

2019 Year-End Customer Newsletter

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Message from Our General Manager Mr. Abdullah Gayret

Dear Business Partners,

At GCA, which spends every effort to improve its products in the broadest sense, we did our best to improve the infrastructure of the glass industry by means of research studies, R&D investments, and technological improvements this year too. We implemented comprehensive and disciplined projects for our customers during the year while we developed and offered exclusive ideas and will keep offering precise and effective solutions to our customers. We generate ideas by using our engineering skills and technical experience we gained working on domestic and international projects, and put them into practice and undertook prospective jobs to help both our customers and industry grow. We implemented this vision to manufacture all our glass products – nearly 1.5 million glass bottles and jars per day.

At GCA, we participate not only in domestic projects but also global projects, and adapt the trends in glass packaging to our processes. We always improve and develop our skills and vision to become a global pioneer. We are aware of the fact that we must adopt the trends to provide better services to our customers. We took the necessary steps to promote “Health and Wellness”, the global trend, which we hope will last forever, this year too. We want our customers to protect consumers’ health with glass, because glass packaging does not interact chemically in long term contact with its contents – food and beverages. Furthermore, our glass packaging designs and creative perspective makes “Premium Life”, another trend a part of consumers’ lifestyle. We have always been committed to promoting awareness of “Sustainability and Recycling”, one of the most important trends for the future of the world. We aim to save significant amount of energy, and reduce the use of natural resources to extend the life of our planet and leave a beautiful future to new generations by recycling glass packaging.

Thanks to our constantly increasing export volume, a great number of countries around the world recognized the quality of GCA. We are proud to represent our country in the global arena. Moreover, we professionally use digital marketing methods, and increase our brand recognition to reinforce our competitive edge in the market. Our clear strong image represents our vision and mission, and helps us reach all manufacturers and consumers, and improve our present and future with sustainable and recyclable glass packaging, which ensures healthy and premium lifestyle, day by day.

We would like to extend our gratitude and appreciation to all our business partners for their support.

We hope our business relationship with them will last a long time, and continue to prosper.

Abdullah Gayret

GCA General Manager

GCA Attended the Eurasia Packaging Fair Istanbul

GCA, the glass packaging designer and manufacturer well-known for the quality of its services and products, which brought an innovative perspective to the glass packaging sector both in Türkiye and in other countries, participated in the 25th Eurasia Packaging Fair in Istanbul this year.

As GCA were attended the 25th Eurasia Packaging Istanbul held between October 23 and October 26, 2019 at TÜYAP Fair and Exhibition Center. We would like to thank once again to all our visitors for the great interest shown to our booth number 522, in Hall 5, TÜYAP Fair and Exhibition Center. We hope to see you again between October 21 and October 24, 2020 at “Eurasia Packaging Istanbul 2020”, the largest Eurasian packaging industry fair with more than 1,217 exhibitors from 43 countries.

GCA Received the Red Dot 2019 Award for its “Mai Dubai” Design

GCA received the Red Dot 2019 award, the world famous design award for the bottle designed for the premium range of Mai Dubai.

GCA received one of the world’s most prestigious awards, the Red Dot award for the second time for the bottle designed for Mai Dubai.

The Red Dot Awards is an annual international design prize in which excellent creative work is selected by expert juries in the areas of product design including, fashion, jewelry, electronics kitchenware, furniture, and design concepts. This year, GCA’s team of designers inspired by Dubai’s Cayan Tower received one of the prestigious awards for the “Mai Dubai” bottle they designed.

The “Mai Dubai” bottle represents a feeling of power and passion, with a magnificent look getting all the attention. The Mai Dubai bottle that brought a new perspective to the premium range glass bottles was fully appreciated by all of members of the jury, who evaluated more than 5 thousand new designs.

GCA Managing Director Mr. Abdullah Gayret and GCA Product Design Executive Deniz Bostancı, together with Mr. Alexander van’t Riet, CEO, Mai Dubai met at the Red Dot 2019 award ceremony in Berlin where they received the Red Dot award. “The premium glass bottle with iconic details designed by the team of designers of GCA not only looks good but its elegance gives an aesthetic impression to dining tables, and its fine details win the appreciation of every user” said Mr. van’t Riet, and Mr. Gayret said “At GCA, we convert the feedback from our business partners into innovative projects, and use their feedback to design new products. Our

engineers and designers spend every effort to win awards at juried, world-wide competitions we participate in to represent our country in the best way.”

In 2017, GCA first time won the Red Dot Award for its “Beyođlu Gazoz” bottle design inspired by the Galata Tower. GCA recognized for its modern, aesthetic and useful designs offered to its business partners was given 3 major "Ambalaj Ay Yıldızları" awards, one of the most important awards in glass packaging industry, in 2018.

Trend Alarm: The Growing Importance of Sustainable Packaging

The importance of sustainable packaging, which protects the future of our world, increases as the number of environmentally friendly solutions offered by corporate brands increases. Recyclable packaging is a critical part of the solution to protect nature and our future.

Glass is a recyclable material. Making glass from cullet requires much less energy compared to making glass from virgin raw materials. Glass is 100% recyclable, can be used in the remanufacturing process as a secondary raw material infinitely without compromising on the quality, and can help waste management and reduce packaging waste. It also helps us invest in the future and the economy. Collected glass bottles and jars are turned into furnace-ready cullet in recycling plants. Then they are used as a secondary raw material to manufacture new bottles and jars. Therefore, used glass is a part of an action that creates continuous benefits.

In parallel to its ecological benefits to nature, glass is a sustainable packaging, provides a healthy and long-lasting world to future generations, and helps companies fulfil their ecological and social obligations. Moreover, manufacturers who use biodegradable caps and labels come up in packaging industry.

Glass packaging industry where one of the products essential for healthy living is produced has been consistently and rapidly growing for the last several years. Data published by the European Container Glass Federation (FEVE) states that glass packaging production in Europe has increased by almost 10%, and reached a volume of 21.7 thousand tons and almost 78.7 billion units, since 2012.

At GCA, the investments in nature and the social responsibility projects of which are adopted and followed by the glass packaging industry in Türkiye, we hope the number of ecological solutions launched for a healthy world will increase, and all companies and consumers will be aware of the importance of environmental protection.

Glass Manufacturing Processes from Past to the Present

Glass manufacturing techniques have been consistently improved like other manufacturing techniques since the day the first glass was manufactured. Glass manufacturing processes mechanized after the industrial revolution have been developing in parallel with the advancements in manufacturing techniques, and efficiency and quality improvement studies.

Glass manufacturing processes can be summarized in three major steps; melting, forming, and final inspection and packing.

All three processes were gradually improved and automated. Glass packaging can be inspected in two ways: “Optical Inspection” also known as non-contact inspection, and “Mechanical Inspection” also known as manual inspection. Manual inspection processes are much slower than optical inspection processes performed at higher speeds. Thus, manual inspection has been replaced by optical inspection recently. Optical inspection processes within mechanical inspection processes have been greatly improved to better operate non-contact check detection systems. Some of the improvements are listed below:

- 2D pictures of products taken with multiple cameras can be converted into 3D images with software,
- Real dimensions of the image can be measured with cameras equipped with telecentric lenses,
- Implementation of artificial intelligence to detect defects and blisters,
- AI software platforms to support machine learning.

This shows that mechanical inspection equipment will be replaced by optical compact equipment which is more advantageous in terms of reduced maintenance, space, and spare parts requirement.

Global Role: FEVE Membership

GCA, which achieved international success and made a difference in the sector, takes on a global role as a supporting member of the European Federation of Glass Packaging Manufacturers (FEVE) that works for the development of the glass packaging industry in Europe and all around the world.

GCA, the well-known company recognized for its progress and growth in the glass packaging industry in Türkiye is also known for its participation in global organizations and associations. The European Federation of Glass Packaging Manufacturers (FEVE) launches social awareness

campaigns like “Endless Ocean” and conducts industrial activities in Europe, and is appreciated by the global glass industry.

GCA is a member of FEVE, and adopts and supports all developments in glass packaging industry to provide the highest quality products and services to its customers. FEVE brings glass packaging manufacturers together to cooperate and establish business relationships; and therefore, plays an important role in the development of the industry. FEVE's monthly and yearly reports provide an ease of communication and correspondence within the industry, and keeping up-to-date with industrial developments is of great importance to GCA, because the company always thinks ahead.

Moreover, GCA has memberships to domestic associations and organizations including Turkish Packaging Manufacturers Association (ASD), Environmental Protection and Packaging Waste Recovery and Recycling Trust (ÇEVKO), and Turkish Packaged Water Manufacturers Association (SUDER), and supports domestic associations including Turkish Marine Environment Protection Association (“Deniz Temiz Derneği” –TURMEPA), and Turkish Mineral Water Producers Association (MASUDER).

An Innovative Service from GCA: Customer Project Coordination

The majority of modern companies are very good at supplying products and providing services with ease of operation and flexibility. In all customer contacts; in all presale planning and correspondence; and in all aftersales services provide a feeling of cooperation. At GCA, we see all our existing and potential customers as our prospective business partners. In this context, we provide Customer Project Coordination service to our customers - not limited to sales process only- as long as they use our products and as long as we get in touch with them to be in cooperation with them.

In the scope of this service, we have a technical team of specialist engineers who are ready to solve the problems of our customers at their premises, and we do our best to support our business partners as quickly as possible like we do in manufacturing processes. Our partners whom we focus on in all processes are the foundation of the innovative service we designed.