

# Assan Alüminyum invests in High-Value Added Flat Rolled Aluminium Products



Photo: Assan Alüminyum

Assan Alüminyum has become one of the fastest growing flat rolled aluminium producers in Europe

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 tons per year. The company exports to more than 70 countries and 4 continents, mainly to West Europe and to North America.

Assan Alüminyum, currently one of the 3rd 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 produces new projects that reduce its waste and its energy consumption significantly each year. The company has acquired a renewable energy power plant two years ago, which allows it to produce as much renewable electric energy as it consumes in its production facilities, resulting in a reduced carbon footprint.

While the world's resources are quickly being used up due to excess consumption, renewable energy consumption becomes even 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 by developing new energy-savings projects every year. The in-house recycling facility also makes positive contributions to the company's sustainability strategy.

## Short term investments completed, allowing for the production of high-value added products

Assan Alüminyum has installed two new casting lines, in record time, that have started production in the first half of last year, and a state-of-the-art foil mill, which has started production at the end of 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. The General Manager of Assan Alü-



Göksal Güngör, General Manager of Assan Alüminyum

minyum, Göksal Güngör, who is also currently serving as the President of Global Aluminium Foil Rollers Initiative (GLAFRI) notes: "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 1500 dedicated employees give us, we will keep investing and expanding."

## Striving to become more global

Assan Alüminyum has recently established its fully owned subsidiary, Kibar Americas, in Chicago, Illinois, through which the company aims to serve its North American customers. While through Kibar Americas,

Assan Alüminyum currently provides services such as sales, supply chain, before and after sales technical support, 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."

## Global pioneer in continuous casting technology

Assan Alüminyum focuses on Research & Development (R&D), as it is believed to be a major contributing factor to consistent high customer satisfaction and to the company's 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 specialized global conferences throughout the years. The R&D projects, most of which originate from customer requests and expectations, develop tailor-made and better-performing products for its business partners. The company aims to reinforce its position as the global pioneer in the continuous casting technology, in terms of production capacity and technical know-how with its strong R&D.

## New investments being planned out

In addition to its recently completed investments, the company 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 have a total value of 900 million dollars and to accommodate approximately 650 additional employees. With this new facility, the company is targeting strategic industries, such as defense, aerospace, marine and other transportation and specialized packaging. With this investment, in which there is an integrated port and an R&D Center, the company aims to create further added value through high performance products.



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