

# Assan Alüminyum: Investing in high value-added products

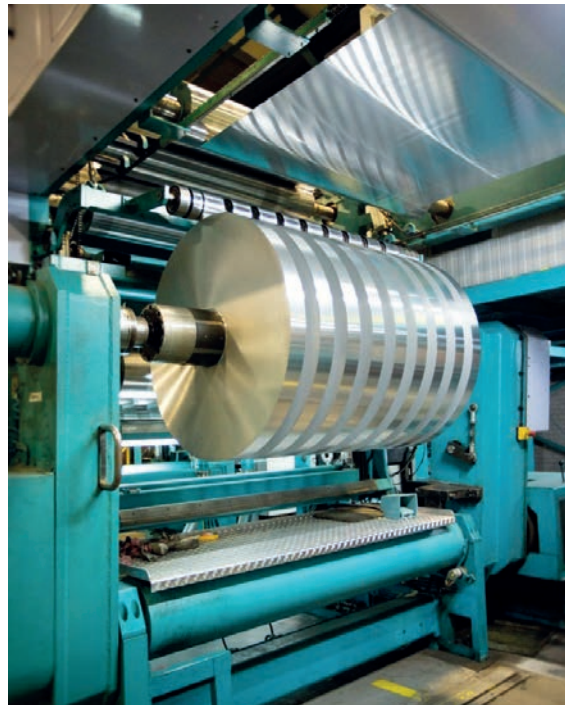
Assan Alüminyum, one of the three largest aluminium foil producers in Europe, continues to expand in the flat rolled aluminium industry, while keeping its focus on becoming more environmentally sustainable in all of its processes. The company produces new projects that reduce its waste and its energy consumption significantly each year. The company has acquired a renewable energy power plant two years ago, in order to reduce its carbon footprint. The in-house recycling facility also contributes to the company's sustainability strategy.

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.

## Short-term investments completed

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 foil rolling mill, the company is now able to concentrate more on high value-added flexible packaging products. The General Manager of Assan Alüminyum, 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 many other industries.

Therefore, while we monitor the current situation of global trade closely, we see this as temporary and continue to invest in the bright, sustainable future that our industry promises the world. Our 1500 dedicated employees are the ones who give us the strength to expand further



with no hesitations." The company offers its products to a variety of sectors such as packaging, distribution, construction, consumer durables, automotive and HVAC.

## 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."

## A new large-scale investment 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. This new facility aims to serve strategic industries, such as defense, aerospace, marine and other transportation and specialized packaging. The investment also includes an integrated port and R&D Center. With the ability of producing high-grade alloys, the company will be able to create further added-value through high performance products.



#### **Innovative and open for change**

The company's focus on Research & Development (R&D) is also a significant contributing factor to its 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 its customers. With its strong R&D, the company aims to reinforce its position as one of the global pioneers in the continuous casting technology, both in terms of production capacity and technical know-how.

#### **Uses renewable energy**

While half of the world's population lives in cities, increased manufacturing as a result of excess consumption rapidly exhausts the world's resources. Renewable energy plays an ever more significant role in effort to leave a better world for future generations. As the company's sustainability principle of "producing the future, without wasting it" suggests, Assan Alüminyum constantly reduces its carbon footprint by producing less waste, less emissions and less energy. The company produces new projects that reduce its waste generation and its energy consumption significantly each year. The company also aims to become more environmentally sustainable by producing renewable energy, in the power plant it has acquired two years ago, at a rate that is equivalent to its electrical energy consumption in both of its production facilities. ■

