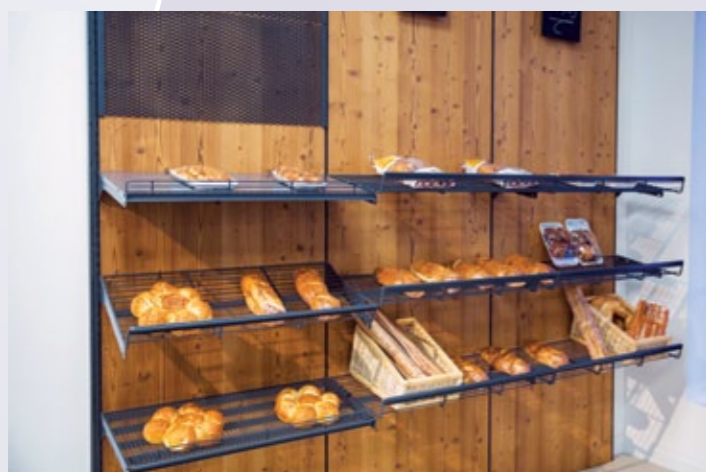


# GÖKÇELİK













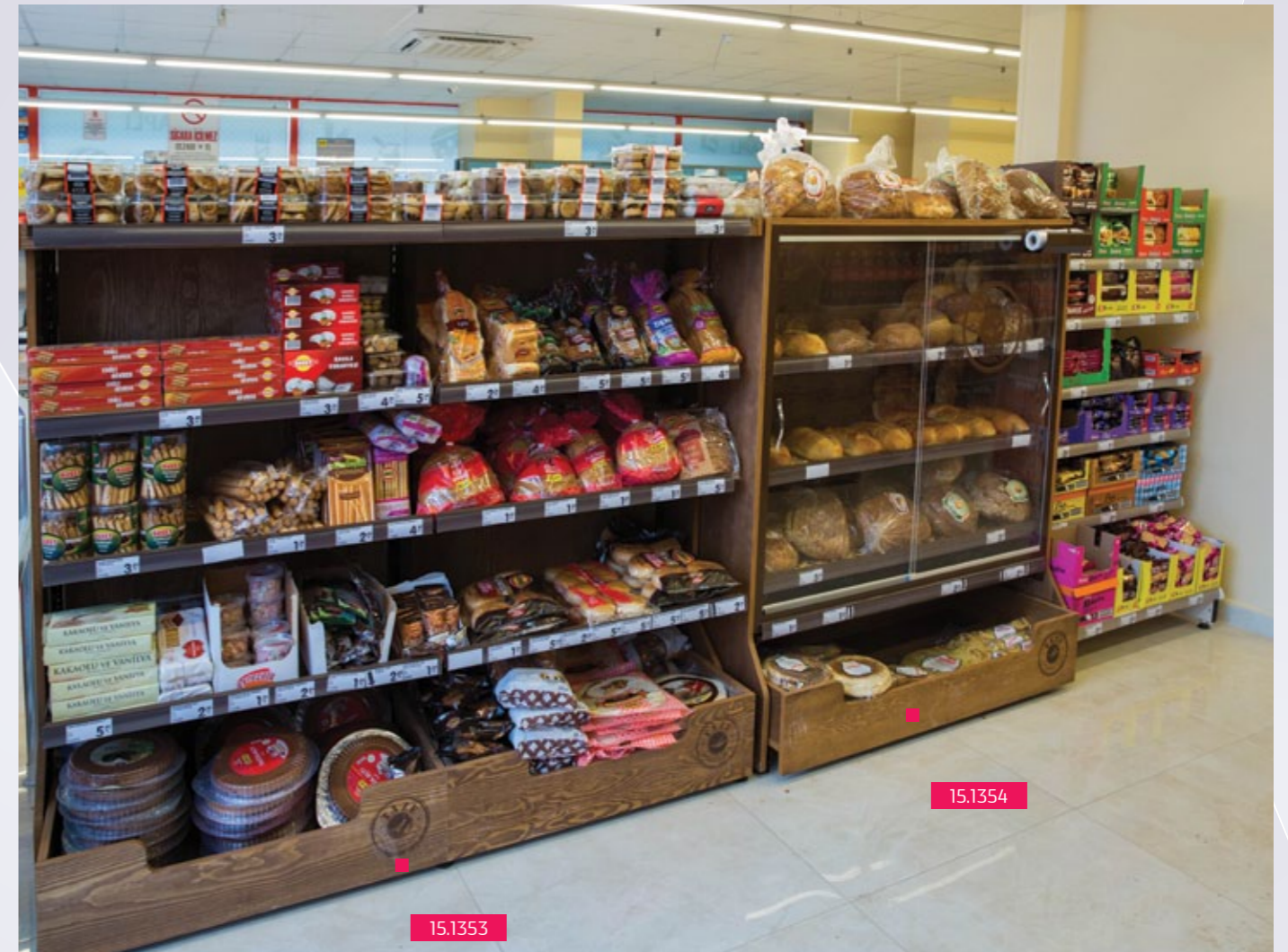


## LIFE IS LIVED IN FRONT OF THE SHELVES

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.



15.1353

15.1354



15.1314



### 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.

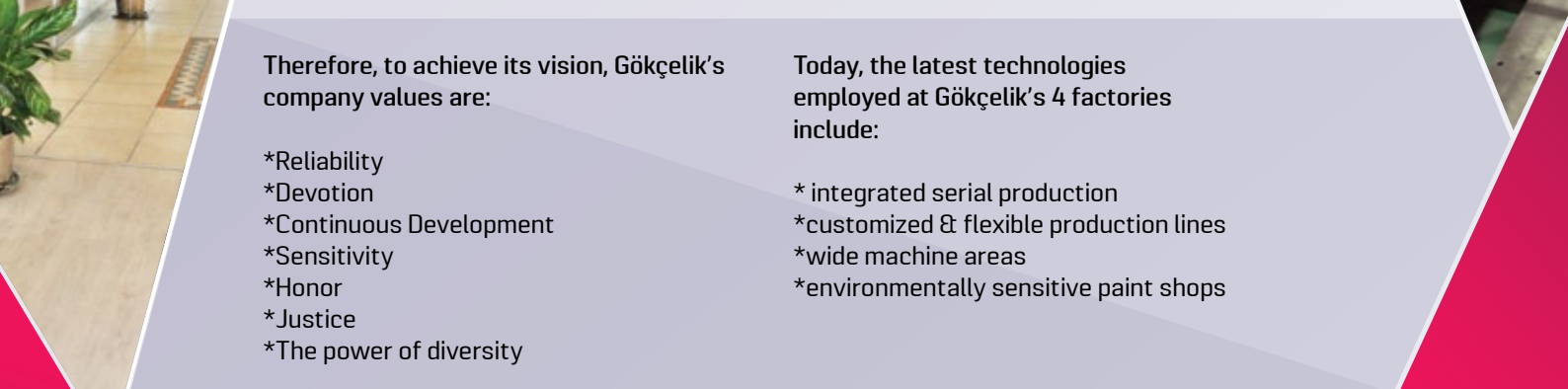
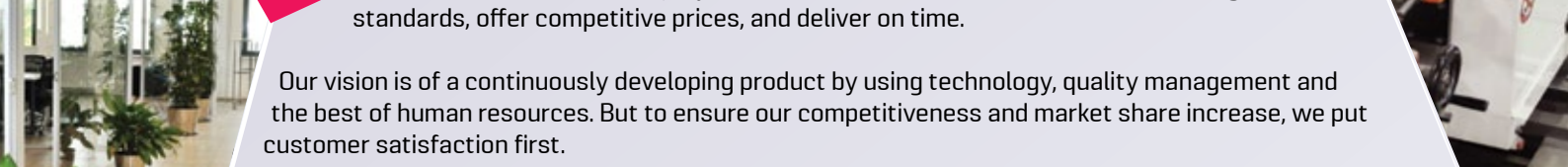
If you had worked hard for years, stood your ground in the flow of life, kept a firm grip on the business and taken some big, daring, resolute steps that no one else had dared; looked forward every single morning instead of wallowing in the past; made sacrifices not only for yourself but for others...

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...







**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