



KASTAŞ SEALING TECHNOLOGIES

ZOOM

MARCH 2021

**Ground Breaking Investment For
"Food And Beverage Industry"**



CRM
The Digital Transformation
Journey Continues At Kastaş



SmartSeal®
Delivery Within 24 Hours Against
Maintenance Shutdowns



KASTAŞ Contents

- | | |
|--|--|
| 04 Kastaş aims to increase market share at North America | 14 Ground breaking investment for "Food And Beverage Industry" |
| 05 Kastaş, in R&D, is among the first 300 companies in Turkey | 18 The digital transformation journey continues at Kastaş |
| 06 The goal is to ensure fast, efficient and quality production with the new production organization | 20 Europe Sales and Distribution Center |
| 07 The "Production Automation System" was activated at Kastaş | 22 seal-Link 2021 |
| 08 Kastaş continues manufacturing with maximum measures | 24 Rod seal developed for demanding applications: XT200® |
| 10 Delivery within 24 hours against maintenance shutdowns: SmartSeal® | 26 Energy efficiency and system safety are at the highest level with FR200® |
| 12 Bircan Atılğan, Vice Chairman: We have been constantly growing for the last 40 years and accommodate all changes that come along | 27 K501 new generation heavy duty piston seal |

Contents

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We shall celebrate 40th anniversary of Kastaş in 2021. During those forty years, while setting our goals, we aimed to be a strong player both in domestic, as well as in global market with the engineering products we developed specifically for projects of our customers; to maintain and strengthen our position.

The "coronavirus" which took the entire world by the storm had and still does upset the balances dramatically. People all around the world, struggling with the pandemic, have great difficulty continuing their daily lives. The pandemic brought many enterprises in various markets, to the edge of shutting down and the risk of losing their jobs and income is a cause for great concern for many people.

There is no doubt that this phase was more than educative. It changed our priorities, thought us to value our health above everything, and brought great awareness about the real values we own. Like everyone else, Kastaş puts up a big fight with the Coronavirus pandemic, as well. While structuring every single part of our lives, all over again, we prioritize the health of our partners, suppliers, and customers. Within this concept, we take action in line with all related regulations and directives, follow up all sorts of related developments through nationally and internationally well accepted sources.

Our company, which managed to overcome all local and international crises and get even stronger takes all necessary actions in this critical time continues manufacturing the products required by the sectors, vital for human health and maintain continuous production. We are proud to be the manufacturer of the sealing elements of the mechanical ventilator, manufactured here in Turkey by a consortium and donated to many countries all over the world. Furthermore, we designed and produced a mask apparatus for ear protection, for the healthcare professionals, and distributed around 20,000 pieces to health organizations as a social responsibility. Besides all, we give these apparatuses to enterprises who wish to distribute them as a social responsibility project, free of charge, against a donation, they make to EÇEV, as a contribution to education.

We have entered into a game-changer era in production and industrial relations due to the impact of the "industry 4.0 revolution", fast transformations in technology, new methods of handling business and ongoing global pandemic.

We, as Kastaş, support our actions with investments carried out in line with this new process and continue working on sustainability without compromising our strategic goals.

We believe in continuous improvement and continue our efforts in institutionalization, set new goals to outdo ourselves, assess and improve our operational processes and implement necessary optimization by ensuring that it shall be beneficial to all our value chain.

I believe that adopting the changes quickly, taking action rapidly is very important for an enterprise to be successful. At Kastaş, our production, communication process and business continued without any problem during this time, thanks to our infrastructure, strengthen with our digital transformation investments.

Even though we cannot meet face to face, we are constantly in touch with you, our valued customers and suppliers. On the other hand, we had and shall provide uninterrupted service to our thousands of customers, through our 7 logistics warehouses here and abroad and our online sales website, "seal-Link.com".

In the meantime, we are excited to enter a new sector. We have structured a part of our facility, segregated from our current production lines, and started manufacturing sealing elements for the food and beverage industry. All production stages, from compounding and production to packaging, are carried out in line with standards.

While carrying out our activities to achieve our goals, we always believe that awareness of limited resources in the world, being respectful to the environment and nature, are inevitable components of our competitive structure.

On the other hand, we do our best to maintain our organizational structure that is shaped to provide the best for its stakeholders, embraces a management mentality that supports social projects, that can be reached easily after sales, a structure that values high employee satisfaction.

The Coronavirus epidemic thought humanity the value of health and reminded the enterprises of the importance of being ready for unforeseen circumstances. It is clear that companies that have a strong financial and capital structure shall thrive after the impact of the pandemic, expected to diminish by mid of 2021, despite the additional burden generated by the current global economic constriction. And our companies should be ready to meet, without any doubt, huge demands postponed due to pandemic.

We shall celebrate the 40th anniversary of Kastaş in 2021. During those forty years, while setting our goals, we aimed to be a strong player both in domestic, as well as in the global market with the engineering products we developed specifically for projects of our customers; to maintain and to strengthen our position.

Since we know that there are many other new sectors to invest in, new market shares to gain, and many other things to achieve in the upcoming years, our priority shall always be achieving those goals we set, create value for our country as well as our customers, with our human resources, our experience in the fluid power sector and our strategical attempts.

I hope to meet you on healthier and better days and wish you successful, a healthy 2021.

Yours sincerely,

Haydar Atilgan
Chairman

KASTAŞ, AIMS TO INCREASE MARKET SHARE AT NORTH AMERICA

Kastaş, has participated at CONEXPO, the largest construction and construction equipment trade show of United States, held every three years in Las Vegas as well as IFPE, the biggest fluid power, power transmission and motion control, held in conjunction with CONEXPO

Kastaş introduced particularly its product range designed for construction equipment, concrete pumps, cranes and other lifting equipment, as well as the new products and materials that it developed specifically to the sector in this trade show that gathers together thousands of manufacturing and engineering companies from North America, as well as from other countries around the world, which launched their new products and presented their state of the art technology products and innovative solutions.

Kastaş aims to increase its market share in America

Kastaş increased its market share through direct OEM sales and distributor channell aims to increase its collaboration with new manufacturers and expand its network in the upcoming years.



Bircan Atilgan
Vice Chairman of Kastaş

As stated by Mr. Bircan Atilgan, Vice Chairman of Kastaş, "As in many other sectors, North America is a very competitive market that accommodates various dynamics. Recently we are improving our range of products and sizes based on the requirements of this market that we supply our goods since 2002. Especially with the help of thousands of products we included to our standard product list, dimensions of

which were converted into "imperial sizes" based on the demands of our customers, we are now in a position to meet majority of the demands from this market. As for the product range, we can respond better to the high performance expectations with design update of **K19 product family** and **K501** piston seals, which are highly preferred in America market. Furthermore, with the help of PA (polyamide), the preference of the market, and **X-Tone** (polyketone), the new material range of Kastaş, we managed to bring our technical competency to the highest level in construction equipment and mobile equipment."

Mr. Atilgan had said that Kastaş is a known brand in North American market and added stated that: "We are planning to expand our distributor network this year, which has already reached different parts of the country. Logistic-wise, our logistic center in Germany allows us to deliver our products to USA in a short period of time and cost-effectively. To benefit more from this opportunity, we aim to increase recognition of our online sales portal **"seal-Link.com"**.

Besides allowing users to monitor real-time inventory and order the product they are looking for, in minutes and offering them many benefits, **"seal-Link.com"** makes it possible to search specifically in metric and inches. ■



KASTAŞ, ONE THE FIRST 300 COMPANIES IN R&D IN TURKEY...

Having allocated almost twice the average of the country in R&D studies from its turnover, Kastaş continued investing in R&D in 2019 as well. With its new investments, the company is expected to rank higher in 2020.

Having obtained the approval for the "First R&D Center" for sealing technologies industry in Turkey on February 2018, Kastaş Sealing Technologies has accomplished a great achievement by being ranked 290th on the "Most R&D Spending Companies of Turkey" on the same year.

Considering the R&D projects undertaken in 2019 within the scope of new product designs and test center investments, the company's ranking in 2019 is expected to go higher next year for sure.

// THE TARGET FOR R&D IS 3% OF THE TURNOVER

Another indicator of the importance given to R&D by Kastaş manifests itself in the share spared for R&D in the consolidated turnover. Having transferred 1.92% of the turnover to the R&D expenditures in 2018, Kastaş's ultimate goal is to keep this ratio at 3% and raise it gradually...

Having pointed out that the share of R&D in Kastaş's turnover is almost twice the country average, Kastaş Technology Director Ozan Devlen stated: "We are aware that the sustainable growth is only possible with optimization of current processes, high quality products and innovative productions systems.

We place great importance on strengthening our design and application engineering capabilities. We believe that this is

what makes Kastaş competitive in the industry."

Stating that the R&D center is composed of an expert, young and dynamic team, Devlen said that the team carrying out intense studies on innovative products, materials, researches, and tests are also creating new projects for the investment opportunities related to the customer expectations and industrial and technological developments.

// A HOLISTIC APPROACH TO R&D

Pointing out that Kastaş' vision for R&D contains holistic planning and implementation of material, product and system development and testing processes, Devlen continued:

"We are developing solutions for actual demands of our customers both in domestic and foreign markets and working for the needs of tomorrow from today. This dynamic structure and the competitive environment where the market needs to change overnight and it is necessary to develop special materials, designs and systems every day, requires us to have a high competitive power and motivation. Our expert and competent R&D team is equipped with the know-how and technological infrastructure required to meet such expectations at the highest level. We also place great importance in protecting the competency level of our people resources, which is our most important value as well as in our corporate development studies." ■



Mr. Birol Aslantaş has been assigned as the new General Manager of Kastaş

Mr. Birol Aslantaş has been assigned as the new General Manager of Kastaş, which continues its investments within the scope of sustainable development goals.

After graduating from Industrial Engineering Faculty of Çukurova University, Mr. Birol Aslantaş had completed his master degree education at Dokuz Eylül University, Executive MBA program at Aegean University while continuing his professional life at the same time.

During his career, which is about to be 20 years soon, he worked at different locations here and abroad, carried out various assignments including plant management, supply chain management, production, investment, and project management. Before joining Kastaş, Aslantaş was working as Vice Managing Director of a Group of companies.

THE GOAL IS TO ENSURE FAST, PRODUCTIVE AND QUALITY PRODUCTION WITH THE NEW PRODUCTION ORGANIZATION

The goal of the institutionalization process which was initiated in Kastaş two years ago within the scope of sustainability and resulted in a positive outcome is to ensure quality, productivity, and fast production with the new "Production Automation System" as well as with the organizational change in the production unit.



Ömer Semerci
Polymer Process Production
Manager

quarter of 2020 and he commented about the duties and responsibilities of his department and underlined that "In production, we concentrate on two main production processes, which are Elastomer and Plastics. In Elastomer Production Unit, there are compound production compound slicing units, various post production facilities, rubber and vacuum press units.

Plastic Injection and Crushing Production is carried out in Plastic Production as well. In Elastomer Production Unit, compounds of elastomer and fabric-reinforced products are manufactured with specially prescript materials which are developed by our company. Then the compounds are sliced based on the product types and turned into the semi-finished product after going through a curing process in vacuum press and rubber press.

The need for an organizational change of companies, during fast growth periods are becoming natural. This need for change may vary depending on the structure of the company, its business models and method of functioning. Kastaş has a large production capacity and a wide range of products resulted from sustainable growth. Re-organization is natural in such business models." ■

The organizational structure of the production unit was renewed during the institutionalization process which was initiated in Kastaş two years ago within the scope of sustainability and resulted in a positive outcome.

The duties and responsibilities of the Production Unit was segregated into two groups, as "Polymer Process" and "Post Process Operations" which resulted in faster and productive operations.

Polymer Process Production Manager Ömer Semerci commented about the impact of the transformation that Kastaş goes through, inline with the sustainable growth goals, on the production and stated that this restructuring was inevitable due to the new and additional workload, generated by the sped up production.

He said that the first material outcome of the increase in speed and productivity, generated by the restructuring process shall be evaluated better, in the last



// POST PRODUCTION

Polymer Process Production Manager Ömer Semerci stated that Kastaş makes every necessary investment and takes every required action, at every stage of production, to ensure customer satisfaction and still makes continuous development investments.

Semerci also commented about post production process and stated that:

“Product groups from Polymer Process, go through five main processes at the post production

process production unit, depending on their specifications. Those five processes can be summarized as deburring from the products and bring them in compliance with the technical drawing specifications. Later on, they are packed and dispatched to the warehouse. The ready-to-be-delivered” products are then placed with the help of automated positioning system.

100% control inspection is carried out at Kastaş, for all completed products, which are ready to be delivered. Products are subjected to high-resolution inspection with

high-speed cameras, which are defined as automatic inspection, or 100% manual inspection for products that do not suitable with automatic inspection.

100% control inspection does not only ensures customer satisfaction, but also makes it possible to keep reliability of each production process under control and measures it all the time. The post production process can be defined as a process that requires precision machining and it is supported by, similarly precise control methods. ■

THE PRODUCTION AUTOMATION SYSTEM WAS STARTED AT KASTAŞ

To ensure that production processes are managed in a safer, faster, and more efficient way Kastaş continues to make the necessary investments by commissioning the Production Automation System to manage all processes more professionally.

While the number of technologies that provide advantages in the developing and globalizing markets, increase every day, Kastaş continues taking every step that will increase its product quality, productivity, and production speed.

The infrastructure of the system was completed by the procedures completed within the scope of the project and by purchasing the kiosks and printers, required for instant data entry. The system was started to be used at the Polymer Process Unit, and approvals are started to be entered into the system the next day, by data entry specialists. At the Post Process / Post Production Operation Unit, the system was started by allowing all employees to approve their own activities through the kiosks. ■



3 MAIN PURPOSES OF THE SYSTEM:

- 1- To enter instant and correct data to SAP system and obtain correct planning, stock and confirmation details;
- 2- To ensure that the component warehouses are managed systematically, fast and mistake free;
- 3- To make sure that the barcode -labels are used at every production unit of the company;
- 4- To carry out the movement of all finished and semi-finished products, under control of the system to prevent human errors.

THE BENEFITS OF THE PROJECT:

- 1- The approval times are improved dramatically;
- 2- It is possible to quickly reach instant details of the products in the process;
- 3- Productivity, scrap, waste and Rework details can be followed up systematically and accurately;
- 4- It is ensured that the processes established by competent persons are followed up precisely and they can be monitored.



KASTAŞ CONTINUES MANUFACTURING WITH MAXIMUM MEASURES...

During this Covid-19 pandemic, Kastaş Sealing Technologies has taken all necessary measures and continued its production. The company has taken an active role in every field that it can contribute to. An ear protection mask apparatus was manufactured for the healthcare professionals, with the sealing elements of the mechanical ventilator which is being manufactured in Turkey and the revenue from the apparatus was donated for education.

Kastaş has been continued its production by taking maximum measures, even during the pandemic, to be able to supply the sealing elements to the sectors for which continuous production is vital. Before Covid-19 cases were seen in Turkey, the company had carried out many studies to raise awareness within the company about the epidemic, thus it immediately managed to implement all measures necessary to manage this process carefully, and has taken considerable steps to protect the health of its stakeholders. All guidance and practices of Turkey Ministry of Health, as well as international companies are followed up closely and all additional precautions are implemented as quickly as possible. In addition to the correct and effective measures, the attentive and careful approaches of the employees of the company pay great attention to the health of all stakeholders in the value chain. ■



KASTAŞ WAS GRANTED TSE COVID-19, SECURE PRODUCTION CERTIFICATE...

Kastaş has taken the measures that implemented against the Coronavirus epidemic to a higher level with the "TSE Covid-19, Secure Production Certificate" was granted.

Kastaş successfully carried out all criteria of the "TSE COVID-19 Hygiene, Infection Prevention and Control Guide Book", prepared by the Ministry of Industry and Technology and Turkish Standards Institute and was officially approved to comply with all Covid-19 protection measures.



KASTAŞ HAS MANUFACTURED SEALING ELEMENTS OF THE “MECHANICAL VENTILATOR” WHICH IS BEING MANUFACTURED IN TURKEY...

Kastaş produced sealing elements, the most critical component of the ventilator, being manufactured in Turkey and also manufactured and distributed a special mask apparatus for healthcare professionals. The company collaborated with EÇEV (Aegean Modern Education Foundation) to sell the apparatus and donated the entire revenue from them to education.



Kastaş, as one of the leading manufacturers of Turkey and the world in sealing technologies had produced and delivered 11 different sealing elements for the “Mechanical Ventilator” that manufactured in Turkey in a short period of time, thanks to our devoted R&D, sales team and production engineers. The sealing elements of devices that functions with a pneumatic system, ensures that oxygen can be given to intubated patients at the required pressure, with zero mistakes.

It was very important to be able to manufacture the mechanical ventilator, which was vital for the treatment of the Covid-19 epidemic and provide respiratory support to intensive care patients, here with local sources as the number of patients was increasing rapidly and ventilator demand could not be met.

Kastaş, from the beginning, was a part of the Ventilator Project in Turkey, the prototype of which was developed by Biosys and prototype and serial production of which was carried out by Arçelik, to which ASELSAN and Baykar had extended technology and engineering support, and 11 different types of vital sealing elements were manufactured.

Kastaş managed to deliver, 3000 pieces of sealing elements in two weeks that were required for the first 100 devices. Also till the end of May, 100.000 sealing elements for 5000 ventilators was developed and manufactured in a very short period of time and donated over to the project by Kastaş.

Special mask apparatus for healthcare professionals

Kastaş developed a special mask apparatus for healthcare professionals as a social responsibility and distributed almost ten thousand pieces, mostly in İzmir. The apparatus helps to use the mask more comfortably and prevents irritations on the backside of the ears, caused by the strings of the mask.



Each ear-guard that purchased, contributes to education with the cooperation of **ecev**

Contribution to education in collaboration with EÇEV

The masks apparatus, manufactured and donated for thousands of healthcare professionals in May, by Kastaş started to support education, thanks to EÇEV (Aegean Modern Education Foundation). The revenue from sales of masks apparatus is donated completely to support education.



DELIVERY WITHIN 24 HOURS AGAINST MAINTENANCE SHUTDOWNS

SmartSeal®

Kastas, resolves maintenance shutdowns by providing sealing solutions to customers, machined in SmartSeal, within 24hours.



KASTAS QUALITY AT THE SPEED OF,
SmartSeal®





What Advantages SmartSeal® Provide?



Fast production from scratch via CNS processing technology.



Cost advantages for low volume demands



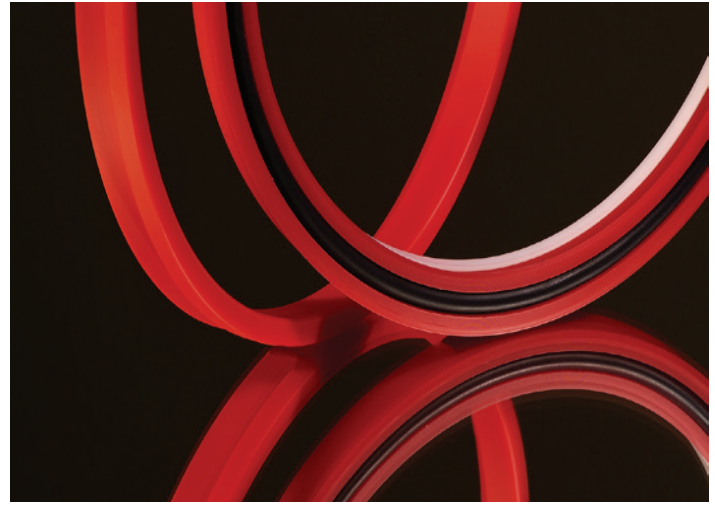
Special production in a diverse range of designs and measurements to provide the quickest sealing solutions.



Production in more precise measurement tolerances with sophisticated software and special processing technologies.



Provision of special materials for different environments and conditions.



By combining Kastaş quality and SmartSeal® technology with its engineering strength, Kastaş can come up with the best design and material solution to each and every project and guarantees to deliver the required product to its customers within 24 hours.

Being aware of the negative impact of wrong design and unfit materials on equipment and production process, Kastaş comes up with solutions that will minimize the cost of its customers.

The company uses technical inspection and various engineering approaches for all SmartSeal® applications and benefits from CNC technology and advanced software to present the best design with the most appropriate materials and manufacture products that shall meet the needs of its customers. ■



BİRCAN ATILGAN, VICE CHAIRMAN:

WE HAVE BEEN
CONSTANTLY
GROWING FOR THE
LAST 40 YEARS AND
ACCOMMODATE
ALL CHANGES THAT
COME ALONG...

Kastaş sets a vision for "Being the first choice sealing technology partners of industries worldwide" and main strategy as "growth" and continues growing and improving even in 2021, despite the negative impact of the Covid-19 pandemic on the world's economy.

R&D activities of Kastaş, which invests in innovative products and materials, continued progressively in 2020 as well. Vice-Chairman Bircan Atilgan evaluated the corporate targets for 2021 and stated that the progress achieved in fluid power and sealing elements, continues in 2021, and manufacturing for new sectors also has increased.

Bircan Atilgan emphasized that Kastaş improves productivity by adopting rapidly changing production technologies and trends and it is very important to stick to the highest quality goals.

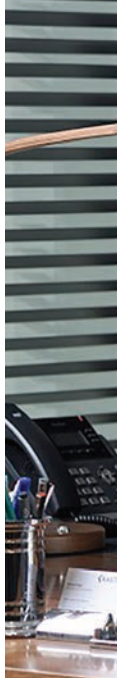
// GROWTH AND PROGRESS SHALL CONTINUE

Atilgan stated that Kastaş has continued growing for the last 40 years and yet managed to fully adopt to all the changes that come along with growth. He said:

"Kastaş shall adopt all new trends in the sector and new global dynamics and shall continue to grow and improve. While achieving these, our strong vision, strategies, young and dynamic human resources shall be our most important supporters.

The world economy was sending negative signals since 2018, even before the Covid-19 pandemic. The first signs of an economic slowdown were seen in some indexes, in 2017, which got worse in 2018, and political and geopolitical crises all over the world, especially the trade war between the USA – China, proved that the slowdown shall be long-lasting.

The growth rate in 2019, all over the world, was at the lowest level since the 2009 global crisis. The projections for the 2021s indicate that the global growth remains at this level for a while more, whereas the economic slowdown shall continue, at least till 2023.





The Covid-19 epidemic which started at the beginning of 2020, on the other hand, has wrecked all those projections. Besides the turmoil in the social life, the recession in the economy, all over the world, was at the utmost level, the fixed capital investments had come to a standstill, which makes it impossible to make any projection about the economy“.

As per Bircan Atilgan, despite all those negative factors, Kastaş has completed the year with growth, even though it is slightly less than the budget targets of Kastaş for 2020 and both production and supply of the company continues and the company enjoys the benefit of sector-wise and regional variety.

He said:

“From the first phase of the pandemic, we have not faced any interruption in production or product supply since we have taken correct measures for production, as well as supply chain, just in good time. Covid-19 pandemic led thousands of companies, all around the world, to re-evaluate their supply chain and restructure it accordingly.

Even though we faced some dropdowns in some sectors and some customer groups, we managed to attain many new customers and were granted new projects, thanks to our competitive advantages. In these difficult times, we non-stop continue investing in machines and equipment that shall generate additional capacity in production and carry on our production automation and productivity, as well as our R&D projects.

The importance of strategy and strategical thinking became more clear, now that there are so many variables, risks, and trend changes not only in our country but all over the world.

There is a worldly accepted reality which is “If your strategy is wrong, you cannot be successful with right tactics”. It is a must to follow up all factors that influence us, without forgetting the past incidents; to evaluate future projections correctly and set our mid and long term strategies accordingly”. ■



Bircan Atilgan, Vice Chairman of Board Of Directors of Kastaş had an interview with Peter Becker, Chief Editor of O+P Fluidtechnik Magazine, one of the leading sectoral magazines of Germany and he commented on his sector-wise evaluations. He stated that Kastaş became a global player in the sector, with its investments and added that:

“The most important step of our long term growth strategy was moving to our new facility in 2017. During that time, we took considerable steps with the investments we made in technology, R&D, logistics and information technologies. Those investments enabled our company to achieve its goal of being a strong, global brand, with its innovative R&D and perfect customer relations. To be able to reach where we are now, we invested in every inch of the organization and now we are a successful, global player”.

“



GROUND BREAKING INVESTMENT FOR “FOOD AND BEVERAGE INDUSTRY” FROM KASTAŞ

One of the pioneering names in the world in the Fluid Power Industry, Kastaş Sealing Technologies has taken a step in a new industry with its products specifically designed for the food and beverage industry.





KASTAŞ'S EXCLUSIVE SEALING SOLUTIONS

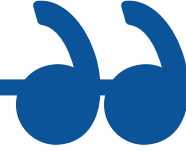
- ▶ PTFE Wipers
- ▶ Cotton Fabric PTFE Packings
- ▶ Diaphragms
- ▶ O-rings
- ▶ PTFE Coated O-rings
- ▶ Sterile Pipe Connection Seals
- ▶ Filling Seals and Holders
- ▶ Seals Suitable for Potable Water
- ▶ Special Profile Seals
- ▶ Sealing Components with High Chemical Resistance

With its broad know-how acquired through application experience of 40 years, R&D studies, investments in technology, advanced level of material knowledge, continuous operations in this area, and its active role in the international co-operations, Kastaş has been able to reinvent itself constantly and kept providing sealing solutions for the needs of different sectors.

Having just started manufacturing special sealing components for requirements of the food and beverage industry, the Company implemented a production line for the products that are in contact with the Food (FCM - Food Contact Materials), that will enable all processes from mixing and material production to packaging to be managed in a hygienic and highly protected space isolated from external factors.

Kastaş has a wide range of products that includes certified materials and high technology products in this industry, where materials suitable for getting into contact with food and with different chemical resistances in demanding operating conditions are required.





Ozan Devlen

Kastaş Technology Director

Due to their sensitive nature, expectations and requirements from sealing elements for food, medicine and life sciences are higher compared to other industries.

These applications require chemical resistance, low or high temperature, compatibility with various cleaning methods and most importantly, compliance with various regulations depending on the country.

Process equipment, pumps, valves, piping, connection components, boilers, silos and warehouses have several sealing needs especially in food applications. A proper material and product design must be developed for each requirement.

We have designated the material development operations as the number one priority for the R&D studies we have been undertaking for the last 3 years. We have completed the material development, testing and



certification processes that are in compliance with the internationally accepted FDA, EU Regulations and

Turkish Food Codex. Within this context, we have seen through FDA 21 CFR 177.2600, EC 1935/2004 standards for elastomer materials and proper certification processes that are in compliance with

the Turkish Food Codex Notice 2013/34 on Items and Materials in Contact with the Food. We have undertaken material development studies by taking the relevant articles of FDA 21 CFR 177 and EC 10/2011 standards as a basis for plastic materials. Another point to draw attention is that we have taken control of the production processes by following the EC 2023/2006 European Union regulations for the Good Manufacturing Processes in connection with the production of the goods.

As the sealing components that are in contact with the food are components that affect the human and public health directly, we have carried out a process that is mindful of this sensitivity both in the selection of materials and product designs. As such, we have ensured that the products perform to the customers' expectation by working closely with many domestic food processing facilities.



Fulfilling all the required criteria for the manufacturing of sealing components that are in contact with sensitive food products such as milk, yogurt, juice, and drinking water, Kastaş aims to increase its market share for the specific industry segment.

Chairman of the Board of Kastaş, Haydar Atılğan stated that the ever-changing food and beverage industry contains different products and different production methods, and that they have been working diligently and intensely for two years for this sector which has very different areas of implementation.

Explaining that with the production line that was implemented after two years for the materials that are in contact with Food (* FCM – Food Contact Materials) they started producing sealing components suitable for contact with the food, Atılğan stated that the entire team of Kastaş has been continuously working to develop special sealing solutions that would create a difference.

Kastaş Sealing Technologies is making preparations to distribute its sealing components designed for the food and beverage industries to various countries throughout the world. ■



WHAT MAKES US DIFFERENT

- ▶ 40,000 m² modern production facilities
- ▶ Hygienic production line
- ▶ R&D and Testing Center
- ▶ Production technologies for fast, reliable and quality products
- ▶ High-level Quality Assurance system inspected by international institutions
- ▶ Distribution network and product availability spread over 80 countries



Ahmet Pınarlı

Kastaş Sales Director

We have been working on researches and investments for the sales of products intended for the food and beverage industry for many years. We manufacture our products conforming to FDA norms by standard production methods and deliver them to both the machine manufacturers (OEM) within the food industry and directly to end-users. Since 2018, we have minimized the risk of contamination by utilizing the production line for the Food Contact Materials, which we have built solely for the production of elastomer compounds that that compliance with FDA norms, bringing a new perspective to the industry as a first in Turkey. Within this process, as a result of the R&D studies we have carried out in line with the needs of our target clients that we have been following in the industry, we are continuing to have them procure these special products from our company.

On the other hand, with the joint studies we carry out together with our customers on field tests, we have managed to validate our products for media compatibility, sealing performance, service life and design features.



THE DIGITAL TRANSFORMATION JOURNEY CONTINUES AT KASTAŞ WITH BUSINESS INTELLIGENCE AND ANALYTICS...



The digital transformation journey of Kastaş, which was accelerated in 2018 with SAP and online B2B platform seal-Link.com integration has continued with the CRM project in 2019 and Business Intelligence and Analytics application in 2020.



SAP, IBM, Oracle and Microsoft, the leading software solution companies in the world, have started to concentrate more on Business Intelligence and Analytics products. Power BI, the solution of Microsoft, which had made a fast entrance to the market with its integrated solutions, differentiated itself from competitors, had become a part of the digital transformation of Kastaş, in 2020.

Microsoft Dynamics, which started to be used in the company in line with the needs of CRM software in 2019, was included in the business processes with a rapid adaptation, which stands out with its ease of development, user experience, and rapid/efficient response to needs. Microsoft Dynamics CRM, which is used in all business processes from sales to orders, has been accessed via the cloud, allowing all information and processes of sales to be monitored, reported and easily accessible.

At the beginning of 2019, with the completion of the necessary improvements in the processes, renewed after the SAP transition on the ERP side and the smooth running of daily business processes, the needs and expectations for reporting, analyzing and evaluating data began to emerge. ■





We have focused on increasing system efficiency in 2021

Selen Onarici

Sales Project Executive

Sales Project Executive Selen Onarici said that the live tests and improvements of the new CRM system, which has been used by the sales teams in the company headquarters for the last year, have been completed. In December, Onarici stated that licensed users training were completed in all branches of Kastaş, both in Turkey and Kastas Europe and she said that:

"In 2021, we aim to increase the use and efficiency of the system by evaluating the feedback from users and making continuous improvements.

By planning and designing the contents within the framework of modules, following our process and expectations, we aimed to enable sales teams and management to continue and control the sales processes more effectively and efficiently from the very beginning to the end, as well as to create corporate memory throughout the process.

While concent rating to the module having user-friendly, easy and aesthetic interfaces, we set up authorization and approval processes at every level of our sales team to ensure the continuity of use. Microsoft Dynamics, which has mobile and tablet applications, also offers the opportunity to access information and continue processes online / offline without opening computers."

Processes contributed by the CRM Module:

- ▶ 360° customer relations management
- ▶ Opportunity and project tracking
- ▶ Evaluating and analyzing customer demands
- ▶ Managing quotation process ▶ Manage customer complaints process
- ▶ Manage sample process ▶ Customer relations and meeting management
- ▶ In-team project management and collaboration
- ▶ Document and documentation management ▶ Reporting process
- ▶ Performance tracking

Within the scope of the project, 12 points were integrated in order for CRM to work in harmony with SAP

- ▶ Instant transfer of the new customer records and updates to SAP master data media
- ▶ Transferring new products created in SAP environment to CRM with instant integration
- ▶ Transfer of quotations into orders to SAP
- ▶ Bidirectional integration between systems in customer complaints management

Business Intelligence and Analytic applications are included to the process

The Microsoft ecosystem involved with Dynamics CRM was included in business processes from different fields with solutions such as Sharepoint on filing and authorization management, and Teams on in-team remote communication, and entered the evaluation process in terms of business intelligence and analytics.

Microsoft Power BI is a business intelligence and analytics product that uses cloud technology to design interactive reports and dashboards with high data evaluation capabilities and good visuality. Power BI, which also targets non-technical users, enables the creation of workspaces in a short time, from the separation and processing of data to visualization.

Another advantage of Power BI being from the Microsoft family is its integration with other Microsoft products. The program, which allows sharing a created report in SharePoint can make the data more meaningful by using dozens of images in Power BI by providing the display users with the authorization made here, moving the data in Excel or MS SQL Server to Power BI.

In the Power BI project carried out in Kastaş to benefit from all its benefits and to meet the expectations in the same pot, 6 licenses, which were authorized at different levels, monitored by the board of directors, sales and production planning and used in daily business processes, were put into action.



Power BI

Over time, the data obtained from all business processes within the institutions are increasing. It has great importance that these data are combined and reconstructed to make them readable and understandable for decision-makers.

Power BI engages Saas technology. Saas; (Software as a Service) is a cloud application that allows users to get connected to the cloud-based applications online.

Gartner, one of the world's leading research organizations has recognized Microsoft as the leader in the Gartner 2020 Magic Quadrant for Analytics and Business Intelligence Platforms for three consecutive years.

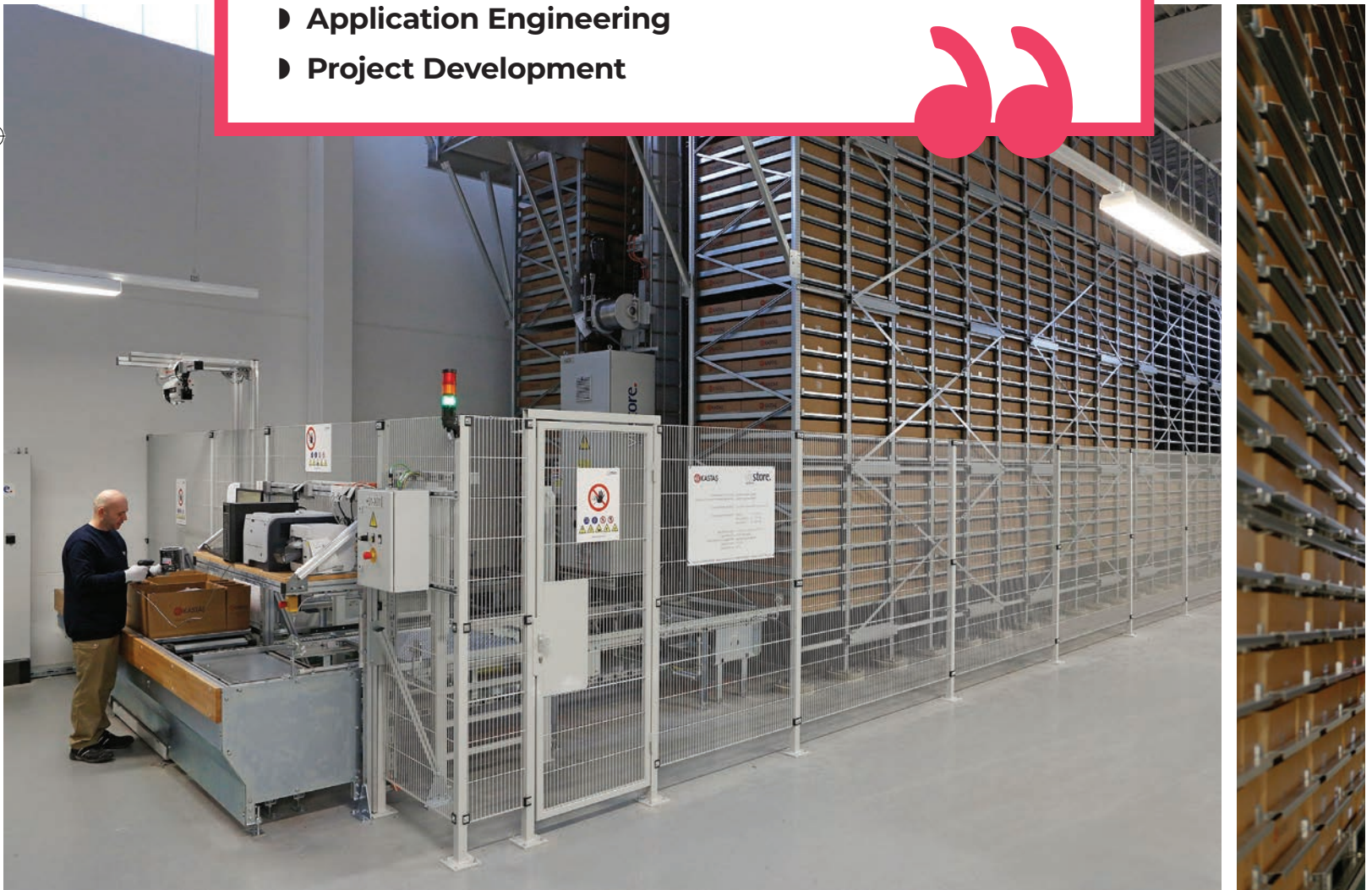




EUROPE SALES AND DISTRIBUTION CENTER

*With its Sales and Distribution Center in Germany, Quickborn,
Kastaş Sealing Technologies delivers innovative sealing products with shorter delivery times
and competitive transportation costs.*

- ▶ Sales and After Sales Technical Support Unit
- ▶ Application Engineering
- ▶ Project Development





Guido Seehusen
*Kastaş Europe
Sales Manager*

- ▶ **Delivery within 24 hours everywhere in Europe**
- ▶ **Over 30,000 different products/wide stock**
- ▶ **Engineering services and technical support**



and provide delivery service in 24 hours everywhere across Europe.” Similarly, emphasizing that they can make deliveries to Asia and America within a few days without any limitations, Seehusen continues:

“Our distribution center in Germany is operating in a 2500 m2 facility. This modern warehouse is equipped with the most advanced full-automatic warehouse system in the world. The high capacity system offers both a wide variety of products and efficient product preparation opportunities.

“We have a very extensive stock of many different products to increase our product availability in Germany. Aside from all standard Kastaş products, we also keep specialized products for our important OEM clients in stocks. Our customers request engineering services for both ongoing and new projects. It is necessary for us to provide them a sound solution in a very short time.

At Kastaş Europe GmbH, utilizing the 40 years of technical experience of its parent company Kastaş Sealing Technologies, R&D capabilities, and specialized and experienced engineers, we can provide application engineering services during and after-sales with ease. Moreover, we carry out our services by combining our know-how on project development and technical support with customer-oriented technical support activities.” ■



One of the pioneering companies in the fluid power industry, Kastaş Sealing Technologies makes a difference in the industry with not only its innovative products but also its investments in logistics. Carrying out its operations since 2009, Kastaş Europe GmbH is superior to its competitors with shorter delivery times and competitive transportation costs. In parallel with the development in the market shares, it serves its customers in a modern facility with its sales, logistics, engineering and marketing departments, Full Automatic Warehouse System and logistic infrastructure, and with its services and products extended through Kastaş Europe since 2015.

Saying that Kastaş is the most efficient company with the shortest delivery times for all standard and specialized products, Kastaş Sealing Technologies Europe GmbH Marketing Manager Guido Seehusen states: “We continue our search for ways to improve on the service quality and efficiency for our customers. On the other hand, we deliver our products to our customers with shorter delivery times and competitive transportation costs





seal-Link 2020



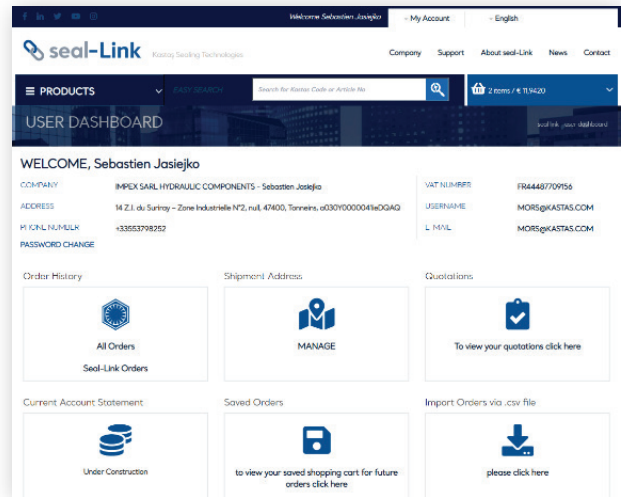
Kastaş's online B2B sales portal seal-Link.com has completed the year 2020 with successful results and customer satisfaction in domestic, foreign and Kastaş Europe locations.

Having been commissioned parallel to the SAP project in 2019 in domestic, foreign, and Kastaş Europe locations with its renewed interface and functions, seal-Link.com has been successful in garnering the satisfaction and interest of the customers

The improvements and efforts which will render seal-Link.com that provides all operations such

as product search, stock check, order placement, accessing product information and following order history in a single digital platform, more effective and efficient will continue in 2021 as well.

seal-Link.com, where current and prospective Kastaş customers can easily apply for membership and create custom appearances under defined Kastaş conditions upon completion of the membership process, has become a pioneering example in the industry.



Customers can create order lists and send inquiries for relevant products or directly place their orders quickly on the platform where they can view over 12,000 products on the price lists and thousands of products specifically chosen for them and search with smart search tools.

Providing instant real-time stock check besides ease of access to the products, seal-Link.com is also shortening information gathering period on the way to placing an order. Customers are able to define delivery terms while special order notes and preferences can be submitted. seal-Link.com provides information about the order status of all order lines in details, both through the portal itself and also as an exported excel file.

The customers can turn their choices into orders instantly on the platform, where they can view the delivery status and shipment tracking number of the orders placed through seal-Link.com. They can also view the lists of the previously placed orders and offers. ■

Planned actions to be taken in 2021 to increase the customer interactions and satisfaction

- ▶ Improvements on product lists and interface inline with the feedback from customers
- ▶ Increasing the domestic payment options
- ▶ Directly transferring the new customer requests to the CRM and the sales team via direct integration with the CRM

ROD SEAL DEVELOPED FOR DEMANDING APPLICATIONS:

XT200®

XT200® High Resistance Rod Seal, which joined the product family in 2017 after more than 2 years of R&D, testing and design studies, started to be provided with PU9411, which offers advanced mechanical properties with high temperature resistance.



Developed for demanding applications where extrusion resistance and low leakage are required, XT200® is used in hydraulic systems contained in heavy-duty construction machinery, mobile hydraulic applications, plastic injection machines, support cylinders, platform lifts, and forklifts.

Responding to customers' expectations for the highest level of preloading and low leakage, XT200® especially stands out with its pool design and dynamic lip structure.

Kastaş engineers used an innovative and exclusively developed form for the design of XT200® to ensure low friction and high extrusion resistance under pressure.

Providing low leakage and long service life together with high extrusion and temperature resistance for its users, XT200® was designed to have optimum contact with the opposite surface for low friction and extrusion resistance.

Aiming for high performances under high pressure and many other demanding applications with its innovative design features, XT200® carried its high temperature resistance to the highest level with PU9411 material transition.■



KASTAŞ INTRODUCED HIGH TEMPERATURE RESISTANT POLYURETHANE PU9411

Kastaş has developed the polyurethane PU9411 that showing unique performance and service life with its mechanical features and extrusion resistance in high temperatures.



SUPERIOR QUALITIES OF PU9411

- ▶ Increased Temperature Resistance
- ▶ Increased Extrusion Resistance
- ▶ Superior Abrasion Resistance
- ▶ Hydrolysis Resistance

New generation PU9411, ensures higher performance and longer service life in a wide temperature range when compared to other polyurethane materials. Proving these features successfully at lab environment and long term field tests, new generation premium polyurethane PU9411 is designed for superior performance in heavy-duty applications with extreme operating conditions that require high-temperature resistance.

Operated safely in many heavy duty hydraulic applications, notably the rod seal application in heavy-duty construction machinery and other mobile equipment, which require high temperature, extrusion, and abrasion resistances, PU9411 is stealing the spotlight as the most suitable solution for cylinders passed through high-temperature painting process, without being limited to heavy-duty cylinders. ■

ENERGY EFFICIENCY AND SYSTEM SAFETY ARE AT THE HIGHEST LEVEL WITH FR200®

“FR200® Friction Reduced Rod Seal”, which has been researched, designed and tested solely by Kastaş, ensures system safety while taking the energy efficiency in hydraulic systems to the highest level.



Providing all the features expected from a modern rod seal to its users, FR200® stands out with its comparative advantage over its competitors. Offering low friction and pressure relief without compromising on superior sealing and long life, FR200® provides a serious advantage to its competitors in this respect.

FR200®, which is used extensively in hydraulic systems of forklifts, agricultural machines, mobile hydraulics, plastic injection machines, loading ramps and platform lifts, has the advantages of minimum contact surface and low friction.

FR200®, which is one of the most important indicators of Kastaş's R&D success, with the special desing and lip geometry, it achieves much lower friction values and low leakage performance compared to other rod seals and ensures a very reliable pressure relief function. ■

SUPERIOR QUALITIES OF FR200®

- ▶ Increased extrusion resistance
- ▶ Low friction
- ▶ Superior sealing
- ▶ Reliable pressure relief





K501 NEW GENERATION HEAVY DUTY PISTON SEAL

Kastaş's new generation heavy-duty sealing component K501 offers the most effective sealing solutions for hydraulic systems used in heavy-duty construction machinery such as excavators, wheelloaders, and heavy duty cranes.



SUPERIOR FEATURES OF K501

- Low Leakage
- Low Friction
- Long Service Life

Compared to both its previous design and competitors, new K501 stands out for its better sealing, lower friction and long service life. Redesigned after the studies of the Kastaş R&D Center, K501 has proven its performance by successfully passing long and challenging test processes.

Designed to meet the high expectations for heavy-duty piston applications, along with the renewed design, K501 Piston Seal is strengthened with Polyamide material with special additives. Thus, K501, offering safe usage in high-pressure applications, cold drawn tubes and rough surfaces, distinguishes itself from its competitors with low leakage, low friction and long service life. ■





seal-Link

shortcut to Sealing elements

 www.seal-Link.com 



Engineering for motion

