



Tufan Demir Celik

Company Overview

January 2021

ISO 9001
Quality



OHSAS 18001
Health & Safety





Introduction



Competencies



Customer Portfolio



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 **Tufan** started operations in 1976 as a small size, family operated, structural steel wholesaler in a small office located in Karakoy district, Istanbul. The main customers of the company were the Turkish **construction companies** operating in domestic and overseas markets.

 The company increased its customer base over the years and the inventories also grew accordingly. As a result, **Tufan** moved its locations several times to better serve its clients.

 Finally in 1997, **Tufan** moved to its current location in **Ikitelli Industrial Zone** in Istanbul. Since its foundation, it has been holding the title of **the biggest industrial zone** in Turkey.

 Although the company is still involved in the wholesale of steel materials, main focus shifted towards **sheet metal fabrication**. Today, Tufan is operating in an area of **1500m²**.



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As a testimony of its past successes, Tufan was invited to be one of the founding members of **YISAD**, one of the most active associations representing the prominent **steel traders** based in Istanbul.

YISAD

— Yassı Çelik İthalat, İhracat ve Sanayicileri Derneği —



After moving to Ikitelli, **Tufan** has diversified its client base, adding industrial machine builders and other manufacturing firms operating in a diverse range of industries to its customer portfolio.



This development allowed the company to **change** its **operational mentality** over the years, shifting from keeping a large and highly mixed inventory aimed at wholesales and retail to a **metal fabrication sub-contractor** company.



This change can be best witnessed in **Tufan's** membership of **Aerospace Cluster Association**, not as a trading company but as a sheet metal fabrication company. **ACA** is one of the few organizations in Turkey that aims to bring together the companies who can create added value, and to help them move towards the aerospace and defense industries.



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In order to grow its operations, **Tufan** has opened a second facility in **Fall 2018** in **IMES Industrial Zone at Dilovasi, Kocaeli**.



The new facility is located at a heavily industrialized area, with many other industrial zones and complexes nearby.

Compared to Ikitelli, an area which has been lately becoming more commercial than industrial, Dilovasi is **focused only on industry**. Hence, the infrastructure and the general layout of the area offers manufacturing companies many opportunities to grow.



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With **4600m²** of production and **1500m²** of office areas, in its new location Tufan will initially offer the same services to its clients. The management considers **adding new capabilities** in the future to complement the production , depending on the demand



Through the coherent use of the new production area, an **improvement in efficiency** is aimed. The management also wants to **increase the exports** by allocating the new capacity to mostly foreign clients. The local business is also expected to contribute to Tufan's operations.



Without any limitations of physical working conditions, the **size of the manufactured items and assemblies can also be larger** from now on. In fact, new orders on bigger elevator assemblies are in progress.





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 **Tufan's** main business is providing **tailor made sheet metal fabrication services** to its customers.

 The company's core competencies are **laser & plasma cutting, bending, welding** and **dimensional testing** which are all carried out in our facility. Additional services such as **tooling, machining, surface treatments** are provided by our sub-contractors.

 The majority of the orders require the fabrication of **steel sheets**. But the orders involving the fabrication of **long products** such as tubes and profiles have a considerable size in the workload.

 The quality of materials may vary in each order. While we mainly use **S235Jr, S355Jr** and similar grades, we also use **stainless steel, galvanized steel** and **aluminum** materials. In rare cases, we are required to work with **copper** as well.



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The company currently operates **3 laser cutting and 2 plasma cutting machines, 6 press brakes** and various welding equipment. Thanks to our **6-meter 400 ton** press brake, bending can be done up to 6 meters. And a brand new **Trumpf 10kw fiber** laser cutting machine that arrived on **June 2020**.



As a new addition to in-house capabilities, Tufan acquired a **DMG-Mori CLX 350 turning machine** to reduce the outsourcing needs for **machined parts**.



The company has also invested in surface treatment applications. **Powder coating** was integrated in **2019**. And **sandblasting** will be integrated in **2021**.



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 A **Rockwell hardness testing machine** was acquired to ensure that the right grade of materials are stored in stock and used in production.

 Also a **FARO Arm** is deployed to perform dimensional measurements on the parts and assemblies that require rigorous inspection. Even the minute defects can be prevented thanks to this equipment.

 Tufan currently holds **ISO 9001 and OHSAS 18001** certifications.

 One of the targeted certifications by the management is **ISO 16949** aimed for the customers in the automotive industry.



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 After the addition of 27 new employees at Dilovasi, **Tufan** currently employs **70 people** for its operations, with the majority working in various manufacturing positions.

 The company currently employs **4 mechanical, 1 welding and 1 industrial engineers**. They have taken up different roles in the organization such as pricing, planning or overseeing the production.

 To integrate all the units within the company efficiently, the management felt the need to invest on an **ERP system. Microsoft Dynamics – NAV** was chosen and it currently is in the active implementation phase. The system is expected to become fully operational **by the end of 2021**.



White collar: 18



Blue collar: 46



Other: 6



Total workforce: 70



Yearly turnover: 5%





Customer Portfolio

 **Tufan** currently has over **2900** registered domestic and foreign customers and on average **500** of them are active, with a minimum of two transactions a year.

 The company's **revenues have increased steadily for the past three years**. Despite the negative effects of the pandemic, **Tufan has surpassed 2019's revenues in 2020**. The management expects a significant growth for revenues on year –to-year basis for 2021 as well.

 **Tufan's** flexibility in terms of **tailor-made production** capabilities allows it to answer all kinds of requests from any type of clients. Thus, its customers differ from each other significantly. From local or foreign individuals who undertake highly customized projects to multi-national corporations such as **OTIS** and **Hyundai-Rotem, Tufan** can maintain its service quality at all levels.

 The company can provide its services regardless of the order size. **Tufan** can help with both small and large scale production requests, adapted to customers' needs. The company is accustomed to respond to **urgent requests within the same day**, without falling behind its production schedule.

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Thanks to agile characteristics of the company, **Tufan** can answer to diverse industries that need outsourcing services to support their production lines in an efficient manner;



Industrial
Machinery



Railways



Elevators



Medical
Equipment



Shelving
Systems



Illumination
Systems



Construction



Agricultural
Equipment



Automation
Systems



Interior
Decoration

 **Tufan**'s domestic customers are mainly located in Istanbul and its vicinity.

 Yet, many other companies from various cities around Turkey are benefiting from **Tufan**'s services. The company currently reaches out to clients in **9 different cities** in Turkey.



 **OTIS** is one of **Tufan**'s corporate customers in the local market.

OTIS

 Initially, **Tufan** started providing simple parts processed via plasma cutting.

Currently, by combining its cutting, bending and welding capabilities, **Tufan** is providing **OTIS Turkey** with **steel frameworks** for elevator installations.

 **OTIS Turkey**, operating in 8 different cities within the country, is a subsidiary of the global **OTIS Elevator Company**.

 **OTIS Turkey** offers opportunities to its sub-contractors who can complete orders in a timely manner, with minimal defects. Such sub-contractors are invited to offer their services to other OTIS branches anywhere in the world. **Tufan** is frequently invited to quote for other OTIS branches such as **OTIS France** for similar assemblies.

 **Tufan** employees have taken theoretical and applied **Advanced Product Quality Planning (APQP)** as suggested by **OTIS Turkey**, to adapt better to OTIS requirements.



Since 2011, **Tufan** has been exporting directly to European clients. Since 2014, the company started to attend the yearly trade fairs in Europe. The company's exports rose steadily since then.



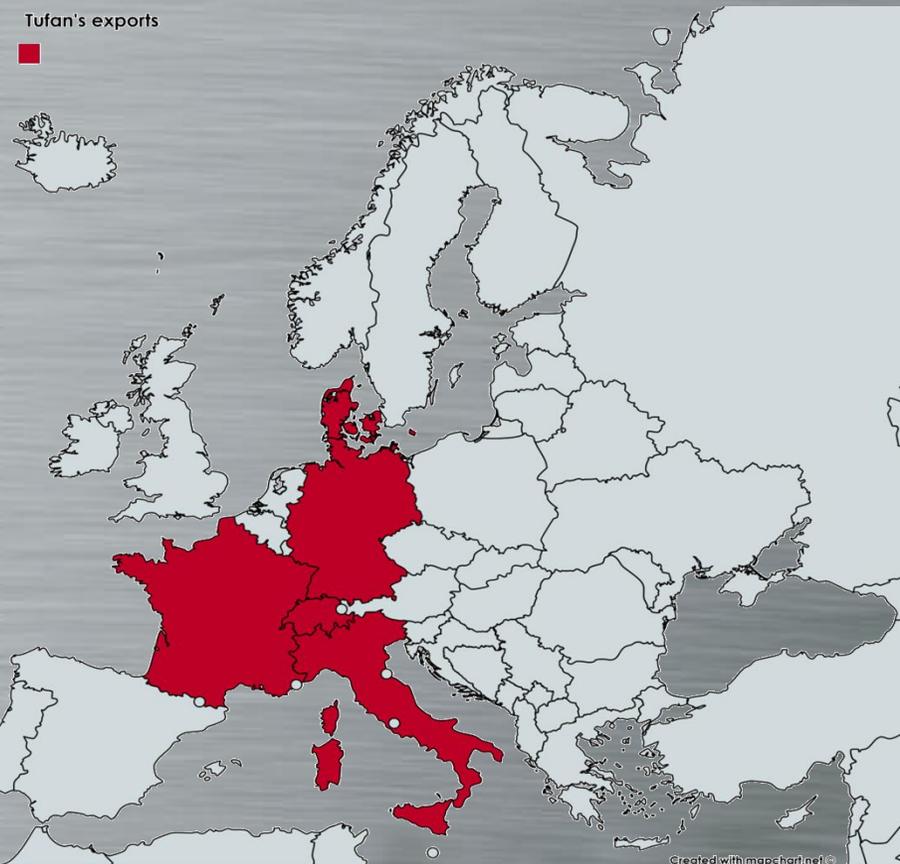
In late 2019, **Tufan** has signed a **three year consignment contract** with a **French customer** for a number of their products. This deal will translate to a significant boost in export figures.



Currently ,Tufan is regularly working with customers in **Germany, France, Italy** and **Switzerland**. All of them are operating in different industries, such as automotive, pumping systems, automation, and more. Almost all the European clients are receiving **welded assemblies** from Tufan.



Despite the pandemic, **Tufan has tripled the yearly exports figures by September 2020**. The management still expects a further increase until the end of year.

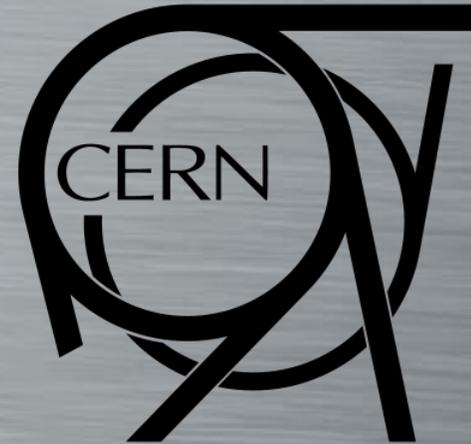


 As a result of the company's successful efforts in increasing its exports, **Tufan** was contacted in the past by **CERN Laboratories** in **Switzerland**, after **Turkey** became an associate member state.

 **CERN's** usual procurement process involves bidding in tenders, where Tufan has to compete against other member nations' similar companies.

 **Tufan** is also contacted separately by different departments of **CERN**, for small to medium sized purchases and market surveys.

 The company has already completed several orders for **CERN**. Also, **Tufan has won and completed a significant tender during the pandemic period** and **is currently working on another project** for the notable institution.





Thank you!

