



PANÇO

BRAND BOOK

PANÇO

Since 1978 our production has been driven by “Quality production for our children’s health” principle where as foundation of our retail service has been built on “trustworthiness and sincerity”.



TURKEY, GCC, MIDDLE EAST, NORTH AFRICA

high recognition

AGE

0-12

CORNER POINTS

200+

PRODUCTION UNIT

2.5mio

DIFFERENT MODEL

2000+

- Production expertise on children's wear since the establishment.
- Collections with highly regarded designs both for boys and girls from age 0 to 14
- Dressing 2nd and even 3rd generations, Panço has high brand recognition in Turkey as well as GCC, Middle East and North Africa.
- Complementary products (shoes, accessories etc) are purchased from the supplier's, sharing Panço's high quality vision
- Producing 2.500.000 pieces every year
- Production and retail service specialized only on children's needs

WE ARE STARTING EVERYDAY THIS INSPIRATION

the world needs your light...

CONCEPT STORE

123

CORNER POINTS

200+

RETAILING EXPERIENCE

35yrs

HEAD TEAM

600

ALL TEAM

2000+

- 123 concept stores. 106 shops in Turkey and 20 in various countries
- More than 200+ corner points
- Employee team of 600 people, 2000 workers in the ecosystem
- About 2000+ different models produced from most basic to most trendy styles as well as licenced products like Hello Kitty, Winx, Fenerbahçe S. K.
- Over 35 years of retailing experience

COUNTRY

20

STORES

123

CORNER

200+

and more than...

COUNTRIES

STORES

TURKEY
SAUDI ARABIA
KUWAIT
QATAR
UNITED ARAB
EMIRATES
IRAQ

AZERBAIJAN
PALESTINE
TUNISIA

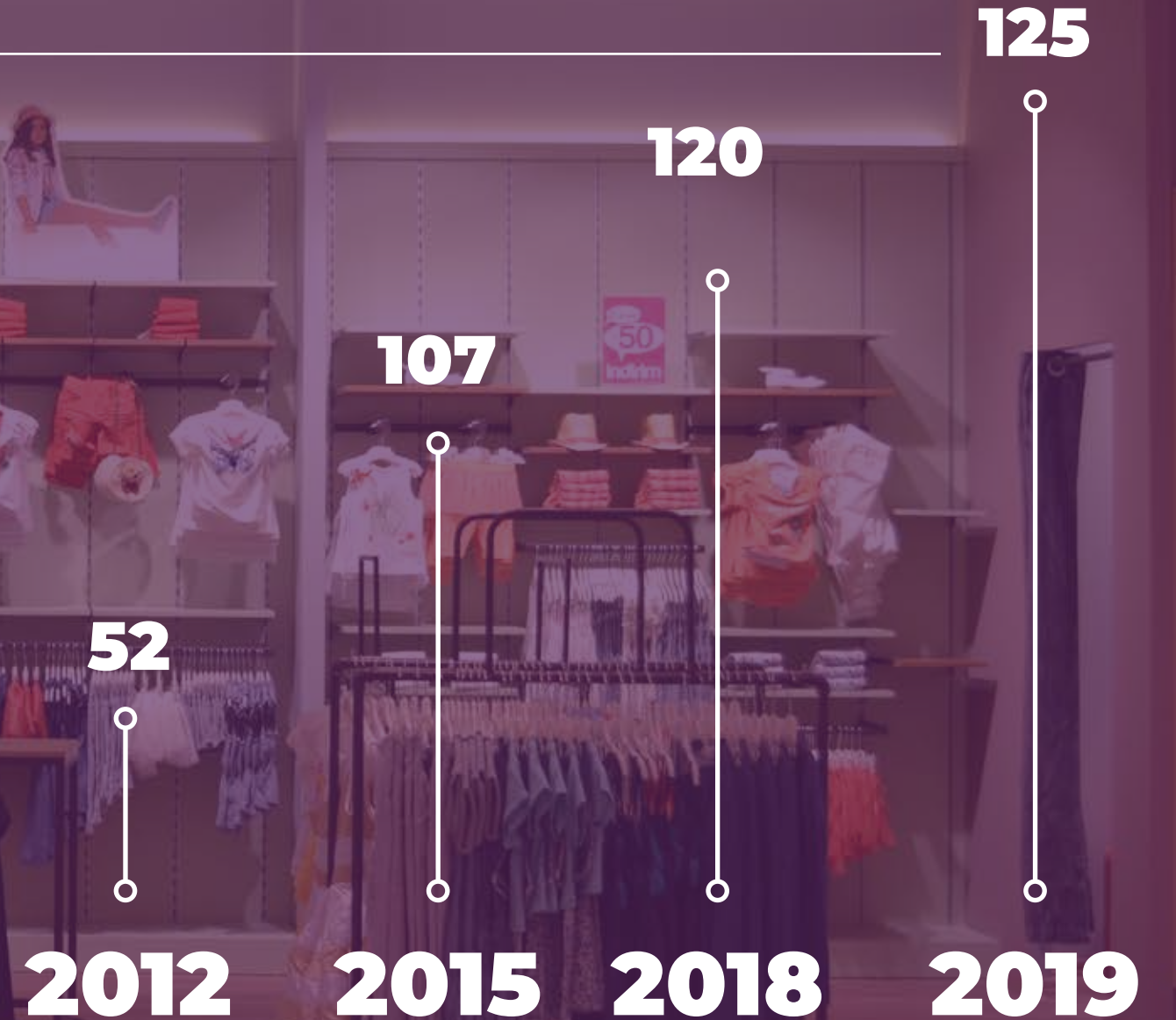
CORNERS

KAZAKHSTAN
LEBANON
PALESTINE
EGYPT
LIBYA

ALGERIA
MOROCCO
MACEDONIA
UKRAINE
MOLDOVA

STORE COUNT

Our team has ability to explore story of the different world naturally. We develop the products which every mom can use comfortably, by using the power of the whole life entegrating digital technology. While doing this we choose the materials which can bound the nature and make children feel more free. This philosophy causes store count increase.



Expansion of the brand has begun as wholesale trade in nationwide

1978

First retail shop opened in 1984

1984

Production of licenced characters started with Disney's Winnie the Pooh and Winx Club

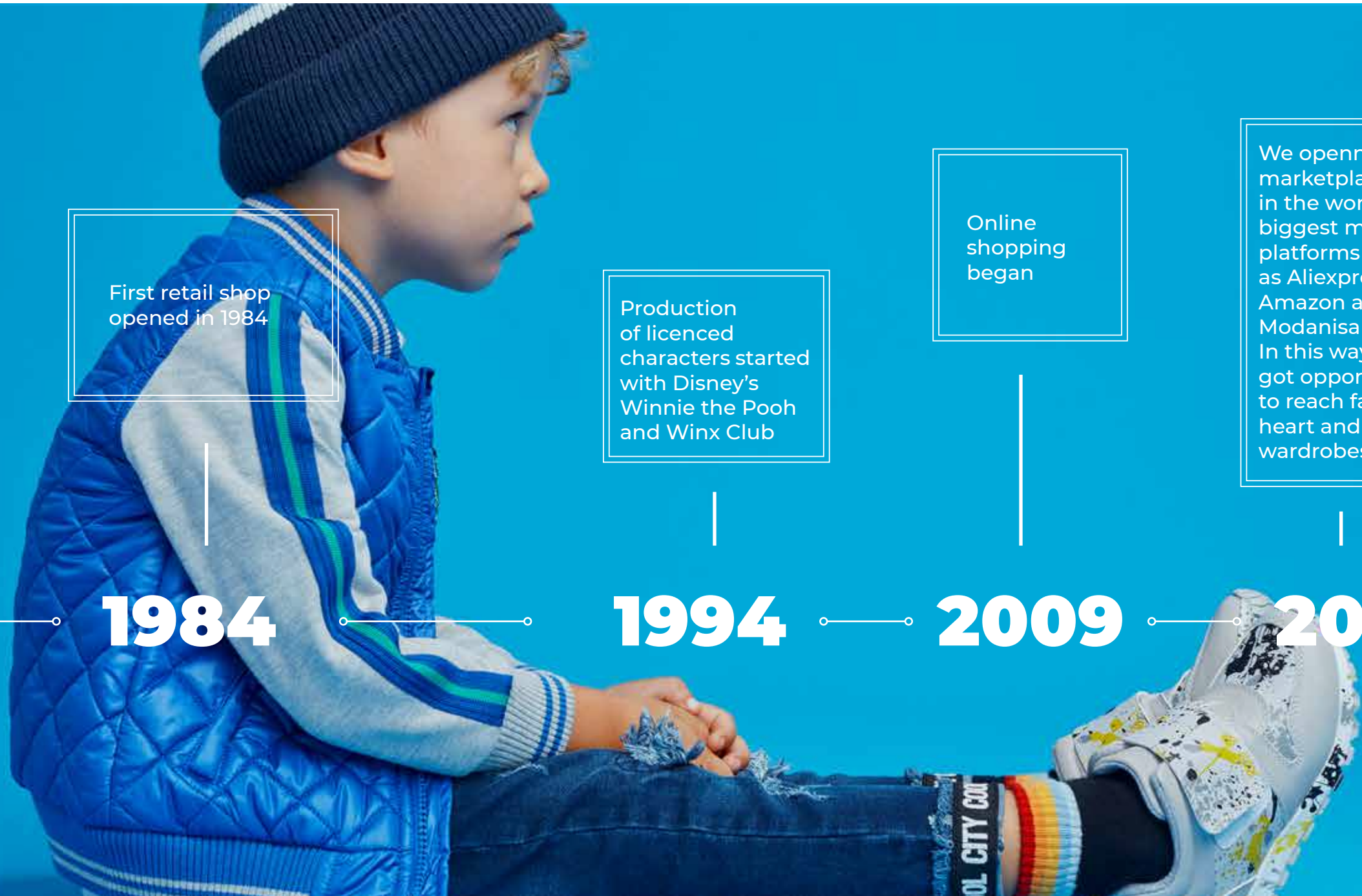
1994

Online shopping began

2009

We opened our marketplace stores in the world's biggest marketplace platforms such as Aliexpress, Amazon and Modanisa in 2019. In this way we've got opportunity to reach families' heart and children's wardrobes.

2019



PANÇO

vision

Being in worlds top 10 children retailers in 2023

mission

Quality production for children's health and happiness

values

- Highest quality under innovative production
- Always protect brands credibility
- Provide the best service to the guests in the stores who should be recognized not only as customers but as parents

WE ARE EVERYWHERE

A young boy and girl are shown from the chest up, looking upwards and to the right. The boy is in the foreground, wearing a dark sweater over a light blue collared shirt. The girl is behind him, wearing a grey and white patterned sweater. The background is a solid, vibrant blue.

ads and marketing

We Support our brand on
worldwide digital and offline
channels

communication and pr

We have uninterrupted
interaction with our customers
by using all channels

seasonal activity

We set our campaigns and
activities by following the
world's top trends.

awards and certificates

We own awards and
certificates up to date.

**We protect our trees to
leave a more beautiful
nature for our children,
so we have used only
soft copy for this project.**

PANÇO

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A young girl with dark hair, wearing a dark beanie and a quilted winter jacket, is looking back over her right shoulder. The jacket has a dark hood with white text that includes 'STONE' and 'EVER STO'. The background is a solid dark purple color. The word 'PANÇO' is written in large, bold, white, sans-serif capital letters across the center of the image.

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