



INTERNATIONAL

magazine 2018

Issue: 1

HVAC & BUILDING INSULATION PARTNER

High volume manufacturing
capacity

Export to 5 continents



THIS IS NOT A SPACEPORT

A new dawn is upon the world of insulation. Because we have constructed **the largest insulation plant** between Europe and the Far East.

Thanks to our state of the art new facility, built with an investment of 35 Million Dollars and spread over 75,000 square meters, we continue to export 4,000 varieties of insulation products to 75 countries.

We are ODE. We invest in the future.

ODE Pusula is being published for over twenty years, and the English edition - ODE International you are reading is the first. Our aim is to inform you about the developments in ODE and of course to be closer. Personally, I find this new beginning exciting. In my first article I would like to give a perspective on what is happening in ODE.

Production is of course our priority.

Our Eskisehir investment, of which first phase of production is completed in April 2017, increased our tonality with our production capacity. Our production lines approved as the world's most modern insulation plant and our factory building are manufacturing with technology of the future. We see that the growth curve is accelerating.

We want to grow healthy.

As a production-oriented industrial enterprise, I would like to express that in the last 10 years the approximate growth rate per year is 25%. Despite 2017's country and world economic conjuncture, we set a record with a 30% growth rate. This result has increased our courage. We set our 2018 target at 30%. All of our stakeholders have contributed to the place and growth process that we have come up with. Once again, I would like to thank all my stakeholders.

Our export figures are rising.

ODE exports to five continents. 25% of the total turnover comes from export. This ratio indicates that there is a growth potential for ODE's export. By taking this into consideration we intend to increase our export ratio to 35% by 2020.

We will be a global brand.

Commercial results and approaches of our international stakeholders show that ODE, as a global brand, fulfills its responsibilities to represent Turkey abroad. Additionally, both the investments we have made and the opportunities we have seen in sales and marketing processes have strengthened the vision of ODE as a global brand.

Heat, sound, water and fire quadrants are only in ODE.

ODE offers commercial advantages to all stakeholders working together while it becomes prominent in the world as the only company that produces building and installation insulation materials under the same brand. Another advantage for our stakeholders in this context is on site production in higher potential countries. For this reason, we also mature our strategy of investing abroad. Growth action abroad will open our way to realize our vision of being a "Global Brand" while it will offer many opportunities for our stakeholders.

We will strengthen the Stakeholder Sharing Platform.

We established "Stakeholder Sharing Platform", which is defined as creating value for all its stakeholders. We collected all educations, seminars and events under this platform that touches the stakeholders. In 2018 we will accelerate the work of the platform and we will meet with more people. I believe that we will provide better quality service to our stakeholders with our more than 30 years' knowledge and our self-sacrificing and dynamic team.

I strongly believe that the first issue of our magazine you are reading will contribute to our common success and will build stronger relationships.

Wishing you pleasant readings...



Orhan Turan
ODE Chairman of the
Board of Directors

“
Keep the faith!
Don't forget that
a new road
begins at the
end of another
road.
”



INTERNATIONAL

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EDITOR



Dear Readers,

Our corporate magazine Pusula presented to you 3 times a year is involved in publishing for more than 20 years.

In this issue; we have carried out international activities we have done as ODE. We cover the interviews of General Manager Ali Türker and our Board Member, Jan Van Rij. We introduce our production facility in Eskişehir, which started production last year. We mention about prestigious projects where ODE products are used. We have not neglected to add the exhibitions we participated in, the meetings we organized for our stakeholders and the training programs we went through in the name of the Stakeholder Sharing Platform.

We believe that you will read the first English issue with pleasure.

See you in the next issue,

HANDE MİMARŞINANOĞLU
Corporate Communication Team Leader
ODE Yalıtım Sanayi ve Ticaret A.Ş.

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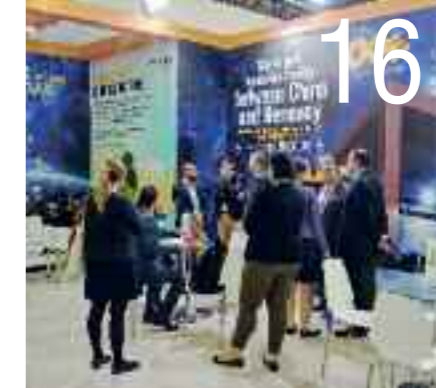
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A new dawn is upon the world of insulation

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Flying In Balloon In The Land Of Beautiful Horses...

WHERE THERE IS WATER, THERE IS LIFE ...



WE WOULD NOT BE ABLE TO SURVIVE IN THE WORLD WITHOUT WATER... IT DEPENDS ON CLEAN, FRESH WATER RESOURCES TO SUSTAIN THE EXISTENCE OF A LIVING CREATURE. DESPITE THE FACT THAT THREE-QUARTERS OF THE EARTH'S SURFACE IS COVERED WITH WATER, WE HAVE ONLY 1 PERCENT POTABLE WATER. THE AGENDA OF HUMANKIND, WHICH HAS USED LIMITED NATURAL RESOURCES UNPROFICIENTLY FOR YEARS, IS NOW OCCUPIED BY CLIMATE CHANGE, DESERTIFICATION, WATER POLLUTION, WASTES AND MANY MORE. FURTHERMORE, SINCE THE NUMBER OF PEOPLE LIVING IN CITIES WILL REACH 66 PERCENT BY 2050, THE CREATION OF SUSTAINABLE CITIES AND LIVING SPACES HAS BEGUN AT THE FOREFRONT OF THE CONSTRUCTION SECTOR. IN THIS WAY, HEALTHIER AND SMARTER HOUSES WILL BE BUILT AND THE PRESERVATION OF THE ENVIRONMENT WILL BE CONTRIBUTED, WHILE INSULATION MEASURES TO BE TAKEN DURING CONSTRUCTION WILL ENSURE THAT THE LIFE OF THE BUILDINGS WILL BE EXTENDED AND SAFER LIVING SPACES WILL BE FORMED IN OUR EARTHQUAKE ZONE COUNTY.

Water is the source of life. It is not possible for a living creature and a plant to live without water ... A living creature needs water to be able to sustain its life. The human body, which is consisted of three-quarters water, cannot survive more than a few days without water.

Moreover, Three Quarters of our World is consisted of water (oceans, glaciers, lakes, rivers, underground waters and atmospheric water vapor). However, we have only 1 percent drinking water. How is humankind treating streams, rivers, lakes, seas, oceans, while we have such less drinkable water?

Humankind's report card is full of poor marks

At the point where we come today, we can say that humankind has failed on the use and preservation of water. Today, water pollution is a global problem as well as a cause of many death and epidemic diseases. 14,000 people per day die directly or indirectly from illnesses caused by water pollution. In addition to acute problems in devel-

oping and developed countries, studies are also being conducted to reduce water pollution. The country with the most polluted water basin in percentage in the world today is the United States. In a recent national survey, 45 percent of river basins, 47 percent of lake basins, and 32 percent of ports in this country are observed to be polluted.

The main areas where we use water are agriculture, energy, urbanization, food and industry. About 70 percent of the world's water resources are used for agriculture. It is followed by industrial and domestic use with 19 percent and 11 percent. (FAO Aquastat, 2013). While the amount of water used in the industry is less than the water used in agriculture, there is a need for accessible, regular and environmentally sustainable water resources. Domestic water use is based on daily water consumption per capita. Average water consumption per capita per day (500-800 m³) in developed countries is about 10 times higher than water consumption in developing countries. In water-scarce regions, this rate falls to 20-60 m³ per capita per day (UNESCO, 2000).

Energy Efficiency First

EU COMMISSION RELEASED "CLEAN ENERGY FOR ALL EUROPEANS" PACKAGE



IN "THE CLEAN ENERGY FOR ALL EUROPEANS" PACKAGE, ENERGY EFFICIENCY LEVEL OF THE EU INDUSTRY IS HIGHLIGHTED ACCORDING TO THE DEEP DATA CONSISTED OF MORE THAN 2,700 INDUSTRIAL PROJECTS.

The European Commission convened in Brussels on 30 November 2016 and released its 'Clean Energy for All Europeans' Package. This includes legislative proposals that to review the Union's energy efficiency legislation.

The EU Commission proposes Energy Efficiency should be determined first with a target of 30% energy efficiency by 2030. It also extended Article 7, the main provisions of the IED (Industrial Emissions Directive) by 2050.

The Energy Efficiency First Principle is built on the simple truth of the energy : "Do not consume!" The package therefore recommends that Energy efficiency should be considered as a source of energy in itself:

The value of Energy Efficiency for European citizens and the European Union is;

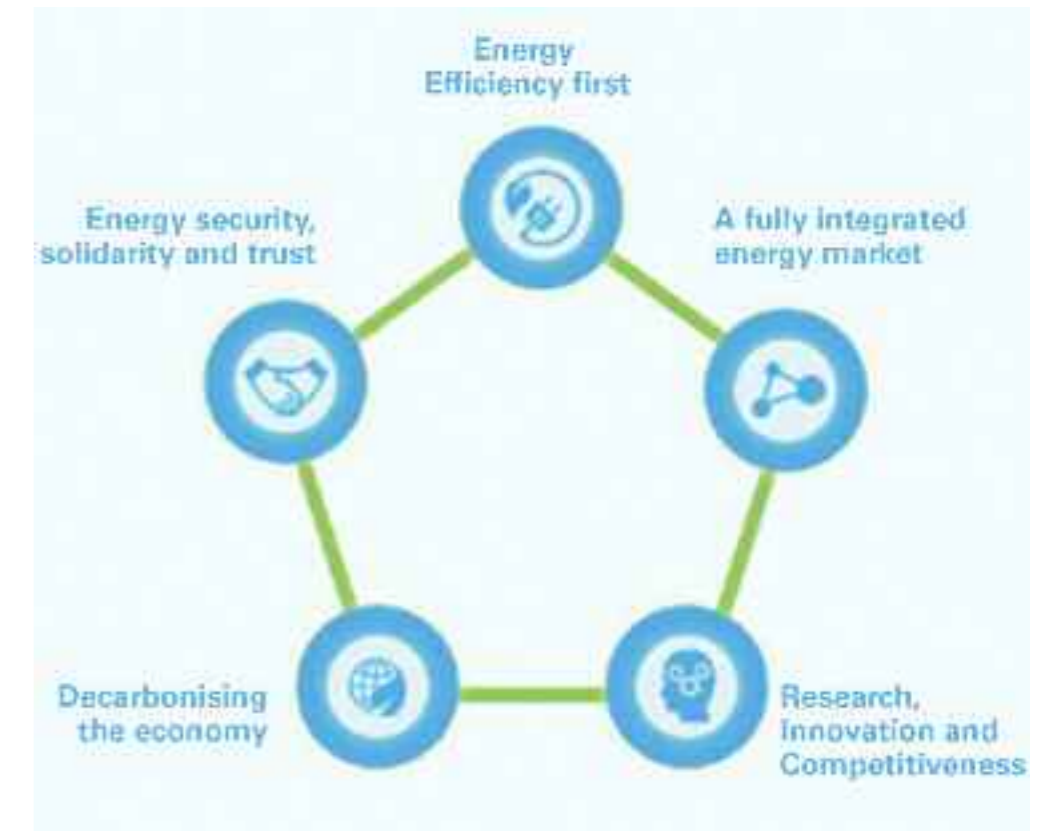
- Endless
- Available everywhere



The most cost-effective way of achieving Energy Union objectives is:

- Security of Energy Supply
 - Global Leadership in Renewable Energy
 - Decarbonisation (Paris Climate Agreement)
- ...while promoting growth, employment and investment.

Also today, European Commission published



the De-risking Energy Efficiency Platform (DEEP) with the support of UNEP Finance Initiative (UNEP FI) and the Energy Efficiency Financial Institution Group (EEFIG). They declared open-source database for the largest energy efficiency projects containing detailed information and analysis of over 7,800 industrial related projects (7,300 from Europe and 500 from the US).

EiiF has contributed to DEEP with 64 waste heat recovery projects with rapid and attractive

payback times, supporting the main message of DEEP for industrial Energy Efficiency projects. Attractive returns with in 2 years or even less is expected to make energy efficiency as the most cost – effective fuel for industry.

In EiiF's TIPCHECK (Technical Insulation Performance Check) Report released in May, the paybacks of all 180 Thermal Energy Audits was 1,5 years, even below the DEEP average results.

About DEEP:

DEEP is the name of the report "Energy Efficiency – the first fuel for the EU Economy: How to drive new finance for energy efficiency investments" issued by EEFIG for better understanding of the real risks and benefits of energy efficiency investments. By disclosing thousands of data points showing the real technical and financial data from a large number of implemented energy efficiency projects across the economy, the DEEP platform is a new source of operational risk management information, which will help project developers, financiers, and investors better. It assesses the risks and benefits of energy efficiency investments across Europe.



RECORD INCREASE IN CARBON DIOXIDE DENSITY

In the greenhouse effective gas bulletin released by WMO, it was emphasized that last year the increase in carbon dioxide concentrations in the atmosphere was at an unprecedented level in respect to last 800 thousand years. It was stated that the bulletin was based on carbon dioxide, methane and nitrogen oxide measurements in 51 countries. El Nino Southern Oscillations and human activities had also contributed to this increase in carbon dioxide density in 2016.

WMO Secretary General, Petteri Taalas said that "We are moving in the wrong direction" referring to the Paris Climate Agreement, which aims to prevent "dangerous temperature increases" by 2100. Researchers pointed out that the carbon dioxide concentration measured at 403.3 particles per million in 2016 is 50 percent higher than the average of the last 10 years. It is also recalled that the carbon dioxide density in the atmosphere was 400 million particles in 2015.

THE EARTH CAN HEAT UP SIX DEGREES IN 2050

In his speech at 5th Livable Cities Symposium's opening, World Resources Institute's (WRI) Turkey Sustainable Cities Chairman Ali Riza Daniş stated that half of the world's population that is currently 7.6 billion, live in cities and 2.5 billion people are expected to migrate to the cities by 2050.

Remarking that most of the greenhouse gas emissions that are important in fighting climate change are urban-borne, Daniş continued: "We know that 70 percent of greenhouse gas emissions are urban-borne. The main reasons for this high rate are low building efficiency in cities, preferred modes of transport, development models, and even consumption habits of urban residents. If we do not change them, our earth,

warmed up by 1 degree in the last 100 years, will be warmed up by 6 degrees when we are in 2050. With the signing of the Paris Agreement, the parties concluded that the increase in the temperature of the earth shall not exceed 2 degrees by the end of this century and it has been even emphasized the goal of keeping it at 1.5 degrees. More than 170 countries including Turkey signed United Nations Sustainable Development Goals, Brasilia Declaration on Road Safety and COP 21 Paris Agreement. They set clear goals on areas such as climate, urbanization and road safety until 2030 to improve the livability and sustainability of the cities. However, unless the decision makers and practitioners change the way they construct and manage

our cities, and unless we also change the way we live as individuals, it does not seem possible to achieve these goals. For this reason, we all need to play our roles."

In the meantime, Istanbul is the third among the cities having the most traffic congestion. At the same time, according to the Moovit 2016 Global Cities Public Transit Report, Istanbul is the city where people spent the longest time on the traffic in Europe with average of 91 minutes. In the classification of cities where the most time is spent in stations, Istanbul is the third with average of 19 minutes after Rome and Los Angeles. The cities where the least time is spent are Barcelona and Berlin with 10 minutes.

UN'S CALL FOR AN IMMEDIATE ACTION ON PARIS CLIMATE AGREEMENT

The United Nations Environment Program (UNEP) called governments and other actors to initiate immediate reducing carbon emission programs so that the goals of Paris Climate Agreement can be achieved.

UNEP released the results of the eighth UN Emissions Gap Report before UN Climate Change Conference to be held in Bonn. It was stated that only one third of the emission amount required to be reduced by 2030 can be reduced with national goals on emission reduction, and the programs at the private sector and national level is progressing slowly. It was reported that the Paris Climate Agreement aims to keep global warming below 2 degrees Celsius.



In the statement, it was remarked that the world is likely to warm up to at least 3 degrees Celsius by 2100 even if the current Intended Nationally Determined Contributions (INDC) is realized, saying "This means that governments should make more ambitious commitments when revising INDCs in 2020."

STEP OF "CLEAN TRANSPORT" FROM EU

The EU Commission announced a new regulation proposal under the title "Clean Mobility Package" to comply with the Paris Climate Agreement commitments. According to proposal, the emissions levels of carbon dioxide released from cars and trucks will be reduced 30 percent below 2021 levels by 2030.

Clean transport options will be preferred in various public tenders in EU member states. New investment solutions for the trans-European deployment of alternative fuels infrastructure will be provided across the EU countries. Triple negotiations between the European Council, the European Commission and the European Parliament for the enactment of the proposal will be done. If the parties agree on a text, the proposal will go into effect after the approval of all institutions and then the EU member states will have to carry out the necessary arrangements.



CATALYST TO CONVERT CARBONDIOXIDE AND METHANE GAS HAS BEEN PRODUCED



Scientists have produced catalysts that can recycle carbon dioxide (CO2) and methane (CH4) gases, which cause the most greenhouse effect in the atmosphere. In a study of which results were published in the magazine "Applied Catalysis B: Environmental", researchers from the University of Surrey in the UK made a catalytic component

reinforced with nickel-based tin and cerium dioxide and succeeded in converting synthetic gas that could be used as fuel for carbon dioxide and methane.

Synthetic gas, which can be converted into useful chemicals as well as consumed as fuel, is expected to encourage carbon capture and storage studies. Since carbon capture

and storage brings additional costs to industrial establishments, it has been implemented so far only to reduce the cost arising from government mandates or carbon pricing.

Stating that they expect the invention to open the door to breakthrough developments in carbon control, the researcher Dr. Tomas R. Reina said "Our biggest goal as climate scientists is to be able to reverse the effects of harmful gases in the atmosphere. This new technology not only prevents the release of harmful gases into the atmosphere, but also reuses them by converting them into renewable energies."

Researchers have emphasized that they are looking for solution partners to integrate this technology, which can change the world, into industrial production. According to the Global Carbon Project data, carbon emissions have increased by an average of 3 percent annually worldwide since 2006. Carbon emissions need to be reduced considerably in order to achieve the goal of keeping the global temperature increase projected in the Paris Climate Agreement adopted by the UN in 2015, as low as 2 degrees below the end of the century, ideally around 1.5 degrees. degrees.

BUILDING A HOUSE IN 20 HOURS WITH 3D PRINTERS

Doka Kalip announced that they purchased 30 percent of the 3D printer manufacturer Contour Crafting and explained that the constructions will be completed faster with 3D robotic printers.

The unstoppable pace of technology and digitalization has begun to affect the construction industry as well as every sector. Even a house will be able to be built without the need for human power with this system. It transforms the design made on the digital platform from imaginary into real; in other words, into a 3-dimensional solid object. Thus, the construction can be completed faster than normal time. In addition to being suitable for all types of residential and infrastructure projects, accommodation needs of the victims after the natural disasters will be able to expeditiously resolved by these robots. With this technology, an average



house of 230 square meters will only be built in 20 hours.

Doka, which started its activity as a wooden workshop in Austria in 1858 and improved automatic climbing mold systems, an-

nounced that they will continue investing for this system. The company stated that it has bought 30 percent of the 3D printer manufacturer Contour Crafting and started the digitization of the construction sector.

TURKEY: SEVENTH COUNTRY IN EU



Turkey was ranked seventh in the European Union in terms of wide product range produced in the industry. In comparison with European Union countries for production range, while Germany ranked first with a total of 3,554 (93 percent). Industrial products, it was followed by France with 3,436 (90 percent) and Italy with 3,405 (89 percent).

Turkey, which produced 2.949 (77 percent) of the products on the list, ranked seventh when it was compared with European Union countries in the product range. When the products produced in the manufacturing industry in 2015 were classified according to the main industrial groups, it was observed that the total sales value was composed of 45.8 percent intermediate goods, 26.4 percent consumer non-durable goods, 17.9 percent capital goods.

ODE INSULATION, UNDERSIGNED THE UN DECLARATION OF WOMEN'S EMPOWERMENT PRINCIPLE



ODE UNDERSIGNED THE DECLARATION OF 'WOMEN'S EMPOWERMENT PRINCIPLES' SPREAD BY THE UNITED NATIONS ENTITY FOR GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN AND THE UN GLOBAL COMPACT INITIATIVE. ODE INSULATION CHAIRMAN ORHAN TURAN STATED THAT

INCREASING THE RATE OF FEMALE EMPLOYEES IS ONE OF THE MAIN ELEMENTS OF COMPANY POLICIES AND HE SAID, "I WISH THAT WOMEN PLAY MORE ACTIVE ROLES IN BUSINESS LIFE FORT HIS PURPOSE, WE WILL DO OUR PART AS ODE".



ODE Insulation has undersigned "Women Empowerment Principles" that is one of the most important global initiatives of the private sector and aims at empowering women to be involved in economic life in all sectors and at all levels. The Women's Empowerment Principles require business-world leaders to commit themselves to the seven principles of creating company policies that will promote gender equality.

Stating that increasing the rate of female employees is one of the main elements of company policies, ODE Insulation Chairman Orhan Turan said, "In this context, we have undersigned the declaration of the Women's Empowerment Principle. With this declaration we have undersigned; we will contribute to the development of gender equality in order to develop the skill pool, to raise the competitiveness of our company, to fulfill our corporate social responsibility and sustainability obligations, to create economic and social conditions that will enable men and women to reach equal opportunities, and to accelerate sustainable development in the country in which we operate.

Starting that the number of female employees in ODE is increasing day by day, Turan said "I would like to see women in a more active role in business life in the coming period with the belief that the participation rate of woman in social, political and economic life determines the civilization level of that county. For this purpose, ODE will also do its part".

EXPORT AWARD TO ODE INSULATION

FROM CLIMATE INDUSTRY EXPORTERS ASSOCIATION

ODE Sales Director Serhat Özcan
(n the middle), İSİB Başkanı
Zeki Poyraz (on the right).



IN LINE WITH ITS VISION OF BEING A WORLD BRAND IN INSULATION, ODE INSULATION HAS WON EXPORT AWARD FROM THE CLIMATE INDUSTRY EXPORTERS ASSOCIATION (ISIB).

Climate Industry Exporters Association held the award ceremony of the successful exporters of the climate sector for the year of 2016 in Ankara. ODE Insulation has been awarded in the category of "The Company exporting the most insulation material". ODE Insulation Sales Director Serhat Özcan received the award from Zeki Poyraz, Chairman of the Climate Industry Exporters Association. ODE Insulation gives great importance to export activities and currently exports to 5 continents. ODE Insulation is planning to use its increasing capacity with the new facility in Eskişehir, which started production in March, for export and to increase its capacity in Africa further. ODE, which achieved USD-based growth in 2016, will accelerate this acceleration in 2017 as well. ODE Insulation aims to increase exports by 100 percent by 2020 and to export 35 percent of its total production.

GREAT INTEREST IN ODE INSULATION AT ISH 2017

IN LINE WITH ITS VISION OF BEING A WORLD BRAND IN INSULATION, ODE INSULATION HAS RECEIVED A GREAT INTEREST IN THE WORLD'S LEADING AIR-CONDITIONING EXHIBITION ISH 2017.

ODE Insulation participated in ISH 2017 - Energy, Heating, Cooling and Ventilation Fair considered as the most important fair of mechanical installation sector. In the ISH Exhibition held

in Frankfurt every two years since 1960 and followed by industry professionals with great interest, ODE exhibited ISIPAN branded extruded polystyrene-based thermal insulation materials, ODE Membrane branded thermal insulation coatings, ODE Starflex branded glasswool used for heat, sound and fire insulation and ODE R-Flex branded elastomeric rubber foam insulation materials for installation. Booth and products of ODE Insulation whose some products are exported to the European market received a great interest in the exhibition.

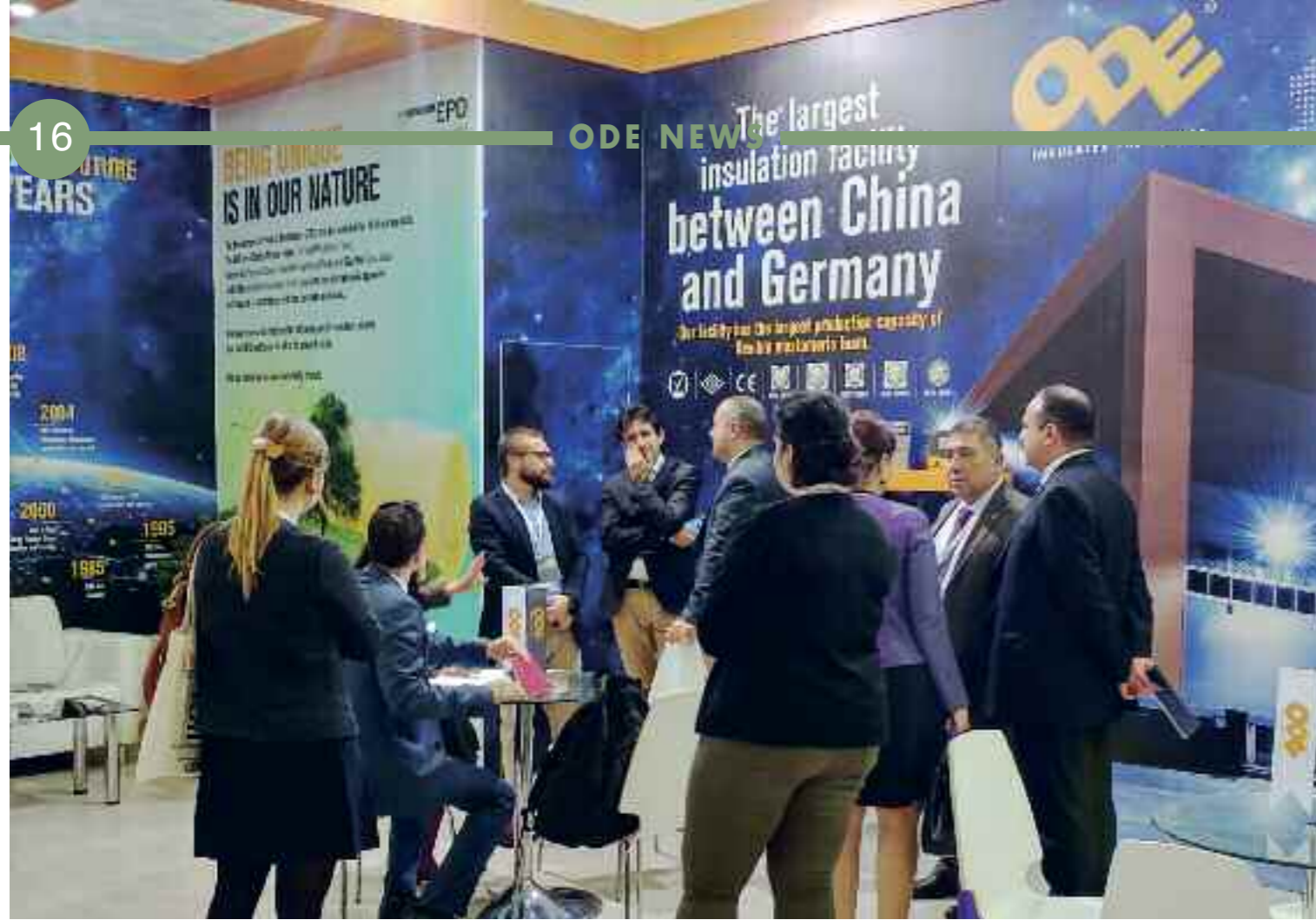
"We are very pleased with the interest in our products"

In ISH 2017 Exhibition, 2 thousand 482 institutions and organizations from 61 countries were participated, more than 200 thousand visits were made and Turkey joined with 140 companies as partner countries. ODE Insulation General Manager Ali Türker said: "We have activated the first phase of our Eskişehir plant and we increased our membrane capacity. When we activate the second phase, we will have the production plant with the highest capacity from China to Germany. Technical insulation is of utmost



importance for us. In this context, large organizations such as ISH 2017 are indispensable platforms for us. We are very pleased with the interest in our booth and our products."





INTERNATIONAL EXHIBITION ATTACK OF ODE INSULATION

OPERATING WITH ITS VISION OF BECOMING A WORLD BRAND IN INSULATION, ODE CONTINUES TO EXPOSURE IN OVERSEAS EXHIBITIONS IN LINE WITH ITS GOAL OF BREAKTHROUGH IN EXPORT. ODE INSULATION DISPLAYED ITS PRODUCTS IN THREE DIFFERENT EXHIBITIONS ORGANIZED IN IRAN, FRANCE, AND DUBAI IN 2017, AND WAS THE ONLY PARTICIPANT FROM TURKEY IN ITS OWN PRODUCT GROUP IN THE IEX USA EXHIBITION THAT WAS LAST HELD IN USA ON 12-13 DECEMBER 2017.

ODE, one of the leading companies in the insulation sector, has accelerated its efforts to increase exports and improve international cooperation possibilities. More than 4 thousand products in 2 main categories, including building and HVAC of ODE Insulation that participated in the leading building and construction exhibitions of the world in 2017, attracted great interest from the participants. ODE exhibits extruded polystyrene-based thermal insulation materials, ODE Membrane branded thermal insulation coatings, ODE Starflex branded glasswool used for heat, sound and fire insulation and ODE R-Flex branded elastomeric rubber foam insulation materials for installation.

ODE; participated in IRAN HVAC & R Exhibition held in Tehran, Iran on 25-28 October 2017, BATIMAT Exhibition held in Paris, France on 6-10 November 2017 and The Big 5 International Building and Construction Exhibition held in Dubai Emirate of United Arab Emirates on 26-29 November 2017. ODE has also participated in IEX USA Exhibition, one of the industry's most important exhibitions, held in Houston, USA for the first time this year.



IEX USA Fuarı



ODE INSULATION BROUGHT TOGETHER ITS OVERSEAS BUSINESS PARTNERS IN ISTANBUL

ODE INSULATION GATHERED 45 BUSINESS PARTNERS FROM 20 COUNTRIES AT THE MEETING HELD IN ISTANBUL. ALI TÜRKER, GENERAL MANAGER OF ODE INSULATION, SHARED THE COMPANY'S FUTURE PLANS WITH BUSINESS PARTNERS AND SAID THAT THEY ARE TAKING IMPORTANT STEPS TOWARDS BECOMING A REGIONAL LEADER IN THEIR SECTOR UNTIL 2025 BY MOVING UP A GEAR IN EXPORT WITH THEIR INVESTMENTS.



In line with its vision of becoming a world brand in insulation, ODE has gathered 45 business partners from 20 countries. On the first day of the two day trip, ODE's foreign guests took a Bosphorus Tour in Istanbul, visited historical and touristic places, and had a pleasant day. On the second



day, the foreign delegation visited and examined ODE's Corlu factory and had information about ODE's 2025 vision. The speeches were made by Ali Türker - General Manager of ODE Insulation, Jan Van Rij - Non-Executive Director of ODE Insulation and Hasan Önder - CEO of Daikin Turkey.

"We will be a strong regional leader by 2025"

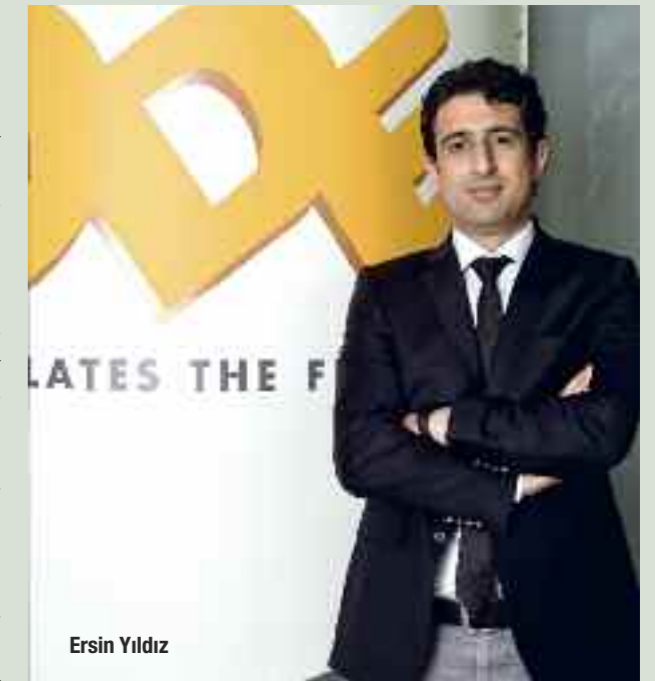
By explaining that they have made significant contributions to the growth of industry and economy with the investments they have made in the last five years as ODE, Ali Türker, General Manager of ODE Insulation said: "With the start of production in our Eskişehir

"ODE IS THE LEADING COMPANY IN THE SECTOR"

ODE Export Director Ersin Yıldız says that ODE wants to organize meetings with 45 business partners from 25 countries constantly at certain intervals. Yıldız says; "Our goal is to raise awareness amongst our dealers by transferring ODE's corporate culture and vision. This awareness brings customer loyalty. I think that the way from individual relationship management to corporate communication management is going through these meeting organizations."

At the meeting, indicating that ODE's vision and goals and the information about

ODE's new investments are shared, Yıldız says that they receive positive feedback from representative of each participating firm at the end of the meeting. Stating that ODE, which exports to 5 continents, will continue to be with customers primarily at the site to be involved in new markets, Yıldız continues: "New country visits, attending exhibitions and organizing seminars are among the actions we plan to take. ODE is the leading company in the sector. I think we will permanently declare our leadership in this direction with our Eskişehir factory."



Ersin Yıldız

factory, we aim to grow by 25% within the next five years. Our other goal is to increase the number of countries we export over 1 million USD each year and to increase the share of exports in total turnover to 30 percent. We will be a strong regional leader in 2025 for our sector if we achieve these goals".

"We work for a sustainable future"

Türker stated that ODE is working for a sustainable future far beyond being a supplier and a producer. He continued as follows: "In this regard, we have received four Environmental Product Declaration (EPD) certifications

internationally recognized in all markets and compatible with European standards. During the project process started in May 2015, an intense period of work such as data collection for four product groups, calculation of environmental impacts, verification by independent auditors, and issuance of the Climate Declaration for each product were done. Since EPD documents are required by many green building evaluation and certification systems such as LEED, BREEAM and DGNB, we have advantage in projects compared to other players in the industry. With EPD documents, we are proud of being a registered European brand with our environmental awareness."our envi-

CEYLİN AKDEMİR / Marketing Director



ODE CONTINUES CREATING VALUE FOR STAKEHOLDERS

ODE INSULATION CONTINUES TO MAKE AN IMPRESSION BY BREAKING NEW GROUND. ODE CREATES VALUE FOR ITS STAKEHOLDERS BY GATHERING ALL ITS WORKS FOR STAKEHOLDERS UNDER THE ROOF OF THE STAKEHOLDER SHARING PLATFORM. WE ACQUIRED SOME INFORMATION FROM ODE MARKETING DIRECTOR CEYLİN AKDEMİR ABOUT THE STAKEHOLDER SHARING PLATFORM AND WORKS FOR STAKEHOLDERS.

ODE Insulation, which has broken many new grounds in the sector, started to carry out works that create value for its stakeholders with its project named as Stakeholder Sharing Platform. Could you give us information about Stakeholder Sharing Platform?

As ODE Insulation, we continue to break new grounds in the sector. ODE, which is the first to receive the Environmental Product Declaration (EPD) for its all products in our sector, the first to publish 'Corporate Social Responsibility Report', the first to deserve ISO 27001:2013 certificate, the first to participate in the TURQUALITY® National Brand Building Program in 2010 lastly broke a new ground again for stakeholders. Shortly, we continue to lead the sector with our innovative works.

We are one of the Turkey's largest organizations with 100 percent domestic capital. We have decided to place our stakeholders at the center of our activities. We aimed to carry out works that create value for them by gathering our employees, authorized dealers,



Stakeholder Sharing Platform

suppliers, sectoral experts, foremen and all domestic and international stakeholders under the roof of 'Stakeholder Sharing Platform'.

Opened its doors to its stakeholders for the first time in its giant production station in Eskişehir

What kind of work do you do for stakeholders? What have you done so far?

As ODE, we aim to reach our stakeholders in the new period with more comprehensive trainings, seminars, visits and different projects. Through the platform, which is also the first in the sector, the information on the latest developments in the insulation sector and applications with the latest technologies will be met with ODE stakeholders. We plan to train 10,000 manxhour in 2018 while giving a total of 6,000 manxhour training in 2017.

In this context, ODE Insulation Board of Directors Orhan Turan, who transferred his experiences in business life and his vision of the future with the motto "Love, wealth and experience increase when shared", came together with 210 stakeholders in three separate meetings.

Within the scope of two days Foreman Seminars specially organized for water insu-

lation; 164 water insulation foreman came together from Central Anatolia, Mediterranean, Aegean and Marmara regions. Technical and practical information about the properties and usage details of the water insulation

products were shared during the two days trainings with a total of 700 manxhours.

We held the seminars about Glass Wool and the new technologies in its production with 200 sectoral experts and stakeholders.

II. Training and Development Program for ODE's employees was held in Eskişehir with 42 participants. The sales and marketing teams participating in the program for three days have listened the



INCREASING CONSCIOUSNESS IN WATER INSULATION IS THE MOST IMPORTANT FOCUS

ODE believes that consciousness about water insulation products will increase where water insulation becomes compulsory and this will have a positive impact on the insulation market so that ODE will continue to focus on water insulation in seminars and trainings organized under the roof of Stakeholder Sharing Platform. Water insulation, which has a protective effect especially in earthquake regions; is vital for Turkey, where the population density of 95 percent locates in the earthquake zone.

innovative studies where they can improve their sales skills with different marketing techniques and methods.

ODE has not forgotten its overseas vendors and suppliers in 2017. ODE's 2025 vision and export targets were transferred to 30 foreign business partners in the Dealers Meetings.

ODE's 30 authorized dealers visited Eskişehir factory and received information about new factory's activities. ODE's vision and objectives were also shared in the visit.

Stakeholder Sharing Platform makes an ambitious entry into 2018

We entered 2018. What are you planning to do under the roof of Stakeholder Sharing Platform in 2018?

The activities we have carried out under the roof of the Stakeholder Sharing Platform will continue in 2018 without slowing down. Besides the Foreman Seminars which will be organized twice a month, İzmir Stakeholder Meeting is one of the first activities of 2018. In 2018, we also plan to expand seminars for business partners abroad and include different countries.

Platform's Mobile Application ODESENSIN

This platform also has a mobile application. Could you give brief information about the subject?

ODESENSIN (You are ODE) is the mobile application of ODE brand ambassador program.

ODE's brand representatives download the application and follow ODE's social media activities, and get a chance to have surprise presents.

A NEW DAWN IS UPON THE WORLD OF INSULATION



A NEW DAWN IS UPON THE WORLD OF INSULATION. BECAUSE WE HAVE CONSTRUCTED THE LARGEST INSULATION PLANT BETWEEN EUROPE AND THE FAR EAST. THANKS TO OUR STATE OF THE ART NEW FACILITY, BUILT WITH AN INVESTMENT OF 35 MILLION DOLLARS AND SPREAD OVER 75,000 SQUARE METERS, WE CONTINUE TO EXPORT 4,000 VARIETIES OF INSULATION PRODUCTS TO 5 CONTINENTS.

ODE Insulation started production in the first phase in the new insulation plant. While the latest technology is used in the new insulation plant rising on 75.000 square meters, it is being designed with an environmentalist approach at the same time. The insulation plant attracts attention as the largest and most modern insulation station in the region between Europe and the Far East.

ODE crowns its 30th year with new investment in Eskişehir

The journey of ODE, which started in a small office in İstanbul, is crowned today with the new insulation plant rising in Eskişehir. The new investment in Eskişehir starts with the feasibility studies made in 2013. A large island

was allocated on behalf of ODE in October 2013 with the decision of the Board of Directors of Eskişehir Organized Industrial Zone. After initial researches, ODE started to work with local project groups to support the local structure. They prepared the licensing projects with the Eskişehir architects and engineers and got the licenses on 28 October 2014. After obtaining the licenses for the project, ODE immediately started the feasibility studies and the excavation works to save time. In the project, maximum benefit is received from the land by creating half-basement floors in some parts of the building taking advantage of the slopes of the land.

While the total enclosed area to be located in the area is 59.150 square meters, 56.274 square meter is planned to be used for pro-

duction and storage areas, and 2.876 square meter is planned to be used for social and administrative areas. By making flexible planning, the infrastructure is also being created for production differentiation that can occur in the process. Besides the quality control laboratories of different material productions, R & D center for product development is also included in the plans.

The insulation station is environmentally friendly

ODE, which has contracted DEA Yapı İnşaat Taahhüt A.S. for the construction of the new station, had started to construct rapidly on May 2015. ODE put the necessary precautions for the construction of an environmentally friendly factory at the forefront during the project phase,

and took measures to prevent loss of heating, unnecessary lighting and waste during construction phase. The sensitivity to fire, environmental protection and heat insulation is reflected to the entire project. The design includes eco-friendly applications such as photovoltaic power generation, led lighting fixtures, flush system rainwater discharge and gray water installations. The daytime lighting of the facility is also provided by natural lighting material with polycarbonate lights. Scrubbers are used to filter out the dirty air that may be generated.

The drivers' house was not neglected as well as the Truck Park in the plant

In the project estimated that the vehicle traffic would be 20.000 unit/year at full capacity production, truck parks were created within the boundaries of their own land, but outside the perimeter walls. There is also a service building, where waiting drivers can meet their immediate needs in the drivers' house, next to the TRUCK Park.

In the project planned to facilitate service roads around all the plant for both raw materials and product shipment, precautions are being taken in order to prevent energy loss and environmental pollution by centralizing all service units. Solutions are being developed that will provide uninterrupted traffic service in winter conditions by putting resistance into ramps on all service roads.

Precautions against earthquake and fire were also taken at the insulation plant

Carrier systems of the buildings where the precautions are taken against the earthquake and fire are built using the conventional and prefabricated mixed system production technique.

In the fields that fill the bases, the pile foundation is built and a more durable building is built against the earthquake. All enclosed areas are divided into a sufficient number of fire zones; fire-tight areas between the zones are built.

ODE products were used in the insulation of the new plant

In the new investment, ODE glasswool, rubber types and XPS products in various thicknesses were used in facade and roof coatings as thermal insulation elements and ODE bitumen membrane types were used in water insulation.

THE NEW INVESTMENT HAS BECOME TURKEY'S MOST MODERN "BITUMEN MEMBRANE" PRODUCTION FACILITY



Tuncay Ayhan

Tuncay Ayhan, the owner of Unitem Muhendislik A.S. is involved in the project of Eskişehir insulation plant starting from the design phase of the mechanical and electrical systems with the task of managing a continuing process under the construction. Ayhan stated that the construction of the building in the new insulation plant project started on May 2015 and completed on November 2016. He says that it has been ready for production with the completion of mechanical and electrical process by the beginning of March 2017.

Regarding the launching of the new insulation station, Ayhan says: "The part we identified as PHASE 1 of the factory has been completed and launched. It has been operating since March 2017

as currently Turkey's the most modern "bitumen membrane" production facility."

By stating that the construction of the factory with the latest production techniques brings the architectural advantages, Ayhan says: "It primarily insulates itself very well "as an insulation plant". An insulated wall and roof system were used to prevent heat losses and gains that would minimize energy costs. There is a saying among the people, "the shoemaker's son always goes barefoot," we have reversed this understanding in this factory, we have very well insulated our own factory first, and we will continue to insulate the buildings and installations outside our factory."

When PHASE 2 of the plant is completed, it will produce its own energy, will use all waste heat and will be a sample plant in our country and nearby geography as a modern structure that minimize carbon footprint and adopt Industry 4.0 logic."

Stating that the most distinguishing feature of the Eskişehir plant from other insulation plants is its being environmentally sensitive and respectful plant, Ayhan says that the plant has the systems using resources most intelligently and the ability to produce renewable energy will contribute to the plant a very important meaning.

Regarding Factory's new R & D center, Ayhan says: "I think, the weak points in R & D in our country will be solved in a short time if ODE's approach is taken as an example. ODE has placed R & D studies in the first place of growth strategies, both to improve the quality of the products in the market and to develop more value-added products in the insulation sector."



ODE INSULATION GENERAL MANAGER ALİ TÜRKER:

“WE HAD ESTABLISHED THE MOST ADVANCED R&D LABORATORY OF OUR SECTOR IN OUR ESKİŞEHİR PRODUCTION FACILITY”

ODE INSULATION WHICH HAS SUPPORTED MANY STUDIES ON ENERGY EFFICIENCY AND HAS SIGNED SO MANY STUDIES IN THIS RESPECT, DESIGNED THE NEW INSULATION STATION ACCORDING TO THE NEEDS OF THE YEAR 2030. THUS, ODE HAD ESTABLISHED ONE OF TURKEY'S MOST MODERN AND ENVIRONMENTAL FRIENDLY PRODUCTION FACILITIES. ALİ TÜRKER, GENERAL MANAGER OF ODE INSULATION, SAYS THAT THEY ARE MANUFACTURING WITH THEIR OWN KNOWLEDGE, TECHNICAL STAFF AND THAT THEY ARE PLANNING TO PRODUCE SOME INSULATION PRODUCTS THAT ARE NOT PRODUCED IN TURKEY BY ESTABLISHING THE MOST ADVANCED R&D LABORATORY IN THE INDUSTRY IN ESKİŞEHİR PRODUCTION FACILITIES.

What is ODE doing about energy efficiency and innovation?

Our Eskişehir factory is designed according to 2030 needs, and is one of the most modern production facilities in Turkey. Because all the necessary planning for preventing heat loss, unnecessary lighting and waste generation was made during the projecting phase. Our sensitivity to fire, environmental protection and thermal insulation as a company are reflected in the whole project. In this context, environmental friendly applications such as LED lighting fixtures, flush system rainwater discharge and gray water installations were preferred in the design of the production facility.

Sustainability is a concept we attach importance in every sense. In this context, we have received EPD documents for our ODE Isipan, ODE Membrane, ODE Starflex Glasswool and ODE R-Flex Elastomeric Rubber Foam thermal insulation products as a result of detailed study. During the project process starting in May 2015, an intense period of work such as data collection for four product groups, calculation of environmental impacts, verification by independent auditors, and issuance of the Climate Declaration for each product started. Thus, we have become the only company in the sector to achieve EPD certification for all the products we produce. We once again demonstrated our sen-

sitivity to the environment with the EPD document and thus we were able to enter into the number of producers in Europe.

For ODE, environment and insulation are integral elements. In this context, we work for a sustainable future beyond being a manufacturer. We continue to support our words "Insulates the Future" with innovations in our production. As ODE, we act with the awareness that insulation has a critical importance in energy saving. We are making all our investments in line with this awareness. For example, we are now producing 100 percent Ozone Friendly foam due to the new production system we have switched since 2010. We are proud to be a registered as a European brand with our EPD documents and our environmental awareness.

In the field of innovation, we had invested in glasswool and Multipack in Çorlu before. This year we realized capacity upgrading and modernization with an investment of 6 million Euro furnace renewal. The glass furnace burning system was modernized as oxy-fuel. We also built an "Oxygen Gas Production Facility" to produce the oxygen gas to be used for this purpose. With this modernization, we were able to save on natural gas consumption as well as improve the emission of flue gas.

On the other hand, as ODE, we are manufacturing with our own knowledge, technical team and R&D without any license agreement. For the years between 2017 and 2021, we allocated over 18 million dollars of resources to R&D and marketing activities. We established the most advanced R&D laboratory of our sector in our Eskişehir production facility. By increasing our product range, we plan to produce some insulation products not previously produced in Turkey.

“We aim to increase the share of exports in total turnover to 35 percent”

How do you evaluate the production and competition in this sector?

In 2016 Turkey face with many difficulties such as the terrorist incidents, the Russia Crisis and the coup attempt in July 15. These all caused economic contraction both in the macro scale and in the sector scale. We believe; however, the demand will especially increase in the insulation sector in the upcoming period, and the market will grow. Moreover, heat and water insulation market is growing more than the overall economic growth. The current growth in the construction sector also affects us positively. In the



OZAN TURAN: “WE CARE ABOUT EXHIBITIONS TO REALIZE OUR EXPORT TARGET”

Stating that they are very pleased to receive a great deal of attention to their stands and products in the leading exhibitions of the world, “As ODE Insulation, We export to different geographies of the world. In some countries, we are the market leader in technical insulation. With full capacity production of our Eskişehir factory, we will have a production capacity twice as much as the Turkish rubber market. Within this scope, we aim to increase our exports by 100% within 4 years. We are planning to make a big breakthrough in exports in coming period. In this context, our first goal is to enter especially sub-Saharan countries in North Africa, and actualize our strategies in our 13 target markets. Exhibitions are important tools for achieving this goal, and in 2018, we will continue to the exhibition attack we started this year.” said ODE Insulation International Business Development Team Leader Ozan Turan.

first seven months of 2017, with the increase in the capacity realized with Eskişehir and Çorlu investments, we have achieved a growth of more than 30 percent in our own products both above the sector average and over the last 10 years. Our aim is to make this growth sustainable and reach up to 125 million dollars turnover by 2020. However, despite the fact that the capacity utilization rate of the market in all product groups is still very low, an effective and fair competition environment cannot be emerged.

As ODE Insulation, we plan all our activities and investments with the vision to be a regional power and ultimately a global brand. With the completion of the Eskişehir investment, we aim to be the biggest insulation company in Turkey in terms of capacity and turnover and to increase the share of export to 35 percent in our total turnover by increasing the number of countries we export over a million dollars every year. In this context,

we aim to increase our exports by 100 percent within four years.

What kind of risks do you face with if you stay behind the technology?

It is not possible for the companies to meet the consumer's expectation if they fall behind the technology. As ODE Insulation, we will accelerate our investments in this area by increasing the production of our products in the membrane series in the coming period. With Premium products in ODE Membrane Water Insulation Series, we offer innovative solutions with different price range, but with good quality in accordance with different customer demands. The ODE Premium Membrane Series is certified with ISO (9001, 27001, 14001, 50001, 18001), the first EPD (Environmental Product Declaration) document in the sector, TSE and CE certificates which determine the product and production quality standards.



ODE NON-EXECUTIVE DIRECTOR JAN VAN RIJ ANSWERED OUR QUESTIONS ABOUT THE FUTURE OF THE INSULATION INDUSTRY AND THE USE OF NEW TECHNOLOGIES IN THE SECTOR.

ODE NON-EXECUTIVE DIRECTOR JAN VAN RIJ:

“I LIKE TO BE PART OF THE ODE INNOVATED FUTURE BY PROMOTING AN ENTREPRENEURIAL WAY OF ACTING AND THINKING AROUND ODE”

Jan, who are you, what is your relationship to ODE?

I am Jan van Rij, born in the Netherlands and still living there, 500 meters from the seaside and half an hour from Rotterdam. I am married and have two lovely daughters, both living in Amsterdam.

I met Orhan Turan (owner ODE) in 2002 when we started a joint venture in Turkey. We started a Flexible Ducting factory named Ductflex. As CEO of a large European HVAC trading company, (ATC) Air Trade Centre International BV, I was often traveling to Istanbul

and we became friends in business. January 2012 after ATC was sold, I changed life, went back to study and followed my next ambition to become Supervisory member or Non-Executive board member for various companies. Orhan made his phone call in 2012 and asked me to start an advisory board for ODE. Together with excellent specialists from the UK, France and Germany we did some nice work for ODE in that phase. In 2014, we changed the structure and I became Non-Executive Director within ODE with a focus on organizational matters, export markets, strategy and

marketing. I am in Turkey every 6 weeks. Before 2002 I was COO of a large valve distribution company, active in 22 countries across the world, before that I was in the rubber sealing and industrial hoses businesses, for mid-size and large groups for 15 years. I started as Managing Director for Trelleborg, a Swedish company at the age of 32 years.

What is the future of the Insulation Business in your opinion?

That is a difficult question, reading studies about the insulation future, I think this is one

of the most attractive businesses within the building industry sector also with the best growth opportunities, but there are some threats for all involved in this industry.

Some of the prominent trends that the market is witnessing includes increasing attention towards energy-efficient building, improved demand for insulating materials in extreme weather countries and evolution of new Chinese companies with competitively priced roofing and insulation materials. Depending on the material the market is segmented by Foams, Fiberglass, Mineral wool and other materials. So, a threat and an opportunity for all involved.

What about ODE, innovation, sustainability and energy efficiency?

Challenging questions, yes we have the duty to help save the planet, look at the two pictures 1984 and 2016 and you know your own and ODE's duty to act and perform. In the last 2 years ODE invested in new spinners and a new oven for the glaswool production, resulting in a sustainable energy friendly Glaswool production with better insulation properties. We, and the end users, have the obligation to make fast and professional steps.

“It's time to act”

If we look at the European annual costs effective saving potential* for technical insulation of 620 PJ; it is equal to the energy consumption of 10 million households, then it is time

to act. Owners of the industrial installations, national governments, NGO's, insulation producers and installers need to move on and harness the potential of technical insulation.

The supply chain in Europe and Turkey differs, way?

Today ODE is a leading player in Turkey, we have a good product-mix combined with an excellent dealer network around the whole of Turkey and neighboring countries. But today's reality is that we are a little player outside Turkey, fast growing in some areas, but still small. Globally the product-portfolio of an ODE competitor is concentrated on one or two products. Within ODE we have a unique own production product portfolio, Fiberglass, Elastomeric Rubber Foam, Polystyrene Thermal Insulation, Waterproofing membranes, (and trading of Mineral Wool) That is an advantage for the today clients, dealers and traders in and outside Turkey. The large and well-known producers in this sector in Europe have a dominant position and are often connected with the large distribution groups depending on volume. Supply chain trends and technological innovations are key, the future of distribution strategies will change, to start in the Western world, with later an effect in other parts of the world.

“then finally huge trading groups with limited, very often, no profit”

In the last decade, we saw an enormous con-

solidation within the supply chain. Little insulation distributors and (in the past) insulation specialist, got bigger and bigger. Companies were sold to large groups and those groups became bigger and bigger by mergers and more acquisitions, driving the products in to the commodity magnet position, large volume strategies were dominating that company culture and strategy with a low knowledge and a low (application) added value attitude. Then finally today huge groups with limited, to very often, no profit, struggling to survive. At the same time we see the consolidation of production companies with a predictable future change of the supply chain.

Soon end-users and the building construction industry in Europe will either go back to the added value distribution company for small quantities and/or demand the production company to supply directly. As a distributor, you need to add value, product availability is not enough anymore. Ode is permanently training their distributors in Turkey to make them real insulation specialists, together with the ODE adding value. ODE is teaching the applicator, the end user, how to use and install their products, all members of the supply chain must add value to the supply chain.

In the export countries, we work with midsize insulation expert companies making the difference in many regions.

Where does the future of insulation bring us?

Efforts and regulations to make existing buildings more energy efficient will support improvement and (repair) demand for insulation. Fiberglass insulation remains a popular choice with construction professionals and DIYers because of its low cost, favorable isolative properties, and ease of installation.

New developments, ICFs (insulating concrete forms) Insulated envelope and metal panels, concrete structural insulated panel wall systems constructed with foam and concrete, SIPs (structural insulated panels) that include foam, rigid board, and fiber glass insulations will reshape and change this world within the next decades. New materials and technologies will be introduced within the next years and make it an interesting and attractive businesses within the building material sector. I like to be part of the ODE innovated future by promoting an entrepreneurial way of acting and thinking around ODE, that's my personal ambition and motivation.

*claim EiiF



ENVIRONMENTAL PRODUCT DECLARATION

(EPD)

NOWADAYS, THERE IS A GROWING INTEREST IN BUILDING ENVIRONMENTALLY FRIENDLY BUILDINGS. GREEN BUILDINGS OR ENVIRONMENTAL BUILDINGS THAT ARE CERTIFIED WITH CERTAIN STANDARDS ARE CREATING A NEW TREND AND SECTOR BUILDINGS ARE MORE VALUABLE, RESPECTFUL TO NATURE, ECOLOGICAL, COMFORTABLE AND REDUCES ENERGY. EPD DOCUMENTS KNOWN AS ENVIRONMENTAL LABELING, ARE ALSO REQUIRED BY MANY GREEN BUILDING EVALUATION AND CERTIFICATION SYSTEMS, SUCH AS LEED, BREEAM AND DGNB. ODE TECHNICAL MARKETING SPECIALIST BENGÜL BÖKE SHARES THE IMPORTANCE OF EPD DOCUMENTS WITH OUR MAGAZINE.

EPDs are documents that quantitatively assess and declare a product's environmental performance defined in ISO 14025. The environmental impact parameters specified in ISO 14040/44 LCA standard are raw material usage, energy usage and efficiency, material and chemical content, emissions to air water and soil - waste generation.

This declaration method is verified independently by international experts and validated worldwide. It considers the ecological footprint of economic activities under the LCA (Life Cycle Assessment) and various emission and waste values occurring in the production process.

EPD documents, known as type III environmental labeling, expands construction products of which environmental impact assessment are performed. EPD documents also get scores by many green building assessment and certification systems, such as LEED, BREEAM and DGNB.

Why is EPD important?

- It gains competitive power in the sector with harmonization with European legislation.
- It provides international recognition.
- It increases preference in green building market.
- EPD documents can document quantitative environmental indicators such as carbon footprint, energy and water consumption by area of use in building size
- Building products manufacturers can also show environmental awareness as a corporate responsibility by declaring their impact on the environment.
- As a result of LCA studies, which are the basis of EPD certification, the environmental impacts resulting from the processes of the building materials production and the supply chain channel is considered in detail and opportunities for developing new policies are obtained.
- A basis is formed for eco-design approaches on energy and resource efficiency.



EPD and green buildings

Today, structures that are compatible with nature under many names such as sustainable, ecological, green, environmentally friendly and so on; are described as "ecosystem-sensitive constructions. These constructions are evaluated within the life cycle starting from the land selection to the use of the most natural or environmental im-

by manufacturers of building materials in green building certification systems contribute to the reduction of greenhouse gases as they contain quantitative environmental performance information. For this reason, green building certification systems all over the world are encouraging the use of EPD certified products and offering additional scores in the evaluations.

By anticipating these developments, companies that have completed EPD certification of their products can easily find new markets while also providing their customers with green building certification procedures. Companies that register EPD documents on the ECO Platform also have opportunities in the European market.

What are the legal requirements for EPD applications?

Although there is no legal obligation at this stage, there is mandatory volunteering. However, an additional article was added to the requirements of CE marking of European Building Materials Directive. According to the article, all building products should be considered under the name "sustainable use of resources". Turkey is also subject to this directive and it will come into force in 2013.

This requirement was also taken as a recommendation decision that can be fulfilled with EPD documents. On the other hand, the ECO Platform, which was established by the European Building Material Manufacturers Association, which is also a member of IMSAD, has begun to register building materials with EPD certification. There are over 240 products on this list so far and this number is increasing every day. Over 30 products from Turkey are included in this list. However, the most important development is EPD certification of building materials in the market resulting from the sustainable constructions. Because sustainable building or green building certification systems are now encouraging the use of EPD certified building materials.

pact-reduced materials and energy consumption.

In the green building evaluations, EPD certified products are given priority as they provide additional scores.

Green building evaluation systems used extensively in Turkey are LEED (Leadership in Energy and Environmental Design), BREEAM (Building Research Establishment Environmental Assessment Method) and DGNB (Deutsche Gesellschaft für Nachhaltiges Bauen - Sustainable Building Certificate).

Does the EPD document contribute to the economic growth of brands?

40 percent of the greenhouse gases that cause climate change occur during the residential and commercial constructions. Evaluation systems have been developed all over the world to reduce many environmental impacts of buildings. American LEED, British BREEAM and German DGNB are just a few of them. The EPD documents requested



3. AIRPORT

MANY LARGE PROJECTS, PRIMARILY URBAN HOSPITALS PREFER ODE INSULATION

ODE INSULATION CONTINUES TO BE THE PREFERRED BRAND IN THERMAL INSULATION AND WATERPROOFING OF TURKEY'S LARGEST PROJECTS. ODE INSULATION PRODUCTS WERE PREFERRED IN MANY CITY HOSPITAL PROJECTS AND THE 3RD AIRPORT, WHICH WILL BE ONE OF THE BIGGEST AIRPORTS IN THE WORLD WHEN COMPLETED. EXPLAINING THE USE OF ODE PRODUCTS IN THE WATER AND MECHANICAL INSULATION OF THE 3RD AIRPORT, CHAIRMAN OF ODE INSULATION ORHAN TURAN ALSO SAID THEY ARE PLEASED THAT ODE PRODUCTS ARE HIGHLY PREFERRED IN MANY BIG PROJECTS, ESPECIALLY ANKARA BILKENT AND ADANA CITY HOSPITALS.

ODE Insulation continues to be the preferred brand for many major projects, particularly the 3rd Airport, which will be one of the largest airports in the world when completed. Stating that Ode products will be used in water and mechanical heat insulation of 3rd

Airport, ODE Insulation Board Chairman Orhan Turan said they entered into 2017 by agreements with Turkey's biggest projects. Stating that ODE Insulation has been on a great investment since 2015, Orhan Turan said, "We continued our investment in Es-

kisehir without interruption despite all the negativities of the year we passed. we start production in March at the first phase of this plant. The year 2017 started quite well for ODE. We continue to be the preference of Turkey's largest projects. The last agreements



ANKARA BILKENT CITY HOSPITAL

we made are the 3rd Airport, Ankara Bilkent City Hospital, Adana City Hospital, Bursa Ali Osman Sönmez State Hospital and Corum Education and Research Hospital. The water and mechanical insulation of the 3rd airport, the water and mechanical insulation of Bilkent City Hospital to be the biggest city hospital of Europe, all mechanical insulation of Adana City Hospital, the water insulation of Bursa

Ali Osman Sönmez State Hospital, and the water and mechanical insulation of Corum Education and Research Hospital will be done with ODE products. " Stating that the use of ODE products in this giant project which is very important for Turkey delighted them, Turan said: "We have a history of 30 years in the insulation sector. With this historical strength, we continue to



BURSA ALİ SÖNMEZ STATE HOSPITAL

grow even further. We became the primary preference in very large projects and we started production in the first phase of our Eskisehir factory which will bring ODE as the biggest producer of geography between China and Germany in technical insulation sector when it is completed. By combining our leadership in the sector with our high production capacity increasing with our Eskisehir plant, we aim to make a breakthrough in exports and increase our exports by 100 percent over the next four years."



ADANA CITY HOSPITAL



ODE PRODUCTS WAS USED AT THE CONSTRUCTION OF RAILWAY STATION IN ASTANA, KAZAKHSTAN

ASTANA TRAIN STATION, WHICH WAS BUILT BY TABANLIOĞLU IN ASTANA CITY OF KAZAKHSTAN AND AWARDED WITH THE MIPIM AR FUTURE AWARDS 2016 FOR LARGE SCALE URBAN PROJECT, IS PLANNED TO BE COMPLETED IN 2017. ODE'S STARFLEX BOARD FSK AND ODE R-FLEX PRODUCTS WERE USED AT THE TRAIN STATION PROJECT.



The Astana Train Station, of which construction was started in 2013, was designed by Tabanlıoğlu Architecture as a project to be integrated into the harmonious development of the city of Astana. The project which designed in a master plan that predicts the development of the city of Astana over the years, is shaped with the highest values of modern standards in a line that targets today and the future. Train Station

project in Kazakhstan's capital city Astana underlines an urban design mentality. According to this urban design concept; the safe, comfortable and easy accessibility of the entire city is an absolute necessity and the happiness of the city people comes out as the primary goal as required in every urban design project. The station eases the access to the city and facilitates intercity transportation. This system

strengthens all the existing transportation links in the city and also is planned for pedestrian access. The Astana Railway Station, will be not only a train station but also an 'attractive meeting place'.

ODE products was preferred in the project
ODE's Star-Flex Prefabricated Pipe AFK, Starflex Plate AFK and ODE R-Flex Pipe products were used in the project.



ODE PRODUCTS WERE USED IN THE SECOND COURTYARD HOTEL IN ALGERIA BY MARIOTT HOTEL CHAINS

ODE STARFLEX, ODE R-FLEX, ODE ROCKFLEX AND ODE DUCTFLEX PRODUCTS WERE PREFERRED FOR THE SETIF COURTYARD MARIOTT PROJECT, THE SECOND COURTYARD HOTEL IN ALGERIA.

Mariott hotel chains operate 37 hotels in 11 countries, including the Middle East and Africa. Setif Courtyard Marriott is the second Courtyard hotel of Marriott hotel chains in Algeria and it was completed in June 2016.

Park Mall Setif & Courtyard Marriott is located in the rich and business-oriented city of Setif. In Algeria, and it has a total area of 144,750 m². The project includes a shopping mall of 49,000 m², a hotel of 21,000 m², an office building of 14,000 m², a conference center of 2,000 m² and a multi-storey car park of 43,000 m².

ODE products were preferred at Setif Courtyard Marriott

In this prestigious hotel project of SETIF, ODE products were preferred. ODE Starflex, ODE R-Flex, ODE Rockflex and ODE Ductflex products were used.

PARK MALL SETIF & COURTYARD MARIOTT
Completion Date: JUNE 2016
Location: SETIF / ALGERIA
Total Construction Area: 144.750 m²





ODE ROCKFLEX PRODUCT WAS PREFERRED IN OIL PLANT RISING IN BRUNEI

ODE ROCKFLEX PRODUCT WAS USED IN THE OIL FACTORY BUILT IN BRUNEI, WHERE ALGANLAR TIC. LTD. STI. UNDERTAKES THE MECHANICAL CONTRACTING DUTY.

Brunei or Abode of Peace Brunei (the State of Brunei Darussalam) in official name is a sultanate in Island of Borneo located in Southeast Asia and Malaysia is the only neighbor. In Brunei considered

as the world's second richest country after Qatar, Alganlar Tic. Ltd. Sti. undertakes the mechanical contracting duty the oil plant, which is the investment of WFP Western Foods Packaging Co. WFP stands out with its 200-ton refinery capacity per day, 100-ton margarine processing and 13,000-ton crude oil tank capacity.

Alganlar Tic. Ltd. Sti. carries out all the insulation and auxiliary parts collections in the same center. In this project, Alganlar provided the assembly of 7.500-meter carbon steel and

3000-meter stainless steel with different diameters, with a field supervisor, a field engineer, a foreman and 50 active field workers. While Argon welding is used to weld the pipelines, all welders do their work under the supervision of an international TUV.

ODE Rockflex product in Brunei oil factory

ODE Rockflex product was used in the Brunei oil factory where Alganlar Tic. Ltd. Sti. undertakes the mechanical contracting duty.



NIGERIA LAGOS INTERNATIONAL AIRPORT RENOVATED WITH ODE PRODUCTS

A NEW TERMINAL IS BEING CONSTRUCTED AT MURTALA MUHAMMAD INTERNATIONAL AIRPORT IN LAGOS, NIGERIA. WHILE THE AIRPORT IS BEING REBUILT WITH THE CONSTRUCTION OF A NEW TERMINAL BUILDING AND FIVE-STOREY OFFICE COMPLEX WITH A MODERN PARKING LOT, ODE STARFLEX FIBERGLASS AND HVAC SHEET PRODUCTS ARE BEING USED IN THIS NEW TERMINAL CONSTRUCTION.

The Federal Government of Nigeria is rebuilding Murtala Muhammad International Airport (MMA) with the construction of multi-billion-dollar Naira a new terminal building and five-storey office complex with a modern parking lot. The new terminal, which is under construction, will be connected to the old terminal, while the new parking lot will hold 1,500 cars per day. The new terminal is also designed by considering the country's unique local security situation. The new terminal building, which will be completed by the end of 2017, is constructed



as a complex to be necessary in an international airport and to facilitate any difficulties for disabled people and elders. While 500,000 passengers travel annually at the international airport put into service in Lagos in 1979, nowadays more than 4 million passengers go abroad. With the continuous growth of Nigeria's economy, 12 million passengers are expected to go abroad in the next seven years.

ODE products were used in Nigeria's new terminal

ODE Starflex Glasswool and HVAC Sheet products were used in new terminal building rising in Lagos, Nigeria. ODE Insulation that made the first sub-Saharan exports to Nigeria also held a seminar on the HVAC product group at Lagos Radisson Blu Anchor Hotel. In the seminar, ODE Insulation General Manager Ali Türker made a presentation for more than 50 engineers and architects. ODE plans to implement different projects in other sub-Saharan countries (Ghana, Ethiopia, Kenya, Uganda and Cameroon) in the upcoming period.



ODE PRODUCTS WERE USED

IN THE ORANGE METRO TRAIN PROJECT
BUILT IN LAHORE, PAKISTAN



ODE PRODUCTS WERE ALSO USED IN THE ORANGE LINE METRO TRAIN PROJECT. IT IS A RAPID TRANSPORTATION SYSTEM THAT IS BEING DEVELOPED IN LAHORE, PAKISTAN'S SECOND LARGEST CITY. IN THE PROJECT, ODE'S STARFLEX GLASSWOOL BLANKET AND SHEET PRODUCTS WERE PREFERRED.

Pakistan's Lahore city is the administrative center of the Punjab province, the second largest city in Pakistan and has a population of about 11 million. The Orange Line Metro Train Project built in Lahore, began with the framework agreement signed between the Chinese and Pakistani governments in April 2015.

At the same time, the project is the first large-scale rail transportation project in the framework of the China-Pakistan Economic Corridor. It is 27.1 kilometers (16.8 miles) long and has 26 stations, 24 elevated and 2 underground. The subway line project also includes an energy-saving air conditioning system.

The metro will provide an easy mode of transportation and will transport around 250.000 individuals on daily basis and the cost of the project is 1.6 billion dollars. The project is planned to be completed by 2018.



ODE R-FLEX PRODUCTS WERE PREFERRED AT CYPRUS MERIT COVE CASINO

ODE'S R-FLEX PRODUCTS WERE PREFERRED IN THE CONSTRUCTION OF THE MERIT COVE CASINO IN GIRNE ALSANCAK, ONE OF THE MOST BEAUTIFUL SPOTS OF THE TURKISH REPUBLIC OF NORTHERN CYPRUS, WHICH STRETCHES INTO THE CLEAR WATERS OF THE EASTERN MEDITERRANEAN.

Merit Cove Casino, which has been serving North Cyprus tourism since 2013, has 125 rooms in total with "70 suites and king rooms." The mechanical project and application process of Merit Cove Casino were done by Termo Yapı and it has a 2,900 m² area.



ODE PRODUCTS WERE USED IN TWO PUBLIC BUILDINGS UNDER CONSTRUCTION IN KUWAIT

ODE PRODUCTS WERE PREFERRED IN TWO PUBLIC BUILDINGS TARGETED TO BE COMPLETED IN KUWAIT IN 2018. ODE STARFLEX GLASSWOOL AND STARFLEX PIPE PRODUCTS ARE USED AT THE KUWAIT MEAT CUTTING HOUSE AND JAHRA TRAFFIC LICENSE CENTER.



The Kuwait State is located in the north-east of the Arabian Peninsula on the Persian Gulf shore. Kuwait, the seventh richest country in the world according to

gross domestic product, is the 31st country with the highest Human Development Index. Kuwait is one of the high-income countries according to the classification made by the World Bank.

Kuwait Meat Cutting House will be completed in 2018

In Kuwait, which attaches importance to infrastructure projects, the construction of two public buildings continues. The construction of the Kuwait Meat Cutting House, which began construction in 2017, is still in progress and the project is scheduled to be completed in April 2018. In this important project of Kuwait Municipality, 24 kg/m³ ODE Starflex

Glasswool, 1072 ton capacity ODE Starflex Glasswool were used.

ODE products were preferred at the Jahra Traffic License Center

Construction of the Traffic Licenses Center is also continuing in Jahra, one of Kuwait's major cities. The construction of the Traffic Licenses Center in Kuwait, where the Ministry of Interior is authorized for car licenses and individual license, started in 2017 and is expected to be operational in 2018.

In this important project, 24 kg/m³ ODE Starflex glasswool and 1072 ton capacity ODE Starflex glasswool pipe products were also used.

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With the eco-friendly and energy efficient ODE Premium Membrane Waterproofing products, we as the regional leader in insulation, provide professional insulation solutions in 75 countries across the world.

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HAMMAM (TURKISH BATH) FOR CLEANLINESS, HEALTH, BEAUTY...

FOR THE TURKS, HAMMAM IS NOT ONLY A PLACE FOR BATHING AND CLEANING, BUT ALSO A PLACE THAT CARRIES TRACES OF SOCIAL LIFE. ALTHOUGH THE BATHS ARE MOSTLY USED FOR CLEANING, HEALTH AND BEAUTY PURPOSES TODAY, THE TURKS STILL KEEP THEIR DIVERSE RITUAL OF GOING TO THE HAMMAM. THEY CELEBRATE SPECIAL OCCASIONS WITH A VARIETY OF FUN IN THE HAMMAM, WHILE THEY ALSO SEE THE HAMMAM AS A SOCIAL AREA.

For the Turks, the hammam is not only a place to bathing and cleaning, but also a social area. Particularly, it is a place where women go all together with various kinds of food and beverages, have fun and even choose girls for their sons to marry, follow up the current news, celebrate special occasions and make conversations... In short, hammams bear traces of the social life of the Turks. So that various "hammam" ceremonies such as "bridal hammam and groom hammam ceremonies" held one day prior to the wedding, "forty-days hammam" celebrated on the fortieth day of the born baby, "votive hammam" held if a wish comes true, "guest hammam" organized by the landlady to introduce the guest, "festival hammam" done before the religious holidays, still occupies a large place in the social experiences.

A hammam for every neighborhood

Hammam means Bath in Arabic and Hot in Hebrew. Hammam is shortly defined as "place for bathing, purification and healing". The history of hammam extends back to the Romans. Excavations in the city of Pompeii, which is buried under the ashes after the explosion of the Mount Vesivius, reveals the baths used by the Romans. It is understood



that these baths were made not only for cleaning but also for pleasure and entertainment. In Roman baths, it is seen that entrance doors and places where the nobles and slaves are bathing are separated. Roman baths also have steam baths, cold and hot water pools. The Ottomans were very impressed by the baths of Byzantium, which reflect the influence of the rich inheritance of Rome when they conquered Istanbul.

Hot and cold baths, fountains, marble rooms with domes, and a hammam that is open only for women on the certain days of the week are absolutely built every region of the city.

The use of bathing in the prevention and treatment of diseases is based on very old ones. It is known that During fourth century BC, there were hammams in the state of physical training and treatment in Greece. It

FAMOUS TURKISH BATHS

Çemberlitaş Hamamı:

It is located around the Çemberlitaş monument on the Divanyolu in Çemberlitaş. In 1584, the mother of Sultan Murad III, Nurbanu Sultan led Sinan the architect to build with the aim of providing revenue for Atik Valide Mosque and Social Complex (Kulliye) in Uskudar.

Cağaloğlu Hamamı:

It is located on the right side of Yerebatan Caddesi in Cağaloğlu. It was built in 1741 by Sultan Mahmud I to provide revenue for the Hagia Sophia Mosque, and the architect is unknown.

Çinili Hamam:

The historic Çinili Hamam located in Üsküdar Valide-i Atik Mahallesi is built by Kösem Sultan in 1640. Its name comes from being decorated with special tiles at that time.

Eski Hamam:

It is located at the beginning of Darı Sokak where Dogancilar Caddesi and Uncular Caddesi intersect in Üsküdar. The construction date and who built it is not known, but there is some evidence that it is from the 15th century.

Kılıç Ali Paşa Hamamı:

The historical Kılıç Ali Paşa Hamamı, one of the symbols of Tophane, gets its name from Kılıç Ali Paşa, one of the most important soldiers of the Ottoman navy who is famous in the world. The hammam, which is one of the works of Sinan the Architect, is opened to service in 2012 after a careful restoration phase.



Galatasaray Hamamı:

It is located at the intersection of Turnacıbaşı Sokak and Çapanoğlu Sokak in Kuloğlu Mahallesi of Galatasaray. It was built as a public bazaar hammam in 1715.

İstanbul-Eminönü-Haseki Hamamı:

Kanuni Sultan Süleyman's chief consort (Haseki) led Sinan the architect to build hammam in 1556-57

Tarihi Gedikpaşa Hamamı:

Gedikpaşa Hamamı, one of the most important works of Ottoman architecture near the Grand Bazaar, was built by Ahmet Paşa in 1475

is possible to divide the Anatolian Turkish baths into two, according to the water used, with natural hot water and artificial heating systems in hammams. Structures built on natural hot water sources and generally used for health purposes are called thermal springs. Nowadays, it is possible to see hot and cold water pools, aromatic foam, mud, moss, clay, honey and herbal oil massages and body care in the hammams used for cleaning, health and beauty purposes.

Turkish baths and their features

Turkish baths are divided into three sections. The first section is the dressing room, with a large sofa and partitioned shapes around it. The bathing people lie down and rest on these shapes. The second section is the bathing area and it is called the part of the bath which is passed through coldness. This section is divided into some parts. Here, there a place called the head of basin where everybody is bathing one by one, closed and solitary washing cells called private room, as

well as central massage platform where people lean on and sweat. This section is made higher than the marble floor of the bath and can be in various geometric shapes.

The third section is also called the heating place – furnace (külhan). It is under the hammam where the fire is burning. The flames and smoke rising from the fire pass through the walls via the private ways under the marble floors and get out from funnel called chimney (tüteklik). There is a hot water boiler on the furnace and a cold water tank on it. A few channels at the bottom of the furnace extend to the bottom of the central massage platform in the middle of the bathing site in the hammam. The effective flames and smoke of the woods burning in furnace go from these channels to the bottom of the central massage platform. The dark place under this stone is so hot that it is called hell. One characteristic of Turkish baths is the fact that they are also sauna based on the steam bath. Today, especially in the whole world, sportsmen benefit from these

baths to lose weight by sweating quickly.

Benefits of a steam bath

The benefits of the steam bath are known years ago. Today, steam baths are applied to cleanse (purify) and detox the skin and body, to increase blood circulation, to stimulate the immune system and to support a complete physical and mental fitness. Steam baths relax the person, reducing stress. Hot's relaxing muscles reduces pain and inflammation, as well as relaxes muscular aches and pains in arthritis. By widening the airway of the lungs, hot facilitates the breathing of people with asthma and allergic disorders. It does not cure a common cold, but it helps to recover quickly by reducing the tightness. Steam baths are good on the skin since it increases skin blood flow and provides sweating. An adult person loses about one liter of sweat or water in hammam in an average hour. A good sweating removes dirt from the pores and dead skin layer on the body, giving the skin a healthy shine.

TEN RESTAURANTS YOU WILL TASTE TURKISH AND OTTOMAN FLAVOURS

THE TURKS CULTURALLY INTERACTED WITH DIFFERENT CULTURES DURING THE PERIOD STARTING FROM CENTRAL ASIA AND CONTINUING WITH THE SELJUK AND OTTOMAN EMPIRES AT THE TIME OF CONQUEST OF ANATOLIA AND AFTERWARDS. THIS INTERACTION, COMMUNICATION AND TRADE NATURALLY REFLECTED IN THE CUISINE AND BECAME THE WORLD'S LARGEST FUSION CUISINE. TURKISH CUISINE-SPECIFIC RICE, OKRA, TURKISH DELIGHT, CUSTARDS (MAHALEB), STUFFED VEGETABLES (DOLMA), MEATBALLS, SHISH KEBAB, BAKLAVA, KADAIFI, SORBET, COFFEE AND MANY OTHER FOOD AND BEVERAGES, ATTRACTS TOURISTS WHO VISITED TURKEY. IF YOU VISIT ISTANBUL, HERE IS THE LIST OF 10 RESTAURANTS FOR YOU TO TASTE TURKISH FLAVORS.

Deraliye Ottoman Cuisine Restaurant

Located in walking distance from Hagia Sophia and Topkapi Palace, Deraliye Restaurant is a big door to Sultanahmet Square. Deraliye, which is one of the forty names of Istanbul and bearing the meaning of the supreme gate, is taking its guests to an historic adventure in the tastes of the ottoman cuisine, serving in the former Revenue Office Building, one of the first structures of the Republican Period. The restaurant is one of the rare places where you can taste the Ottoman

cuisine flavors today. In this journey you may have information about the sultans' food delight and be subject to the culture from Central Asia to Iran and Persian Cuisine and from Anatolia to the Balkans.

Address: Divan Yolu Caddesi, Ticarethane Sokak No: 45 Sultanahmet, Istanbul

Nicole Restaurant

Nicole is the new address in Istanbul of chefs Kaan Sakarya and Aylin Yazicioğlu Sakarya, who studied in Paris and worked in Michelin star restaurants. It is a boutique restaurant that appeals to the refined taste buds with seasonal menus of local and fresh ingredients, wines which focuses on chateau-style wines, and experienced service crew. The restaurant located on the terrace of Tomtom Suites with the old Istanbul view from Italian Consulate garden to the Princes' Islands, takes its name from Agnès Marthe Nicole, the manager of the historic building where the Franciscan priests heal the illness.

Address: Boğazkesen Caddesi, Tomtom Kapitan Sokak No. 18 Beyoğlu, Istanbul

1924 Istanbul Restaurant

Russian restaurant where many well-known faces such as especially Turkey's founder, Mustafa Kemal Ataturk, the spy of the period Mata Hari, the famous actress Greta Garbo, author Agatha Christie and the King of Spain Alfonso 4 pop up, revives with the name of 1924 Istanbul. This intellectual ambiance founded in Pera by White Russians who fled from the Red Army and found asylum in the Russian Revolution, welcomed people from different societies such as diplomats, politicians, bohemians, civil servants. The menu including Russian-specific borscht and Piroshki, beef stroganoff, Kievsky chicken and Faberge prepared at that time and changing the eating habits of the Istanbul people, not only lemon but also many different flavored vodka, unique cocktails, authentic Russian music, live harp, piano and accordion performances, glorify the spirit of this historic restaurant. The restaurant combines the flavors of Eastern Europe cuisine with modern interpretations.

Address: İstiklal Caddesi, Olivya Geçidi No: 7 Beyoğlu, Istanbul

Mikla Restaurant



Located on the terrace floor of The Marmara Pera, Mikla Restaurant welcomes guests with the menu of the most special flavors of the Scandinavian and Mediterranean cuisine. The owner Mehmet Gürs is known as the initiator of Istanbul's contemporary restaurant by many people besides being the chef and partner of 19 successful companies including Mikla within the Istanbul Food and Beverage Group and he is also known for his new visionary "New Anatolian Cuisine". In this approach, there is respect traditional and truly "noble" products and an effort to create tomorrow's cuisine with old and innovative methods. As a result of intensive research and creative processes that they have focused on over the years, a widespread network is formed by

deep knowledge of products, methods and habits of the region as well as researcher chefs, a full-time Anthropologist, peasants, mothers and grandparents. All these studies resulted in a successful cooperation between the real owners of the land and the chefs in the cities. And as a reward, Mikla was chosen one of the world's top 100 restaurants in 2015.

Address: The Marmara Pera Hotel, Meşrutiyet No 15 Beyoğlu, Istanbul

Nar Restaurant



Nar, which carries traditional cooking methods of Ottoman and Turkish cuisine and forgotten food cultures to today, is a different taste stop with healthy and traditional food production. At the entrance you can find olive oils, jams, pickles, different spices. Cunda Style Octopus Salad, Sour Anatolian Soup, Lamb (Kuzu Kuşgözü) and Poppy seed sweet (Haşhaşlı Şekerpare) are definitely on the list to be tasted.

Address: Nuruosmaniye Cad. No.41 Armagan mağazası 5. Kat Cağaloğlu, Istanbul

Babylonia Garden & Terrace

A special terrace restaurant that takes its name from the legendary Babel Gardens in the mystical setting of Sultanahmet with its breathtaking view. In the pleasant atmosphere of Babylonia Garden & Terrace, which has prepared your meals with special tastes from Turkish and Ottoman cuisine, you will come across an unforgettable experience of tastes and seafood from the world cuisine as well as the Ottoman cuisine. Guests enjoy dishes on the porch with 90 seats decorated with traditional Turkish lanterns in the summer and in two-story indoor with the authentic decoration and the open fireplace in the winter.

Address: Akbiyık Caddesi, No:19 Sultanahmet, Istanbul

Asitane Restaurant

Asitane has brought more than 200 historical prescriptions compiled from records and valuable works of palace kitchens since 1991 to the menus. Periodically, they organize special meals weeks such as "Dishes of Fatih Sultan Mehmet Period", "Aphrodisiac Dishes from the Ottoman Palaces", "Fish and Sea Food in the Ottoman Palaces".

Address: Kariye Camii Sokak No:6 Edirnekapi, Istanbul

Siva Restaurant

Siva Cafe Restaurant located at walking distance from Sultanahmet Mosque, Hagia Sophia, Arasta Bazaar and Topkapi Palace, adds some tastes from world cuisine to the menu by following parallel line with modern tastes of Ottoman and Byzantine culinary arts. Fresh salads, vegetarian dishes, macaroni, special products for children and fine-grained puddings and desserts, meat dishes and seafood, main courses are prepared to satisfy the individual taste.

Address: Akbiyık Caddesi No: 22 Sultanahmet, Istanbul

Surplus

Everything on the menu of Surplus is made with materials from all over Turkey. For example, organic mini eggplants are used in olive oil mini stuffed eggplant and it is served with pomegranate sourced from Gaziantep. Especially 'Lamb Kebab Wrapped on Suckling Veal Bone', almost all kinds of olive oil in the menu as well as 'Tray Kebab' are among the most popular.

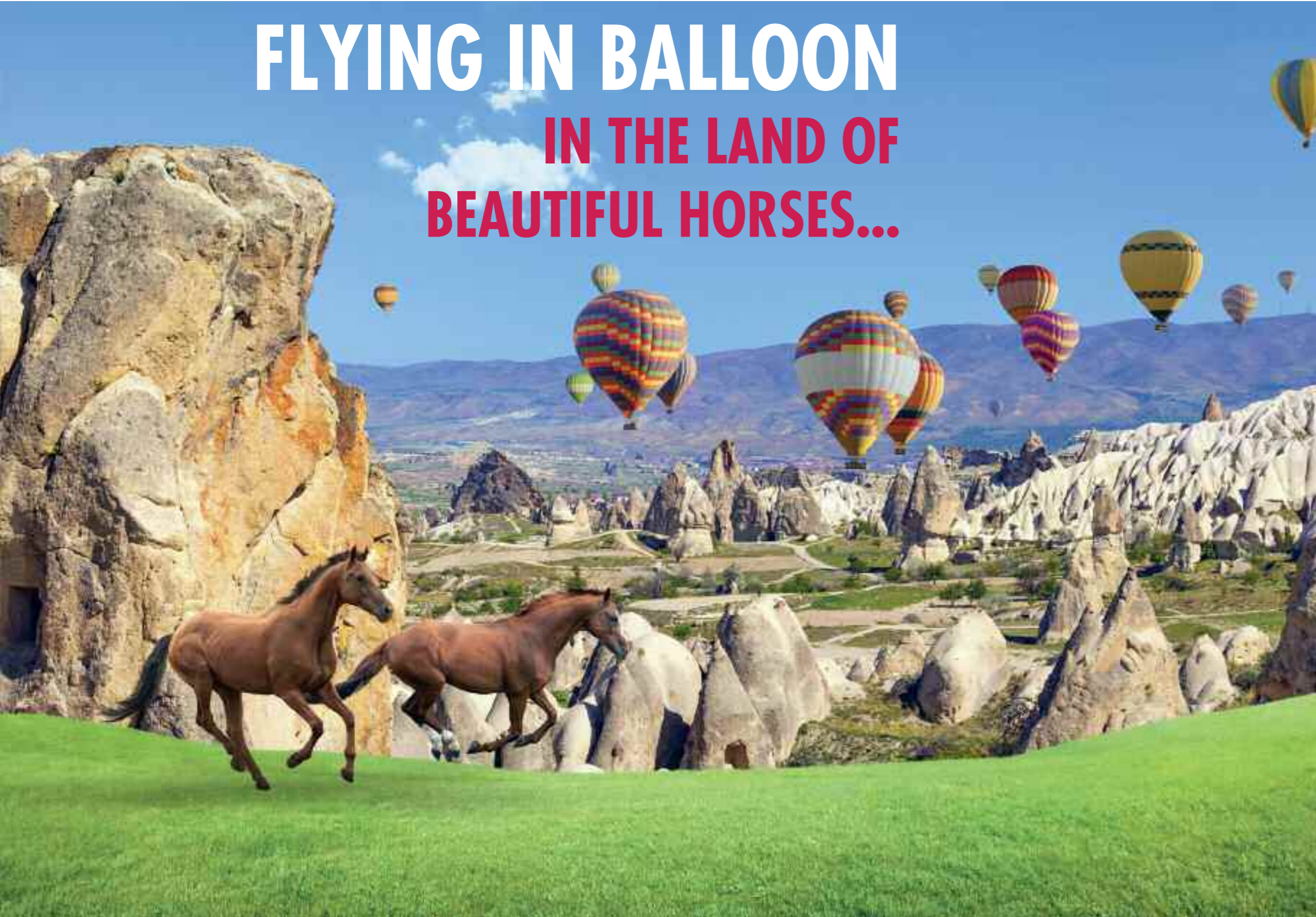
Address: Rüstempaşa Mahallesi Ragıp Gümüş Caddesi No.54 Kat 3-4 Eminönü, Istanbul

Yanyalı Fehmi Restaurant

Mr. Fehmi coming from Ionian, Greece started to do this work in Kadıköy in 1919. Now the third generation is at work. Soups, kebabs, compotes, haricots are delicious. The decoration of the restaurant also makes you feel like you are at the house of Pasha.

Address: Osmanağa Mah. Yağlıkçı İsmail Sok. No:1 Kadıköy, Istanbul

FLYING IN BALLOON IN THE LAND OF BEAUTIFUL HORSES...



WHAT ABOUT EXPERIENCING THE BEAUTIES OF CAPPADOCIA MEANING THE LAND OF THE BEAUTIFUL HORSES IN THE PERSIAN LANGUAGE THAT SHOULD BE VISITED BY FLYING IN A BALLOON? WATCH THE SPECTACULAR SCENERY OF THE FAIRY CHIMNEYS, FEELING THE WIND IN YOUR FACE, BLENDING INTO THE CLOUDS AND SALUTING THE NEWBORN DAY. IF YOU VISIT CAPPADOCIA, DO NOT MISS THIS FASCINATING EXCITEMENT ...

A natural wonder geography is emerging as a result which soft layers formed by lava and ash erupted by Mount Erciyes, Hasan and Güllü are corroded by rain and wind for millions of years. Cappadocia region which means "the Land of Beautiful Horses" in Persian language, is a special place where you will get a list of things to see with its underground cities, fairy chimneys, rock houses and impressive valleys. It is possible to see these traces in the region where many civilizations existed in history, from Persians to Romans. the region that takes place in the UNESCO World Heritage List in 1985 includes Goreme National Park, Derinkuyu and Kaymaklı Underground Cities, Karain Dovecots, Karlık Church, Yeşilöz Theodoro Church and Soğanlı Archaeological Site. Would you like to look down on the land of beautiful horses you will never see anywhere, by flying between the clouds, feeling the wind in your face, traveling with a fascinating excitement?

It is essential to get up very early in the morning ...

If you want to see this special geography

with balloon, it is a must to get up very early in the morning. Flights can not be done as the weather gets warmer since the balloons are hot air balloons. In Cappadocia, balloon companies pick up flight guests from the place where they stay early in the morning and have breakfast first. While breakfast is taking place, the balloons are slowly inflated and become ready for flight. Then the pilots inform the guests about flight safety. After information, that fairytale journey begins in the balloon basket. The wind determines the route on the balloon which means that each flight is different from the other, each route is independent of each other. The balloons can reach up to 900 meters and the journey lasts one and a half hours. During this time, you will see the rise of the sun, the meeting of the valleys with the rays of the sun, spreading of the rays in waves, fairy chimneys, stone houses below. Be sure to have a camera or photographic apparatus with you. You will always want to remember the memories of this great experience. At the end of your Cappadocia balloon tour that you may not want to finish, a celebration is usually waiting for you. It may be a bottle of champagne made up of grapes in the region, a medal or a flight certificate. In Cappadocia, almost every balloon company



makes transfers to this place where you stay after the tour.

Balloon tour is held in all seasons if weather conditions are good

Every season of Cappadocia is experiencing different beauty and different colors. Therefore, balloon tours are held every 12 months of the year, whenever weather conditions are good. There is no flight in rainy and stormy weather since wind speed for security is no more than 11 km. On flights that can not be done due to adverse weather conditions, you can cancel the tour or transfer it to the next day. you will be refunded

without deduction in case of tour cancellation.

In Cappadocia balloon tours that are made over 20 years, you can see the places having all the beauties of Cappadocia such as Urgup, Goreme, Avanos between 4-20 km on the bird's eye view. You will be enjoying the stone houses between the streets, Uçhisar Castle, rambling Kızılırmak, Erciyes, the closer majesty of Mount Hasan, churches carved out of the rocks, pigeons' dovecotes, newly waking valleys, green vineyards and orchards and fairy chimneys that is catatonic Cappadocia silhouette. Flight teams of companies that make bal-

WHO SHOULD NOT FLY IN A BALLOON?

Those who have had surgery in the recent past

Children under 6 years

Those who are pregnant

Those who use crutches

Those who have unsound mind

Those who have pain in the hip or on the waist should not fly in balloon.

loon tours; consists of pilots equipped with FFA Civil Aviation hot balloon licenses. Balloons are frequently checked and inspected according to the instructions that the General Directorate of Civil Aviation affiliated to the Ministry of Transport and Maritime Affairs has identified. Compulsory flight insurance is also available on flights where security measures related to balloons are controlled.

You can not get in the balloon with your child under 5 years old. For children between the ages of 5 to 12, companies usually apply a fifty percent discount. The capacities of balloons in Cappadocia balloon tours can be different from each other. A balloon takes off with an average capacity of 10-20 people. If there are more tour participants, another balloon is flied.

In Cappadocia, you can tour with an air balloon during all seasons of the year. However, in April, May, October, November and January it is possible to make flights that will make you more comfortable and enjoyable.

What should be considered in the balloon tour?

The early hours of the day are cool in Cappadocia. When the season is autumn and winter, as you ascend from the ground, you will be colder due to cold air waves. So you should dress one more coat in summer or winter. Since the balloons do not have seats, you should choose the shoes that will not bite you while you are standing for at least an hour. Nobody who is pregnant or possible pregnant is taken to the balloon tours.

IS THE HOT AIR BALLOON SAFE?

The balloons used for the Cappadocia balloon tour consist of three parts. The dome is the balloon itself and there are also the burning unit and the basket. Passengers are carried in the basket and the burner is located right above the passengers and is used to inflate the balloon with its powerful flames. While the balloon is rising with the warming of the air in balloon, the balloon descends with its cooling.

The balloon is made of unbroken nylon and has no risk of burning since it is made from Nomex fire resistant materials.

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The Environmental Product Declaration (EPD) has been verified for all of our products. The EPD certificates for our Isipan (Extruded Polystyrene Foam), Membran (Polymer Bitumen Based Waterproofing Membrane), Starflex (Glass Wool) and R-Flex (Flexible Elastomeric Foam) products are internationally approved and they are in accordance with the European standards.

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STARFLEX Glasswool

R-FLEX Elastomeric Rubber Foam

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MEMBRAN Polymer Bituminous
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+4 000 INSULATION MATERIAL

