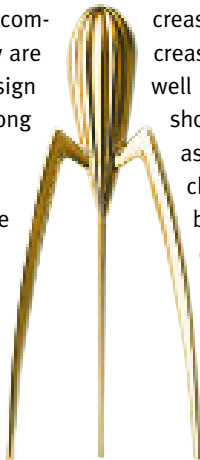


The power of design

Overall the design means bringing together small or large number of parts for a purpose and in a regular way. A design which aims to create a new and useful product is a creative process. It is for a purpose and is a basic human action. Design is a value-adding effort in its basis. Globalization, the increase in the number of manufacturers, diversity of product type and characteristics, different becoming needs and increasing expectations of consumers sets the importance of design for the companies in terms of increasing their competitive power. As elements such as price and quality are losing their importance with increasing standards; design steps forward in the eyes of the consumer as a strong competitive element by differentiating the products.

The decisions in the design phase affect the sale price of the product on the market, as well as the costs like repair and maintenance costs which may occur during the after-sales using period. Therefore, to create a competitive advantage in the market; it is essential for the companies to include design in the competitive strategy of the company, to provide necessary investment and resources and to manage it



effectively at all levels. Design began to have increasing importance in a modern society. Designs as products of ideas step out as an element to increase the competitive power. It plays an active role in the success in competition.

In the global competition environment where limits are removed; the goals to come forward in the race with other firms operating in the sector, to meet customer expectations and to increase satisfaction to the highest level can be reached by increasing product quality, effective marketing activities as well as through the design in today's economy. Research show that external appearance is also very effective as well as elements such as brand, quality, price elements in the choice of consumer products. In fact, most of the time between the two products that offer consumers the same quality, the external appearance plays the the most active role in product choice. Therefore, it has been crucial to uncover ergonomic and aesthetic designs which are new and which can permanently change to respond to the needs of people. The main purpose of design can be explained as providing a more convenient and easier way for the use of objects people use.



Design Awards to Vestel

Vestel, the first and only institutional member from Turkey accepted to International Council of Societies of Industrial Design one of the most important unions in the world in the industrial design area, has won the Industrial Designers Society of Turkey design award in 2006 with white LCD model. Vestel has won Good Design Award in Design Turkey Industrial Design contest in 2008 with its five products, two LCD TVs, one notebook, one air conditioner and one washing machine. In January 2009, Vestel was the winner of the Good Design Award, the world's most prestigious design award of Chicago Architecture and Design Museum with Slim and Thin LCD TV, and also the winner of two design awards with two remote-control models in Red Dot Design award, the most prestigious and most important award in the field of international design awards. Continuing its position in the field of design with the registry of international awards, Vestel has raised the number of design award winning out three within two months.



The power of design in white goods

The design in white goods take on its shape first of all according to price index and consumer expectations. Vestel increases its brand value in white goods sector rapidly by the power it takes from different designs. The designers give shape everything according to the expectations of the consumers by starting from this rule and by being inspired from the nature and from the neighborhood we live in; and the prices are determined accordingly. In this way, Vestel increases its brand value in white goods sector rapidly by the power it takes from different designs. We have discussed the difference Vestel has made in design in white goods, the inspiration sources and the possible effects of the crises to the sector with Halil Turan, Vestel White Goods R&D and Technology Development Director. Turan has mentioned that the crises did not effect white goods sector much and draw attention that Vestel is continuing its investments. With the power of design, competitive prices and complete customer satisfaction, Vestel's biggest goal is always to be followed in product design and to be a strong brand.



Design makes difference



Today, mega-trends are crucial among the factors guiding design. Global warming, intensive use of technology, urban population growth, the speed of communications show their effects in the textile sector as in each sector. It is crucial for the designers in textiles sector to shape their designs parallel to the consumer's changing needs and expectations.

Zorlu Textile Group's R&D team in Corlu plant makes projects by closely following global changes to meet the needs of consumers both in Turkey and abroad in the most appropriate way. Zorlu Textile Group Development and Project Manager Ertürk Kurtça has shared with us the works of Zorlu Textile Group such as nature-friendly organic duvet cover, products allowing customization, anti-bacterial textile and he explained the

changes to be lived in the area of design. Kurtça emphasizes that to be the leader in today's competition will be possible with the innovation that will take place in the field of design. Kurtça says: 'It makes jobs easier that the consumers want differences. We have the design and technical equipment to meet these expectations.'

The key for competition: Design



R&D and product development teams in Zorlu Textile Group Curtains Weaving Factory and in Korteks play active role in maintaining the leading position of Zorlu Textile in the design field. Textile design is a long and important process that starts from raw material. Zorlu Textile Group has a significant advantage with the ability to functionality to bring in functionality to yarn. Zorlu Textiles Group, which has the ability to differentiate its products in the process from the yarn up to the ready made products, continues its works of R&D and product development teams to supply the expectations of the consumers at the highest level in line with the

changing consumer needs and life conditions. Korteks Yarn leading to execute the environmentally sensitive policies and practices in the sector; also made the necessary arrangements by reviewing the product range with environmentally friendly production understanding. Development and production of products from additives on solution phase is one of the important works done in this sense. TAÇ Antimicrobial yarns, TAC Flame Retardant and dope-dyed yarns are environment-friendly products produced as a result of the work done. Zorlu Textile Group's work in the field of design was shared by Korteks R&D Manager Mutlu Sezen and Zorluteks curtain Weaving Factory Manager Mutlu Zivali.

“Our source of inspiration is the life”

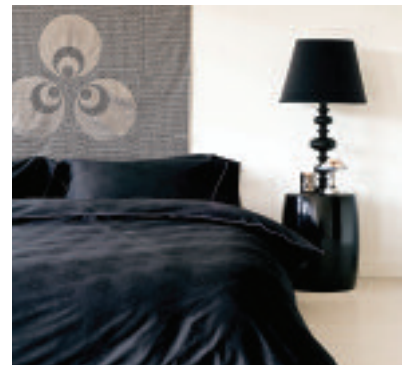
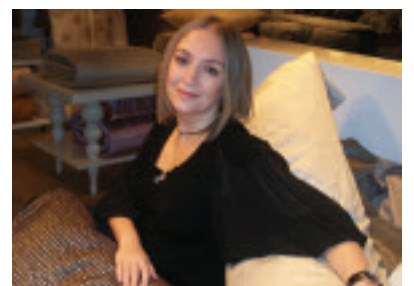


Design is a concept whose importance is increasing every day in today's world where quality and price are losing their feature as a competition factor. Design has the priority in the buying motivation of today's consumer who can especially through internet access to many alternatives in the product group they demand. Among the many different choices, the consumer prefers the product which he finds closer to himself and which he believes can supply his needs. Zorlu Textile Group is continuing its leadership in Turkish textile sector with its quality, and also carries on work to continue its leadership with its designs. Zorlu Textile Group is making the best fit designs for their target audience with the R&D and Product Development teams in Istanbul, Bursa and Luleburgaz. Zorlu Textile Group Product Development Manager Çiğdem Solak shared with us the works and targets of design team of Zorlu Textile

Group in Istanbul. Solak mentions that design is not an easy job and says: 'The things which are easy in the world are consumed rapidly and are forgotten. We have products which became classic and the consumer is still looking for them. But we are after the new and different ones, instead of making the similar one. This excitement is motivating us mostly.'

A designer touch to Linens

Famous fashion designer Arzu Kaprol has prepared Arzu Kaprol Home Collection after a deep and detailed design process. In the collection which consists of five different product groups named “Istanbul”, “Medallion”, “Çintemani”, “Line” and “Degrade”, all the designs from duvet covers to decorative pillows, from bed covers to home and bed clothes, from bathrobe, towels and decorative candles to ‘lifelong pillow’ are produced with the details, care and high sewing speciality in Arzu Kaprol collections. For the first time in Turkey; a fashion designer has made a licence agreement to prepare home textile products with Linens, the leading brand of Zorlu Group in home textile area. Arzu Kaprol has taken place in Linens stores with Home textile products. Kaprol mentioned that this work has made her very excited; and said: 'I care about the home textile very much. I believe that we as a designer brand mark have made a big innovation in home textile. Hereafter, I guess that different cooperations with alternative design brands will follow.'



Zorlu Energy, also pioneer in geothermal



With the depletion of fossil fuel, the search for new energy sources accelerated and geothermal energy from renewable sources of energy comes to the fore. Significant growth is experienced in utilization rates. Zorlu Energy Group, has lately taken over Kızıldereli field in Denizli and accelerated studies to contribute country's economy. The area on Mendere Graben, and in the borders of Denizli about 40 km west is the first thermal field discovered in Turkey for the purpose of energy production. According to the first resulting data, it is the largest area of geothermal power plant in Turkey with 60 MW and has a big importance in terms of the country's economy. This energy-intensive way which gives efficiency according to regional differences can be accessed most easily and most intense in the Aegean region. Therefore, Zorlu Energy has founded the third power plant after Kütahya and Manisa here. We have talked about the geothermal energy investments with Ali Kindap, Industrial Vice President of Zorlu Energy which is a pioneer in the field of Human resources and materials. They will seriously contribute to country economy with this type of energy says Kindap and he emphasized that if correct policies are applied, then the dependence on foreign energy will be reduced. Kindap expressed that the importance of the energy in our lives will be increased, and for this reason, the energy sector is not affected in the crisis periods.

Shining star of Blacksea

Filling the gap of five star hotel in Trabzon and its neighborhood and contributing to the culture, economy and tourism of the region, Zorlu Grand Hotel hosts the guests friendly by carrying the hospitality of Anatolia to professionalism. The hotel stands out with its classy granite dominated decoration and especially, with the style of architecture reminding a caravansaray in its lobby. Ahmet Zorlu who has opened the first textile store of Zorlu Group in Trabzon where he came when he is only 15 years old and lived for many years there, stepped to tourism sector by opening the first five star hotel of East Blacksea Region. In 1996, Zorlu has taken over the hotel construction which was sold to Gürsoy Construction by special provincial administration and the hotel came into service in 1997. Zorlu Grand Hotel which is the only hotel in Zorlu Group and the first and only five star hotel in East Blacksea Region since 12 years; has 160 rooms and a 700 person lounge. Zorlu Grand Hotel gives service to the people in the region, tourists, businessmen and guests since 12 years. In Zorlu Grand Hotel, where thousands of meetings, cocktails, weddings, invitations and congresses were taken place since the opening until today, hundred thousand of local people and foreigners were hosted in the last 12 years. Chairman of the board of directors of Zorlu Group, Ahmet Zorlu explains his move towards building a



five star hotel to Trabzon: 'Equipped hotels have a great role in the economic development in a region. They need qualified places where the guests can stay in comfort and organise meetings and events for tourism as well as for a colourful social and business life. As I have seen this, we would like to give a high quality hotel to Trabzon which has a very important place in my own and in Zorlu Group's past. Zorlu Grand Hotel, which was launched as the only five-star hotel at the Black Sea coast from Istanbul to Kazakhstan when it entered into service, has also been adopted by local people. During the period of service, it became more than a hotel facility and became integrated with the region.

Ecological television era has started

Offering Turkish of technology to the world, Vestel started less energy consuming, nature-friendly organic television era. Vestel with ECO TV concept developed in nature-friendly in electronic "green" production enables its consumers the



technology to consume much lower levels in the stand by position of our televisions. Vestel also follows a nature-friendly path in the process of packaging and instead of styrofoam used in packaging, Vestel uses nature-friendly "Bio" whose raw material is paper and minimize the damage to the environment. Vestel makes its productions according to international material standards directive RoHS (Restriction Of The Use Of Certain Hazardous Substances) which is accepted in Europe and in all developed countries and which restricts the use of harmful substances like lead and zinc. With the development of production technology, the works about the collection and return of "electronic garbage"s created especially in Europe are continued in accordance with WEEE (Waste Electrical and Electronic Equipment) directive. İhsaner Alkim, Vestel AS Executive Board Member Responsible of R&D in Electronics, explains the environmental green products applications in the field of electronic and says that there is an intense interest regarding the use of environmental products in the U.S., Japan and Europe and there is also rise to the level of consciousness in the use of environmental products in Turkey .