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Berkay Textile knits yarn with passion

Berkay Textile is a well-known company operating in the production of upholstery fabrics consisting of microfiber, acrylic, polyester, viscose and cotton yarns. Its new collection was highly appreciated and appreciated by its customers. We asked the secrets behind this success and about their other operations to Ahmet Gören, general manager of the company.

Could you briefly introduce yourself and your company?

Our company was established in 2003 in Bursa, which has been one of the centers of the textile industry for a long time, under modest conditions, similar to the establishment story of many companies. With the grace of the Creator and intense efforts, it has grown and developed continuously. Now, in addition to our wide variety of weaving options, we also have our own fancy yarn facility, and we produce according to different demands of our customers.

What is in your product portfolio and what are the prominent factors in these products? What kind of studies do you have on product development and R&D?

We mostly produce upholstery fabrics. Unlike the high-volume production and trade format in the Far East, the fact that we are structured to make smaller quantities of products that are more suitable for Turkish conditions, but with features and options, allows us to stay a little away from some of the current problems. This relatively stable situation offers us more opportunities in terms of P&D and R&D. Our structuring and investments in this area will continue.

What makes you superior to your competitors?

We really love our work. As such, we are involved in business processes where necessary. When rel-

evant initiatives are taken quickly, things become easier.

Are there any investments planned in the short, medium and long term?

Currently, we have a SPP project established on 47,000 m2 in Kütahya region. Our facility will be commissioned very soon. It will contribute to reducing our country's dependence on foreign energy. Of course, it will have a positive impact on the environment and undeniable benefits on the competitiveness of our company. We also have ongoing investments and structuring within our company in terms of efficiency and risk management.

Can you give details about your exports? What would you like to say about your current and target markets, foreign promotion, participation in fairs, etc. strategies?

Currently, we export mainly to Europe and America, either directly or through marketing companies. For years, we have been observing that fairs, even at a high level, have lost blood. Our current primary effort in marketing is to have more intensive meetings with our customers through digital methods, and to intensify the exchange of samples with our distant customers



through these channels. Afterwards, of course, it is important to visit. We have also made various investments in this regard.

Are there any topics or issues you would like to emphasize in particular?

Although the daily problems are painful, when we look at the processes from above, it is a clear fact that Turkish industrialists will get a higher share of the world trade volume in the coming years. We must continue to work with enthusiasm and courage and invest for our future generations.

