

# Milestone thirty years for Assan Alüminyum

Celebrating the 30th anniversary of its establishment this year, Assan Alüminyum, a subsidiary of Kibar Holding, has become one of the fastest growing flat rolled aluminium producers in Europe.

With its installed capacity now reaching up to 300 thousand tonnes per year, from its two plants in Tuzla (Istanbul) and Dilovası (Kocaeli), the company produces flat rolled aluminium coil, sheet, foil and pre-painted coil products geared towards many different industries, such as packaging, construction, consumer durables, automotive and HVAC.

Speaking at his ALUMINIUM 2018 Press conference, Mr. Güngör said the company is currently in line with its target of 280,000 tonnes of shipments by the end of this year. This would mean a growth of 6% relative to the figures of last year. The firm is the fastest growing flat-rolled aluminium producer in Europe within the last 15 years, with an annual compound growth rate of almost 15%.

While Assan Alüminyum exports to more than 70 countries in 4 continents, mainly to West Europe, the company established its fully-owned subsidiary, Kibar Americas, headquartered in Chicago in early 2018, through which it aims to serve its North American customers. Kibar Americas is currently the local business partner of its customers, providing them with services such as sales, supply chain, before and after sales technical support, but it is also evaluating opportunities for further growth in the North American market. The General Manager of Assan Alüminyum, Göksal Güngör MBA, who is also currently serving as the President of Global Aluminium Foil Rollers Initiative (GLAFRI), 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 localised solution partner. Hence our motto: Creating the Future Together, as our team is only complete when our business partners are also part of it."

Since joining Assan Alüminyum in 1999, Göksal Güngör took on a series of roles with increasing responsibilities including Sales Director, Global Sales and Marketing Director, and Chief Commercial Officer (CCO), in charge of Sales, Marketing and all functions of the Supply Chain. He has been serving as the General Manager since July 2016. Parent company Kibar Holding celebrated its 45th anniversary in 2017.

## Environmental sustainability

Currently the third largest aluminium foil producer in Europe, Assan Alüminyum continues to expand in the flat rolled aluminium industry, while focusing on becoming more environmentally sustainable in all of its processes. By developing new projects,



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Assan Alüminyum pre-painted facilities.

the company reduces its waste and increases its energy savings each year. With the renewable energy power plant that the company has acquired two years ago, Assan Alüminyum produces as much renewable electric energy as it consumes in its production facilities, resulting in a reduced carbon footprint overall.

While the world's resources are quickly being used up due to excess consumption, renewable

energy consumption becomes ever more significant. As the company's sustainability principle of "producing the future, without wasting it" suggests, Assan Alüminyum constantly strives to produce less waste, less emissions and to consume less energy. The in-house recycling facility also has a positive impact on the company's sustainability strategy.

## High-value investments

Assan Alüminyum has completed its investment projects which were announced during the company's press conference at the ALUMINIUM 2016 Exhibition in Düsseldorf. The company installed two new casting lines in record time, and a state of the art foil mill, which started production within 2017. Five new coil and six new foil annealing furnaces and a world-class, high-precision grinding machine are also part of the completed investment. A high-precision coil-to-coil aluminium slitting line has also been installed and complements the high-capacity coil coating line. With these new expansions, the company now has 19 continuous casting lines and 10 foil rolling mills. Especially with the addition of the new aluminium foil rolling mill, the company is now able to concentrate more on high value-added products. Göksal Güngör further notes: "We firmly believe that aluminium, with its excellent qualities such as lightness, superior barrier properties, flexibility and durability, will play an inevitably significant role in the future of many different industries. This is why we believe in the bright future that our industry



Assan Alüminyum uses state of the art coil storage and handling.

promises the world. With the strength that our 1,500 dedicated employees give us, we are determined to invest and expand further.”

### Future plans

Assan Alüminyum is optimistic to further set up its international network and expand production. It is planning to offer high value-added products especially in the flexible packaging industry, having increased its annual aluminium foil production capacity to more than 100 thousand tonnes in the short term.

Further investment plans include the first modern and high-width aluminium hot rolling facility in Turkey in the middle term. A 90-year operating permission for the new mill has already been granted. Negotiations are ongoing for a direct-chill (DC) hot rolling facility. The total estimated value of the project is US\$ 900 million, and it is forecast to require 650 additional employees. With this new investment, the production of high-grade alloys would be possible, through which high-value added products for strategic

sectors, such as defence, aerospace, marine and other transportation and specialised packaging could be produced. The project also includes an integrated port and an R&D Center.

### Continuous casting

As innovation is one of the core values of Assan Alüminyum, the company prioritises Research & Development (R&D), with the firm belief that it is a major contributing factor to consistent high customer satisfaction. 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 originate from customer requests and expectations, and the Center develops tailor-made products with higher performance. With its technical knowhow, the company aims to reinforce its position as a global pioneer in continuous casting technology.

### Infinite cycle

Their ALUMINIUM 2018 stand design symbolised the 100% recyclability of aluminium and Assan Alüminyum’s focus on sustainability. The motto design is a flexible, infinity-shaped aluminium coil, which starts off as a part of nature. Then it’s shaped into flat-rolled aluminium and eventually goes back to nature. This is an infinite cycle that shows the ‘green’ nature of aluminium.

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