

# Investing in growth

Further expansion plans of Assan Alüminyum in the aluminium and aluminium packaging industries

Assan Alüminyum, a subsidiary of Kibar Holding, is planning to grow over the short and medium term through new investments. Important investment projects, as a part of the planned expansion of Assan Alüminyum, include the casting and foil rolling capacity increases. The company plans to start production on its two new casting lines and a universal foil mill, by the end of this year.

Göksal Güngör, the General Manager of Assan Alüminyum, notes: "With its excellent barrier properties, formability and lightness, aluminium is a very resource-efficient material for packaging. Therefore, we firmly believe that aluminium will hold a special place among packaging materials in the future of the industry. Ultimately we are very determined to grow further in this sector. Our technological know-how and pioneering position in the aluminium foil market, will allow us to focus more on high-value-added flexible packaging products. With our new investments in our existing facilities, we are targeting to reach an installed annual aluminium foil production capacity of more than 110 thousand tons within a few years. As our core brand values are flexibility, innovativeness and reliability, we feel that our business approach is a perfect fit to provide customised solutions for our business partners in the packaging industry."

Assan Alüminyum, founded in 1988, currently has an annual installed production capacity of 280,000 t/a of flat-rolled aluminium and 60,000 t/a of aluminium coil pre-painting. It produces out of two facilities: Istanbul Tuzla and Kocaeli Dilovası.

In 2016 Assan Alüminyum acquired a hydroelectric power plant to ensure that all necessary electricity is supplied from renewables. The company has become one of the worldwide pioneers of continuous casting technology, both in terms of production capacity and technical know-how, with a strong focus on sustainability.

With this perspective, the company has acquired an aluminium recycling facility a few years ago and continues to implement several energy-saving measures with new projects every year, in order to reduce the



overall carbon footprint.

The company's focus on R&D is also a significant contributing factor to the consistently high customer satisfaction and continuing growth trend. The highly qualified R&D Team, working as a part of the officially certified R&D Center of Assan Alüminyum, is dedicated to making 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. With a customer-oriented approach, the R&D projects are aiming to develop tailor-made products geared towards the specific requirements of each customer, ultimately contributing to the performance of the final product within the whole value chain.

Another important project, which has started to bear fruit as of the year 2017, is the new ERP Integration Project. Assan Alüminyum aims to maximise customer satisfaction and corporate performance with its new fully integrated ERP system, which would provide the company with an important advantage in terms of Industry 4.0. In order to further increase process



efficiency, stakeholder satisfaction and to add value, other large-scale projects are being carried out in the year 2017, such as the Supply Chain Optimisation Project.

Assan Alüminyum has further, larger-scale investment plans as well. The most important one is the establishment of the first modern and high-width aluminium hot rolling facility in Turkey. This facility would aim to produce semi-finished goods for a wide range of industries, such as flexible packaging, aerospace, defense, aviation and transportation. The company is targeting to gain significantly improve its competitiveness by producing more high-value-added products and to play a key role in the advancement of the targeted strategic industries. ■