

# KAYALAR

## NEWSLETTER

15

Department Diaries:  
Domestic Sales and Marketing

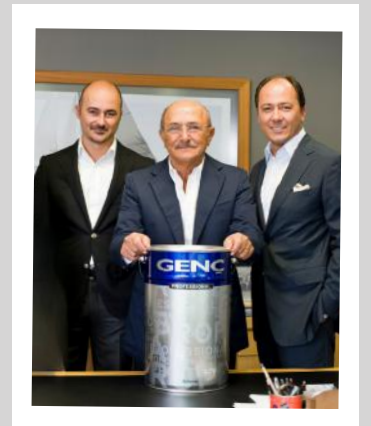
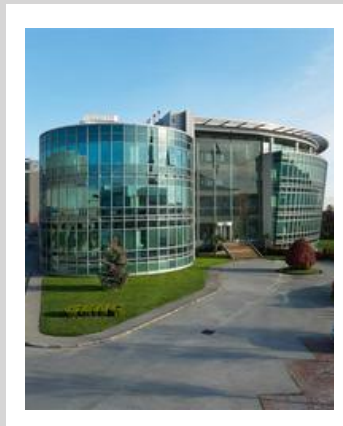
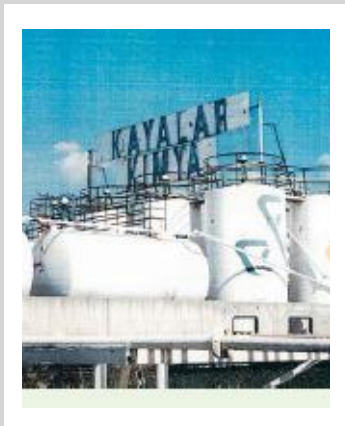
22

Dealer Interviews:  
Egeli Boya





Kayalar Kimya is  
49  
Years Old...



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**Ersin Kenan Kayalar**  
**Chairman of the Board**

Dear Business Partner,

The first two months of 2025 have truly flown by. In January, we had the honor of celebrating our company's 49<sup>th</sup> anniversary. With nearly half a century of history, Kayalar Kimya continues to work tirelessly to make a difference in our industry with the same enthusiasm and energy as on the very first day. The industry expertise we have gained over 49 years, the strength we derive from our brands, the dedication of our ever-growing team, and our passion for development enable us to make a difference both locally and

globally. We look forward to sharing many more years of success with our stakeholders.

During this period, our evaluation and strategy meetings have allowed us to come together with both our employees and stakeholders to define key focus areas for the upcoming term. These meetings have significantly contributed to clarifying our internal operations and how we can swiftly and effectively adapt to global changes.

Moreover, the productive meetings we held with our dealers at the end of February provided us with valuable insights into their feedback and expectations, enabling us to take actions that will further enhance our business processes. These discussions not only helped us reassess our existing strategies but also inspired us to explore new opportunities.

From the very beginning, we anticipated that 2025 would not be an easy year due to global changes and challenges. However, as always, we remain determined and committed to strengthening our growth journey both locally and globally. We firmly believe that the actions and strategic moves we have taken during this period will further solidify Kayalar Kimya's position in the industry and allow us to create greater value for all our stakeholders.

In this issue of our magazine, we are pleased to share with you the achievements and projects we have realized in the first two months of 2025. Moving forward, we aim to enhance our competitive strength in the industry by taking firm steps toward a stronger future.

On this occasion, I would also like to celebrate International Women’s Day on March 8th. The determination and achievements of women in business, society, and all aspects of life continue to inspire us. I would like to extend my heartfelt appreciation to all women, particularly our female employees, for their dedication and contributions. Together, we strive for a more equitable and empowered future.

I hope you enjoy reading our newsletter.



### STRATEGIC PARTNERSHIP WITH MIRKA



Our Board Member Tolga Kayalar and Mirka’s Managing Director Alphan Altın have signed a strategic collaboration agreement set to shape the industry. Through this partnership, Mirka, the global leader in surface finishing technology, will secure its place within Genç Paint and Varnish dealerships.

#### **Sales of Mirka Wood Industry Products to Be Conducted Through Genç Boya and Vernik Dealerships**

Under our agreement with Mirka, we are undertaking the distribution of Mirka’s globally renowned high-quality surface finishing systems and complementary products. This collaboration, combining Kayalar Kimya’s robust dealership network, industry expertise, and extensive customer base, will enable Mirka’s wood industry products to reach a wider audience in the Turkish market. At the same time, it will enhance Kayalar Kimya’s existing market strength, allowing for a more effective evaluation of growth opportunities within the industry.

#### **A Strong Partnership Advancing Toward Global Goals**

With a production capacity of 142,000 tons, a strong R&D center, and our industry leadership, we hold a significant position both in Turkey and in global markets. This strategic partnership with Mirka will contribute to our global growth objectives, enhance competitiveness, and enable both companies to reach broader customer bases. In line with our growth strategy, we will further solidify our leadership in the industry and drive sustainable expansion.

## **AFFORESTATION WORK BEGINS ON YILMAZ KAYALAR BOULEVARD**

The afforestation efforts on Yılmaz Kayalar Boulevard, named after our Founder and Honorary President Yılmaz Kayalar, have commenced with the planting of 350 birch saplings. This initiative will not only enhance the aesthetic appeal of the area but also contribute to the mitigating climate change, giving the boulevard a renewed identity.

Carried out by Erbaa Municipality to expand green spaces and make the city more livable, this project adds to the urban landscape. With the newly planted trees, the boulevard will transform into a more refreshing and healthy living space, offering a serene atmosphere for both residents and visitors.



[Click here for the full article.](#)

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## **OUR CHAIRMAN OF THE BOARD, ERSİN KENAN KAYALAR, VISITED KAYALAR NEIGHBORHOOD IN HATAY YAŞAMKENT**



Our Chairman of the Board, Ersin Kenan Kayalar, visited Kayalar Neighborhood, named after our company, within Hatay Yaşamkent—an area established with the support of donor companies following the February 6 earthquakes.

During the visit, organized by the Istanbul Chamber of Industry, discussions were held on potential new initiatives to improve living conditions and address the needs of the local community.

As one of the safe living spaces created in the aftermath of the earthquake, Kayalar Neighborhood offers a fresh start for the region's residents. The ongoing efforts here once again highlight the strength of community solidarity.

## News from Us

### EVERY WOMAN IS A UNIQUE COLOR, A UNIQUE FUTURE

At Kayalar Kimya, we wanted to transform March 8 International Women's Day into a movement of kindness. On this special day, while expressing our gratitude to our valued female colleagues, we chose our gifts from Darüşşafaka Society to support a meaningful cause.

Since 1863, Darüşşafaka has been providing quality education opportunities to children who have lost a parent and lack financial means, giving them hope for a brighter future. On this day, as we honor women's labor, we take great pride in supporting an institution that contributes to education and shapes the future.

Additionally, we created an engaging video with our female employees, showcasing their energy and the impact they bring to our company. As we celebrate the powerful contributions of women in all aspects of life, we remain committed to taking steps for toward a more equal world.





## KAYALAR KİMYA WEBSITE HAS BEEN UPDATED!

Furniture Paints and  
Varnish Manufacturers

# Among Europe's Top 5



As Kayalar Kimya, we have revamped our website to strengthen our presence in the digital world.

With our new design, we aim to create a user-friendly platform by offering a modern look and a unique experience.

To visit our website, which best reflects our brand identity, please [click here](#).

## News from Us

### WE HAVE TAKEN OUR PLACE IN THE SUSTAINABILITY SCENE WITH OUR LUVBIOWOOD PROJECT



At the INN-PRESSME Final Event in Brussels, our R&D Coordinator, Ebru Ergüven, together with our German project partner, presented our bio-based UV-curable hybrid wood coating project, “LUVBioWood.”

We are shaping the future with sustainable wood coating solutions.

### WE CONTINUE TO SUPPORT EDUCATION



We are proud to have established a new laboratory at Çerkezköy Trakya Anatolian High School. During the opening ceremony, which was attended by Çerkezköy District Governor Nazmi Günlü and the school administration, our Director of Human Resources, Administrative Affairs, Quality Management Systems, and Health, Safety, Environment Dilek ÜN received a plaque on behalf of Kayalar Kimya.

At Kayalar Kimya, we believe in the power of education and science, and we reaffirm our commitment to continue supporting this field.

We will continue to contribute to helping our youth reach a brighter future.

## Our Activities

### A COLORFUL HELLO TO 2025 TOGETHER 🎉



At our 2025 New Year's event, we came together with all our employees to create an unforgettable day. As we enjoyed delicious treats and music, the excitement peaked with thrilling raffle draws. We welcomed the new year with joy, enthusiasm, and a vibrant celebration.

Our Chairman of the Board, Ersin Kenan Kayalar, and our Board Member, Tolga Kayalar, joined our employees to reflect on 2024 and share their hopes for 2025. Additionally, all our executives delivered their year-end messages, expressing gratitude and best wishes for the year ahead.

A heartfelt thank you to all our team members and everyone who contributed to making this event a success!



# Our Activities



## **BUILDING STRONG CONNECTIONS WITH ARCHITECTURAL OFFICE MEETINGS**



Our architectural office visits, conducted in collaboration with Yapı Kataloğu, enhance our brand's prestige in the industry while strengthening our strategic partnerships. These visits enable us to engage directly with industry professionals, helping architects make more informed decisions when selecting the right products.



Through our project-based technical support services, we develop tailored solutions to meet the specific needs of our partners. By fostering long-term collaborations and building strong references, we continue to reinforce our position in the sector.

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## **WE MET WITH ARCHITECTS AT THE ISTANBUL FREE ARCHITECTS ASSOCIATION BILATERAL BUSINESS MEETINGS**



On November 27, our Genç and Düfa teams participated in the B2B Meetings 2024 event, organized by the Istanbul Association of Independent Architects.

Bringing together architectural firm founders and leading representatives of the building materials sector, this event provided us with a valuable opportunity to showcase our products and innovations. Throughout the day, we engaged in discussions with 20 architectural firms, strengthening our industry partnerships and adding value to our company.

## Our Activities

### WE MET WITH INDUSTRY REPRESENTATIVES AT THE INDER EVENT



On February 19, we attended an event organized by the Association of Builders and Real Estate Developers (İNDER), bringing together key representatives from the construction and real estate sectors. During the event, we discussed the latest industry developments and held productive meetings on potential collaborations

and joint projects. At Kayalar Kimya, while continuing to offer innovative solutions for the construction industry, we remain committed to strengthening our partnerships and contributing to sustainable projects. We will continue to take an active role in such events to drive industry growth and collaboration.

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### KAYALAR KİMYA MET WITH GENÇ PAINT AND VARNISH DEALERS IN CYPRUS



We held our dealer meeting in Cyprus, where we reviewed 2024 and outlined our strategies for 2025, with the participation of our Chairman of the Board, Ersin Kenan Kayalar, Board Member, Tolga Kayalar, Domestic Sales and Marketing Manager, Bedri Büyüktaşkın, our managers, and our esteemed dealers.

During the meeting, we focused on last year's successes and areas for growth, collaboratively planning our next steps for the future. We also had the opportunity to evaluate dealer requests and expectations. In recognition of their achievements, we honored our dealers with plaques based on their years of collaboration, reinforcing our partnership and taking strong steps toward the future. We extend our sincere gratitude to all our valued dealers who participated in this event.

## **STRONG STEPS TOWARDS THE FUTURE WITH THE SALES AND TECHNICAL TRAINING MEETING**



Under the leadership of our Chairman of the Board, Ersin Kenan Kayalar, we came together with our teams during the Regional Sales and Technical Training Meeting held on February 6-7.

In this important event, we evaluated the dynamics of our industry with our sales and technical teams. We reviewed our strategies related to market trends, innovative solutions, and customer expectations, and worked on strengthening our steps towards the future.

With a focus on innovation, customer satisfaction, and sustainable growth, we aim to further advance our success in the upcoming period.

We would like to thank all our team members who participated and contributed valuable insights to our meeting. Together, we are stronger! 🚀

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## **SUCCESSFUL EMERGENCY DRILL HELD AT OUR TUZLA FACTORY**



At our Tuzla factory, we conducted a comprehensive Emergency Drill to ensure preparedness for potential emergencies. The drill, which was attended by representatives of official institutions and all our employees, successfully covered actions for evacuation, assembly, fire, injured person intervention, and measures against environmental spread.

## Our Activities

### WE'VE LAUNCHED OUR FIRST INFLUENCER COLLABORATION WITH DÜFA! 🎉

We've launched our first influencer collaboration with our DÜFA brand to increase our impact in the digital world and reach a broader audience. 🎨 ✨ In this project, we created special content that best reflects the colors of our brand.

Through collaborations like this, we aim to get closer to our target audience and introduce our brand to a wider crowd.

You can visit our Instagram account to see our work and explore all our posts! ❤️📱

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### WE MET AT THE SOCIAL MEDIA EVENT! LIKE, SHARE, ENGAGE 🚀



We gathered with our colleagues at our social media event held at our Tuzla and Gebze factories. During the event, we introduced our social media accounts and provided brief information on how to use these platforms more effectively and efficiently. With the valuable contributions of our employees, we increased interaction on our social media accounts.

We would like to thank all our colleagues who participated and helped us make better use of the power of social media and stay updated with our company's latest posts.



## Our Fairs

### WE SUCCESSFULLY COMPLETED THE RUSSIA MEBEL FAIR



We participated in the MEBEL Fair held in Moscow, the capital of Russia from November 18 to 22, 2024. We successfully concluded our final trade fair of the year by engaging with industry professionals and establishing new business connections.

Such international events play a crucial role in Kayalar Kimya's growth and strengthening our presence in the global market. We extend our gratitude to all our visitors who stopped by our booth and to our dedicated team members for their hard work and commitment.

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### TRADE FAIR CONVERSATIONS AND STRONG PARTNERSHIPS



At the International Istanbul Furniture Fair, we had the pleasure of connecting with our valued customers and strengthening our partnerships.

During our visit, we held productive discussions with our business partners on potential opportunities. This event served as a key step in enhancing our existing collaborations and creating new prospects for the future.

# DOMESTIC SALES AND MARKETING



**Bedri BÜYÜKTAŞKIN**

Domestic Sales and Marketing  
Manager

What is the structure  
of the Domestic  
Sales and Marketing  
Department?

What is the most  
important feature that  
distinguishes Kayalar  
Kimya in the industry?



**Mr. Büyüктаşkın, first and foremost, we would like to extend our best wishes for a prosperous and successful 2025. To begin our interview, we are eager to gain insights into the key priorities you are focusing on within your domestic sales strategies this year.**

I also wish everyone a successful, peaceful, and healthy year. This year, our domestic sales strategies are primarily focused on digitalization and strengthening e-commerce channels, maintaining our commitment to enhancing customer experience, developing new products and services to differentiate ourselves in the market, and revisiting regional sales strategies to formulate new approaches where needed.

Additionally, B2B sales remain a key priority for us this year. We aim to increase sales to corporate clients, establish more effective business partnerships and distribution agreements, and enhance data-driven marketing and sales. Developing targeted and personalized marketing strategies and optimizing our customer segmentation for greater efficiency will also continue to be among our top priorities. We have already achieved success in most of these areas, but as we set ambitious goals for the future, we will continue to refine our strategies accordingly. Moving forward, we will make necessary adjustments based on market conditions to ensure steady progress.

**The dynamics of our industry have shifted significantly during and after the pandemic. How do you assess these changes? How has Kayalar Kimya adapted to these transformations?**

The pandemic and its aftermath have significantly altered the dynamics of many industries, including the chemical sector, bringing forth some distinct trends. First and foremost, digitalization has accelerated, and supply chain processes have undergone substantial changes. Additionally, sustainability has become a more critical focal point than ever before.

As Kayalar Kimya, we swiftly adapted to these transformations. By expediting our digital transformation process, we enhanced our digital sales channels and expanded our reach through online platforms. To mitigate supply chain disruptions, we established alternative sourcing strategies and optimized our logistics processes. These strategic initiatives have enabled us to respond swiftly to customer demands without causing any interruptions in our production processes.

Sustainability has gained even more importance with the pandemic. At Kayalar Kimya, environmentally friendly products and green production processes have always been a priority for us. However, with these shifts in the industry, we have intensified our investments in this area. We have developed eco-conscious products that consume fewer resources, allowing us to quickly adapt to the evolving market demands.

Furthermore, changes in consumer behavior have made it essential for every brand to expand its product range. In response, we have increased our R&D investments, focusing on new product formulations and innovative solutions for different applications.

All these strategic steps have strengthened Kayalar Kimya's competitive edge in the post-pandemic era and enabled us to maintain our leadership in the industry. It was undoubtedly a challenging period, but thanks to our agility and adaptability, we successfully navigated these changes and emerged stronger.



**How has your domestic sales strategy transformed in the post-pandemic period? What key achievements and lessons have you gained during this time?**

As I previously mentioned, the pandemic significantly accelerated the shift from traditional sales channels to digital sales. The closure of physical stores and social distancing measures led consumers to turn to online shopping. This transformation impacted both B2C (Business to Consumer)

but also in B2B (Business to Business) sales. We gained a deeper understanding of the importance of digital platforms and online customer engagement. As consumer shopping habits evolved, we realized that digital transformation needed to have a sustainable strategy. By strengthening our digital sales infrastructure, we enhanced our ability to respond to customer demands swiftly and effectively, which resulted in a significant increase in our online sales. With the shift in consumer behavior, the demand for hygiene- and health-focused products surged. In response, we diversified our product portfolio to meet this growing demand, successfully expanding our market share in this segment. Additionally, we quickly adapted to the flexibility and rapid response required by the pandemic. By optimizing our supply chain processes, we restructured our production lines to seamlessly align with changing conditions. At the same time, we refined our regional market strategies, securing a stronger position in the domestic market. Overall, this period reinforced the importance of agility, digital transformation, and market-driven innovation.

By embracing these principles, we not only navigated the challenges successfully but also strengthened our competitive advantage in the industry. These steps enabled us to minimize supply chain disruptions and enhance our ability to respond swiftly to customer demands.

Moreover, customers began seeking not only products but also more information, support, and guidance. Acknowledging this shift, we strengthened our Customer Relationship Management (CRM) systems and improved our after-sales support processes. By deepening our customer-centric approach, we built trust and successfully fostered long-term relationships.

One of the most valuable lessons we learned in the post-pandemic period is that digitalization and a customer-focused strategy must be sustained as long-term priorities. Additionally, we realized that a flexible, fast-adapting, and environmentally conscious business model is the key to maintaining success even in challenging times. The insights and experiences we have gained throughout this transformation process now serve as a strong foundation for our future growth and competitive edge.



**What strategies are you implementing to enhance customer satisfaction and loyalty? What can you share about your future sales strategies? In particular, what are your long-term objectives?**

Customer satisfaction and loyalty have always been our top priorities at Kayalar Kimya. We understand that success comes not only from meeting our customers' expectations but also from making them feel that we provide a truly valuable experience.

To enhance customer loyalty, we have developed strategies focused on delivering personalized solutions at every stage of their journey.

The first step is to accurately understand customer needs. We maintain regular communication with our customers, gathering feedback and utilizing these insights to enhance our products and services. Additionally, we provide fast and effective customer support to resolve any issues as quickly as possible.

Proactive communication is another crucial factor in increasing customer satisfaction. By informing our customers in a timely manner about potential disruptions or changes, we build trust and reinforce their loyalty.

We continuously improve the quality of our products and services. By taking customer feedback into account, we strive to enhance our standards every day. Through these strategies, we aim to maximize customer satisfaction and establish long-term loyalty-driven relationships.

**You have been with Kayalar Kimya for many years. Which of the steps you have taken to enhance our brand value and awareness have been the most successful? Could you share your experiences?**

This question takes me back to my early days at Kayalar Kimya. When I first joined the company, I was fully aware of the immense responsibility that came with being part of this brand and adding value to it. Over the past nearly 25 years, I have been involved in various stages—from product development processes of our different brands to branding efforts and market positioning. Witnessing the impact of our hard work at every step has been a continuous source of motivation for me.

I believe that our success lies in our team's collective ownership of our brands. With this mindset, we have built strong, trust-based relationships with our customers, ensuring that we are there for them at the right time and place, providing the necessary support. This approach has significantly increased our brand awareness. We have not only offered a product but also positioned ourselves as a brand that genuinely values its customers. Understanding their needs in the best possible way has transformed us from a mere business partner into a trusted source of reliability.

By consistently investing in product quality, we have elevated customer satisfaction to the highest level. This has been more than just a commercial success—it reflects our deep commitment to every aspect of our work. Furthermore, transitioning to sustainable production processes and offering environmentally friendly products have been widely appreciated by our environmentally conscious customers. At Kayalar Kimya, our goal has not only been to lead the industry but also to fulfill our responsibilities toward the environment, nature, and society. This, in itself, has been a great source of pride for us.

By establishing a clear vision and mission, we have emphasized our brand values more strongly. This process not only deepened our commitment to our work but also laid a solid foundation for the future of our company.

As Kayalar Kimya grew, we grew with it; as it evolved, we evolved alongside it. At every step of this journey, we succeeded together, overcame challenges together, and became stronger together. This path has become more meaningful with each passing day, providing me with both professional and personal fulfillment. Every moment I have spent at Kayalar Kimya has given me the opportunity to explore both the company's and my own potential to the fullest.

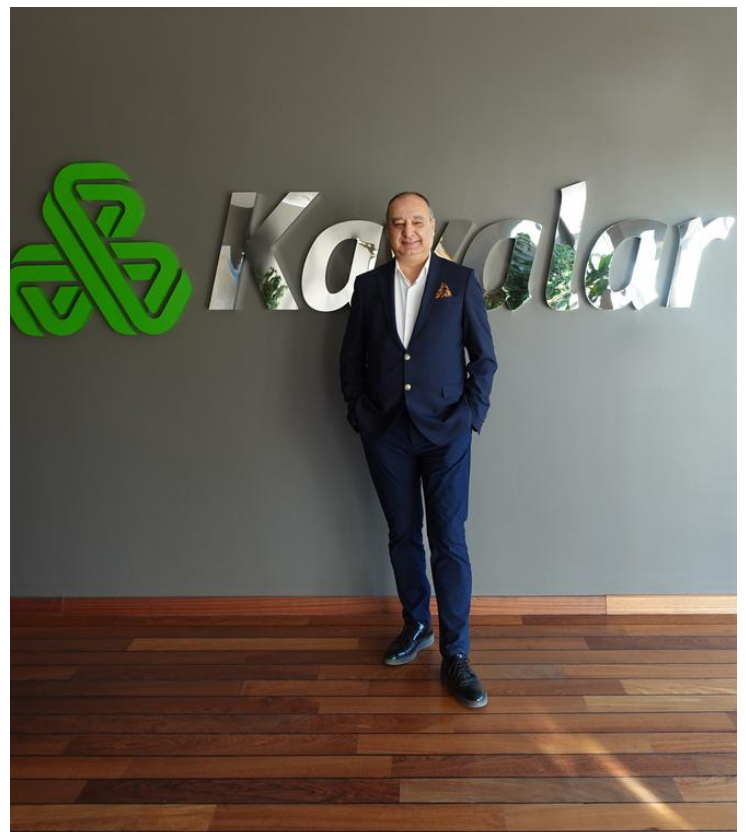
**What do you do to foster collaboration and motivation within your team? What methods do you use to create a strong synergy with your team?**

To enhance teamwork and motivation, we ensure open and effective communication by holding regular meetings and one-on-one discussions, encouraging our team members to share their ideas freely. Additionally, we set annual goals to align everyone toward a common purpose and create strategic plans together to achieve these objectives. To support our employees' growth, we organize regular training sessions and seminars, investing in their personal and professional development. By offering flexible working opportunities and fostering a trust-based environment, we further boost motivation within our team. We have both long-standing employees who have been with the company for many years and new colleagues who have recently joined us.

This diversity is valuable, as it allows every team member to learn from one another and enables our experienced employees to pass down the company culture to newcomers. At the same time, fresh perspectives from new employees bring significant contributions to those who have been with us for a long time.

Together with my fellow managers, our top priority is to support this learning process in the best possible way and ensure that knowledge flows seamlessly between all team members.

Through these methods, we aim to build a strong synergy, maintain continuous collaboration and motivation within the team, and ultimately achieve success.



**What advice would you give to the young professionals who have recently joined our company to guide them in their career journey?**

First and foremost, I would like to extend a warm welcome to our young colleagues who have recently joined Kayalar Kimya. You are now part of a dynamic, flexible, collaborative, and trust-based team. One of the most valuable assets in your career journey will be maintaining a mindset of continuous learning and staying updated on industry trends. The coatings industry evolves rapidly, and if you keep pace with these dynamics and adapt accordingly, you will have a significant advantage from the start.

In addition, developing strong communication and teamwork skills will be crucial in building solid professional relationships within the company. I encourage you to be proactive, take ownership of challenges, and focus on solutions rather than problems. Problem-solving is an essential part of both our professional and personal lives, and those who approach obstacles with resilience and a solution-oriented mindset are always a step ahead. Also, never hesitate to seek guidance from more experienced colleagues—they are a valuable resource on your journey.

Having a mentor and actively seeking constructive feedback can make a significant difference in your career growth. We have all received advice throughout our journeys, but ultimately, success comes from refining that knowledge and forging our own paths. Believe in yourselves, stay focused on your goals, and be open to seizing opportunities. Making mistakes is a natural and necessary part of growth—never fear failure, as it often leads to the most valuable lessons. Reflecting on my nearly 25 years at Kayalar Kimya, I can confidently say that the challenges and setbacks I faced were instrumental in shaping who I am today.

I wish you all a fulfilling and successful career ahead.



# DEALER INTERVIEWS

## EGELİ BOYA



We will continue to share the sectoral experiences, success stories, and goals of our dealers with you in our newsletters. Our third interviewee is Öznur Bayer, the owner of Egeli Boya, our regional distributor in İzmir. We thank our Communication and Marketing Specialist, Ceren Önder, for conducting this interview.

**Hello, Ms. Öznur. First of all, thank you very much for accepting our interview request. Could you tell us a little about yourself and your journey in the business world?**

I am 41 years old and was born in İzmir. Commerce has been a deep-rooted tradition in our family, with each member engaged in different industries. Following this tradition, I graduated from Anadolu University with a degree in Accounting and Finance. Currently, I am pursuing a master's degree in International Trade and Financial Management. I started my professional career in the paint industry, and for many years,

I worked in the logistics and sales departments of consumable materials. In 2018, leveraging the experience and vision I had gained in the industry, I established my own company. Initially, we focused on selling consumable materials, but as customer demands evolved, we expanded into paint sales as well. Over time, this sector became the core of our business, and it was during this journey that our paths crossed with Kayalar Kimya.



### **How long have you been working with Kayalar Kimya?**

We have been working with Kayalar Kimya since May 2023. Although it is a relatively new collaboration of one and a half years, I can confidently say that both parties are highly satisfied with this partnership.

### **What made you choose to work with us?**

Kayalar Kimya stands out in the industry with its innovative approach, high-quality products, and customer-centric service philosophy. Partnering with a company that continuously evolves through strong R&D efforts and offers innovative solutions not only enables us to serve our customers better but also enhances our competitive edge in the market. Kayalar Kimya's commitment to sustainable quality, its professional team, and its extensive product range provide significant advantages to its business partners. As Egeli Boya, we chose to collaborate with Kayalar Kimya to offer the best solutions to our customers.



### **Which products or services do you offer through your dealership?**

We offer industrial and automotive paints, along with sales and application services.

### **Which methods or strategies do you employ to enhance customer satisfaction?**

With our customer-centric approach and commitment to high-quality service, we take pride in earning our clients' trust and establishing long-term partnerships. As Egeli Boya, we strive to respond swiftly to industry demands, ensuring that customer satisfaction remains at the highest level at all times.

Our top priority is to fully understand our customers' needs and provide them with the best possible solutions. In this regard, we regularly collect feedback to strengthen customer relationships, offering technical support and training to ensure we are always there for them. Through high-quality products, professional applications, and a reliable service approach, we aim to deliver the best possible experience to our customers.

Ensuring the satisfaction of all our stakeholders and exceeding their expectations is our utmost priority.

## **How do you think being a female executive in the paint industry makes a difference?**

Although the paint industry is generally perceived as a male-dominated field, as a female executive, I take great pride in breaking this perception and bringing a fresh perspective to the sector. Women's attention to detail, precision, and solution-oriented approach create a significant difference in this industry.

As a female leader, I am not only managing business operations but also striving to increase female employment in the sector and strengthen women's presence in this field. Businesses led by women tend to have stronger customer relationships, more organized operations, and faster adaptation to innovations.

Moreover, one of the most crucial contributions of a female perspective to this sector is the emphasis on aesthetics and quality. We focus on understanding our customers' needs down to the finest detail and delivering solutions that exceed their expectations. I see our work not just as a commercial activity but as a combination of both art and engineering.

Of course, this journey comes with its own challenges. However, these challenges only serve to motivate me further and reinforce my determination to prove that women can have a strong presence in this industry. I aim to continue not only as a business leader but also as a source of inspiration for other women in the sector.

I firmly believe that women, with courage and determination, can succeed in any industry. The paint sector is open to change, and as female executives, we take great pride in leading this transformation.

## **Lastly, is there a message you would like to share with our readers about Kayalar Kimya and Genç Noroo?**

Kayalar Kimya and Genç Noroo stand out in the industry with their innovative technologies, eco-friendly production processes, and high-quality products. Through this collaboration, we take great pride in not only delivering the best solutions to our customers but also leading advancements in the sector.

Kayalar Kimya's strong technical infrastructure, combined with Genç Noroo's aesthetic and innovative approach, is elevating the coatings industry to new heights. This partnership is not just about offering superior products; it is also about fostering a vision built on sustainability, efficiency, and customer satisfaction.

As Egeli Boya, we are truly delighted to be working with such powerful brands and remain committed to providing our customers with the highest level of service. Collaborating with Kayalar Kimya and Genç Noroo, which prioritize quality and customer satisfaction, is a privilege for us.

# 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  
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 **Kayalar**

[www.kayalarkimya.com.tr](http://www.kayalarkimya.com.tr)



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