

**FOR REVIEW**

the

**CORRECTED AND IMPROVED TEXT**

of the

**Eroğlu Companies Group**

**CORPORATE WEBSITE**


**EROĞLU®**

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25 Jan  
2009

grammar OK, poor wording

wrong: incorrect English

### About Us

- Firm Profile
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- Historically
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### About Us / Firm Profile

**Eroğlu** Companies Group was established in 1978 by Mr. Nusret Eroğlu and today there are 5 companies within the group, and it is producing "precision tool holder systems" for CNC tool benches. **Eroğlu**, who is the leader in its field in Türkiye is one of the leading manufacturers in Europe.

**Eroğlu** Makina San.Tic.A.Ş.; which is the production center of **Eroğlu** Companies Group in Bursa, is functioning with its expert staff of 250 personnel, at integrated modern production facilities on a closed area of 65,000 m<sup>2</sup> and open area of 15,000 m<sup>2</sup>.



### Corrected and Improved Text

## About Us / Firm Profile

Eroğlu Companies Group was founded, back in 1978, by Mr Nusret Eroğlu. Today there are five Eroğlu companies which together comprise one of the major European producers of CNC tool bench precision tool holding systems. Eroğlu is the leading Turkish manufacturer in its field.

Eroğlu Makina San Tic A.Ş, the production centre of the Eroğlu Companies Group, employs 250 expert staff at its 80,000m<sup>2</sup> (65,000m<sup>2</sup> enclosed) modern, integrated Bursa site.

■ grammar OK, poor wording  
■ wrong: incorrect English



**Eroglu** Präzisionswerkzeuge GmbH, which was established in 1997 in Germany-Mössingen on an area of 6000 m<sup>2</sup> open and 2000 m<sup>2</sup> closed, is the center of foreign marketing net.

**Eroğlu** Companies Group gave the decision of making productions in Europe and as result of the investments **Eroglu** Präzisionswerkzeugfertigungs GmbH was established in 2007 in Germany-Mössingen on an area of 5000 m<sup>2</sup> open and 2600 m<sup>2</sup> closed and became a manufacturing center producing high technology products.

**Eroğlu** had established a marketing company in Iran in 2004 to increase its efficiency in Middle East and widen its recent market with its representative office formed in China in 2007.

**Eroğlu** Companies Group is exporting the 90% of precision holder tools, which are produced with high technology in the production center in Germany, to 56 countries through the foreign marketing net. European Union countries, Switzerland, Norway, USA, Australia, China, South Africa, Iran, Japan, Canada and Russia are the main exportation countries.

**Eroğlu** Takım Mak. San. Tic. Ltd. Şti., which is the center of domestic marketing net in Bursa, is giving marketing and technical consultancy within the Türkiye together with its branches and agencies in Istanbul, Konya, Izmir and Ankara.

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Eroglu Präzisionswerkzeuge GmbH is the centre of the Group's international marketing network. The company, established in 1997, operates from its 8000m<sup>2</sup> site (6000m<sup>2</sup> enclosed) in Mössingen, Germany.

Eroğlu Companies Group likewise founded, in 2007, Eroglu Präzisionswerkzeugfertigungs GmbH, to function as the Group's high technology European manufacturing centre. This latest plant covers an area of 7,600m<sup>2</sup> (2,600m<sup>2</sup> enclosed).

In 2004 Eroğlu, to develop its Middle East market, established a marketing company in Iran, followed by a representative office in China (2007).

The Eroğlu Companies Group now exports 90% of the CNC precision holding tools produced by its high technology German production plant. These are distributed through the company's international marketing network across the European Union and beyond: to countries such as Switzerland, Norway, the USA, Australia, China South Africa, Iran, Japan, Canada, and Russia. Eroğlu has exported to a total of 56 nations.

Eroğlu Takım Mak. San. Tic. Ltd, Şti., the Group's domestic marketing hub in Bursa, delivers marketing and technical consultancy services to the Company's branches and agencies in Istanbul, Konya, Izmir, and Ankara.

grammar OK, poor wording  
wrong: incorrect English

Eroğlu Companies Group is exporting the 90% of precision holder tools, which are produced in the production center in Germany, to 56 countries through the European Union countries, Switzerland, Norway, USA, Australia, Japan, Canada and Russia are the main exportation countries.

an. Tic. Ltd. Şti., which is the center of domestic marketing net in Bursa, is giving marketing and technical consultancy within the Türkiye together with its branches and agencies in Istanbul, Konya, Izmir and Ankara.

Eroğlu has DIN EN ISO 9001-2000, ISO TS 16949 and EN ISO 14001 quality certificates and is giving great importance on training and improving of employees for the continuity of customer satisfaction gained with its products and services. Eroğlu is serving world-wide with its expert team consisting of 300 personnel and is forming qualified human resource by employing the personnel who are trained in ERTEM-Eroğlu Technological Training Center within the company.

Eroğlu's reliable, quality and stable services given to the customers through sector experience of 30 years, created the EROĞLU mark. Eroğlu, which is one of the leading companies of Europe, is continuing to raising the bar and making investments for the aim to be the leader in its sector in Europe.

Eroğlu had formed an integrated facility with the infrastructures at the production center in Bursa in 2007 and has started a great renewing project till the year 2012. Within this project, making the ERTEM- Eroğlu Technological Training Center a school giving occupational and technical training, increasing R&D investments by speeding up the useful model and patent studies realized with co-operating with the universities till today, and establishing the Eroğlu Tecnopark as result of these studies are our priority tasks.

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Eroğlu holds the DIN EN ISO 9001-2000, ISO TS 16949, and EN ISO 14001 quality certifications. The Company places great importance on the training and improvement of its employees so as to be able to maintain the high levels of customer satisfaction generated by the sales of its products and services. Around 300 expert staff support Eroğlu's international customers and the Group's rich human resources are even further developed, trained, and improved in the Company's own ERTEM-Eroğlu Technology Training Centre.

Eroğlu's high-quality, reliable and consistent customer service over the Group's 30 years of experience has created, over time, Eroğlu's reputation: its 'mark of excellence'. Eroğlu, one Europe's leading companies, will continue to raise the bar through its carefully selected production investments. The Company's goal is to become the leading EU company in its industrial sector.

In 2007, Eroğlu built an integrated facility at its production centre in Bursa, and in 2012 it will complete a large, three part, renewal programme:

- the conversion of the ERTEM-Eroğlu Technology Training Centre into a school, a school delivering both occupational and technical training;
- an increase in the Group's R&D investments so that the Company can utilize the models, studies and patents developed by the Company and its associated universities;
- the establishment of the company's R&D based Eroğlu "Techno Park".

These three projects are priority tasks within the Eroğlu Companies Group.

The screenshot shows the website of Eroğlu Makina. A legend box in the top left corner indicates that blue markings mean 'grammar OK, poor wording' and pink markings mean 'wrong: incorrect English'. The website header includes language options (Türkçe, Deutsch, French), a Site Map, a search bar, and navigation links (Products, Companies, News, Jobs&Careers, Contact, Home). The main content area is titled 'About Us / Historically' and features a sidebar with links to Firm Profile, Our Vision, Our Mission, Why EROĞLU?, Historically, and Quality Certificates. The main text describes the company's history, starting from its founder, Nusret Eroğlu, who founded the company in 1978 in Konya, Turkey. It mentions the company's growth from a garage to 5 companies and its status as a leading manufacturer of precision tools in Europe. The text also highlights the company's principle of always striving to be the best and its commitment to innovation and perseverance.

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## Eroğlu: 30 years

Over 30 years ago, Eroğlu Makina was founded in order to produce, in Turkey, precision tools conforming to European standards. The company is now one of the leading manufacturers of precision tools in Europe.

Mr Nusret Eroğlu, the founder and president of the Eroğlu Companies Group, created Eroğlu Makina in Konya in 1978 after completing nearly a decade of German education and technical training. To this day, Nursret Eroğlu determines all company policy as well as continuing to guide the Group onto further successes.

Nusret Eroğlu's personal principle has never changed: 'always strive to be the best', to the extent that this has now become the overriding policy of the company as a whole. The implementation of this policy can be seen in the Group - and its staff's - constant innovation and relentless perseverance.

Today, the Eroğlu Companies Group looks back with pride over its last 30 years and its exports around the globe, while continuing to invest heavily in order as to become the European leader in its field.



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**1978**

**Eroglu** Makina starts production in Konya on only 75 square meters with 2 machines and 1 employee.

**1983**

Beginning of manufacturing SPM quick-action collet chucks and collets to DIN 6343

**1984**

Manufacturing of tool holders to DIN 228 and DIN 2080 begins. The stuff rises to 10.

**1986**

The production is expanded with tool holders to DIN 69871 and JIS B 6339 (MAS 403 BT). One takes part for the first time in an international fair.

**1988**

The name **Eroglu** becomes the registered brand name in Turkey. First exports can be increased by quality and trustworthiness. Also in Europe **Eroglu** is recognized as a brand. The number of employees rises to 25.

**1992**

**Eroglu** moves to Bursa, one of the most important industrial places of Turkey. The number of employees rises to 30.

**1995**

Manufacturing of tool holders to DIN 69880 (VDI 3425) begins. The technical training centre ERTEM **Eroglu** is created. By a close cooperation with the university Uludag and the specialized high schools **Eroglu** can train its technicians themselves in the own house. The trained students are taken over and a qualified and expert personnel basis is formed.

**1997**

**Eroglu** Präzisionswerkzeuge GmbH in Mössingen (Germany) is created. The number of

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- 1978 Eroğlu Makina starts production in Konya with one employee, two machines, and a work-site of only 75 square metres.
- 1983 The initial manufacture of SPM quick-action collet chucks and collets, to DIN 6343.
- 1984 First manufacture of tool holders to DIN 228 and DIN 2080. 10 employees.
- 1986 Production expands to include tool holders meeting DIN 69871 and JIB B 6339 (MAS 403 BT). First participation in an international fair.
- 1988 "Eroğlu" becomes a registered brand name in Turkey, and appears as a brand in Europe. Initial exports now increasing due to product quality and reliability. 25 employees.
- 1992 Eroğlu relocates to Bursa, one of the main Turkish industrial areas. The company now employs 30 staff.
- 1995 Manufacturing of tool holders to DIN 69880 (VDI 3425) begins. The ERTEM-Eroğlu technical training centre is founded. In close cooperation with Uludag University and select specialised high schools, Eroğlu can now fully train its technicians in-house. These students form the basis of Eroğlu's trained, qualified, and expert staff that still serve the Group and its customers to this day.

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specialized high schools **Eroglu** can train its technicians themselves in the own house. The trained students are taken over and a qualified and expert personnel basis is formed.

**1997**  
**Eroglu** Präzisionswerkzeuge GmbH in Mössingen (Germany) is created. The number of employees of the group rises up to now 45.

**1998**  
DIN 69893 (HSK) is taken up to the program. In order to be able to give service to the customer also in the Turkish market, in Bursa **Eroglu** Takim is created, responsibly for the technical selling in Turkey.

**2002**  
Within the firm structure the department for "research and development" is established and it is begun to develop common projects with universities. From this the product group "Hi-Tech" results.

The sales administration in Germany moves into own buildings. Business building covers 2000 square meter on a surface of 6000 square meter.

The **Eroglu** brand name is registered in the European Community. The number of employees of the group rises to 65.

**2003**  
Quality certifying according to DIN EN ISO 9001-2000 and EN ISO 14001. The number of employees of the group amounts to now 85.

**2004**  
**Eroglu** expands in the middle east. In Teheran (Iran) **Eroglu** Machine Ind. Trade Co. is created. Still in the same year **Eroglu** Takim is created in Istanbul. The total number of employees exceeds for the first time the 100.

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1997	Eroğlu Präzisionswerkzeuge GmbH opens in Mössingen, Germany. The Group's combined staff now numbers 45.
1998	Eroğlu starts production conforming to DIN 69893. Eroğlu Takım is founded to look after technical selling in Turkey as well as to supply and maintain full after-sales support.
2002	The Research and Development (R&D) department is established to initiate and continue development projects in cooperation with various university departments and staff. Eroğlu's new 'High Tech' product group starts working from within the R&D department. The German sales administration department gets its own building. The sales and marketing departments now work from a 6000m <sup>2</sup> site (2000m <sup>2</sup> enclosed). Eroglu becomes a registered brand name in Europe. 65 employees.
2003	Certified to DIN EN ISO 9001-2000 and EN ISO 14001. 85 employees.
2004	The Eroğlu Companies Group expands its Middle East network with the establishment of Eroğlu Machine Ind. Trade Co. in Tehran, and Eroğlu Takım being founded in Istanbul. Eroğlu now employs over 100 staff.

grammar OK, p  
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**2005**

Establishment of **Eroglu** Takim in Konya. Development of customer service and technical training.

The number of employees of the group rises to 130.

**2006**

Planning of the production of driven tools.

**Certifying** according to ISO TS 16949.

**Eroglu** is distinguished **with** the Oskar Patzelt **donation** of middle class companies competition organized in Germany as **finalist**. The number of employees world-wide rises to 150.

**2007**

With the establishment of **Eroglu** Präzisionswerkzeugfertigungs GmbH the **bases** of **a** future production are **done** in Mössingen (Germany).

Acquisition of **an** own hardening plant in Bursa. **The** manufacturing in Bursa expands **on** 15,000qm on a surface of altogether 65,000qm.

**It** is exported **at present** into 56 countries. Constant expansions of the sales network are **done**. One important market of the future seems to be China, where the first steps **were** **already** undertaken.

Number of the students training within the ERTEM increased to 35.

In the competition organized by Oskar Patzelt Stiftung Foundation in **Federal Germany-wide**, "Grossen Preis Des Mittelstandes" 2007 year Middle-Scaled **Big** Award is won **amongst** 3 thousand 11 candidates.

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- 2005 Eroğlu Takım is founded in Konya. Technical and customer service training begins. 130 employees.
- 2006 The production of driven tools is planned and the company gains ISO TS 16949 certification. Eroğlu is distinguished as a finalist in the middle-sized company section of the German 'Oskar Patzelt' competition. 150 employees worldwide.
- 2007 Eroglu Präzisionswerkzeugfertigungs GmbH is established in Mössingen, Germany, as the Group's new major production site. The Group purchases its own hardening plant in Bursa, while the total Bursa manufacturing area increases to 65,000m<sup>2</sup> (15,000m<sup>2</sup> enclosed). Eroğlu exports into 56 countries, while expansions of the sales network continue. The company is now looking towards China, where initial market development has already been accomplished. 35 students are in training with the ERTEM. Eroğlu wins the 'Grossen Preis Des Mittelstandes' award in the middle-sized company section of the German 'Oskar Patzelt' competition, ahead of 3,010 other candidates.



The screenshot shows the EROGLU website with various error markings. A legend box in the top left corner specifies:
 

- Blue: grammar OK, poor wording
- Pink: wrong: incorrect English

 The website content includes:
 

- Header: EROGLU logo, language links (Türkçe, Deutsch, French), Site Map, Search, and navigation links (Products, Companies, News, Jobs&Careers, Contact, Home).
- Left sidebar: 'About Us' menu with links to Firm Profile, Our Vision, Our Mission, Why EROGLU?, Historically, and Quality Certificates.
- Main content area:
  - 'About Us / Our Vision': EROGLU is targeting to be the first choice with its mark and to head up to the front rank in the European market as a reliable business partner with a high competitive power, proved himself in the international area while continuing its leader position in the domestic market.
  - 'About Us / Our Mission': Our mission is to provide advantages to our customers with quality and economical products, to keep the customer satisfaction on the highest level and to represent Türkiye in the best way in international area as being the EROGLU. Our main aim is to be the leader in the sector with our activities and to add value to our country, economy and social and natural environment.
- Footer: Copyright © 2007 EROGLU Präzisionswerkzeuge GmbH, Tel: + 49 7473 95 45 - 0, Fax: + 49 7473 95 45 - 25.

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### Our Vision

Eroğlu looks towards being the leader within the European market, the first choice among its customers. It seeks to remain being a highly competitive and reliable business partner, proven in the international arena while continuing its dominance within Turkey.

### Our Mission

Our mission is to provide advantages to our customers through our economic, high quality, products, maintaining Eroğlu's elevated levels of customer satisfaction while continuing to proudly represent Turkey in the international marketplace. Our aim is to become the leader within our market sector, thus adding value to our country, economy, society and natural environment.

The screenshot shows the EROGLU website with various error markings. A legend box in the top left corner indicates:

- grammar OK, poor wording (blue highlight)
- wrong: incorrect English (pink highlight)

The website header includes language options (Türkçe, Deutsch, French), Site Map, and a Search bar. The main navigation bar contains links for Products, Companies, News, Jobs&Careers, Contact, and Home.

The 'About Us' section is highlighted, and the 'Why EROGLU ?' section contains the following list:

- 1) Our mark is the guarantee of our quality.
- 2) Our main principle is to set our quality as the customer satisfaction standard.
- 3) All our activities are focused on our customers and customers' demands.
- 4) Aim is to provide maximum customer satisfaction with quality and fine production.
- 5) Continuity of our quality is provided with the principle of forming a human resource that will realize the company targets and meet our customers' current or future needs and will use its knowledge and abilities in an effective way.
- 6) Consultancy and technical services are given to our customers by our expert team.
- 7) Equity, reliability and honesty for our customers are our constant values.
- 8) Continuously, modern machinery and high technology investments are made for giving better services to our customers.

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## Why Eroğlu ?

1. Our mark is a guarantee of quality.
2. We have one single main principle: to establish our quality levels as the marketplace standard.
3. All our activities are focused on our customers and their demands.
4. Our aim is for our high quality production to deliver the maximum levels of customer satisfaction.
5. We maintain our high quality levels through the development of our specialised human resources, who are able to effectively and wisely meet our customers' needs. Thus, in turn, our company's targets are met.
6. Consultancy and all necessary technical resources are supplied by Eroğlu's experts.
7. Our values focus on fairness, reliability, and honesty towards all our customers.
8. To maximise our customer services we have always readily, and extensively, invested in modern machinery and all kinds of appropriate high technology.