



# Erna Maş Makine Ticaret ve Sanayi A.Ş.

MAY 2023



Confidential

# ERNA MAS in brief...

## In Brief

- Founded in 1976, ERNA MAS, is the biggest manufacturer of electrical small home appliances & vacuum cleaners in Turkey for domestic and international OEM & ODM brands
- A pioneer to its industry, also the founder/member of KESID (Electrical Small Home Appliances Manufacturers and Exporters Organization )
- Erna Mas' key strength is **INNOVATION**



# We Are Producing ...

## Motor Driven Appliances (Food Preparation)



- Hand Mixers
- Food processors
- Hand Blenders
- Juicers
- Choppers
- Blenders
- Stand Mixers
- Personal Blenders

## Heated Appliances (Cooking)



- Airfryers
- Steamers
- Sterilizers (EOL)
- Grills (EOL)
- Toasters (EOL)
- Yogurt makers (EOL)
- Egg boilers (EOL)

## Vacuum Cleaners (Cordless & Corded)



- Cordless Stick cleaners
- Cordless Handheld
- Bagless Vacuum Cleaners
- Bagged Vacuum Cleaners
- Corded Hand Sticks
- Wet & Dry Barrel type V.C.
- Water Filter Vacuum Cleaners

## Heated Appliances (Hot Beverage Preparation)



- Turkish Coffee makers
- Tea makers
- Drip/Filter Coffee Makers

## NEW PRODUCTS



- IOT Steam Airfryers
- Double Pots Airfryers
- IOT Teamakers
- Stand Mixer w. smart paddle
- Kitchen Machine
- Glass Tea Maker

Since  
1976

Since  
1989

Since  
1998

Since  
2014

2023  
onwards

# ...In Fully Integrated 4 Factories – 80.000m2 (Covered Area)



**22 Assembly Lines**  
**17 Lines** - Motor driven & Heated Prod.  
**5 Lines** - Vacuum cleaners

**Plastic Injection**  
**252 pcs** Plastics injection machines – **Largest in Turkey**

**Spray Painting Facilities**  
 Total **11 pcs** painting cabins.  
 +Robot painting cabins

**Electronics & Software**  
 Electronics software development capability (Dedicated team)

★ **SMD Production - 3 million** PCBA mounting existing capacity – per year (one shift)

(\*) **2022 CUR is around 55%**

**Research & Development**  
 Industrial & Mechanical design capability

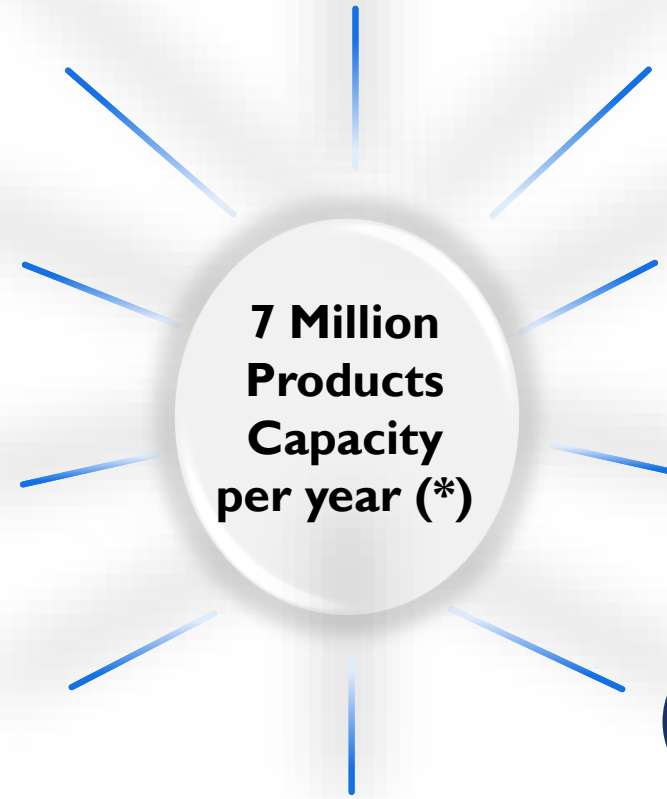
**Teflon Coating**  
 Coating facility with 2 automatic robots & 4 sandblasting stations

**Metal Shops**  
 Own machineries with outsourced labor

**Internal Wire Cable Processing**  
 In-house cut to length & process complex crimping process

**CNC Machinery**  
**14 pcs** CNC machinery park

**Pulp Inserts**  
 200kg/h capacity, as of end of 2022



# ...and Sell it to Reliable and Valuable Customer Range

## Export Customers from Turkey

- Export Business since 1994
- More than 60 countries
- Both ODM and OEM approach



### Main Customers in Turkey

A collage of brand logos for main customers in Turkey. The logos include 'PHILIPS', 'Karaco', 'Arzum', 'Electrolux', 'arçelik', 'Fakir HAUSGERÄTE', 'VESTEL', 'Homend', 'emsan', 'Tefal', 'ROEWENT', 'dysis', and 'BIM'. An arrow points from the 'ELARABY' logo in the world map to this box.

### Export Customers from Ernamas Pasific Ltd-HK

A collage of brand logos for export customers from Ernamas Pasific Ltd-HK. The logos include 'PHILIPS', 'Sunbeam', 'BLACK+DECKER', and 'GRUNDIG'. An arrow points from the 'BLACK+DECKER' logo in the world map to this box.

# ... and always adding more value with INNOVATION

**Philips Products**



- ▶ Combined Steamer & Blender
- ▶ Steam Air Fryer (Multi Function)

**Engineering Co-Development with Philips**

**Coffee Machines**



**Luminasense Turkish Coffee cooking technology**

**Granted Turkey Patents No:**  
Luminasense: 2015/04370  
(Erna Mas is patent owner)

**Ninja Blender**



**Since 2012, Ninja Blenders has over %40 US Market share with this concept**

**Granted Turkey/US Patents No:**  
TRU200202145  
Blades: D690159  
Blender base: D654305  
Blender B. Interface: D65598

**Hand Blender with Food Processor Attachment**



**Since 2005, hand blender with the food processor attachment is dominating the domestic market**

**Granted Turkey Patents No:**  
Food processor: 2005/02196  
(Erna Mas is patent owner)

# ...and further investing to create a better cost structure (I)

- For energy ; solar panels investments (total of 8,4 million kilowatt/hour/year capacity will be established by Q3-2022)



- For eco-friendly packaging; pulp inserts investment



# ...and further investing to create a better cost structure (2)

- Since one of biggest energy consumption comes from Injection machines, we are implementing new Machine Drivers and Pumps to reduce the energy consumption.





# ...and always being socially responsible



Social Responsibility



Training program for all employees for the mother & child care education and hygiene in general.



Employing disabled people at the factories.



Working at home for disabled people and also for mothers who can not leave their children.



Children's Scholarship



Providing scholarship for the kids of our blue collar workers in Şabanözü region that are going to college.



Built-donated-maintain a new and first kindergarden in Şabanözü for 400 kids.

# Our Certificates



- ISO 45001: **Occupational Health and Safety Management Systems**
- ISO 9001: **Quality Management Systems**
- ISO 13485: **Quality Management for Medical devices**
- GMP : **Good Manufacturing Practice**
- ISO 10002: **Quality Management Customer Satisfaction**
- ISO 14001: **Environmental Management System**
- ISO 27001: **Information Security Management**
- TSE COVID-19: **COVID-19 Safe Production Certificate**



TURKEY'S  
TOP 500 INDUSTRIAL  
ENTERPRISES



# Thank You



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