

TURKISH HOMETEX

N e w Y o r k *Show*

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Turkish HomeTex Show Highlighting Fashion, Variety and Quality

Major manufacturers from Turkey featuring new and exciting home textiles
at Manhattan's Metropolitan Pavilion April 11-12, 2005

NEW YORK—More than 30 of Turkey's leading manufacturers will be exhibiting the finest home fashions at the Turkish HomeTex Show, scheduled for Monday April 11 and Tuesday April 12 at Manhattan's Metropolitan Pavilion, 125 West 18th St., during the New York Home Textiles Market Week. A free shuttle bus will run between the home textiles showrooms at 295 Fifth Avenue and the Turkish HomeTex Show during the show hours of 9 a.m. to 6 p.m.

The New York Turkish HomeTex Show will feature a wide variety of home textiles products, including towels and bathrobes; bed linens; blankets; bed pillows; beds and sleep sets; decorative fabrics; embroidery, guipure and tulle fabrics; curtains and draperies; and table linens and kitchen textiles.



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Exhibitors say they are focusing on offering their U.S. customers the highest quality home fashions at competitive prices.

“Our company's first aim is quality,” declares Abdurrahman Türkkahraman, principal of Serhat Kapitone Tekstil, a manufacturer of bed coverings, duvets and pillows. “Our company, which was established in 1994, produces home textiles under the brand name of Gözde Rayon; some of our products are luxurious satin covers, all-natural covers, duvets, silicone pillows, pillow covers, sleeping bags, sleeping pads and pique.”

Erdal Eken, vice manager of EKT International, which produces bedding, ready made curtains and table linens, remarks, “Creativity, flexibility and quality are our aims in order to give our customers the best service. We want to refresh your resting place with a harmony of colors that will excite your soul. Because of this, we present our latest creations to make your point of view colorful.” EKT’s products include taffetas, burnouts, jacquards, embroideries, prints and natural fabrics, organized in three collections, Country, Fashionable Living and Modern Living.

Refik Brinci, company representative for Doğan Örne, comments, “While our firm has been producing curtains for 19 years, it has never made concessions from its quality and honesty. Our aim is to offer the best service and perfect buyer satisfaction.” The company maintains a large pattern and fabric archive, featuring brocade, organza, guipure, linen and specialty fabrics, and also manufactures exclusive designs for its customers.

The Turkish HomeTex Show is open to all U.S. wholesalers, distributors, manufacturers, buying offices, department stores, specialty stores, national chains, catalog retailers, mass merchants, online retailers, specialty boutiques, gift stores, interior designers and sales agents.

Turkish exhibitors are featuring their newest and most exciting products at the Show. Pan Dis Ticaret, for instance, is spotlighting its new Wellsoft microfiber towels and bathrobes.

"Wellsoft is a new product made of 100 percent ultra-fine microfibers," explains Yücel Ozkan, managing director. "This machine washable, fast drying, lightweight, durable material absorbs water thoroughly and gently from hair and skin quicker, more effectively and in less time than cotton towels. It has been dermatologically tested and graded highly efficient in its suitability for skin and hair. Microfiber towels and bathrobes come in variety of colors and sizes are ideal for everyday use at home, at the gym and while traveling."

Jado, a manufacturer of bedspreads, throws, slipcovers and curtains, is offering "Colors from nature, patterns from dreams," says company spokesman Kadir Çitil, adding, "Just dream, let us weave." The company was founded in Bursa as producers of silk yarn and now offers a wide variety of constructions, including tapestries, jacquards and pique.

A number of exhibitors are featuring specialty products, including infant bedding, juvenile bedding, basic bedding and blankets and throws.

"Letto Mobilya is a company manufacturing for infant and teenager rooms, with its authentic and functional designs involving everything from furniture to illumination, wallpaper, textiles products and carpet," points out Sibel Öner, owner. "Aesthetics, functionality and consumers' health are the principles always considered in manufacturing our products."

Ural Medical is offering an assortment of orthopedic foam bedding products, including mattresses, mattress pads and specialty pillows. "Our company has specialized in the production of orthopedic comfort products made of polyurethane foam and viscoelastic foam since 1995," states Mustafa Ural, company director. "The assortment consists of mattresses and pads as well as orthopedic sitting pillows, back pillows and neck pillows, and we are always developing new products.

"The company was founded in Istanbul by two brothers, one of them a physiotherapist, and we work with the most modern machines in our factory," Ural adds. "Today, we

export our products to Germany, Spain, Portugal, Belgium, Netherlands and France and sell in different sectors, including the medical sector, physiotherapy clinics and in bedding shops.”

Blanket and throw manufacturer Sesli Tekstil is offering a large selection of styles and constructions, including 100 percent acrylic blankets, cotton/acrylic blends and plush designs. “Sesli Tekstil started production in 1967, is now the leading company with the biggest blanket factory in the Middle East and Europe,” states company representative Cumhur Bandaçioğlu.

Turkey historically has been a center of textiles manufacturing, and suppliers are building upon the country’s traditional strengths. Eke Tekstil, for example, is based in Denizli, the Turkish city where the Ottoman Emperors’ clothing was woven and sewn; the company takes advantage of the area’s rich history in producing fine quality bath products. “Our creative engineers have expertise in the fields of yarn production, weaving, finishing and sewing,” states Çagri Owayurt, marketing manager. “The company focuses its attention on the improvement of quality and building a reputation for production of the finest quality goods.”

Similarly, Galeri Tunç Textile, a supplier of bed coverings, table linens, decorative pillows, fabrics and accessories, “gets its power from the past and extends it to the future, creating a new lifestyle,” points out Suha Kaleli, export manager. “We appropriate a style that unites modern lines with classical Ottoman-Turkish patterns in our new collections. Our major principles are quality and a high level of customer satisfaction. A truly customer-centric, value-added marketing relationship has become the most important thing. Presently our firm exports a wide range of home textiles products with different color and pattern alternatives to many European countries, including Greece, Germany, France, Belgium, Holland, Italy, and to overseas countries like the United States, Japan, Australia and New Zealand. We also bring new ideas and solutions to our corporate and retail customers with our unique collections and special order products.”

Curtain producer Resina Ertus Textile started production in 1950, and is now a third-generation, family-run business. “We produce modern and classical designs in fashionable colors in our design room,” points out company principal Cem Ertuş. “Currently we produce jacquards, voiles, organza and curtains by using latest technology in our factory, and we export 80 percent of our production.”

Another manufacturer building upon the region’s traditions is the Kaya Group, a supplier of cotton yarns and knitted fabrics. “Kaya Group was born by marketing and manufacturing the local specialty weaving in Trabzon, the ancient business center of the Black Sea region,” explains Ali Kaya, owner. “By focusing on quality and customer satisfaction, Kaya Group has achieved a unique position in the European and U.S.A. textiles markets.”

Turkish manufacturers have invested heavily in equipment and personnel to remain at the forefront of the global textiles business, in many cases fully integrating their production facilities and highlighting their many years of experience in the export market.

“Super Textile stepped into the home textile field as a marketing company in 1985, and today produces high quality home textiles products for export,” comments İsmail Yasubağa, general manager. “Our mission is to be leader in the textile sector by strengthening ourselves with large investments. Super Textile also gives technical education to workers, and our quality policy is very high. Our aim is to minimize the risk of our customers by offering quality production and professional service support; we consider our customers as partners.”

Emre Can, chief executive of yarn producer Metemteks, points out, “Metemteks has been a reputable company on the Turkish market for over 25 years; we are committed to increasing the quality of our output by continually updating production technology and supporting Turkish textile manufacturers by permanent innovations. Texturized, twisted warped and specialty yarns for weaving and knitting are manufactured using state of the art technology and up to date machinery.”

Another major producer, the Ulusoy Group, also is investing heavily in its facilities to service the growing export market. “Our facility is oriented towards the world markets, and is manufacturing using the most developed technology,” remarks Mustafa Başar, export manager. “This ultra-modern factory is equipped with the latest technology machinery for the best quality textile production. Ulusoy Group maintains a strong and successful cooperation with its international customers.”

Ulusoy exports approximately 80 percent of its curtains, guipure, embroidery and other home textiles products, according to Başar. “Our design department produces collections to meet the demands of international markets, and the best machines in the world support this creative team.”

About the Turkish HomeTex Show

The Turkish HomeTex Show is sponsored by CNR International Trade Fairs, which hosts the annual EVTEKS show, the second largest home textiles trade fair in the world. CNR International Trade Fairs is a commercial enterprise founded in 1985 and based in Istanbul. The company manages CNR Expo, the largest international exhibition center in Europe and Asia, and hosts more than 35 events annually, including 20 international trade fairs. CNR Expo encompasses 10 halls and 150,000 square meters (1.6 million square feet) of indoor exhibition space located on 270,000 square meters (2.9 million square feet) of land in the center of Istanbul.

CNR Expo has played host to more than 100,000 exhibitors and more than 3 million visitors at its various annual events. In addition to the giant EVTEKS home textiles fair held annually in May, CNR International organizes trade shows in the a wide range of industries, including the automotive, tourism, hospitality, photography, pets, floral, personal care, food, energy, metallurgy, engineering and medical fields. The company also hosts seminars, meetings, business conferences, competitions and special events, such as concerts by leading international stars.

New York Turkish HomeTex Show Exhibitor List

Company: Ada Nakis Desen Dok.Giy.Iml.Tic.San.Ltd.Sti.
Products: Tullies, curtains
Contact: Mustafa Kosemusul
Address: I OSB 4.Cadde No:1 54180 Hanli Beldesi Sakarya Turkey
Phone: +90 264 276 90 92
Fax: +90 264 276 90 94
Email: info@veronacurtain.com

Company: Akova Tekstil Tarim Urun.Tic.San.Ltd.Sti
Products: Towels, bathrobes, baby home textile products
Contact: Ibrahim Aganoglu
Address: Ankara Asfalti Uzeri No:166 20100 Denizli Turkey
Phone: +90 258 268 44 44
Fax: +90 258 268 80 26
Email: info@akovatex.com

Company: Anemon Dosemelik Perdelik Mef.Teks.San.Tic.Ltd.Sti.
Products: Furnishing fabrics, curtain fabrics and accessories
Contact: Metin Yasan
Address: Yeni Yalova Yolu Buttim ?s Merk. C Blok 5.Kat No:1467 Bursa Turkey
Phone: +90 224 211 57 12 +90 224 211 57 14
Email: metin@anemontekstil.com

Company: Atlantik Tuketim Mallari Tic.Ve San.Ltd.Sti.
Products: Fabrics
Contact: Hayri Ozkuyumcu
Address: Turgut Ozal Cad.No:24 Alemdar-Umraniye Istanbul Turkey
Phone: +90 216 312 07 39-40
Fax: +90 216 312 07 43
Email: hayri@dose.com.tr

Company: Azim Tekstil San.Ve Tic.Paz.Ltd.Sti
Products: Towels, bathrobes
Contact: Orhan Tahtali
Address: Organize San.Bol.2. Bolge Denizli Turkey
Phone: +90 258 269 12 50
Fax: +90 258 269 12 49
Email: hakan.sarikaya@azimtekstil.com.tr

Company: Dekorcu Tekstil Insaat Turizm Gida San.Tic.Ltd.Sti.
Products: Tuller
Contact: Sedat Gunay
Address: Huzur Mah. 3.Cad.No:34/A-B Ovecler Ankara Turkey
Phone: +90 312 476 88 98
Fax: +90 312 476 50 92
Email: sedatgunay@hotmail.com

Company: Dođan Örne San Tic. Ltd.Şti.
Products: Home textile products
Contact: Refik Birinci
Address: Kızılbeylik Mevkii Tekeler Mahallesi Şehit Adil Umutlu Sok. No:15
Adapazarı Sakarya Turkey
Phone: +90 264 273 01 40
Fax: +90 264 293 45 89
Email: refikbirinci@doganorme.com.tr

Company: Dođu Ticaret Dek.Ins.Kom.Tar.Ur.Top.Paz.lth.lhr.
Products: Home textile products
Contact: Mustafa Guven
Address: 1776 Sok.7 No:44/B Mevlana Bornova-Izmir Turkey
Phone: +90 232 339 71 94
Fax: +90 232 343 34 16
Email: mustafaguven-25@hotmail.com

Company: Eke Tekstil San.Ve Tic.A.S.
Products: Towels, bathrobes, bathroom and home textiles
Contact: Cagri Ovayurt
Address: Org.San.Bol.Servergazi Cad.No:12 Denizli Turkey
Phone: +90 258 269 15 56
Fax: +90 258 269 15 59
Email: cagri@eke.com.tr

Company: Ekt Ekenler Tekstil San.Tic.A.S
Products: Ready-made curtains, bed linens, table linens, curtains
Contact: Fatma/Erdal Eken
Address: DOSAB Lale Sok. No:10 Bursa Turkey
Phone: +90 224 261 16 60
Fax: +90 224 261 16 68
Email: info@ekt.com.tr

Company: Ertus Tekstil San.Ve Tic.A.S.
Products: Tuller
Contact: Cem Ertus
Address: Nilufer Organize San.Bol.Seftali Cad.No:16 Bursa Turkey
Phone: +90 224 411 02 50
Fax: +90 224 411 02 56
Email: ertus@ertus.com.tr

Company: Evliyaoglu Tekstil San.ve Tic.A.S.
Products: Towels, bathrobes
Contact: Mustafa Ekici
Address: Ankara Asfalti Uzeri 20.Km. Gurlek Denizli Turkey
Phone: +90 258 269 14 50
Fax: +90 258 269 14 51
Email: info@evliyaoglutekstil.com

Company: Galeri Tunc Tekstil Konfeksiyon Ve Hed.Esya San.Tic.Ltd.Sti
Products: Decorative home textile products
Contact: Yuksel Keskin
Address: Nuruosmaniye Cad. No:86-88 Cagaloglu Turkey
Phone: +90 212 528 49 59
Fax: +90 212 520 85 77
Email: galeritunc@galeritunc.com

Company: Hateks Hatay Tekstil Isletmeleri
Products: Towels, bathrobes, yarn
Contact: Abud Abdo
Address: Iskenderun-Antakya Yolu Uzeri Topbogazi Mevkii Antakya/Hatay
PK:31000 Turkey
Phone: +90 326 451 24 00(9 lines)
Fax: +90 326 451 24 09
Email: hateks@hateks.com.tr

Company: Hayat Havlu Teks. San.Tic. A.S.
Products: Towels, bathrobes
Contact: Mahmud Nursacan
Address: Org.San. Bolgesi 7,Cadde No:88 Kayseri PK:38070 Turkey
Phone: +90 352 322 07 10
Fax: +90 352 322 07 22
Email: hayat@hayathavlu.com.tr

Company: Hereke Carpet Weavers Association
Contact: Erhan Ör
Address: Hereke, Turkey
Phone: +90 262 511 20 34
Fax: +90 262 511 45 01
Email: baskan@hereke.com

Company: Ipekyolu Tekstil
Products: Towels, bathrobes
Contact: Salih Katranci
Address: Org.San. Bolgesi No:42 Denizli PK:20065 Turkey
Phone: +90 258 269 18 60
Fax: +90 258 26913 17
Email: skatranci@ipekyolutex.com.tr

Company: Jado Tekstil San. Ve Tic.Ltd
Products: Home textiles
Contact: Kadir Çitil
Address: Kozahan No:13 Osmangazi Bursa TURKEY
Phone: 90 224 220 12 12
Fax: 90 224 220 16 42
Email: info@jadotekstil.com.tr

Company: Kaya Tekstil San. Ve
Products: Home textiles
Contact: Ali Kaya
Address: Firuzköy Mah.Güney Sok.Mezarlık Altı Cad.No:22 Avcılar İstanbul Turkey
Phone: 90 212 428 33 23
Fax: 90 212 428 34 08
Email: pazarlama@kayagroup.com.tr

Company: Letto Mobilya ve Dekorasyon Tic.Ltd.Sti
Products: Baby beds and textiles
Contact: Sibel Oner
Address: Papatyalı Sok.No:46 Ciftehavuzlar-Istanbul Turkey
Phone: +90 216 411 87 25
Fax: +90 216 411 87 26
Email: info@letto.com.tr

Company: Metemteks Tekstil Sanayi Ticaret A.S
Products: Curtains, organza, taffeta
Contact: Recep Emre Can
Address: Kocman Cad.Polat ?s Merkezi C Blok No:5 Kat:2 Gunesli-Istanbul Turkey
Phone: +90 212 657 07 35
Fax: +90 212 657 03 36
Email: info@metemteks.com

Company: Osmanli Kalip Mak.San.Tic.Ltd.Sti
Products: Curtain systems
Contact: Ahmet M. Kosar
Address: Ikitelli Org.San. Bolgesi Metal-Is San.Sitesi 8.Blok No:27-29 PK:34306
Istanbul Turkey
Phone: +90 212 671 43 34
Fax: +90 212 671 43 37
Email: info@osmanlikalip.com.tr

Company: Pan Dis Tic.Ltd.
Products: Towels (microfiber), bathrobes
Contact: Yucel Ozkan
Address: Keresteciler Sitesi Savas Cad. No:6 Merter/Istanbul Turkey
Phone: +90 212 637 17 80
Fax: +90 212 637 13 73
Email: ikra@pan-ltd.com.tr

Company: Perdevi Ic Dekorasyon Urunleri Tekstil San.Dis Tic.Ltd.Sti.
Products: Tullies, home textiles
Contact: Ahmet Keserci
Address: Resit Galip Cd.No:88/5 G.O.P. Ankara Turkey
Phone: +90 312 448 02 69
Fax: +90 312 448 02 70
Email: info@perdevi.com

Company: Serhat Kapitone Tekstil Tic.San.Ltd.Sti.
Products: Bedspreads, covers
Contact: Adem Mercan
Address: Ugur Mumcu Mah.2345 Sok. No:5 Sultanciftligi Gaziosmanpasa-Istanbul Turkey
Phone: +90 212 476 03 29
Fax: +90 212 476 03 30
Email: serhat@serhattextile.com

Company: Sesli Tekstil San.Tic.A.S
Products: Blankets, quilts, yarn
Contact: Cumhuriyet Bandakcioglu
Address: Ali Riza Gurcan Cd.Eski Cirpici Sok.Merter Is Merkezi No:2 Kat:5 D:36 Merter-Istanbul Turkey
Phone: +90 212 483 32 32
Fax: +90 212 482 84 00
Email: sespa@sesli.com.tr

Company: Super Tekstil San. Ve Tic.A.S.
Products: Home textiles, curtains
Contact: Ismail Yasubuga
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Phone: +90 212 519 48 82
Fax: +90 212 519 48 85
Email: supertekstil@superonline.com

Company: The Association Of Turkish Home Textile Industrialists
Contact: Yildirim Kurdoglu
Address: Refik Saydam Cad.Muselles Apt.133/2 Tepebasi-Beyoglu Istanbul Turkey
Phone: +90 212 292 04 04
Fax: +90 212 292 23 04
Email: info@tetsd.org

Company: Troya Tekstil San.Tic.Ltd.Sti.
Products: Towels, bathrobes
Contact: Vehbi Tombuloglu
Address: Izmir Asfalti Uzeri HaciEyuplu Denizli Turkey
Phone: +90 258 371 76 87
Fax: +90 258 37153 10
Email: vehbit@troyatextile.com

Company: Ulusoy Textile
Products: Tullies, curtains, ready-made curtains, embroidery, guipure
Contact: Mustafa Basar
Address: Basın Ekspres Yolu Cemal Ulusoy Cad.Ulusoy Tesisleri Yenibosna 34530
Istanbul Turkey
Phone: +90 212 696 96 40
Fax: +90 212 696 96 44
Email: yuruten@ulusoy.com.tr

Company: Ural Medikal Ticaret Pazarlama Ltd.Sti.
Products: Viscoelastic memory foam beds and pillows
Contact: Mustafa Ural
Address: Cavusbasi Cumhuriyet Cad.No:72 Kavac?k-Beykoz Istanbul Turkey
Phone: +90 216 479 8112-13
Fax: +90 216 479 81 14
Email: info@uralmedikal.com

Company: Yuk-Nur Tekstil Tic.San.Ltd.Sti.
Products: Curtain fabrics, fancy organza, voile
Contact: Mehmet Yuksel
Address: DOSAB Papatya Sok. No:4/A Bursa Turkey
Phone: +90 224 261 26 85
Fax: +90 224 261 26 88
Email: info@melina.com.tr