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GCA

CUSTOMER  
NEWSLETTER

2023

First Quarter of Customer Newsletter



## Message From our General Manager ◀

As we all started the year 2023 with new hopes, goals and dreams, we woke up on the morning of February 6 with an earthquake centered in Pazarlık, Kahramanmaraş, with a magnitude of 7.7, which we can call the disaster of the century. We were all deeply shocked, especially in the neighboring provinces, by two major earthquakes on the same day. As a result of these disasters, unfortunately, there was great destruction and thousands of people lost their lives. Once again, we wish God's mercy to our citizens who lost their lives in the earthquake, condolences to their loved ones left behind and patience to all of us.



After this disaster that suffocated the whole of Turkey, we all started a solidarity mobilization as one heart. As a country, we all tried to do our best to help. As Gürok Group companies, which GCA is a part of, we tried to take quick action as soon as we received the news of the disaster in order to support those affected by the earthquake and to contribute to the healing of the wounds, even if only a little. In cooperation with the Kütahya Chamber of Commerce and Industry (KUTSO), we sent the necessary materials for the shelter of our citizens who could not enter their homes in the earthquake zone. Our aid and rescue team went to Hatay with their technical equipment to support the search and rescue efforts. In addition, aid materials donated by our group's employees and contributed by our company were also delivered to the region with the coordination of AFAD. We also put our group's Ali Bey Club&Park Hotel in Antalya Manavgat at the disposal of our citizens affected by the earthquake.

Nothing will be enough to bring back our losses, that is for sure. However, as a result of these disasters, we acted with a spirit of unity and solidarity and became one heart. Turkey is a huge family that shares such a spirit of solidarity. I believe that we will overcome these difficult days together again with solidarity and love; I wish that such great disasters will ever be far away from our homeland with the lessons we have learned from what we have experienced.

As we bid farewell to the blessed month of Ramadan, which contains many values such as love, tolerance, unity and solidarity, we are experiencing the happiness of reaching another feast, which is instrumental in intensifying the feelings of brotherhood and solidarity. With these feelings and thoughts, I wish that Eid al-Fitr will bring happiness, peace and prosperity to our country and the world and I congratulate the Eid al-Fitr of our nation and the Islamic world on your behalf.

I hope to meet you in the next issue with good news, and I thank you sincerely for the trust you have shown us so far.

**Dr. Abdullah GAYRET**

## We Will Get Through It Together

Our country was shaken by two major earthquakes centered in Kahramanmaraş on February 6, 2023, with a magnitude of 7.7 at 04.17 am and 7.6 at 13.24 am. The earthquake, announced as one of the biggest disasters of the century, directly affected 13.5 million people in 10 provinces. Thousands of people lost their lives and thousands of people's lives were affected. From the first moment the earthquake struck, the whole of Turkey and the world mobilized. All state institutions and organizations, municipalities, private sector companies, NGOs, associations, foundations, celebrities and the entire public delivered aid to the disaster area in a great mobilization and solidarity. Many countries around the world sent specialized search and rescue teams to the disaster area. As Gürok Group, we quickly took action from



Our technical assistance and rescue team of 10 people, consisting of employees of our LAV and GCA brands, participated in the work in the disaster area of Hatay. Our team went to the region with their technical equipment and supported search and rescue operations with the guidance of competent authorities. We also opened our group's Ali Bey Club & Park Hotel in Manavgat, Antalya, to the citizens affected by the earthquake. With the guidance of the authorities, we host our citizens coming from the earthquake zone in our hotel free of charge.



the first moment to support those affected by the earthquake and contribute to the healing of the wounds. We delivered containers for the shelter of our citizens who could not enter their homes in the earthquake zone and quick solution materials for the heating problem to the region in cooperation with the Kütahya Chamber of Commerce and Industry (KUTSO). We sent mobile shower and mobile toilet cabins to the disaster zone for hygiene, cleaning needs and we learned that there was a great need in the region. In addition, we shipped the aid materials donated by our group employees and contributed by our company to the region with the coordination of AFAD.





## **Another New Award for our Pürsu Bottle from AsiaStar**



The Pürsu glass bottle, designed by our company in cooperation with Pürsu, was awarded the “AsiaStar Awards 2022” at the AsiaStar 2022 Competition organized by the Asian Packaging Federation (APF). Hundreds of glass packaging designs from dozens of countries competed for awards in the AsiaStar 2022 Competition, organized annually by the Asian Packaging Federation (APF), where Asia’s best packaging was exhibited.

We were deemed worthy of the “AsiaStar 2022 Packaging Award” in this competition with our innovatively designed Pürsu glass bottle. The design, which was developed in accordance with Pürsu’s motto “A Unique Water”, was previously awarded the 2020 Moon & Stars of Packaging (Ambalajın Ay Yıldızları) and 2021 Worldstar Winner awards.



## **GCA Leaders Completed Strategic Leadership Training organized within Gürok Academy**

Leadership trainings designed for our managers and executives continue at full speed.

We held our “Developing and Guiding the Team” training, the 3rd module of the “Strategic Leadership Program” designed for our managers, with Tolga Erdinç, one of our Baltaş Group trainers. The training was completed with the active participation of our attendants and fun team games. In the training, based on the aspect of Prof. Dr. Zuhale Baltaş, one of the founders of Baltaş Group, “Guiding and directing is the most prominent method of creating a new value”, the methods of how leaders can make others strong, not using power, were explained.

## Gürok Group, to which GCA is affiliated, launched the “Rıza Güral Education First for the Future” Scholarship Fund in cooperation with TEV

We are taking our “Do Good” value, which reflects our vision of doing better every day for people, the environment and a sustainable life, one step further with the “Rıza Güral Education First Scholarship Fund for the Future”. We are delighted to launch the “Rıza Güral Education First Scholarship Fund for the Future” in cooperation with the Turkish Education Foundation (TEV) to support the educational journey of students in need.



### Have you visited our GCA Virtual Showroom?

Our virtual showroom section on our GCA website brings you our jar and bottle products in the food and beverage categories. You can view our virtual showroom via this [link](#) and click on the product you want to see specifically and view the relevant product features in detail.

## GCA Implementing an Innovation in the World, Our Shipment Appointment System is at Your Service

We are realizing a global innovation with the digital shipment system we have put into practice. In this project, where we focus on digitalization in order to benefit from the power of technology, we are implementing a digital shipment system, a global innovation in the glass packaging industry. GCA General Manager Dr. Abdullah Gayret underlines that thanks to the online system, which brings many advantages, business partners will be able to control all shipment stages themselves. With our innovative digital system, customers will have the opportunity to compare both supplier and shipment reports for the first time.

Stating that we offer our business partners a higher level of shipment control with our new system we have launched through the GCA website, our General Manager Dr. Abdullah Gayret said, “In today’s competitive business world, businesses need to constantly explore new technologies to increase efficiency and provide a higher level of business partner satisfaction. In this context, with the new digital shipment and appointment system we have implemented as GCA, we aim to make the shipment process smarter, faster and more efficient. Thanks to this system, which is used for the first time in Turkey and in the world, our business partners will be able to reduce the number of errors they may encounter in the shipment process, and they will be able to determine the delivery times themselves by creating an appointment with the company that will provide logistics.”

## Let's Hear about GCA from its Employees

Beyza Kurşunlu, our GCA Glass Production Manager, was interviewed in Glass International magazine, a global publication. In the interview held on the occasion of March



**Beyza Kurşunlu**  
Glass Manufacturing Manager

8, International Women's Day, Beyza Kurşunlu expressed her view of the glass industry from a female perspective and why there should be more female employees in the industry. According to Kurşunlu, she thinks that women working in the glass production sector telling young people about their work and chatting with them will raise awareness and attract more women to work in this field. Stating that glass production is a teamwork, Kurşunlu says that it gives her great pleasure to build new structures from scratch with her team, especially in new investments or cold repairs.

## Our General Manager Dr. Abdullah Gayret was a guest on Ekotürk TV's 'Last Session' Program and 'Business Agenda' Radio Program



Our General Manager Dr. Abdullah Gayret was the guest of the "Last Session" program presented by Ali Çağatay and broadcast live on Ekotürk. You can access the entire program via this [link](#), in which the activities and targets of GCA, which makes a difference in the glass packaging industry with its value-added products and award-winning projects, were discussed.

## On March 8, International Women's Day, our female employees gave an interview with Glass International

GCA was featured in Glass International magazine, a global publication that brings together glass industry manufacturers and suppliers worldwide, on the occasion of March 8, International Women's Day, with the interviews of 5 female employees working in different fields. In their interviews, our female engineers and employees working on both hot and cold production talked about their personal course of careers in the glass packaging industry. They also shared their thoughts and motivations about the need for more women to take part in the glass industry in order to inspire. You can access the original version of the interview from this [link](#).



## VEX Robotics was Sponsored by GCA



The tournament of VEX Robotics, which is included in the Guinness Book of Records as the "World's Largest Robot Competition", was held in Eskişehir on January 14, 2023 under the sponsorship of GCA. Organized in cooperation with TED Eskişehir College and the Association for Innovation in Education, the tournament, which we support for future engineers to showcase their talents, witnessed colorful presentations.





## We Accelerate Our In-House Motivation Activities

We carry out various activities for our blue- and white-collar employees to better recognize and assimilate the company identity. We continue to promote our brand awareness within the organization in the most accurate way. In this context, we strongly emphasize our GCA brand with the posters we hang in various places in our factory office. This is how we enable both our white and blue collar employees to get a better understanding of our approach in the best way possible.

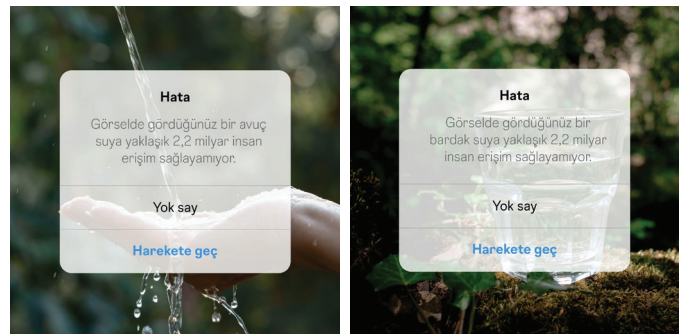
## February 20th The Day Glass First Flowed from GCA Furnace

Since the day we started our glass packaging production journey for the first time on February 20, 2015, we strive to form glass for you in the best and most sustainable way. Our glass packaging production journey, which started about 8 years ago, continues today with a production capacity of approximately 800 tons per day. On this occasion, we are once again proud to continue our way with confident steps to become Turkey's 2nd largest glass packaging producer.

## Did you see our March 22nd World Water Day Campaign?



According to the World Health Organization, about 2.2 billion people around the world do not have access to safe drinking water. 4.2 billion people do not benefit from safely managed water treatment. Starting today, we can make choices to protect nature and water resources from waste, turn off the tap when not in use, and be more careful about the waste that is flushed down the toilet. Let March 22nd World Water Day be the beginning of small but effective steps we can take for people without access to clean water. **Let's act without ignoring.**



## We Visited Anfaş Food Product and Izmir Packaging Technologies Fair in the First Quarter of 2023



On January 17-18, 2023, we participated in Antalya ANFAŞ Food Fair on behalf of GCA. The fair, organized for the 29th time this year, is the largest HORECA fair in Turkey. With 125 companies exhibiting, the fair brought together many visitors and companies from different sectors, especially food retailers and food & beverage producers.



On March 6, 2023, we participated in the Pack Fair Turkey, Packaging Technologies Fair held in Izmir. We established close contact with many companies, manufacturers and sub-industry groups serving the packaging and packaging industry. In addition, we participated in the Izmir HORECA Food Fair, which was held for the first time this year in the same fair hall. By communicating with regional representatives and distributors of different food brands, we both strengthened our brand awareness and were able to listen to the progress of different sectors and brands in the domestic and foreign markets in person.

## We Visited Dubai Gulfood Fair



Gulfood 2023, which took place in Dubai on February 20 - 24, 2023, hosted more than 125 countries and more than 5000 exhibitors. The exhibition plays an important role in uncovering new business opportunities and providing solutions to existing global challenges. Our sales and design team participated in the fair, where we observed many different booths and communicated with exhibitors in different sectors.

## In the First Quarter of 2023 GCA in the Media

### **DÜNYA**

#### Hammede ithalatını azaltmak için camın geri dönüştürülmesi gerekiyor

GCA Genel Müdürü Dr. Abdullah Gayret, "Camın sonsuz kez geri dönüştürülmesi, hammadde tüketiminin azaltılması anlamına geliyor. Dönüşüm bilincinin ülkemizde daha çok geliştirilmesi, enerji tasarrufu ve yeni istihdam fırsatlarının yaratılması açısından ekonomik kazanımlar sağlayacaktır" dedi.

Haber Merkezi | YATIRILAN 12 Nisan 2023 13:51 | GÜNCELLEME 12 Nisan 2023 14:10



### **Food Ingredients**



#### GCA'nın Pürsu cam şişesi tasarımına 'Ambalajın Yıldızı' ödülü



#### ASYA AMBALAJ FEDERASYONU (APF) TARAFINDAN SEÇİLDİ GCA'nın Pürsu cam şişesi tasarımı 'Ambalajın Yıldızı' ödülünü kazandı

Türkiye'nin öncü cam ambalaj üreticisi GCA'nın, Koç Topluluğu markası olan Pürsu ışığıyla tasarladığı "Pürsu" cam şişesi, Asya Ambalaj Federasyonu (APF) tarafından düzenlenen AsiaStar 2022 Yarışması'nda AsiaStar Awards 2022' ödülüne layık görüldü. Pürsu firmasının "Eşsiz bir Su" motosuna uygun olarak geliştirilen tasarım, daha önce 2020 Ambalajın Ay Yıldızları ve 2021 Worldstar Winner ödüllerine de layık görülmüştü. Gürok Grubu bünyesinde 2015 yılından bu yana faaliyetlerine devam eden GCA, gü-



nümüzün modern ve özgün mimari yapılarından biri olan Dubai Infinity Tower'ın esin kaynağı olduğu Mai Dubai tasarımıyla 2019 Red Dot Design Award Winner ve 2020 Silver A' Design Award Winner ödüllerinin de sahibi olmuştur.

KUTAHYA / EKONOMİ

### **DÜNYA**

#### GCA'nın Pürsu cam şişesine 'Ambalajın Yıldızı' ödülü

Türkiye'nin cam ambalaj üreticisi GCA'nın, Koç Topluluğu markası olan Pürsu ışığıyla tasarladığı "Pürsu" cam şişesi, Asya Ambalaj Federasyonu (APF) tarafından düzenlenen AsiaStar 2022 Yarışması'nda AsiaStar Awards 2022' ödülüne layık görüldü.

Haber Merkezi | YATIRILAN 21 Mart 2023 15:00 | GÜNCELLEME 21 Mart 2023 15:28





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