

Assan Alüminyum takes positive strides

Having completed its 2017 investments, Turkey's Assan Alüminyum is now evaluating new opportunities for further growth.



Göksal Güngör, General Manager of Assan Alüminyum. Photo: Assan Alüminyum

Assan Alüminyum, a subsidiary of the Kibar Group, a group of 22 companies in metals, energy and real estate with over 7,500 employees, is the leading flat-rolled aluminium producer in Turkey, with a focus on exports. The company, ranked as the 41st largest industrial company in Turkey, according to the statistics of the Istanbul Chamber of Commerce, has reached an installed annual production capacity of 300,000 tonnes as of this year. The company focuses on exports, exporting more than 75% of its sales, primarily to Western European countries.

New Lines

The expansion plan of 2017 included two new casting lines, which have started production in the first half of the year, and a state of the art universal foil mill (Achenbach OPTIMILL® Foil Rolling Mill), which has just started production. As a result of these investments, the company now has a total of 19 casting lines and 10 foil rolling mills.

Göksal Güngör, the General Manager of Assan Alüminyum, and also one of the three Vice Presidents of GLAFRI (Global Aluminium Foil Roller Initiative), stated: "We believe in the bright future of the aluminium industry. The use of aluminium is directly proportional to industrialisation. This is mainly due to the fact that aluminium has many superior qualities, which benefit many different industries, such as lightness, formability, conductivity and excellent barrier properties for preserving food. Therefore, we

Within the year 2017, a new ERP system has been implemented which fully integrates all processes of the company. Assan Alüminyum aims to maximise customer satisfaction and corporate performance with its new fully integrated ERP system. The Supply Chain Optimisation Project is yet another high-value-added, extensive project that aims to improve process efficiency and stakeholder satisfaction.

Assan Alüminyum ended the year 2016 with a sales volume of 258,400 tonnes, with a 6.1% growth in comparison with the 2015 figures. The company is currently in line with the 2017 targets of 266,000 tonnes of sales by the end of the year.

Creating more value

Göksal Güngör states: "Assan Alüminyum will continue to be the fastest growing flat-rolled aluminium producer in Europe by investing further and creating more value for its business partners. Our aim is to improve our abilities and increase our presence in the market of high-value-added products. We are also working on new projects, in order to increase our sales to markets other than Western and Eastern Europe, such as North America. We have full confidence that we will be able to reach all of our targets in the upcoming periods, thanks to our dedicated and highly qualified workforce of 1,350 employees."

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place our core values of reliability, flexibility and innovativeness in the very centre of our strategies and plan to invest further in growth. We are evaluating new opportunities for expansion."

Assan Alüminyum was founded in 1988. With a current annual capacity of 300 kt of flat-rolled aluminium and 60 kt of aluminium coil pre-painting, it produces out of two facilities, Istanbul Tuzla and Kocaeli Dilovasi. The company is the 3rd largest aluminium foil producer in Europe, with its annual foil production capacity reaching up to 100 kt in a short while.

Sustainability

Göksal Güngör also states that sustainability is a main focus in their growth strategies at Assan Alüminyum: "We have acquired a renewable energy power plant to ensure that all necessary electricity is supplied from renewables. With a strong focus on sustainability, Assan Alüminyum has become one of the worldwide pioneers of continuous casting technology, both in terms of production capacity and technical knowhow".

In order to reduce the overall carbon footprint even further, the company continues to work on new energy-saving projects every year. The recycling capacity of the aluminium recycling facility, which has acquired a few years ago, is projected to increase through a series of investments. This facility also serves the company's sustainability perspective.

Assan Alüminyum serves many different industries, such as packaging, automotive,



Assan has state of the art production facilities. Photo: Assan Alüminyum

construction, distribution and consumer durables. Its products are sold in more than 70 countries around the world. On top of being presented with the "Exporter of the Year" Award by the Turkish Exports Assembly this year, the company is frequently selected as the Supplier of the Year by many of its customers. With the core brand values of reliability, flexibility and innovation, the company clearly has a customer-oriented business approach. The results of the customer satisfaction survey, which is carried out regularly every year, confirm the company's approach, with an 89% satisfaction rate, which is well above the industrial averages in Europe.

Research

The company's focus on R&D (Research & Development) is also a significant contributing factor to the consistently high customer satisfaction and continuing growth trend. Assan Alüminyum's officially certified R&D Center is dedicated to continuous progress through process innovations, which sheds light on the industry through many papers and proceedings published and presented at specialised global conferences throughout the years. Most of the R&D projects are triggered by customer requests and expectations, ultimately developing customised and better-performing products for the customers.

The Industry 4.0 Revolution is also an important concept for Assan Alüminyum. The company is working on building a strong foundation for Industry 4.0, while developing new investment projects in accordance with it.



Inside the Assan Alüminyum plant. Photo: Assan Alüminyum