

SERİNOVA PLASTİK
SAN.DİŞ.TİC.LTD.ŞTİ.

Company Profile



serinova
Since 1986

2022

company introduction,
projects to be carried out,
and future project schemes



About Our Company

Our company which started to produce in a small workshop in Bayrampasa, İstanbul in 1986, saw the gap in the field of "Plastic Flowerpot and specialized in this field. In 1999,

Serinova Plastik Industry and Foreign Trade Limited Company was established, and it was decided to continue with a new name.

Serinova Plastik, who has made his point on himself, constantly renewed and increased his machinery; as well as R & D studies, it has increased its product range with molds suitable for the needs of the sector.

Our company is Turkey's undisputed largest company in the manufacture of plastic pots.

Flower pots are very important in plant breeding and quality and suitable pots should be used for growing high quality plants.

Our company manufactures pots of different sizes with the same volume for the use of the flower pots suitable for the form and root structure of the plants.

Serinova Plastik works to increase production without compromising on quality.

Field researches are carried out for the products that are more expensive both in terms of quality and according to the needs of the sector and as a result of the consultations made, pots suitable for the needs of the producers are produced.

“

People from all over the world trust and buy the Serinova brand.

Currently, there are 2 factories, one of which is in Silivri, with a production area of 10.000 M3 and a warehouse area of 10.000 m3.

The other factory is in Malkara and has an area of approximately 7000 m3.

Having 32 injection machines, Serinova adds a new one to its equipment every time. has preferred powerful machines in order to produce very robust and high quality products.

It has 2 sales offices, one in Istanbul and the other in Yalova.

Serinova employs approximately 300 people within its body.

It is one of the biggest companies in Turkey, exporting to more than 75 countries. Among the countries it exports to, there are developed countries such as China, Taiwan, Germany, France, England and America.



“

**SERINOVA HAS ABOUT
4000 TYPES OF MOLDS**



Our Vision

Our company, which has started to participate in international fairs since 2012 in order to spread its success in the international arena, has increased its exports every day. From Africa to Australia, from Europe to China, new markets have been established in various countries.

Our Mission

1. Our goal is to export more, to exist in more countries and to be permanent, to move forward day by day. When we say flower pot in the world, we will try to bring Serinova to mind.



www.serinova.com.tr

TargetMarket

Target markets are usually large supermarkets and DIYs. I have listed some of the companies we work with.

AMERICA-DOLAR 3

FRANCE-GiFi

GERMANY-JAWOL

ITALY-GALILEO, MD SPA

SPAIN - NOBERPLAST, GERIMPORT, CONCORDE

GREECE-JUMBO

UK-EUROTRADE-TILDENET

In a project we made with Dubai, we supply 10 million flower pots to Peru annually. and this is increasing by 5 million units every year.

There are bigger supermarkets in our 2023 targets. some of these have been approved and are in preparation. Some are still in the speaking stage.

%30

DUBAI

%15

GERMANY

%45

EUROPE

%10

OTHER COUNTRIES

It invests in special projects every year. is in a special partnership with the companies it works with



OUR CERTIFICATE


ISO:



SEDEX:

SMETA Sedex Audit Reference: 2022T219AA4D838859 • Sedex Members Ethical Trade Audit Report Version 6.1

Audit Details			
Sedex Company Reference: (only available on Sedex system)	ZC: 93158612	Sedex Site Reference: (only available on Sedex system)	ZS: 93260009
Business name (Company name):	SERİNOVA PLASTİK SAN. DIŞ. TİC. LTD. ŞTİ.		
Site name:	SERİNOVA PLASTİK SAN. DIŞ. TİC. LTD. ŞTİ.		
Site address: (Please include full address)	SELİMPAŞA MERKEZ MAH. SELİMPAŞA SAN. BÖL. 5007. SOK. NO: 9, SÜVRİ / İSTANBUL	Country:	TURKEY
Site contact and job title:	SERDAR YILDIRIM – EXPORT RESPONSIBLE		
Site phone:	00 90 553 931 1205	Site e-mail:	serdar@serinova.com.tr
SMETA Audit Pillars:	<input checked="" type="checkbox"/> Labour Standards	<input checked="" type="checkbox"/> Health & Safety (plus Environment 2-Pillar)	<input type="checkbox"/> Environment 4-pillar <input type="checkbox"/> Business Ethics
Date of Audit:	13-14.09.2022		

Audit Company Name & Logo:	Report Owner (payer):
 TÜV Rheinland® Precisely Right.	SERİNOVA PLASTİK SAN. DIŞ. TİC. LTD. ŞTİ.

Audit Conducted By			
Affiliate Audit Company	<input checked="" type="checkbox"/>	Purchaser	<input type="checkbox"/>
Brand owner	<input type="checkbox"/>	NGO	<input type="checkbox"/>
Multi-stakeholder	<input type="checkbox"/>	Trade Union	<input type="checkbox"/>
Combined Audit (select all that apply)			

If you have any concerns or queries about this SMETA report or the associated SMETA audit, please contact grievance@sedex.com.

To confirm the validity of this report, please visit <https://www.sedex.com/audit-verifier/>

Audit company: TÜV RHEINLAND TURKEY Report reference: ET2209131402TR Date: 13-14.09.2022 Sedexglobal.com 2

*From yesterday
to today
Serinova*

2020-2022

**Since 2020, our company has not
only stepped in pots, but also
garden tools. and it has been
successful in this regard.**

&

**Increased the number of
countries to which it exports to 80**

2017

We moved our facility in İkitelli to Silivri - Selimpaşa.

As a result of a decision taken in August 2017, the facilities in İkitelli were moved to Silivri - Selimpaşa as they could not respond to the need. Our company, seedling growers to seedlings manufacturers; from flower producers to cut flower sellers, homes and workplaces with end-use places, it tries to serve everyone who loves green and wants to live in every aspect of their green life.

2015

We opened a new production facility in Malkara, Tekirdağ.

2014

We opened our Yalova branch.

Our company opened a branch in Yalova in 2014 in order to serve the producers more closely and quickly met the needs of our manufacturers. In addition to its leading position in the domestic market, our company has started to export its products to 56 countries in a short period of time.

1996

We have expanded our product range.

Our company is producing the flowerpot for all kinds of pot needs of our manufacturers. Our company is a company that has the largest model in Turkey in the pot as well as the wide variety of decorative pots potted production plant varieties for our manufacturers need for both indoor and outdoor enclosures.

1986

Serinova was founded in Bayrampasa in a small workshop.

In the year of 1986, starting manufacturing in a small workshop with just a machine in Bayrampasa. Growing steadily our Firm with the sector of ornamental plants in Turkey, is intertwined with the sector. We followed the path with consultation and assurance steps. Improved the production with the R&D studies, and is continuing to improve.

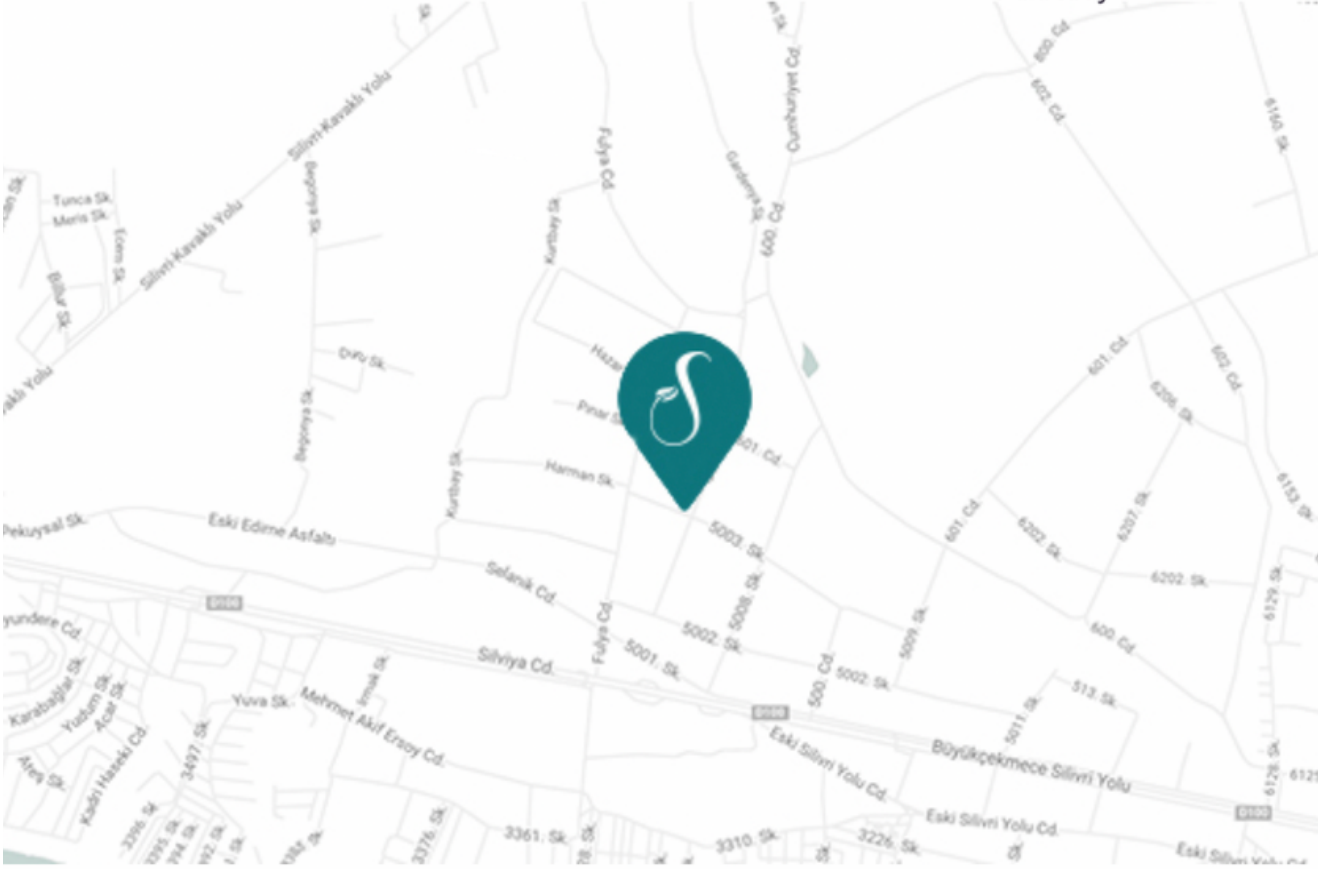


Sales Office

Selimpaşa



Factory



Address

Selimpaşa Merkez Mh.
Selimpaşa San. Bölgesi
5007 Sk. No:9 Silivri
İstanbul / Türkiye



EKREM AŞCI
Export Specialist

+90 544 472 09 03

ekrem@serinova.com.tr

Selimpaşa Merkez Mh. Selimpaşa San. Bölgesi 5007 Sk. No:9
Silivri İstanbul / Türkiye

serinova
Since 1986

WeChat



WhatsApp



Telegram



E-CATALOGUE

