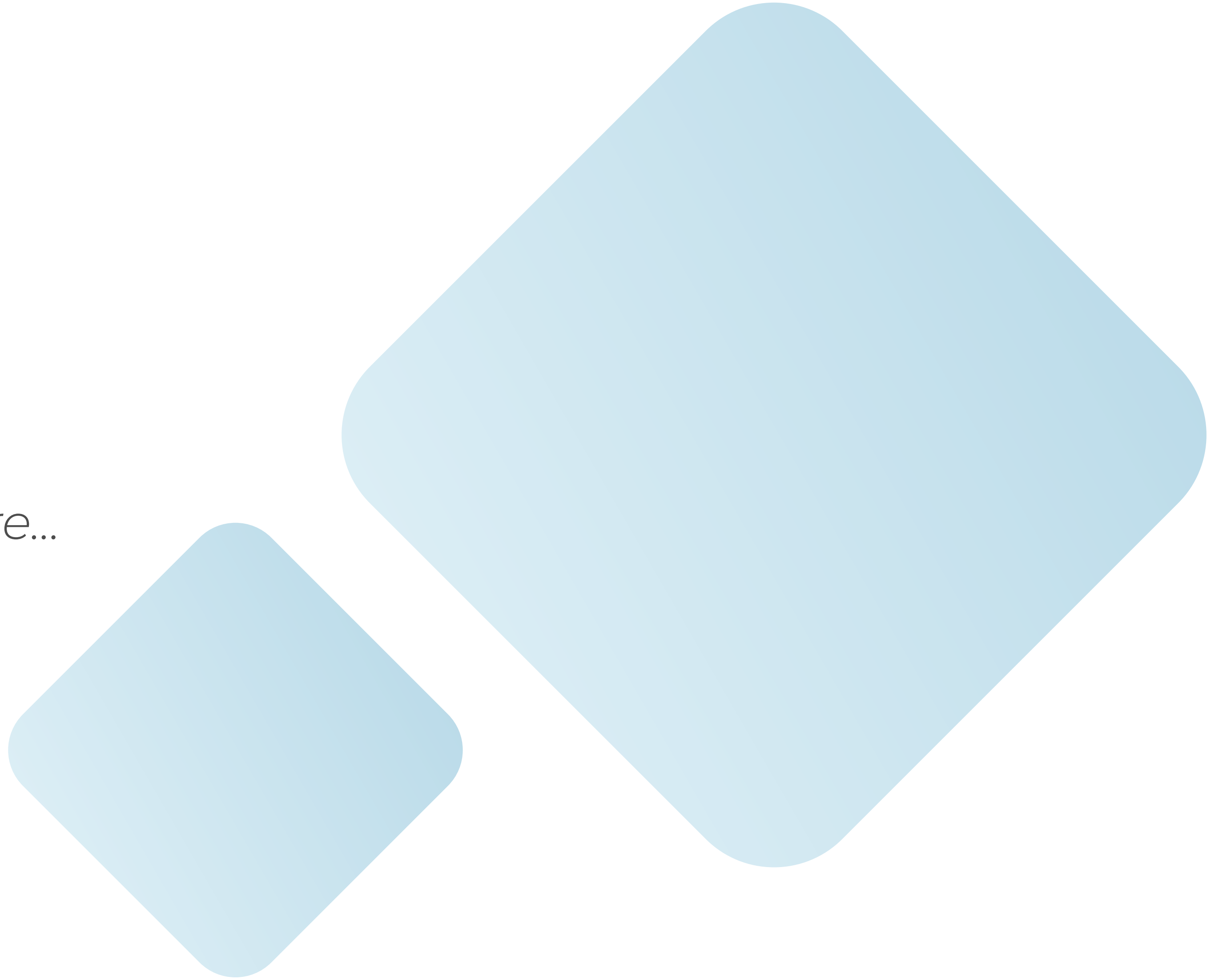


ATMACA

From 1979 to the future...



SUNNY

EXEN

SUNNY
TEKNOLOJİ

Jumbo

womood
Aşop Mutfak Ürünleri



From 1979 to the future...

Our founder, Hayrettin Atmaca, came to Istanbul from his homeland in 1979 and laid the foundations of Atmaca Elektronik with a small shop he established.



The Story of Atmaca Group

Hayrettin Atmaca, who managed to create his own brand thanks to his future goals and desire to grow, expanded his vision day by day by visiting many countries and factories and brought this vision to his own country.

Hayrettin Atmaca, who was introduced to Walkman, one of the most technological products of the period, during a business trip abroad in 1988, decided to bring Walkman to Türkiye. This important decision laid the foundations of the Sunny brand, which is now one of the leading electronic brands in Türkiye.

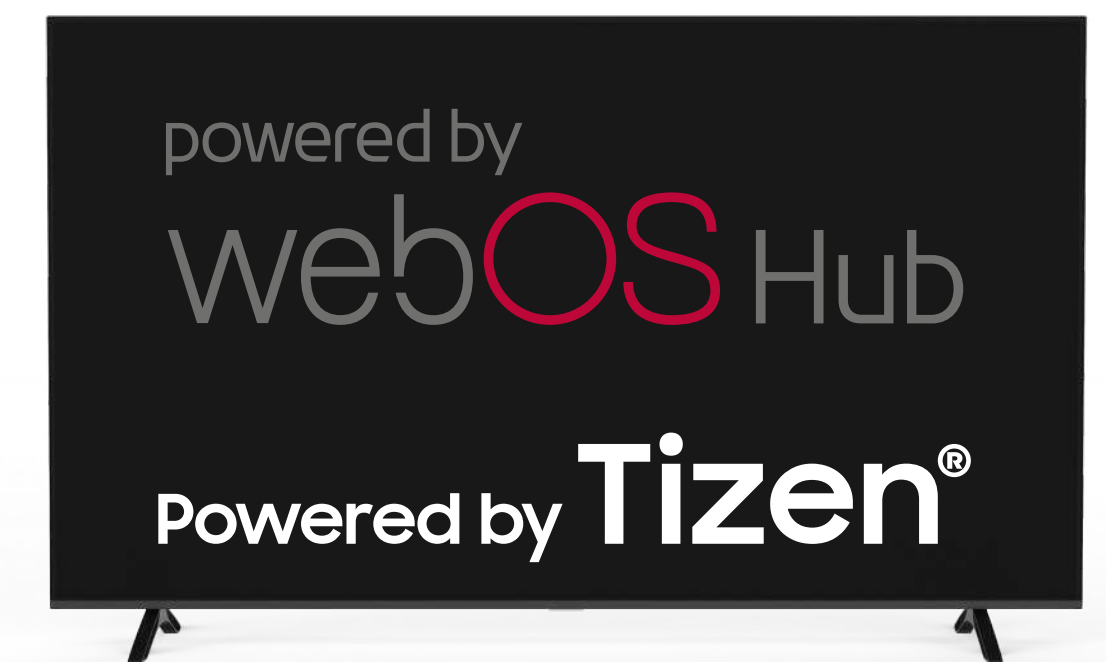
In this story that started with Walkman, the product range expanded over time. The SUNNY brand, which is growing day by day with a wide range of products such as stereos, radios, satellite receivers, car stereos, small home appliances and TVs, has begun to be used all over Türkiye.

In 2004, a 110.000 square meter modern production facility belonging to Atmaca Holding was established in Istanbul. Atmaca Holding, which contributes to the Turkish economy today with approximately 2 thousand employees and 100% domestic production, has managed to become one of the largest electronic companies in both Türkiye and Europe in the past 45 years.



From 1979 to the future

Sunny Elektronik has adapted to technological developments since 1979 and has managed to reflect them on its products.



LCD

SATELLITE LED

SMART ANDROID

GOOGLE TV

WEBOS / TIZEN TV



OUR HISTORY

Chronology (Part I)

1979



It started its operations as a personal initiative by Hayrettin Atmaca.

First stereos, walkman and radio tape production.



1988

1990



First TV production.

First SMD insertion production.



1998

2004



Moving to a 110,000 square meter closed area facility.

2007



Became 3rd largest manufacturer and exporter of Türkiye in consumer electronics.

First LED production.



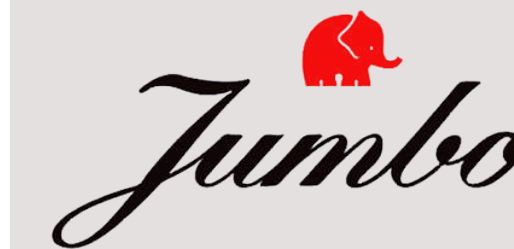
2010

2012



Establishment of Opencell panel production facility.

Jumbo's acquisition and our inclusion within the scope of Turquality support.



2014

2018



Registration of our R&D Center.

Chronology (Part II)

Best selling TV brand in Italy.



2019

2020



Company award for adopting consumer satisfaction as a principle.

Television brand of the year award.



2021

2022 / 23



LG / webOS partnership.

to the future





MISSION

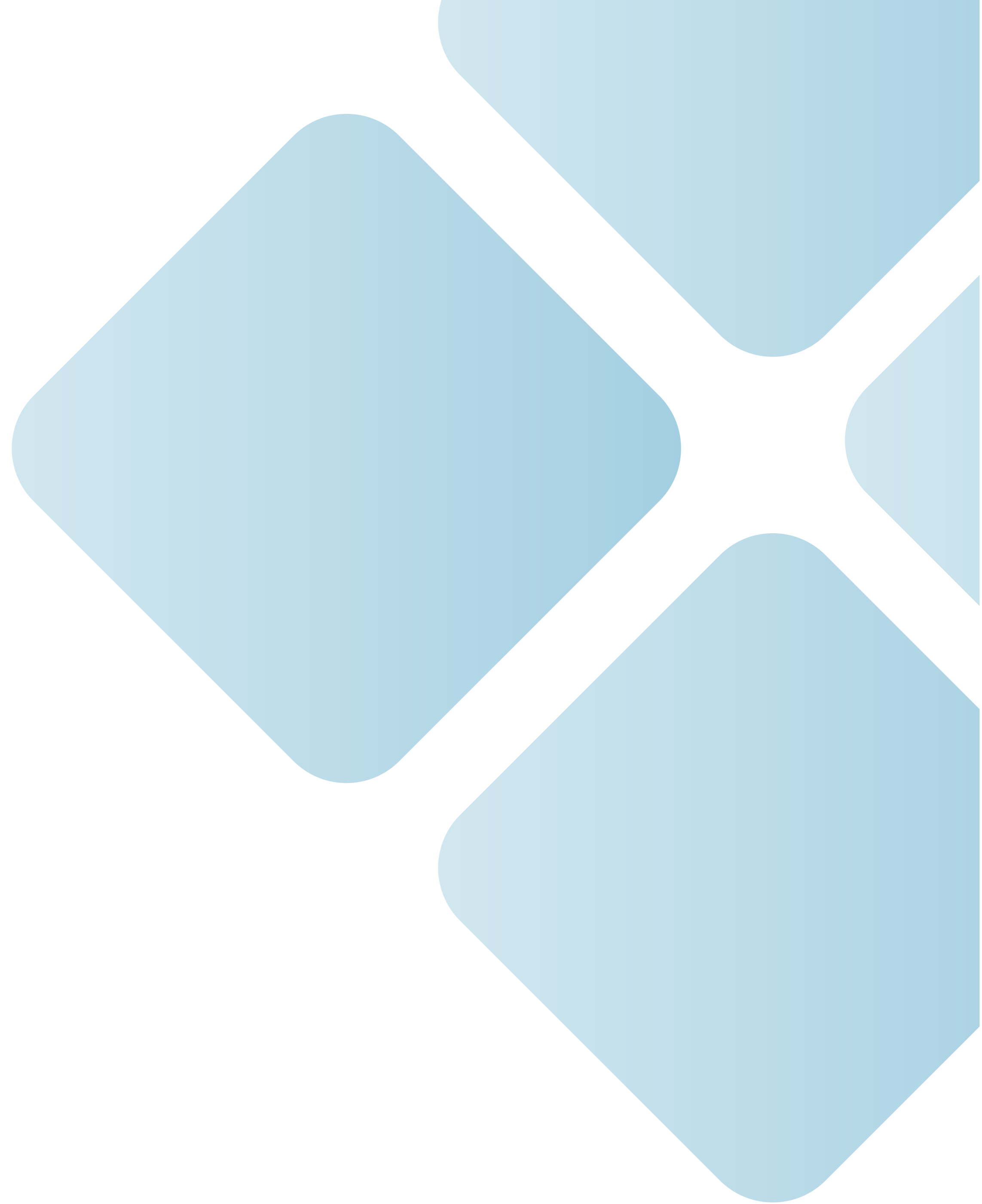
To produce quality, reliable products for your convenience that make you feel good, to make them accessible being always with you with our superior service approach.



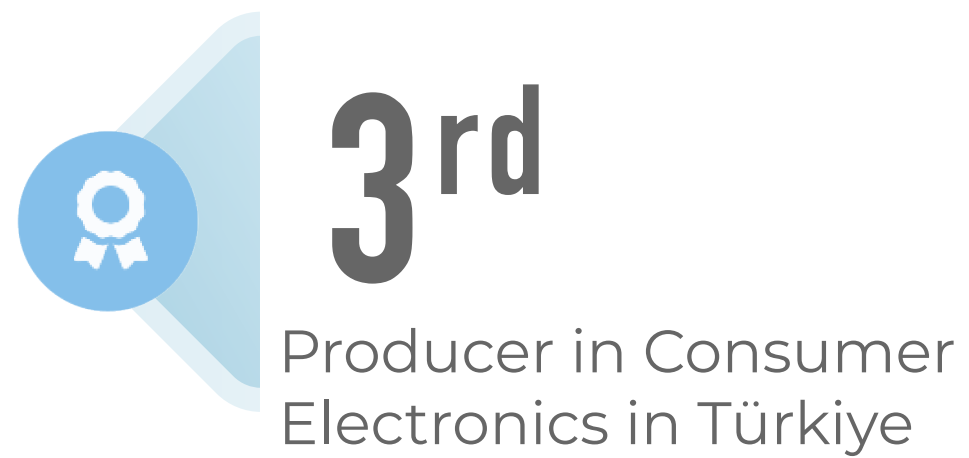
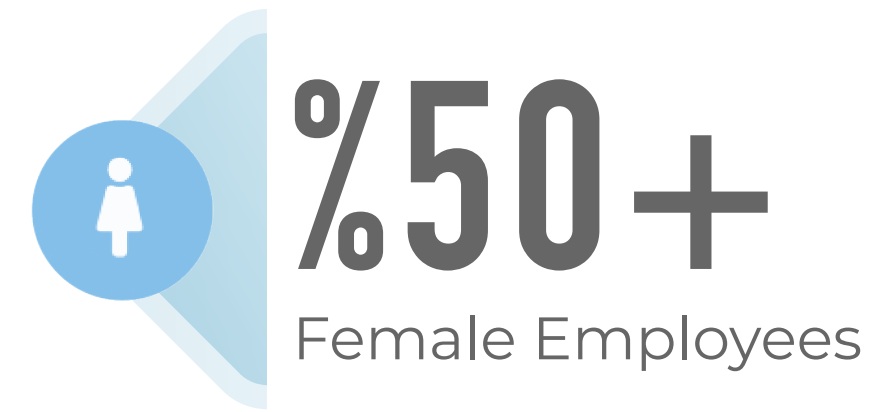
VISION

To be one of the most reliable, most trusted, most loved and best-selling consumer electronics brands in Türkiye and all over the world.

OUR VALUES



Who We Are?





OUR BRANDS

ATMACA

SUNNY

AXEN


Jumbo

womood
Ahşap Mutfak Ürünleri



SUNNY
TEKNOLOJİ

Export To All Over The World

Export to 3 Continents and 82 Countries.



We have the largest sales and distribution network in Türkiye with nearly 30 thousand sales points.

- Dealers
- Electronics Stores
- Traditional Dealers
- Discount Stores
- Dowry Stores
- Chain Stores

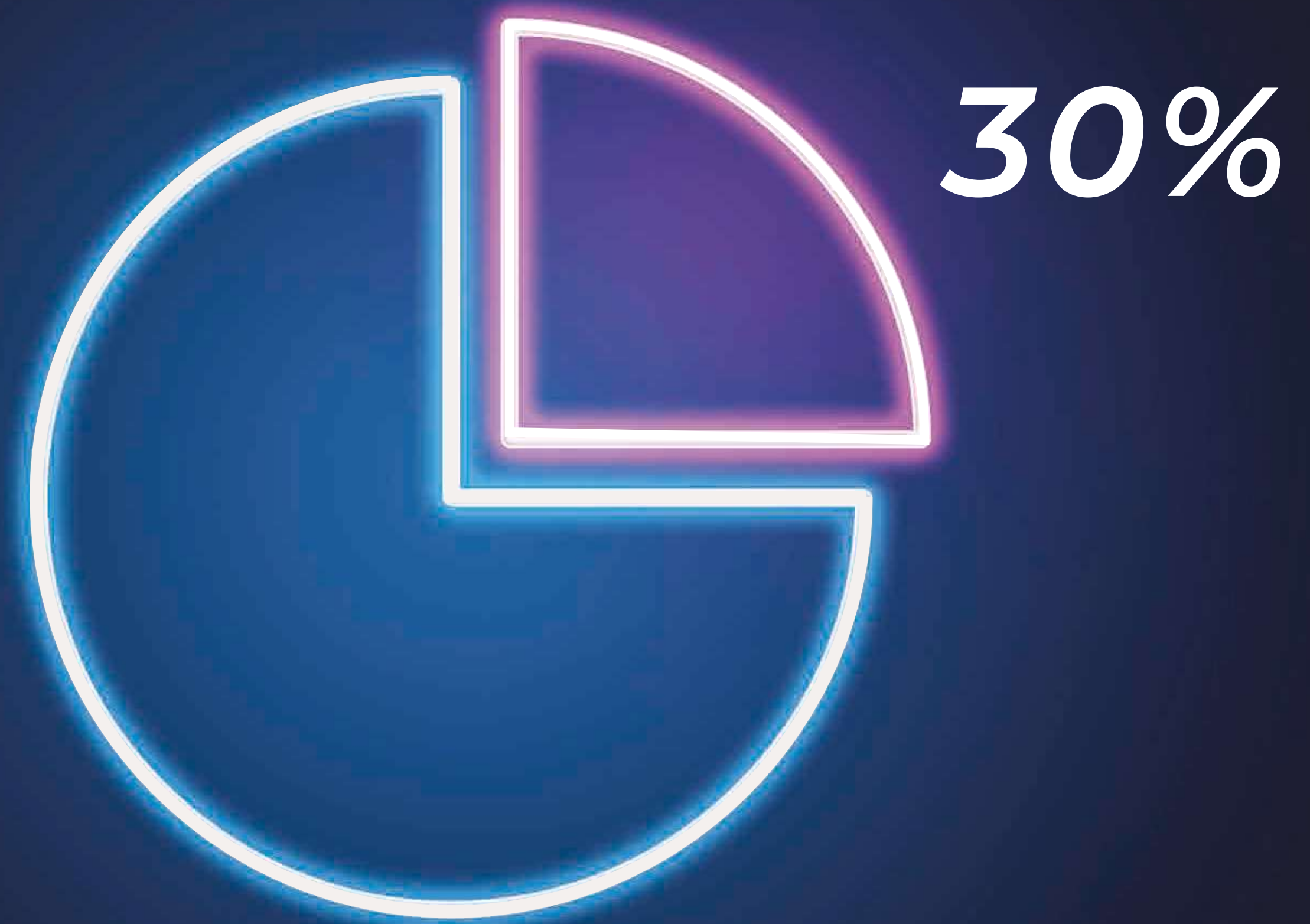


*220 fully equipped
authorized and
technical services*



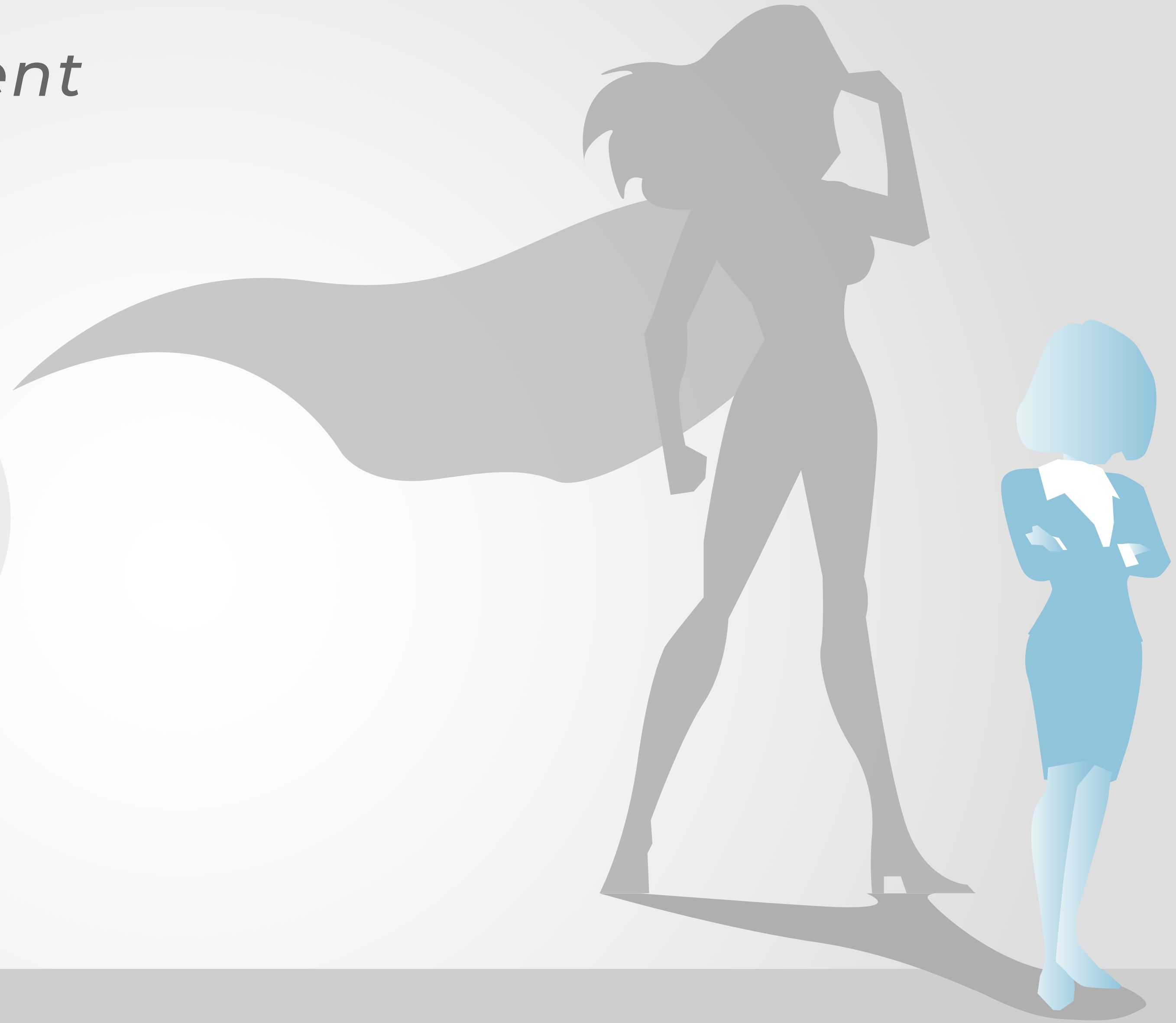
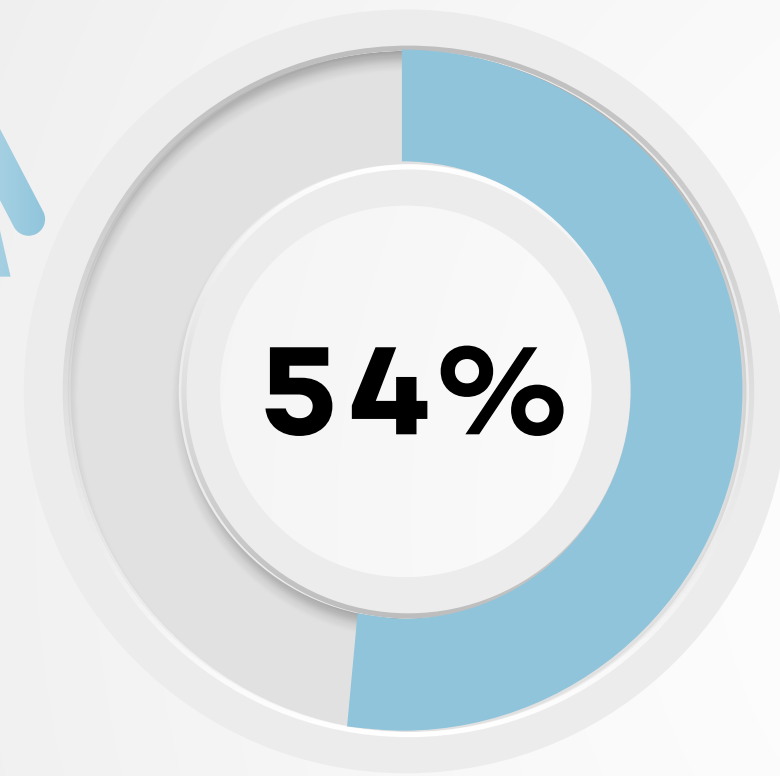
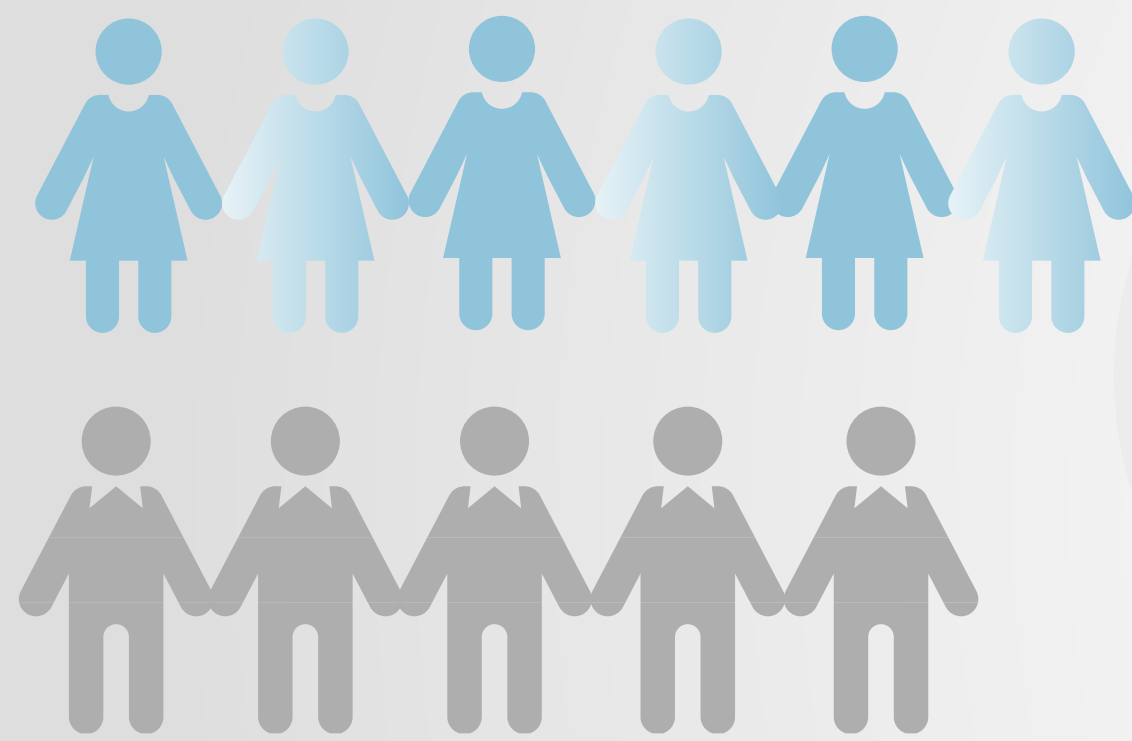
Our Market Share In Türkiye

3 out of every 10 houses have a television produced by Atmaca Elektronik.

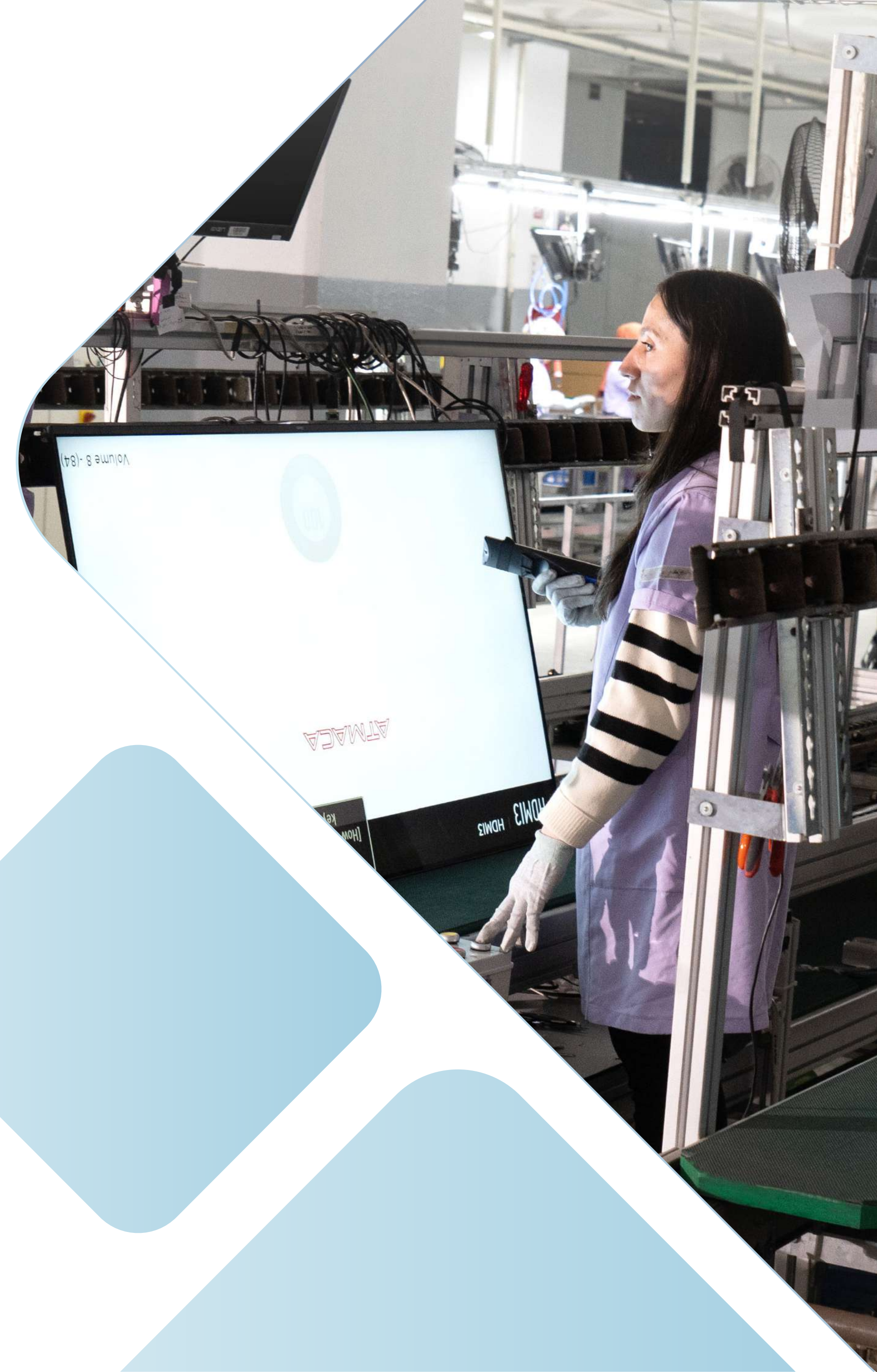


54% Female Employment

We care about women's participation in business life and in labor force. We are proud to have 54% female employees within Atmaca Group.



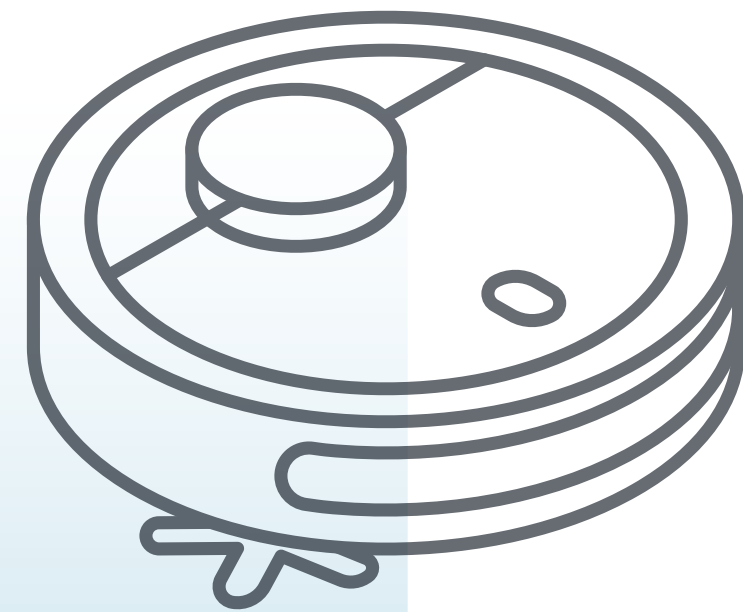
PRODUCTION



Annual Production Capacity



3 MILLION pcs
Tv Production



250K pcs
Robot Vacuum Cleaners



1 MILLION
Home Appliances Production

Production Technologies

SMD Lines

Fully automatic SMD lines

Radial / Axial insertion lines

Manual insertion lines

Silk-screen printing & pad printing
& laser writing

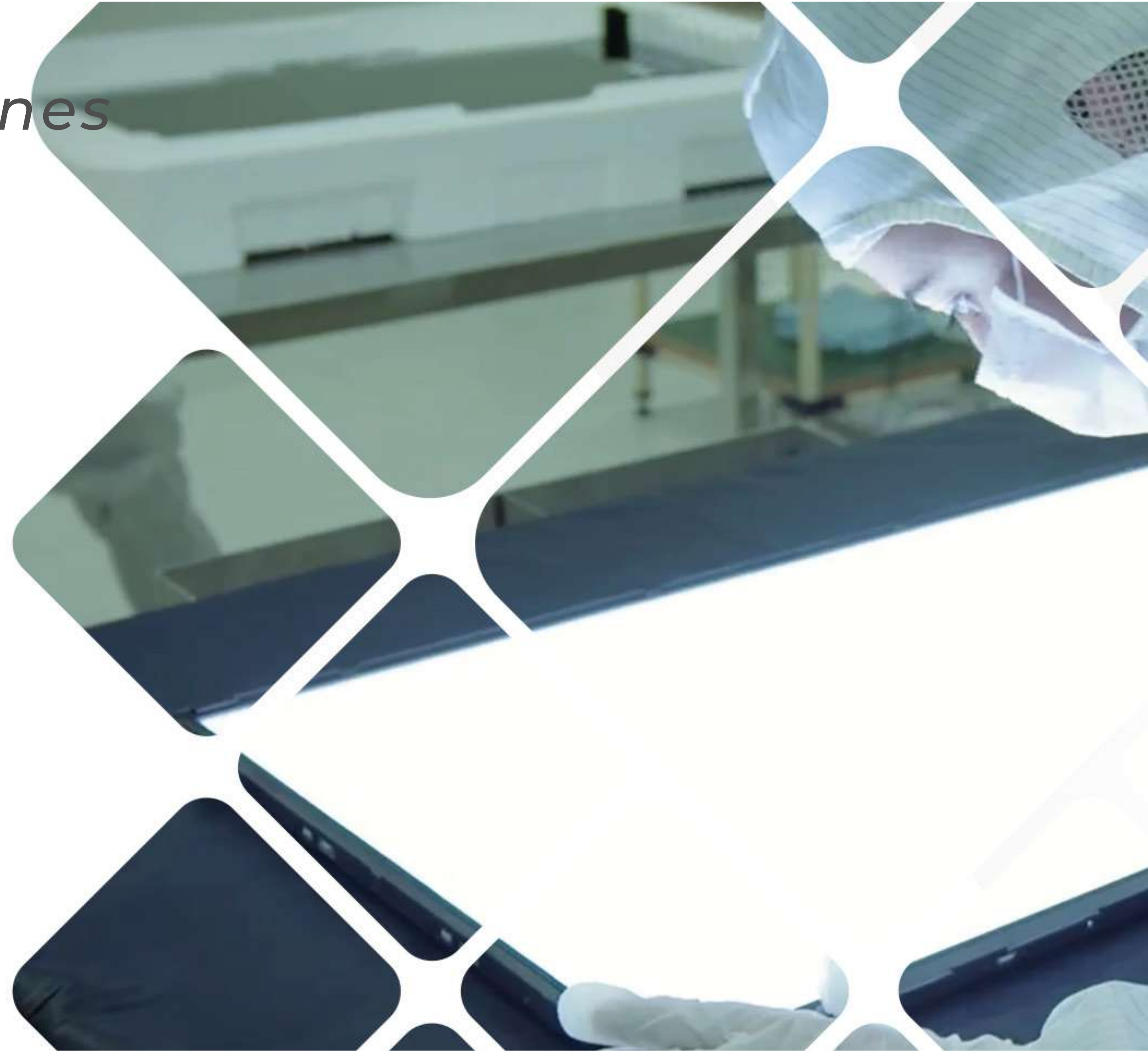


Opencell TV Assembly Lines

Dust free room (clean room)

Aging room

LCM Line + FA Line



Final Assembly and Packaging Line



PRODUCT CATEGORIES



Televizyon

We have a wide range of TVs thanks to our lean production techniques and modern technologies.

- From 24" to 75"
- Non-smart with satellite receiver, webOS, Tizen, Google Android
- HD Ready (1366x768p)
FHD (1920x1080p)
UHD (3840x2160p)

powered by

webOS Hub

Powered by **Tizen**[®]

androidtv

Hey Google

24"

32"

43"

55"

65"

75"



Licences

- *DOLBY*
- *AAC*
- *GOOGLE*
- *DVB-T2*
- *HDMI*
- *webOS*
- *Tizen*
- *VP9*

Smart Robot Vacuum Cleaners and Vacuum Cleaners



Small Home Appliances



Our Partners

PHILIPS

SAMSUNG



Google

Digiturk



TURKSAT

SISVEL

AUO



HKC



SKYWORTH
Lead the future

Dolby



@mlogic



VIOMI



thank you...

SUNNY

EXEN

SUNNY
TEKNOLOJİ

Jumbo

womood
Aşap Mutfak Ürünleri

