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# DURAN MACHINERY HOSTS SUCCESSFUL KASAD MEETING

**KARTON AMBALAJ SANAYİCİLERİ DERNEĞİ (KASAD) IS THE TURKISH CARTONBOARD PACKAGING MANUFACTURERS' ASSOCIATION. ESTABLISHED IN 1991 BY 45 COMPANIES, CURRENTLY IT REPRESENTS MORE THAN 70% OF THE MARKET IN TURKEY WITH 64 MASTER MEMBERS FROM 44 OF THE LARGEST CARTON CONVERTERS, ALONG WITH 34 HONORARY MEMBERS FROM THE INDUSTRY'S LEADING TECHNOLOGY SUPPLIERS.**

**T**he aim and main purpose of KASAD is to actively ensure cooperation and solidarity among its members that operate in the cartonboard manufacturing sector by offering information exchange in managerial, technological and scientific subjects that increases knowledge that helps to solve problems occurring within its membership. These include coping with the ever-changing production and environmental

standards that beset the carton industry and disseminating the latest information to Association Members.

An essential part of its brief is to organise professional training and informational meetings that include conferences on various aspects affecting the industry, supported by a carefully selected panel of experts to answer any questions the Members have. In addition, via its subscription levy, it also arranges visits to domestic and international trade fairs.

Each year, KASAD members have been coming together for what is called an 'Introductory Meeting', an event sponsored by a different supplier each time. This allows the supplier to introduce their company, products and sectoral news to KASAD Members and create a platform for business talks, discussions and information exchange. Most recently, Duran Machinery, the manufacturer of Omega folder gluers based in Istanbul, hosted the May KASAD meeting and the event was hailed as 'one of the best' by those who attended.

Speaking for Duran, Head of Sales & Marketing, Pinar Kucukaras explained, "There was a presentation session followed by dinner that allowed free networking amongst the members. We were delighted to host the event, which turned out to be the best attended in KASAD's history with a packed room and not a spare chair to be had." Setting the scene with a keynote speech was Alican Duran, currently President of KASAD and Vice President of ECMA, who mentioned ECMA's recent Industry Update and emphasised Turkey's remarkable growth in carton converting.



President of KASAD and Vice President of ECMA, Alican Duran, delivered the keynote speech.

## Industry 4.0 and the introduction of the new Omega Alius folder gluer, perfectly aligns with current thinking.

Taking the topic of Industry 4.0 and introducing the new Omega Alius folder gluer, which perfectly aligns with current thinking on future operational practice, Duran Machinery explained how technology manufacturers need to respond to the constantly changing market demands and offer future-proof solutions that protect investments made by converters. Only by combining the latest mechanical technology with all that the digital world has to offer, will converters be able to stay competitive and enjoy a secure future.

Following the presentations, there was a Q&A session that raised a number of interesting points about current industry procedures. Described the following day by KASAD Board Members as 'probably the most interesting and useful company presentation in the Association's long history', the meeting allowed Duran to express to KASAD Members its business philosophy of bespoke projects that recognise that no two customers have identical requirements.

"We pride ourselves on listening to what the customer tells us and then responding to each individual request. In today's complex and fast-moving market, a 'one size fits all' approach will not work. We have a long history of co-operation with KASAD members and this meeting gave us an opportunity to explain once again how we differ from other brands and why this is of benefit to our users globally. It's not just about the machine design, it's also our business model and after-sales support that offers our customers sustained success." added Pinar Kucukaras.

Describing how the company organises itself in both the domestic Turkish market and overseas export countries, Duran explained how it manages its Service Team and is continually growing its Technical Team in Istanbul with the recent addition of seven engineers. Abroad, the company is expanding its service organisation with dedicated service points in the USA, UK, Germany, France, Italy, Poland, Czech Republic, Egypt and Argentina.

Highlighting its commitment to the industry and KASAD, Duran dedicated nine of its senior personnel to the meeting. Alongside the main presenters, Oktay Duran (Chairman of Board), Apo Kucukaras (Managing Director) and Eren Senturk (Area Sales Manager), were the 'panel of experts' to answer any questions from the delegates and also provide commercial and technical advice that included Mustafa Cetin Akay (Service Manager), Soner Cerez (R&D Manager), Aysel Yol (Product Design Manager), Pinar Kucukaras (Head of Sales & Marketing), Prof. Birol Arifoglu (Head of Electronics & Control Systems) and Gizem Cerez Sengul (International Services Supervisor).

On behalf of KASAD, Secretary General Erol Gul thanked Duran for its ongoing support and for providing such an interesting and valuable insight into the world of gluer technology, which will be of great benefit to all Association members. Concluding for Duran, Pinar Kucukaras said, "We appreciated the opportunity to support our industry Association and hope that Members enjoyed the event. Education and the dissemination of knowledge is vital to the future success of our businesses - and we are keen to be involved in all such initiatives." ■