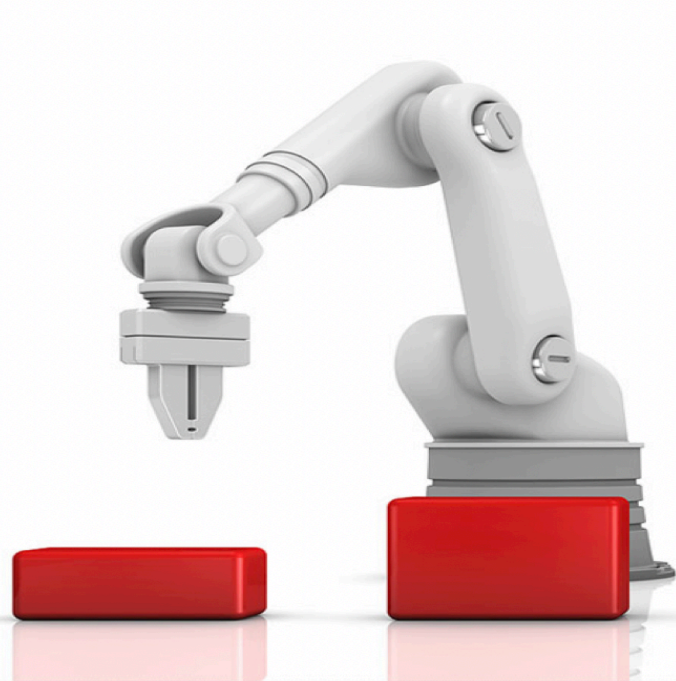




We are one of category leaders in Europe



## Welcome to World of Kitchen Sink



# Intro



**1**

**Group Companies and Time-Line**

**2**

**Export Rates and Sales Network**

**3**

**Organization in Turkey - Longran A.S.**

**4**

**Organization Chart**

**5**

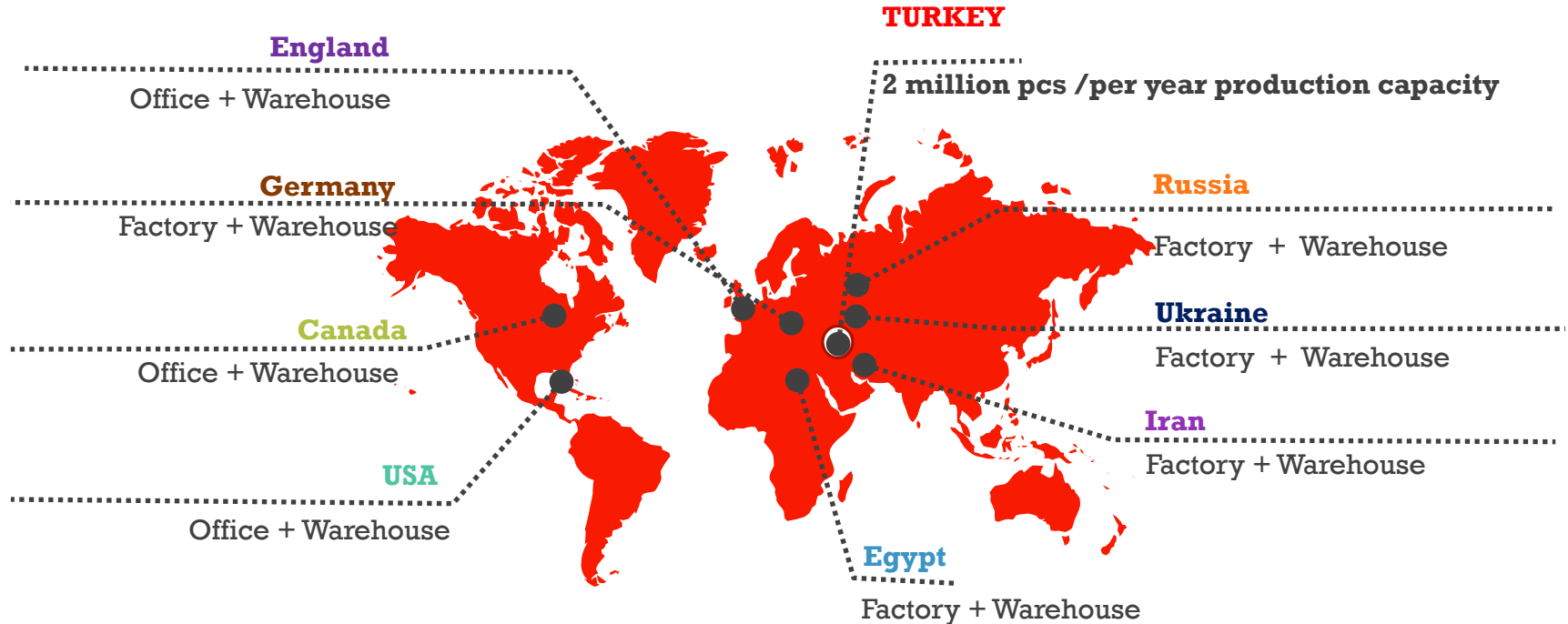
**Investment and Strategic Plan**

**6**

**Marketing**



We are exist at the worldwide with our 6 factories & 4 offices with warehouses



1992



**Russia**  
Sink production  
plant was  
established  
400K pcs /per  
year

1995



**Ukraine**  
Sink production  
plant was  
established  
250K pcs /per  
year

1998



**Turkey**  
Sink production  
plant was  
established  
(700K pcs/per  
year))

2002



**USA**  
Ukinox US Office  
and warehouse  
were inaugurated

2008



**Iran**  
Joint Venture  
Appliances  
facility was  
inaugurated

2010



**Germany**  
Joint Venture  
450K pcs /per  
year  
Granite Sink

2012



**Egypt**  
Sink production  
plant was  
established  
420K pcs /per  
year

**England**  
Office and warehouse  
were  
inaugurated

2014



**Turkey**  
LONGRAN  
was founded for  
sales and after  
sales services in

2016



**Turkey**  
NEW plant  
25.000 m2  
Enclosed area

2019



**4,5 million € investment**  
+ Hob production line  
+ PVD cover line  
+ Laser Cut machine  
+ Additional acquiring of 18.000  
m2 area



# Plant in Turkey



25.000 square meter enclosed area.



**A**

## **Capacity**

2 million pcs/ annual.

**B**

## **Model**

More than +550

**C**

## **Employee**

+300 Working

**D**

## **R&D**

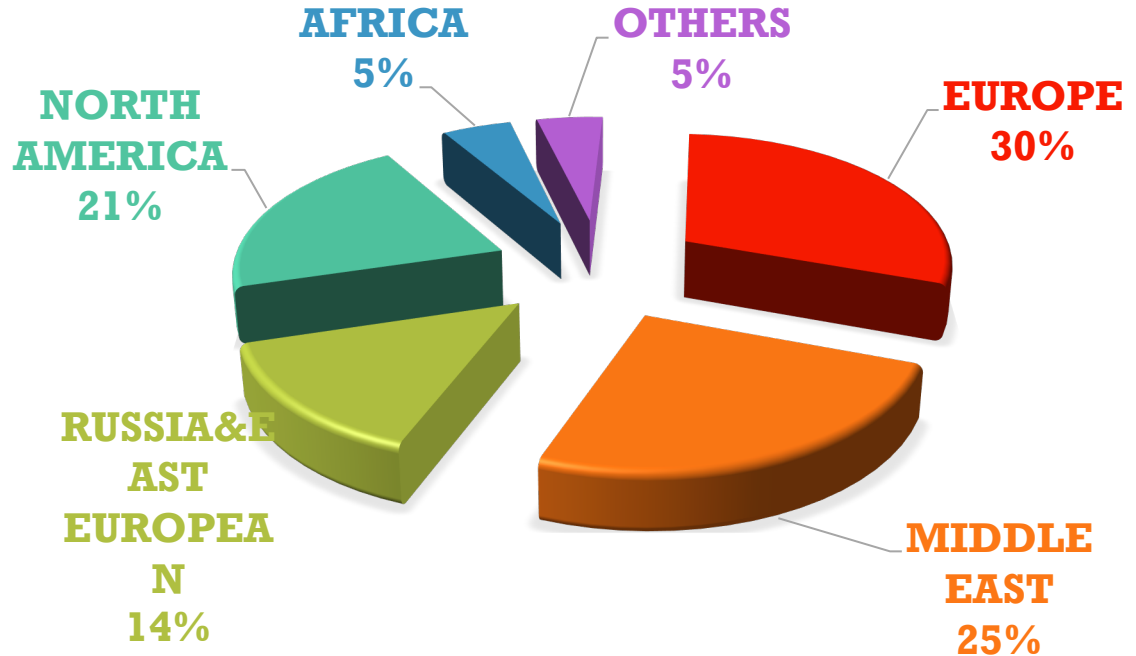
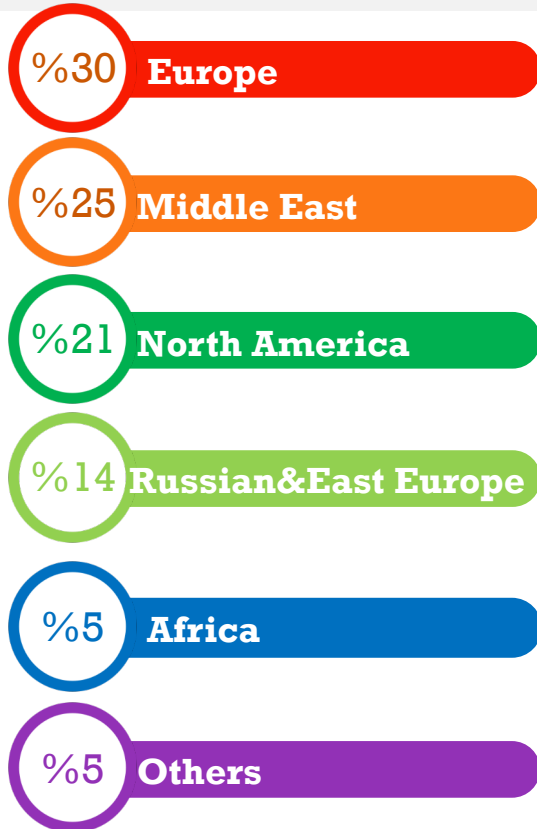
17 engineer + 2 assistant

**E**

## **Quality and Lab.**

6 engineer + 2 assistant

# Export Market Rates



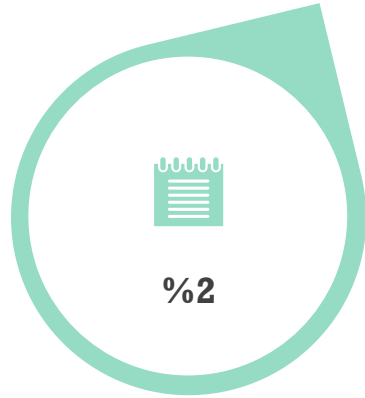
© 2006 The Authors  
Journal compilation © 2006 Blackwell Publishing Ltd

1



# Allocation Rate from Budget in Total **UK INOX**

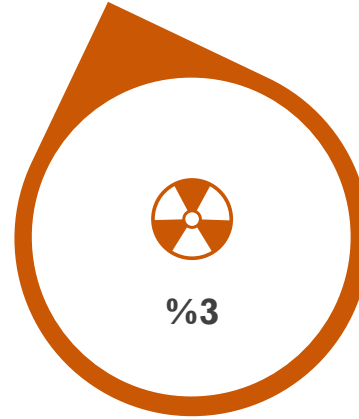
More Than %10 allocation from the budget



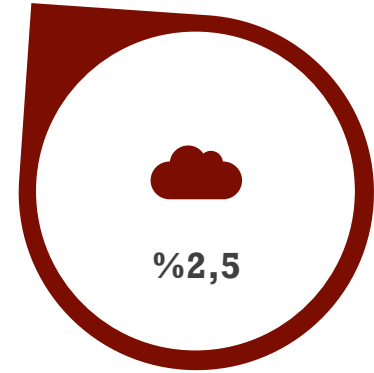
**R & D**  
New Pattends,  
Innovate Products



**New Products**  
Mould investment



**Marketing**  
WEB, Catalogue,  
Product Training,  
Participating Fairs,  
B2B



**Investment**  
Machines, Land,  
hardware with  
software investment

# ORGANIZATION IN TURKEY

We have 3 integrated companies involved in;

## Longran A.S.

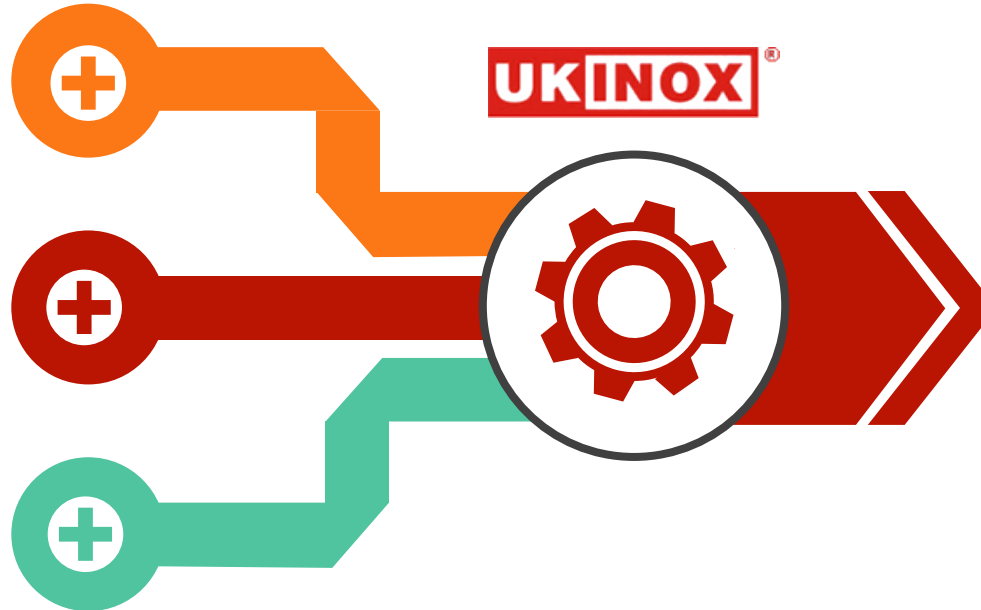
General sales  
organization in Turkish  
market.  
+ kitchen appliances  
production

## UKINOX A.S.

Sinks Factory  
2 million pcs/annual  
production

## Longran Ltd.

Export Company of  
the Group



**110** countries in export market  
with 9 sales persons

**280+** sales point in Turkey  
with 12 Sales Persons.

**200+** after sales service in  
Turkey

**550+** different sink models

**2 million** pcs/ann capacity

**300+** employees.

**64 million** Eur / Annual



# The Technology behind **Industry 4.0**

Welcome to the smart factory of LONGRAN Appliances Facility

INDUSTRY 4.0 

PRODUCTION AND SUPPLY CHAIN

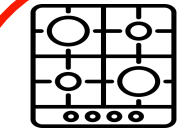


Industry 4.0 facilitates fundamental improvements in the industrial processes involved in manufacturing, engineering, material purchasing and usage, supply chain and life cycle management, predictive maintenance and real-time management overview.

Powered by 

# Sales Products of Turkish Market

UKINOX business approach just inovative built-in appliances.



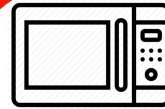
**Cooker Hob**



**Built-in  
Oven**



**Kitchen  
Hood**



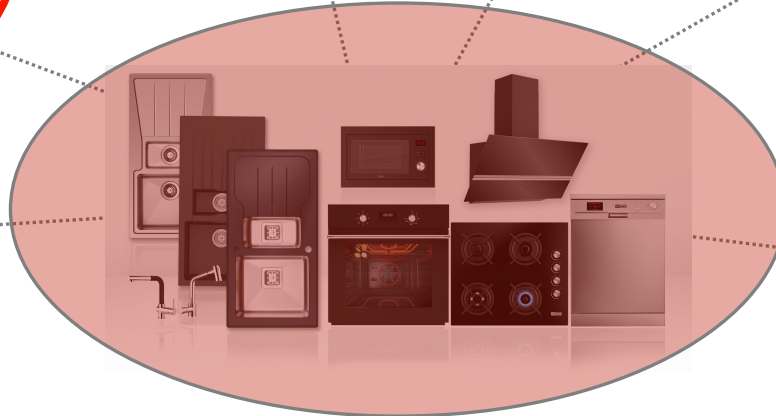
**Built in  
Microwave**



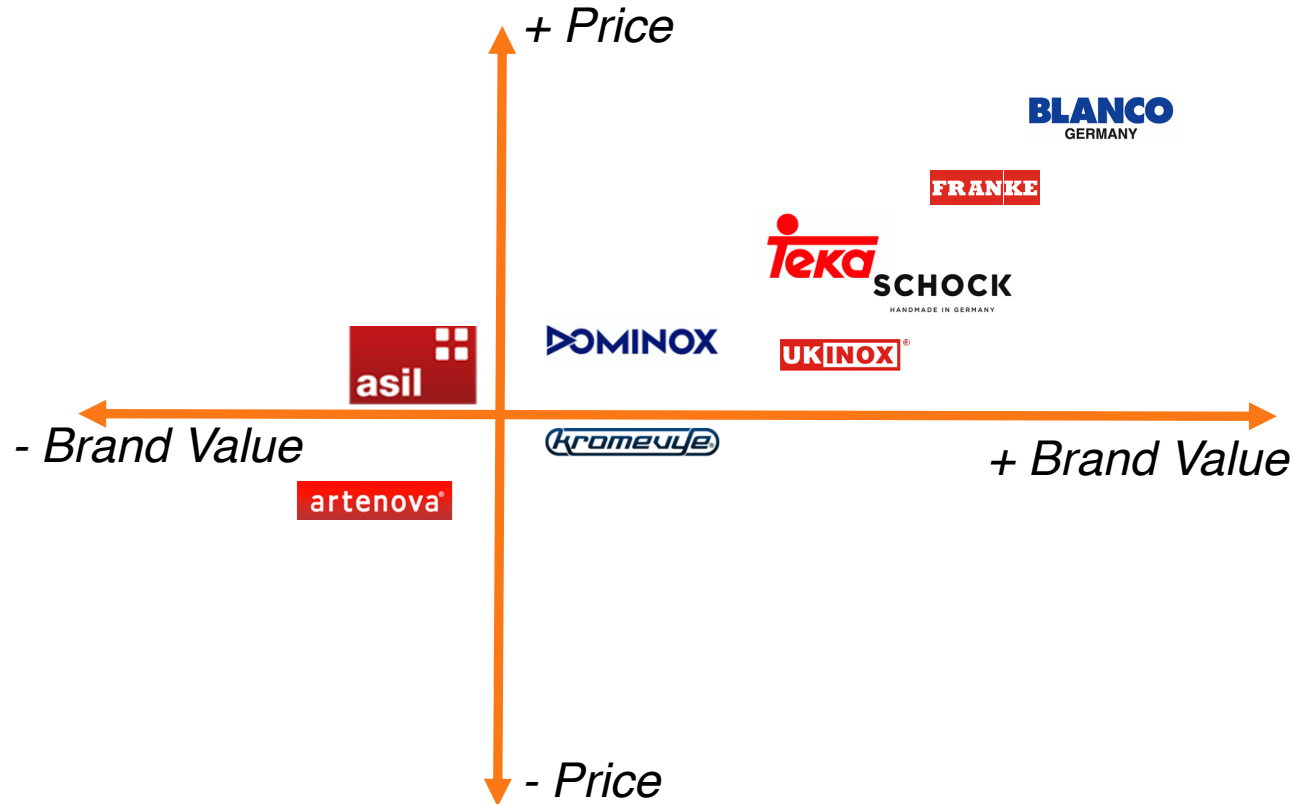
**Kitchen  
Sink and  
Taps**



**Built-in  
Dishwasher**



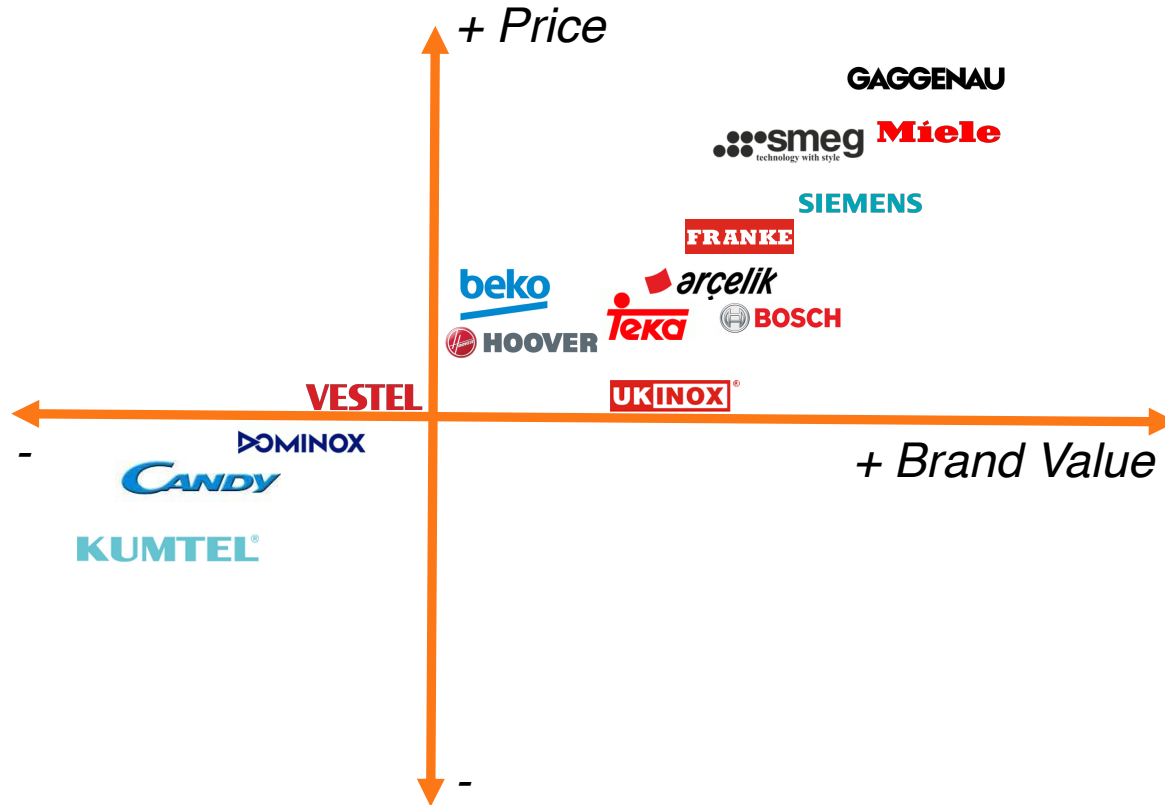
# Sinks Brands Market Positions in Turkey



**Turkish Market Size**  
(1.4 Million pcs)

- %17.7 Ukinox
- %17.4 Teka
- %15.0 Franke
- % 9.5 Artanova
- % 8.4 Dominox
- % 7.1 Kromeviye
- % 6.0 Schock
- % 5.8 Blanco
- % 5.5 Asil Eviye
- % 7.6 Others

# Built-in Kitchen Appliances Brands Market Positions in Turkey (Pieces)



**Turkish Market Size**  
(0,8 Million pcs)

% 26.2	Arçelik -Beko
% 18.4	Bosch – Siemens
% 8.1	Kumtel
% 7.5	Franke
% 6.8	Teka
% 6.6	UKINOX
% 5.4	Vestel
% 3.5	Hoover
% 17.5	Others

# Investments of **LONGRAN**

## Gas and Electrical Hob Production Line

### Production Capabilities

- Induction, VitroCeramic, Gas
- Between 110 V – 230 V and 50hz – 60Hz production
- Between 18 mb to 35 mb gas pressured production
- From 30 cm till 120 cm hobs production

Induction



Vitro Ceramic



Gas



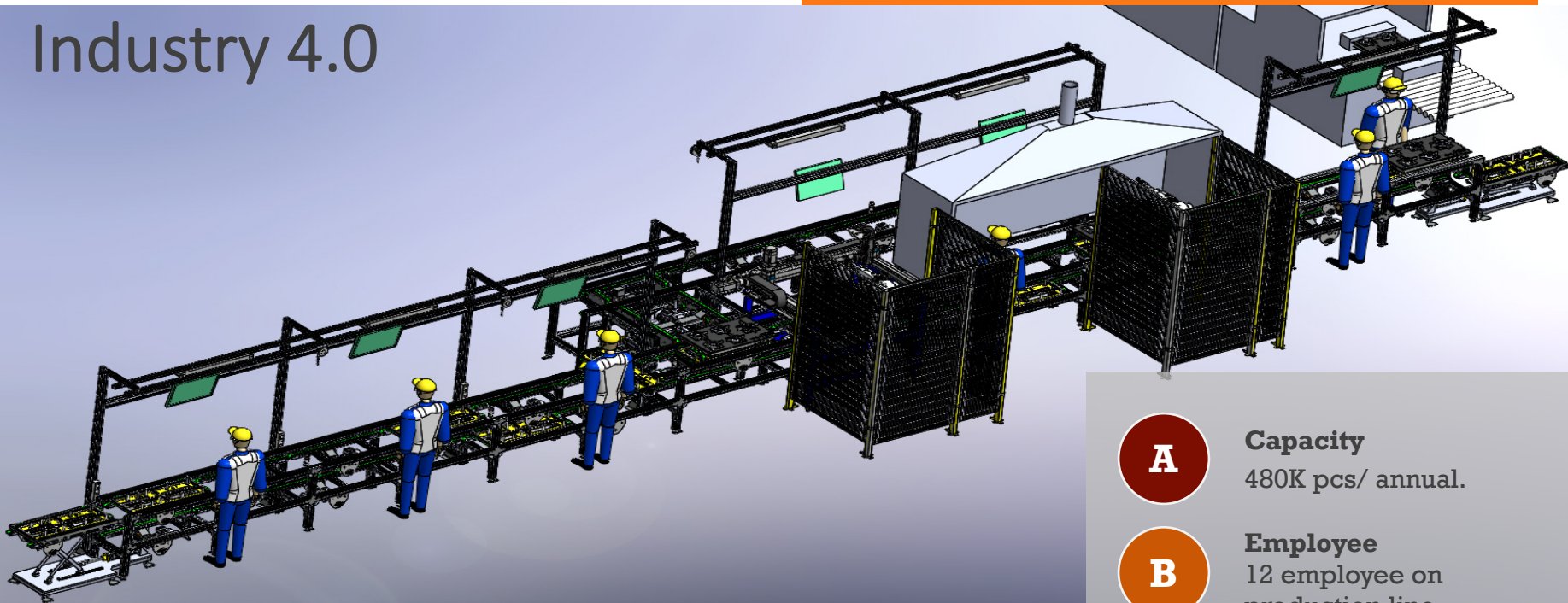




# Hob Production Line

Industry 4.0

- Kuka robots
- Festo robots
- Machine vision, measurements control
- Automatic electrical test by robot
- Automatic gas leak test by robot
- Automatic gas flow test by robot
- Scada control
- RFID follow-up



**A**

## Capacity

480K pcs/ annual.

**B**

## Employee

12 employee on  
production line



Thank You

