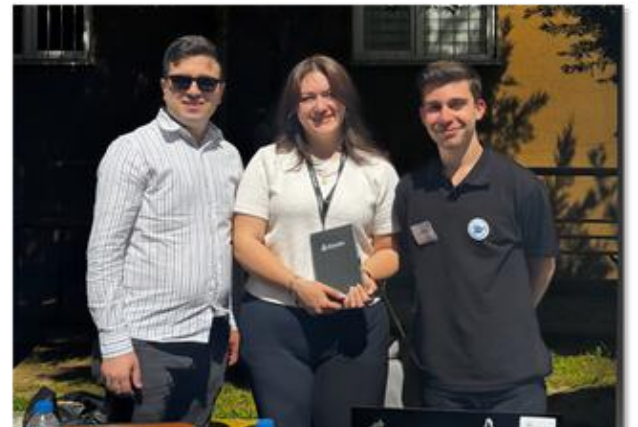


Finally, do you have a message you would like to convey to our readers about Kayalar Kimya and Genç?

First and foremost, Kayalar Kimya and the Genç brand, which make us proud with their success in exports, are among the most valuable assets of our country, and being a part of this family is truly an honor for us. With nearly 50 years of experience illuminating the industry, Kayalar Kimya fulfills the responsibilities of being a sector leader with its broad product range that meets every demand, a trusted brand image, and a structure that ensures customers feel supported at every stage.



Photos from Us





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Her anınızda hep yanınızda.

Always by your side at every moment.

Kayalar Kimya, mobilya boya ve verniklerinden ahşap bakım sistemlerine, dekoratif boyalardan sanayi ve zemin boyalarına kadar tüm markalarıyla her anınızda, hep yanınızda.

Kayalar Kimya is always by your side at every moment, with all its brands, from furniture paints and varnishes to wood care systems, from decorative paints to industrial and floor paints.



GENÇ
BOYA • VERNİK


düfa
Boyanın Ustası

GENÇ NOROO


WOOD
SOL

 **Kayalar**

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