

Acrvlife

03



Endless, free-flowing
comfort...



FOR A BETTER FUTURE...

According to the CDP Water Program & Climate Change 2020 Turkey results We Raised Our Scores One Point Each to A- and B!



Dear bussiness partners,

I hope you will enjoy reading the third edition of Acrylife magazine published by Aksa Akrilik. In this edition, we also included new developments from our company and sector. We focused on the sustainability, various digital experiences and new trends which I believe have increased in importance during the pandemic process, in this magazine. Moreover, prominent names from our institution and the business world made a great contribution to the magazine with their interviews, I would like to give my profound hanks to them.

The year 2021 has a deep meaqrning for our company. Within the body of Akkök Holding, one of the most rooted industrial establishment, our company, the foundations of which were laid in 1971, has left behind 50 years of success. With the help of experience, aggregation and rich corporate culture we have gained during a half century of journey, we have been Turkey's only and the world's leading acrylic fiber manufacturer. We make an important contribution to our country in the fields of economy and employment with our annual production capacity of up to 330 thousand tons, we export to all over the world. We give priority to fulfilling the social responsibility projects with the aim of creating socio-economic improvement, environmental sensitivity and positive values. I would like to e xpress our gratitude to all our friends who have established business partnership with our company for the success, trust and esteem they have given us for 50 years.

The pandemic, which started last year and caused numerous transformations, open the door to the changes in our industry. With regard to the rising common opinion in the society, the interest and demand for anti bacterial products have increased. As Aksa Akrilik, we are proud of being able to respond to the need in this field with Everfresh that we developed in our R&D center with the attention for public health. In addition to the mask, being obligatory due to the pandemic, Everfresh has a wide rage of uses from denim to active wear, from underwear to socks, and from hand knitted fibers to home textile products. It includes an bacteria free fiber feature with zinc pyrithione. Owing to this feature, it prevents the formation of bacteria in the products and ensures that the users always feel clean and fresh In addition to that, it also has a preventive effect against fungus and mold.

We positioned the zinc based acti-

ve ingredient which gives Everfresh the features I mentioned, directly in the fiber instead of adding it later with a chemical process. In this way, it has been proven by tests that during and after use it doesn't harm to human skin and it does not release heavy metals. On the other hand, I would like to express that it also prevents the odor problem as it prevents the reproduction of bacteria. Even though the bacteria free and antifungal effect that Everfresh adds to the products is one step ahead in this current winter season, I would like to emphasize that acrylic fiber has the feature of providing a healthy and comfortable consumer experience in all seasons. Everfresh has succeeded to be one of the innovative products that has created its own market in our sector. With our strategic collaborations, it is among our priorities to ensure the spread of Everfresh. We conduct successful partnerships with the leading brands of the textile such as LC Waikiki, DAGI and Bossa specifically for Everfresh. I believe that we will have chance to introduce Everfresh to new brands in the following time period.

Another issue that we suppose is better understood with the coronavirus epidemic is sustaninability. As a signatory for the United Nations Global Compact and a member of the Global Compact, the world's largest sustainability initiative, Aksa carries out all its work in this field with the aim of adding value to its stakeholders and helping to secure the future. We shape all production phases in our establishments in line with sustainable development goals. Regarding this matter, I would like to point out the priority we give to the recycling of wastes in our factory. Wastes that are reduced inb their source are sorted into types after the separation process in accordance with the relevant legislation. In this way, nonhazardous wastes are recycled and made suitable for reuse. Acrycyle, which we produce with recycled raw materials through the process I mentioned is produced with 30% less carbondioxide emissions and 86% less water consumption during production. As Aksa, we aim to set an example by adopting the awareness of efficiency, savings, environmental contribution and recycling in all our corporate organizations in order to spread the understanding of responsible production and consumption. With the approach of the product-life, cycle we will continue to carry out innovative manufacturing activities that meet the needs of our stakeholders and respond to social expectations, in line with sustainable development goals.

I would like to thank everyone who contributed to the preparation of Acrylife and enrich our magazine with their valuable contributions and wish you a pleasant reading.

Sincerely,

Cengiz Taş

Aksa Akrilik Board Member and General Manager



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Acrylife

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The New Name of Hygiene, Comfort and Freshness in Clothes:

everfresh

While COVID-19 pandemic increases the demand for hygienic products in textile industry, as Aksa Akrilik, we have presented our revolutionary product Everfresh with bacteria free features that meets this need. Everfresh that prevents bad odor thanks to its special structure offers users a world where they can always feel clean and fresh If you ask, "What are the distinctive features of Everfresh ?", here are the answers:





USAGE AREAS OF EVERFRESH



Denim



Active wear



Socks



Hand
knitting



Home
textiles



Mask

THE MIRACLE EFFECT OF ZINC PRITHION IN EVERFRESH:

Used for the same purpose unlike other minerals, zinc pyrithione (Inventory No. BEN.0308) is one of the most needed minerals for body health after iron. Zinc, one of the body's defense mechanisms, is among the most effective minerals against bacteria, microbe and fungi.

A HIGHLIGHTED FEATURE :

In tests has been revealed that, it has been revealed that Everfresh continues to maintain its bacteria free features even when mixed with fibers such as cotton, wool viskose, polyester and polyamide.

NO GATE TO BACTERIA!

✓ In the tests carried out by neutral laboratories, it was proven that the bacteria formation in Everfresh products decreased by 99.99 percent and showed bacteria free properties.

WITH BACTERIA FREE EFFECT IT PREVENTS MOLD AND FUNGI FORMATION:

✓ Everfresh is also effective against house mites, which is invisible to the eye and one of the main causes of allergies. The successful performance of agents make these special bacteria free products ideal for anyone who cares about their health and hygiene.



NO BAD ODOUR ANY MORE!

✓ Preventing the formation of environments that cause bacteria to increase, Everfresh offers a world that does not allow bad odour and users will always feel clean and fresh thanks to its special structure. In this way, products can be used for much longer time without washing.

✓ The reduced washing need of the products produced with Everfresh extends the life of the product and you can wear your favourite clothes for longer years. Thus, it is possible to turn your time you spend on washing, drying and getting ready to wear the product into more enjoyable moments.

✓ Everfresh offers you the opportunity to move freely thanks to its fast-drying and breathing structure. Everfresh increases the feeling of comfort with its structure that removes the wetness resulting from perspiration.

SKIN AND ENVIRONMENTALLY-FRIENDLY!

✓ The active ingredient that gives Everfresh bacteria free effect is included in the

fiber. That means, it is not obtained through a chemical process. The products that attain such properties during the finishing process release heavy metals.

✓ Thanks to these special features, it has been proven by tests that during and after the use of Everfresh products, your skin will not be harmed and heavy metals will not be released. Everfresh products never lose their strong bacteria free structure with their endless washing resistance and remain as they are on the first day.

WEAR AS MUCH AS YOU WANT, WASH LESS AND DO NOT BE A BURDEN TO THE ENVIRONMENT!

✓ Did you know that two-thirds of the environmental impact of a cloth occurs during consumer use? Only one third of the environmental impact of textile products occurs during production. The fact that the products go through processes such as washing, drying and dry cleaning creates a large part of the effect. Disposal of products after use and after completing their life cycle adversely affects the environment and the use of natural resources. ✓ It is in your hands to help reduce resource usage with Everfresh, which prevents bad odours and thus requires less washing! The need for new products decreases with products that do not deform with the need for less washing and have a longer service life. In this way, Everfresh makes it possible to leave a better tomorrow for future generations by minimizing resource usage.



everfresh

EVERLASTING FRESHNESS



Acrylic for 4 seasons...

And the
freedom of
wearing denim
in summer,



With the energy of
sports in spring,



At the lightness
of knitwear in
autumn,



And the coziness of
scarves and berets in winter,
**You can enjoy acrylic
fiber all year around.**

"Thanks to its superior moisture management and thermal insulation, **ACRYLIC IS FOR ALL SEASONS**"



Melih Çınar
Aksa Acrylic Market Development Manager

People has a common opinion that acrylic is used for thick, winter and massive fabrics... However, acrylic can be used to develop quality products with its strengths such as thermal insulation and easy drying. Aksa Akrilik Market Development Manager Melih Çınar, stating that acrylic can be used in all seasons with its superior moisture management performance, says, "As Aksa, we say 'Acrylic is four seasons' expanding usage areas of acrylic from denim to T-shirts and home textiles."

Aksa Akrilik breaks the common perception by stating that 'Acrylic is for all seasons'. In general, when we talk about acrylic, we think about a kind of thick, massive and winter product. Although this perception has its justifications, it is a fact that this kind of opinion limits its usage areas. When Aksa Akrilik Market Development Manager Melih Çınar states that "Acrylic is for all seasons", he also points out that "The recent change in our perspective on the subject and the fact that we want to focus on different fields,

has led us to think that acrylic can be used in different fields."

You emphasize that acrylic is for all seasons. Could you talk about the starting point of this claim?

When it comes to acrylic, the first thing that comes to mind is sweaters, cardigans, knitwear and carpets. But, nobody thinks about T-shirts or denim fabric. As Aksa, we manufacture knitwear knitting yarn and carpet.

In this field, our activities continue suc-

cessfully. On the other hand, when we take a look at our competitors, for example, cotton has an annual consumption of 25 million tons and polyester around 70 million tons. For acrylic, it is about 1,5 million tons. There are lots of areas in which polyester and cotton are used. However, acrylic is not used in these areas. For this reason, we Express the motto, 'acrylic is for all seasons at every opportunity. We say that it can be used not only in winter, but also in spring or seasonal products, even in summer products.

Does acrylic have advantages over cotton and polyester?

I can say that the most superior quality of acrylic is its moisture management performance. People balance their body temperature by sweating during regular daily life activities. We may sweat when we sit, move or have a rest. Because there is a heat output. Therefore, in terms of comfort, the sweating process is of great importance. So, you are sweating and it is inevitable. The better you have an outfit that can manage this situation, the more comfortable you will feel. This is the basic principle. From this point of view, we have seen that acrylic and mixtures containing acrylic improve the importance of moisture management performance. And we presented the data about this performance concretely. Regarding this point, we made research and comparative studies. At this point, a very knowledgeable team supported us. As a result, consumers are looking for a stronger and more qualified product. You can no longer make money with a standard T-shirt. In a standard product, the cost factor is effective. For example, the one who sells a 100% cotton T-shirt cheap, wins. But, when it comes to quality performance, price is now secondary. Now we start talking about the story and features of the product. When you start talking about the pros of the product, the product reaches a more profitable position in the market. There is such increase in demand from the end user, as well. There is now a shift towards pure compositions. For example, they mix cotton and polyester, or cotton and acrylic. We see the mixtures of three, four or even five in the products. Since I am a textile engineer, I look at the content of the product I buy. Of course my close friends pay attention to this. However, recently there has been the same tendency for the consumers. They look at the content of the product they buy. They examine the labels on the product. Then, they have an idea about the price on the product. After that, they can make a decision on the product's cost and content.



"A CRYLIC IS A SUSTAINABLE FIBER"

"I would like to focus on two points. The first one is Everfresh, and the second one is Acrycycle. They are really qualified and without alternatives. We continue to work on these products intensively. Acrylic is a sustainable fiber. At this point, we have a brand new project. As a result of hard work of our friends in our R&D Center, the 'Upcycle' of acrylic is under discussion. Given as an example; we collect worn out sweaters, but we do not recycle them into a new textile product. We turn them into a completely different item. That means, acrylic can be both recycled and upcycled. Upcycle is a new concept and it will be talked about a lot in the following days. In the process of recycle, a textile product is turned into a textile product again. As for Upcycle, the point is taking the textile product and turning it into a very new form and using it in a different field."

Regarding sustainability does acrylic have an advantage over raw materials like cotton and polyester?

As the pioneer and largest producer of the acrylic industry, Aksa has also undertaken the mission of the sustainability. In terms of sustainability, Aksa currently produces the first and only recycle acrylic fiber in the world. It is not possible for our competitors right now. When we compare it with the other most commonly used fibers, acrylic fiber is quite successful in water consumption, especially in the dying process. In the most standard conditions, it makes about 8-10 times difference. Of course, during the production of cotton there is a consumption of liters of water, I keep it separate. After all, when we look at textile products, not everyone wears ecru or colorless. All of them are dyed or colored products. Meanwhile, one of the most important factors in the consumers decision-making process is the color of the product. If you need to dye the product, it is inevitable to not waste water. We do not want this. We wish we had zero water consumption, harmed the nature less

and used less chemicals. However, from this point of view, acrylic makes about 8-10 times difference. In terms of sustainability, it is a successful fiber and this is one of its most prominent features. When we say that "Acrylic is for all seasons.", we try to indicate that "Acrylic is a sustainable fiber".

What is the place of acrylic in the textile industry, how is it positioned in this sector ? We would love to hear from you.

Considering that today's capacities are fully operational, acrylic will remain in the market as a niche product. In contrast with 70 million tons of polyester, the installed capacity of acrylic is around 2 million tons. This will never reach 70 million tons. But, there are customers or manufacturers out of 70 million who really don't want to use polyester and have had problems with this product. We want to expand the acrylic market. At this point, we are talking about the expansion in terms of entering new markets. Our goal here is to find consumers and manufacturers, who are in trouble with the consumption of 25 million tons of cotton and 70 million tons of polyester and who are in search of alternative products. We are planning to move forward as their solution partner.

What are the strengths of acrylic fiber in terms of attracting the consumers?

Acrylic is not only a winter product. We can obtain much thinner and lighter products by using acrylic. It doesn't mean that it will only be thin and light. As I mentioned, with the use of acrylic we can have a product that can dry very fast, a product that makes perspiration not feel and provides more insulation at the same time. As an example, you are wearing a T-shirt, outside is hot and your body is cooler compared to the outside temperature. A T-shirt containing acrylic transmits the outside heat less to the inside. In the contrary case, that is, when the inside is hot and the outside is cold, this product keeps and insulates the body heat. So, there comes a product

that makes you not sweat, and it creates a product that dries fast and makes you feel comfortable by keeping the body heat. Currently, we see that people would rather wear thinner fabrics than thicker and heavier ones. Today, thermal and underwear products have become more popular. We come across these kinds of products in the collection of every chain store. For example, during these days the end consumer wants to wear a warm underwear and a shirt and walk around like that. In the past, people used to wear a sweater over a shirt. We are not exposed to too much cold inside cars, shuttles and offices. Therefore, the needs of people differentiate. First of all, we want to break the prejudice that acrylic fiber is only for winter use and it is only used for thick and massive products. That is right, acrylic is similar to wool and it is the best alternative to wool. As a matter of fact, it is the best alternative responding the vegan trend recently. Aksa's fiber is suggested as a vegan product that is alternative to merino and several wool products by PETA. Currently, there is an understanding that is more respectful to animals in terms of the things we wear, eat and consume. Thinking back on the old days.

The effect of these trends are more powerful. Composite products are talked about more. Several different combinations are tried out. For example, positive sides of acrylic products have appeared with the combination of cotton and acrylic. As another example, we have studies on shirt fabric. The story is based on this idea-the superior moisture management performance, easy-ironing, late wrinkling and especially in summer time preventing the bad appearance under the armpits. In these products, we offer the feature that decreases perspiration and provides fast drying with the help of acrylic.

Several brands of Aksa exist in terms of fiber usage. In line with these brands, could you talk about usage areas of fiber?

When you look at the product range of Aksa, it is clear that the products are separated in terms of their physical and chemical advantages. Currently, the area we want to work on and talk about includes the brand, Acryluna, and the brands under the Acryluna. Acryluna is a brand that goes with more standard textile products, but it is also a brand for all seasons. Together with this, owing to the pandemic



conditions, we maximize our studies on Everfresh products that have become more popular with the increasing request for buying hygienic, bacteria free and antiviral products. Because, in addition to the positive features of Acryluna, it has the advantages such as preventing odor and bacteria on the product.

Does the acrylic have advantages over bacteria and viruses?

As a matter of fact, although Everfresh is not used, acrylic has these kinds of advantages. For the bacteria to live and reproduce, and for their moisture and survival activities, there needs to be a certain degree of temperature. Thus, wetness and sweating prepare a favourable condition for this. Actually, even if we do nothing, on the condition that we could control perspiration and provide a good moisture management, we can have a better fight against bacteria.

What does the motto "Acrylic is for all seasons" definitely mean?

Unfortunately, over time acrylic and winter products are inseparable concepts. People have that kind of perception. They are right in some way.

With regard to the insulation, acrylic is a successful product compared to other fibers. For instance, compared to the polyester, we talk about a sort of fiber that transmits 25% less heat. It is no wonder that acrylic provides 25% insulation advantage rather than manufacturing the same product with polyester.

Are we going to see acrylic in different and unfamiliar textile products?

Recently people have mostly stayed at their homes. Thus, in this period when the home clothing has become popular, knit fabric already containing acrylic is in demand. Completely acrylic, but contains knitting... You can certainly see the products that provides comfort, lightness and is specific for home use in the markets. Owing to the fact that people prefer informal clothing to the formal one at home, the



"OUR DIFFERENT PRODUCTS HAVE STARTED TO EMERGE IN STORES."

"Our products and their special features have proved themselves. As a result, we proceed with collaborations at this point. Apart from the usual acrylic, we are producing different products and these products have started to appear in the stores."

need for acrylic and the knit fabric increases. Very simply, we can state that acrylic is back in our lives again.

In the scope of home textile, consumers are open to innovation and they are more sensitive to diseases. How does it affect you?

Actually, home textile is a market in which we exist with acrylic. With the changes in perception in which people care more about their houses, a new line has emerged. People have started changing their furniture and carpets. However while they are dealing with these, they also have virus and bacteria in their minds.



Bacteria free and antiviral products attract people. At this point, there are different bacteria free and antiviral applications of acrylic. And this emerges as a factor that makes acrylic more popular among people. The use of acrylic for the household has recently started to increase.

In accordance with what you said, it is possible to see products manufactured with acrylic fiber in unknown areas. How is the work proceeding to create new areas? What is the process behind it?

We have partners such as yarn and fabric manufacturers, ready-made sellers from different points of manufacturing chain. As I mentioned today, we have a partner in the field of denim. Together we create different kinds of denim fabric. We have a partner in the field of shirt fabric and we are working on the shirt fabric together. We have another manufacturer in the field of blanket, together we try to create unique productions with quality features. Again we are working on an interesting subject: "Towels". Similar to the towels we use at home, we are trying to manufacture a kind of towel by using the special properties of acrylic.

Accordingly, we are working on a more qualified production compared to a 100 % standard cotton towel. We are about to reach the final stage of this process. It may seem that acrylic and towel have never been associated so far. However, thanks to the results and experiences obtained from other works and sharing these findings with other parties, a quite convincing condition appears. In the on going process, we can convince our partners for production. The market also demands special products from us. There are some special and qualified products created by our own R&D Center. We work with the principle of push pull from inside and outside.

How was the emphasis of "Acrylics for all seasons" received by the brands you work with?

Of course, they perceive it as a different story. After all, as I mentioned, acrylic has a standard kind of perception. It keeps you warm, it is a winter product and it is thick. This attracts attention when you say the opposite. We have the reactions like "How does it happen? We haven't seen that before" After we explain it through supportive findings, and show the test

results we got from the laboratories, it becomes convincing.

We offer them this innovation and difference that everyone is looking for in a favourable way. These last product samples and test findings are really useful for our works and projects based on the motto "Acrylic is for all seasons." Because the place where we want to go is a place where we have never been so far. At this point, our products and the features specific for them have proved themselves. As a result of this, we have our cooperations and collaboration we are working on. We create quite different products apart from the acrylic we have known so far and these products have started to take place in the stores.

What kind of feedback do you get from the brands for which you manufacture products?

The feedbacks are indeed really satisfying. When the number of successful products increases, different areas of usage appear. For instance today, the products for underwear and thermal underwear are in the stores. We will see the use of acrylic in the areas in which we have never seen before.

As the usage area of acrylic expands, which products will we see made of acrylic?

As I mentioned above, in the first place, we are working on towels and bathrobes. Our works are progressing in this way. Apart from this, home textile like bedsheets, pillowcases, duvet cover sets are in our goal. We are trying to take part in the upholstery fabrics we are already in, with different products such as Everfresh. In terms of standard fabrics, with the use of acrylic we aim to be an alternative with sustainable products. We are trying to take part in that area with the fibers dyed with Acrycyle or environmental dying methods and consuming less water. Of course, this includes the subject of Vegan and "Upcycle".



DID YOU KNOW?



Did you know that there are no animal-derived ingredients in a clothing item produced from Acryluna fiber and no animal is harmed during production?

Anything you want to know about our products can be found here.



@ACRYLUNA



Emrah Eren
Aksa Akrilik Process
Development Manager

A more sustainable world with the groundbreaking Acrycyle in recycling

New conditions in the world, the expectation for a more environmental product from the market, sustainable goals and culture of Aksa have caused the appearance of a new brand. Emrah Eren, Aksa Akrilik Process Development Manager stated that Acrycycle is not just a brand, but a new process in the industry and he said "We expect the facility that will be built with an investment of 5 million dollars for Acrycycle, to be in action by the end of 2021."

Until recently the reuse of old materials was prevalent in our culture. Consumers used to aim for durable consumption and want their products to be used for long years. Emergence of fast-consumption and facilities in technology made the prices lower. This coincides with the needs like

the understanding in fashion. However, the decrease in resources in these days, the decrease in profitability while the costs increase and the need to protect natural resources require more use of recycling. Acrycycle developed by Aksa is essential at this point.

Today, the world needs that kind of solutions. While responding to the fashion and the need for differentiation, in order to consume less resource and to keep less foot print in nature, Acrycycle is indeed an option. At this point by stating that recyclable products provide a solution for the custo-

mers and fashion designers, Akşa Akrilik Process Development Manager Emrah Eren answered our questions.

We know that Acrycycle is the first all around the world. How did the process develop and how did Acrycycle emerge?

When I first started to work in Akşa, we had the habit and the culture of recycling. On the other hand, we are struggling for the perfection. This is one of the strengths of Akşa. Akşa is a firm that prioritizes operational excellence. We always aim for better, more fertile products together with less consumption. At this point, we have an acquired reflex and knowledge. When the demands of the market match together, Acrycycle has become an intersection point. When our customers came to see us, they talked about their needs for the products manufactured by recycling of acrylic. When we came together with the outfitters and yarn producers and heard about these needs, we started to work on it. At the end of the studies, we designed this process. Basically, there is the intersection of these two issues. Acrycycle emerged at the intersection point of the talent of Akşa and the demands of the market. I would like to describe Acrycycle as a combination of excellence studies that Akşa has carried out so far. Acrycycle emerged at the point where all our ongoing productivity improvement efforts, the belief and the commitment of our employees and stakeholders to our company, our sensitivity and commitment to the environment and sustainability, intersect with market expectations. We modelled the process and the product from different disciplines. We created the infrastructure for the process of product certification. We supported our customers and we still continue to support them.

What kind of a product is Acrycycle as one of the most important product for a sustainable world?

With its current condition, Acrycycle is a recycled product and an acrylic fiber pro-



"ACRYCYCLE EXPRESSES THE PROCESS BEYOND A BRAND"

"Akşa is a company based on a culture of recycling. The biggest advantage of Acrycycle' was to take the recycling to a higher stage. This created an infrastructure for the product. In this way, we started working on Acrycycle. Thereby, product properties were improved within the basis of traceability, sustainability, and a 100% recycled product was added to the product range. As the recovery rate increases, the possibilities of our customers' constructions also increase. Our customer can take this product and blend it in different proportions to obtain the desired result and certificate this process. In this process, we established a completely integrated system. That means, we have produced a certified product that is fully traceable, accountable, transparent and open to investigation. Acrycycle expresses both a product and a process beyond a brand expresses both a product and a process beyond a brand.."

duct that is also described by the pre-consumers. It is the form of waste and scrap products resulting from Akşa's general activities, which have been reintroduced to textile properties by going through processes especially developed for this solution.

Within the scope of recycling, how do you obtain raw material?

We have the waste and the scrap that come out during the production process. The products, which can not be used in the textile are reprocessed. There is a series of process specific for Acrycycle. You cannot use these products as they are. In order to restore the textile properties and turn it into the form that our customers can use, you need to expose it to different activities that are not in normal acrylic production. The activities in the area of process and technical development have brought out this. After a year of work this stage has come to life. The product has been designed, different ratios have been revealed and necessary equipment has been installed. Operating conditions have been created. The product has been exposed to several tests and produced over and over again.

After all these processes, Acrycycle has come out. Even though we did not use the waste products, we bought them and include them in the producti-

on process. We put our products into new forms. We exposed it to several thermal processes. Finally, we turned it into a product that we called Acrycycle.

Did you present your products to the end users and what kind of feedback did you get from them?

Currently, the product has turned into a product form we served. Like other products, Acrycycle is not a product that we can directly offer to the end user. Now it has become a process and a challenge that we completely carry out together with our customers. We form our products, we cut it, we tear it off. After a quality control, we deliver it to the customer. They use the product and we get their feedback. On the side of Acrycycle, improvements are still in progress. The year of 2021 is a special one for Acrycycle. This year a facility is being built for Acrycycle. An investment of approximately 5 million dollars is being made. For the time being, we are making investments to increase both the quality

and quantity of Acrycycle more effectively. We expect the facility to be in operation by the end of 2021. With the help of this facility, our recycling capability and production quality will increase with Acrycycle.

Is there another acrylic fiber manufacturer in the world that produces similar products, or are you producing it for the first time?

There aren't many acrylic fiber manufacturers in the world. Acrylic has turned into a product that has a small but special place in the world fiber market. There is no one that recycles like us. All over the world, we are the first and the only company manufacturing the recycled fiber. Although they carry out these activities with similar concerns like us, there is no one who makes this business as we do, with a transparency, sustainability, traceability and with a perspective of certification, up to 100 per cent recycling, and we are the first in this sense. Our market research indicates that, as well.

Are there any restrictions in the use of Acrycycle?

Acrycycle can be in any area where acrylic fiber can be used and their usage areas match exactly. Because the product has the potential to be used in any field where acrylic fiber can be used, such as knitwear, carpet making and technical uses after turning it into a yarn format. Today, Acrycycle can be offered as a solution whenever there is a need.

According to you, in which condition can the customers prefer this product?

Rather than production and supply chain, this question is more about you and me. As we as end consumers become more sensitive to the demands of the market, the pressure we create will ultimately reflect upon the market. The market is running after such a solution now. The consumer has become more conscious. Now they state that they want a product that consumes less water, consumes less energy and emits less carbon. Environmental disasters affect this feeling among people. Consequently, habits are changing and the industry sector is looking for solutions with changing habits. Acrycycle responds more to this. The signals we get from the market show that that kind of uses will increase and people will be running after this. On the other hand, it has an economic side. There should be supportive factors as well. The recycled product must be attainable. An expensive product will not be sustainable this time for several reasons. We have come to this point because of the people who are after the products that are both affordable and have a lower impact on nature. At each point where acrylic fiber separates, Acrycycle also separates from other products for the same purpose. The main advantages of Acrycycle are that acrylic fiber is resistant to bacteria, mold, moisture, sunlight and other weather conditions; it can be dyed in different colors and has high washing resistance. We have created different products ranging from 10 percent to 100 percent recovery rates.



The fact that it can be turned into other textile forms, especially knitwear, strengthens the hand of designers using this product.

What place does Acrycycle have in a world where consumers are seriously concerned about product ingredients? Why should the consumer choose Acrycycle?

I am one of those consumers who make a habit of looking at product labels. As a condition of being a conscious consumer, I am questioning the source of the material and its production methods. Branding instills confidence in the end user in terms of accountability and transparency. For that reason, while designing our Acrycycle product, infrastructure studies, procedures, traceability and certification processes were very important in order to make back traceability on the product source. Certified and tested products create a positive perception on the end users. Moreover, our Acrycycle products are also preferred by the organizations, such as Textile Exchange, that are not profit oriented and prioritize global sustainability and they are on the list of products that must be preferred. In that sense, we can say that it is the only example of its kind.

The longevity of products is very important for a sustainable world. Reducing the need for a new product helps to reduce the use of natural resources. How is the situation of Acrylic and Acrycycle in this regard?

Acrylic fiber has always been with us as a durable textile raw material. In the past, our acrylic carpets in our homes continued to be used for years without being worn out and losing their beautiful appearance. That was a period in which our people had more tendency to be savings-oriented. With the improvements in technology, the needs for fast consumption, adaptation to fashion and differentiation have also increased. At this point recycled materials like Acrycycle are at the forefront of the materials that provide optimization between today's needs and sustainability.



"ACRYCYCLE HAS THE ADVANTAGES OF ACRYLIC"

"Compared to similar products, Acrycycle has the advantage of acrylic. As acrylic can be differentiated from polyester and polypropylene, the recycled acrylic can be separated from them in the same way. Acrycycle saves those properties. Acrylic is a very durable fiber. It is a very resistant product especially against weather conditions such as rain, washing conditions and sun rays. Due to its chemistry, it is resistant to damp environments and bacteria. This also continues in Acrycycle."

Could you inform us about water consumption? Does the amount of water used in Acrycycle process change compared to remanufacturing?

Water is a vital criteria on its own. Fresh water resources are decreasing day by day. Acrycycle is quite ambitious in this regard. When we compare the Acrycycle to the production from the beginning, the Acrycycle consumes 86 percent less water. As they are the raw materials that turn into forms you skip the previous processes. Thus, the raw material sources used in the previous processes are also bypassed. You take the product and turn it into a form and make it usable. A 7 kilogram washing machine with high energy savings consumes 50 liters of water in one program. That is the cost of one wash. Finally, this fresh water cannot be used again and is thrown away. While producing Acrycycle fiber, one tenth of that amount of water is used. While washing 1 kg of laundry, we consume 7 kg of water. While producing 1 kg of Acrycycle, we consume 1.7 kg of water. Even if you dye the product, the water consumption is not so high as in the examples. There are such striking examples from our daily life.

Will recycled acrylic have a larger share in the market over time? In this regard what kind of potential does Acrycycle have in your opinion?

It is inevitable to gain a larger share over time. The company that cannot recycle acrylic will be eliminated.

This is a question regarding the cycle of product life.

The importance of recycling will increase in the areas like Acrycycle or recycled products of other fibers. It is aimed to turn into reusable product forms and circular economy. This one of our aims. Currently, what Acrycycle is doing is called "pre-consumer", that is, it aims to recycle the scrap and waste produced by Aksa before presented to the customer, and it achieves this. In the following stages, it is among our goals to recycle the products that have completed their economic life and expired and have been returned by the post-consumers. It is necessary to develop different Technologies such as separation ones for such materials. These are the subjects studied in the world and that we follow and try to take part in. At this point, we try to provide solutions suitable for ourselves. For instance, a carpet is one of the products where acrylic is used the most. We can say that 80 percent of the carpet is acrylic fiber. In the following period, the acrylic fiber part will be separated and delivered to us, and we will get a new product from here. This is possible and doable. We are doing the necessary preliminary study for this. We are also trying to ensure the recycling of post-consumer products.

Are you planning to add a different feature to the Acrycycle product over time?

There are products that we produce using acrylic fiber through our different R&D activities. For example, you can convert acrylic fiber into water-absorbing polymer. Water-absorbing polymers are also very important today. Drought attracts the attention of public when it is expected and precipitation decreases. Everybody is aware of it, and food prices will gradually increase owing to drought. As a solution to this, the Ministry of Agriculture with different institutes and universities is working on water-retaining polymers. Because this product is not produced in Turkey. This product used in agricultural activities will allow

plants to absorb nutrients with less water for a longer time. There is acrylic in the structure of these products and Acrycycle can play a role at this point. However, now, Acrycycle is a textile-focused product.

What is Acrycycle's contribution to Aksa's sustainability goals?

Acrycycle is a product that we position at the top of Aksa's sustainability priorities. We know that everyone has an effect on nature. With Acrycycle, we turn it into a positive effect. Instead of burying existing wastes in landfills, we put them into production cycle and take an action to prevent environmental pollution. One of the most essential features of Acrycycle products is their longevity and durability. The products retain their first-day features for long years without deforming, and reducing the need for new products. This helps to reduce the use of natural resources for production. This is one of the most important impacts of Acrycycle in terms of sustainability. One of our company's sustainability goals has been to increase the rate of Acrycycle in production.

Does Acrycycle match up with the production process of acrylic, or did you have to create a new production line?

With regard to the product, first it is necessary to differentiate. Normally, separate equipment and separate mechanisms work on the background to separate acrylic fiber from the production process. We have a separate group of machines to use especially for this aim. We have differentiated the production process and we already had to do it anyway. The Acrycycle cannot be produced in the normal acrylic production process. We have also made investments where different chemical operations can be carried out. We are increasing the scale of this process with the investment of 5 million dollars that I mentioned above. The knowledge and the experience gained through Acrycycle will also be reflected in other product ranges.





Acrycycle is on the Preferred Fiber and Materials List of Textile Exchange!

Acrycycle, the acrylic fiber that minimizes the natural resource use in acrylic fiber production, became the first acrylic fiber brand to enter the Preferred Materials List published by the leading company in sustainable fibers and materials, Textile Exchange! Being a leader is in the nature of Acrycycle as it is produced with recycled materials and supports minimizing the natural resource use with its advantage of being long-lasting!



Bahadır Mehmet İnceoğlu
Yarn Sales Manager

Aksa, will break the game with Airjet yarn in short fiber

Aiming to increase its effectiveness in short fiber market, Aksa will produce airjet yarn in the facility where its work with Murata Machinery will come to life. Stating that they succeeded in producing short fiber with acrylic with the Vortex machine they bought from Muratec for pilot production, Yarn Sales Manager Bahadır Mehmet İnceoğlu said that a facility with a Daily capacity of 6 tons will be built.

Aksa Akrilik is a global giant in this field, producing 900 tons of acrylic fiber per day. The largest of the channels through which Aksa sells acrylic fiber is fiber types classified as long fiber. Long fiber corresponds to a very low rate in the world fiber market. Today, filaments and short fibers are dominant in the sector. In the short fiber sector, where acrylic producers are relatively less, viscose, cotton and polyester producers are more dominant in the short fiber sector. Aksa Acrylic, on the other hand, achieved the first results in its efforts to Orient acrylic into the short fibers market. Aksa managed to produce short fiber with acrylic, with the Vortex machine it bought for pilot production from Muratec company, with which it has strong relations because it is always in search of innovation. With its non-commercial facility with a production of 6 tons, Aksa will provide a model to companies that will invest in this field by developing new products offered to the market in short fiber production. Yarn Sales Manager Bahadır Mehmet İnceoğlu shared details about airjet while describing the way the process developed.

Why did Aksa need to take part in short fiber market and what are the aims of these studies?

As Aksa, we have started an important study to increase the efficiency in the short fiber sector and to integrate acrylic into this market. About 4 years ago, we started the first studies purchasing an airjet machine in cooperation with Japanese company Muratec. In the scope of these studies, Aksa bought the machine through which it would make pilot production and they started to produce innovative types of yarn. A facility investment will be made to produce yarns and the work carried out with Muratec will come to life in this facility established within Aksa. A role model facility will be established for acrylic fiber to find a place in the short fibers sector. Our aim is to launch the yarns produced in the facility with a Daily production capacity of 6 tons and to support Aksa's current customers for investment in production.

How will the short fiber production with acrylic affect the sector?

Considering that short fiber is a relatively less preferred subject in acrylic. We can

state that Aksa will break the game with its investment in the short fibers market. Now, short fiber products are mostly made of cotton, viscose and polyester. By having a share in this market, Aksa can be a role model for its customers in its tendency to this field. Acrylic is a fiber equivalent to wool. As it is thought and accepted in this way, they do not evaluate a product that can find its place in different fields with the idea that it is a substitute for wool. However, with the studies we are carrying out, we can even produce a product equivalent to cotton. We can call this product "Airjet yarn". We keep going on with our investments in airjet spinning facility. At the moment, we are trying to present the yarn types we produce by working intensively on our pilot machine to our customers and to develop the qualities that they can sell. We are trying to make equivalents of the yarn types that are already available in the market.

How do you explain short acrylic fiber to your customers and in this sense what kind of studies are you carrying out?

Seeing the final product for customers is a very influential element in the decision



making process. Manufacturers produce a knitwear out of the product they buy. Then, they wash, dry and evaluate the product. Because they need to see the softness during washing. For these reasons, they want to see the final product. As we are aware of that need, we have paid attention to the availability of different machines in our pilot facility. With these machines we are now in a position to manufacture all products from fiber to the final product, knitwear, in our facility. We deliver the final product to the customers because we know that want to see the fabric. We also work on the fabric. We have a 16 divisioned pilot Vortex airjet machine. We spin the yarns on this airjet machine. When we see the final state of the yarn we make on one day, we decide on taking it to the customer. We will produce 6 tons per day in our facility. But, with this pilot machine I mentioned, our R&D studies will continue in our new facility.

Which products do you deal with in trial production? In which areas of short fiber spinning can we come across acrylic?

We have now decided on our 100 percent acrylic yarn qualities. That's why we decided to invest in a facility. I would like to state that our R&D studies will go on. We will make "highbulk" yarns, which are the types of yarn we call "Corespan" and an acrylic



"CUSTOMERS OF AKSA WILL BENEFIT FROM THE STUDIES"

"Aksa Acrylic aims to offer short fiber products to its customers with this facility investment. Creating the market, Aksa aims to guide those who want to invest. In that way, Aksa will make the R&D investment and our customers will also benefit from these studies. This facility is an investment to enable acrylic to grow in the market."

viscose blend. We also aim for carrying out studies with technical fibers.

Outdoor carpets and flame retardant products are on our agenda. We are making our plans for these studies. We have settled the product groups that we will make in our facility. The projects of many products designed in our R&D center are in progress. Our starting point is cotton... We are entering the market by creating the equivalent of cotton yarn. Then, we will continue to settle new products for home textile technical fibers and knitwear. We believe that the potential is very high. There is no acrylic where these machines are used. We also want to enter this field. In the Corespan there is a different yarn and thus the yarn gains elasticity. It is generally used in women's clothing. It has a big market, but there is hardly any acrylic in it. We will also make acrylic versions of this yarn.

Aksa-Bossa cooperation created a hygienic and environmentally-friendly product in denim

Thanks to the cooperation between Aksa and Bossa, Everfresh's sense of comfort and hygiene has been turned to denim fabric. Bossa denim products together with Everfresh brought a new breath to the sector with their environmentalist property.

A world giant in fiber Aksa and Bossa, the rooted company of the Turkish textile industry with its 70 year of history, transferred the features of Everfresh with bacteria free affect to denim fabric. The new denim fabric offers hygiene and comfort thanks to Everfresh fiber; it differentiates itself with its soft touch and thermal comfort that will keep you warm in winter and cool in summer. Developed with the cooperation of Aksa Akrilik and Bossa, denim fabric has better technical properties than cotton. This product, which stays clean and fresh for longer, requires less washing, thus prolongs the product life. The product that draws attention with its environmentalist property makes it possible to leave a better tomorrow for future generations by decreasing the use of resources. Along with the high quality and innovative product composition that makes difference for its customers, Bossa stand out in the sector with its customer oriented special service, fast service, high satisfaction and effective price policies. The company, which has an extensive marketing network, keeps its leading position in the sector with its correct market positioning and competitive structure. Benefiting from Everfresh technology that makes a difference, Bossa received positive feedback from foreign markets with its acrylic denim product. The product drew attention in European countries, especially Scandinavia and Germany, which love this type of touch and developments. Considering that the combination of denim and acrylic fiber is a very new situation, new innovative developments that will emerge in this sector in the following period have the potential to reform the sector.





bacteria free



odor control



helps to reduce the use
of natural resources



contains no chemicals
harmful to human health

Bossa

everfresh

Fresh and
hygienic
comfort...

A new normal trend
in fashion industry:

Greener Bluer More Sustainable!

While fashion is among the industries most affected by Covid-19 epidemic, the positive change in nature with decrease in the activities of industrial facilities has led consumers to be more careful about their purchasing choices. In McKinsey&Company's research that focused on the fashion industry, it was seen that the Covid-19 pandemic accelerated consumers' expectations for sustainability in the fashion industry. Together with turning to environmentally friendly products, consumers purchase products and prefer online channels more.

A SUSTAINABLE ENVIRONMENT



The quarantine days that started due to the COVID-19 epidemic allowed nature to renew itself. While the air pollution decreased, the revival in the rivers and seas gave hope for compensating the damage done to nature. In fact, according to some assessments, an unexpected effect of the COVID-19 outbreak was the shrinking of the holes in the ozone layer. In the light of all these developments, consumers have started to review their purchasing habits. Now, while products produced with methods that harm nature less, will come to the fore, and responsibilities for nature will be remembered in consumption. It seems that consumers, who review their habits for a sustainable nature, will preserve the new habits they have acquired after the COVID-19 epidemic. The reflection of these trends in the transition to the new normal was also reflected in the research results of McKinsey Company, which focused on the fashion industry. In the research, it was seen that the COVID-19 epidemic accelerated the sustainability expectations of consumers in the fashion industry. Together with turning to environmentally friendly products, consumers buy less products and prefer online channels more.

Management consulting firm McKinsey Company has scrutinized fashion, one of the industries most affected by the global impact of the COVID-19 pandemic. According to this research based on the opinions shared by more than 2,000 consumers from Europe, in the new normal, the fashion industry has to consider the increasing sensitivity of consumers in the field of sustainability. Two-thirds of consumers believe that studies on post pandemic climate change are more important than ever; 88 per cent of them state that more efforts should be made to reduce environmental pollution.

BRANDS' SUSTAINABILITY APPROACHES ARE EFFECTIVE

In parallel with the increasing sensitivity, consumers take care to reduce their environmental impact. 57 per cent of the research participants state that they have made serious changes in their habits for a more environmentally friendly lifestyle, while more than 60 percent state that they give priority to the use of recycling and environmentally friendly packages. This is reflected in the purchasing preferences of consumers. While 67 per cent of consumers prefer products made from sustainable materials, 61 percent state that brands' sustainability approaches are effective in their purchasing decisions. Consumers emphasize that it is critical for brands to behave ethically to all their employees, including the employees of their suppliers in different geographies. According to the results of the McKinsey research, the ethics of the fashion industry in addition to gaining a sustainable and sustainable stance, it also needs to adapt to changing consumption habits. While a slow recovery is foreseen in the economy in general, consumers' spending on fashion is also decreasing. While more than 60 per cent of survey respondents say they spend less on fashion during the crisis, nearly half say this trend may continue after the crisis has passed.



Can KENDİ
McKinsey Company Turkey
Country Director

A SUSTAINABLE ENVIRONMENT



CONSUMERS ARE CAREFUL ABOUT REDUCING THE ENVIRONMENTAL EFFECT

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CONSUMER SENSITIVITY MUST BE CONSIDERED

Management consulting firm McKinsey & Company has scrutinized fashion, one of the industries most affected by the global impact of the COVID 19 pandemic. According to this research, which is based on the opinions shared by more than 2,000 consumers from Europe, the fashion industry has to take into account the increasing sensitivity of consumers in the field of sustainability. Two-thirds of consumers surveyed believe that studies on post-pandemic climate change are more important than ever; 88% of them state that more efforts should be made to reduce environmental pollution.

However, it seems likely that consumers will reduce their spending on accessories, jewellery, and other discretionary categories before reducing their spending on clothing and footwear. When it comes to changing purchasing behaviour, younger consumer segments indicate that they are ready to buy cheaper versions of the products they normally buy.

On the other hand, the COVID-19 outbreak brought new consumers to online channels. 43 per cent of consumers who did not buy fashion products from online channels before the epidemic started using these channels. Approximately 28 per cent of consumers predict that they will shop less from physical stores in the next period. Therefore, it is assumed that the online shopping trend may turn into a permanent trend after COVID-19. The research also shows that there is a change in the expectations of fashion lovers for the 'new season'. 65 per cent of consumers surveyed support fashion brands that have delayed the launch of new collections as a result of the COVID-19 pandemic. 58 per cent of the participants state that their priorities have changed with the epidemic and the criterion of 'new fashion' has become unimportant for them.

However, as a result of the COVID-19 pandemic, 65 per cent of respondents plan to buy more durable fashion items and 71 per cent plan to keep items they already own for longer. In addition, 57 per cent of the participants state that they are ready to repair their belongings in order to prolong their use. Especially among young consumers, the tendency to buy second-hand products has increased after the COVID 19 crisis.

"FASHION BRANDS SHOULD CONSIDER CONSUMER EXPECTATIONS"

Evaluating the research conducted, McKinsey Company Turkey Country Director Can Kendi said, "The COVID-19 pandemic has shifted the focus of consumers to health and economic priorities. The fashion industry is one of the sectors most affected by this situation. The habits gained in the period when the epidemic was intense have been moved to the new normal. In addition to the tendency to online channels, the tendency to consume less, and the use of cyclical models, taking environmentally-oriented steps is also on the main agenda of consumers. With the sensitivity intensified by the global effects of the epidemic, consumers turn to environmentally friendly brands and support companies that take actions towards climate change. Therefore, we think that toys in the clothing, footwear and luxury goods sectors can only become ready for the new normal by strengthening their sustainability commitments and developing ethical, circular and innovative models in line with changing consumer habits. It is possible for institutions that achieve this to achieve strong success even in shrinking market conditions. In this context, we believe that institutions from the fashion and textile industry in our country should act strategically by taking these trends into account in order to stay competitive, to open up to new markets and to make a solid entry into the new norm."

The COVID-19 pandemic offers new opportunities to the ready-to-wear and knitwear industry. Mustafa Balkuv, Chairman of the Board of the Turkish Knitwear Industrialists Association (TRISAD), said, "Our sector is quality and technology, on time and in the shortest time delivery capability, reliability, competitive power, infrastructure, it came to the fore in order to create an alternative to the Far East." Speaking to Acrylife Magazine, Balkuv said that after the end of the pandemic, Turkey will continue on its way as a favourite supplier country with new records and new investments.

"Turkish ready made clothing sector has **become an alternative** to the Far East"

The knitwear industry, which has a very important place in ready-made clothing with an export figure of 2 billion dollars, creates employment for 150 thousand people. The Turkish Knitwear Industrialists' Association (TRISAD), which has undertaken very important projects, especially in education and employment, since its establishment in 1994, has played an important role in the development of the sector. Stating that the industry, which closely follows the technology, renews its machines accordingly, TRISAD Chairman of the Board Mustafa Balkuv said, "Many export knitwear companies have established their own yarn production facilities. They produce many different types of fancy yarns, reflect them in their designs and present them to their customers. This gives our companies a significant advantage in competition and in taking orders."



Mustafa Balkuv, who started as a Member of the Board of Directors in 1994 and served as the Vice President for two terms, served as the Chairman in the third term of TRISAD. Balkuv said, "We are trying to do our best for our industry together with my friends on the Board of Directors and 250 valuable members."

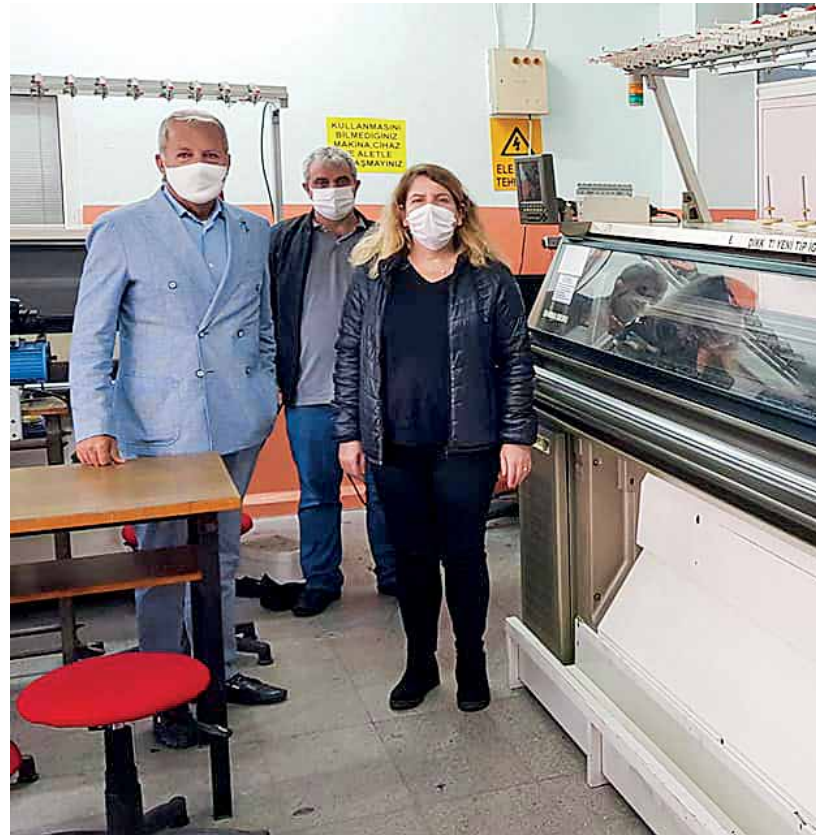




Balkuv emphasized that TRISAD, which was established in January 1994 to develop the spirit of solidarity on behalf of the sector, to find common solutions to problems, to represent its members on many platforms and to contribute to the development of the sector, has been working like a foundation, especially in education and employment, since the day it was founded. He noted that as an association, they would continue to sign very important projects.

"TRISAD TEXTILE TECHNOLOGIES VOCATIONAL SCHOOL IS THE FIRST IN ITS FIELD"

TRISAD, which received an empty building in return for a 10 year protocol from the Ministry of National Education in 1996 in Zeytinburnu, obtained knitwear knitting machines from Germany and Japan in the same year, and apparel machines from within the country and trained its teachers in Germany and abroad. Expressing that he sent them to Japan for knitwear training, Balkuv said, "Afterwards, the first Knitwear Vocational High School (TRISAD Vocational High School) in Turkey was opened for education and training. We renew our machines every five years in line with the developing technology, we continue to train our students on German, Japanese and Chinese machines, and we ensure that they get to know and learn our industry in the best way possible. In return, TRISAD Vocational High School was established four years ago by the Ministry of National Education for 18 Vocational High Schools in Turkey and 7 Vocational High Schools in Istanbul. It was accepted to the high school and declared a thematic high school and Turkey's knitwear and became the only thematic high school pro-





"THERE MUST BE MORE EXPORTS TO THE AMERICAN MARKETS"

"For the sector to grow in volume it needs to export more to America, with a share of 110 billion dollar in the market. Our share from this market is only 700 million dollars. High customs walls and freight costs are challenging us. Although Turkish Airlines THY has stated a support of 10 percent, the increase of this support to 30 per cent will make our job easier. In addition, intense efforts should be made to implement the \$100 billion trade agreement. Today, ready-made clothing, which is largely shaped by labor costs, forms an important part of the economies of many socially underdeveloped countries. Countries such as China, Bangladesh, Vietnam, India and Indonesia are at the top of the sector. While China's undisputed leadership remains, Bangladesh and Vietnam are in the top three. 10 years ago, which I think has been neglected especially in the last 10 years. Ready-made clothing, which is called 'you have a 10 year lifespan', has grown by half of the world average. Our share in the world ready-made clothing market decreased from 4.2 per cent to 3.4 per cent. Our exporters Although its fast delivery and design capabilities have positioned Turkey in a different place by European buyers, our share in the EU market has decreased on a proportional basis."



"WE ARE THE SIXTH IN THE WORLD EXPORT RANKING OF READY MADE CLOTHING"

"As for today, Turkey is for ready-made clothing industry ranks 6th in the world export ranking. We follow the technology closely and renew our machines accordingly. We are very good at using technology and quality. Unfortunately, we are far from producing our machines that require advanced technology. In fact, although we could do it with these costs, we unfortunately do not have the chance to compete with the world. On the other hand, we are in a very good position in the production of spare parts. We should be able to expand this area and sell their spare parts to the factories where we buy the machines. In this sense, such enterprises should be supported. Our exporting companies have taken important steps towards integration. Many exporting knitwear companies have established their own yarn production facility. They produce many different types of fancy yarns, reflect them in their designs and present them to their customers. This gives our companies a significant advantage in competition and in taking orders."



viding clothing education. The name of our school was changed from TRISAD Vocational High School to TRISAD Textile Technologies Vocational High School. To date, 2 thousand 200 students have graduated. "Half of our graduates have become very important knitwear exporters, general managers of our companies, business owners who provided technical support and indispensable employees. We are proud of our school," he said. Balkuv stated that another important activity in the world is the probation workshop, which has been implemented for the first time in the world for 2.5 years but had to take a break due to the pandemic, and gave the following information about the workshop. We opened the TRISAD Knitting and Garment Workshop in the probation building, within the framework of the protocol we signed with the Ministry of Justice, for the convicts who continued their lives as freelancers. We train one group until noon for four hours a day and another group at 17.00 by master trainers. This work we do with a job guarantee is a complete win-win project. First of all, we serve the peace of our country. The convict who enters the job insures himself and his family as insured, and by working and receiving a salary, he completes the remaining sentence by working. With this project, we also contribute to employment and therefore the development of our country. We, as TRISAD, started our activity with the desire to set an example first for Istanbul and then for other sectors in Turkey, but we have proceeded alone so far."

"WE OPENED KNITTING AND CLOTHING COURSES"

Stating that they opened Knitwear, Knitting and Apparel courses in order to meet the personnel needs of the sector and to provide job opportunities by teaching the unemployed people in the region, Mustafa Balkuv said, "As of the end of 2019, we opened in the place offered to us by our municipality within the framework of the protocol we signed with Zeytinburnu Municipality and invested all their investments in TRISAD."

SECTOR

We employed our first graduates from the course we conducted. Starting from the end of January, we will continue our second course, after a break due to the pandemic. We have reached an agreement with Bağcılar and Esenler Municipalities on this issue. Hopefully, we will spread these activities to other districts after the pandemic," he said. Stating that knitwear has a very important place in ready-made clothing with an export figure of 2 billion dollars, Mustafa Balkuv said, "We produce 450 million goods and export 300 million of them. We use 110 thousand tons of yarn for the goods we export and create a value of 19 dollars per kilogram, while the average for Turkey is 1.1 dollars. Our sector, which creates employment for 150 thousand people, realizes 80 percent of the goods it exports as net exports. And this is the clearest indicator of our domestic and national formation" he said.

"WE CLOSED THE YEAR WITH A LITTLE PROFIT THROUGH THE STRENGTHS OF OUR EXPORTERS"

Balkuv who underlined that while the COVID-19 epidemic drags the whole world into an uncertainty, offers new opportunities to the ready made clothing industry. Balkuv said that the industry has come to the fore with its quality and technology, its ability to deliver on time and as soon as possible, its reliability, competitiveness, infrastructure, to create an alternative to the Far East. Emphasizing that with the end of the pandemic, Turkey will continue on its way as a favorite supplier country with new records and new investments, Balkuv said, "We received heavy orders in January and February due to the cessation of production in China in the first months of 2020 due to the COVID-19 epidemic. We have made significant investments to respond to demands. This process, which continued until the end of March, hit bottom in April and May. Many of our businesses have stopped work and are involved in short-time work. As of June, the sector started to revive again and business continued intensely until December. Even though we experienced a recession in December, we will close the year, which we thought we would close with a loss,



with a little profit, thanks to the great dedication and efforts of our exporters." made its assessment. Mentioning the importance of Aksa Akrilik the world's giant in acrylic fiber for the sector, Mustafa Balkuv said, "The valuable contributions it has made to our exports to Aksa, which has the world's largest facility in its field under one roof has been serving in many branches of Turkish ready made clothing since 1950. I would like to thank you for this," he concluded.

pillout

AS PERFECT AS THE FIRST DAY



“As Dagi in 2021

We focused on personal health, comfort and environmental products”

As a 100 percent domestic brand, Dagi, one of the important brands of women’s and men’s underwear, home sleeping and beachwear markets, focused on personal health, comfort and environmentally friendly products in 2021. Barış Düzel, the new CEO of Dagi, drew attention to the importance of the Everfresh collaboration with Aksa Akrilik, “Everfresh, it is one of the most suitable complementary materials for our innovation-based product line, which offers maximum comfort without sacrificing the quality we offer to our customers.”

Increasing its success rate gradually with its quality production and customer-oriented approach, Dagi aims to make a sound in the market this year under the leadership of its new CEO Barış Düzel, who took office in August 2020. Saying, “I am very motivated to be leading the new era change process of a company that has a long-standing story, is loved by its customers, has a heartfelt bond, and has taken part in its personal story in some way” said Dagi Giyim San. ve Tic. Inc. In an exclusive interview with Acrylife Magazine, CEO Barış Düzel answered our questions ranging from Dagi’s place and goals in the sector to the reflections of the pandemic on the sector and their cooperation with Aksa Akrilik.

Before we start our conversation, we would like to get to know you first.

I’m 38 years old. I am a father of two children, a boy and a girl. I lived in Antakya until my high school education and completed my university education in Ankara. I started my working life in 2005 in Istanbul. After my career that I started at Pricewaterhouse Coopers (PwC) in the field of independent auditing, I held different positions at Turkcell, DeFacto and Koton. I joined Dagi Group in August of 2020.

We congratulate you on being the new CEO of Dagi and wish you success. May we know your feelings about your new job?

Thank you. First of all, we are very excited, the whole team can’t stand still. It motivates me a lot to be leading the new era change

process of a company whose story goes back many years, loved by its customers, with whom it has formed a heartfelt bond, and which has somehow taken part in its personal story. The fact that my colleagues also started to work with the same enthusiasm in this transformation arouses a good curiosity about what we can do and adds excitement.

What are the features that make Dagi a 100% domestic brand, different and successful in the market?

Dagi is a brand that its customers have defined as “reliable” for many years. His confidence in the quality, prices and collection of his products showed that there is a brand-customer bond with very high scores, which surprised us in our market researches. I think the establishment of this emotional bond is the biggest source of his success to date.

What are your short and long term goals as the new CEO of Dagi?

First of all, we will be more accessible. Despite the pandemic, we started to serve in 11 new stores in 2020. In the first quarter of this year, we will start operations in 6 more locations and make it easier for the customer to meet the Dagi collection. We aim to bring our overseas off line operation to 20 stores. Managing the changing customer expectations. in different geographies greatly strengthens the agility of companies.





I think that with the adaptation of the digital tools we are into the processes, including the changing needs of the customer in the focus will be challenging but also contribute to the sustainability of the business. We are developing ambitious projects that will improve the experience in our online sales channel. In addition, we will try to be in a profitable and voluminous growth story in market places in CIS (Commonwealth of Independent States CIS), Africa and Europe. We will carry Dagi's collection in the areas of men's and women's underwear, home-sleeping, and home-sleeping, with our new collection in beach wear, active sports and casual wear, and our new merchandising concept. I think 2021 will be a year when we will reach more customers, focus on our commitment to a brand that is positioned differently among domestic brands in the market with Dagi quality and new products, customer experience, consistent, sincere and trustworthy in all channels.

Today, understanding the consumer and developing appropriate solutions is seen as the focus of success. In this context, can you talk about Dagi's priorities in R&D, innovation and design?

You are very correct Innovative companies will be ahead, especially in the post-pandemic period. We can realize this innovation only by catching the harmony of the design of business processes with agile organizational structures and strategic goals.

At Dagi, we first started by taking all our business processes in front

of us and checking how sensitive these processes are to the changing expectations of the customer. We doubled our design office and included trend-design consultancy from abroad in our processes. We are redefining our R&D activities in a way that ensures more sustainable products with functional improvements. We are trying to act together with our strong business partners such as Akso and who are pioneers in these matters. In the near future, we are planning to launch a set of values in which Dagi will share its stance and commitments in these areas with its customers and business partners.

How did the increase in the stay at home due to the pandemic reflect on the demand for home wear products?

Home wear products were growing above the textile retail average in the world before the pandemic. However, with the increase in the time spent at home in the pandemic, naturally, everyone has increased the number of home wear items in their wardrobe. The figures show us that the share of home wear products in sales increased more than three times in this period. For companies like us, which had mainly home sleeping and underwear collections, it allowed the sales to be higher than the previous year, even during the restriction periods. There is also a prominent change here. The process we are in has provided the opportunity for consumers to reflect their own values in their preferences.

Formal relationships tend towards an organic side much more inten-

sely. For example, on a day when one comes to work by joining the traffic in the early hours, the meetings held in a plaza floor in Maslak at 9.00 in the morning, turned into a more intimate and more intimate atmosphere with the paintings in the background reflecting our personal preferences in the living room of our homes. It is clear that this will trigger change in all areas of life in the upcoming periods as well. We will see that the comfortable wear category will continue to be the dominant trend in the world for a long time.

How do you position the place of design as well as comfort in home wear? What does design mean for Dagi?

Design basically means reflecting the spirit of the time to the products. This is sometimes interpreted more provocatively or conservatively, completing the spectrum of the fashion world of the relevant period. We, as Dagi will try to interpret the design in the coming days from a calmer but high-energy place that we think our customers will demand in the new period. While doing this, we must ensure that the fabric and accessory details as well as the design are in forms that will support this calmness. Our commitment to support natural life, prioritize local employment, and transfer some of its income to corporate responsibilities will be an important part of all this brand value and the customer's feeling for the brand.

In the near future, with which innovative products will we see Dagi make an impact in the sector?

We will have new products for Dagi. Beachwear products will gain a different place in the market with their stylish, trendy and quality

fabrics. Again, we will see that an assertive comfortable wear and renewed children's collection, which is new for Dagi, will make a serious impact in the sector with the 2021 winter collection. Apart from this, we have important projects that we are currently in the development process with our business partners. These products Each of them will have claims in different areas such as personal health, comfort, correct and efficient use of world resources.

What would you like to say about Everfresh which started a new cooperation between Aksa and Dagi? Can you talk a little bit about the developing cooperation with Aksa on this issue?

Everfresh is one of the most suitable complementary materials for our innovation-based product line, offering maximum comfort without sacrificing the quality we offer to our customers. It has been a project that will enable our customers to benefit from many benefits such as not needing heavy, layered clothing in cold weather and fast drying of performance fabrics in hot weather. In addition to being sustainable and environmentally friendly, its protection against bacteria and viruses will also ensure that the customer has peace of mind while using it. We have made a good start to the long term cooperation between Everfresh and us. We will continue to sign similar beautiful projects together.

What kind of privilege does Everfresh offer Dagi products? How do you think Everfresh's environmentally friendly features and ease of use will appeal to the consumer?

Usable clean, one of the biggest problems of our planet. Even to-





day, water scarcity critically affects the lives of more than 40 percent of the global population. The fact that Everfresh products do not release heavy metals during their production and use, and that they require less washing thanks to the benefits of zinc pyrithione (Inventory No. BEN.0308), will make a very positive contribution to this sensitivity of our customers at this point.

Do you intend to develop cooperation with Aksa? Can there be different projects together by determining the demands in the market?

Dagi x Everfresh collection was successfully born as a result of the long term and intensive work of the beloved Aksa team with the Dagi team. I would like to thank my dear Melih Çınar, Zeynep Sivar and Atakan Kuru for their positive energy approaches, successful work and contributions during the creation of the collection. We continue to develop products together to use them in our new collections related to our product groups. We will have nice surprises in the new seasons.

Aksa is a world leader in acrylic fiber production. How do you evaluate the importance of Aksa for the textile industry and especially its innovative product development efforts?

Aksa is a leading brand when it comes to high quality fibers with its experience of more than 50 years worldwide. It is a source of pride for Dow-Aksa to place Turkey among the world's leading carbon fiber producer countries with its new investments, as one of the companies that was established with 100 percent Turkish capital and invested most in R&D in our country. Forward looking projects and bold steps set Aksa apart from the competition.

We would love to learn about your biggest dream in business life. What is your biggest dream that you would like to realize?

These days, I think my biggest dream will be to reduce the market uncertainty a little more and to increase the consistency of our early term plans. Frankly, it has always been my agenda to ensure that every moment and period I am in is spent with the best results. Apart from these, my biggest dream is to sign a new generation



INTERVIEW

"WE WILL INCREASE NUMBER OF OUR STORES"

"First of all, we will be more accessible. Despite the pandemic, we started to serve in 11 new stores in 2020. In the first quarter of this year, we will start operations in 6 more locations and make it easier for the customer to meet the Dagi collection. Similarly, we aim to expand our overseas off-line operation to 20 stores."

"SALE OF HOMECLOTHING PRODUCTS IN THE PANDEMIC INCREASED MORE THAN THREE TIMES"

"Home wear products were growing above the textile retail average in the world before the pandemic. However, with the increase in the time spent at home in the pandemic, naturally, everyone has increased the number of home wear items in their wardrobe. The figures show us that the share of home wear products in sales increased more than three times in this period. In companies like us, which have mainly home sleeping and underwear collections, during the restriction periods of sales. Even over the previous year it made it happen."



organizational structure. I think it will be my long-term goal that will satisfy me the most to create an organizational structure where the employee can affect the results much more, the company goals are strongly linked to their own interests, and this mutual benefit, development and connection is high even when the business grows.

What are the things you consider indispensable to be successful as a manager?

The definition of success may differ from person to person. Strive for business development, adaptation to change to be the focus of every decision-making process, high ability to reach results under all conditions are indispensable requirements of business life for everyone. In addition to this, I consider contributing to the formation of a fair working life, ensuring the development of the employees as well as the institution, and observing their social responsibilities for a more livable environment as the subjects that should be included in the definition of success. In summary, I think it is inevitable to develop a different repertoire that should be included in the definition of success and that managers should worry about.

What do you usually do outside of your work life?

What are your hobbies that will relax you, make you look at life differently and feed you?

Like most people, being in nature is the best, relaxing and spiritually calming situation for all of us. Focused outdoor activities such as family tent camps, long nature walks, bird watching activities are the hobbies we try to do when I first create an opportunity. Apart from this, I think art and literature continue to be the activities that human beings have been fed the most for centuries, enabling them to look differently and enriching them. I was trying to feed off art with exhibitions, workshops and magazines before the pandemic. I had a chance

to open up more space for literature, which I was not very good at spending time with before. I can read more.

Your title sinclude “Mentoring”. Could you tell us a little bit about this issue? What do you think mentoring brings to companies and can companies in our country benefit from mentoring sufficiently?

Mentoring has become a business that we encounter in almost every field nowadays, and I would like to talk about the dangerous parts of it first. For a while, I volunteered as a mentor to companies (start-ups) who had no work experience but had a good idea. The place where these friends read the world is at such a different and new point that there is a risk of negatively affecting this process with the habits of the system that the mentor comes from very easily. The mentor should avoid developing a definition, and should not make judgments such as right-wrong or commercial-not commercial. The biggest mistake is that in cases where the mentee is inexperienced, they expect guidance from you and ask you to influence their decision. Here, directing the right attitude should not affect the decision.

The mentor needs to point out the points where the decision maker missed the evaluation, and if the possible outcome is different from the expectation, it should ensure that the mental preparation is done. Of course, at the level of the board of directors of the company, mentoring can include clear judgments with a little more experience. I have managed the sales and administrative operations of many countries for many years, and under the mentorship of a company that has not yet had this experience, it is also necessary to make clear the possible incalculable variables that some ventures see as profitable. Returning to your question, I think mentoring is a mechanism that should take place more at the management levels of companies, although it is in a more structured format in the individual stories of all of us. I think that this habit will contribute a lot in terms of creating a more transparent, participatory society and a social climate with a high sense of trust that this will bring.



DAGİ

everfresh

HIGH PERFORMANCE OUTDOOR SOCKS



%99,99

effective in preventing
bacteria and fungi
growth

Inner texture made of
elastic towel material

Wear-resistant
sole

Heel and fingertip
support



Thermal Comfort



Anti-Odor



Bacteria Free



Contains no chemicals harmful to
human health



Zinc-based active substance

“Developed through Aksa Kartopu Baby Love&Care is a leading product for the future”

Bonip Tekstil, which incorporated Kartopu, the well-established brand of the hand knitting yarn market, made a difference by offering the bacteria free Kartopu Baby Love&Care, produced with Everfresh fiber developed by Aksa Acrylic, to the consumers during the pandemic period. Stating that Baby Love&Care is a future-oriented product for the sector, Bonip Textile Chairman of the Board Oğuzhan Kurt said, “All the projects we have done or will do with Aksa are a source of proud for us.”

Kartopu, one of the first brands that come to mind when it comes to hand knitting yarn in Turkey, continues to strengthen its position in the market by achieving new successes under the umbrella of Bonip Tekstil. Emphasizing that they are working to bring the Kartopu brand, which they added to their organization, to a much better place, Bonip Tekstil Chairman of the Board Oğuzhan Kurt said that they experienced the justified proud and happiness of winning the great admiration of the users with Kartopu Baby Love&Care, which was produced as a result of their cooperation with Aksa Acrylic. “Baby Love&Care, our antipill product, which we produce with Everfresh fiber developed by Aksa, which is harmless to the skin, environmentally friendly and abacteria free, has become a very prestigious product for us. We can say that Baby Love&Care is a future-oriented product for the sector by increasing its importance even more in the challenging health conditions we are in.” We had a great talk with Oğuzhan Kurt describing the new trnds in knitting products and the collaboration between Bonip Textile, Aksa Akrilik and Kartopu brand.

Kartopu is a brand that many people have followed fondly and with interest for years. Can you tell us about your company and the Kartopu brand?

As Bonip Tekstil company, we have been taking an active role in

the textile industry, domestic and foreign markets for more than 20 years. After our adventure that started in Gaziantep, we continued with the investment we made in Osmaniye and opening our second factory as our first growth move. Currently, we continue our work by increasing our product variety day by day with our dynamic team on hand knitting yarn, our machine parks at international standards and our goal of reaching the best. The Kartopu brand, which we have just added to our organization, has brought us an exciting motivation and also a great responsibility, as one of the deep-rooted and well-known brands in our country that has attracted great interest from knitting lovers for years. By following the feedback we have received from knitting lovers and the ever-developing digital world, we continue to move our brand forward with confident steps and intense effort day by day.

How is the Kartopu brand evaluated in national and international markets? What are the markets witch you are active abroad?

Kartopu brand has become a brand that has made a name for itself in national and international markets with the experience it has accumulated over the years and the different kinds of products it has brought to the country's economy.





With its high quality and sincere approach in the domestic market, the Kartopu brand has become a tradition started by grandmothers and grandmothers as an intergenerational heritage and now continued by grandchildren.

When we look at the foreign market, in addition to the intense demands from different overseas countries, the interest and satisfaction towards the products created an intercontinental knitting association. The developing digital world and the increase in the accessibility of the products strengthened the dominance of the Kartopu brand in the foreign market as well. Kartopu products are currently among the most preferred brands by users in countries such as South American countries, South Africa, Russia, Ukraine and Turkic Republics. As the new owners of the Kartopu brand, we will continue to work with all our strength to bring our brand to a much better place from where we bought it.

Your products look very colorful and enjoyable. You have a very wide range of products. Can you tell us a little about your products?

Regarding colors, I think it would be impossible without mentioning the contribution of my brother, Barbaros Kurt, with whom we manage our company together. With his meticulousness and



vision on colors, he always offers a generous approach to knitting lovers about color options by blending different countries and today's fashion trends, and of course, he increases our excitement many times. Everyone who comes to our factory from outside is fascinated when they see the colorful fibers and soft products and does not want their travel programs to end. With Wide range of products we have Knitting lovers can easily design the products they can buy in their own style. Our products always have a guiding place for knitting lovers in all designs that will emerge with scarves, berets, blankets that they can create through their limitless imagination.

We've had a very unusual year. How was the year 2020 for your company?

We had a really tough 2020. I would like to say that we had a financially and morally very worrying year for humanity and a very productive year for us economically. Our generation has not seen those devastating world wars and epidemics that our grandfathers and fathers lived through, except for regional wars and famines and political conflicts. We learned and visualized the devastating wars and epidemics in the past as much as we read in history books. Of course, no experience can be obtained without fully living it. We thought that we could do anything as a human being, but what we experienced in 2020 clearly showed us the fact that what we read in history books can happen again and that we may have to face such problems. I hope we, as humanity, will overcome this and learn great lessons. Frankly, it has been a year where I have learned different perspectives and lessons from my individual point of view.

From an economic point of view, the political developments in the world and the high demand for different production sectors in the second phase of the epidemic had a positive impact on our sector as well. In 2019, as a result of the decisions we took for investment by following the political developments in the world, we were able to meet the increasing demands of our existing customers and new ones in 2020. This enabled our company to take a better place in the sector.

What are your predictions and expectations for 2021? Will you have new investments or new products that you believe will make an impact in 2021?

Of course, as in 2020, we already keep on with our investments for 2021 and the works of our projects that we will realize the firsts again. Let us announce here, through you, that our pleasant surprises will increase in the new year.

You have made an important innovation in your sector with Aksa. Can we learn your opinions about Kartopu Baby Love&Care?

It is difficult to put into words the respect, love and gratitude I have for Aksa. It is a source of pride for us that we are a world-class





company in the supply of raw materials in our sector and that this company is located in Turkey. When you say "I use Aksa fiber" to our customers at one end of the world, knowing that you are using quality fiber gives us great strength as manufacturers. Aksa's presence in Turkey has been a major driving force in the development of the textile industry in our country. For this, I am grateful to everyone who contributed to the establishment of Aksa. Also, being the founder of the Kartopu brand has a special and deep meaning for me. For this reason, all the projects I have done or will do with the company, which I see as our elder, pioneer and veteran, are a source of pride for me and my company. Our Kartopu Baby Love&Care product, which we designed as a result of intense working hours, has already become a product that keeps up with the health trend that has just started to take its place in today's world. In fact, Baby Love&Care was born with the idea of being a pioneer

and reflection of an awareness on the hand knitting yarn industry. We can say that it is a leading product for the future, especially for the sector, by increasing its importance in the difficult health conditions we are in.

What kind of feedback did Baby Love&Care get from the users? In your opinion, what kind of role will the product have in the market?

We produce with Everfresh fiber developed by Aksa, which is harmless to the skin, environmentally friendly and bacteria free, as well as antipill. Our anti-pilling product, Baby Love&Care, has become a very prestigious product for us. We are justifiably proud and happy to be admired by users who knit with love and care. At the moment, we receive exciting feedback, both from the sector and independently of the sector, especially through digital platforms. We also

INTERVIEW

"AKSA QUALITY GIVES US STRENGTH"

"To our customers at the other end of the world. When you say, 'We use Aksa fiber', knowing that you are using quality fiber gives us great strength as manufacturers. Aksa's presence in Turkey has been a major driving force in the development of the textile industry in our country. For this, I am grateful to everyone who contributed to the establishment of Aksa. Also, being the founder of the Kartopu brand has a special and deep meaning for me."

"KARTOPU BRAND IS AN INTERGENERATIONAL HERITAGE"

"High quality in the domestic market and With its sincere approach, Kartopu brand has become a tradition started by grandmothers and grandmothers as an intergenerational heritage and now continued by grandchildren. When we look at the foreign market, in addition to the intense demands from different overseas countries, the interest and satisfaction towards the products has created an intercontinental knitting union."

"ENVIRONMENTALLY FRIENDLY AND ANTIBACTERIAL PRODUCTS WILL BRING OUT"

"The transformation of knitting into a hobby, young with the inclusion of generations in this system, it is undeniable that innovative products that appeal to all ages, rather than classical products, come to the fore. New and conscious generations are very sensitive to natural products, from which they can easily learn the ingredients as well as the products they enjoy. This situation actually gives us an idea for the expected trends and new trends to emerge in the coming seasons. I think that in 2021, more environmentally friendly, recyclable and bacteria free products will be at the forefront."



started to receive very positive feedback from our overseas sales. I have no doubt that we will expand to wider areas in 2021.

What was it like for you to crown your cooperation with Aksa with such a product? Are there any new products that you plan to develop together?

As I mentioned in the previous questions, in addition to the products created in cooperation with a company that is considered a veteran in many different sectors for many years, friendships and the experience gained is unquestionably invaluable. Aksa will continue to be at the top of the list among the companies with which we will always want to cooperate.

Has the prolongation of the time spent at home due to the pandemic increased the interest in hand knitting? Does this reflect on your sales?

I am a person who believes that the feeling of feeding and dressing is very dominant in the genes of our women. These characteristics of our mothers, spouses, and siblings became more evident when the time they spent at home increased. The pandemic has accelerated this process and increased the demand for our



products. If we were able to contribute to their happiness with the beautiful products we made in this troubled process, it was a great morale and motivation for us.

Will there be new trends in hand knitting that you expect to stand out for 2021? What trends will determine the next season?

As you know, since the world is moving in a very different digital direction, this situation affects hand knitting as well as every sector. The transformation of knitting into a hobby, and the younger generations are now adopting this system.

It is undeniable that innovative products that appeal to all ages, rather than classical products, stand out. New and conscious generations are very sensitive to natural products, which they can easily learn about their contents, as well as the products they enjoy. This situation actually gives us an idea for the expected trends and new trends to emerge in the coming seasons. I think that in 2021, more environmentally friendly, recyclable and antibacterial products will be at the forefront.

What advantages do handmade products have? What strategy have you adopted to highlight hand knitting in today's world of ready-to-wear? Do you think the hand knitting industry is getting the attention it deserves?

Rather than making a comparison on a sectorial basis, it should not be forgotten that hand knitting has a long-established spiritual

side. First of all, knitting is a source of peace for many people with its rhythmic movements and sense of focus, and a great source of motivation with the products designed afterwards. As I mentioned, the hand knitting industry has evolved from a need to a hobby and continues to evolve. I think that the happiness of a job done with your hard work will be very big and important. I believe that this beautiful hobby, which gives happiness for a long time in today's very stressful and fast-paced life, will increasingly continue. We, the producers, are happy to contribute to this peace and happiness, to bring our products to the place they deserve, taking into account the tastes of knitting lovers.

Our strategy is to bring the handicraft, which is also mentioned in the definition of hand knitting, to the forefront, and in this direction.

How do you spend your free time? What are your hobbies and what kind of activities do you prefer to enjoy your time?

When I have time in my busy work schedule, I enjoy spending time with my family and especially going into the kitchen together on Sundays. History books and biographies are among my must-haves, especially on my long business trips. Swimming is an indispensable sport in my life, even though I can't do it right now. I look forward to the days when I can swim again with health and happiness. I wish all humanity, our country, our employees and my family a healthier and more peaceful New Year.



everfresh



A unique new feature for people who loves knitting!

Kartopu Baby Love & Care: Anti-pill, bacteria
free hand knitting yarn.

A unique yarn from Kartopu and Everfresh
allowing you to knit the best for your loved ones.
100% Bacteria free and Anti-Pill,
skin and environment friendly!
For people who are looking for the best.



**Despite the pandemic
you can visit online**

WORLD-FAMOUS MUSEUMS





Due to the coronavirus pandemic, people in our country and around the world had to stay at home. In these days when going out and traveling are limited, many people have almost reached the limit in terms of what can be done at home. At this point, museums, which have been moved to the virtual environment thanks to the opportunities offered by digital technologies, create an enjoyable alternative.

Museums that transfer archive records, documents and works in their collections to digital media; It offers virtual visit opportunities by making use of various mapping studies and 360-degree viewing systems. These studies, carried out for various purposes, gained a new meaning when the new Coronavirus (COVID-19) epidemic was declared as a “Pandemic” by the World Health Organization. Virtual museum tours in these days when homes are forced to be closed; It enriches people’s worlds in many fields, including nature, art, history, cultural and social life. In virtual tours, not only provide new experiences with their 360 degree view, but also open a unique door by museum producing educational information and special content for online visits. In our age, no one could have foreseen the possibility of an epidemic, until 2020. With the COVID-19 pandemic, many people focused on how to survive by being protected from a virus. When travel bans and curfews were added, the time spent at home extended. Under compulsory and partial quarantine conditions, people try to acquire new hobbies that they can do at home and focus on things that will make the time spent at home more productive and enjoyable. Museums also offer an option for the days you embark on such a quest. It is possible to visit many national and international famous museums with virtual galleries without leaving the comfort of your home. Many museums even offer free tours. In addition, many curators who are good with digital technologies are developing the digital gallery of the museum under their management to offer a more special experience. Virtual museums and online tours save huge travel expenses, while at the same time, there is no need to wait in long queues at the museum entrance. On the other hand, some museums offer the opportunity to access works that are in their collections but are kept in warehouses. Thus, more of the works that are physically exhibited can be seen in online visits. In addition, virtual museums are a very useful option for people who need to see the works in museums frequently, such as students, artists, graphic designers and creative professionals.

TECHNOLOGY IS CHANGING THE FACE OF MUSEUM MANAGEMENT

The teams that run museums and art galleries are now preparing and making arrangements by taking into account the virtual museum and online visitors. The museum collection can be visited in accordance with the physical conditions, as in the established layout of the gallery, or it can be followed in line with a theme or collection category. In addition, virtual tours sometimes have the feature of having more comprehensive instructional content. In some museum tours, pieces stored in warehouses that are not included in the exhibition area can be seen and more comprehensive information can be accessed.

IMPORTANT MUSEUMS OF OUR COUNTRY ARE ALSO IN DIGITAL ENVIRONMENT

On the other hand, online museums are a solution for people who do not have the budget and cannot spare time to see a museum abroad.

Not to mention being able to visit museums outside of working hours. Many museums of the world also accept visitors for virtual tours. In fact, many famous museums do not charge virtual visitors. In addition, important museums of our country are open to virtual visits. Some of these museums can be counted as the Anatolian Civilizations Museum in Ankara, the Ephesus Museum in Izmir and the Zeugma Museum in Gaziantep. In addition to the museums affiliated to the Ministry of Culture, the leading private museums of our country such as the Rahmi Koç Museum and the Toy Museum can be visited in the virtual environment. Some of the museums in the world and in our country that you can visit virtually are as follows:

British Museum, Londra

The museum, which has been open to visitors since 1759, has a very large collection. The virtual tour of the museum is with a design re-



sembling a guitarkeyboard. Artifactsfound in the continents listed as Africa, America, Asia, Europe and Oceania are listed from 2000 BC to the present day. It is also possibileto select the works by category. The texts that you can get informationabout the works are voiced if you want.

<https://britishmuseum.withgoogle.com/>

Solomon R. Guggenheim Museum, New York

Thousands of visitors come every day, even just to see the Frank Lloyd Wright's epic design building of the museum, which has a rich collection in terms of modern art works. The museum, which offers a very simple virtual tour, can be visited in the form of a street view or by focusing on the artifacts.

<https://artsandculture.google.com/partner/solomon-r-guggenheim-museum>



Solomon R. Guggenheim Museum - New York



British Museum - Londra

Rijksmuseum, Amsterdam

The Rijksmuseum in the Netherlands can be considered a paradise for those who love classical Dutch art. The museum also has a collection of Asian artifacts and 17th century silver and porcelain. Although the street view style tour is satisfactory enough, the exhibition and interactive guide service, where the works are discussed in detail within the scope of the online exhibition, are as enjoyable as they are educational. You can watch the world-famous masterpieces of the Netherlands and the golden age of Dutch painting in this museum.

<https://artsandculture.google.com/partner/rijksmuseum>

Louvre Museum, Paris

Louvre, one of the world's leading museums, provides free online access to the important exhibitions it hosts. For example, some of the works of Michelangelo or the remains of ancient Egypt can be seen in this context. You can get more comprehensive information by clicking on the point you find interesting while visiting the museum with a 360-degree tour.

<https://www.louvre.fr/en/visites-en-ligne#tabs>

Hermitage Museum, St Petersburg

The Hermitage Museum, one of the oldest and largest museums in the world, was built in 1764 by Czarina II. Founded by Catherine. The museum, which was opened to the public in 1852, has a rich collection of approximately 3 million pieces of art. The museum, where a small part of the collection can be exhibited, was entitled to enter the Guinness Book of Records as it has the largest painting collection in the world.

https://heritagemuseum.org/wps/portal/hermitage/panorama/virtual_visit/panoramas-m-1/?lng=tr

Musée d'Orsay, Paris

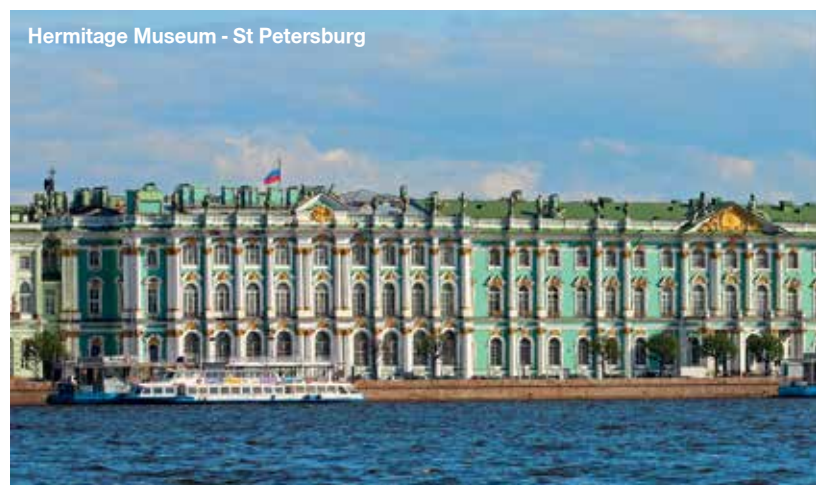
The building, which was used as a station building and a hotel in the past, now hosts important works as a museum in the center of Paris. Masterpieces of French artists such as Cézanne and Degas can be seen in the museum, as well as artists from other countries such as Van Gogh. The virtual tour of the museum, where you can watch the world's largest collection of impressionist and post-impressionist paintings, also gives you the chance to witness the history of the building.

<https://artsandculture.google.com/partner/musee-dorsay-paris>

Uffizi Gallery, Floransa

You can see unique works on the digital platform where approximately 300 thousand works of art are exhibited. The Uffizi is defined as the treasure chest of renaissance art. You can see the works of Italian artists such as Botticelli, Titian, Cimabue and Canaletto in a 360-degree tour. On the other hand, with the "Hypervisions" option, their works are gathered under a certain theme. You can follow it in HD quality and with explanation.

<https://www.uffizi.it/en>





Musée d'Orsay - Paris

ADVANTAGES OF VIRTUAL MUSEUMS

Virtual museums and online tours save heavy travel costs, while at the same time, there is no need to wait in long queues at the entrance to the museum. On the other hand, some museums offer access to works in their collections but stored in warehouses. Thus, more of the works that are physically exhibited can be seen in online visits.

VIRTUAL TOURS CAN BE MORE EDUCATIONAL

The teams that run the museums and art galleries are now prepared by taking into account the virtual museum and online visitors, and they can be followed while they are making their arrangements. In addition, virtual tours sometimes have the feature of having more comprehensive instructional content. The museum collection is in line with a theme or collection category created in such a way that it can be visited in accordance with the physical conditions, as in the established order of the gallery can also be tracked. In addition, virtual tours sometimes have the feature of having more comprehensive instructional content.



Museo Frida Kahlo - Mexico City



Anatolian Civilization Museum - Ankara

Museo Frida Kahlo, Mexico City

The house, which is called the "Blue House" because of the cobalt blue color of its walls, is also known as the personal universe of Mexican painter Frida Kahlo. In the house where the artist spent most of his life, there are furniture, clothes and books used by Frida Kahlo, as well as many works of art. There are approximately 22 thousand documents and 6 thousand 500 photographs in the museum.

<https://www.museofridakahlo.org.mx/en/the-blue-house/virtual-tour/>

Anatolian Civilization Museum, Ankara

Artifacts are exhibited in chronologically separated sections in the Anatolian Civilizations Museum, which is among the few museums in the world with its unique collections and was selected as the "Museum of the Year in Europe" in 1997. In the upper hall, there are Paleolithic Age, Chalcolithic Age, Old Bronze Age, Assyrian Trade Colonies Age, Old Hittite and Hittite Imperial Age, Phrygian Kingdom, Late Hittite Kingdom, Urartu Kingdom, and in the lower hall, Ankara through the Ages and Classical Periods sections. The museum tour also supports virtual reality (VR) equipment.

<https://sanalmuze.gov.tr/TR-259961/anadolu-medeniyetleri-muzesi-ankara.html>

Ephesus Museum, İzmir

Ephesus Museum, which preserves the remnants of the ancient city, sheds light on the Classical Greek and Roman periods.

Among the most interesting works are the Ephesus Artemis statue, Eros with the dolphin, Eros with the rabbit, Eros head, Priapos statue, marble Artemis statue, Egyptian priest statue, Isis statue, various mythological god statues and Socrates head. In a separate section of the museum, there are electron, gold, silver, copper coins and jewelry, starting from the Ancient Age and covering the Ottoman period. In addition, the finds of hillside houses can be seen on the virtual tour.

<https://sanalmuze.gov.tr/TR-259959/efes-muzesi-izmir.html>

Zeugma Mozaic Museum, Gaziantep

For the museum, which is known as the largest mosaic museum in the world in terms of the area covered by the mosaics on display, it is a perfectly correct decision to make a travel itinerary on its own under normal conditions. For now, you can see the works in the museum with the virtual museum version. Discovered as a very small piece compared to other mosaics, MS. The Gypsy Girl mosaic, dated to the 2nd century, is the most interesting work. The sad expression in their eyes made this mosaic the most admired find of the museum, and it became the symbol of the ancient city and the museum.

https://sanalmuze.gov.tr/muzeler/GAZIANTEP_ZEUGMA_MOZAIK_MUZESI/

Rahmi Koç Museum, İstanbul

Rahmi M. Koç Museum, located in the Hasköy district on the northern side of the Golden Horn, has been serving since 1994. For now, it is possible to visit the museum, which is closed to visitors due to pandemic conditions, only with a virtual tour.

Spreading over an area of approximately 27 thousand square meters today, the museum consists of three main sections.

Mustafa V. Koç Building or Historical Lengerhane Building, Historical Hasköy Shipyard and Open Air Exhibition Area. The museum collection contains examples of the widest range of industrial heritage.

<http://www.rmkmuseum.org.tr/istanbul/ziyaret-plani/google-sokak-gorunumu>



Rahmi Koç Museum - İstanbul



Istanbul Toy Museum



Göbeklitepe Ruins - Şanlıurfa



Troya Museum - Çanakkale

İstanbul Toy Museum

Although the museum, which is exposed to the intense interest of families and children in normal times, is now closed to visitors, it welcomes its visitors in a virtual environment with a 360-degree on-line tour option.

İstanbul Toy Museum Founded by poet writer Sunay Akin on April 23, 2005 which exhibits the most popular examples of toy history from the 1700s to the present day in a historical mansion. The museum, which was established with toys that Sunay Akin bought from antique shops and auctions in more than 40 countries in 20 years, tells the history of the world in an entertaining and memorable way.

<https://istanbuloyuncakmuzesi.com/pages/360-tur>

Göbeklitepe Ruins, Şanlıurfa

Göbeklitepe, which is 15 km from Şanlıurfa city center, is a ruin that led to the rewriting of history... The history of the region, which is also called the "zero point of history", dates back to the 12th century BC. In Göbeklitepe, which brought many important information to light, there are still mysteries that attract the attention of scientists and need to be answered. How the columns, whose weight reached 60 tons, were transported and erected in the region, why and how this large area was buried, and for what purpose the temples were founded, has not yet found the answer...

<https://sanalmuze.gov.tr/TR-259963/gobeklitepe-oren-yeri--sanliurfa.html>

Troya Museum, Çanakkale

The traces of the city of Troy, which was the scene of the most important war that constituted the transformation point of history, and the settlement that formed the basis of Homer's Iliad, can be followed in this museum. At the Troy Museum, the life and archaeological history of Troy and its cultures, which left their mark in the Troas Region, which went down in history with Homer's Iliad, are told through artifacts unearthed from the excavations. While visiting the museum, visitors follow a story divided under the titles of "Troas Archeology, Troy's Bronze Age, Iliad Epic and Trojan War, Troas and Ilion in Antiquity, Eastern Roman and Ottoman Period, Archeology History and Traces of Troy".

<https://sanalmuze.gov.tr/TR-259960/troya-muzesi-canakkale.html>

Panorama 1453 History Museum, İstanbul

Panorama 1453, which has the title of being the world's first full panoramic museum, makes the conquest of İstanbul relive its visitors. The museum, which was established by the İstanbul Metropolitan Municipality, is located near the Topkapı and Edirnekapı walls, where this conquest, which closed an era and started a new one, took place. The museum, which came to life with the transformation of the area where the former Topkapı Bus Station is located into Topkapı Culture Park, brings the morning of May 29, 1453, back to life with 1,304 paintings and nearly 10 thousand figures.

<https://www.panoramikmuze.com/tr/sanal-tur>



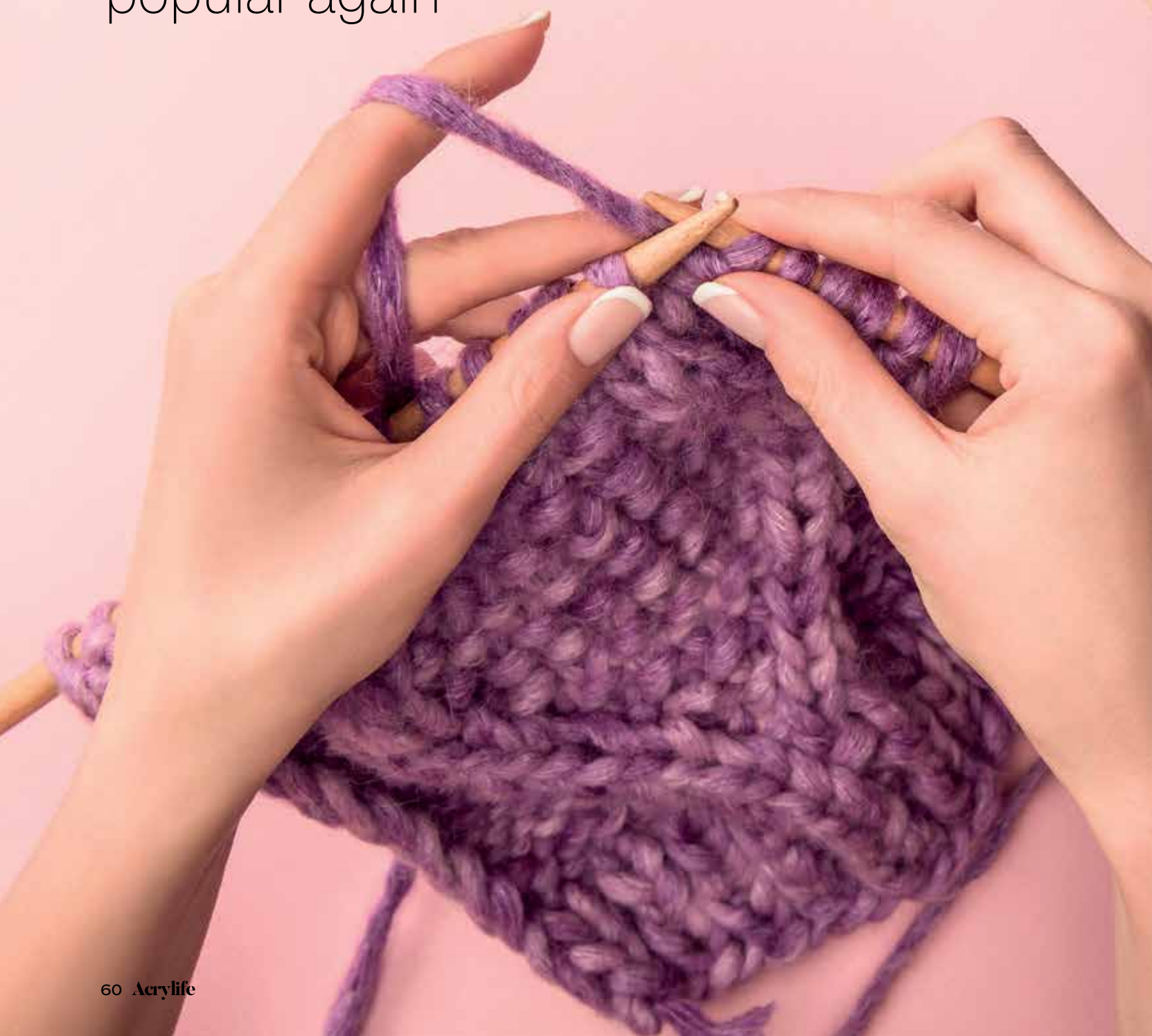
Panorama 1453 History Museum - İstanbul



TREND

HAND KNITTING

popular again



Due to the limitations of what we can do in the conditions we live in hand knitting became popular again. In addition to meeting the need for clothes worn at home, it also provides home decoration. In order to improve this, the orientation towards hand knitting has increased.

WHY HAND KNIT?

Everything depends on the first step will take... When starting hand knitting, everyone starts with a simple scarf first and because they find this occupation easier than they think, they turn to more complex works.

As you begin to trust your hand knitting skills, the doors of a new world are opened.

How Does? Very simple.

When you say "I knitted this" or "I knitt in my spare time" during a conversation and you get an answer like "Me too..." the conversation inevitably gets darker. These ties formed by hand knitting. It can be said that the basis of its strength lies in the fact that it is an occupation directly related to the "Do it yourself" culture. Insead of behaving in accordance with the imposed consumption habits, doing what one wants and prefers, being different from the others in this direction... Putting on a more personal attitude... Everything is possible with hand knitting. In addition to all these, with their local arts and crafts It also has the potential to develop innovations by bringing together hand knitting. In many touristic routes around the world, you can see that women gain their economic freedom with handmade works where they bring local motifs and handcrafts together.

Hand knitting has become a rising trend again in today's conditions, where curfews are imposed and the time to stay at home has increased due to the new coronavirus epidemic. Those who want to spend time and produce creative solutions have turned to hand knitting again. The increase in the need to wear comfortable clothes at home also created a new motivation to start knitting. In addition, many products such as a new blanket, seat cover, pillowcase for home decoration have started to be made more often with knitting. So what are the knitting trends of 2021? Which colors will stand out and which yarns will be popular this year? Now let's take a brief look.

CORAL ITS TO ONE SARE ON THE AGENDA THIS YEAR

The coral color and tones that were popular in 2020, which we left behind, maintain their effect this year as well. Coral, which creates a lively and soft color option as well as autumn colors, is widely used in clothing. This year, besides coral, tile color and accompanying earth colors come to the fore. Although we have emphasized two colors in hand-knitted clothes, low-contrast applications where more than one color is brought together in a way that is unobtrusive with their brightness and vitality also draws attention. Although we wish this year to be multi-colored, white, beige and black are still ideal for products such as berets, scarves, shawls and vests that will complete outfit combinations. In fact, a scarf that you will knit these three colors in stripes one after the other will be very useful and will also complete many shortcomings when using different pieces in your closet together. Short products come to the fore in the knitting trend of the winter of 2021, and the sweaters are getting noticeably shorter in 2021. With the cropped braids that emerged with this increasingly widespread trend; dresses, relaxed fit denim pants and pencil skirts can be perfectly matched.

ROUND-NECK AGAIN

Despite not being preferred for a long time, the re-emergence of the round-collar sweater models this year was welcomed by almost everyone and reminded the feeling of happiness of seeing an old friend again. Round-necked knit sweaters, which offer the opportunity to capture an elegant sweater design with simplicity, will also offer a feeling of comfort.

CONICAL SHAPED BATTERIES ARE VERY FASHION

There was always confusion about hand-knitted headdresses. Flat caps, balloon-like fluffy caps and even hats that look like caps... In the headgear, where instability has been seen for several years, hand knitting finally made its way in 2021. This year's hand knitting trend includes conical headpieces and its effect seems to be carried over to the following years... These berets have a cone shape, as the name suggests, and are worn without sticking to the top of the head, leaving the apex of this cone empty. In this model, where you can protect your ear from the cold by bending it on the forehead, it is also necessary to avoid leaving the head space so much that it hangs back. A very soft knit is not preferred in this model, as the pointed end of the cone will hang down. Thick knit caps, especially the rope pattern, attract attention in this type of beret.



After pandemic, global consumer model: **Affordable, digital, selective**

KPMG's second "Consumer and the New Reality" report guides companies in strategizing based on consumer priorities in the new normal. According to the results of the research, there is a new consumer model in the world; more constrained and careful in terms of financial resources, more courageous and progressive in the use of digital technology, more selective when making decisions...

The pandemic, which started with the COVID-19 epidemic, affects consumer behavior all over the world. KPMG, which is one of the four largest international companies in its sector, providing audit, tax and consultancy services, took the pulse of the consumer in its research with 70,000 people in 12 countries. The second of the "Consumer

and Neorealism" research, the first of which was conducted in July 2020, reveals the change in purchasing behavior. In Canada, the USA, Brazil, France, Germany, Italy, Spain, England, China, Hong Kong, Japan and Australia, which are affected by the epidemic, the majority of consumers who participated in the research between May and August

2020 will live with COVID-19 in the long term is thinking.

The number one priority of the "affordable, digital and selective" consumer model that emerged with the pandemic is personal safety. From shopping priorities to supplier selection, from channel use to brand decision, the consumer puts the "personal safety" criterion first.



THE YOUTH DO NOT WANT TO LEAVE THE HOME

✓ The 18-44 age group (25 percent) prefers to stay at home more than the consumers over 45 (18 percent).

✓ The rate of those who think that the COVID-19 pandemic will last more than a year is higher among the participants over the age of 45. According to this data, young people are more optimistic. ✓ On a country-by-country basis, Italy and China took extra precautions before COVID-19. countries that most want to return to their habits.

✓ It is predicted that the net decrease in expenditures other than basic needs will be mostly in France and Spain.

✓ In general, it is thought that the decrease in expenditures will be most in Japan and France.

SOME HIGHLIGHTED POINTS FROM THE RESEARCH

✓ Consumers' economic conditions and very careful about getting what they pay for. Instead of spending, they try to save and minimize their spending. They make decisions by thinking and act selectively while providing their needs.

✓ Spending is expected to decrease by 22 percent in the next 6-12 months compared to the pre-COVID-19 period. Spending on non-essential purchases is expected to fall by 34%.

✓ Saving is now the top priority for consumers. Ask the participants, "If your economic situation was sufficient, what would you do during the period when the restrictions were relaxed?" When asked, the first three answers are as follows; saving/saving, eating out, vacation at home. Savings ranked first in this survey, lagging behind options such as vacation and socializing outside in previous research.

Participants do not want to spend money on social activities as before, but want to save as much as possible in this period.

✓ 43 percent of the respondents say that they are going through a difficult period economically.

✓ The rate of those who took out insurance by asking for additional assurance reached 32 percent with an increase of 5 percent. In addition, one out of every six participants postponed or applied to postpone the loan payment due to economic difficulties.

✓ Consumers are less inclined to go out and continue their lives as before. One in five respondents says they prefer to stay at home.

This number is three times the previous research. Homes are now the new center of work, socialization and entertainment.

✓ Consumers are shopping less frequently than before COVID-19. There is a tendency towards local suppliers in shopping. "Personal security" is the driving force of this trend.

✓ The shift of shopping to digital channels makes purchasing easier. However, this affects the supplier. Because the digital channel is the least profitable area for suppliers.



Gökhan KAÇMAZ
A Leader of Retail Sector and Turkey Consumer Products

SAVINGS AND AFFORDABLE EXPENDITURES INCREASED

KPMG Turkey Consumer Products and Retail Sector Leader Gökhan Kaçmaz compared the results of the new research with the first report. "Since July 2020, we see that consumers have lost confidence in their interactions with the outside world. They tend to go out of the house less and they think that COVID-19 will be effective for more than a year", said Kaçmaz, adding that in this period, a consumer model that attaches importance to savings, spends more economically, is advanced in the use of digital channels and is more selective when making decisions. stated that it appeared. Emphasizing that consumers in Turkey also turned to digital channels during the pandemic period, Kaçmaz said, "Turkey has a very serious potential for e-commerce. According to the data announced by the Ministry of Commerce, Turkey's e-commerce volume in the first six months of 2020 amounted to 91.7 billion TL, an increase of 64 percent compared to the same period of the previous year. The data of the Interbank Card Center confirms this increase, and in the January- June period of 2020, card payment transactions made over the internet grew more than twice the amount in the same period of the previous year. Many classic retail companies have already reached their targeted online penetration rates for the next 5 years and expect these levels to be permanent."



DID YOU KNOW?



Did you know that we use 86% less water while producing Acrycycle, and that we work really hard to reduce our use of natural resources?

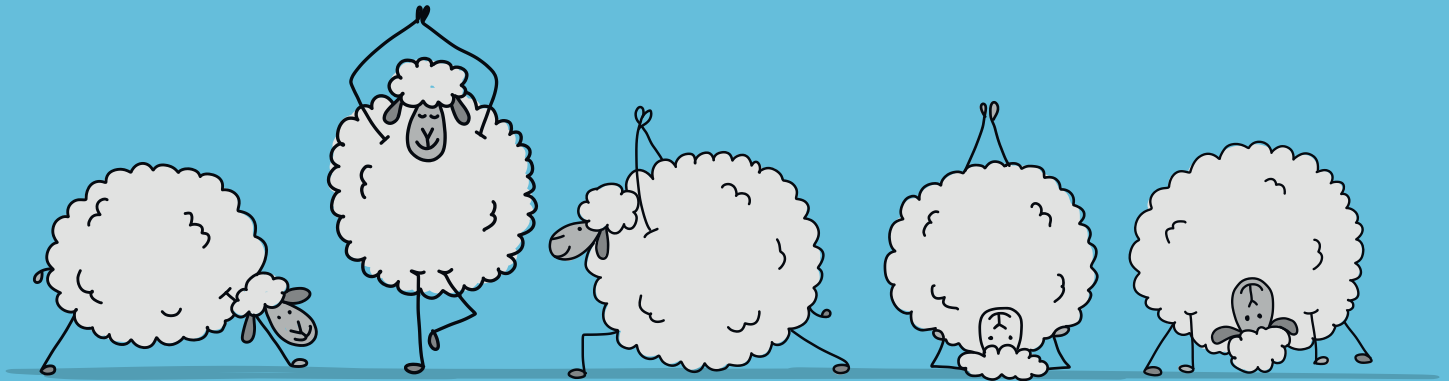
Anything you want to know about our products can be found here.



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Aksa Now has **PETA** Approved Vegan Certificate!

*Our products have been certified as "Vegan" by **PETA**, the biggest animal rights organization with its approximately two million members and supporters, which has been fighting so that the animals get the ethical treatment they deserve since its foundation in 1980. With the Vegan Certificate we got for our products that do not include any animal-derived ingredients, we show our respect for the animals and the nature, and our presence in the "Animals Are Not Clothes" campaign!*

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