

RAFTECH

50TH ANNIVERSARY SPECIAL ISSUE

gökeçelik | LEAD THE SHOPPING
JOURNEY



gokcelik.com

RAFTECH

ISSUE: 26 | YEAR: 2026

IMPRINT

Owner / Publisher

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Design

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Printing

SDR Basım

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IF VALUES REMAIN CONSTANT, THE LINE NEVER FALLS APART!

Everything begins with a point. Sometimes with an idea—and with courage.

Gokcelik's story began that way too. The first step, taken as a small point, gradually turned into a line drawn with determination. Carrying the marks of hard work, discipline, and belief, that line grew stronger and found its direction. It was never perfectly straight; at times it curved, was challenged, and reshaped. Yet it never broke. Because every point carried the responsibility of the line that followed.

Today, Gokcelik still holds within it the excitement of the very first point, the determination of the very first line, and the will to develop that stretches across every era. On this journey from point to line, production changed, technology evolved, and the world accelerated—yet the essence remained the same: keeping one's word, taking ownership of one's work, and never giving up the search for better.

In these pages, you will see the first points that were set, how they turned into a line, and where that line—now extending toward the future—is headed. In this issue, you will witness Gokcelik's fifty-year story. Everything begins with a point. Sometimes with an idea—and with courage.

50
YEARS

“You can't connect the dots looking forward; you can only connect them looking backwards.”

Steve Jobs

1976

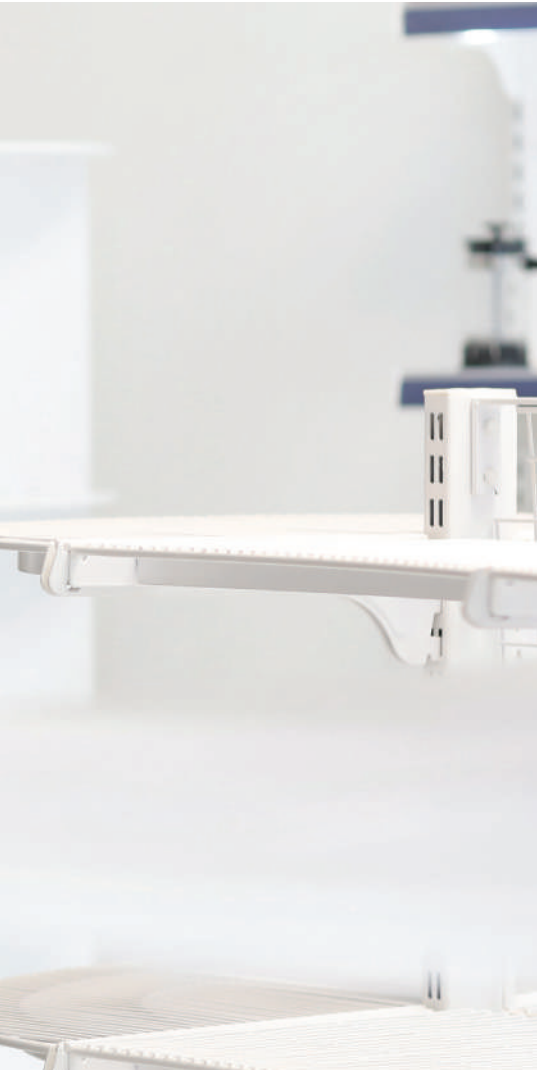
gökçelik | LEAD THE SHOPPING
JOURNEY



EVERY INVESTMENT WAS A POINT.
TODAY, WE ARE A STRONG LINE.

GOKCELIK'S VISION IS NOT A DESTINATION; IT IS A DIRECTION WE NEVER ABANDON!

Every journey begins with a point. That point is small, yet it carries the beginning of a great determination.



Dear Gökçelik Family and Valued Business Partners,

Dear Gokcelik Family and Valued Business Partners, Gokcelik's story began in 1976, with the first step taken as a starting point in a modest 20-square-meter basement on Cumhuriyet Street in Bursa. As our institutionalization accelerated, that point—fueled by courage, hard work, and imagination—became a world brand delivering solutions for the logistics and warehousing operations of global giants. Today, it has grown into a global force with five separate factories, an advanced-technology production infrastructure, and a reach that extends to more than 70 countries. Each step left a new trace. Each challenge made the Gokcelik line even more defined. Because we did not only manufacture shelving systems; we built trust, developed solutions, and supported the dreams of our business partners. The effort that began in a narrow workshop in the early days now carries the responsibility of being an indispensable solution partner for the retail and industrial world. With our R&D strength, design capability, and customer-focused approach, we continue to keep the same promise in every product: quality, integrity, and sustainable value. Every shelf is a tangible

reflection of hard work, engineering, and promises kept.

While building this line, we aimed not only for growth, but for meaningful growth. With our environmentally conscious production mindset, sustainability approach, and sense of social responsibility, we have made it our duty to protect tomorrow while producing today. Because we know true success is measured not only by the points we reach, but by the marks we leave behind. Today, the Gokcelik line continues to extend into the future. We lead our sector's transformation with digitalization, automation, and smart systems; and we offer our customers tomorrow's world today through data-driven solutions. This line moves forward with determination, vision, and the power of producing together.

On our 50th year, I sincerely thank all colleagues, business partners, customers, and suppliers who have contributed to every moment of this journey. Without your hard work and trust, this line could not be this strong.

We set out from a point. We became a line. And now, together, we are extending into the future. Here's to many more 50 years and many more inspiring journeys...

YALÇIN ARAS / Chairman of the Board



**“You don’t
have to be big
to leave
a mark;
you have to
keep going.”**

For Gökçelik, investing is not only about purchasing new machines, opening new spaces, or increasing capacity. For Gökçelik, investment means believing in a point—growing that point with people, effort, and trust—and moving forward.

Every investment is born first as a small point: in an idea, a need, a question... in that very first moment when we ask, “Is better possible?” Yet we know a point has no meaning on its own. What turns it into a line is our employees who put their effort into it, our suppliers who move forward with the same vision, our customers who trust us, and the national economy in which we create value together. With every step we took, we approached the same responsibilities with equal care: creating a safe, development-oriented, and sustainable working environment for our employees; building long-term, fair, and transparent collaborations with our suppliers instead of short-term gains; offering our customers not only products but reliable and lasting solutions; and creating production, employment, and added value for our country.

For this reason, we made every investment decision not only according to today’s needs, but by considering tomorrow’s impact.

GROWTH IS NOT ONLY ABOUT MOVING FORWARD, BUT ABOUT KNOWING WHEN TO STAND IN THE RIGHT PLACE.

For Gökçelik, investing is not merely about purchasing new machines, expanding facilities, or increasing capacity.

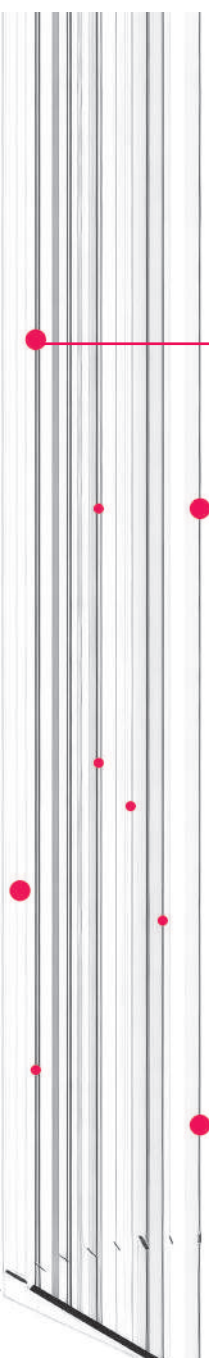
In every step we took in production, every investment we made in technology, and every value we gave to digitalization, sustainability, and human resources, we moved with the same understanding: strengthening today while building the future.

Over time, conditions changed; technologies evolved, expectations increased, and the world accelerated. Yet our line did not change. We never strayed from quality, reliability, and keeping our word—nor from the respect we have for people, our business partners, and our customers.

Today, on our 50th year, when we look back, we clearly see how every small point we placed turned into a strong, sustainable, shared line. And we know the path ahead will continue with the same mindset.

Together with our employees, shoulder to shoulder with our business partners, strengthening trust with our customers, and continuing to create value for our country...

ZAFER BARIŞ YAZAN / CEO



50 YEARS

EVERY POINT IS
A DECISION.

FROM POINT TO LINE: A STORY OF CONSISTENCY

For Gokcelik, the excitement of the first shelf's first dream, the first bend of the first sheet metal, the first measurement of the first order, and the first trust felt by the first customer never changes.

This journey, which began in a small workshop, turned over the years into factories, new markets, and a global structure. This growth did not happen through sudden leaps, but through a planned, consistent line that moved forward without breaking. From simple shelving systems to complex solutions, Gokcelik's line never changed direction.

Today, Gokcelik shelves are present everywhere in life: from supermarkets to warehouses, from factories to stores, from archives to logistics centers.

The phrase "Where there are shelves..." expresses not only physical reach, but also the trust and continuity that have endured over the years. Every installed system is a natural continuation of the first point set 50 years ago.

For this reason, "From Point to Line" is not just a theme for Gokcelik's 50th year; it is a summary. It conveys the engineering approach, technical discipline, and consistent development in a simple yet powerful way.

This story is not about growth, but continuity; not about change, but progress built on solid foundations.

Today, Gokcelik's line is longer, stronger, and more global. Yet it still begins from the same place: the right point. And the future will take shape with new points.

1976

**Everything Started
with a Single Dot**

The dreams were big, but the beginning was modest. By starting from the right point, Gökçelik laid the foundation of a line that would grow, expand, and never break.

1982

First Trust, First Production

The first production made for the State Supply Office became a turning point where Gökçelik proved its production capability and reliability.



1985

**Modern Shelving
Systems**

With the production of the first modern shelving systems, the technical approach became clear. Engineering, precision, and accuracy demonstrated that the starting point was not a coincidence but a conscious



1990

**The Line Crossed
Borders**

The first export to Russia showed that Gökçelik's line would not remain limited to local markets. This step marked the starting point of its international journey.



1999

**The Goal:
A Bigger Stage**

The EuroShop Fair became an important milestone where Gökçelik introduced itself to the world.

2007

Speed and Efficiency

Thanks to the rollform investment, production reached a capacity of 10 shelves per minute.



2000

**Standardizing
Quality**

With the ISO 9000 Quality Assurance Certificate, the understanding of quality became systematic. A new era began where individual points transformed into a line defined by standards.

**EVERY STRONG
STRUCTURE
EMERGES FROM
A SMALL BUT
DETERMINED
BEGINNING!**

1976

1982

1985

1990

1996

1997

1999

2000

2003

2005



1996

**New Markets,
New Horizons**

With the addition of Bulgaria and Romania, the line steadily extended toward new geographies.

2003

**Production Power
Increases**

Through controlled and sustainable growth management, Gökçelik activated its second factory in NOSAB, increasing its mass production capacity.

2008

**Global Projects,
Lean Transformation**

Equipping Hamleys stores in Amman, Dubai, and Moscow, along with 300 stores in India, with Gökçelik shelving was a sign of trust on a global scale.

2009

Capacity Expands

With the commissioning of the back panel rollform line, production diversity and capacity increased.



1997

**A New Center of
Production**

Production began at the new factory in Minareliçavuş.

2005

**A New Era in
Communication & Export**

The first issue of Raftech was published. With strengthened brand communication and EuroShop connections, exports reached 30 countries.



EVERY YEAR A DOT, E

2010

From R&D to Corporate Strength

The renewal of the R&D department and the opening of Istanbul and Ankara offices demonstrated that Gökçelik viewed development as more than just production.



2009

2010

2011

2014

2015

2017

2011

Diversified Production

With the launch of the third factory in NOSAB, wood and wire product manufacturing began. Exports reached 45 countries.



2014

A Strong Brand on a Global Scale

With shipments to distant markets such as Peru and Mongolia, exports increased to 60 countries.



gökçelik

2005

2006

2007

2008

2015

High Technology Investment

One of the world's most advanced metal bending lines was installed.



2019

Digital Infrastructure

Investments in digital processes continued with SAP - ERP.

2021

A New Production Line

The upright rollform line was commissioned. The production infrastructure was further strengthened.

2020

Dreams Growing with Great Achievements

Exports reached 70 countries.

2022

Major Logistics Project

Gökçelik signed one of the largest logistics projects in the United Kingdom.

2017

Depot Systems

The Gökçelik Depot Systems GDS Factory started production with a 50 million investment. In the same year, the BUSIAD Professional Service Award was presented to Yalçın Aras.



2018

Design Registration

The Best Design Award received at Design Week Turkey certified that Gökçelik's engineering meets aesthetics.





A FIFTY-YEAR JOURNEY OF TRANSFORMATION

Ideas are easy.
Execution is
everything.

Some journeys begin with a plan; others begin with a dream... Our story is the story of a path set out with dreams—one that, over time, turned into discipline, hard work, technology, and a shared vision.

The first step taken in Bursa has today become a strong network of production and solutions reaching every corner of Türkiye and more than 70 countries. Over the past 50 years, the one thing that has never changed is our belief in change. Because we know that the path to building the future runs through transformation.

Just as yesterday, today we aim to be an organization that does not merely produce products, but one that thinks, designs, and develops. As we move forward with efficiency in production, added value in design, and sustainable quality in service, we have placed digitalization and a people-centered approach at the core of our work.

Where we stand today—our new facility investments, automation capabilities, and Industry 4.0 vision—are the tangible outcomes of this approach. Yet transformation is not limited to machines; it comes to life in the way we make decisions, the way we look at the customer, and the culture we build. With this mindset, our AI-powered CRM investment is a strategic step that helps us understand the customer better, read data accurately, and turn relationships into long-term value partnerships. We are moving forward with systems that anticipate the future—personalizing the customer experience and enabling our teams to become more agile.

Our acceptance into the Turquality program is another key milestone in this journey. This program is not only a sign of our vision to systematically strengthen branding and global competitiveness, but also an expression of our increasing responsibility.

Sustainability is an inseparable part of this vision. Our renewable energy investments and our sensitivity in resource usage reflect our responsibility toward future generations. We see technology not as an end, but as a tool that supports human values.

This journey—began 50 years ago with a small dream—has today become a living organization with hundreds of employees and global ambitions. This success is the result of the shared effort of people who believe in the same goal.

In the years ahead, we will continue on our path as a structure that produces, learns, and creates value for the world. Because for 50 years, we have not only built shelves—we have been building the future.

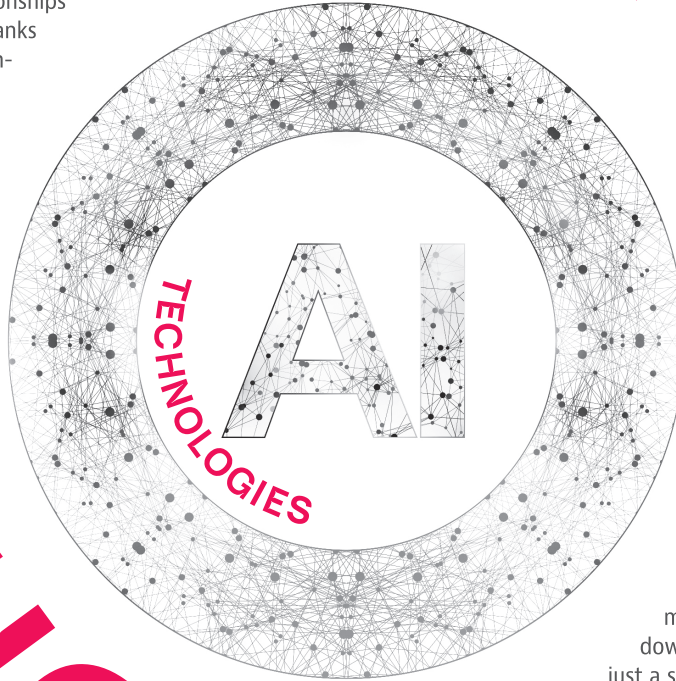
HÜSEYİN BURAK ARAS
Board Member



Gokcelik's AI-Powered CRM Program



Implemented in collaboration with NTT DATA, this project marked an industry first by placing the power of artificial intelligence at the center of sales and customer relationship management. With the new system, Gokcelik has gained an integrated structure that digitalizes sales and service processes end-to-end and manages customer relationships more effectively. Thanks to the AI-enabled infrastructure, sales, service, and customer interactions are consolidated on a single platform—elevating data-driven decision-making and



CRM

Taking an important step in its digital transformation journey, Gokcelik successfully launched Türkiye's first AI-powered SAP Sales Cloud V2 project.

SAP

operational efficiency to the highest level. Gokcelik Board Member Burak Aras described the impact of the digital transformation projects across the organization as follows: "We continue our technology investments without slowing down. This project is not just a software transition; it is a major turning point in the digitalization of our corporate culture. Our goal is to achieve continuous improvement in efficiency, traceability, and customer satisfaction for sustainable growth."





Yalçın Aras was born in 1955 in Göle, Kars, as the child of a Republican schoolteacher. After spending part of his childhood in his hometown, he moved to Bursa in 1966 due to his father's appointment. He completed his secondary education at Bursa Atatürk Middle School and graduated from Bursa Trade High School. Carrying his passion for education into higher learning, he graduated from Marmara University, Atatürk Faculty of Education, Department of Turkish Language and Literature. This literature-based education became one of the most important factors that would later bring intellectual depth to his identity as an industrialist.

Yalçın Aras's professional life is a true "from zero to the top" success story:

From Apprentice to Mastery: He began working life at the age of 17 in a shelving installation company. This hands-on field experience enabled him to learn the "language of metal" and sector needs from the ground up.

The Birth and Rise of Gökçelik: In 1976, at the age of 21, as an entrepreneur, he established his own business in a modest 20-square-meter basement on Cumhuriyet Street in Bursa. In the same year, he formed a partnership with his brother, Gökçin Aras, which accelerated the company's institutionalization process. Today, Gokcelik A.Ş. is a world brand exporting to more than 70 countries, operating across five locations in Bursa's Nilüfer Organized Industrial Zone (NOSAB) with a state-of-the-art machinery park, and delivering solutions for the logistics and warehousing operations of global giants such as Walmart, Amazon, and Carrefour.

Civil Society Leadership and Social Responsibility: Aras did not only grow his own company; he consistently contributed to the development of Bursa's industrial ecosystem:

NOSAB & NİLSİAD: : He is the founding chairman of the Nilüfer Organized Industrial Zone (NOSAB). He served for many years as Chairman of the Board of the Nilüfer Industrialists and Businesspeople Association (NİLSİAD), becoming the voice of regional industrialists.

Education and Professional Honor: Placing strong emphasis on transferring industrial experience to younger generations, Aras was honored with the prestigious "Professional Service Award" presented by the Bursa Industrialists and Businesspeople Association (BUSİAD).

**PROFESSIONAL LIFE AND
GOKCELİK'S GLOBAL SUCCESS**

BUSINESS LEADER, INDUSTRIALIST, AUTHOR AND COMMUNITY VOLUNTEER:

Writing, Literature, and an Intellectual Identity: As an industrialist educated in literature, Yalçın Aras possesses a rare intellectual background in the business world. For over 24 years, he has written columns in Ekohaber newspaper and various platforms, emphasizing that industry is not only "steel and concrete" but also a matter of "culture and civilization." He is highly attentive to the correct and effective use of Turkish, and his writerly identity is always evident in his speeches and writings.

Passion for Art and Sports: from art. Aware of art's impact on the human spirit, he paints in his spare time and plays the bağlama, reflecting his love for traditional Turkish music. He also plays tennis, setting a meaningful example for young people through sport.



YALÇIN ARAS

Certificate of Contribution to Education: A certificate of appreciation was presented to Mr. Yalçın Aras for his valuable contributions to Turkish National Education—particularly in the development of schooling and educational infrastructure.

Yalçın Aras is a modern Republican industrialist who regards “a clean name, an honorable life, and an honest legacy to leave to one’s children” as the most sacred trust inherited from his father and who never compromises on ethical values.



AWARDS

- BUSİAD 2017 Doğan Ersöz and Achievement Awards – BUSİAD Professional Award
- 2018 Design Week – Good Design Award
- 2021 NOSAB 20th Anniversary – two awards in turnover and export categories
- Listed in the BTSO Top 250 Companies since 2020

PUBLISHED BOOKS



Letters to Peace: Essays on social reconciliation and peace (English–Turkish edition).

Retail Thoughts: A work sharing sector insights.

NOSAB: From Dream to Reality: A historical account of the industrial zone’s establishment.

City Narratives: A reflection of his deep connection to Bursa’s history and urban culture (3rd edition).

Curious Writings: Volumes 1 and 2, compiling his observations and thoughts.

FOR ME

STRAT



Founding
a company is

**Gokcelik's 50 year
journey was shaped not
by coincidences, but by
conscious choices.**

In this interview, Chairman of
the Board Yalçın Aras shares the
decisions, turning points, and
future perspective behind the
line that extends from the very
first point to today.



If you had to
summarize
Gokcelik's 50-year
journey in a single
sentence, what
would it be?

Everything started with a single point,
and we walked on without abandoning
that point. I never described Gokcelik's
story as "we suddenly grew."

We began, we worked, we learned,
and we continued. The real issue is
not taking the first step, but standing
behind that step. Fifty years is the
result of that determination.



TEKNOLOJİ

IS DEFINING THE DIRECTION OF THE LINE

Yalçın Aras



When you look back to the founding years, what challenged you most?

There were many challenges, but the hardest was uncertainty. Neither the market nor the future is clear... At your starting point, you must believe in the strength of your own inner conviction. If you do your work properly and make patience, discipline, and honesty your principles, the line will find its own path.

Looking back, which moments made you say “the line thickened here”?

Our first major investment decision, our first export step, and the periods when we scaled production—yet most importantly, the moments when competition increased and we chose not to retreat. In some periods, we chose to remain solid rather than grow. That was not extending the line; it was strengthening it. That is why we are standing today.

Were the AI-powered CRM and digital transformation projects challenging for teams?

Every transformation is painful. But we managed this process not only by building systems, but by involving people. Digitalization is not pressing a button; it is changing habits. Where we are today, we are a more predictive, faster, and more transparent structure—helping the line move forward more clearly.



What do the solar investment (GES) and sustainability steps mean to you?

Being an industrialist means taking responsibility. Producing is not enough; how you produce matters. With the solar investment, we managed energy costs and reduced our environmental impact. I believe this: the future will belong not to those who fight nature, but to those who adapt by believing they are a part of it. We owe something to the generations after us. We draw our line with this understanding.

“Strong lines are drawn in harmony with nature.”

Over 50 years, what was the core approach that kept you strong in customer relationships?

Listening to the customer and understanding their need correctly is the compass of our line. Anyone can produce, but not everyone can listen. In every project we asked ourselves: “What is this customer trying to achieve?” We shaped our shelves, systems, and services accordingly. That is how long-term partnerships are built.

What do employees mean for Gokcelik?

This line was not drawn by me alone. We are celebrating our 50th year thanks to people who walked with us, worked, and took responsibility. We have colleagues who have been with us for 25–30 years. That is not coincidence. People stay where they feel valued and where they belong. We never forgot that.

“Technology accelerates the line, but people determine its direction.”

In recent years, Gokcelik stands out with digital investments, new brands, and technology-focused solutions. How would you define this transformation?

You cannot stand still while the world changes. Investments such as Rafiste, self checkout, and AI-powered CRM are investments not only in technology, but in the future.

We moved beyond producing shelves. We are now an organization that reads how retail and logistics are evolving. Moving our line into digital was not a choice; it was a necessity.

What is your biggest goal for the coming years?

To grow without breaking the line. There will be new investments, new markets, new technologies. But our core values will not change. Gokcelik’s line is built on trust, quality, and responsibility. As long as we protect this, our road is clear.

WE LEFT OUR MARK ON THE
LAST 30 YEARS OF EUROSHOP'S
60-YEAR JOURNEY.

EuroShop



EUROSHOP IS 60 YEARS OLD!

With its deeply rooted 60-year history, EuroShop continues to stand as a powerful symbol of stability, transformation, and sustainable success in the industry. And for exactly half of this long and valuable journey—for 30 years—we have been proud to take part with the same vision and the same commitment to quality.

1996



1999



2005



2008



2011

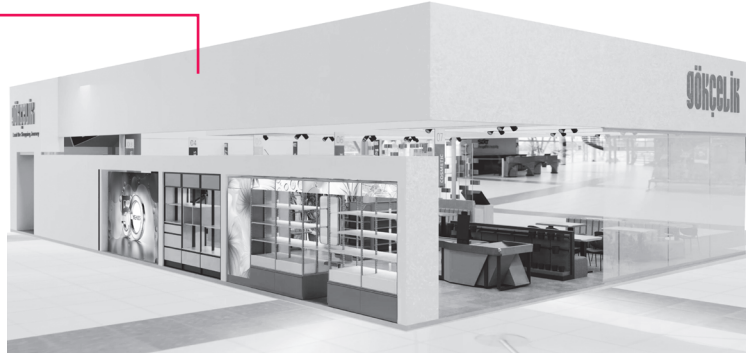


2014





EUROSHOP 2026



For half of this more-than-half-century story, we have contributed to EuroShop's evolution through an approach that adapts quickly to changing needs, partnerships built on trust, and a long-term perspective. This strong relationship—planning the future together with experience gained from the past—has become meaningful not only through the years, but through the value created.

For 30 years, we have moved forward with a mindset that never compromises on quality standards and keeps continuous improvement at its core. The knowledge and on-the-ground experience gained throughout this period form the foundation of the stronger solutions we deliver today. The shared vision we have built with EuroShop has been the most important factor making this collaboration enduring and sustainable.

Today, as we leave behind half a lifetime of partnership within the journey of a 60-year brand, we look to the future with the same determination, powered by the strength of our past. With our innovative perspective, trust-based way of doing business, and emphasis on long-term partnerships, we will continue to be part of this strong story.

5 DAYS — 55 COUNTRIES
1.853 — EXHIBITORS
120.000 — VISITORS

On EuroShop's 60th anniversary, we share the pride of 30 years together—and wish for many more years ahead, moving forward with the same values.

2014



2017



2020



2023



AT EUROSHOP
 GÖKÇELİK



FUNCTION, AESTHETICS,
AND QUALITY—ALIGNED ACROSS
OUR ENTIRE PRODUCT RANGE!

STANDS THAT REFLECT COMPANIES'

For companies, trade fairs are among the most important marketing events—where new customers are met and relationships with existing customers are strengthened. As a natural consequence of this importance, fairs are also highly labor-intensive and costly organizations. Especially at events like EuroShop, held once every three years and bringing together exhibitors and visitors from many countries, the scale of effort and expense grows even further. And of course, all activities throughout the fair take place within the exhibition stand.

In my opinion, designing a fair stand is one of the most enjoyable puzzles to solve. In the design process, we always chose to convey brand identity by creating a “store experience.” We aimed to design stands that communicate Gokcelik’s reliability and strong imagination. Showcasing the newest, cutting-edge products in a way that allows the team to explain them easily and visitors to review them comfortably was critical.

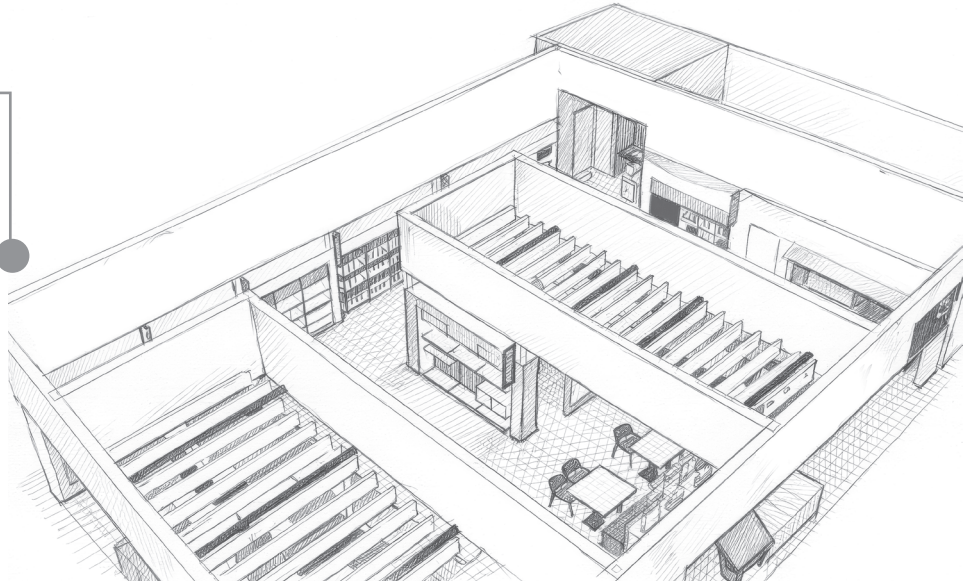
Every decision about openness and enclosure on the façade was strategic: where the visitor will be welcomed from, which product group should be highlighted this year—these questions are, in fact, answered through façade choices. Since fairs are naturally lit with artificial lighting, the lighting plan was designed both to

highlight the products and to make the stand eye-catching—while also ensuring visitor comfort.

Given EuroShop’s global significance, it welcomes people and companies from all over the world. Because of this intensity, the primary goal of the design has always been to communicate, as quickly as possible, that Gokcelik is a forward-thinking, innovative, and solution-oriented company. To enable potential customers visiting the stand to experience Gokcelik’s vision through both product designs and one-to-one meetings, we always built a smooth circulation between meeting areas and product displays.

GÜLİZ ARAS / Architect

New products are showcased at the stand. Customers and visitors are hosted at the stand. Meetings take place at the stand. Throughout the fair, the stand becomes the participating company's office, image, corporate identity, and vision. To understand how all these parameters are optimized, we spoke with Güliz Aras, the name behind Gokcelik's EuroShop stand designs since 2017.



VISION, AND THE INTENSE EFFORT BEHIND THEM

From design to installation, Gokcelik stands by its customers at every moment- and brings the same care to the fair build process. This year, we are speaking to visitors from all around the world from the perspective of our 50th year.

Wishing everyone a wonderful fair.





A JOURNEY THAT GROWS WITH PEOPLE

Gokcelik's half-century journey has been shaped not only by strong engineering solutions but also by a powerful human capital. Since the very first day of its establishment, the foundation of sustainable success has been employee satisfaction, commitment, and corporate culture.

In the Same Frame, In the Same Story

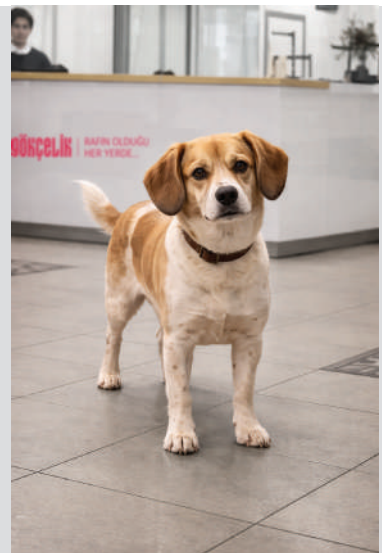
On these pages, you see the people of Gokcelik in two different moments: On one side, formal portraits representing the collective effort of hundreds; on the other, natural moments captured from the very heart of production... Because at Gokcelik, every member of our family is a part of our shared story and our shared line.

We Are Strong with Our Differences

At Gokcelik, every voice, idea, and contribution matters. The fact that 29% of our white-collar employees are women is a natural reflection of our determination to create an equal and inclusive working environment. This understanding is also supported internationally through Gokcelik's memberships in UN Women and the United Nations Global Compact. This approach, which embraces global development goals, considers not only today but also tomorrow.



Every step
extending from
point to line
is the trace of
effort.

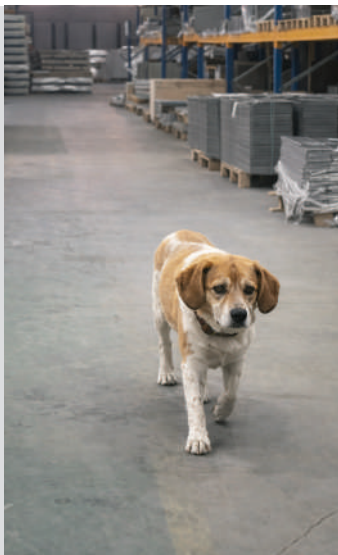




WE ARE
A BIG FAMILY OF

390
PEOPLE

At Gokcelik, an employee satisfaction rate of 76% is one of the strongest indicators of this journey. Because here, success is measured not by numbers first, but by a sense of belonging.



About 15 years ago, a story entered our lives with the sudden sound of brakes in front of the factory on a workday evening. A 3–4 month-old puppy, trembling with fear... Thanks to the efforts of our employees, it was rescued, and that day Tarçın became a part of the Gokcelik family. For years, Tarçın welcomed visitors to the factory, wandered through the rooms, and became a silent yet indispensable worker of the industrial world. Time

passed, she grew older, and her presence became deeply meaningful to us.

About 15 days ago, we witnessed Tarçın and our neighbor's dog protecting a puppy among the bushes. They were embracing it with their paws, trying to keep it alive. The strong maternal instinct of the two female dogs was unforgettable. And so, another friend joined us. We named him Luka. Luka is timid; with Tarçın, he becomes braver.

Tarçın always protects him with an embrace. Two dogs... Two different times... But the same love.

We understood that some stories filled with love are never left unfinished; they simply continue from another place. At Gokcelik, we are very happy to witness such stories. We love not only building shelves, but also creating stories that add meaning to life.

WE STARTED FROM THE SAME POINT

AND WE MOVE FORWARD ON A SHARED LINE.

Some journeys
do not begin alone.

A point is placed. Then one
person believes in that point,
another takes ownership,
and someone else carries it
forward.

The words of the 10 colleagues
featured on these pages describe
us in the simplest and truest way.



CEVAT ŞENGÜL
Sales Director

This journey began in 1996 at the sales office on Gazlılar Street. The supportive approach and respect for work felt from the very first day have formed the Gokcelik line that has remained unchanged over the years.

At Gokcelik, customer satisfaction is always a priority; this mindset is reflected in daily ways of working across all departments. Reliability and honesty form the foundation of this approach. A sincere and humble attitude, combined with flexible production capability, makes the brand both strong and accessible.

With technology investments and digitalization, our structure has become stronger—focused on efficiency and added value. Especially in retail solutions, while we deliver fast and modern responses to changing needs, data-driven decision-making and digital tracking provide traceability.

Today, what makes Gokcelik strong is adaptability, fast decision-making, efficiency, and a solution-oriented mindset. Gokcelik aims to carry these values into the future without compromising honesty and quality.

Gokcelik Through the Words of Our Employees:

From the very first day, being welcomed warmly and sincerely made me feel that I could express my ideas comfortably at Gokcelik. Meaningful details in the working environment reflect a structure that truly values its people. Being open to new ideas and developments increases motivation; it feels like growth is natural and continuous here. Trust, quality, continuous improvement, and team spirit form the foundation of Gokcelik culture.

This structure—one that values employee ideas—creates a creative and differentiating environment. Over time,

as processes became more efficient, tools such as ECTR, CRM, and Gokcelik Cep brought change into everyday work. Fast adaptation to new systems shows that the organization moves forward in a flexible and determined way.

At Gokcelik, modernity is defined not only by technology, but by a culture that sees diversity as strength and nurtures collaboration. This mindset creates a strong structure that trusts its people and encourages growth as a team.

AMANI ALTAYEB
GDS International
Sales Specialist



AYŞE ERSİN
Spot Welding Operator



When I first entered the production area, the order, pace, and team coordination immediately caught my attention; seeing people support one another made me feel safe. I understood I was in the right place. The kind and respectful approach shown since the recruitment process clearly demonstrated how much value Gokcelik places on people—and this continues throughout working life.

Respect, honesty, and loyalty are core values felt every day on the production floor. A disciplined and planned production mindset creates a reliable stance that never compromises on quality. Increasing mechanization and technological progress have made production more efficient and safer, while allowing rapid adaptation to new methods. At Gokcelik, modernity is defined as an approach that follows technology while continuously improving working conditions—open to change and centered on people.

My journey at Gokcelik began with the assembly of wheeled in-store display carts produced for a world-class beverage company. From day one, I felt I was part of a solid organization producing for strong global brands. At Gokcelik, the value given to both employees and customers is immediately noticeable.

Our quality mindset, competitive strength, and ability to bring technology onto the shop floor keep customer satisfaction at the forefront. The brand's ability to deliver

fast and high-quality solutions to customer needs creates a reliable and strong image in the field. Over the years, I witnessed the company's growth, the expansion of teams, and advanced technology investments that made production more efficient.

At Gokcelik, modernity is defined by an approach built on continuous improvement, employee satisfaction, and team harmony. These values make the brand strong and sustainable.

NEVZAT ARI
Shipping Supervisor



There is trust in these lines. There is a sense of accomplishment through collaboration.

Gokcelik Through the Words of Our Employees:

From the very first day, I felt that I was part of a disciplined, responsible, and trustworthy structure. At Gokcelik, technical accuracy and commercial perspective move forward in balanced harmony.

Quality, reliability, and engineering discipline are indispensable values of this line. Addressing projects from an engineering perspective makes solutions stronger and more sustainable.

Data-driven decision-making and systematic processes ensure controlled and predictable progress. The combination of field experience with engineering knowledge creates a significant advantage.

Today, Gokcelik is a strong organization that offers space for learning, development, and taking responsibility, promising a sustainable future.

HAYRETTİN AKCİN
GDS Sales Manager



MELEK NUR KAYAN
Procurement Engineer



Since Gokcelik was my first workplace, it became not only a beginning but also an important turning point in my life. The sincere atmosphere, discipline, and team harmony felt from the first day revealed a corporate structure that values its employees and, over time, created a strong sense of belonging. A work culture that encourages taking responsibility and provides space for producing solutions makes employees truly feel that their contributions are valued.

Quality, trust, honesty, and sustainability form the unchanging foundation of the Gokcelik line. An experienced team, high

operational competence, and a quality-oriented approach distinguish the brand. The systematic structuring of processes and the effective use of technology demonstrate that this organization progresses steadily. Fast decision-making and strong coordination preserve efficiency, especially in operational processes, while an institutional structure open to change and centered on development supports this strength. With its team spirit, commitment, and deep-rooted experience, Gokcelik offers a long-term career path that provides opportunities for learning and taking responsibility.

On my first day, Mr. Yalçın taking the time to personally explain Gokcelik from his own perspective was very valuable. From the very beginning, I felt that not only work but also people were valued here; this approach formed the foundation of my sense of belonging.

At Gokcelik, human values are not just words but are reflected in behavior. This structure, which values, listens to, and trusts its employees, strengthens motivation, while never compromising customer satisfaction and human integrity—even in challenging times—

clearly reveals the company's character. Sustainable quality and reliability form the basis of the Gokcelik line. The brand operates with an understanding that offers not only products but long-term partnerships. Over time, data-driven decision-making, measurable processes, and digitalization have accelerated ways of working. At Gokcelik, modernity is defined by a transparent, agile management approach that places employees at the center. This structure offers its employees a long-term career path where they can develop and feel a sense of belonging.

MELİKE SÜZGÜN
Human Resources Manager



They have a partnership that has spanned many years. Perhaps most importantly, there is a belief that this line will continue with people.

I still remember my first day clearly. The disciplined work culture, mutual respect, and people-oriented approach immediately caught my attention and made me feel that I was part of a long-term organization.

What makes Gokcelik strong is its ability to sustain its deep-rooted past while remaining open to innovation. The balance between experience and an innovative perspective shows that the company reads the future correctly. Trust, quality, honesty, and the value given to employees form the foundation of the Gokcelik line.

A customer-focused approach and field experience increase the speed of solution development. While progress continues in technology and digitalization, preserving corporate culture reflects a balanced growth mindset. Rapid adaptation to new systems is achieved.

At Gokcelik, modernity encompasses not only technology but also management approach, communication, and sustainability. This structure offers employees a space where they can grow and build their future.

MERİÇ ÇİÇEK
Security Supervisor



ZÜMRÜT A. SEYMEN
Senior International
Sales Specialist



I joined Gokcelik in 2013; this was my first job. Being warmly welcomed on my first day and having the process concluded the same day made me feel safe and in the right place. Over time, this feeling turned into a strong sense of belonging.

At Gokcelik, there is a culture that values not only work but also people. Open communication, sincerity, and respect for effort form the foundation of this structure. Honesty and trust are the unchanging values of the Gokcelik line. The customer-focused approach is the most important element that differentiates

Gokcelik. The ability to provide customized solutions and work on niche projects offers a significant advantage. Over time, advancing technology, digital solutions, and artificial intelligence applications have increased speed and quality in production.

At Gokcelik, change is approached as a holistic process where teams move together. Modernity means adapting quickly to change, learning, and continuous development. At the center of this approach lies a strong team spirit.

I started working at Gokcelik in the Shipping Department in 2007. From the very first day, feeling that I was part of a disciplined and well-planned structure gave me strong confidence that I was in the right organization.

Gokcelik's emphasis on technology, new projects, and quality-oriented production was one of the most impressive aspects. Quality, discipline, and a sense of responsibility form the unchanging foundation of the Gokcelik line. Preserving its deep-rooted history while remaining open to innovation

and never compromising on quality production distinguishes the brand from its competitors. With evolving technology and production methods over time, processes have become more systematic and efficient. Rapid adaptation to new technologies in production and process management, open communication, and digital solutions provide significant advantages. Today, what makes Gokcelik strong is its solid infrastructure, clear quality policy, and forward-looking structure. This environment offers young people opportunities and supports them in taking responsibility.

EMİR İÇEN
Back Sheet Line Master





YOU DO NOT NEED TO BE
BIG TO LEAVE A MARK;
CONTINUITY IS ENOUGH.

RETAIL SHELVING SYSTEMS

Supermarket / Hypermarket

For our customers, we create peaceful and spacious store environments through the right design and project solutions.

DIY Stores

With our display stands, warehouse and metal shelving systems, and checkout counters with or without conveyors, we increase space efficiency in DIY stores—turning efficiency into profit.

Wholesale Markets

With our checkout counter solutions, we add value to the shopping experience in wholesale markets.

Technology Stores

In line with new-generation retail trends, our metal and wooden shelving systems, along with uniquely designed notebook and mobile phone stands produced from wood and plexiglass, create spacious and impressive shopping environments in technology stores.

Cosmetics

With LED-lit, plexiglass and glass display solutions that highlight products like stars, we bring brilliance and elegance to cosmetic stores.

Stationery

Using wood, plexiglass, LED lighting, and more, we develop customized designs and applications tailored to store concepts, brand communication goals, and even specific campaigns—offering creative solutions for stationery stores.

Homeware

With display shelves and systems supported by LED lighting and designed with glass and natural wood, we bring the sparkle consumers imagine in their homes into homeware stores.

Toys

We imagine children reaching their dreams easily and joyfully. Inspired by this vision, we design colorful, unique, fairy-tale-like shelves made of metal and wood for the world's largest toy retailer, Hamleys.

MARKET DISPLAY EQUIPMENT

Checkout Barriers

Developed during the pandemic, our social distancing separators—mounted onto checkout counters—create protective barriers between cashiers and customers, adding health and safety to the shopping experience.

Bakery Units

With self-service bakery units that allow easy access while ensuring product protection, we bring comfort to in-store bakery sections.

Fruit and Vegetable Units

With modern, functional wall and central units designed to present produce in the most efficient way, we provide solutions that bring freshness to shopping experiences.

Beverage Units

With high-load-capacity beverage units capable of displaying large quantities of products—reinforced with additional front profile supports—we bring an innovative and durable dimension to retail environments.

Counters

Using wood, glass, plexiglass, and next-generation materials such as Corian, we design customer service counters and colorful display units for gift products made from wood and aluminum. With glass and LED systems that highlight products, we add aesthetic value.

Entrance-Exit Systems

Not only with our shelving systems, but also for the most important point where stores welcome customers—the entrance and exit—we provide both automatic sensor-based and mechanical gate solutions.

Shopping Carts and Baskets

With various models and sizes of shopping carts designed according to store concepts and square meters, we add convenience and comfort to shopping.

Retail Accessories

We make shopping easier with accessories suitable for the display of every product, bulk baskets, and hanging wires in various sizes for blister-packed items.





“OUR CUSTOMERS ARE THE
COMPASS OF OUR LINE.”

Custom Design Units

Every custom-designed product truly deserves special attention. That's why we develop unique ideas that can delicately carry our customers' very special dreams for their custom-made creations.

STORE AND CUSTOM DESIGNS

Boutique Stores

Using stainless materials, wood, and glass suited to boutique store styles, we create distinctive applications that add unique character to boutique shopping experiences.

Concept Markets

Every store and every product should have its own personality. We develop unique solutions that perfectly reflect brand identity to consumers and bring our customers' dream store concepts to life.

ELECTRONIC PRODUCTS



Self Check-Out

Self Check-out systems are next-generation self-service platforms that provide retailers with fast and easy payment experiences for customers in stores, supermarkets, restaurants, and similar retail environments. In short, self check-out systems allow consumers to complete their shopping and payments independently, without the need for a cashier. In today's retail sector, self check-out systems are creating a revolution. While enhancing customer experience, this technology also provides significant operational advantages to businesses



TOWARD THE FUTURE WITH AN INNOVATIVE LINE

Electronic Shelf Labels

Electronic Shelf Labels (ESL) are systems that display product prices and other information through digital screens in stores.

By replacing traditional paper labels, ESL systems aim to increase efficiency and customer satisfaction in the retail sector. In today's retail and warehouse management, electronic shelf label systems are creating a major transformation. ESL solutions eliminate manual price updates, increasing operational efficiency.





GOKCELIK'S LOGISTICS SOLUTIONS BRAND: GDS (WAREHOUSE SYSTEMS)



Over time, Gokcelik has extended its expertise in retail shelving systems into warehouse and logistics solutions, expanding its line in this field under the GDS brand.

GDS is a storage systems brand that combines Gokcelik's engineering expertise in shelving and warehouse systems with its serial production strength, placing technology at its core. Developed by accurately analyzing the changing needs of retail and industrial businesses, this structure elevates storage solutions to a higher level through Industry 4.0 investments supported by automation and information technologies. With investments made in recent years, Gokcelik has reached a strong market position in storage systems and continues to offer innovative solutions through the R&D unit within the GDS brand.

One of the most remarkable examples of these efforts is the advanced shuttle warehouse systems. Developed with radio frequency control, remote fault detection and performance monitoring, compatibility with FIFO and LIFO projects, anti-collision sensors, lithium-ion battery technology, carrying capacity up to 1.5 tons, and detailed reporting features, these systems combine efficiency, speed, and safety in storage on the same line. Competing with smart phone technologies, these solutions attract strong interest from users.

EXPANDED WAREHOUSE SYSTEMS

Producing with new technologies, Gokcelik has implemented another project within the scope of digital transformation. With the SAP EWM (Extended Warehouse Management) project, now live in logistics processes, Gokcelik increases efficiency by operating an integrated warehouse management system combined with RFID technological garments, robotic processes, augmented reality, and many other technologies.



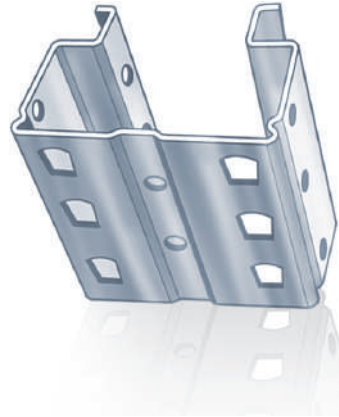


1,4 CM² MORE SURFACE AREA

STRONGER PROFILE AND
GREATER FOOT SECTION
SURFACE AREA THANKS
TO ADDITIONAL BENDS

7 BEAMS PER MINUTE

FIRST TIME IN TURKEY
AND EUROPE: TOUCH-
FREE, WELDED AND
STACKED BEAM
PRODUCTION



25 M/MIN FOOT PRODUCTION CAPACITY

COLOR CHANGE IN
10 MINUTES

ANNUAL 5 MILLION M² PAINTING CAPACITY

ANNUAL 100,000 TONS SHEET METAL PROCESSING CAPACITY

GDS Depot Systems offers a wide range of products to meet the needs of different sectors. These include:

These include: Back-to-Back Rack Systems, Drive-In Systems, Dynamic Rack Systems, Gargamel Racks, Mezzanine Rack Systems, Mini Rack Systems, Shuttle Storage Systems, Automated Storage Systems (AS/RS), OYİS and Cladded Facade Systems, Light and Medium Load Storage Systems, Mobile Rack Systems, Conveyor Systems, Cold Room Storage Rack Systems, DIY and Service Racks, Dynamic Service Rack Systems, and Smart Warehouse Rack Systems. **All these solutions are developed with domestic production strength, meeting the needs of both Turkish and global markets.**





EXTENDING THE LINE IN DIGITAL

At Gokcelik, every new step is a continuation of the previous one. E-commerce is not a sudden shift in this journey; it is the digital extension of a line that has been advancing steadily for years.

GÖKMEN ARAS
E-Commerce Manager

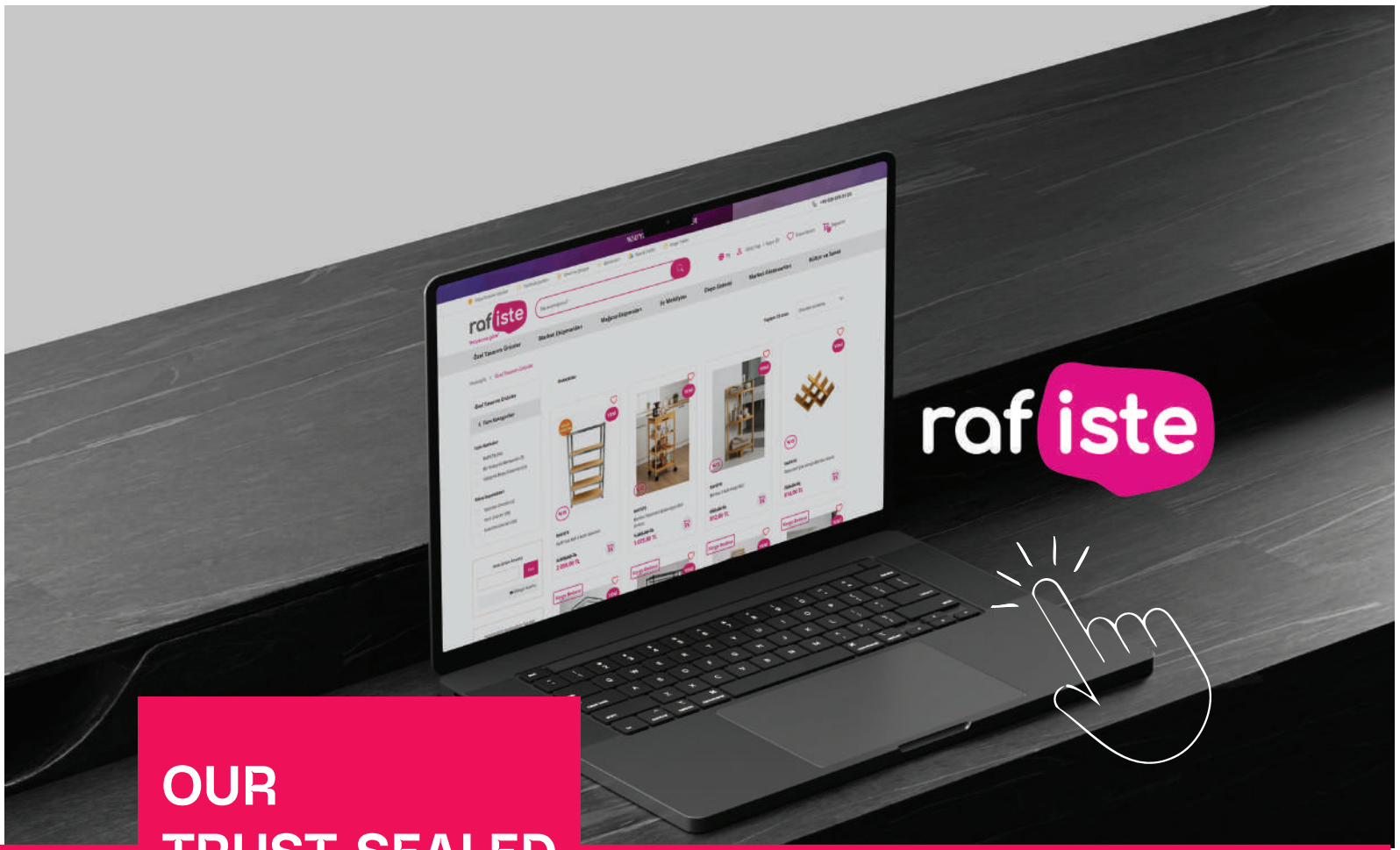
We approach e-commerce not merely as a sales channel, but as a system where products, data, and processes converge on the same line. For this reason, our digitalization process was built primarily on data accuracy and process integrity.

From product dimensions to load capacities, from technical drawings to stock structures, every piece of information was transferred into the digital environment in full alignment with production and logistics systems. Our priority was not to appear fast, but to work correctly. Because we know that in a technical structure, even a small data error can affect the entire system. Therefore, our e-commerce infrastructure was designed as an integrated, traceable, and updatable structure aligned with ERP, inventory, and logistics processes.

Every step taken digitally had to correspond precisely with its real counterpart in the field. The structure created under the Rafiste brand is also the result of this discipline. The goal is to ensure that Gokcelik's long-standing engineering accuracy and customer

satisfaction are sustainably maintained in the digital environment.

Product pages were not treated as mere showcases; they were designed as touchpoints where technical information is presented clearly, simply, and in a way that supports decision-making. Today, every step we take in e-commerce is built on data standardization, process integration, and operational transparency. This digital line, extending from order to shipment, has evolved into a structure that supports not only the sales process but also planning, production, and logistics decisions. In this 50-year journey, e-commerce for us is not a leap; it is a system line advancing through the right points. In the future, this line will be strengthened with more data, smarter analyses, and more integrated structures. However, the fundamental approach will not change: starting from the right point and progressing without deviating from it. At Gokcelik, every new step is a continuation of the previous one. E-commerce is not a sudden transformation in this journey; it is the digital extension of a line that has progressed steadily for years.

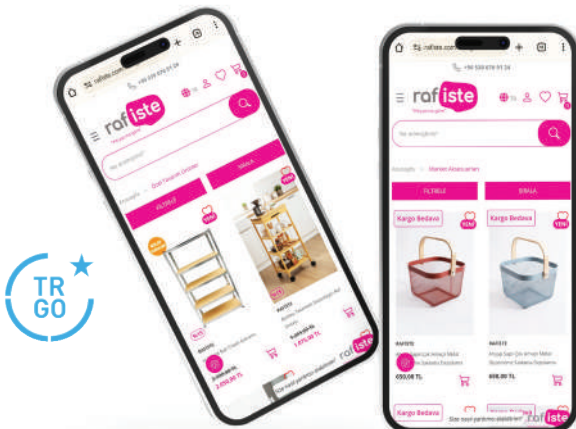


OUR TRUST-SEALED E-COMMERCE BRAND:

RAFISTE.COM

In recent years, Gokcelik has also invested in e-commerce. Through rafiste.com, it meets the needs of customers in homes, offices, and stores with shelving systems, warehouse systems, handling equipment, and specially designed products—all just one click away.

Although only two years have passed since Rafiste.com went live, our e-commerce brand has already reached thousands of customers and made significant progress in the digital marketplace. In the online sales arena—the commerce platform of the future—it continues to move forward with confident steps. While shelving remains at its core, the platform offers thousands of design products that simplify life in both commercial and everyday settings. Products developed by the Gokcelik design team and offered under the RAFISTE brand through the e-commerce site receive strong appreciation, as reflected in the order growth trend.



OUR MAIN GOAL IS FOR FUTURE GENERATIONS TO SEE MANY MORE FIFTY YEARS

At the point we have reached today, we are aware not only of the importance of building a strong production structure, but also of transferring this structure confidently into the future.

For this reason, our understanding of social responsibility is nourished by the core values that form our corporate culture. Gokcelik, embedding the principle of "responsibility" inherited from its founder into its institutional DNA, embodies this understanding through environment-, society-, and employee-focused practices. Every step we take aims not only at today, but at sustaining a line that considers the tomorrows future generations will live in.

A Point: Awareness of Responsibility

For Gokcelik, sustainability is not a trend but a corporate stance. Energy efficiency, effective use of resources, reduction of carbon footprint, and the fight against climate change are placed at the center of all business processes. This approach is based on a long-term sense of responsibility aimed not only at today, but at shaping the industry of tomorrow.

An Investment That Becomes a Line: Clean Energy

In line with this vision, Gokcelik has implemented renewable energy investments within the scope of the EU Green Deal Action Plan. The Solar Power Plant (SPP) installed at its 2nd

Throughout its half-century journey, Gokcelik has not only produced shelving systems; it has also built an industrial culture that consistently fulfills its responsibilities toward the environment, people, and the future. Today, one of the strongest reflections of this culture is embodied in the concrete steps taken in sustainability.

For Gokcelik, sustainability is not a goal; it is carrying the responsibility of every step taken.

and 4th factories in the Nilüfer Organized Industrial Zone (NOSAB) stands as a concrete indicator of this transformation.

With our SPP project installed on approximately 3,500 m²:

Annual production of 630,000 kWh of clean electricity, Approximately 36% of total electricity consumption supplied from renewable sources, Prevention of 278 tons/year of carbon emissions, Energy savings of 54 TOE/year are targeted.



This investment means preventing equivalent carbon emissions throughout the facility's operational lifetime.

**25,000
TREES**

A Carbon-Free Future

Gokcelik does not only produce energy; it also actively manages its CBAM (Carbon Border Adjustment Mechanism) compliance process through systems that measure, monitor, and report its carbon footprint. In doing so, it builds a resilient and responsible industrial structure aligned with sustainability criteria in global trade.

The Promise of 50 Years: Responsibility to the Future

In this 50-year journey extending from "Point to Line," Gokcelik continues forward with determination, aiming to leave a more livable, balanced, and stronger world for future generations.



All of Gokcelik's production facilities operate in compliance with the latest standards in quality, environment, and safety.



FROM A POINT TO GLOBAL,

WE ARE CROSSING BOUNDARIES!

Through its sales offices in Istanbul and Ankara, Gokcelik provides services across Türkiye. With more than half a century of experience, it continues its journey as a reliable solution partner wherever there are shelves and warehouses.

Gokcelik's story began with one of the most fundamental needs of commercial life: displaying products in the right place and in the right way. The first step-producing shelving and storage systems for grocery stores and small markets in its early years-became the starting point of a line that would grow over time. From the very beginning, Gokcelik chose to grow together with its customers; this approach became the defining principle of its development journey. The first point placed in Bursa quickly expanded to districts, neighboring cities, and eventually across the world.



Gokcelik's growth was not merely geographical expansion; it was the natural result of its ability to correctly interpret changing needs and develop solutions. Each new customer became another step added to the line. The transformation in the retail sector brought with it new demands for shelving and storage systems.

Aligned with Changing Retail

As small-scale supermarkets evolved into chain structures, local brands transformed into national players, and international retail brands entered the Turkish market, new expectations emerged in shelving solutions in terms of both capacity and design. Gokcelik did not simply follow this transformation; it became a structure that shaped the line together with the sector. By developing more aesthetic, more functional, and higher-capacity systems, it adapted to the changing face of retail.

By offering solutions at the intersection of retail and industry, Gokcelik further strengthened its position in the sector. With over half a century of experience, it continues its path as a reliable solution partner wherever shelves and warehouses exist.

For Gokcelik, growth was never a goal confined within national borders.

The first export to Russia in 1990 marked a critical point in the company's global journey. This step symbolized the beginning of a process that carried Gokcelik's line from Türkiye to the world. Over time, by

accurately analyzing the needs of different markets, the company progressed in every geography while maintaining the same commitment to quality.

Regular participation in national and international trade fairs became important steps in expanding Gokcelik's global recognition and influence. Especially participating in EuroShop—one of the world's largest retail trade fairs—since 1999 has reinforced the brand's strong position within the global retail ecosystem.

Today, Gokcelik is a globally preferred brand with high quality standards, competitive production capabilities, and specialized

human resources. With products and systems developed specifically for different market expectations, it is not merely a manufacturer but a long-term solution partner. Headquartered in Bursa, the company positions itself closer to global markets through its overseas offices in Atlanta and Dubai, representing Türkiye successfully in the international arena with exports to more than 70 countries. Gokcelik's global journey is a story that began at a point and today continues along the same line across many geographies. This line is nourished by experience, trust, and quality. And in every new market, it continues to extend toward the future with the same understanding.



WITH 50 YEARS OF EXPERIENCE
FROM
ATLANTA
TO DUBAI!

SOME OF OUR LINES CANNOT BE BENT OR DISTORTED OVER TIME.

Throughout its half-century journey, Gokcelik has existed not only through the systems it produces, but through the values that transform points into a consistent line.

This line has progressed over time with trust, effort, and determination. These indispensable principles that define who we are go beyond being a legacy of the past; they are our fundamental guidelines that shape today and build tomorrow.



Innovation

For Gokcelik, innovation is not merely adapting to change; it is determining the direction of change.

Through digital transformation, next-generation technologies, smart products, and customer-focused custom designs, we carry Gokcelik's line into the future. By encouraging creativity in all areas—from R&D and product development to production, quality processes, and human resources—we turn every new point into a natural continuation of our line.

Reliability

Trust has been the strongest backbone sustaining Gokcelik's line since its first day.

Transparency, honesty, and commitment to ethical values form the foundation of all our processes—from production to service. Fulfilling our promises on time and completely is the unchanging principle of our relationships with stakeholders. We believe that this consistency is the strongest pillar of the respect Gokcelik has earned over the years and of its long-term partnerships.

Quality and Continuous Improvement

At Gokcelik, quality is not a final destination; it is a continuous process.

Every solution we develop represents a new point in the customer journey. While ensuring operational excellence for retailers, we aim to provide consumers with smoother, more intuitive, and more personalized shopping experiences. We extend this approach across all processes through our total quality management philosophy. From production to automation, from product development to service, from communication to human resources, we act with customer focus, digitalization, and innovative ideas at the core.

Strength Through Differences

For Gokcelik, differences are not divisions; they are sources of development.

We bring together diverse cultures, perspectives, disciplines, technologies, and ideas around a shared goal. We believe this inclusive and pluralistic approach strengthens and adds flexibility to our line. In this way, we develop innovative solutions and sustain success confidently in a changing world. With the strength we draw from the past, we solidify today and design the future with courage. We continue to dream while looking toward the horizon. Because we know that a line is the sum of points that never give up. And this journey is not over yet.

Sensitivity, Respect, Fairness, and Dedication

At the center of Gokcelik's line stands the human being.

Sensitivity toward employees, customers, business partners, and society is addressed together with responsibility toward the environment and nature. We embrace respect, fairness, and dedication as inseparable parts of our daily way of working. We believe these values define not only our internal relationships but also our understanding of sustainable growth and corporate stance. We see sustainability, environmental respect, and social responsibility as indispensable elements of our line. While working toward a more livable future through energy efficiency investments, environmentally friendly production processes, and social contribution projects, we strengthen collective intelligence through a people-centered corporate culture and continue our development with an understanding that sees differences as richness.

COLLECTIVE INTELLIGENCE, DIFFERENT GEOGRAPHIES, REAL RESULTS

From technical interventions that make designs manufacturable to rapid solutions developed by taking responsibility in times of crisis; from internationally inspired concepts to prestigious projects—these works are clear indicators of the long-term, trust-based relationships we have built with our business partners.

Every partnership begins with a point. Sometimes that point is a technical question, sometimes a race against time, and sometimes the correct implementation of a global vision



Global Retail Project of One of the World's Most Established British Toy Brands

Need: A British-origin company, one of the oldest and most prestigious toy brands in the world, contacted us to implement new store concepts. A comprehensive concept booklet prepared by a U.S.-based design company was shared with us, requesting evaluation regarding the manufacturability and pricing of the products aligned with the design.

Analysis: After a detailed review of the booklet, it was determined that some of the products included in the design largely overlapped with items in our standard production range. At this point, we informed the client that the requested products could be produced exactly as designed; however, if preferred from an operational perspective, using our standard products would significantly simplify the production process and considerably reduce costs. This proposed approach created no functional or aesthetic differences; it merely enhanced efficiency and sustainability.

Solution: The client positively received this constructive and transparent approach and chose the more advantageous solution. Thus, a hybrid and optimized solution model was developed, combining the brand's design principles with our standard product range.

Result: As a result of this collaboration, highly iconic stores were realized in Dubai, Amman, Mumbai, and Moscow—one of them being among the world's largest toy stores. The project positioned itself as a successful global application, delivering both design integrity and operational efficiency.





In Gökçelik's fifty-year journey, each project represents the translation of one of these points into a line. The Case Studies featured in these pages reflect not only the outcomes achieved, but also the moments of decision, the transformation processes, and the ways we create sustainable value.

50 YEARS



Prestigious Retail Project in India Long-Term Project

Need: A major client in India, with whom we have collaborated for many years, contacted us with the goal of opening an iconic store in one of Mumbai's most prestigious districts. A comprehensive concept booklet prepared by a French design firm was shared with us, requesting a technical evaluation of the design.

Technical Evaluation: Upon reviewing the booklet, it was observed that the products included special materials, unique coatings, custom colors, and entirely bespoke designs rarely encountered in supermarket equipment projects.

Accordingly, a detailed technical analysis process was initiated with the involvement of our design, production, and quality teams. Evaluations confirmed that all products could be manufactured with the requested specifications.

Implementation: At the client's request, nearly all products included in the project were produced as individual samples within approximately 20 days. During the client team's on-site inspections, the products received full approval in terms of color, coating quality, and design details, and the project was confirmed. Following approval, serial production of the entirely custom-made products was completed within approximately six weeks and shipped to India. Subsequently, our installation team traveled to Mumbai and successfully completed the store implementation.



Result: The store was intended to become one of the city's landmark destinations, visited by cricket stars, Bollywood actors, and the region's elite. Following implementation, it became one of Mumbai's most striking, prestigious, and iconic retail spaces.



Every journey begins at a point.
But the real matter is never losing
sight of the horizon seen from that
point. We have goals, beliefs, and
a vision drawn for the future.



For Gokcelik,
the past 50 years are not
only the story of distance
covered, but of advancing
without distorting the line.
We see the point
we have reached today
not as a result,
but as the beginning of
a greater journey.



Shopping Mall Retail Project for One of Türkiye's Leading Sports Stores

Need: One of Türkiye's leading sports retailers was preparing to open a store in a shopping mall with a new concept. According to the agreement with the mall management, the store had to be fully ready on the opening day; any delay would result in serious penalties and significant financial fines.

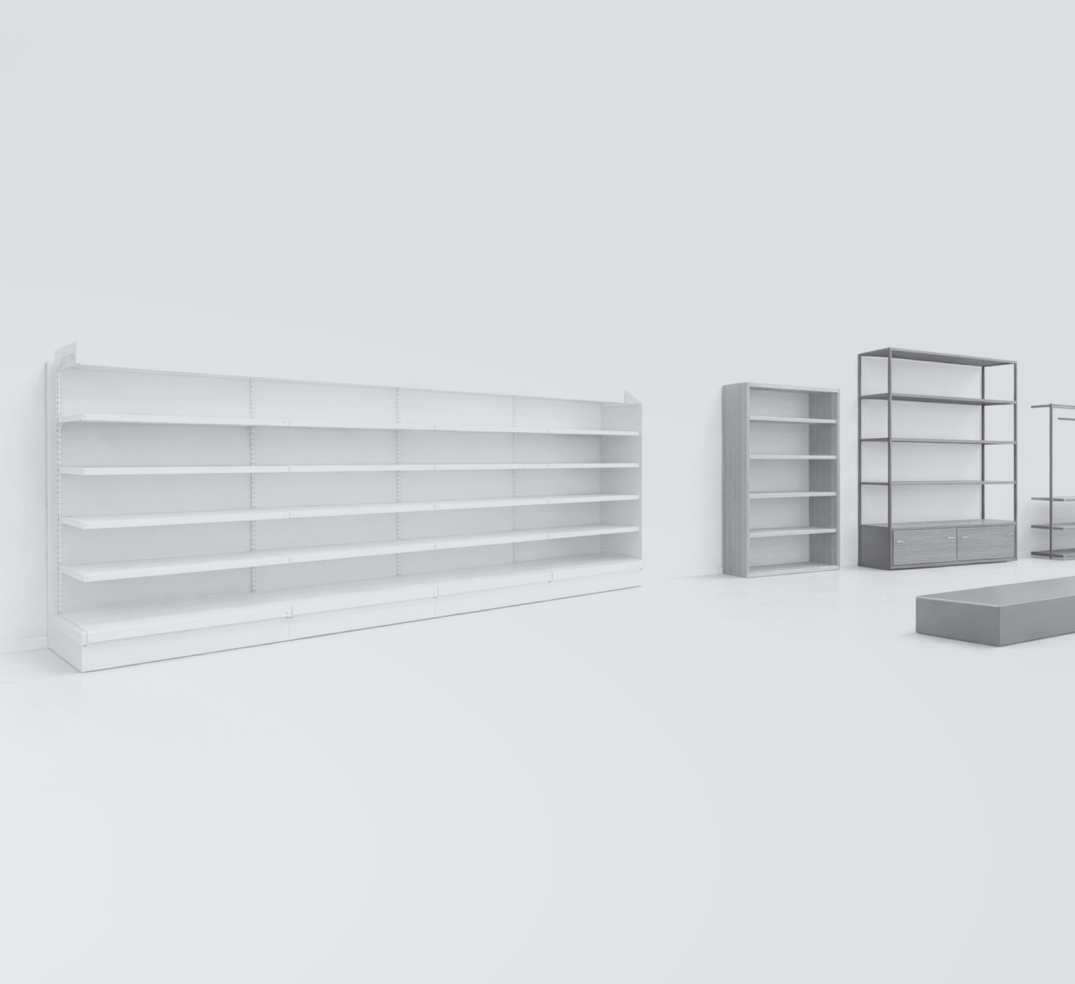
Approach: At this stage, the client contacted us and openly shared the situation. Under normal conditions, undertaking a fully custom-designed project within such a short timeframe would have been extremely challenging. However, considering the trust established between us and the sensitivity of the situation, we accepted the project.

Implementation: : In an intensive working period of approximately 25 days, production drawings were first prepared for

these custom designs that had never been manufactured before; prototypes were then produced, followed by completion of serial production. Our teams worked day and night to deliver all products in time for the store's opening date.

Result: The store was fully ready and operational exactly on its opening day. Our client avoided substantial penalties and gained a modern and striking store aligned with the mall's concept.





Gökçelik's project in its annual journey is the transformation of one of these points into a drawing.

The Case Studies included in these pages reflect not only the results obtained, but also the decision-making moments, transformation processes, and our way of creating sustainable value.

50 YEARS



Long-Term Partnership with One of Sri Lanka's Largest Supermarket Chains

Need: We have maintained an uninterrupted partnership for approximately 25 years with one of Sri Lanka's largest supermarket chains. After years of operating in smaller store formats, the brand decided in 2012 to transition to larger and more modern store concepts. In this new phase, they wanted inspiration from successful retail implementations in different countries but were technically uncertain about which concepts would best suit specific product categories.

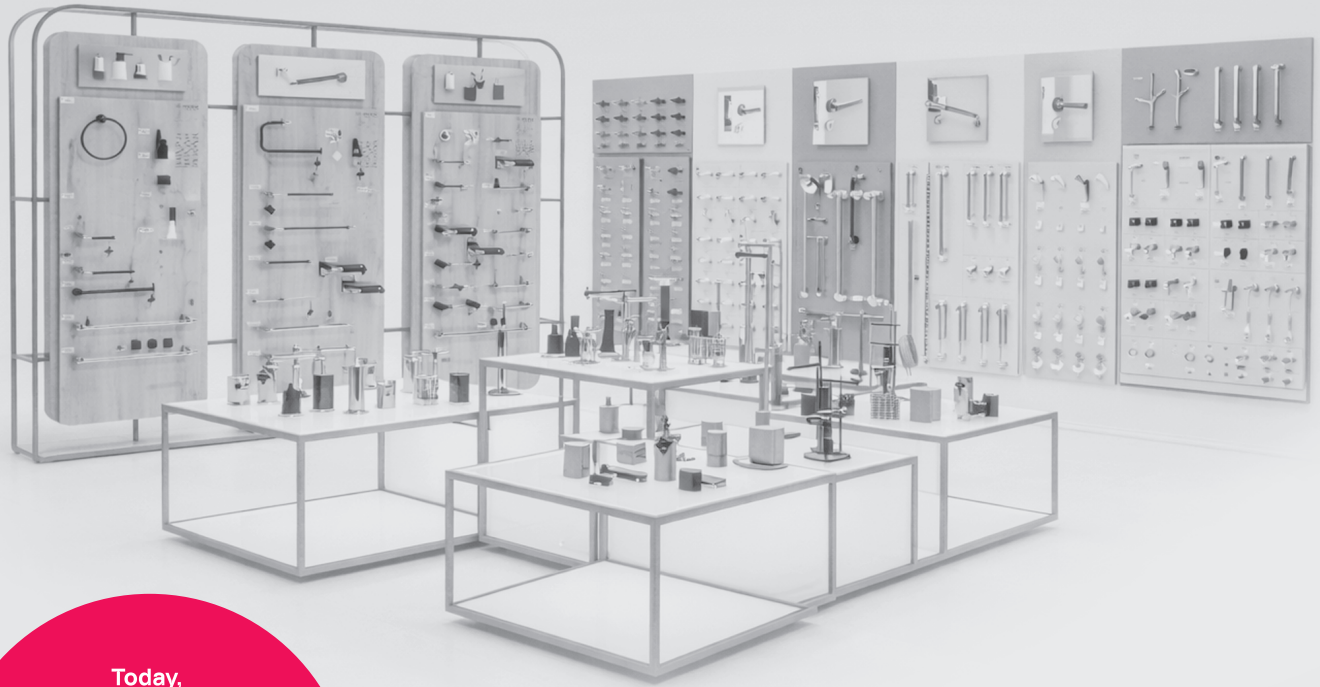
Approach: In line with this need, and at the client's request, a field study was organized to examine various supermarket chains in Thailand. Together with our teams and our Singapore-based distributor, comprehensive store visits were conducted. During this process, designs were analyzed not only visually but also in terms of technical feasibility and operational efficiency.

Solution: Following field evaluations and discussions with the client team, a completely original store concept was developed—one that was not a direct copy of any single store but was tailored specifically to the brand. This concept offered a holistic structure that enhanced customer experience, simplified operational processes, and strengthened brand identity.



Result: With the newly developed store concept, numerous stores have been opened across Sri Lanka over the past decade and continue to open. The project has become one of the fundamental building blocks of the brand's nationwide transformation, contributing significantly to both customer experience and operational efficiency.





Today,
we proudly present
this store-still operating
in our city-to
our customers and
thank our business
partner for the trust
placed in us throughout
this project.



New Retail Brand Project for One of Türkiye's Leading Companies in Its Sector

Need: One of Türkiye's largest companies in its field—normally one of our suppliers—approached us with the goal of creating a new retail brand that would sell DIY and home decoration products.

A store design prepared by an architectural firm already existed. However, the design consisted only of three-dimensional visual models and did not include production infrastructure, technical details, or manufacturability analyses.

Analysis: Our design team thoroughly reviewed the project and carried out technical revisions to make the products manufacturable. Technical drawings were prepared, and the production process was initiated. The three-story store, with a total area of 2,500 m², was highly comprehensive. Approximately 80% of the products used in the interior consisted entirely of custom-designed elements.



Result: Once it was determined that the prototype created no aesthetic or functional differences, the client chose this domestic and more economical solution. Thanks to the technical improvements implemented, approximately 10% cost savings were achieved in the store's total investment budget.





FROM TESTIMONY TO CORPORATE MEMORY

Launched in 2005, Raftech initially featured leading figures of Turkish industry on its covers, directly documenting the production philosophy, leadership perspectives, and industrial culture of its time.



Over time, the story that needed to be told grew. For the past 10 years, Raftech has shifted its focus toward Gokcelik's own journey, evolving into a corporate bulletin highlighting projects, production strength, human capital, and values. This transformation emerged naturally as a result of Gokcelik's maturing structure and its responsibility to tell its story.

Today, Raftech has evolved from a publication observing from the outside into a corporate memory that records its own line. In our fiftieth year, we bring both eras of Raftech together with equal respect, honoring this publishing journey where the point turned into testimony, and testimony into a line.

TO THOSE WHO SHARED
OUR 50 YEARS WITH US

Dear Customers,

Your trust in us and your long-term partnerships have played a decisive role in the point Gokcelik has reached today. You chose not only our products, but also our approach, our stance, and our solution-oriented mindset.

Through your feedback, you contributed to our growth; through your expectations, you continuously encouraged us to do better. We sincerely thank you for this mutual relationship of trust that has continued for 50 years.

Dear Employees,

**You have formed
the strongest
foundation of
Gokcelik's 50-year
success journey.**

Thanks to your effort, dedication, loyalty, and your willingness to take responsibility under all circumstances, our company today represents not only production strength but also a deeply rooted corporate identity.

From past to present, we adapted together to changing conditions; we overcame challenges together and shared successes together. We thank each and every one of you for the value you have added to Gokcelik's half-century story.

THANK YOU

Dear Suppliers,

As business partners who believe in the same goals and act with the same sense of responsibility, you have played a significant role in the continuity of our production strength and the consistency of our quality.

Our relationships, built on transparency, mutual respect, and long-term collaboration, have strengthened Gokcelik's understanding of sustainable growth. We thank you for your cooperation, flexibility, and contributions throughout this journey.

Dear Stakeholders,

The constructive relationships we have built with all our stakeholders—from public institutions to non-governmental organizations, from industry representatives to local communities have ensured that Gokcelik fulfills not only its economic responsibilities but also its social and environmental ones. We thank you for these collaborations carried out with collective intelligence, mutual trust, and a long-term perspective, and we wish to continue creating value together in the years ahead.



GLOBAL BRAND JOURNEY: ®

TURQUALITY

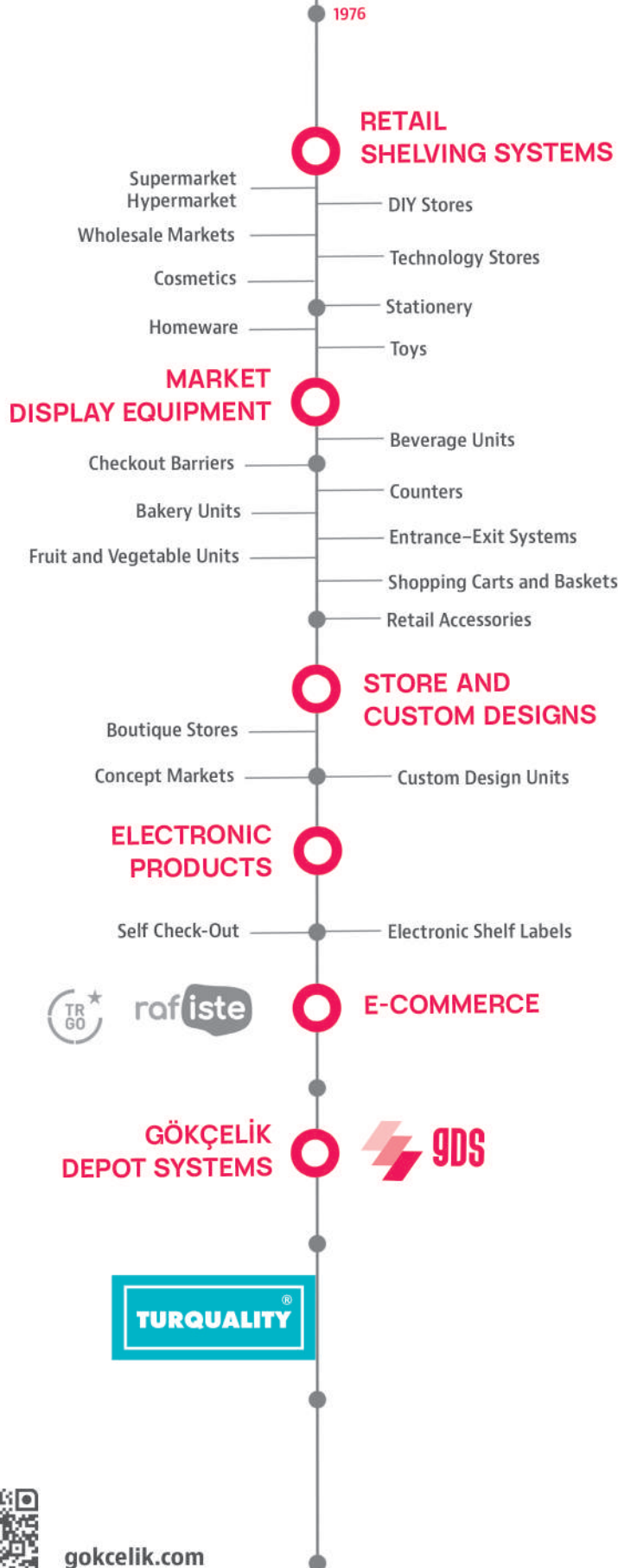
As Gokcelik and GDS, we are proud that our 50 years of accumulated expertise have transformed into a global brand journey.

The TURQUALITY® program is implemented to support companies with well-established corporate processes, strong organizational structures, and the capability to create sustainable brand value in global markets.

A Global Journey Built on 50 Years of Expertise

As a natural result of half a century of production, engineering, and corporate experience, our brands Gokcelik and GDS have been awarded TURQUALITY® accreditation within the scope of the TURQUALITY® Support Program conducted by the Ministry of Trade of the Republic of Türkiye.

* **TURQUALITY;** It is a state-supported brand development program conducted by the Ministry of Trade of the Republic of Türkiye.



FROM WAREHOUSE TO STORE, THE ARCHITECT OF FIFTY YEARS OF RETAIL TRANSFORMATION

Founded in 1976, Gökçelik is one of the leading brands shaping the transformation of the retail sector today, with 5 factories and exports reaching more than 70 countries.

A fifty-year journey of transformation, spanning from shelving systems to electronic labels, from self-checkout solutions to warehouse systems that directly impact the operational profitability of stores.



gokcelik.com

