

Our MDF Facility has been chosen as the best practice among the production lines of Siempelkamp in the world



AGT is impressive again in 2015 with new products...

We are expanding our range of products with Flooring, PowerGloss and Natura Series Doors **p02**

We took our place in the Iran Fair...

We hosted guests at the Medex Fair with our AGT Iran Distributor. **p02**

AGT supports the development of its employees with a master's program.

AGT employees in the MBA Program **p11**

It is very natural to be different. AGT Natura Door Series.

Here is natural AGT Natura Series, with elegant designs.
With its special features, Natura is ready to add quality to your collections!



- Durable surface
- Rapid service
- With magnetic lock and practical hinges runs in each direction
- All natural door panels.
- Suitable panel surface for profile, fuga adding
- Ready for installation
- Compatible with other furnitures
- 5 different colors



AGT Board of Directors Member
Mustafa Hulusi Söylemez

Giving meaning to time

We have completed 30 years in the sector as AGT. Today, when our excitement of realizing our dreams continues, I want to take a look at the 30 years behind us in increments of 10 years based on sector.

In the wood sector and also from our perspective the first 10 years was focused mostly on product while sales-marketing was at a minimum. The second 10 years were years in which materials were diversified, the mass production of furniture gained speed, trade fairs and similar promotional activities were intensified and sales goals/marketing strategies gained significance.

The past 10 years was a period in which production met with technology and started gaining speed, capacities and competition increased and production methods and technologies along with sales and marketing activities gained significance making innovation a requirement that emerged in every field of our lives. Smart phones, tablets, and internet and of course Highgloss colors in terms of our sector made their way into our lives in this period.

Hg colors became the indication of modernization as if in parallel with technology. It was a period in which the color white was used the most for furniture and decoration in history.

Therefore the business that we manage began requiring more qualifications. It started to become insufficient to only know one subject in depth.

It was a known fact that digging 20 holes each one meter deep is not enough to find water but we also learned that it was not sufficient to dig one hole 20 meters deep and that we needed to dig wells in different places. We can call this a transition from model T leadership to model m leadership. Therefore "achieving success together" became the most important skill.

Ok then, what do the next 10 years hold for us?

It would not be incorrect to say that some of these elements will be the surprising diversity that will be experienced in products made of wood, the requirement of design and innovation being the future of the sector, the management being transferred gradually to the Z-generation and the Turkish furniture sector increasing its share in the world market.

Time will continue to flow by at any rate. AGT is continuing to make investments not just in machines but also in people, technology and research and development... We do not have the power to stop time but we can spend it in a meaningful way by working and producing. As Einstein said, time is a dimension that puts events in sequence as they happen and gives meaning to the events.

Sincerely...

Mustafa Hulusi Söylemez

AGT Board of Directors Member

AGTWORLD

A Two Month Periodical

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New Product

We are expanding our range of products with Flooring, PowerGloss and Natura Series doors.

Our AGT Integrated MDF factory, one of a select few in Turkey, has been commissioned with a two-stage investment plan. In the first year



of the investment MDF, adhesive, paper impregnating and melamine adhesive production began. In line with plans to expand our range of products we will start laminated flooring, door and PowerGloss lacquer production to complete the second stage of the investment.

By presenting the Natura Series Door, Flooring and PowerGloss collection to customers in a very short time, we plan to make great achievements both nationwide and in the international market.



Fair

The AGT flag flew over the Medex Fair in Iran

Medex, Iran's only fair for furniture sub-industries, took place at the Tehran Fairground on February 1-4, 2015. Our AGT vendors in Iran, Resoulzade and Samin Sanat hosted guests at the stand in the fair.



Medex, a platform on which Iranian furniture producers make purchases and establish contacts in the field of machines, accessories, etc., hosted 520 participants and nearly 42 thousand visitors last year. The fair, in which AGT won the "Best Foreign Company Award", was also visited by a high volume of people this year. The fair stands that were custom designed by AGT attracted a lot of attention from the visitors.



Award

We are growing together...

We were chosen as the best application among the production lines of Siempelkamp worldwide.

In the past year we experienced some important developments in the history of AGT. We became one of a select few companies that can fully meet all of the wood needs for a living space. In fact, we added value to both our country and our sector in a very short time with our MDF factory. Our MDF facility has a yearly capacity of 500 thousand cubic meters with ContiRoll Generation8 technology. While we were a company that had an import figure of 50 million dollars, we are now a brand with the potential to export at a value of 150 million dollars to 60 countries.

Being rewarded for our achievements is another source of pride. Siempelkamp GmbH Co. &KG, the company that has undertaken our technological stakeholdership in the construction of our MDF factory, has chosen us as the best application among their production lines throughout the world. This success belongs to all of us...

From the engineers to the security guards, from the operators to the vendors we thank the whole AGT family. We will walk together on our search for even better on the path to new achievements. We will continue to give direction to the sector with unique products.



Education

We hosted ERASMUS students at our factory.

We hosted students from a total of 12 different countries under the leadership of the Antalya Karatay High School. During the organization that took place on March 11, 2015, information was provided about our AGT Integrated MDF facility and a tour of the facility was organized.

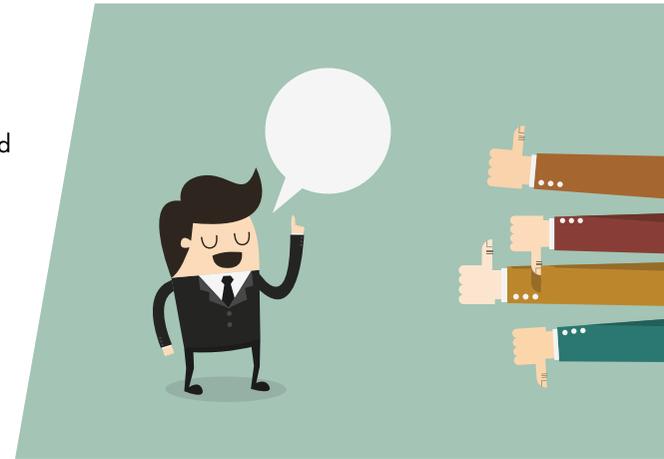
Being chosen and visited as an exemplary facility in the scope of the exchange program for high school students, mostly from European countries, was an honor for us.



We have finished our feedback training!

The two critical stages of Performance Management Systems are 'determining goals and assigning goals' and 'feedback and assessment' meetings. In order to accelerate the development process of our employees and to determine our areas of development we provided our administrators with information on feedback.

It is necessary for the Performance Management System to create a shared culture based on high performance by achieving corresponding goals for our company and our employees. A two way, constant channel of communication needs to be established between employees and administrators. We believe the training we lived up with re-enactments to enable two-way communication to develop, will be beneficial for our administrators.



Social Responsibility

AGT maintains its leader identity in social responsibility projects...

Participating in social responsibility projects frequently since the day it was founded, AGT has added a new task to its work in this field. We contributed to the Dilek Recep Özer Middle School located in the Döşmealtı district of Antalya, with our MDF, Melamine Faced MDF and profile product groups.



The perfect time...

The great poet Behçet Necatigil said: 'Some poems are written at certain ages' to convey a deep message to his reader...

In order to accomplish things in both personal life and professional life, time and the individuals who use it need to mature.

Maturing...

This means the maturation of all conditions in a person's life, but more importantly in their professional life, and the synchronicity of all the elements.

What does this mean?

The person is ready, the work is not,

The work is ready, the person is not,

The person and work are ready, the world is not, etc.
etc.

There are always different examples that can be added to these.

There have been many matters in our personal lives to which we have said "if only".

But the shared message here is: 'Whatever you do, bring the issue to maturity and do it right on time'



AGT Yönetim Kurulu Üyesi
Mehmet Semih Söylemez

Whatever you do, bring the issue to maturity and do it right on time

So... In order to say it is the perfect time;

It is important to consider production technology, market and competition conditions, the environment and the production work force and a hundred other issues.

But what is more important is for the decision makers on these issues to be mentally prepared.

This is why the phrase "the perfect time" is simple but holds very deep meaning that impacts our life.

Usually, most people think of this as the most correct time when they think about this issue.

But the thing that triggers initial thought is desire.

What holds the right time is 'wanting'. Wanting is the result of the sum of what has been filtered by the mind.

The perfect time shows itself to those who can walk on that thin line between desire and want with their eyes covered...



Mehmet Semih Söylemez's
current weekly articles can be accessed on
accessed on

 duygusalermaye.com

Subject of the Month

Devoting yourself to the work you do...

Immersing yourself in work or devoting yourself to your work makes the whole of social life stronger. This type of devotion is like the mortar between bricks. This mortar is applied with care and effort. As carelessness, disruptions and errors increase, both individuals and society start settling for ordinary instead of aiming for excellence.



The light that is created in our brain by excitement enables us to notice the necessary elements.

The type of behavior that an individual portrays when doing any job gives important clues about their personality. Success cannot be achieved in a job done without enthusiasm

Passion and enthusiasm make the mind sharper and senses clearer. The light that is created in our brain by excitement enables us to notice the necessary elements. In fact the calculating skills on the left side of the brain only reach the highest level with the right side's

concentration on emotions. A person devotes themselves and embraces their work out of respect. A person who does not discriminate position, authority, age and wealth; and who believes all people and living creatures deserve respect always takes their work seriously. A person, who devotes themselves to life, loved ones and their work is usually positive. They do not produce excuses for neglect, procrastination and ordinary performance. You will never hear the phrase "What – do you think you can change the world?" from them.

A company transforming into an organism that lives in unity and the deepening of democracy within the company reinforces the feeling of devotion. The administrators reinforcing this feeling of solidarity, is the most important factor to extend the life of this organism.

Culture-Arts

Wood that comes to life...

Will Verginer adds new dimension to wood with his sculptures. The artist, who was born in Brixen in Northern Italy in the year 1957, immerses us in a world both realistic and full of imagination with his unique style. The sculptures done in actual size are being displayed in 5 different continents.



Interview

We spoke to Siempelkamp General Manager Mr. Heinz Classen during his visit to our factory.



As the Siempelkamp company we chose the AGT MDF Facility as the most successful application among the production lines we have established throughout the world.

Can we get to know you a little better?

My name is Heinz Classen. I am 63 years old. In 1994 I founded the Büttner company of Siempelkamp. Later in the year 2000 I became General Manager. I am responsible for project development, sales and project management. Currently I am the oldest and longest actively working general manager. I have 5 children and 3 grandchildren.

Can you tell us about how you met AGT?

We met AGT in 2008. At that time AGT was considering producing MDF panels on a small scale for its own use to begin with. Since establishing a small facility is relatively more costly they changed their mind about this idea. Despite this we were very impressed by the management and amazing team spirit at AGT from the very beginning.

What do you think is the difference between AGT and other MDF facilities? What are our 5 top distinguishing features?

If we are only discussing technology, the AGT-MDF facility is a result of improving over time on the 55m class lines constructed in Turkey since 2003. Now the latest technology in MSF is being used. There are 9 other facilities like this at the present. One is in the process of being built.

I believe that AGT has specialized in the following fields:

- Preparing chips with excellent fiber quality
- A dryer/sieve system that works more efficiently and is newly designed
- The Ecoresinator® adhesive system: lower consumption and higher quality
- Generation 8 ContiRoll® with pressure distribution system
- Energy efficient electrical drive systems



I am pleased to have a partner like AGT.

What do you think will be the next step of the sector in terms of facilities?

Product diversity, to produce quality products with the lowest possible cost that completely target the application. This is our job and we have plenty of work to do.

Can you explain the reason for the Siempelkamp crew's visit to our factory?

Very simple: AGT sets an example in the world for MDF technology and represents the highest standard produced by Siempelkamp presently.

We met AGT in 2008. We were very impressed by the management and amazing team spirit at AGT from the very beginning



When you were working together how was AGT as a customer?

AGT has the following properties:

- Competitive
- Cooperative
- Excellent Team Spirit
- Friendly with Employees

Is there anything you would like to add?

I am very pleased to have a partner like AGT. Establishing such a complex facility was not easy for either one of the companies and many challenges could have been faced. However we did not experience any of these problems. Both teams are good partners and more importantly, worked together as good friends. In my long professional life I have rarely encountered a project that ran as smoothly as this. We look forward to taking on these types of projects again!

AGT sets an example in MDF technology on a worldwide scale and represents the highest standard produced by Siempelkamp presently.

Guest of the Month / Polat Dođru

Work that is done with enthusiasm, excitement and passion brings happiness to people...

People find it hard to achieve happiness in work that they do not try and labor for.

The most basic question of a number of different studies in various branches of science is "What do people live for?". Actually this question could be considered one of those questions that seek the meaning of life. It seems "People live to be happy". Although the answer seems too simple, what the results of the studies show is that this simplicity is actually the complex structure within itself. Happiness is such an important concept and one that is growing in significance more each day that an institution like the United Nations, which appears to be more about governance and critical issues, made a decision in 2012 to announce the 20th of March as World Happiness Day to emphasize the importance of "Happiness" in our lives.

Then the question "what makes people happy" comes up. If the basic issue is to be happy then it becomes important to find the formula for achieving this. One of the most important studies conducted on this was by Economist Richard Layard. By making a meta-analysis of studies done on happiness in different cultures over the years, Layard revealed the elements that impact happiness called the "Big Seven".

The big seven can be summarized as: "healthy family relations, feeling of confidence in the future, having a meaningful job, social circle, health, individual freedom and values that serve as a compass to life".

When you start to think about when and how to feel that a job is meaningful, it is necessary to be aware of a few basic points.

The first of these is defined as autonomy. Of course this does not sound so exciting when defined with such a scientific term but we can describe this basically as being able to be yourself in your job. Having your own signature on the work you do starts to make it more meaningful.

Another perspective is connected to the complexity of a job. People tend to create more meaning towards a job that challenges them, that allows them to be creative, that pushes the routine and presents difficulties from time to time so they can test themselves and are able to put up a struggle.

The last element taken into consideration is defined as effort and labor. People find it hard to be happy in a job where they do not make an effort or expend labor. No matter what, if they do not labor over a job people cannot seem to find it meaningful.

This whole process of finding meaning takes us to happiness. One of the issues that both the business world and scientific world agree on is that this happiness is the most important source of sustainable motivation...

I find AGT, a company I have known since 2009, to be a very strong company that is continuing to develop itself from this respect. As a company that is careful to sign off on all of its work both as an organization and working individuals and is proud of this, that definitely aspires to challenging work on a worldwide scale and brings these to life with both scientific and mutual solutions that can represent AGT and expends amazing effort in every job with its whole staff, AGT deserves happiness as an establishment.

I am very pleased to have witnessed the development process of such a company and wish you success for the future.



Polat Dođru

Interview

We discussed AGT, the expectations for 2015 and design trends with Atilla Arısoy.



Can we get to know you better?

I graduated from the Fine Arts Faculty of the Marmara University in 1983. Since then I have been working in interior architecture, decoration, furniture design and production. In the past 12 years I have mostly been providing consultation services in the fields of furniture, industrial design, projects, R&D and production.

I create unique designs with AGT profiles.

Can we hear about how you met AGT?

In 2003, after meeting Mr. Mustafa Söylemez, I used the 1052 glass profile in the products I produced as a modular system bedroom in my

own company for the first time. From 2005 to May of 2007

I did a lot of product development, color, sample furniture, decoration applications, fair/promotional/organization work for AGT. If we take a look at the products in this period, some of the ones that come to mind are the KS series of classic profiles, YP series of the round models and self-handled furniture door series...

What are your design expectations and trends in the furniture sector in 2015?

I am not very hopeful about the domestic market in 2015. The opinion of producers trying to produce and sell furniture cheaply unfortunately indicates that we won't be getting to a better place in design.

We watch the European countries with admiration. Furniture that is inspired by them but is actually nothing but a bad quality imitation is being produced. We urgently need companies in the world that work

towards branding as a design that develops added value products. Based on this the leader in this work in Turkey is AGT. This company is moving forward in an admirable way, developing in all aspects of its own products every year. In terms of my design expectations of the furniture sector, designs should be created thinking more globally in terms of visual aesthetics and function.

Can we get a little information about the designs you have created using AGT products?

We have made many designs using AGT's KS series in the past four years. The furniture that is made with these products is sold at Çilek Mobilya in the Romantik ve Softy models and at Newjoy Mobilya in the Angel models. These products can also still be seen on a number of different programs on TV. Also we have economical bedroom furniture designs as different companies using different profiles.

What opinions and suggestions do you have that could help us serve you better?

The people at the counters and the marketing people at vendors selling these products need to be trained enough to provide solutions to the producers. This knowledge should be constantly renewed to make sure that the seller has an open perception about AGT. Designers should be taught that these products can actually be used like Legos.

In terms of colors, there should be at least 10 homogenous textured natural looking alternatives beyond the standard and routine. (For example, quartz, fabric, natural stone). The digital system is now being used more on folios. Profiles could go in a completely new direction with digital coating materials.

Interview

We talked with Hasan Çelik from our 2014 First in Domestic Sales distributor HŞÇ Orman Ürünleri



The furniture sector has gone through a fast transformation and is now moving forward rapidly, compared to previous years, as a sector in which knowledge and capital are in higher concentration.

First of all we congratulate you on being the First in Turkey with your sales figures. Can you tell us about yourself and your company?

I was born in Artvin in 1966. I went to primary and secondary school in Erzurum. I am the youngest of three siblings with a father and grandfather who were both carpenters. I got into the construction sector in 2005 and am still working in this sector. We are the Aegean Region Distributor for AGT with our HŞÇ Orman Ürünleri company we established in 2012. Our company serves 110 sub-distributors in the Aegean region with AGT products.

Can you tell us a little about how you met AGT?

In 2012 we decided to be a wholesale factory distributor. When investigating the possibilities I was meeting with a number of companies. We decided that the company we would agree on and develop together was AGT.

Could you evaluate the year 2014 from the perspective of your company and the sector?

In 2014 our companies achieved a 40% increase in turnover as a group. It was a successful and profitable year for us. When we consider the year as a sector we can see the growth.

Can you tell us about the state of the sector in your region?

While we used to have a national and local furniture sector that used relatively low technology and capital and more labor in the past, the furniture sector has gone through a fast transformation, even in the regional market, and is now rapidly moving forward towards becoming a sector in which knowledge and capital are in higher concentration.

What opinions and suggestions do you have that could help us serve you better?

The main issue of the sector we are in is service. However you, as AGT, reflect service on us is how we reflect service on our sub-distributors. If there is some success here, this means we are at the right point in our service.



Human Resources

AGT supports the development of its employees with a master's program

Işılal Talay Değirmenci, a Teaching Staff Member of the Antalya International University, shares her views on the MBA Program and AGT students.

Both the AGT employees and other students have a very professional opinion of the program. Our classes are based on project based team work but there is also individual work. So not only do students improve their analysis skills but also solve problems by teamwork. They develop themselves in terms of the technological aspect of management and try to make unique projects with teamwork as the social aspect.

They have been taking management and organization, human resources management and financial accounting classes up to now.

They are interested in learning more. They are definitely not coming here with the idea of just passing the class. They ask questions, they send e-mails.

In other words they have grasped the concept that the process of learning is not just coming to class and listening to the lesson.

We do not have our classes in the classic structure. It is important to us that the learning process is completed.

Last semester I gave a class on management and organization and this semester I am also giving a class on marketing management. In this semester they will see how more specific management work like strategic management and marketing management is coordinated.

Both AGT employees and the other students have a very professional opinion of the program.



I highly recommend that these types of MBA programs are taken after spending a few years in professional life first.

The opinions of AGT Production Group Manager and MBA Student Faruk Şişçi on the MBA Program are as follows:

The benefit I get from this program and that of a person who has just finished university and maybe not even taken these classes, is very different.



When creating project groups in the program, clustering does not take place between AGT and the others. Anyway when the groups are being selected there is a requirement that there must be personnel outside of AGT in the groups too. In other words a corresponding synergy is created in a more interactive aspect in this work.

First the students have to believe that this program will really be beneficial to them. Eventually the MBA program is one that can be finished in 1.5 years if continued. If you don't believe, you will get a diploma at the end of 1.5 years that doesn't go beyond being a diploma. Also I highly recommend that these types of MBA programs be taken after spending a few years in professional life first.

In the end this program is not a mathematical process like 2 plus 2, what is obtained from here is formed as a total of accumulations. But I repeat, you need to have a few years of working first.

Work Safety

We talked to mechanical maintenance and auxiliary operations manager Ali Ermurat about work safety.



Is work safety emphasized as much as it should be in our country?

The latest laws and new actions on work safety are now being practiced in our country and now employees must also show the right sensitivity about safety rules

How are we, as AGT, adapting to changing technology in terms of holding safety at the highest standard?

We are in constant contact with work safety and fire prevention companies to receive the latest information about the latest technology products and machines these sectors use and we make purchases when necessary.

What do we, as AGT, do differently from the laws to make sure we have safe working environments?

Our most important distinction as AGT is that back in the project stage we designed our facility so as to only expose our employees to the least risk possible.

Human Resources

Happy birthday!

In the scope of the birthdays we celebrate each month we got together with our employees who have a birthday in February and March.



Such celebrations are organized on a regular basis to congratulate employees who have a birthday in that month and also to speed up the orientation process for our new employees who have recently joined us.



How should we eat in the spring time?



The first step is water. Increase your water intake and get your circulation working better. Water not only increases metabolism it also helps us to get rid of toxins.

By drinking a lot of water we can have smooth skin. Tea and coffee do not replace water and in fact dehydrate you. When we drink a cup of tea we should have a glass of water with it and when we drink a cup of coffee we should have two glasses of water with it.

Then there are fruits, which are antioxidants, refresh us throughout the day and provide vitamins and minerals.

Especially vitamin C is plentiful in fruits and vegetables. As the weather gets better the variety of fruits and vegetables increases. Therefore it is healthier to create a snack from antioxidant rich fruits rather than junk food.

Grains, eggs and red meat are rich in the vitamin B group. There are different kinds of vitamin B in each one. The vitamin B group has the most impact on the nervous system. If you take these diligently you can avoid spring fatigue.

Also green leafy vegetables contain plenty of fiber, vitamins and minerals. Don't forget to have one portion of vegetables and one portion of salad every day.

The hidden paradise of Adrasan

Adrasan, located to the west of Antalya, is a natural paradise where you can see every tone of blue and green. An ideal choice to get away from noise and enjoy being alone with nature. Adrasan, Çavuşköy by its new name, is an appealing choice for those who wish to swim and sunbathe on the 2 kilometers of sandy beach. Adrasan is one of the rare places where locals go for holiday.

The Suluada, Sazak and Ceneviz coves an hour away from Adrasan are frequent stops among boats touring the area. The high water temperature year round and the water clarity that reaches up to 30 m provides amazing alternatives for lovers of water sports.

In Adrasan, where there is a long summer season, people staying under the shade of the sycamore trees spend most of their time in nature and the sea.

There are also hiking areas for those who like to walk in nature.

It is also possible to participate in fishing tours at Adrasan. In the fishing tours organized by Deepfishing, you can catch deep sea fish and have some unforgettable experiences.





AGT Flooring. Very soon...

As a company that has been guiding the sector for over 30 years as Turkey's leading brand, AGT now presents a brand new achievement. Having made some important progress with the MDF facility established one year ago, AGT is now getting ready to present the Natura Flooring series. AGT will again create a distinction in design and innovation with the flooring it produces.