

GÖKÇELİK





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LIFE IS LIVED IN FRONT OF THE SHELVES

It is not only about wheat, shampoo or chocolate. We live in front of the shelves. It's where we linger and think what to cook for dinner.

It's where the children remind us what their favorites are - bringing a smile to our lips. Maybe it is not quite everything - but it's where we can find whatever we need after work, even with our eyes shut. We can stand in front of the shelves and talk to anyone about anything: to employer, mum or customer - about brands of milk, jars of jam or floral sprays. In this age of shopping, hidden between the aisles are the secret heroes behind the packages. Gökçelik has produced shelves from a time most of us can't remember, and for those that can cast their minds back - the memories are in black-and-white. Gökçelik has been in the shelf business from the time when the doors of grocery shops had bells that rang as you entered. It's as if the same grocers had been there for years, from before the supermarket era began. That's the kind of detail that goes into the making and placing of shelves. Gökçelik has been producing its shelves with that philosophy for 40 years.



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HOW MANY DAYS EQUAL 40 YEARS?

40 years of Gökçelik;

Though it seems a long time, it's only as long as the flicker of pleasure on the faces of our customers & employees.

If you had worked hard for years, stood your ground in the flow of life, kept a firm grip on the business and taken some big, daring, resolute steps that no one else had dared; looked forward every single morning instead of wallowing in the past; made sacrifices not only for yourself but for others... 40 years are innumerable. They can't be measured in days and weeks. If you wrote books describing those 40 years, there wouldn't be enough room on the shelves for them.

Gökçelik's 40 years have passed in effort, labour, hope & enthusiasm; in always looking forward; in trusting ourselves above everything; in trying new things; and endlessly growing...





System 225



System 450 Internal Corner



System 225 Internal Corner



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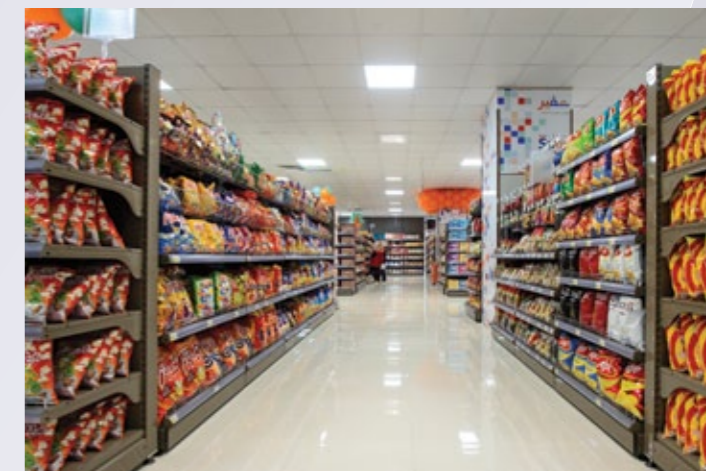


TECHNOLOGY NOT ONLY DEVELOPS NEW PRODUCTS AND WAYS OF WORKING, IT ALSO GENERATES NEW CULTURE

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.



Rounded Gondola Head Unit



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.







THESE SHELVES CARRY THE DREAMS OF THE WORLD!

To grow, above all, mankind needs a dream. The power that makes a company expand and reach out into the distance, comes from its dreams. Gökçelik, which aims for the sky in foreign markets as well as at home, is realising its dreams by exporting to 60 countries.

As well as existing customers in developed countries, Gökçelik aims to export across the globe and to take in regions where demand for investment is on the rise, such as North Africa, Eastern Europe and the Far East. Gökçelik - with 30 years export experience, improving sales and marketing expertise - aims high, for as our motto says, 'Wherever the shelf exists'. Offering genuine solutions, in line with varying shopping habits, and taking account of different cultures, Gökçelik has taken over the sector leadership from the Italians and now shares its experiences with the Turkish market.







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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THE SHELF EXISTS...

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40 YEARS