

ISSUE 03 | NOVEMBER | 2024

KAYALAR

NEWSLETTER

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Department
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Yilmaz Boya

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Shining Stars



For half a century,
we have been a trusted
solutions partner in
furniture paint and
varnishes.

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varnishes to wood care systems,
we are part of everyday life with
our full range of products.

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 **Kayalar**

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Ersin Kenan Kayalar
Chairman of the Board

Dear Business Partners,

We are back with the third issue of Kayalar Newsletter. As in our first two issues, we are excited to share with you the important steps in Kayalar Kimya's growth and development journey. We have experienced many happy developments in this very busy 3-month period. You will be able to see these developments in the following pages of our magazine. I believe the most significant achievement among these is receiving an award in the "Innovation Resources" category at the İnovaLİG competition, which aims

enhance Turkey's contribution to innovation. As Kayalar Kimya, we believe that innovation is one of the cornerstones of sustainable growth. We offer solution partnership to our customers and stakeholders with our superior technology and high production capacity. We were motivated to see our efforts crowned with an award in this competition, which we participated in for the first time. I am sure that we will compete to get the best ranking in the upcoming years. I would especially like to thank our R&D team for their efforts.

In addition, within the framework of our sustainability strategy, we focus on people and continue to support social projects. In this context, we are happy to contribute to the 100th Year Village project, which will be completely free for earthquake victims for the first 4 years and will later serve as a student dormitory on a 120-acre area in Hatay Mustafa Kemal University Campus. We will continue to take part in these and similar projects for the bright future of our country.

Our biggest goal is to enrich our product range, deliver our quality and reliable products to all corners of the world and add value to our country and our sector. In this direction, we continue to exhibit our projects and products on both national and international platforms.

We took our place as Kayalar Kimya with this perspective at the Intermob Fair held in Istanbul between September 12-15. Intermob, one of the three largest fairs in Europe and the largest and most comprehensive specialized fair in Eurasia, offered designs that inspire the future and the opportunity to establish new business connections this year. We came together with many visitors from home and abroad. We will continue to take part in these organizations that contribute to the development of our country and our sector.

The last quarter of 2024 is a period in which we intensify our strategic preparations for 2025. 2024 will not be an easy year in our country, as it is in the global arena, and 2025 is expected to be a challenging year. According to the results of the European Central Bank Professional Forecasters Survey 2024, annual harmonized inflation in the Eurozone was announced as 2.4 percent for this year and 1.9 percent for 2025 and 2026. In the latest survey, there was a downward revision of 0.1 points in the 2025 growth forecast compared to the previous survey.



The main reason for this revision was shown as the weaker growth expected in the second half of this year, which will have a restraining effect next year. As I have underlined before, although we are in a pessimistic picture, I think it will be a year where we can make a difference with different perspectives, ways of doing business and innovative solutions.

As we approach the end of 2024, I wish you to have profitable days and enjoy reading this issue of Kayalar Newsletter.

Ersin Kenan KAYALAR

WHAT WE DID IN THE THIRD QUARTER



We were honored to receive third place in the "Innovation Resources" category at İnovaLİG, held as part of the 11th Turkey Innovation Week 2024 event organized by the Turkish Exporters Assembly.



We presented awards to our employees who contributed to our Hazard and Near-Miss Notification System.



In September and October, we increased our power in the sector by participating in total of 7 fairs in both local and international arenas.



We held meetings with architecture offices for our Genç and Düfa brands.



We contributed to the 100th Year Village project on the Hatay Mustafa Kemal University Campus, which will serve earthquake victim families free of charge for 4 years and then serve as a student dormitory.



By obtaining ISO 12944 certification for our Genç Noroo products, we have documented that they comply with international quality standards and provide long-lasting corrosion protection.

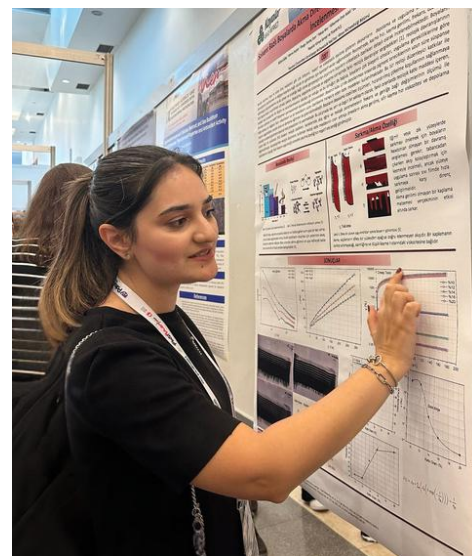
Our Activities

HELLO SUMMER BREAKFAST THAT BRINGS THE SECTOR TOGETHER



We held a breakfast meeting in collaboration with the Istanbul Furniture Polishers Association to evaluate developments in the sector. The meeting, held on July 6 at Maide Restaurant in the Istanbul Tuzla Organized Industrial Zone, was attended by association members and our Domestic Sales and Marketing Manager Bedri Büyüktaşkın. The breakfast meeting brought together 200 participants, including association members, master craftsmen and industry experts, providing a unique networking opportunity.

IX. INTERNATIONAL POLYMER SCIENCE AND TECHNOLOGY CONGRESS



Our R&D Center Coordinator Ebru Ergüven, Dr. Yakup Atıcı and Kübra Güleş from her team attended the IX. International Polymer Science and Technology Congress hosted by Middle East Technical University on September 16-18, 2024. Kübra Güleş presented our poster titled "Investigation of Flow Resistance and Stability in Solvent-Based Paints with Rheological Measurements" at the congress.

Our Achievements

THIRD PLACE AWARD TO KAYALAR KİMYA IN İNOVALİG



Turkey Innovation Week 2024 was held at the Haliç Congress Center with the theme "Out of the Box: Human, Culture, Model".

Kayalar Kimya was awarded in the "Innovation Resources" category at the İnovalİG Champions Award Ceremony held on October 12 as part of the event.

Chairman of the Board Ersin Kenan Kayalar received the award from Minister of Agriculture and Forestry İbrahim Yumaklı and TİM Chairman Mustafa Gültepe. In his statement after the award, Kayalar emphasized that innovation is indispensable for sustainable success and thanked the Turkish Exporters Assembly and the jury.

THE LEADING 100S IN TECHNOLOGY HAVE GRADUATED



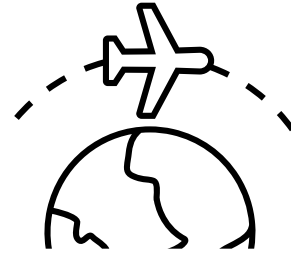
We took our place among the supporters of the program implemented by the Women in Technology Association (Wtech) which aims to select the most talented young people in Turkey in the field of technology and provide them with technical and social skills. Two students who were mentored and sponsored by Kayalar Kimya also took their place among the graduates of the program.

Emphasizing that the Leading 100s in Technology project is extremely important in terms of bringing women into the technology sector, Our Human Resources, Administrative Affairs, and Quality Systems Director, Dilek Ün, mentioned, "We are very happy to contribute to the Leading 100s in Technology. We hope that such projects that enable women to break glass ceilings and pave the way for their development will increase."

Our Achievements

WE ARE IN NEW YORK TIMES SQUARE

It was a great source of pride for us to see our Genç Paint and Varnish brand in Times Square, the symbol of New York. Being in this prestigious location not only increased the visibility of our brand in the international arena, but also became an indicator of our success in the sector.



TOWARDS THE SUMMIT: WE CLIMBED 99 PLACES IN THE ISO SECOND 500 RANKINGS



In the "İSO Türkiye's Second Top 500 Industrial Enterprises-2023" study conducted by the Istanbul Chamber of Industry (İSO), we have risen an impressive 99 spots this year, securing the 57th position.

We extend our heartfelt gratitude to all our team members and business partners who contributed to this significant achievement.

Our Achievements

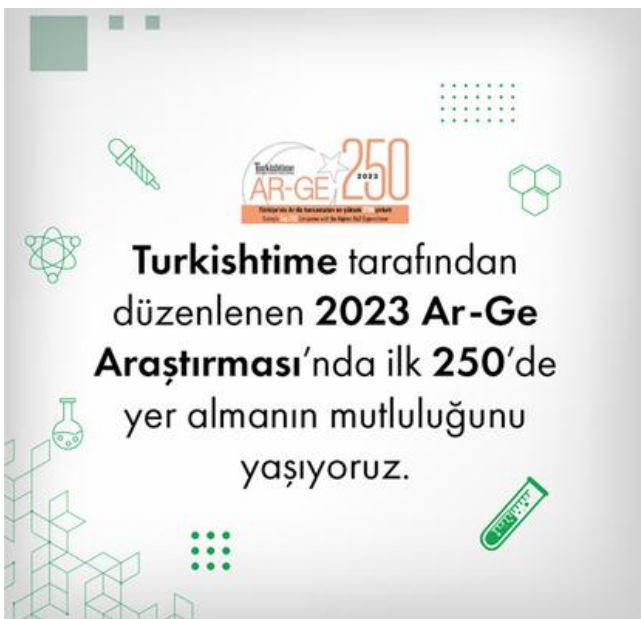
WE RANK 73RD IN THE "BEST COMPANIES IN THE PAINT INDUSTRY" REPORT



Kayalar Kimya, ranked 73rd in the 2024 Coatings World Top Companies Report.

This report is an important resource in shaping global competition by revealing the innovative approaches of the leading companies in the sector. We are happy to be on this prestigious list thanks to our company's rising graph.

WE CLIMBED 21 PLACES IN THE R&D 250 LIST



The results of the 2023 “Turkey R&D 250 Research,” conducted by the economy and business portal Turkishtime, have been announced.

This year, we advanced 21 positions on the list of companies with the highest R&D expenditures in Turkey, securing the 224th spot with an R&D investment of 36.1 million TL.

Our Achievements

DANGER AND NEAR MISS AWARD CEREMONY



"Danger and Near-Miss Notification System" plays a critical role in terms of the importance we give to occupational health and safety. In the first half of 2024, we had the opportunity to detect many dangers in a timely manner with the feedback we received from our colleagues through this system. Gökhan Çırak, Çağdaş Durmuş and Muhammet Bilgili, who reported the dangers and near-misses, received their awards from our Board Member Tolga Kayalar on October 1.

The sense of responsibility shown by our employees is exemplary. We thank them for their contributions and wish all our employees a safe working period.

GENÇ NOROO PRODUCTS ARE NOW ISO 12944 CERTIFIED



We have received ISO 12944 certification, an internationally accepted standard for the protection of metal surfaces against corrosion. The receipt of this certification has documented the resistance and protective properties of Genç Noroo paint systems to various environmental conditions on an international scale.

We will continue to make a difference in the sector with our Genç Noroo products that perform above the certification standards.

Our Achievements

WE ATTENDED THE HATAY 100TH YEAR VILLAGE OPENING CEREMONY



We are happy to contribute to the 100th Year Village project, which will be completely free for earthquake victim families for the first 4 years and will then serve as a student dormitory within a 120-acre area on the Hatay Mustafa Kemal University Campus.

With the support we give to this project, we aim to heal the wounds of the earthquake zone to some extent, to support them in looking to the future with hope, and to build a future full of solidarity and hope together.

WE WERE HONORED BY GEBZE TECHNICAL UNIVERSITY FOR OUR SUPPORT TO EDUCATION



At the Gebze Technical University 2024-2025 Academic Year Opening Ceremony, we received a gold category plaque for our support to the university.

We will continue to support young people and contribute to the future of our country.

DEPARTMENT DIARIES

EXPORT



Tolga Ateş

Export Sales Manager

What is the structure of the export department?

How does Kayalar Kimya export?

What are our goals for the next 5 years?



Could you please provide information about the structure of the export department? What kind of approach do you adopt towards the markets we operate in?



Kayalar Kimya Export department consists of a team of 25 people. In our team, aside from myself, we have sales representatives who are directly involved in communication with international customers and play an active role in all stages of the sales process. We also have technical support specialists responsible for customer training, aiming to optimize product performance before and after sales and address any product-related inquiries or issues. Our sales operations team manages communication between customers and the planning department regarding customer orders and price lists. The marketing team is in

charge of conducting market research, as well as planning and managing marketing activities. Lastly, our export operations team specializes in customs procedures, document management, and ensuring compliance with legal regulations. It is of great importance for us to reflect our global perspective in the markets we operate in and at the same time to act by understanding that market as a local company. For this reason, we have offices not only in Istanbul but also in Russia and Poland, and some of my teammates live in those countries. We also travel frequently and keep our finger on the pulse of the countries we are in and want to be in.

We constantly analyze the economic situation, cultural characteristics, consumer behavior and competitive conditions of the markets we operate in or want to operate in. Market research and assessments form the basis of our strategic decisions. Then, since each market may have its own regulations and requirements, we make sure that our products comply with local standards and legal regulations. We establish effective communication with our international customers and provide rapid response to their needs with our pre-sale and post-sale technical support service. We increase the accessibility of our products by creating a widespread distribution network. In addition, preparing marketing materials that are appropriate for the local language and culture is also very important at this point. For this purpose, we regularly receive feedback from local customers and develop strategies that are appropriate for the market.

We increase our brand awareness through social media, digital marketing activities, fairs and local events. Finally, we are aware that there are always risks in international trade and therefore it is necessary to adopt a flexible approach to changing market conditions and political situations. We are always prepared for crisis situations and develop our risk management strategies. Proactively making these preparations and assessments reflects very positively on our business results, thus enabling us to adapt quickly to changing conditions.



How have the changes in global trade in recent years affected your export activities and how have you adapted to these changes?

We are aware that we need to be constantly alert and ready against changing conditions due to the geography we are in. The biggest event affecting trade in recent years was the pandemic. During this period, as a company, we did not stop and provided uninterrupted production and supply. Similarly, we encouraged our dealers with our actions by staying in constant communication with them so that they would not despair and continue their trade. We closed the pandemic period without any loss and even with growth. In addition, at this point, both Russia and Ukraine consider us a reliable and long-term trade partner due to the trust we have in their countries. We are engaged in a trust-based collaboration with our stakeholders in the region.

What are the biggest challenges you face in your export processes and what strategies do you use to overcome these challenges?

I can list the biggest challenges we face as the high shipping prices from Turkey compared to other countries, the fact that most countries demand additional certification and additional customs documents, and the lack of trained personnel. With the contraction of the domestic market, companies quickly started to focus on exports. Therefore, even if trained personnel did not have sector experience, they were transferred to different companies with export experience. I can say that we are developing our team from the core at Kayalar Kimya. We constantly include young colleagues in our team and make an effort to grow and develop together. We also include talented colleagues working in different departments in our team from time to time. In order to meet the demand for additional certification and additional customs documents, we have a colleague who follows the regulations and helps us adapt to the process. I must also emphasize that our success as a department is due to teamwork. We take action by finding solutions together and supporting each other in all difficulties, and we see the contribution of this.

What are your export goals for the next 5 years and what innovative strategies do you plan to implement to achieve these goals?

In the past 3 years, we have grown by over 20% in average tonnage in exports every year. In order to continue this momentum and achieve stable sales, we are now working on the Western European market, which we call developed markets. In addition, we expect a great development in the African continent in the next 10 years and we are also accelerating our work on these countries. In order to achieve these goals, we are looking for colleagues who will support us locally. Managing the market locally is much more efficient than managing it remotely. We are also constantly following and evaluating local and international collaborations that will enable us to respond to opportunities faster.



EXPORT

What is the role of digitalization and technological innovations in your export operations and what solutions do you use in this area?

We use our B2B platform for order entries. In the upcoming period, we will bring many innovations that will enable us to conduct periodic campaigns for customers, create an interface where they can track samples, and view their instant account status through the same platform. Such innovations accelerate our communication with our customers and reduce the intensity in our operations.

Digitalization is one of the most important issues in our company. We experience all the innovations that will make our processes efficient not only in the export department but also in other departments, and when we are satisfied with the results, we make them a part of our business processes.

How do you collaborate with business partners or distributors in different countries and how do you evaluate the success of these collaborations?

Developing our business partners sustainably is always our top priority. Most of our business partners have grown with us. Seeing this development firsthand and being a part of it both makes us happy and increases the pleasure we get from our work. We have been cooperating with most of our dealers for over 10 years. We believe that the main reason for this is open communication and honesty. Keeping our promises at all costs is the most important reason for customer loyalty.

As our customers say, "KAYALAR" keeps its word when it makes a promise.

DEALER INTERVIEWS

YILMAZ BOYA



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

Mr. Yılmaz, first of all, thank you for accepting our interview offer. Could you briefly tell us about yourself and your business life?

Welcome, thank you. My name is Yılmaz Küçükğöde. As one of the first dealers of Düfa, our cooperation has continued since the establishment of the brand. Our headquarters is in Adana, and we provide service in Osmaniye, Hatay and Kahramanmaraş. Düfa has never compromised on its quality since its establishment. We always prioritize customer satisfaction and work to provide the best service in the sector.

You said that you were one of the first dealers of Düfa. Why did you choose to work with Düfa at the beginning of the road? How did this collaboration begin?

Actually, before Düfa, I had undertaken the dealerships of different brands in the same sector. I worked with one brand for about 3 years and another brand for 8 years. One day, Düfa, introduced by Burhan Öçal in a television commercial, caught my attention. The phrase “Düfa, the Master of Paint, Now in Turkey!” increased my interest even more and I immediately contacted their representatives. The first dealership was opened in Mersin; I joined the Düfa team 6 months later. The advantages offered by Düfa were also very attractive. I aimed for higher earnings with a new brand and I was not wrong in this choice. We continue to work with the same excitement from the first day.



Since the day you started working with Düfa, what products and services have you offered to your customers and sub-dealers?

As a distributor, we sell all of Düfa's products. We manage the stock of each product dynamically; of course some of our products are in higher demand. In interior paints, we stand out with Dufaplast and Klasik products. On the exterior, the Silosan series is in high demand.

Recently, due to economic conditions, there has been a tendency towards more affordable products. For example, the economical Diamond series has taken its place on the shelves more. Thanks to Düfa's product range that is suitable for every budget, our sales have not been affected and this has pleased us.

Mr. Yilmaz, what kind of strategy do you follow to increase customer satisfaction?

Our relationship with Düfa is truly like a family bond. The factory is always with us; they stand behind the product even when there is the slightest issue. The technical team or representatives intervene immediately and identify the source of the issue. Customer satisfaction is always our top priority. If there is a problem caused by lack of training, we take responsibility for it and provide the necessary support.



At this point, the mutual trust relationship we have established with Düfa plays a major role in ensuring customer satisfaction. In this way, both we and our customers benefit mutually.

I still remember a few enjoyable moments we had abroad. For example, during a trip to Slovakia, we got lost after getting on the wrong side of the metro. The wives of the other dealers also got lost; a funny situation arose while we were all looking for each other. The best part of our long-standing collaborations is being like a family, and every time we get together, we feel this bond and accumulate memories that we remember with a smile.

We know that you work with your daughter in your office. How does that make you feel?

This is really a source of pride. It is a great feeling to know that our efforts will not be in vain. I am also happy that my daughter wants to take over the company, that it is a legacy passed from father to daughter. The new generation learns faster than we do. I tell her about the accumulation of 60 years; she will develop it and take it even further with the knowledge and energy of the new generation. It has not been long since my daughter started working with me. First, she needs to understand our internal structure and learn how it works very well. She needs to master the entire process from manufacturing to sales of the products. She needs to visit the field and meet people. Then, she can think, “How can I increase sales with new projects? How can I develop?” and expand the business and take it to another level.

What kind of difference do you think being a female manager in the paint industry makes?

In the past, the process was much more difficult, but now it has become easier for women to prove themselves in our sector as managers. Still, it is necessary to accept that women may face some difficulties in field operations. Despite this, I believe that women can make a difference in managerial positions. Because they are much more detailed and careful. In our office, the operations team consists entirely of women and their success in their work can not be ignored. Their talents and dedication play an important role in the success of our business.



**Yilmaz Küçükgöde
and His Daughter**

Finally, is there a message you would like to convey to our readers about Kayalar Kimya and Düfa?

Kayalar Kimya is a company that deserves appreciation. I have always been impressed not only by the quality of its products, but also by its sensitive stance towards the environment, people and society. Never compromising on quality, their sensitivity to sustainability and establishing long-term, trust-based relationships with their stakeholders put them in a special position in our sector.

Especially after the February 6 earthquake, the rapid and sincere support they provided to their dealers affected by the earthquake in Hatay and surrounding provinces showed that they are not just a business partnership, but also a family that has adopted the principle of being by their side in difficult times. I am truly proud to have been collaborating with a company that prioritizes such human values for years.

Kayalar Kimya's approach, which is not only business-oriented but also adopts social responsibility, renews our belief in growing together in the future. Being a part of this great family is always a privilege for us.

Our Fairs

INTERMOB 2024



As Kayalar Kimya, we participated in the Intermob Fair, which is one of the top three trade fairs in Europe and the largest and most comprehensive in Eurasia. The fair, which was held at the Tüyap Fair and Congress Center between September 12-15, provided the opportunity to establish new business connections. We had the opportunity to host thousands of visitors from Turkey and abroad, along with hundreds of leading companies in the sector.

Our Chairman of the Board Ersin Kayalar said in his evaluation of the fair, “Our products attracted great attention from the visitors and we had a very productive fair. We see innovation as the cornerstone of sustainable growth. We will continue to expand our product range and deliver our quality and reliable products to all corners of the world.”

At the fair, we exhibited products from Genç, Woodsol and our KayaColl, KayaTherm, KayaPur, KayaPren, KayaSit, KayaSil and KayaFlex brands in the industrial adhesive sector. Our stand and products were highly appreciated by visitors and industry professionals.



Our Fairs

SAUDI WOOD EXPO



We participated in the Saudi Wood Expo Fair held in Riyadh, the capital of Saudi Arabia, between September 2-4, with our Genc brand. The fair, held at the Riyadh International Convention and Exhibition Center, was attended by more than 7,500 visitors. During the fair, we presented our products to our guests and the great interest shown to our stand was a great source of motivation for us. We would like to thank all participants who visited our stand.

DREMA FAIR



We successfully completed the Drema Fair held at the Poznan International Fair Center in Poland between September 10-13.

Our teams, led by our Export Sales Manager Tolga Ateş and our Russian Export Manager Erhan Şekeroğlu, met with our visitors at the fair and shared information about Kayalar Kimya's products and solutions. Our stand and products attracted great attention from visitors.

We would like to thank all our guests who visited us during the fair and our team members who worked devotedly.

Our Fairs

BIFE-SIM



We successfully completed the BIFE-SIM Fair held in Bucharest, the capital of Romania, between September 19-22.

The valuable communications and sharing we established with the participants increased the efficiency of the fair and provided the opportunity to introduce our innovations in the sector.

We would like to thank all our guests and team members who visited our stand at this prestigious event.

CONSTRUCT IRAK



We participated in the Construct Iraq International Construction and Building Industry Trade Fair held in Erbil, Iraq between September 24-27.

This fair provided a great opportunity to follow the latest developments in the region, discover the growth potential of the construction and building industry, and exhibit our products. We had the opportunity to come together with industry professionals and improve ourselves.



We would like to thank all our guests who visited our stand and our dedicated team members.

Our Fairs

IFMAC-WOODMACH

We attended the Ifmac-Woodmac Woodworking and Furniture Manufacturing Fair held in Jakarta, Indonesia between September 25-28. We had the opportunity to exhibit our products and had productive meetings with industry professionals at the fair.

We thank you for the great interest shown in our stand.



Shining Stars

PROMOTIONS IN THE THIRD QUARTER

We congratulate our colleagues who have worked within our company and made valuable contributions on their promotions.



Niyazi Gündüz

Warehouse Operations
Deputy Manager



Abdullah Razi

Production Senior
Expert Engineer



Merih Ursavaş

Industrial Paints Sales
Manager-Noroo



Adem Demirbaş

Production Master



Ceren Önder

Communication and
Marketing Specialist



Atilla Özbay

Sales Specialist-
Woodsoll



Hüseyin Dokuzlar

Production Senior
Expert Engineer



Görkem Ürgün

Technical Sales
Manager-Young



Hilal Karakaş

Sales Operations
Specialist-Düfa



Mehdi Çelikkol

E-Commerce
Logistics Specialist



Mahmut Yıldız

Production Master



Tuğba Niğdelioğlu

Purchasing Manager

Shining Stars



Recep Yükselen

Automation Expert



Samet Öztürk

Technical Service
Specialist-Düfa



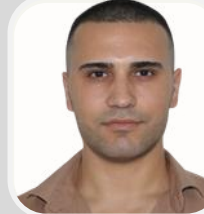
Erhan Başaran

Automation Senior
Specialist



Alparslan Düzcan

Card Entry Officer



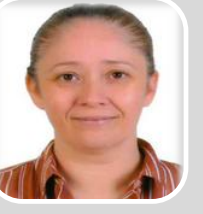
Mert Çınar

Technical Service
Specialist-Young



Ömer Meydan

Quality Control Senior
Specialist



Nadiye Alim

Quality Control
Technical Specialist



Yakup Atıcı

R&D Polymer Unit
Manager-Young



Kadir Köse

Card Entry Specialist



Mustafa Turhan

Software Development
Specialist



Mustafa Kocalar

Adana Regional Sales
Manager-Young

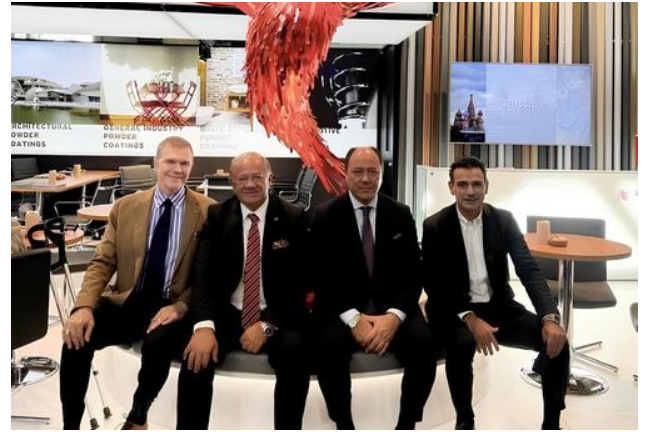
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YOU CAN ACCESS OUR SOCIAL MEDIA
ACCOUNTS BY CLICKING ON THE TEXTS.

For 48 years, it has been a part of life with its quality paint and varnish production

Kayalar Kimya, with over 48 years of experience, is a part of everyday life with all its brands, from furniture paints and varnishes to wood care systems, and from construction group paints to industrial and floor coatings.



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GENÇ NOROO



 **Kayalar**

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