



COMPANY PRESENTATION

KENDAL ELEKTRİK A.Ş



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ABOUT US

- KENDAL ELECTRICITY INC. WAS ESTABLISHED IN 2000 FOR THE PURPOSE OF TRADING ELECTRICAL AND LIGHTING MATERIALS
- DURING THE TIME PERIOD, WITH ITS CONTINUOUSLY DEVELOPING CUSTOMER NETWORK AND QUALITY PRODUCTS, KENDAL ELECTRICITY INC. HAS EARNED ITS DESERVED PLACE IN THE LIGHTING SECTOR IN TURKISH ECONOMY
- WITH THE NEW FACTORY ESTABLISHED IN 2017, IT HAS STRENGTHENED ITS POSITION IN THE LIGHTING SECTOR AS A MANUFACTURER.
- KENDAL ELECTRICITY INC. MANUFACTURES WITH A WIDE RANGE OF PRODUCTS FROM BULB TO ARMATURE WITH A AUTOMATION RATE OF 87% IN A PRODUCTION AREA OF 22.000 M².
- TODAY, WE ARE EXPORTING OUR PRODUCTS TO MANY COUNTRIES OF THE WORLD AS WELL AS HAVING A WIDE DEALER NETWORK WITHIN THE BORDERS OF OUR COUNTRY.



MISSION

- **CONTRIBUTING TO THE NATIONAL ECONOMY BY EXPORTING AND PRODUCING LIGHTING PRODUCTS THAT GIVE IMPORTANCE TO ENERGY CONSUMPTION,**
- **ENSURING UNCONDITIONALLY SATISFACTION OF OUR EMPLOYEES, SUPPLIERS, CUSTOMERS AND ALL OTHER STAKEHOLDERS,**
- **CREATING VALUE BY CONTINUOUSLY INCREASING OUR QUALITY,**
- **FULFILLING ALL PROCESSES AND ACTIVITIES IN THE BEST WAY,**
- **FULFILLING OUR RESPONSIBILITIES TO HUMANITY, ENVIRONMENT AND UNIVERSAL VALUES,**
- **TO BE THE LEADING COMPANY IN THE LIGHTING INDUSTRY**

VISION

- **MAKE A DIFFERENCE WITH OUR PRODUCTS VARIETY, QUALITY, DYNAMISM AND EFFICIENCY,**
- **LEADING THE SECTOR WITH INNOVATIVE PRODUCTS,**
- **TO BE THE FIRST LIGHTING BRAND THAT COMES TO MIND IN OUR COUNTRY AND IN OUR CLOSE GEOGRAPHY**

OUR VALUES

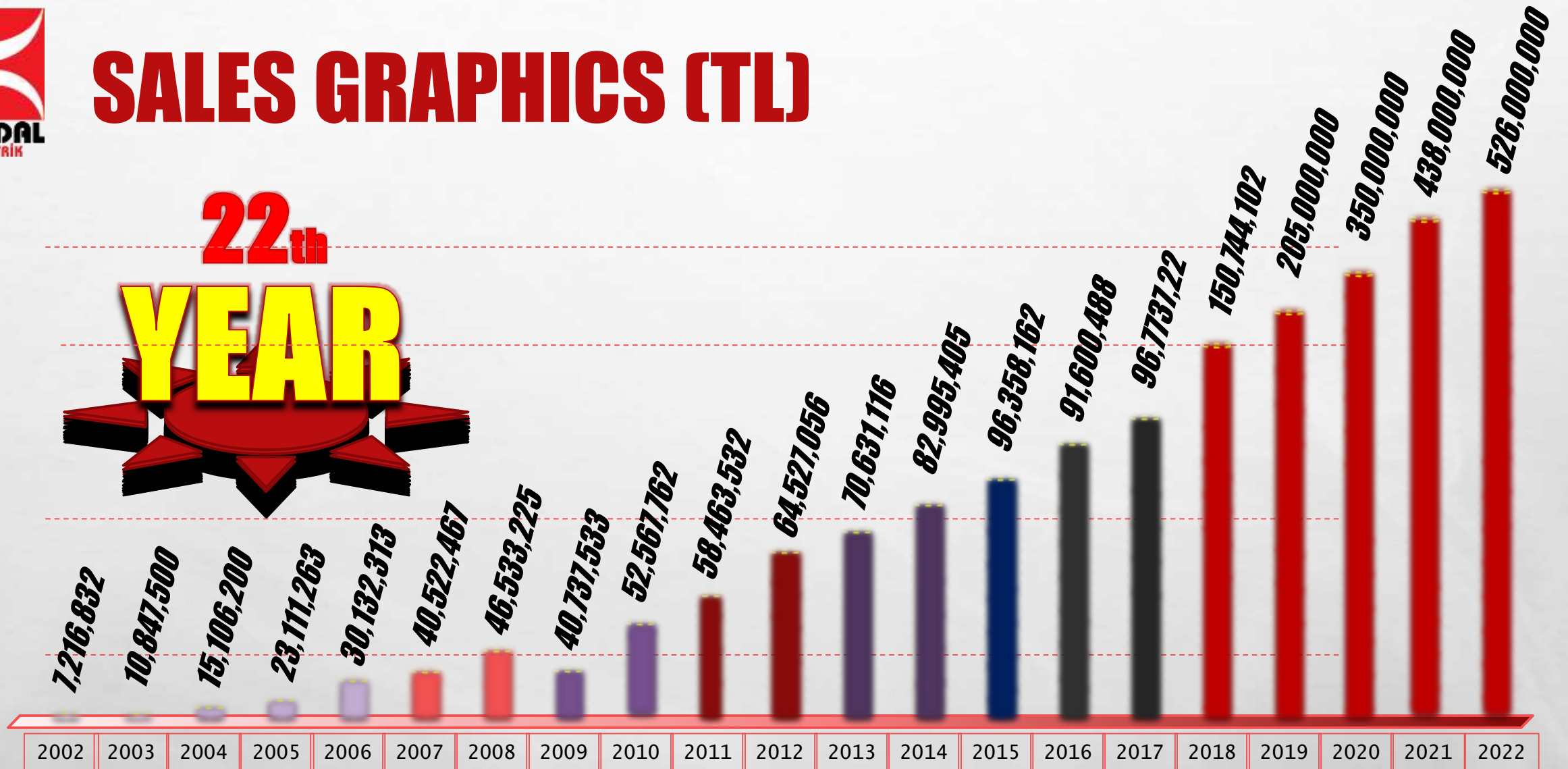


COMPANY STRATEGIES

*Cooperation with
powerful companies in
overseas market.*

- Improve the R & D activities.*
- Provide awareness in
production and quality.*
- Increase the share of our
brand in the sector*

SALES GRAPHICS (TL)



We Produce in Turkey We Sell to World



Local Dealers..



P.S.: We have no dealers only 6 provinces in Turkey (Usak, Tekirdag, Izmir, Sirnak, Hakkari, Artvin) Other dealers close to these regions are actively selling.

DEALER ACTIVITIES

Regular weekly customer visits and orders

1

2

Production planning according to the orders received.

R & D and design studies in accordance with the special requests of customers

3

4

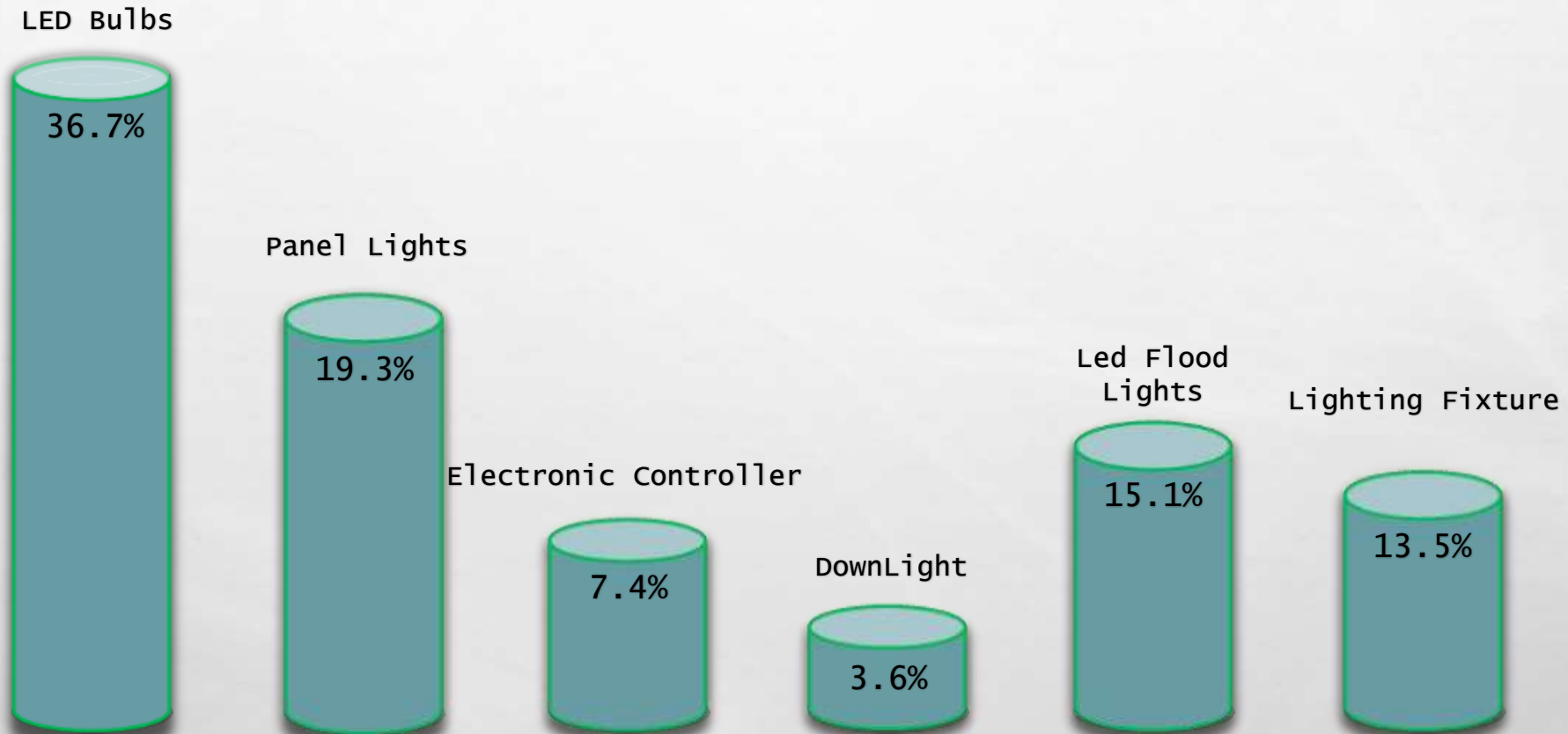
Interdepartmental collaboration for order fulfillment.

Regular shipment based on customer orders.

5



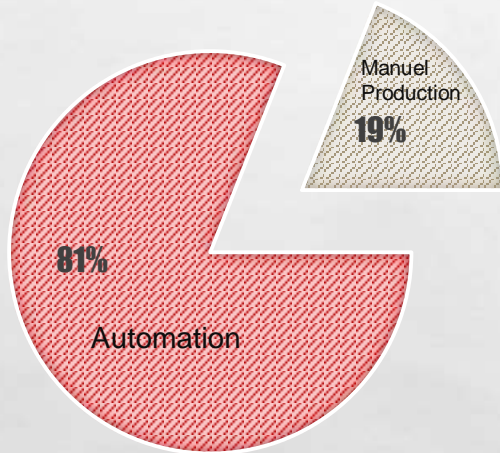
PRODUCT RANGE



AUTOMATION AND CAPACITIES

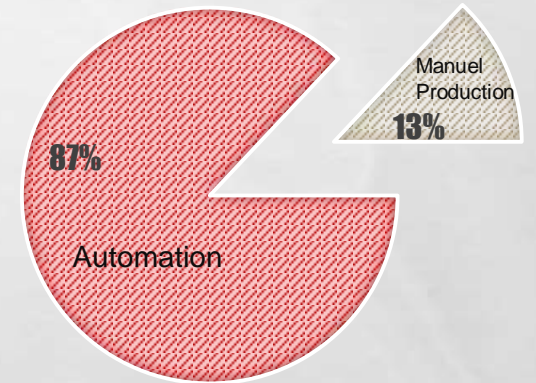
7500 m² Production Area

2020



- **LED BULBS** 60 MILLION PIECES PER YEAR
- **C35-G45 LED CANDLE BULBS** 10 MILLION PIECES PER YEAR
- **LED T BULBS** 9 MILLION PIECES PER YEAR
- **LED FLOODLIGHTS** 950.000 PIECES PER YEAR
- **LED 60*60 EDGE PANEL & BACKLIT** 1.8 MILLION PIECES PER YEAR
- **LED DOWNLIGHTS AND SPOTLIGHTS** 2.5 MILLION PIECES PER YEAR
- **LED T5 AND T8 WALL LIGHTS** 2 MILLION PIECES PER YEAR

2022



PRODUCTION LINE (BULB)

1



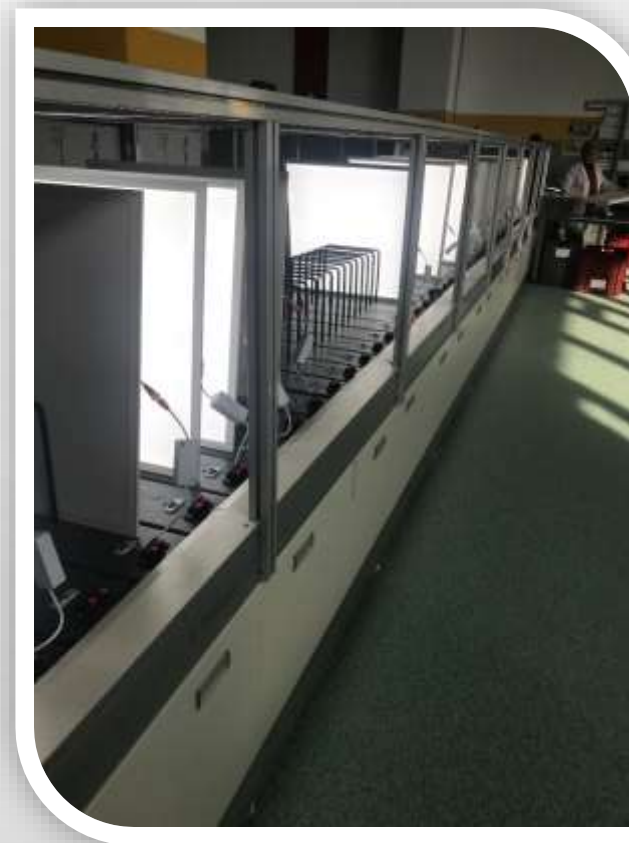
PRODUCTION LINE (NEW BULB LINE)

2



PRODUCTION LINE (60X60 LED PANEL)

3



PRODUCTION LINE (SMD STRING)

4



PRODUCTION LINE (MANUAL LINES)

5





CANDLE BULBS PRODUCTION

6



We are only one and single manufacturer which is producing candle bulbs in Turkey

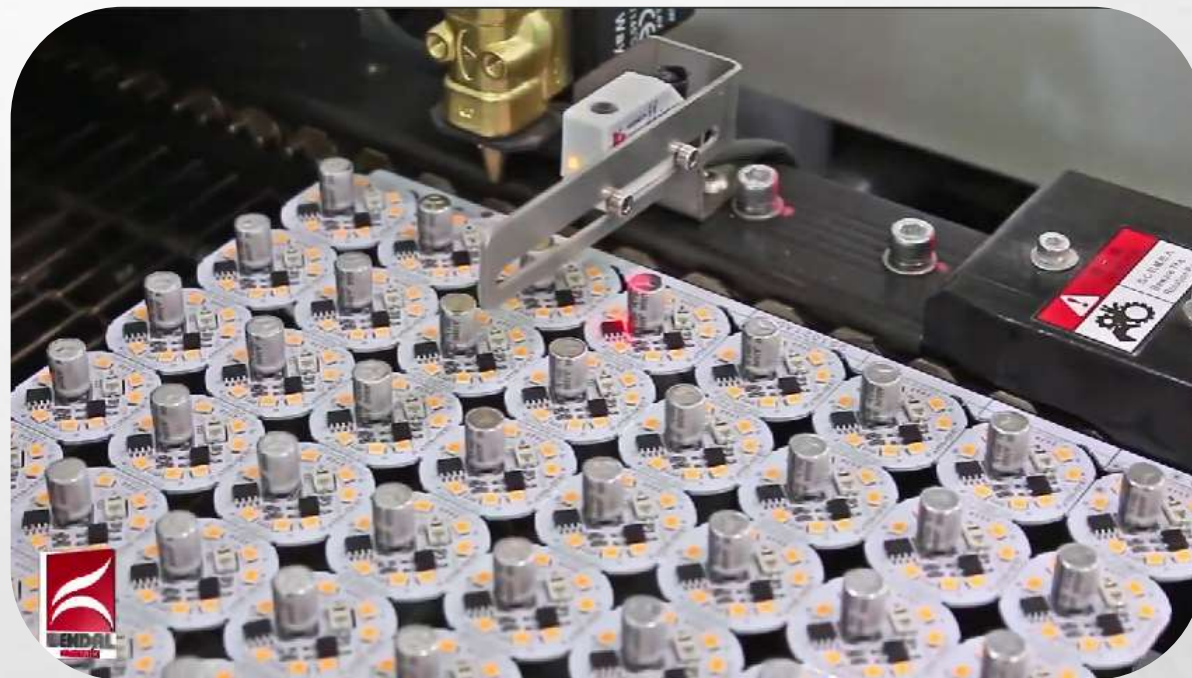


FILAMENTS BULBS PRODUCTION

7



We are only one and single manufacturer which is producing filament bulbs in Turkey, Europe and Middle East



QUALITY ACTIVITIES

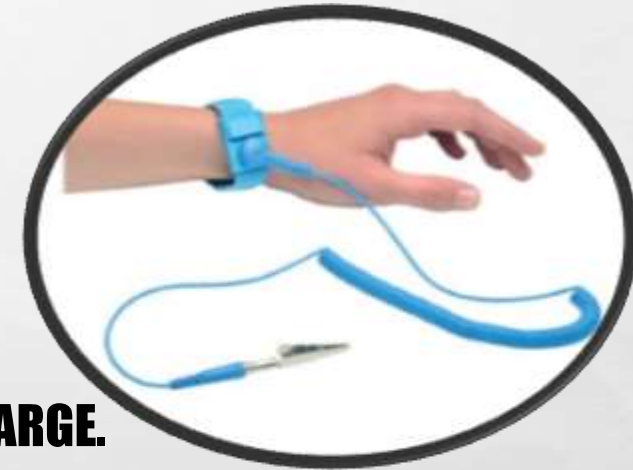


- **ELECTROSTATIC DISCHARGE PROTECTION (ESD)**
- **RAW MATERIAL & SEMI PRODUCT INCOMING CONTROL (IQC)**
- **PROCESS CONTROL (IPQC)**
- **FINAL PRODUCT CONTROL**
- **OUTGOING CONTROL (OQC)**
- **SAFETY TESTS**
- **ELECTRICAL, MECHANICAL AND PHOTOMETRIC CONTROL**
- **FONCTIONALITY, AGING AND LIFE TIME TESTS**
- **CUSTOMER RELATIONSHIP MANAGEMENT**



ELECTROSTATIC DISCHARGE PROTECTION

- **ESD REGIONS WERE IDENTIFIED IN THE PRODUCTION AREA.**
- **PRODUCTION PERSONNEL ARE EQUIPPED WITH ESD EQUIPMENTS.**
- **ESD OPERATING INSTRUCTIONS ARE STRICTLY FOLLOWED.**
- **THIS PROTECTS SENSITIVE PRODUCTS AGAINST ELECTROSTATIC DISCHARGE.**



INCOMING QUALITY CONTROL (IQC)



- **A PROTOCOL BETWEEN APPROVED SUPPLIERS AND OUR COMPANY.**
- **EVERY RAW MATERIAL / HALF PRODUCT DESCRIBED IN THE PRODUCT RECIPES IS SUBJECT TO IQC PROCEDURES.**
- **IQC PROCEDURES ARE BASED ON INTERNATIONAL STANDARDS AND SPECIFICATIONS. ALSO SUPPLIERS ARE ALWAYS RESPONSIBLE FOR PROVIDING CERTIFICATION OF THE PRODUCTS LIKE CE, ROHS ETC.**
- **IF THE LOT PASSES THE IQC ACTION ACCORDING TO AQL SAMPLING PLAN, ACCEPTED RAW MATERIALS / SEMI-FINISHED PRODUCTS IS TAKEN TO WAREHOUSE. OTHERWISE REJECTION PROCESS IS STARTED.**

IN-PROCESS QUALITY CONTROL



- **IPQC ACTION COVERS ALL QUALITY ACTIVITIES IN THE PRODUCTION AREA**
- **CONTROLS EVERY DETAIL IN PRODUCTION PROCESSES ACCORDING TO PRODUCTION STANDARDS OF QMS.**
- **TAKES CORRECTIVE AND PREVENTIVE ACTIONS.**
- **ENSURES PRODUCT MEETS CUSTOMER'S NEEDS.**
- **CONTROLS PRODUCTION PROCESS FROM THE FIRST STEP TO THE LAST STEP, TESTING IF NECESSARY.**

FINAL PRODUCT CONTROL

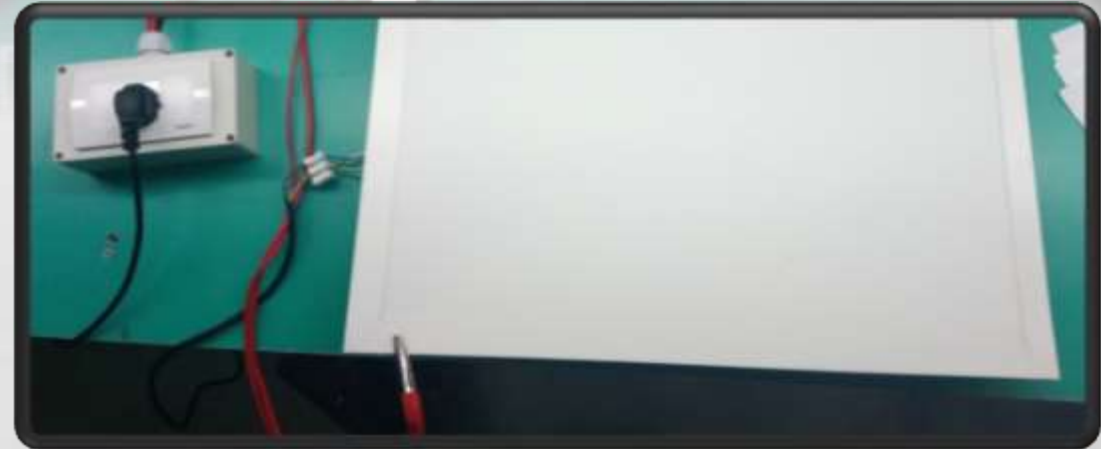
- **THIS IS THE CONTROL OF THE FINISHED PRODUCT BEFORE PACKAGING.**
- **CONTAINS FUNCTIONAL, COSMETIC, MEASUREMENT, MECHANICAL, ELECTRICAL AND PHOTOMETRIC CONTROLS.**
- **LIFE TESTS ARE PERFORMED ON SAMPLES OF EACH WORK ORDER.**
- **IT IS PATROL ACTION. (EVERY 2-HOUR)**

OUTGOING QUALITY CONTROL (OQC)

- **IT IS PERFORMED ON EACH ORDERS READY FOR SHIPMENT.**
- **AQL SAMPLING IS CRITICAL.**
- **100% CONTROL OF PACKAGING QUALITY.**
- **100% CHECKS LABELING ACCURACY.**
- **APPROVES TRANSPORT SAFETY**

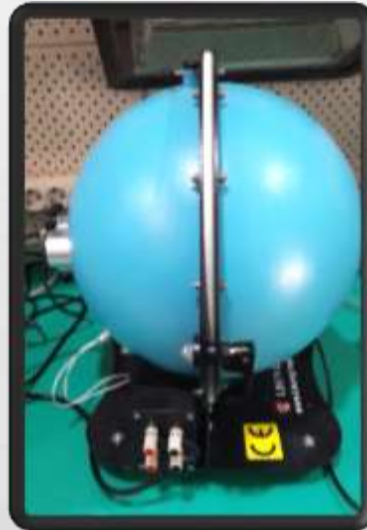
SAFETY TESTS

- **INSULATION RESISTANCE**
- **GROUNDING RESISTANCE**
- **HIGH VOLTAGE SAFETY**
- **LEAKAGE CURRENT**



ELECTRICAL, MECHANICAL AND PHOTOMETRIC CONTROL

- **WATTAGE (WATT)**
- **POWER FACTOR (PF)**
- **EMC CONTROL**
- **DRIVER CONTROL**
- **LUMEN MEASUREMENT**
- **COLOR TEMPERATURE**
- **CRI MEASUREMENT**
- **HOLDER TORQUE MOMENT**
- **COVER TORQUE MOMENT**
- **DROP TEST**



FUNCTION, AGING AND LIFE TIME TESTS

- **FUNCTION CONTROL OF EACH LED PRODUCT IS MADE. CONFIRMS THAT THERE IS NO VISIBLE ABNORMALITY IN THE LIGHT EMITTED.**
- **THE STABILITY OF THE LED PRODUCTS UNDER SERVICE CONDITIONS IS CHECKED (AGING). SHORT-TERM AGING IS PERFORMED ON 100% PRODUCT, 24/48-HOUR AGING IS PERFORMED ON SAMPLES.**
- **LIFE TIME TEST IS PERFORMED ON 1 SAMPLE FOR EACH WORK ORDER.**

CUSTOMER RELATIONSHIP MANAGEMENT

- **THE CUSTOMERS CONTACT THE REGIONAL SALES REPRESENTATIVES, THE SALES REPRESENTATIVES REPORT THE COMPLAINT TO THE TECHNICAL DEPARTMENT AND THE QUALITY DEPARTMENT AT THE SAME TIME AND THE ANALYSIS AND SOLUTIONS ARE EVALUATED TOGETHER.**
- **UPON COMPLAINTS FROM CUSTOMERS, THE QUALITY CONTROL DEPARTMENT TAKES IMMEDIATE ACTION BY CONDUCTING THE NECESSARY INVESTIGATION AND TESTS.**

QUALITY CERTIFICATES



20th
YEAR

SUMMIT OF LIGHTING



Produce in Turkey
Sell to World



THANK YOU...
KENDAL ELEKTRİK A.Ş