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KAYALAR

NEWSLETTER

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Dealer Interviews:
Anıl Yüksel



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Ersin Kenan Kayalar
Yönetim Kurulu Başkanı

Dear Business Partners,

We published the first issue of our magazine in March. Looking at this second issue, I see how much work the Kayalar Kimya team has packed into three months. Especially, the paint and raw materials sector-leading event, paintistanbul & Turkcoat Fair, left a mark on all of us by bringing the sector together. Moreover, every event, meeting, and collaboration with you, our valued stakeholders, has been incredibly valuable. 2024 is proving to be a challenging year, but every project we undertake together creates a positive impact.

As you know, as the paint sector, we continue to aim for increased production on the global stage. However, rising costs, increasing inflation, and a growing talent crisis are affecting us, as they do all sectors. The fact that no sector can exist without the chemical industry sets us apart positively from others. However, to grow in 2024 and beyond, we need to correctly prioritize our sector's goals.

It's crucial for us to increase our investment in R&D and differentiate ourselves on the global stage with innovative products and services. Of course, finding new markets and seizing investment opportunities in these markets should also be among our priorities.

I think it's advantageous for Kayalar Kimya to prioritize both domestic and international markets. Learning from different markets and using that knowledge to enhance our products and services is crucial for our company's growth.

We are able to adapt to changes quickly. As I mentioned before, Turkish businesspeople understand that challenges also bring opportunities. In this regard, I believe we are very experienced and capable of handling difficulties well. I trust that with these qualities, we will manage our processes effectively in the second half of the year.

I know that the rest of 2024 will be full of success together with our teams and valuable stakeholders. I wish you all a pleasant reading of the new issue of Kayalar Newsletter.

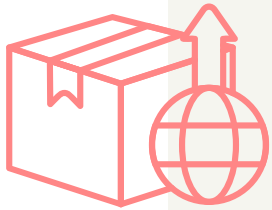
WHAT DID WE DO IN THE FIRST HALF OF 2024?



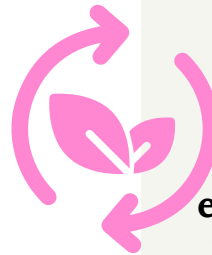
In the first half of the year, we participated in a total of 7 trade shows, both locally and internationally.



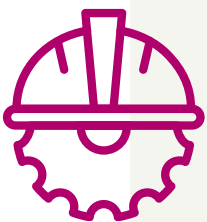
We are optimizing our business processes and increasing efficiency with our renewed IT team.



With our new warehouse space, we have reached a larger capacity and provided a comfortable environment for our employees.



The merged Human Resources, Administrative Affairs, and Quality Systems Directorate is effectively managing our business processes and increasing efficiency.



We provided Occupational Health and Safety training to all employees and interns, informing them about risk and hazard prevention measures.



We increased internal audits of the Quality Management System in our departments to aim for continuous improvement in our business process quality.

Our Projects

OUR NEAR-MISS REPORTING SYSTEM REWARDS EMPLOYEE FEEDBACK



In November 2023, we launched the "Near-Miss Reporting System," initiating a groundbreaking practice in terms of occupational health and safety. In March, we rewarded colleagues who submitted the highest number of reports through the system for the first time. Burak Dikmen, Zekeriye Bilgili, and Serkan Zorba received their awards from our Board Member, Tolga Kayalar. We congratulate our colleagues once again and believe their vigilance will set a positive example.



THE REPORTS CONTINUE TO COME IN

In the upcoming period, we will continue to select and reward the most frequent and valuable reports.



APRIL 23rd ART EXHIBITION IN KAYALAR





Our company celebrated April 23rd, National Sovereignty and Children's Day, with great enthusiasm. The art exhibition prepared with works from the children of our employees provided a wonderful opportunity to highlight the significance and meaning of this day.

The children expressing their feelings and thoughts through artwork allowed us to experience the spirit of April 23rd.

As we celebrate this meaningful day, we aim to continue organizing our art exhibition in the coming years, making it a tradition.

We thank all the children who participated.



Fairs

PAINTISTANBUL & TURKCOAT FAIR 2024



From May 8th to 10th, 2024, we participated in the Paintistanbul & Turkcoat Fair at Istanbul Expo Center with our brands Genç, Düfa, and Woodsol. The fair, which attracted more than ten thousand visitors, featured numerous panels discussing the future of the paint industry and new trends. Our Board Member, Tolga Kayalar, participated as a speaker in the panel titled "The Future of Paint Exports in Türkiye, the Production Hub of the Region," sharing insights into the industry's future.

We were honored by the visit of Deputy Minister of Industry and Technology, Oruç Baba Inan, to our booth. Our stand, which attracted significant interest from industry visitors, provided general information about our products and services.



SAUDI WOOD SHOW 2024



We successfully completed the Saudi Wood Show 2024 Fair held from May 12th to 14th.

The fair attracted significant attention with more than 250 participating companies and over 15,000 visitors.

We thank all the guests who visited our booth.

MOSBUILD 2024



We also participated in the Mosbuild Fair in Russia with our Genç brand from May 13th to 16th. The fair, which attracted over 1,400 participating companies and more than 57,000 visitors, we thank all the guests who visited our booth.



Fairs

WE VISITED THE EXPOCOMER FAIR



From March 5th to 7th, in Panama City, Panama, the Expocomer fair hosted the fifth Turkish national participation organized by the Istanbul Chemicals and Chemical Products Exporters' Association (IKMIB). 15 participating Turkish companies were present within the 234 square meters dedicated to Türkiye. This platform provided these firms with an opportunity to introduce their products to the Latin American market. Ersin Kenan Kayalar, Chairman of the Board, and an IKMIB board member, visited participating companies alongside the IKMIB management team during the event.

INDONESIA INTERNATIONAL FURNITURE EXPO (IFEX)



We participated in the Indonesia International Furniture Fair (IFEX) held from February 29th to March 3rd 2024, with our distributor Prapta Sukses Gemilang, PT. We thank our distributor and all attendees who visited our booth.

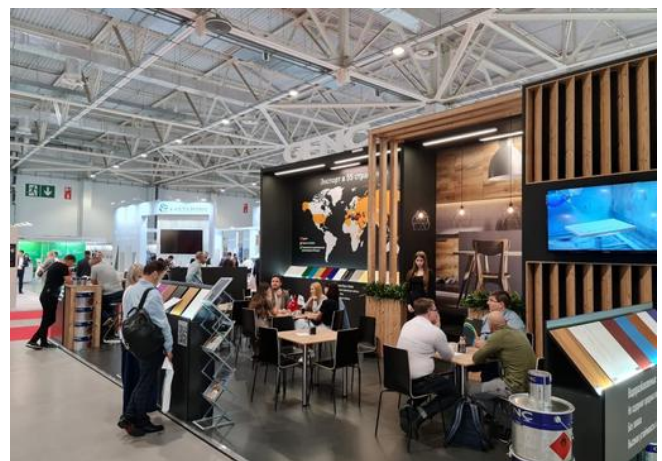
MEBEL EXPO UZBEKISTAN 2024



The Mebel Expo 2024 Fair, held in Tashkent, Uzbekistan from May 28th to 30th 2024, hosted 122 participating companies from 19 countries and welcomed over 4,000 visitors. Our booth was honored with the Best Booth Presentation Award by Mebel Expo.

UMIDS INTERNATIONAL FURNITURE FAIR

We participated in the 26th UMIDS International Furniture, Interior Items, Materials, Components, Woodworking and Furniture Production Equipment Fair, held from April 3th to 6th, 2024. We attended with our Genç brand among nearly 350 participating companies, attracting over 16,000 visitors. Our booth welcomed numerous visitors and became a focal point of the fair. We extend our thanks to our team members and all guests who visited us.



DEPARTMENT DIARIES

E-COMMERCE AND DIGITAL MARKETING



Furkan Akın

Senior Digital Marketing and
E-Commerce Specialist

Bahadır Çevik

E-Commerce Specialist



How is
E-Commerce
conducted at
Kayalar Kimya?

Which
platforms are
being used?

How is customer
satisfaction
ensured?

How is privacy
and security
ensured?



[Kayalar Boya](#)



[Trendyol](#)



[Hepsiburada](#)



[N11](#)

You can access our E-Commerce accounts by
clicking on the texts or scanning the QR codes.

E-COMMERCE

What is the importance of E-Commerce in the chemical sector? What is our company's strategy in this area?

In the chemical sector, E-Commerce was once considered impractical, but now substantial sales are being conducted on both B2B and B2C platforms. E-Commerce offers advantages over traditional commerce in terms of broad market access, operational efficiency, competitive edge, data analytics, and customer insights. The pandemic accelerated digitalization, fueling growth in the E-Commerce market and bringing about change in the chemical sector. Kayalar Kimya has prioritized enhancing customer experience in E-Commerce, aiming to facilitate direct access to products. Our goal is to expand through E-Commerce and make our products available in every country. Increased competition and market expansion have positively impacted our brand. We aim to strengthen our E-Commerce channel by delivering the best possible experience to customers.

What online platforms do we use to sell our products?

We sell through various platforms in Türkiye such as Trendyol, Hepsiburada, N11, Amazon, Koçtaş, PttAvm, Pazarama, Vodafone Mall, Çiçeksepeti, and Kayalarboya.com.tr. In addition, we operate on the Allegro.pl marketplace in Poland.



Kayalar Kimya aims to reach customers on all accessible and suitable platforms for its products. We are pleased to announce that we will soon commence sales on KoçZer and Idefix platforms as well. Customer satisfaction is our primary criterion in platform selection.

Does customer experience important in E-Commerce? How do you evaluate customer feedback and do you take any actions accordingly?

In E-Commerce, brand awareness hinges critically on customer satisfaction and a positive customer experience. We ensure swift responses with accurate information to inquiries from marketplaces and our WhatsApp support line. Constantly improving customer reviews directly impacts sales volume. For instance, if two products at the same price receive ratings averaging 3 from 75 reviews versus 5 from 20 reviews, the preferred product becomes evident.

Successful E-Commerce centers around converting browsing customers into buyers. Kayalarboya.com.tr is a significant platform beyond marketplaces. With investments in 2023, it has become our official sales channel distinguished by user interface and content among all paint-selling platforms. Our products aim to provide customers with a quality experience through revamped 3D visual designs, focusing on delivering quality experiences across all marketplaces, particularly Kayalarboya.com.tr.

Does selling chemical products online create different challenges compared to other product categories? What strategies do you use to deal with these challenges?

Paint, varnish etc. Selling products online may present different challenges compared to other product categories. Lower customer relations and features compared to other sectors may make correct configurations difficult. However, this challenge can be overcome by providing quality service and providing the right product to enlarge the customer. Additionally, any problems that may occur during the chemical degradation process are also recorded. Therefore, it is important to provide low costs and increase the customer portfolio with special packaging and transportation. With these strategies, you can achieve the same success with chemical online marketing as other product categories.

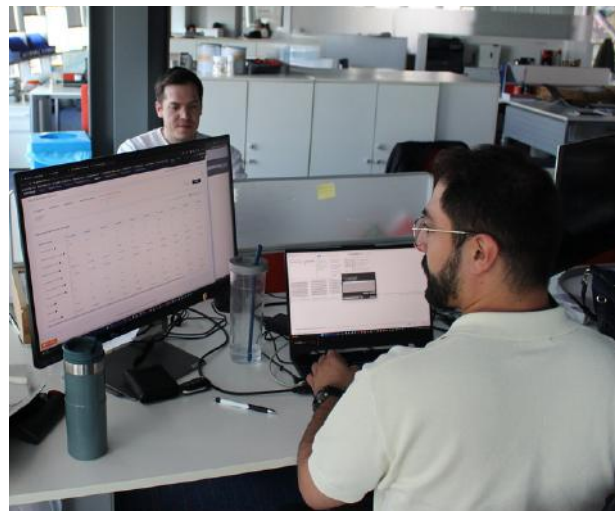
What are the opportunities and challenges of working in the E-Commerce department? What measures do you take to deal with the challenges?

The E-Commerce sector appeals to a very wide area. This situation requires constant monitoring of technology and innovations. In order to expand your department, you may first need to develop it yourself and keep up with the developments in the sector, and often be one of the pioneers of these developments. The fact that the need for development and change seems difficult is actually an important factor that renews people and maintains their dynamism.

E-COMMERCE

Security and privacy are important elements of E-Commerce. When it comes to chemical products, how do you address these issues?

Security is the most important issue that should be prioritized and paid attention to in every field. We extend the life of our products by packaging them with the highest level of protection. By always consulting to see how it could be better, we can sometimes make small changes and sometimes radical changes. We made the biggest change in this regard in the



product packaging. We first put our products in a leak-proof bag in case they are damaged during transportation. Then we surround it with plastic airbags. After placing the product in the box, we reinforce it with styrofoam to minimize the possibility of damage. The efforts and dedication of our transportation team in this field are of great importance.

What are your marketing and advertising systems? How do you promote chemical products on online platforms?

Our main marketing strategies are marketplace advertising campaigns and search engine and social media ads. During significant and special days of the year, we create exclusive discounts and campaigns tailored to those days. In marketplaces, we consistently achieve maximum efficiency with tailored campaigns and platform-specific promotions.



The first guest of the Department Diaries series, which we will do with a different department in each issue, was the E-Commerce department. We would like to thank Furkan Akin and Bahadır Çevik, who answered our questions in the interview in which we talked about how E-Commerce is done in our company, the difficulty of selling chemical products compared to other products, and the importance of E-Commerce.

DEALER INTERVIEWS

ANIL YÜKSEL BOYA



We will share the sectoral experiences, success stories, and goals of our dealers with you in our newsletters. Our first interviewee is Anıl Yüksel, one of the owners of Anıl Yüksel Boya, our regional distributor in İzmir. We thank our Communication and Marketing Assistant Specialist, Ceren Önder, for conducting this interview.

Hello Anıl Yüksel, could you tell us about yourself and your company? We already know that you operate in the Aegean region and have been in the industry for 40 years. Could you share the founding story of your company?

Our founding story begins with my grandfather, Mustafa Yüksel, who opened a small hardware store named "Yüksel Boya" in Karabağlar. Currently, we are the third generation continuing this business. When our grandfather Mustafa Yüksel was ill, my father, Orhan Yüksel, took over the business. My father expanded into automotive and furniture group products after he took the responsibility. The furniture group grew over time, alongside the expansion of Kayalar Kimya. In 1996, Yüksel Boya became incorporated and was renamed Anıl Yüksel Boya Ltd. Şti.



While studying in the international trade department in İstanbul, I was an intern in the export department at Kayalar Kimya. Afterwards, I did my second internship during the establishment of Düfa. At that time, there were three of us working: the General Manager, the R&D Manager, and myself. It was a truly instructive and educational experience for me. After graduating, I returned to work alongside my father in İzmir. Currently, my brother Mustafa Yüksel and I are managing our company together.

How long have you been working with Kayalar Kimya?

Since our grandfather's time, trade has continued for 42 years through the collaboration initiated by my father, sustained over many years. From fathers engaging in commerce to their children taking over, our family has worked together with love and respect, maintaining a strong bond.

Why did you choose to work with us?

Over the years, my father Orhan Yüksel's business relationship with Yılmaz Kayalar has evolved into a mutually beneficial collaboration, which has kept us walking the same path. As a family, we are deeply connected to each other and have been running this business together for many years. Therefore, it was natural for us to embrace the preference for working together.

**What products or services do you offer through your dealer?**

We distribute the Genç, Woodsol, Düfa, and Glue products under the Kayalar Kimya umbrella in the Aegean Region.

We know that you have a showroom in Bodrum. Can you talk a little bit about it?

Yes that's true. Our showroom in Bodrum has been operating for three years. We had already been serving Bodrum for many years, but we realized that we would not be able to get the jobs we wanted without being established there, so we entered into such an investment plan. We saw that Bodrum was a big market and we thought we could do more business there. That's why we decided to open a showroom in Bodrum. Bedri Büyüктаşkın and Ersin Kenan Kayalar also supported us a lot in this regard and we started this business. Currently, we, as Anıl Yüksel Boya and Genç, are filling a serious gap in Bodrum. As Anıl Yüksel Boya and Kayalar Kimya, we take part in the projects of many brands. For example, the most current one is Maxx Royal Bodrum. Approximately 40% of this project was painted with Woodsol. Apart from this, we are involved in many furniture manufacturers, hotels and elite projects. Our job is only about paint. Our staff is very experienced in this field. That's why we always continue to make a difference.

What methods or strategies do you use to increase customer satisfaction?



Improving customer satisfaction is crucial, especially in Türkiye's variable economic environment. We place great emphasis on interpersonal relationships to achieve this goal. For many years, we have maintained strong relationships with our customers, coming together with the same spirit. Through quality service, speed, and robust human relationships, we ensure customer satisfaction. Most of our customers have been long-term business partners since the time of our fathers. In case of technical issues, we provide quick solutions through our in-house technical service and Kayalar Kimya's technical support.

In this manner, we consistently maintain high customer satisfaction. We adapt our sales strategies to fit economic conditions with the support of our factory. Emphasizing sustainable human relationships can indeed be seen as a key to our successful processes.

Could you share with us a pleasant moment you had with our company representatives or sales managers?

As Kayalar and Yüksel families, we are all together in good times and bad times. During my university years, when graduation was approaching, I was an intern in a factory in Kartal, İstanbul. Genç Domestic Sales and Marketing Manager Bedri Büyüктаşkın would pick me up near my home, take me to the factory and bring me back. We would had very enjoyable conversations. During this period, Düfa was just being established, and since production had not yet started in the factory, the products to be delivered to the first dealer had to come from Germany. Of course, the preparation of this process, product selection, and sales strategies made us quite tired, but we never gave up because we believed in the brand so much. Finally, the products arrived and we delivered them to our dealer. During this process, Ersin Kenan Kayalar supported us a lot and guided us. At that stage, I had learned how to manage stressful periods. It was a very enjoyable and educational experience for me to be involved in every detail during the establishment of Düfa. I am very happy to have had such an experience and to have been given this opportunity.

News From Us

TO OUR WOMEN WHO INSPIRE MARCH 8



This year, as Kayalar Kimya, we supported women's labor by purchasing gifts from the Nahıl shop of the Women's Labor Evaluation Foundation (KEDV) for International Women's Day. The selected gifts were produced by Kahramanmaraş and Ipekyolu Women's Cooperatives.

Through this collaboration, Kayalar Kimya also contributed to empowering low-income women.

STUDENTS FROM ŞEYH ŞAMİL HIGH SCHOOL VISITED OUR TUZLA CAMPUS



Students from Şeyh Şamil Vocational and Technical Anatolian High School visited our Tuzla campus. We are pleased to contribute to the future skilled workforce through this special visit, which took place within the framework of the Vocational Education Collaboration Project (MEIP) of Istanbul Chamber of Industry, where our Chairman Ersin Kenan Kayalar serves as a Member of the Assembly.

News From Us

KAYALAR KİMYA AT İTÜ R&D SUMMIT



Our Genç R&D Coordinator Ebru Ergüven and Düfa R&D Manager Cahide Solmaz attended the R&D Summit organized by İTÜ Chemical Engineering Club.

Our managers had the chance to mentor young talents and inspire future R&D leaders by giving examples from their own career journeys.

Ebru Ergüven and Cahide Solmaz emphasized the importance of R&D studies and innovation in the sector with their experiences.

We would like to thank the students of İTÜ R&D Summit Club for their participation and intense interest.



WE HELD OUR MASTER SEMINAR IN İNEGÖL



We have successfully completed our Master Seminar, where we shared our newest paint technologies and application areas at Genç Boya Inegöl Technology and Application Center. In our seminar attended by twenty-five people, our Genç Domestic Sales and Marketing Manager Bedri Büyüktaşkın, our Genç Domestic Direct Sales Manager Hidayet Cayık and our Technical Service and Training Manager Yavuz Ocak answered the questions of the participants.

NEW WAREHOUSE, NEW BEGINNING



As Kayalar Kimya, we opened our new warehouse in order to further strengthen our strong presence in the sector. Our new warehouse makes a big difference in terms of customer satisfaction by enabling us to deliver our wide range of products to our customers with a faster and more effective logistics process. We would like to thank our employees who contributed to the construction of the warehouse and subsequent processes.

News From Us

GÜLÜZAR KAYALAR LIBRARY



As Kayalar Kimya, we are happy to have renovated the Kadıköy Anatolian High School library and gifted it to our students.

The opening of the library located in the new building of Kadıköy Anatolian High School took place on Friday, May 17th, with the participation of Istanbul Governor Davut Gül. The library was named after Gülüzar Kayalar, the mother of our Chairman of the Board Ersin Kenan Kayalar and our Board Member Tolga Kayalar. Ersin Kenan Kayalar, Tolga Kayalar and their precious mother Gülüzar Kayalar were present at the opening ceremony with their family members. Tolga Kayalar mentioned "It is a great source of pride for me to be a graduate of Kadıköy Anatolian High School. This school gave me not only academic knowledge but also values such as discipline, responsibility, cooperation and leadership. As a family, we are very happy to present the library named with the name of our mother, Gülüzar Kayalar, to our school". Our company will continue to support educational projects within the framework of its sustainability strategy.



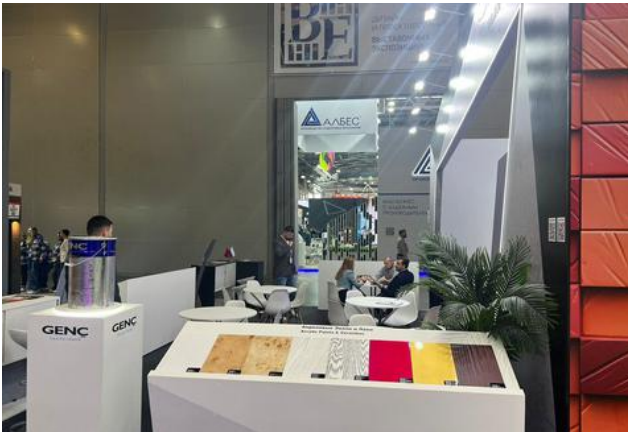
Photos From Kayalar Team



Photos From Kayalar Team



Photos From Kayalar Team



Our Social Media Accounts



[@Kayalar Kimya A.S.](#)



[@kayalarkimyaas](#)
[@kayalarboya](#)
[@gencboyavernik](#)

[@dufa_boya](#)
[@gencnoroo](#)
[@woodsol](#)



[@kayalarboya](#)



[@kayalarkimyaas](#)



[@dufaboya](#)



[@Düfa Boya](#)
[#DüşleriniBoyarkenDinlenecekŞarkılar](#)

You may 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.



GENÇ
PAINT • VARNISH



GENÇ NOROO



Kayalar

www.kayalarkimya.com.tr

