

# GÖKÇELİK





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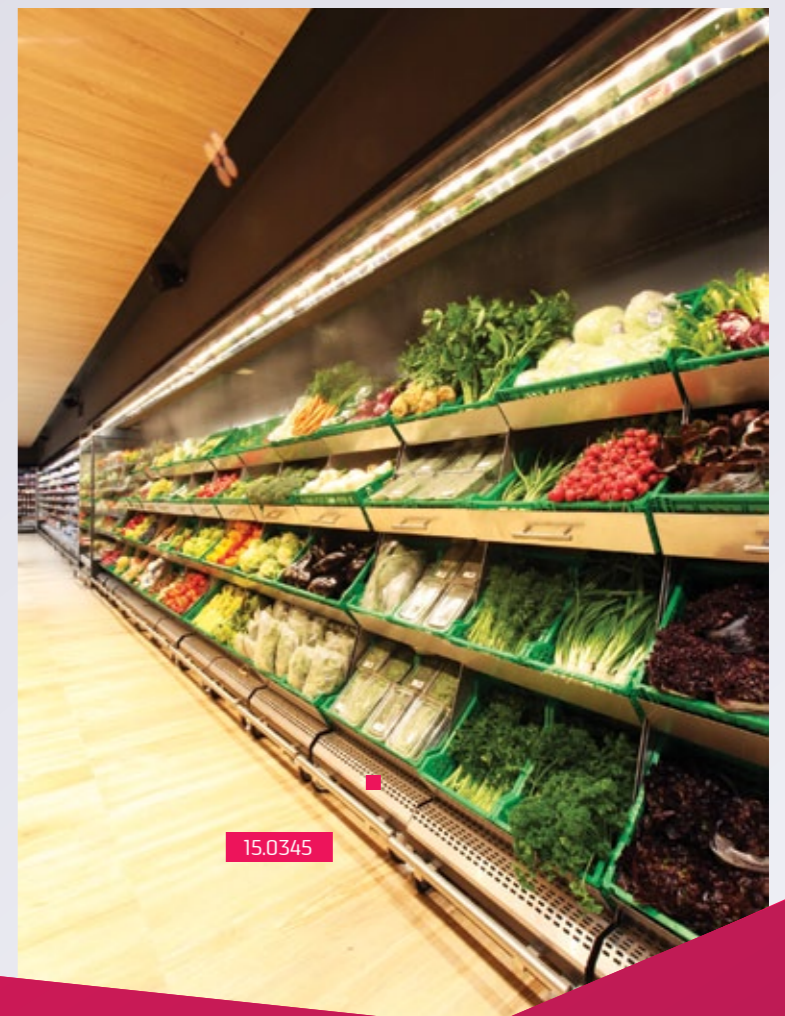
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### SUCCESSFUL BRANDS TELL THEIR OWN GOOD STORIES

Brands are like humans: they don't appear from just anywhere; they arrive complete with personalities and stories of their own. Do we bother with people who have nothing to say? We can't relate to a brand that says nothing to us. Gökçelik is the name of a company born in tough times, dedicated to accomplishing the difficult, to achieving the impossible, to pushing the buttons that are hardest to reach. It's a story that to some is thrilling, to some is inspiring, while to others it's a guiding star. It's also a story 40 years in the making, with some incredible chapters along the way.



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**TECHNOLOGY NOT ONLY DEVELOPS NEW PRODUCTS AND WAYS OF WORKING, IT ALSO GENERATES NEW CULTURE**

In the aftermath of Star Wars we stared – somewhat like aliens - at what technology might do next, how fast it would grow. Those of us who believed in technology, used it, invested in it and grew up with it. Technology brought new things into our lives but took some things away. The most surprising thing to be seen in old pictures is the cultural shift. This isn't simply about using computers instead of typewriters, but also feeling, thinking and living in completely different ways. In Gökçelik, technology has been considered part of the job for 40 years: it defines our thinking as well as our production processes.





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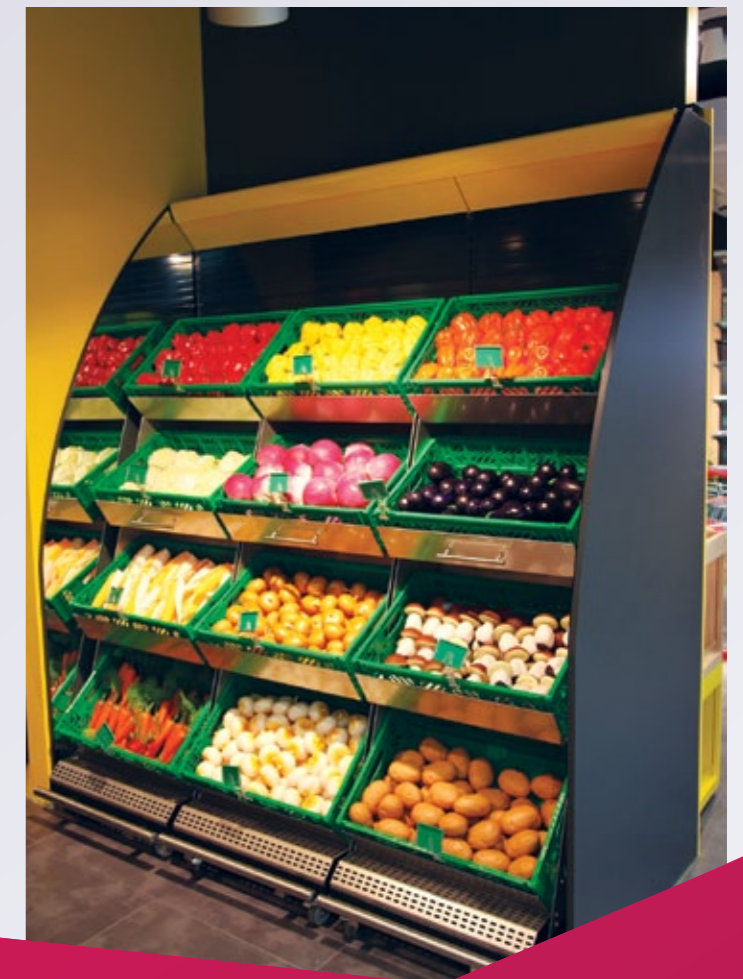
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**Gökçelik, since its inception in 1976, has produced shelf and display systems for the continuously growing Turkish retail and industrial sectors.**

Our mission is to create storage & display systems that make our retail and industrial customers' projects succeed. To achieve this, we work to the highest standards, offer competitive prices, and deliver on time.

Our vision is of a continuously developing product by using technology, quality management and the best of human resources. But to ensure our competitiveness and market share increase, we put customer satisfaction first.

Therefore, to achieve its vision, Gökçelik's company values are:

- \*Reliability
- \*Devotion
- \*Continuous Development
- \*Sensitivity
- \*Honor
- \*Justice
- \*The power of diversity

Today, the latest technologies employed at Gökçelik's 4 factories include:

- \* integrated serial production
- \*customized & flexible production lines
- \*wide machine areas
- \*environmentally sensitive paint shops

Gökçelik, with every passing day, increases its market share in Turkey and more than 50 countries worldwide.

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**gökçelik** | EVERYWHERE  
THE SHELF EXISTS...

[gokcelik.com](http://gokcelik.com)

**40** YEARS