

Solution Partner on the Road to Success

Istanbul-based Chemical Group Yiğitoğlu is expanding its Product Range and Service Network



Yiğitoğlu, the family-run Turkish chemical manufacturing, distribution and logistics services group that started commercial activities in 1956, has set out to expand its geographic footprint.

Headquartered in Istanbul, the group's service network spans across Turkey with regional directorates. Seven warehouses provide customers with smart storage technology and 85,000 sqm of storage capacity located in the most important industrial zones in Turkey. In addition, the network already includes an office in the Shanghai province in China, and with the vision to extend its business to a global scale, the Group is about to open representative offices in Moscow (Russian Federation) and Dubai (UAE).

Growth Strategy 2030

Besides geographic expansion, Yiğitoğlu also drives organic growth. In December 2020, Emrullah Yiğitoğlu, chairman of the board, announced the future global growth strategy. It is based on a diversification program and has already been implemented by adding a fully owned production facility for the manufacturing of hot-melt adhesives to the company's Çorlu plant.

Marketed under the name "MyAdhesive", Yiğitoğlu will engage in the hygienic, packaging & labelling and mattresses industry sectors with the newly formulated range of hot-melt adhesives. The multi-million US-dollar investment marks only the beginning of a new era the company is ready to embark on. "More than 60

years of history have given us the recognition and reliability needed to shape the future and add a new dimension to our product portfolio" said Emrullah Yiğitoğlu. "The distribution business model however will change to exclusivity with dedicated regional account managers and further activities will be added on soon" states Emrullah Yiğitoğlu.

Distribution hubs in Çorlu, Antalya, Izmir, Mersin and Bursa, laboratories, the office in Shanghai as well as an e-commerce trading platform currently under development bring the corporation closer and faster to their partners around the globe. "We trade the world's best raw materials from global leading manufacturers, and we are now adding our own brand to prepare the future for our corporation" said the company's chairman.

From its headquarters in Çorlu, west of Istanbul in the European part of Turkey, MyAdhesive is clearly targeting growth opportunities in international markets, with a focus on consumer products. The company strives for excellence and recognition in mature and emerging markets with smart solutions in industrial sectors of adhesive components. By applying European technology, global entrepreneurship, high-tech solutions, electronic trading and a global distribution network the company will ensure success around the globe.

Vision

Yiğitoğlu, with its skilled, highly loyal, and virtuous employees who have adopted the organization's vision, aims to become an institution, that along with its products and quality will also provide continuous benefits by its working methods and values as well address the world market by its sustainable development.

The services and products the group has been consistently offering in two categories, being "Professional Cleaning Products and Systems" and "Chemical Product Groups", ensure that the name Yiğitoğlu is used synonym with quality and reliance.



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