



## COMPANY PROFILE

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Acar Group is a well known and trustworthy manufacturer of diaries, stationary, leather business accessories operating in the sector since 1980.

The members of the group company;

Acar Kırtasiye ve Ofis Urunleri San. Tic A.S ,

Acar Basim ve Cilt San. Tic. A.S

Tekno Pro Teknoloji ve Promosyon Ürünleri A.S

Company has also its own brands such as:Arwey, La Vorte, Ally and Acar Diaries.

Acar Basım ve Cilt San. Tic. A.S is the main manufacturer and produces diaries, leather business accessories and stationery products. Raw materials are selected in detail and imported by this company and used for the final goods. Over 150 experienced and qualified employees. Also Acar Basım gathers the latest informations from competitors, customers and government for its future projects. With complete machinery system and planning system, production is arranged in a suitable way. Acar Basım has ISO 9001:2000 quality Standard certificate.

Acar Kırtasiye ve Ofis Urunleri San. Tic A.S is the exporter company. Final goods are exported to the companies which required Acar Group products. Acar Kırtasiye exports its products to the following countries actively;

At Europe; Spain, France, Italy, Germany, Greece, Romania, Finland, Austuria, Holland, Ireland, Denmark, Sweden

At Asia; Turkiye, Ukraine, Russia, Kazakhstan, Uzbekistan, Turkmenistan, Georgia, Ermenia, Azerbaican, Dubai, Bahreyn, Lebanon, BEA, Syria, Iran, India.

At Africa; Algeria, Egypt, Tunusia

At America; USA, Bresilya, Mexico.

Tekno Pro Teknoloji ve Promosyon Ürünleri A.S is the importer of the technological devices such as electronical dictionaries and dynamic torches. Also it is the distributor of these products in Turkey.

Acar Group, by closely observing technological advancements, makes her targets bigger by the never ending investments. Acar Group, having a serious share of market in our country, takes big steps to become a world trademark by becoming a leading company in her own sector through companies established in Russia under the name ‘Acar Russia’ in Kazakhstan under the name ‘Acar Almaty’.

R&D department and Project Management department added a new vision to Acar Group to serve her customers better service. These two departments create new products for Acar’s own brands and also creates customized projects for her customers.



## **THE HISTORY**

Founded in 1980 as a printing and binding company in Cagaloglu / Istanbul. With a limited capital and technology in a small workshop, Acar produced books, magazines and other types of printed materials. Year after year Acar had a wide vision to grow. Investments follow up with this vision upgrade.

With New Technologies coming up after Turkish government’s policies for foreign trade had been changed, Acar started to follow the latest Technologies and had created a new brand in promotion sector in early 90s. It is Acar Diaries supporting the new trends and quality Standard.

The year in which Acar family was running after Zekeriya Acar to form a great group manufacturing, creating, exporting was 1999. Today, Acar Group formed a rooted group creating trends by her designs, exporting products to global markets, with her history exceeding a quarter century. Acar Group, competing with leading companies of Turkey and

the world in domestic and foreign markets, exporting more than half of her capacity abroad, supplying employment to hundreds of persons, contributing to our country as to manufacturing and employment concerns, is continuing to have success in printing sector and to become one of the biggest companies in her sector with the trademarks she represents.

## **MISSION**

Supplying quality products tailored considering customer requirements by using advanced technology through with expert staff with liability awareness and high motivation

## **VISION**

‘Pioneer and leader in Turkey, a well-known trademark in the world’

## **VALUES**

- Reliability
- Customer and Quality Oriented
- Responsibility
- Productivity
- Respectability
- Naturalness
- Creativity
- Team Spirit
- Innovation

## **Quality Policy**

Always satisfying customer demands, a management which is customer oriented, continuously improving quality management system, granting privilege on ethical values, like honesty, having a peaceful working environment by adopting basic cultural values as a company culture, continuously observing advancements in the technology and adding

novelties to the company structure. Continuously increasing a performance of staff. Encouraging transparency and participative spirit within the company with suppliers, customers and staff.

## **ADVANTAGES**

The primary factors of competitive advantage are innovation, reputation and relationships.

Acar with its organizational values, quality principles, innovative products and customer relationship, has a competitive advantage. Here below let's check out what differentiates Acar then its competitors:

### **All Under One Roof**

Acar Printing, apart from being a classical printing house, considerably invested to satisfy all demand and such investment activities are continuing. As a firm, integrated all service in printing industry such as designing, printing, post-printing binding under one roof. Throughout the world, Acar is one of the solution centers of printing industry and is continuing being one of the leaders of the sector. In every business process, all our departments are in coordination with R & D section. Thus, it is possible for Acar to add value and contribute to any task to handle, by enriching appearance. Acar continuously improve more practical, more sympathetic, more functional and more attractive products. So, the difference is the difference created in the product. The principle of customer satisfaction is adopted by the whole Acar family and the efforts to carry satisfaction of customers to upper levels.

### **Project Development and Design Center**

First time in our country, a printing house established its own Project Development Center serving in a wide scale from designing to manufacturing. Apart from firms in Turkey, global giant international firms of European countries, USA, Russia, Turkic Republics as well as domestic and foreign advertisement agencies are offered project

development service. In a world technology is advancing and information is consumed a fast steps, among increasing competition conditions, our project development and design center which we value very much contributes much to our target of becoming a global trademark. As Acar, with our young, creative and researcher team, we are on the arena to create newer and inexperienced projects in our globalizing world.

### **FSC – COC Forest Management Council Protection Chain Certificate**

Acar Group is the first firm in printing sector and within the first five in the country in general who obtained FSC Certificate. With 'FSC-COC Forest Management Council Protection Chain Certificate' which is granted within the scope of sensitivity to environment and social responsibility, we purchase paper and various other raw materials from the firms with FSC Certificate. Acar Group do not use raw material obtained from trees randomly cut, without FSC Certificate and we are demanding FSC label on raw material. FSC Certificate is an indication that forests from which products such as paper and timber are obtained are being managed in a sustainable program and this is being audited and approved by an independent board. Acar Group is continuing to become a model for Turkey as in the other determinants apart from protection of environment and being environmentally-conscious.

