

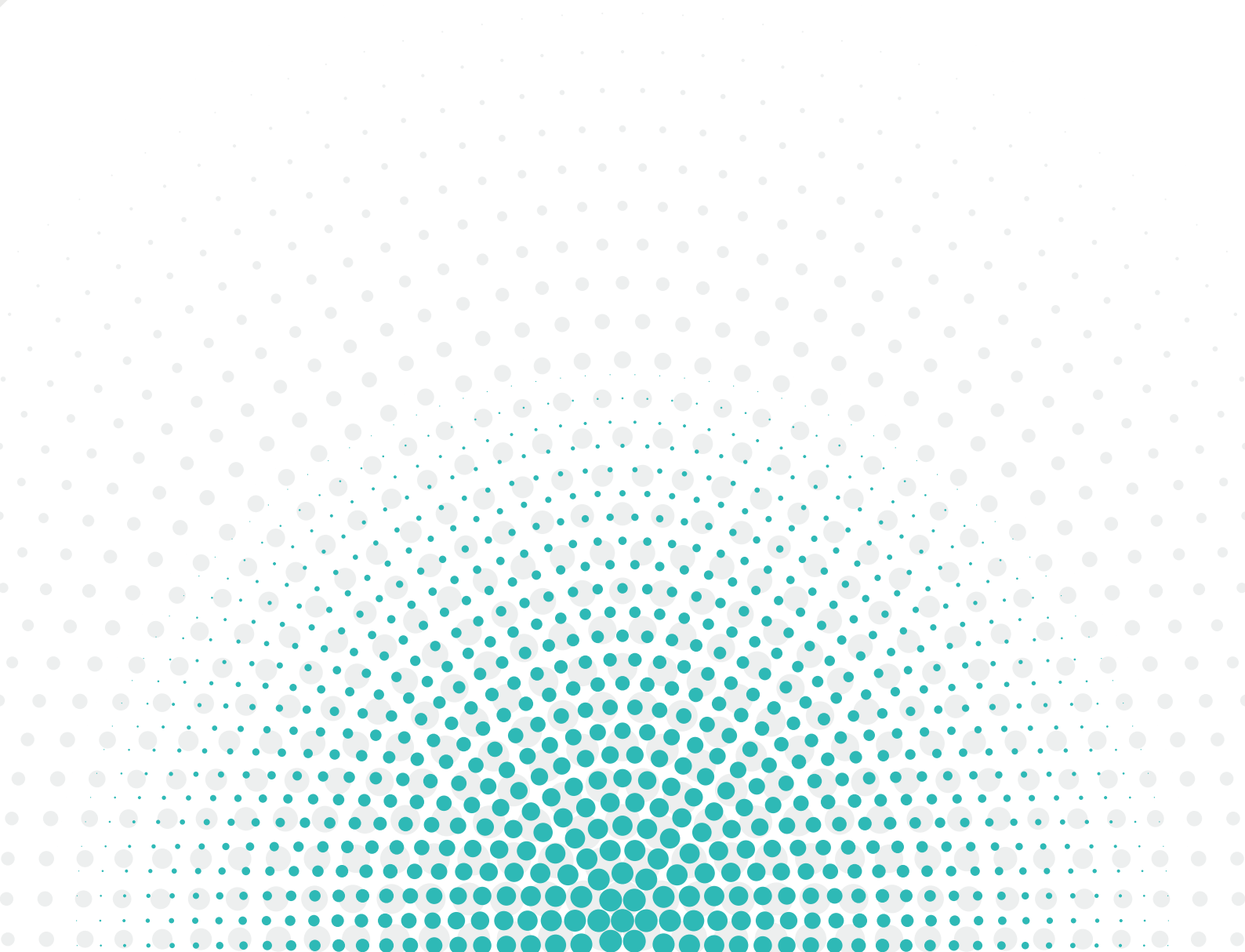
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GCA

CUSTOMER  
NEWSLETTER

2023

Second Quarter of Customer Newsletter



## Message From our General Manager ◀



Dear Business Partners,

I am delighted to connect with you in the latest edition of our customer newsletter. GCA family have successfully completed another dynamic and fruitful quarter. We had prideful achievements in the second quarter of the year. With our digital shipment appointment system, which adds innovation to the glass packaging industry, we have opened a significant door to digital transformation both within our organization and in our sector. With this project, which enables our business partners to have control over their shipment processes, we aim to maximize customer satisfaction.

Our EKOMAT project, which demonstrates our value-creating activities and our vision for a sustainable future, has completed its first year. GCA are committed to preventing environmental pollution, recycling waste as much as possible, and disposing of non-recyclable waste without harming the environment by keeping up with technological advancements. Through our participation in the EKOMAT project, we collected 1.6 million waste items in one year and made a contribution of TRY 1.3 million to the national economy.

Since our establishment, we continue to strive for reaching a wide audience and carrying out value-added projects. In line with this, we have recently made our website more accessible. Through our digital transformation, which ensures that all users, including individuals with various disabilities and the elderly, can benefit from the website with the same level of efficiency, we aim to provide equal opportunities on the internet. Users in need, including disabled and elderly users, can adjust the contrast and font settings using the widget on our website. Thus, even disabled users without their own screen reading programs can now navigate our site comfortably.

As a corporation that advances in the light of science and reason, we continue to monitor and guide all developments that keep up with or even surpass the current era.

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

*Dr. Abdullah GAYRET*

## We Were at Boğaziçi University Career Days

GCA participated in Boğaziçi University's Career Days event held on April 25-26, 2023. Throughout the two-day event, we established direct communication with students through our booth at Boğaziçi University's South Campus. Through the interactive environment we created, we informed students about our company's recruitment and internship applications. We will continue to make efforts to be present with young individuals on every occasion to enhance and establish our brand awareness.



## We Visited the Recycling Test and Research Center



The Recycling Test and Research Center (GETAM) has achieved a first in Türkiye based on international and national standards and accreditation rules. With the contributions of Coca-Cola İçecek A.Ş. and Unilever San. ve Tic. A.Ş., and the support of the Istanbul Development Agency's Innovative Istanbul Financial Support Program, GETAM was established at Yıldız Technical University.

At GETAM, tests are conducted in various areas, ranging from the recyclability to the compostability, recycled material content, and biodegradability of packaging. These tests provide a new perspective to sustainability-focused collaborations between the public, academia, and sector. GCA, with a constant focus on sustainability, visited GETAM in collaboration with ÇEVKO (Environmental Protection and Packaging Waste Recovery Foundation). Such efforts to balance the environment and the economy hold promising prospects for the future. GCA believe that this investment in GETAM will contribute to the construction of an environmentally friendly and sustainable future. We wish the GETAM team success.

## We Joined the Outstanding Innovation Awards 2023 Webinar

We took part in the “Outstanding Innovation Awards 2023” event organized by Kantar, one of the world’s leading data, insights, and consulting companies, which inspires and supports its clients in understanding and growing their people. The award ceremony, held as an online webinar, featured detailed discussions on how brands can innovate to stand out during inflationary periods, how innovations can be differentiated in a crowded business market, and the secret to successful innovation.



GCA participated in the webinar where the winners of the 2022 innovation awards were announced, and award-winning innovations were presented, thus having the change to closely follow the food and beverage markets we serve in the global arena, stay updated on award-winning innovations, maintain our innovative perspective, and gain insights into the global market. As a rapidly advancing brand and one of the preferred players in the international glass packaging sector, we continue to keep our innovative perspective dynamic, staying informed about global innovations relevant to our sector.

## We Attended the Ordinary General Assembly Meeting of ÇEVKO Foundation

ÇEVKO Foundation, which envisions contributing to the establishment of a sustainable recycling system for the economic and organized recovery of packaging waste in Türkiye, held its Ordinary General Assembly Meeting on May 25, 2023. As board members, we took our place at the meeting.



The meeting started with a speech by the Chairman of the Board, Okyar Yayalar. The meeting continued with the reading of the reports of the Board of Directors and the Auditing Board, and concluded with the election of the Board of Directors and the Auditing Board for the next two years.

GCA delighted to continue being part of the Board of Directors in the new term. We wish success to the entire ÇEVKO family and its members.



## GCA's Transformation Promoting Equal Opportunities: "Barrier-Free" Website



Türkiye's innovative glass packaging manufacturer GCA, committed to reaching wider audiences in line with digitalization investments, has made its website more accessible. This digital transformation aims to provide equal opportunities on the internet by enabling individuals with various disabilities, primarily the elderly, and all users to benefit from the website at the same level of productivity.

Since 2015, GCA, which has made a difference in the glass packaging sector with its value-added products, has added another to its digitalization investments. Developing projects to provide equal, accessible, and professional service to all its users, particularly disabled and elderly individuals, GCA has completed its "accessible website" project, a significant part of these initiatives. With the digital transformation implemented by GCA to create equal opportunities on the internet, all users will be able to benefit equally from the website.

"We are working to provide equal opportunities for all our users"

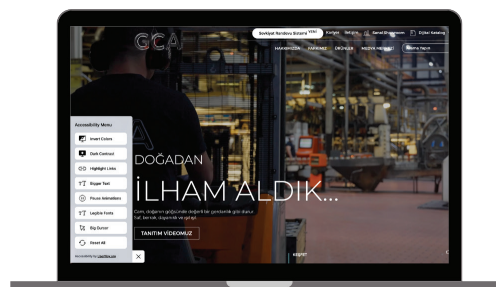
Stating that they aim to strengthen the bond with their users through the accessible website as a company that values social inclusiveness, GCA General Manager Dr. Abdullah Gayret emphasized that they want to bring liberating technologies to wider audiences. Highlighting the importance of making their website 'barrier-free,' Dr. Abdullah Gayret said, "An accessible website will allow not only disabled people but also older individuals to browse the site at the same productivity and benefit level as all users. As GCA, we believe in the importance of creating equal opportunities on the internet for those who need assistive technologies in computer use and take pride in achieving this."

### "We made our website accessible for all users"

Dr. Abdullah Gayret said they use technology for the purpose of benefiting people, and added, "With the transformation we have made on our website, all visitors in need, especially disabled and elderly users, will be able to adjust contrast and font settings using the widget on our site. Thus, even disabled users without their screen reading programs will be able to navigate our site comfortably. Our site is also designed to enable customized keyboard use in menus and windows. As a company that believes in creating equal opportunities on the internet for those who need assistive technologies in computer use, we will continue to develop such projects."

### "7 out of every 100 people experience accessibility issues"

Volkan İnanç, the agency president responsible for GCA's accessibility processes, stated the following on the subject: "According to the data of the Ministry of Family and Social Policies, it is estimated that approximately 7% of the population in Türkiye has at least one disability. This corresponds to approximately 5 million people. This high rate is more than many of us estimate. Moreover, many of these individuals work from their homes or, even if they don't work, establish contact with the outside world through computers and the internet. At this very point, the importance of usable and accessible websites becomes evident. As an agency, we worked together with the GCA team to make gca.com both usable and accessible. I congratulate GCA for its investments in line with this visionary approach."



## GCA Recycling Detectives Elementary School Education Project Begins

The “GCA Recycling Detectives Elementary School Education Project,” in collaboration with ÇEVKO Foundation and GCA, has started in Kütahya. The project, implemented in collaboration between ÇEVKO Foundation and GCA, has commenced at Ağaçköy Elementary School in Kütahya. Within the scope of the project, students are being informed about the importance of environmental protection and recycling, aiming to raise their awareness of packaging waste.

Since 2015, GCA, a leading player in the glass packaging sector with its value-added products, and ÇEVKO Foundation, Türkiye’s prominent organization in recycling packaging waste, have collaborated to launch the “GCA Recycling Detectives Elementary School Education Project.” The project has commenced in Kütahya Ağaçköy Primary School, targeting students from grades 3 to 6. As part of the project that aims to raise awareness about the environment and packaging waste from an early age, face-to-face education is provided. The project, planned to contribute to leaving a sustainable future for the next generations, introduces students to the raw materials used in glass production and recyclable waste, and provides them with recycling booklets as gifts.



Dr. Abdullah Gayret, General Manager of GCA, stated, “Preventing environmental pollution and fulfilling our basic responsibility towards nature and other living beings holds great importance for our world.” Continuing his speech, he said, “Gürok Group, which stands out with its contributions to education and the environment, launched the Rıza Güral Education Scholarship Fund in collaboration with the Turkish Education Foundation (TEV) last January. Within the scope of the fund, 34 students studying in Kütahya and Antalya will be provided with scholarships without any obligations. As Gürok Group, we act with the consciousness of keeping nature and natural resources clean, and we continue to take responsibility to leave a more livable world for our precious children, who are our future. By prioritizing the environment and human beings, we fight to protect our nature through our glass packaging production,” he added.



Abdullah Gayret mentioned the “GCA Recycling Detectives Elementary School Education Project” as follows: “At GCA, we contribute to nature and the environment with our sustainability projects. We know that glass, as a material that can be recycled infinitely, helps us protect our environment, land, and nature. Keeping the environment clean, preserving our living spaces, and taking care of green areas are the shared responsibilities of all of us. A clean environment creates a clean society. Environmental awareness is crucial in environmental cleanliness, and this awareness is achieved through education. With this project, I hope that students will develop their awareness of recycling, grow as individuals with a developed environmental consciousness, and be aware of their social responsibilities.”



## We Participated in the Demirkent Awards Ceremony as GCA



## We Attended the MASUDER Board Meeting

MASUDER is a foundation established with the aim of promoting solidarity and collaboration among its members while contributing to the development, growth, and modernization of the mineral water sector in Türkiye. GCA is a member of MASUDER, which brings together mineral water companies and significant industrial firms that contribute to the mineral water sector.

We attended the Association's Founding Meeting held at Tekirdağ Ramada Hotel on May 23, 2023. During the meeting, various topics were discussed, including initiatives to revitalize the mineral water market, amendments to the bylaws, the current status and future expectations regarding the deposit system. Additionally, planning for future meetings to be held throughout the year was conducted. We are delighted to be a member of MASUDER, an association actively involved in comprehensive efforts related to the sector.

Established in honor of the late prominent journalist and founder of Dünya Newspaper, M. Nezih Demirkent, and his esteemed wife Prof. Dr. Işın Demirkent, the Demirkent Education and Research Foundation, under the leadership of Trustee Board President Didem Demirkent, aims to educate girls in our country, assist them in developing themselves and their talents using the technological possibilities of the age, and raise individuals who question, produce, are impartial, and envision a good future for themselves and their country based on reason and science.

Since 2020, the "Demirkent Awards" have been organized to encourage activities that benefit society. This year, the awards were held for the fourth time. The ceremony took place on May 23, 2023, at the İş Sanat Cultural Center, with the participation of nearly 500 individuals, including prominent figures from the fields of economy, culture, art, and business. A total of 14 awards were presented in three main categories: Communication, History, and Contribution to Social Awareness. Additionally, historian, academic, and writer İlber Ortaylı was the recipient of the inaugural Demirkent Special Honor Award. GCA are proud to support activities that benefit society. Attending the Demirkent Awards ceremony provided us with the opportunity to witness these valuable initiatives up close.

## The 1-Year Results of the EKOMAT Project Were Announced to the Public



The results of the first 1 year of the "EKOMAT" Project, which was implemented for the first time in Türkiye with the cooperation of

the BİRCAM Foundation, GCA and Park Cam, were announced to the public in Yalova. In the briefing made in Yalova Ecofest, it was stated that with the regular increase in the number of users and the amount of collected waste, a circular economy model was created and significant gains were achieved in terms of the environment we live in.

Stating that they are happy with the results of the EKOMAT project, of which they are a business partner, so far, GCA General Manager Dr. Abdullah Gayret said, "As GCA, we follow technological developments to prevent environmental pollution, aim to recycle waste as much as possible, and dispose of non-recyclable waste without harming the environment. This is because our project is of great importance not only in terms of sustainability, but also in terms of economy. Therefore, we have implemented this project that aims to protect the environment



in every aspect, raise public awareness about sustainability, and encourage the integration of recycling as a part of daily life. As part of our project, we placed 34 EKOMAT deposit machines at 15 different locations in Yalova to achieve 100% recycling of glass, plastic, and metal beverage packaging. The project enables citizens to earn points worth money through a mobile application by recycling glass, metal, and plastic packaging, contributing to the economy while also supporting the reduction of the carbon footprint. With our EKOMAT project aimed at raising consumer awareness to recycle packaging materials, we have created an exemplary model. At the same time, with the ability to instantly monitor data thanks to its local software, our project is "the digital transformation of recycling", and our goal is to introduce the culture of packaging recycling to our country through this two-year project."



## GCA Celebrated World Environment Day with Activities!

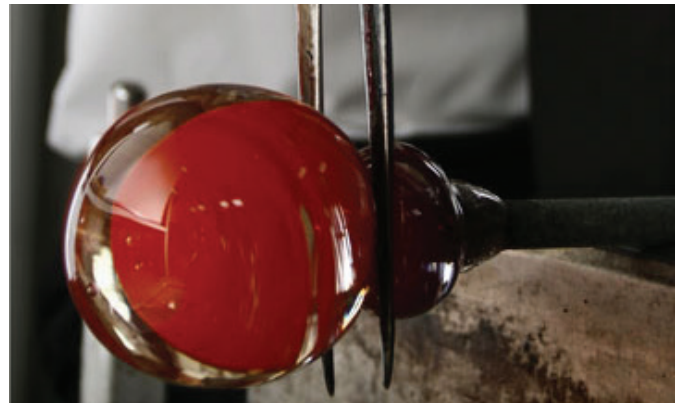
GCA participated in an event in Kütahya as part of the World Environment Day celebrations on June 5th. The event was organized by the Kütahya Municipality, and it provided an opportunity for GCA to showcase the EKOMAT Project to the people of Kütahya. The Governor of Kütahya, Ali Çelik, the Mayor Alim Işık, and other officials attended the event, where discussions on recycling and environmental issues took place. The Governor and the Mayor visited our booth, where they were briefed on the functioning principles of our EKOMAT machine and its intended goals. We also presented them with cups featuring the logos of GCA and recycling.



## We Visited the Department of Glass Production at Anadolu University Faculty of Fine Arts

On Wednesday, May 17th, Yusuf Tufan, the Human Resources Manager of GCA, Hacer Kiroğlu, the Human Resources Manager of LAV, and Doğan Atik, the Technical Training Manager of Gürok Akademi, visited the Department of Glass Production at the Faculty of Fine Arts, Anadolu University.

The meeting, attended by the Head of the Glass Department, Prof. Mustafa Ağatekin, and the academic staff of the Glass Department, including Assoc. Prof. Dr. Selvin Yeşilay, Dr. Göktuğ Günkaya, Dr. Mehmet Aydın, and Research Assistant Nurgül Acıbal, discussed potential collaborations and joint projects that can be undertaken with the graduate and undergraduate students and the academic staff of the Glass Department at Anadolu University Faculty of Fine Arts.



## We Featured in Glass International Magazine and Glass Worldwide Website

The news of our initiatives and projects conducted in May and June was featured in Glass International, one of the world's largest glass sector magazines, and on the Glass Worldwide website.

In May, an article titled "GCA Implements Digital System for Shipments" was published, sharing details about our online shipment system that provides planning flexibility to our business partners, minimizes product losses, and enables shipment personnel to track their schedules more efficiently. In June, an article titled "GCA Implements Recycling Projects in Türkiye" highlighted our project involving the use of EKOMAT Deposit Return Machines, which has been carried out since June 2022 with the financial support of Park Cam and the waste management organization of Bircam Foundation, discussing the environmental achievements we have made within one year.

As GCA, we are pleased to be featured in Glass International and Glass Worldwide, leading publications in the sector.

The screenshot shows two articles from Glass International. The first article, "GCA Implements digital system for shipments," is dated 23rd May 2022 and features a photo of Dr. Abdullah Gayret. The second article, "GCA launches Turkish recycling projects," is dated 7th June 2022 and features a photo of a recycling facility. Both articles include text and small images related to their respective topics.

The screenshot shows an article on the Glass Worldwide website titled "GCA RECYCLING DETECTIVES EDUCATION PROJECT." The article includes a photo of Dr. Abdullah Gayret and text describing the project's implementation in partnership with GCA and ÇEVKO Foundation. It mentions that the pilot project started in Kütahya Ağaçköy Primary School for third to sixth graders. The article also includes a quote from Dr. Abdullah Gayret about the importance of recycling and environmental awareness.



**GCA**

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