

## **FOR REVIEW**

the

## **CORRECTED AND IMPROVED TEXT**

of the

**Eroğlu Companies Group** 

# **CORPORATE WEBSITE**



#### 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 80,000m2 (65,000m2 enclosed) modern, integrated Bursa site.



Eroglu Präzisionswerkzwuge GmbH is the centre of the Group's international marketing network. The company, established in 1997, operates from its 8000m2 site (6000m² 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, In, Japan, Canada and Russia are the main exportation countries.

an. Tic. Ltd. Şti., which is the center of domestic marketing net in

barsa, 19 giving marketing and technical consultancy within the Turkiye 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 on e 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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#### **Corrected and Improved Text**

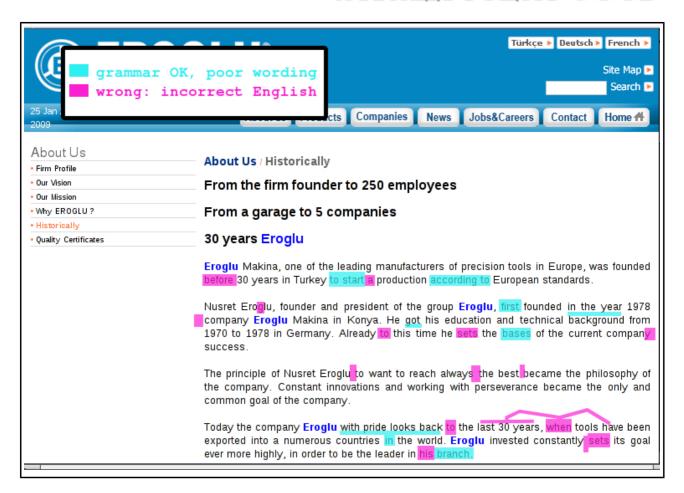
Eroğlu holds the DIN EN ISO 9001-2000, ISO TS 16949, and EN ISO 14001 quality certifications. The Company places great importance on the training and improvement of its employees so as to be able to maintain the high levels of customer satisfaction generated by the sales of its products and services. 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.



### Eroğlu: 30 years

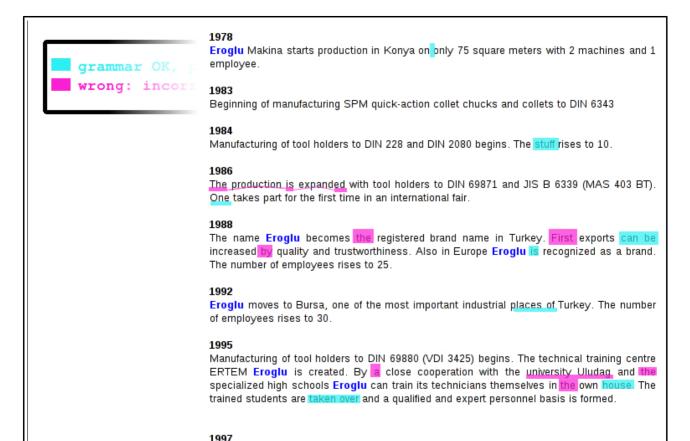
Over 30 years ago, Eroğlu Makina was founded in order to produce, in Turkey, precision tools conforming to European standards. The company is now one of the leading manufacturers of precision tools in Europe.

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.



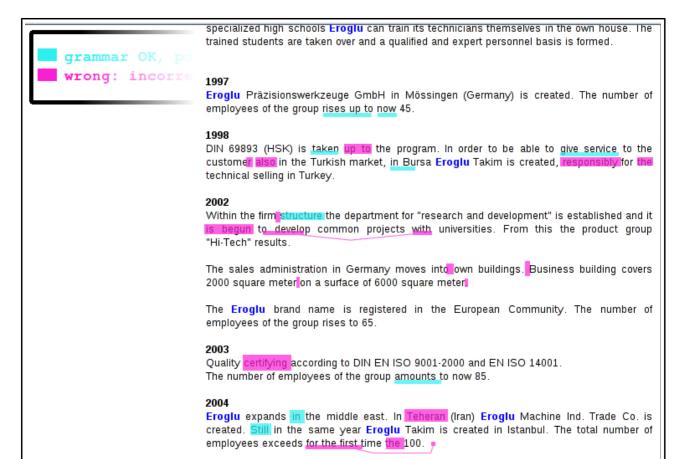


1978 Eroğlu Makina starts production in Konya with one employee, two machines, and a work-site of only 75 square metres.

Frontu Präzisionswerkzeuge GmhH in Mössingen (Germany) is created

- 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.





- 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 aftersales support.
- 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.





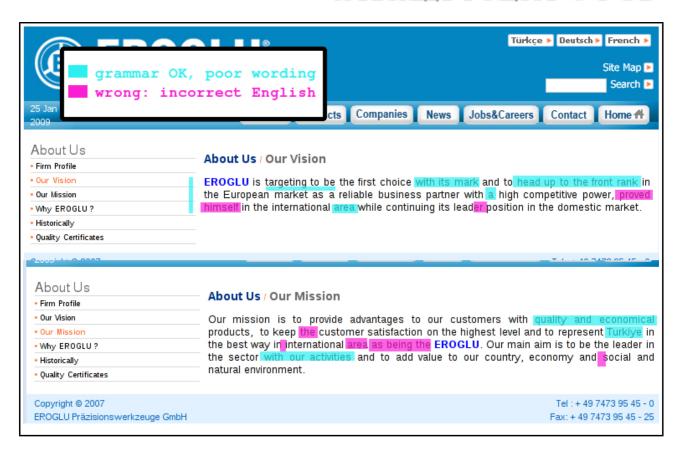
Eroğlu Takım is founded in Konya. 2005 Technical and customer service training begins. 130 employees.

thousand 11 candidates.

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

- 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.
- 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.

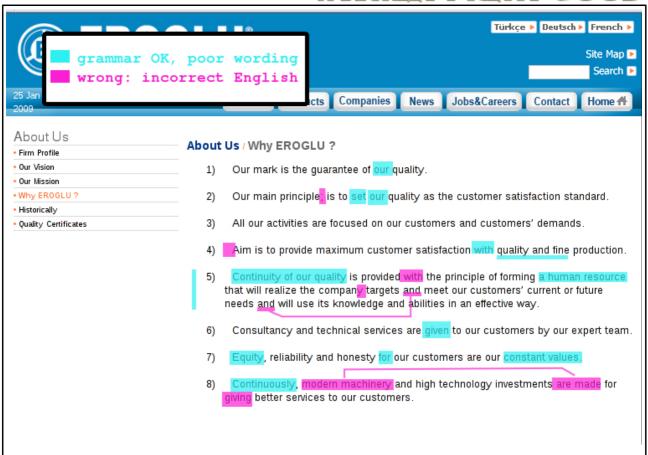


#### **Our Vision**

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.



### 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.