

GÖKÇELİK





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16.3514



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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...





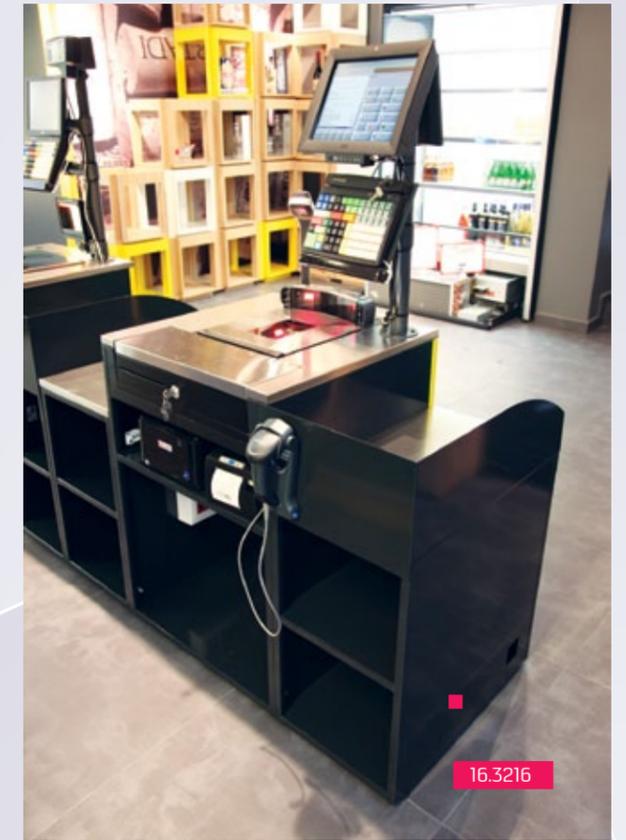




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TECHNOLOGY NOT ONLY DEVELOPS NEW PRODUCTS AND WAYS OF WORKING, IT ALSO GENERATES NEW CULTURE

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 Gökçeklik, technology has been considered part of the job for 40 years: it defines our thinking as well as our production processes.





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...

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40 YEARS