

Assan Alüminyum invests in high value-added products

Celebrating the 30th anniversary of its establishment this year, Assan Alüminyum has become one of the fastest growing flat rolled aluminium producers in Europe and its installed capacity meanwhile amounts to 300,000 tonnes a year. The company exports to more than 70 countries and four continents, mainly to West Europe and to North America.

Assan Alüminyum, currently one of the third largest aluminium foil producers in Europe, continues to expand in the flat rolled aluminium industry while focusing on becoming more environmentally sustainable in all of its processes. The company creates new projects aimed at reducing its waste and energy consumption. It acquired a renewable energy power plant two years ago to use renewable electric energy in its production facilities and reduce its carbon footprint. The in-house recycling facility also contributes to the company's sustainability strategy.

Stronger focus on products with high added value

Assan Alüminyum's two new casting lines, installed in record time, started production in the first half of 2016. A state-of-the-art foil mill started production at the end of last year. Five new coil and six new foil annealing furnaces and a high-precision grinding machine are also part of the completed investment. A high-precision coil-to-coil aluminium slitting line has been installed and complements the



Assan Alüminyum's flat-rolled coil, sheet, foil and pre-painted coil products are sold to many different sectors

high-capacity coil coating line. With these expansions, the company now has 19 continuous casting lines and ten foil rolling mills.

Thanks to the new aluminium foil rolling mill, Assan Alüminyum is now able to set its sights on products with high added value. The general manager, Göksal Güngör, who currently also serves as the president of the Global Aluminium Foil Rollers Initiative (Glafr), says: "We firmly believe that aluminium, with its superior qualities such as lightness, excellent barrier properties, flexibility and durability, will play a key role in the future of packaging, as well as many other industries. This is why we believe in the bright future that our industry promises the world. With the strength that our 1,500 dedicated employees give us, we will keep investing and expanding."

Global pioneer in continuous casting technology

Research and development plays an important role at Assan Alüminyum. R&D is believed to be a major contributing factor to consistent high customer satisfaction and to the company's growth targets. The company's R&D Centre is dedicated to continuous progress through process innovations. The R&D projects, most of which originate from customer requests and expectations, aim at developing tailor-made and better-performing products for the business partners. The company also aims at reinforcing its position as a global pioneer in continuous casting technology, in terms of production capacity and technical know-how.

Striving to become more global

The company has recently established its fully owned subsidiary, Kibar Americas, in Chicago, in order to better serve North American customers. Through Kibar Americas, Assan Alüminyum currently provides services such as sales or technical support but it is also evaluating opportunities to grow in the North American market in the medium term. Güngör states: "We differentiate ourselves through our core values of reliability, flexibility and innovation. With our global culture, we work closely with our business partners, providing them with creative, tailor-made solutions to become their localized solution partner. Hence our motto: *Creating the Future Together*, as our team is only complete when our business partners are also part of it."

New investments planned

In addition to its recently completed expansion projects, Assan Alüminyum is currently planning a large-scale investment, consisting of a direct chill (DC) hot rolling facility. The negotiations are ongoing for this investment project, which is estimated to amount to USD900 million and create some 650 additional employees. With this new facility, Assan Alüminyum is targeting strategic industries, such as defence, aerospace, marine and other transportation and specialized packaging. With this investment, the company aims to create further added value through high performance products.



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 Assan Alüminyum will be exhibiting at ALUMINIUM 2018, Stand 11E60