

mybelt

THE SECRET IS IN THE RECIPE



BUILDING BRIDGES

Between technology and tea ceremonies – how industrial customers in Turkey profit from Optibelt.

/ FROM PAGE 04



PEAK PERFORMERS

From production to process automation – why Bihler's high-tech engineering skill has everything under control thanks to Optibelt.

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Dear readers,
With this edition of mybelt, we would like to build bridges – moving on into Turkey, a multifaceted country and an increasingly important market for Optibelt. You will join us in visiting our subsidiary, Optibelt Power Transmission in Turkey. Discover businessmen with impressive growth rates and clear concepts. Read about exciting projects and the doers behind it all. The global economic environment is fundamentally changing. Optibelt is very well prepared: With industry-specific modular solutions that generate real added value. It also has the competence to anticipate developments, quickly, implementing the very best solutions for customers. Everywhere in the world.

Overcoming historic divides. Building bridges.
Make the complex easy – kolay gelsin*

Reinhold Mühlbeyer,
Chairman of the
Management Board



* Turkish for "May it be easy for you!"

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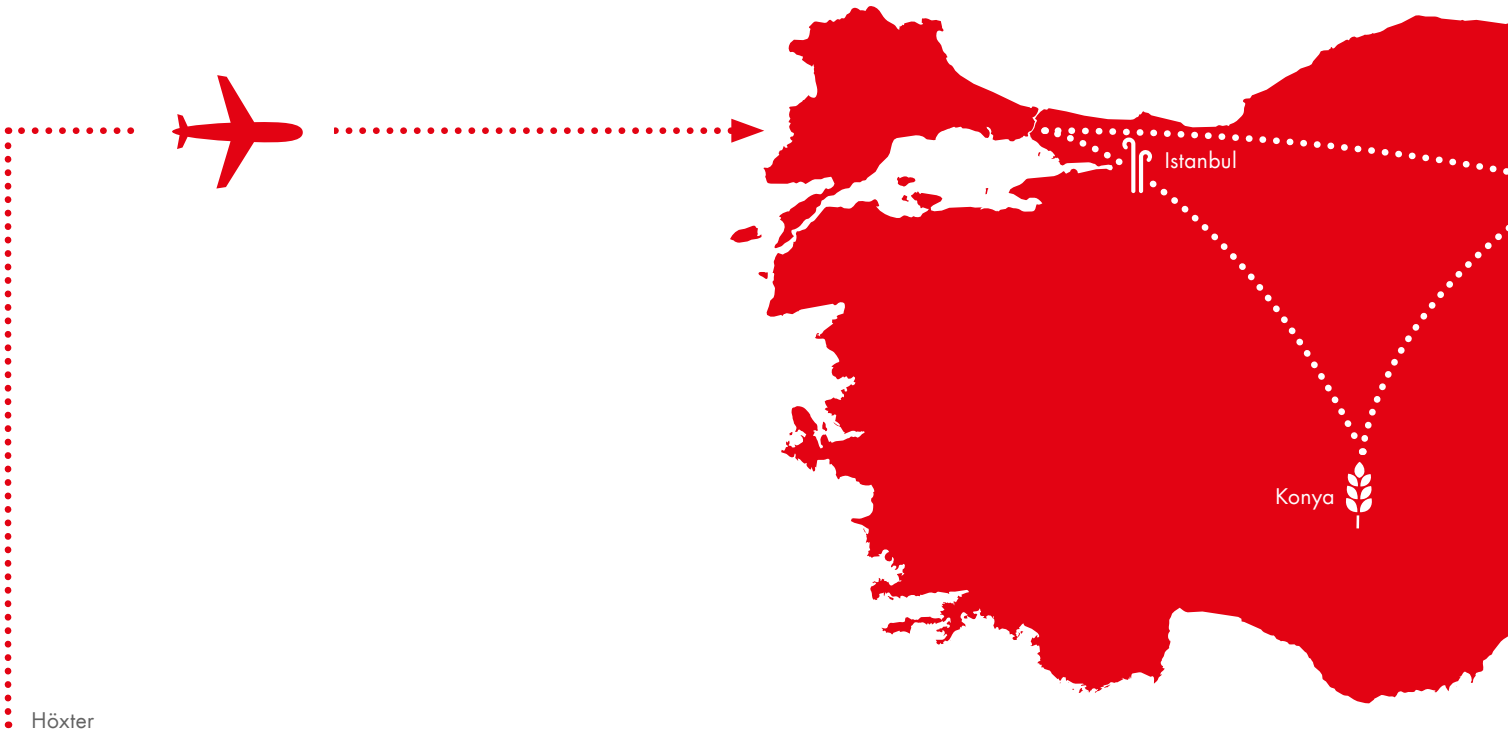
PEAK PERFORMERS

The engineers at Bihler in the Allgäu Alps rely on clever solutions, absolute precision – and Optibelt.

DID YOU KNOW THAT...

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... the tulip comes from Turkey and not from the Netherlands?



BUILDING BRIDGES

We're on our way to Istanbul – building bridges to industry customers and distribution partners in Turkey. General Manager Murat Güracar will be our guide, interpreter and host for the next couple of days. To make the most of our time here, he has planned a tight schedule ...

Çorum



Murat Güracar





LOCATED AT THE CROSSROADS OF EUROPE, ASIA AND AFRICA, TURKEY HAS ALWAYS BEEN THE EPICENTRE OF WORLD TRADE ROUTES. FOR OPTIBELT, ISTANBUL IS THE GATEWAY TO A REGION THAT'S DEVELOPING IN LEAPS AND BOUNDS – AND ALSO A LOCATION WELL WORTH A VISIT.



A SPELLBINDING PLACE

You'll reach the two Istanbul airports from most major cities in Europe, Western Asia or the Middle East in just four hours or less. This connectivity makes Turkey not only a vibrant economy for the EMEA states, but also a dazzling destination with a population of up to 18 million, as Murat Güracar tells us.



Tulip time throughout Turkey



THE TULIP FESTIVAL

The tulip is one of Istanbul's traditional symbols. Imported from Iran centuries ago, it was cultivated here long before elsewhere in Europe. In fact, the botanical name for tulips, *Tulipa*, is derived from the Turkish word "tulbend" or "turban". Between 1718—1730 tulip-love literally became a mania: During the Ottoman "Tulip Period", a rare tulip variety could easily cost a breathtaking fortune. Prices have returned to normal since then, but the tulip mania is still strong today. And when one experiences over 30 million tulips in Istanbul's parks and avenues, it's clear why — the sight is magnificent. For those who want to learn more about the history and biology of "Tulipa" the Tulip Museum opened its doors in 2015. On display are tulips (obviously), tulip-centred art and also reflections on the meaning and relevance of the tulip as a cultural icon. Unfortunately, we don't have much time for flowers, so Murat Bey. Since we have only little time, he takes us straight to Sultanahmet Square. Istanbul's top monuments are located right there: Aya Sofya, Sultanahmet Camii — the blue mosque — or Topkapi Palace.



MARVEL AT AYA SOFYA

For about a thousand years this building was the largest church in the world. The Aya Sofya is a "church-turned-mosque-turned-museum" and clearly Istanbul's top sightseeing attraction. We're early, so we do not have to wait too long to get into the immense building with its 56 m dome. Today it is a museum rich with both Christian and Islamic art, and a symbol for coexistence. Downstairs the building is largely empty; the ruins of the old Aya Sofya can be seen, which was built in the shape of a basilica by the Roman Emperor Justinian. Delicate minarets were added after Emperor Mehmet II Fatih conquered Constantinople in the mid-15th century. In the galleries upstairs glittering gold mosaics can be found — clearly one of Istanbul's must-see destinations!



BRIDGE BETWEEN CONTINENTS

As a famous Turkish author once said, "If you are good at building bridges, you will never fall into the abyss." Indeed, they must be quite good at it — Istanbul is the only city on the planet that joins two continents together with two bridges: The famous "Bosphorus Bridge" and the "Fatih Sultan Mehmet Bridge" built 1988. The "Bosphorus Bridge" is a gravity-anchored suspension bridge between steel towers of 105 m in height. The aerodynamic deck is 1,51 km long with a deck width of 39 m and hangs on zigzag steel cables about 64 m over the sea level. A third Bosphorus bridge project with eight lanes and two railways is currently under construction.



THE BLUE MOSQUE

Sultan Ahmet I's architectural gift to his capital was built between 1609 and 1616. The mosque gets its nickname from its interior decoration with tens of thousands of blue İznik tiles forming fascinating colour effects. It is also probably Istanbul's most photogenic building due to its curvaceous exterior with a cascade of domes and six slender minarets. At least that's what our photographer says. Admission to the mosque is limited due to the fact that it is still in service; again, we're lucky to have an excellent guide at our side.



HIPPODROME AND ALMAN ÇEŞMESİ

Right next to Blue Mosque, there's the ancient Hippodrome, finished in AD 330. This was the centre of Byzantine public life. The park is home to a variety of monuments, for example a 20 m Egyptian obelisk that came from the ancient Egyptian city of Heliopolis or the Serpent Column from Delphi in Greece. The fountain at the north-west of the park is the so-called "Kaiser Wilhelm Fountain". When the German emperor paid a state visit to Sultan Abdülhamit II in 1898, the fountain was a gift to the sultan and his people.



THE BASILICA CISTERN

After so much glittering beauty it is time for us to go underground. "Shall we meet Medusa?" Murat Bey smiles; luckily we're in no danger of being turned to stone, though. In Byzantine times water was brought to the city and stored in a complex system of 73 underground cisterns. The Yerebatan Sarnıcı (Basilica Cistern) was constructed in the sixth century – and afterwards forgotten for centuries. Today, the seemingly dark and mystical underground world has been fitted with fascinating lights and music. But what about Medusa? She has become an example for the pragmatism of old times: Byzantine builders simply used artifacts and relics from the days of the Roman Empire as the foundation for their new project. That's why a huge Medusa head, turned upside down, today serves as the foundation for one of the 336 columns inside the cistern.





HAMAMS

There are several magnificent steamy hamam bathhouses to choose from in the city, including the Çemberlitaş, Cağaloğlu, Galatasaray and Sülemaniye baths. Especially spectacular is the 16th century Ayasofya Hürrem Sultan Hamam right in Sultanahmet Square. It was originally designed for Suleiman the Magnificent's wife Roxelana. With its endless marble designs and the sound of running water echoing around staggering domes, we're all too willing to spend some time here too.



GRAND BAZAAR

Once we arrive at the true heart of Istanbul, the Grand Bazaar, it's obligatory for us to taste some tea. We need some refreshment before we dive into this amazing labyrinth, woven together by cobbled streets and narrow sideways. Grand Bazaar is one of the oldest and largest covered markets in the world. Initially it only consisted of two warehouses, known as Inner Bedesten and Sandal Bedesten, but it grew over centuries into a labyrinthine form. Today it covers an area of approximately 30,000 sqm and contains over 3,000 shops. And since we're here why not try our hand at bargaining a little? We stroll past large and small tables, packed with carpets, bracelets, leather goods, and all sorts of spices.



TAKSIM SQUARE – AND SO MUCH MORE

Some say it's possible to check out the most interesting highlights in Istanbul within a day or two, but we would have stayed a little longer. We head over to Taksim Square in the evening. Hipsters are hanging out there, as well as young locals, tourists, and a couple

of bearded buskers. This is the heart of modern Istanbul, with all the insignia of a global metropolis: skyscrapers, shopping malls, and the familiar brand logos. Istanbul, what a city – building bridges not only between continents, but also between yesterday and today!





COMPANY

TURKEY, TURNKEY

LAST YEAR OPTIBELT POWER TRANSMISSION TURKEY (OTR) OPENED ITS DOORS IN THE TUZLA DISTRICT OF ISTANBUL. WE CATCH UP WITH GENERAL MANAGER MURAT GÜRACAR FOR THE REASONS WHY.



SERVICE CLOSE-UP

Optibelt products have been successful in Turkey for more than 30 years, backed by a network of trusted distribution partners for selected branches. Following solid growth rates in recent years, there were good reasons for increasing Optibelt's presence in the South-East-European

region. "The idea was to offer our Turkish and regional customers an even better and faster local service," comments Murat Güracar, as he picks up the mybelt-Team at Sabiha Gökçen International Airport. "And also because Turkey is a economic hub with enormous potential and advan-

tageous geographical positioning. Turkey represents the second most competitive manufacturing hub covering Europe and the Middle East as well as Central Asia and the Caucasus. With OTR we now cover the entire Optibelt product portfolio in these regions – for all sectors and all branches."

THE BEAUTY OF INDUSTRY

Tuzla is just a short 20 minute ride away from Sabiha Gökçen International Airport. The huge industrial area on the Asian side of Istanbul is contrasted with green hills and little houses here and there. From within a car the area reminds us of Tuscany, minus the cypresses. Make no mistake – we're not in some holiday resort, but right in the heart of

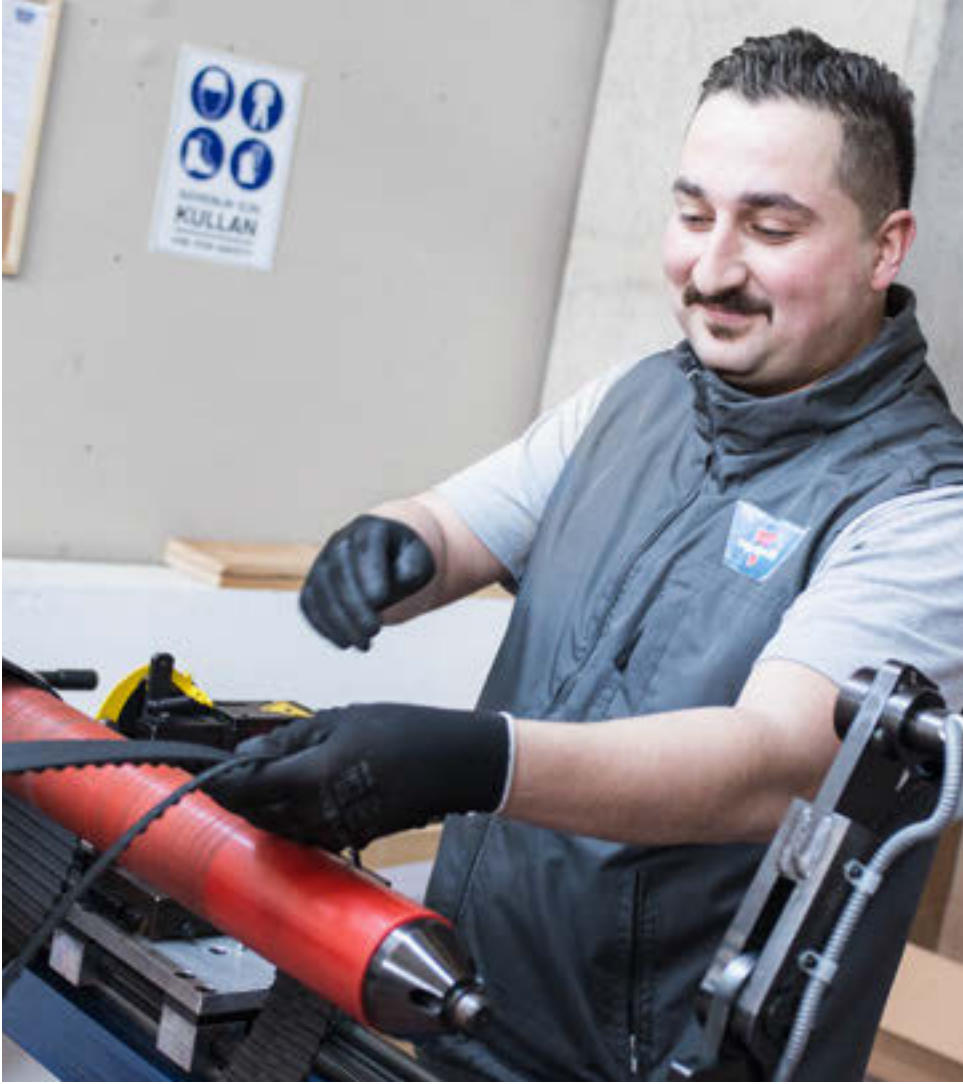
Istanbul's economic powerhouse. Almost 250 companies are allocated in Tuzla, spread over 16 industrial areas. And one of them is Optibelt Güç Aktarma Ekipmanlari. San. ve Tic. Ltd. Sti. With a staff of eleven by the end of this year, OTR operates several offices, warehouses and finishing facilities on the site.



ALL OVER THE PLACE

Optibelt Turkey serves as a solution provider and technical partner for various industries in the Automotive, Power Transmission and Material Handling sectors. Orders are coming in via wholesale distributors (who keep their own stock) as well as from OEMs (e.g. a cement factory). In addition to the cement and ceramic industry, where the heavy-duty strength and durability of Optibelt's solutions effectively reduces downtimes and maintenance costs, two large automotive manufacturers, Temsa and BMC, recently started working with OTR.





CUSTOM FINISHING

One of the warehouse employees, Yunus Bey, demonstrates the cutting and preparation of tailored belts. It takes just a few minutes, but a lot of focus. Width and tolerances are meticulously controlled. There is also a welding station for the linear polyurethane belts, which are cut to a certain length and width, and afterwards welded at the finger form at 180°C. Hot stuff, indeed.

Whether complex custom design or stock product – the best possible solution comes from Optibelt

SERVING ALL SECTORS

Murat Bey and Erdem Bey demonstrate different kinds of product presentation kits – although the precise term would be “solution presentation kit”, because that’s what it is. The industrial application toolkit, for example, is used in combination with a laser-pointer for the alignment of the pulley. There is also a tool for tension measurement. “Our clients are always very interested in these” says Murat Bey. Another kit focuses on solutions for coating applications and yet another one demonstrates Optibelt FDA-approved products for the food industry or for material handling.



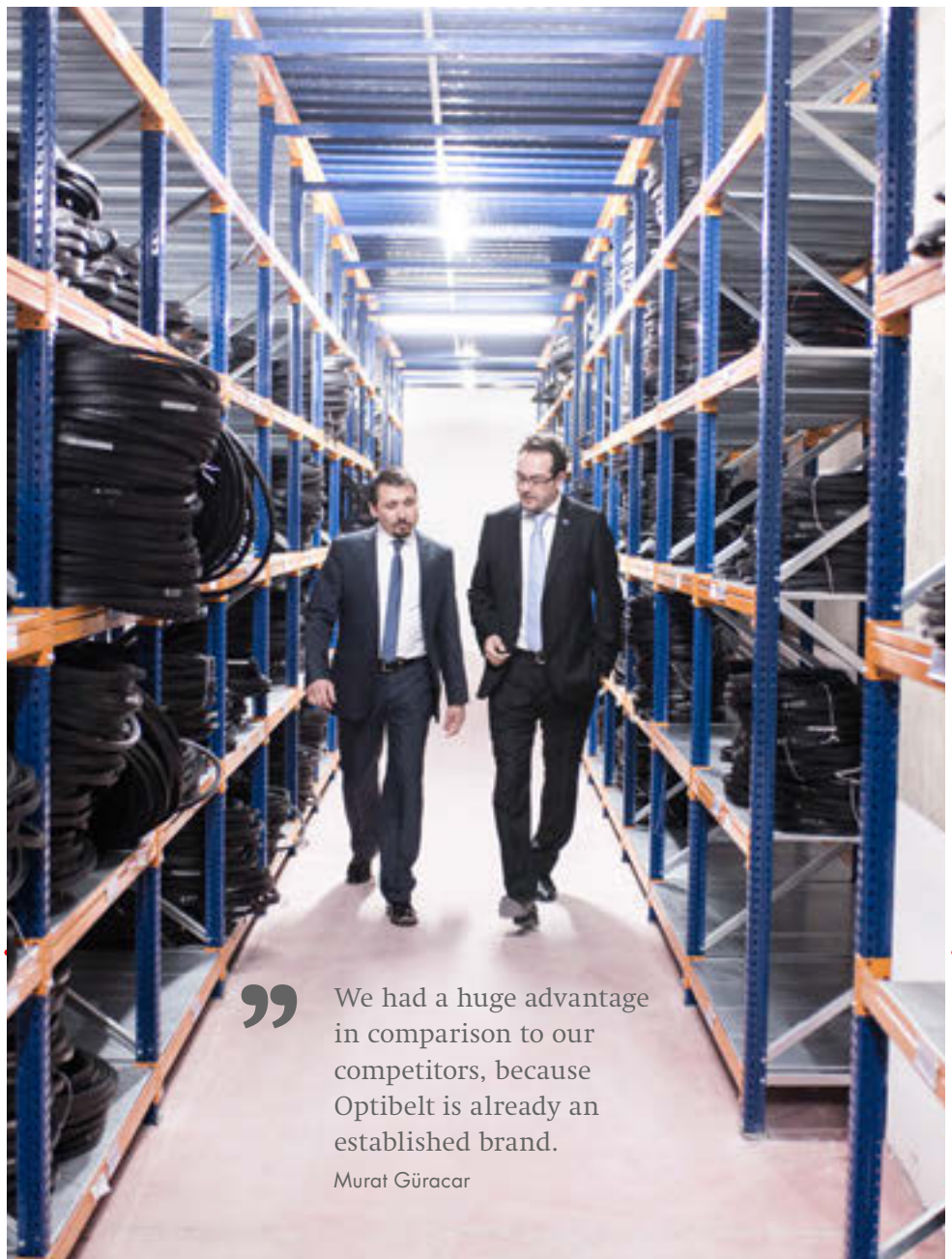
Erdem Özdoğan, Sales Manager OTR, was very interested in the cameras we used



BESTSELLING BRAND POWER

All in all, Optibelt's activities in Turkey had a very good start and OTR has established itself on the market within a very short time. Although it is a kind of start-up, Güracar & Co. Optibelt did not have to start from scratch: "We had a huge advantage in comparison to our competitors, because Optibelt is already an established brand" Murat Güracar states, "It's a shorter route to a personal connection with the client."

Are there any bestsellers at the moment? "Actually, it's the whole range. You have seen the warehouse. We have more than 2000 items there: timing belts, V-belts, Kraftbands. We are selling them all equally well. We provide the whole Optibelt range."



”

We had a huge advantage in comparison to our competitors, because Optibelt is already an established brand.

Murat Güracar

DRIVE TO THRIVE

Turkey is a remarkably dynamic and flexible country, as Erdem Bey is going to show us during a visit of some of OTR's most important customers. "You need to experience what makes Turkey one of the most attractive destinations in the world – for all types of industry and for Optibelt. Let's go!"





SELLING THE CHALLENGE

Being a start-up company in Turkey is not especially easy. “You have to challenge long-established mindsets”, says Hanifi Çetin. “The older generations in particular do not trust newcomers too easily. They value tradition more than expertise or performance”. However, step by step Ege Kayış earned a trustworthy reputation. Moreover, a new generation of entrepreneurs and engineers gradually took over, so the industry is now more open than ever to new opportunities. At the same time Ege Kayış’ made access to the end-users. A giant redesign of sales procedures was necessary; end-user marketing is a totally different story to OEM business.

CREATING SYNERGIES

Having a reliable and supportive brand such as Optibelt behind them was a tremendous help to Ege Kayış: a strong brand backed by real performance is always a winning argument for convincing the customer. “We have built an excellent relationship with Optibelt, a reliable bridge to Ege Kayış, professionally as well as personally,” adds Murat Bey, General Manager of Optibelt Güc Aktarma. He hopes that this partnership will grow even stronger in the coming years.

SERVICE ALL OVER TURKEY

A VISIT TO EGE KAYIŞ, OPTIBELT’S DISTRIBUTOR IN ISTANBUL

Ege Kayış was established in 2009 by Hanifi Çetin, who at the time had 15 years of sales experience in different companies behind him. 14 employees provide the national market with V-belts, pulleys and timing belts. The Ege Kayış headquarters is a two-storey warehouse with accounting and administrative departments on the ground

floor. Optibelt stickers and posters are visible all over the place — no surprise, because Ege Kayış has been distributing Optibelt since the beginning. Ege Kayış aims to increase their Optibelt stock in the near future, but of course they sell other brands too. There is still demand in the low-end market.



Ege Kayış sells timing belts and high performance V-belts (like SK and SXP). They also keep a stock of classical V-belts



OPTIBELT AROUND THE WORLD

SUCCESS STORIES



Companies seeking better performance, higher energy efficiency or extended maintenance cycles gain significant competitive advantages with Optibelt. Whether off-the-shelf-product or customized solution – Optibelt offers a full range of drive solutions to meet the needs of various industries. Three examples from Turkey.





ÇELIKEL

A family corporation with a rich legacy – and the next generation is already off the starting blocks

WORKING THE SOIL

ÇELİKEL TARIM POWERS THE AGRICULTURE AND FOOD INDUSTRY.

Whether raisins, tobacco or livestock – favourable geographical conditions and fertile soils make Turkey one of the leading countries in the field of agriculture. The engineers at ÇELİKEL provide the tools that allow farmers all over the world to do their jobs and grow crops.

HOME OF THE WHIRLING DERVISHES

The city of Konya in central Anatolia is one of the oldest urban centres in the world, with a settlement dating back at least five millennia. Legend has it that two dervishes, friends of Allah, were once making an excursion through the heavens. When they flew over the region of central Anatolia, one asked the other whether they should land here. “Konya” said the other, meaning “For sure, land there.” With its ancient mosques and beautiful gardens, Konya attracts lots of tourists who want to discover the home town of the famous mystic and scientist Dschalāl ad-Dīn Muhammad ar-Rūmī and the famous whirling dervishes. Our trip however will focus on modern Konya, the economic boom town. A 20-minute ride through semi-desert landscapes and industrial plants takes us from Konya airport to Selçuklu, home of ÇELİKEL. We’re about to get an exciting look behind the scenes of the biggest manufacturer of feed mixer wagons in the world.





Ersin Türkmen knows exactly what farmers need

BUSY AT THE PLANT

There's a lot to do because the season is starting soon. It is still in the early hours of the morning as we arrive at the ÇELİKEL plant, but people are already busy. Forklifts are going back and forth. The air is thick with the smell of welding torches, chemicals and paint. And of course the factory security has his eyes on us: a large impressive Kangal dog sits at the gate and quietly observes the goings-on. His name is Baba, as we learn later. "Don't worry, we have him tied today, for your own safety", smiles Bekir Türkmen – the President of ÇELİKEL. He and his son Ersin Türkmen, Deputy General Manager, are in an excellent mood and eager to start the tour.

The walls at the entrance are plastered with countless certificates, patents and diplomas. It's no wonder that ÇELİKEL is proud of its achievements and its 70% market share in Turkey. Farming has been conducted in all of the regions in Turkey for centuries. Today the agriculture industry corresponds to a quarter of the employment levels and represents 9% of the overall gross value-added (GVA) of the country. Farmlands in Turkey are traditionally divided into relatively small parcels, and farmers use small tractors. "We provide those rural farmers with lightweight machines that are extremely reliable and fuel-efficient" says Ersin Bey. ÇELİKEL is also a global player – over 170 employees serve customers in 60 export countries, with China leading, followed by Colombia.

Powered by energy-saving V-belts and Kraftbands from Optibelt

LEARNING TO BE BETTER

Our tour leads from the financial department, through procurement, production planning, to sales and export, and finally into "the brain" of ÇELİKEL: The Research & Development department is located in a huge 2,500sqm hall. Seven engineers are constantly working on the improvement of current technologies and on the optimization of product life cycles. "We collect market data and listen closely to customer feedback, and all of these important insights go directly into the products," says Muhsin Türkmen, head of Research & Development, while Ersin Bey adds: "For example, our new Challenger 2 Plus independent maize chopper features an improved drum system, redesigned gearboxes, cutter knives and a patented belt tension system, equipped with Optibelt V-belts." This development was a direct response to customer complaints about balance problems with the silage machines.

* ÇELİKEL tested different belts and stuck with Optibelt (KB and VB belts). Customer complaints are a thing of the past now.

** A true Einstein Moment.*

” We provide those rural farmers with lightweight machines that are extremely reliable and fuel-efficient.
Ersin Bey



Bekir Türkmen made ÇELİKEL the world's biggest manufacturer of feed mixer wagons



Heavy Weight Champions – ÇELİKEL delivers worldwide excellent quality

GROWING INTO THE FUTURE

When we arrive at the 5,000 sqm open-air warehouse we find ourselves surrounded by huge yellow and black feed mixer wagons, forage harvesters and single row maize choppers. Ersin Bey and Bekir Bey proudly tell the story of how ÇELİKEL step-by-step became one of the biggest exporters of agricultural machinery worldwide.

It was Bekir Bey's father – Muhsin Türkmen – who founded the company in 1962 in Yozgat, Turkey together with his uncle, Bekir Türkmen. They started small with the maintenance of ploughs and soon rolled out a production of different soil preparation instruments. From the beginning the company listened closely to its customers and built custom machines to order. Muhsin Bey's vision was to establish Turkey as a manufacturing nation on the highest level, so he continuously invested in new production machines and in acquiring new expertise from Germany and all over the world. However, a tragic car accident took the life of Muhsin Türkmen in 1982. His son Bekir Türkmen, 20 years old at the time, successfully took over the company and kept developing it with strong emphasis on original product designs and constant innovation. Today, ÇELİKEL's 35 engineers and 170 workers are serving customers in 60 different countries all over the world.

STRONG PARTNERSHIPS AND NEW VENTURES

Back in Bekir Bey's office, a large impressive map full of yellow and green pins catches our eye. "This is ÇELİKEL's network of partners and service points", he says, "and we continue building bridges: right now ÇELİKEL has 70 service points worldwide." One of these pins marks Optibelt, supplier of classic V-belts (VB) and Kraftbands (KB VB) for silage machines.

” We rely on quality components – rural agriculture demands robust, reliable quality. And Optibelt's long term durability enables us to deliver just that!

Bekir Türkmen

Suddenly we notice a few service points on the map at a rather unusual location for agriculture – right in the middle of the Mediterranean Sea. Does ÇELİKEL offer service to the marine industry?! "Oh, no no, three days ago my 4-year-old daughter was in the office ... it might have been her", he laughs. It looks like the next generation of this successful family story full of hard work and pure dedication is already beginning!





ALAPALIA

THE INDUSTRY THAT FEEDS THE WORLD

**A VISIT TO ALAPALA, ONE OF THE TWO
LARGEST MILLING COMPANIES IN THE WORLD
AND TECHNOLOGY LEADER IN ITS SECTOR.**



The ancient Hittites used grindstones by hand to make flour, Alapala prefers knowledge, high-tech, and high-quality components from Optibelt

The grindstone is one of mankind's earliest inventions. The idea that seeds can be crushed into nourishing dust stems back from the days even before the wheel was invented. 10,000 years later flour is still a staple diet for millions on the planet. Especially wheat flour: each year, about 320 million tons run off the milling rollers for human consumption worldwide. That's quite a lot of bread, buns, cakes and pasta ...

RIDING THE TIGER

The city of Çorum is located in the central Black Sea region. Traces of the ancient Hittites culture are still alive in the area. But not only the history is remarkable: Çorum is also one of the so called "Anatolian Tigers", a term that labels a number of Turkish cities with an exceptionally good economic development since the 1980s. Right here, in a gated industry area, we arrive at the production plant of Alapala, where flour, semolina, maize, feed mills and grain storage systems in every capacity are assembled. The company is a global player with 65 years experience and hundreds of completed turnkey projects in more than 95 countries on four continents. So it's safe to say that Alapala is among the companies that really "spurs the tiger" ...





Smooth running, precise synchronization, low noise emission:
Alapala powered by Optibelt

FAMILY VALUES AND GLOBAL IMPORTANCE

Just like Optibelt, Alapala is a family-driven company. “Customer trust is very important to us”, says Ismail Alapala, CEO on the second generation. “Always act fair and true in accordance with Justice, Rights, Truth” as founder Mehmet Alapala envisioned. Based on these values and principles Alapala has been pushing limits for over 60 years now. In the mid-eighties Alapala started to engage international markets, with Italy, Jordan and former Yugoslavia as door-openers.

IN THE FACTORY

Before we enter the main factory hall, we’re handed safety headwear. All workers have their blood types written on their helmets, just in case. Welding, assembly, testing – there’s heavy labour going on! In his 24 years at Alapala our factory guide, Fuat Bey, has seen and done everything. “Going through a project from start to finish, from scratch to the finished mill, is really amazing and motivating”, he says.

Optibelt has been a perfect partner for Alapala for years. “In fact, our very first roller mill machine was operated with polyurethane belts from Optibelt!” affirms Ismail Alapala. Among other belts, 90 % of Optibelt’s supply today consists of DPL ribbed belts and **optibelt OMEGA 5M** timing belts for various types of Alapala’s roller milling machines.

* “Optibelt absolutely fulfills our quality demands regarding timing, positional accuracy, low noise and overall product quality.”

** Another Einstein Moment.*

” Optibelt absolutely fulfills our demands regarding timing, positional accuracy, low noise and overall product quality.

Ismail Alapala

GRIND CONTROL

The milling process has evolved since the days of the Hittites. Instead of grinding between stone wheels, modern roller mills consist of at least two steel rollers mounted slightly apart from each other and running at different speed rates. As the grain passes through, it is fragmented and passed through a complex elimination arrangement of filters. A lot of expertise and knowledge is needed, and Alapala invests in innovative technologies, such as unique laser-cut machinery. That is because modern mills are designed for a continuous workflow throughout the year. And whether it is 2,100 tons a day (like a recent mill



A love for precision technology –
and for high-end cameras: CEO Ismail Alapala

project in Belgium) or a much smaller solution: One has to consider the types of wheat to be milled and the type of flour required have to be considered. Among other factors to consider are storage handling, grain cleaning, tempering, packaging and warehousing. This is why every project at Alapala is assigned to a group of in-house specialists, combining the expertise of millers, process engineers, electricians, electronic engineers, structural engineers, sanitation and environmental experts and many others.

THE IMPORTANCE OF BEING DIFFERENT

Alapala invests above average in research and development in order to constantly update and improve its products. Also, customer care is vital in this industry. Mills are usually operating non-stop 24/7. Eliminating interruptions and minimizing downtimes for maintenance is mandatory. This is why Alapala



Precision in detail is one of Alapala's secrets. Just like Optibelt

has built strong supply and spare part logistics. Digital tools such as the “Customer Technical Assistance Center” provide up-to-date service information and troubleshooting advice via an app. A lot of care and love for detail goes into the design process of Alapala’s machines. Alapala has been nominated for the international “Good Design award”, and finds itself in the company of brands like Apple, Tesla, BMW and Mercedes. No doubt, Alapala makes sure its customers feel valued and receive top-class service.

EPILOGUE

A red-eared slider turtle slowly slops itself in the pond. We’re surrounded by ducks, chickens and hens. A turkey tries to mimick a rooster; he is running wild. No, this isn’t a

Alapala’s own little Eden, right in the middle of a factory plant

” This little oasis here is also a reminder to our environmental responsibility.
Özgür Sürdü

holiday trip — we’re in Alapala’s on site factory garden. It’s a small paradise, and it’s filled with life. “This little oasis here”, says Özgür Sürdü, Alapala’s Business Development and Marketing Manager, “is also a reminder of our environmental responsibility.” Alapala’s strife for perfection and customer-orientated innovation is based on a true love for nature and a clear commitment towards the preservation of the environment.



DALGAKIRI



THE POWER OF OPPORTUNITIES

COMPRESSED AIR IS ONE OF THE MOST IMPORTANT ENERGY CARRIERS IN MODERN INDUSTRY. GLOBAL COMPRESSOR SPECIALIST DALGAKIRAN USES OPTIBELT IN HIS SCREW COMPRESSOR PRODUCTS.



When Ömer Dalgakıran started his compressor company half a century ago on 25 square metres in Istanbul, he strongly believed in innovation and improvement. He invented a corporate philosophy that made a global player out of Dalgakıran. Today the company supplies innovative high-performance compressed air solutions to more than 130 countries. Dalgakıran's portfolio comprises compressors in various frame sizes and for special applications such as for the marine, railway, construction and mining industries.



WITH QUALITY. AND OPTIBELT

“Optibelt has been driving our technologies since the 1990s. They help us in designing the best possible solution that suits customer requirements. Of course, we’ve done our share of testing and have worked with other companies, but Optibelt quality definitely makes a difference”, says Dalgakıran’s Chief of Quality Control Selahattin Turan. Director of Technology and Production Operations Yakup Tüfekci adds: “The reliability, quality and durability of our products depends on the quality of the components.”

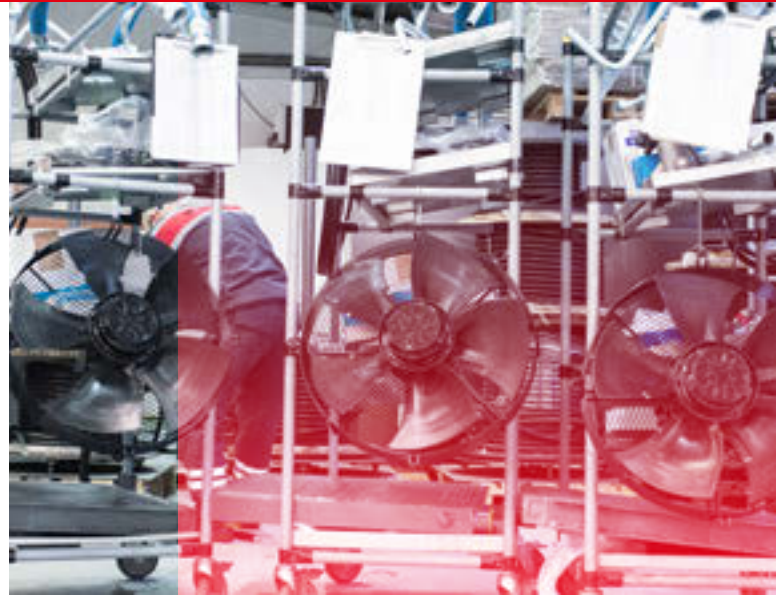
” The reliability, quality and durability of our products depends on the quality of the components. And **optibelt SUPER X-POWER** belts have a longer lifetime and higher strength compared to standard V-belts.
Yakup Tüfekci

DOWNTOWN ISTANBUL

Istanbul: the bridge between Asia and Europe. The largest city in Turkey, and a boom town region for centuries. Istanbul vibrates with some 18 million residents, with several business districts, three major shipping ports and two international airports. One third of Turkey’s national gross income is generated here. Dalgakıran resides right in the middle of this tightly packed hotspot, in a 30,000 sqm plant.

PORTFOLIO OF POWERFUL PRODUCTS

A little bridge joins the office unit with the production plant. The biggest compressor Dalgakıran ever built had 644 hp, and was the size of a large room. Production Manager Selim Tan points to a screw compressor that is assembled on five stations. “Our capacity is 6,500 screw compressors, 6,000 reciprocating piston compressors and 12,000 air tanks per year, in different frame sizes and with a wide range of options,” says Mr. Tan. Next up is quality control and extensive testing. All compressors are being tested to ensure that they one hundred per cent conform to customer specifications. After the test is successfully completed an extensive report is written to be shipped with the unit, and the compressor gets his “OK” sticker – power to blow, good to go!



Full power for full service.

Dalgakıran represents Turkish values as their best

And **optibelt SUPER X-POWER** belts have a longer lifetime and higher strength compared to standard V-belts.” Tüfekci also explained how Optibelt’s belt tension and laser alignment devices are used on the production plant. * “As a result of using Optibelt, our latest screw compressor generation only needs half the maintenance with **optibelt SUPER X-POWER** belts.”

** A true Einstein Moment.*

” My team is very young and hungry for knowledge.

Ertuğrul Özdemir



The rotary-screw is at the heart of the screw compressor. Air is trapped and compressed between contra-rotating rotors

General Manager Nuri Kara has been with the company for over 20 years. He has seen the company grow since the end of the 1980s: “We started with Optibelt from the very beginning of screw compressor production, because the reliability of our products depends on the quality of its components. Our aim is to be among the world’s top five compressor manufacturers – and outstanding quality is what will get us there.”

WHAT MAKES A GREAT COMPRESSOR?

“My team is very young and hungry for knowledge,” explains Ertuğrul Özdemir, head of Research & Development at Dalgakıran. Maybe that’s the key to staying innovative for over 50 years. At Dalgakıran, 30 engineers work on future innovations. Ertuğrul Özdemir likes to be precise: “There is no universal rule for building the best compressor in the world. Lean processes, sustainable growth and reduced energy consumption are very important to us. Our aim is to design solutions with long-term effectiveness and economic efficiency – so each compressor, each case is individual.” Operating efficiency is a key factor, because the energy consumption of a compressor is the single most important cost factor in a compressor’s life cycle.



” We deliver premium quality products, because long-term cost-effectiveness is essential in the compressed air business.

TURKISH – GERMAN BRIDGE-BUILDING

The company has a really distinct company culture. Being open to learning and collaboration, Dalgakıran has always valued the power of knowledge, trust, and hard work. “We have somebody here who supports us – from Germany”, says Ertuğrul Özdemir. We meet Bernd Roehmig, a compressor luminary in his 60s from Nuremberg, Germany. “I had a clear deal with my wife: we stop working, take a trailer and travel Europe. Then after six months, we both wanted to retire from retiring!”, he laughs. Since Dalgakıran’s CEO, Adnan Dalgakıran and Roehmig already had close contact, it was clear there was a potential for cooperation.

Roehmig works on development projects, shares his enormous experiences and also conducts sales trainings. He commutes between Turkey and Germany and brims with enthusiasm. The new project runs under the code name ‘oil free’. I can’t say too much, yet, but it is an exciting project”, he says. “Also, I’m learning Turkish, and I know a few words already. But these guys’ English is so perfect – it’s actually a hindrance to my learning of Turkish.” It becomes obvious that this is a win-win partnership based on mutual trust. In a world where sustainable healthy growth requires specialized expertise and customer dedication, Dalgakıran believes in building bridges – and in the power of compressed air.





LEAVING ISTANBUL

OPTIBELT IS PROUD OF BEING CLOSER THAN EVER TO ITS CUSTOMERS IN TURKEY. THANK YOU, TURKEY! SEE YOU SOON.

After four short days and 1,775 kilometres we return to Istanbul. Our trip comes to an end and we're still overwhelmed. We pass by honking cars as we speed back to the airport. We came to Turkey for an examination of successful industry solutions by Optibelt. The Turkish industry is indeed diverse and rebellious, always challenging the status quo. We have seen highly agile corporations who strive to do their best with pure dedication, and who have dominated their industries for decades. In every single location we found an incredibly skilled and motivated workforce that humbled us with wit, hospitality — and excellent tea.

DRIVING GROWTH HOME

Some machines need to run on as little energy as possible. Others have to handle enormous forces with next to no maintenance. Some machines need to be assembled with off-the-shelf components to keep costs low, while others are custom-designed to exact specifications in order to gain certain advantages. Simple, one-size-fits-all approaches are not enough here. As our friends and partners in Turkey demonstrate, there is one thing that builds bridges to every customer — anywhere in the world and regardless of industry. That is realizing a valuable benefit. Whatever your requirement at each stage of the value chain, with a portfolio of industry-specific drive solutions, Optibelt helps you to do just that.

Thank you, Turkey, we'll be back soon!

” Real progress requires building bridges. It does not matter which country you are from, what language you speak; borders are not important. If you have a common aim, you work together, you do your research — and succeed.”

Ertuğrul Özdemir,
Head of Research & Development at Dalgakıran



NEWS & FACTS



NEWS

FULL POWER AT A QUARTER OF A MILE

The **optibelt DELTA CHAIN Carbon** supercharger was developed for highest torque levels and absolute peak performance. Compared to regular belts, it achieves a power transmission of 100% and is therefore predestined for the most American of all motor sport types – drag racing. They are suited to bring the brute performance of drag racing cars on the road. Since September 2015, the **optibelt**

DELTA CHAIN Carbon 1600-8MDC-75 successfully powers two dragsters from the Moresby team. Stuart Moresby's Ford Ute celebrated its most successful season yet and became vice champion in the "Competition Eliminator Class". By the way, the belt miraculously completed 32 races without any compromises in performance. On the contrary: "After we were convinced of the stable performance

and durability, thanks to the **optibelt DELTA CHAIN Carbon**, we were even able to get 300 additional horsepowers from the drive because it was obvious that we would still get this power on the road." No wonder that the Moresby team will be using Optibelt during the 2016/17 season. www.optibelt.com.au/superchargerbelt

ES



MORE EINSTEIN AT EVERY MOMENT

The researcher, physicist and Nobel Prize winner Albert Einstein has been the brand ambassador of the Arntz Optibelt Group since 2015. He embodies the same values which also distinguish the Optibelt umbrella brand and stands for solutions that generate true added value. Whenever an insight strikes, when an idea works

out well, when costs are reduced and performance is maximized – you have an Einstein Moment. And with Optibelt, many companies from various industries and sectors have been able to experience their own “Einstein Moment”. More success stories and case studies from various industries will be coming soon!

EXCELLENT QUALITY – EXCELLENT COMMUNICATION

As if the innovative high-performance timing belt **optibelt DELTA CHAIN Carbon** hasn't already stirred up enough attention in the industry ... * In February, the marketing campaign for its market launch received an award. The multimedia product presentation, the website and video clips recently won the “German Design Award – Special Mention 2016”. Since 2012, this award has been given on an annual basis by the German Design Council. It distinguishes selected international projects in the field of product and communication design. These works are subjected to a sophisticated nomination procedure. The campaign itself highlights the quality standards of the Optibelt brand and was developed in close co-operation with Kochstrasse™ Agentur für Marken GmbH. More on: www.optibelt.com/delta-chain

** A true Einstein Moment.*

FACES



MARKETING IN MALAYSIA

In Kuala Lumpur, Malaysia, numerous taxis dominate the street scene. Most drivers are working independently with their own vehicle and therefore need spare parts that work reliably. The “Taxi Application Guide” is directed toward this target group. It demonstrates the quality benefits and the excellent price-performance ratio of the Optibelt brand. In order to further simplify the purchasing decision, Optibelt spare parts are listed in a detailed manner along with their order numbers for the most important vehicle brands, which are common in Malaysia. Via Facebook, drivers can additionally get discount vouchers for purchasing Optibelt products. This is just one example of local sales-promoting marketing that also benefits specialist dealers on the ground. If successful, the campaign will be expanded to include Indonesia, Vietnam and the Philippines.

NEWS



INNOVATIVELY STAGED

optibelt RBK SCC – awarded at EQUIP AUTO: An expert jury from the international automotive aftermarket trade fair in Paris awarded Optibelt for its innovative world debut **optibelt RBK SCC** with the “Silver Trophy Award” in the category “Spare Parts & Aftermarket”. For forty years, the EQUIP AUTO has been one of the most important events for the French automotive aftermarket. Moreover, since 1985, excellent products and developments have been honored in four categories by the media.

Experience the highest level of performance live: www.optibelt.de/scc



NEWS





NEWS

RECORD IN ROMANIA

In record time, Optibelt has implemented extensive expansions to the Romania location in Tăuții-Măgherauș. A total increase of 10,000 square metres of floor space for administration and production including a new compounding plant should ensure double production capacity over the long term. Since the second quarter, production is being performed in 3 shift operation in order to keep pace with the demand from the Eastern European markets – especially in the two main segments industry and the automotive sector.

JOHN DEERE ONCE AGAIN HONORS OPTIBELT AS A “PARTNER SUPPLIER”

Within the scope of its international supplier assessment “Achieving Excellence”, Optibelt was awarded the status “partner” for the fourth time in a row. It is the highest honor that the world’s market leader grants in this challenging assessment process in the field of agricultural technology.

The highest of the four award categories is associated with special privileges.

In connection with this Optibelt is once again among the preferred suppliers of the world’s leading agricultural technology specialist, thereby benefiting from a special status when new business orders and development requests are made. “Being distinguished once again not only underlines the high level of appreciation that John Deere continues to bestow upon us as a business partner, but also honors the extraordinary overall achievement of the departments of our group of companies in particular,” said Reinhold Mühlbeyer, Chairman of the Management Board of the Arntz Optibelt Group, enthusing about the special recognition.

Within the scope of its “Achieving Excellence” process, John Deere awards its suppliers in the categories for quality, supplier loyalty, technical support, wavelength (partner relationships) and cost management. The supplier performance in these five core competencies is checked by an interdisciplinary assessment team. Thereby, Optibelt considerably surpassed John Deere’s requirements again in all fields and has therefore obtained the status of “Partner” for the fourth time in a row.

NEWS



NEW PROFESSIONAL TOOL SETS FOR OPTIBELT RR

An all-in-one solution – Optibelt presents two five-piece tool sets for professional users. The “BASIC” set has been designed to be ideal for the occasional user of **optibelt RR/RR PLUS** and **optibelt HRR** and includes standard equipment: Welding unit, two guiding tongs (FZ01 and FZ02), a side cutter (SE02) to remove welding seams and shears (AS02) to cut round section belts and V-belts. The five-piece “PREMIUM Set” has been designed for daily use and is even equipped with higher grade tools: The temperature-controlled welding unit EERGO works in a completely uncomplicated manner at the touch of a button. With a start-up time of under two minutes, it is suitable especially for quick use and can process both PU and TPE belts. The guiding tongs FZ01 VARIO with exchangeable section grippers are suitable for round section belts up to a diameter of 10 mm and V-belts up to profile size 10 (Z); FZ02 is included in the set for all major profiles. The tongs (AS04) with an adjustable angular stop can perform straight and angled cuts.



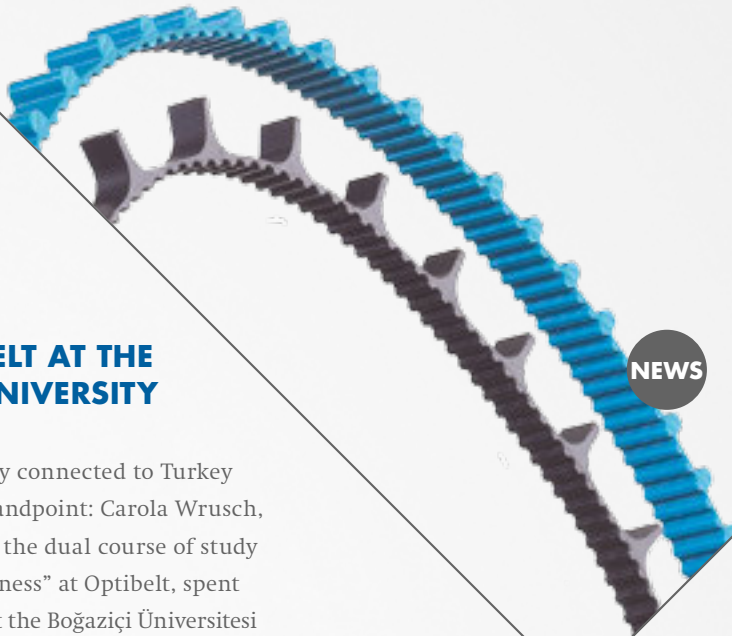
DESCH POWER TRANSMISSION – A PERFECT COMPLEMENT

The Arntz Optibelt Group and the Arnsberg company DESCH Antriebs-technik will introduce the subsidiary DESCH Power Transmission Center GmbH (DPC) as part of a joint venture. The aim of the co-operation is to bundle the strengths of both companies involved. Forty employees work for DPC in Arnsberg as part of the joint venture. They should

further expand DPC's position as the leading supplier of standard drive elements in Europe in a sustainable manner. In addition to innovative coupling technology comprising elastic and fixed variations, the DPC product range also includes a wide selection of reliable and standardized drive elements made of metal, such as V-pulleys and timing belt pulleys.

WITH OPTIBELT AT THE BOĞAZIÇI UNIVERSITY

Optibelt is not only connected to Turkey from a business standpoint: Carola Wrusch, who is completing the dual course of study “International Business” at Optibelt, spent a whole semester at the Boğaziçi Üniversitesi in Istanbul with a great deal of enthusiasm. The renowned University is an English-language university modeled on American standards and is considered one of the best universities in Turkey. “For the most part, the professors have studied in America and have a lot of practical experience”, said Wrusch enthusiastically. Turkey is becoming an increasingly important partner for Europe – also with regard to the exchange of information in the field of science.



NEWS

optibelt ALPHA SRP – THE TRANSPORT EXPERT

The **optibelt ALPHA SRP** is an endless timing belt with variable shore hardness, custom cast cams and individual coatings for complex transport tasks. This belt is a genuine allrounder, but anything else than a standard product! It is manufactured in a unique centrifugal and vacuum casting process that allows for endless customization possibilities in reproducible high precision. The polyurethane is cast between the core mould and the special outer mould – by rotating the inner and outer moulds around the central axis we achieve a shore hardness that differs from that of the teeth with optimum material properties concerning abrasion resistance, elasticity, formability and length stability. **optibelt ALPHA SRP** timing belts can be individually customized and guarantee a high level of process reliability for many applications, and especially for complex material transport.



NEWS

OPTIBELT WALK AT ESEF 2016 IN UTRECHT

The youngest member of the Arntz Optibelt Group presented itself for the first time under the corporate umbrella brand at ESEF 2016 in Utrecht (NL), the largest and most important engineering trade fair in the Benelux countries. Among the highlights at the Optibelt WALK booth were two gearboxes, developed especially

for this exhibit. Another gearbox, designed to power electric busses from Dutch manufacturer VDL Bus and weighing 500 kg, also raised some eyebrows. All in all: Four exhibition days full of valuable contacts – with existing customers, as well as with prospects that only just learned about Optibelt WALK at ESEF.

TYPICAL OPTIBELT

PEAK PERFORMANCE

When you turned the light on this morning, it got bright. And when you pressed the brake at the traffic light, your car came to a standstill. Trivial? No – just two of twelve thousand examples for all the things that fully function throughout the scope of everyday life as a matter of course. This is because Bihler technology is behind it all.

RS



THE POWER OF AN IDEA

A great idea is the beginning to every good story. In 1956, Otto Bihler developed the first angular stamping and bending machine. He arranged tools and processing components very simply in a circle on a tilted work surface.

Up until that point, there had not been anything in comparison. Bihler's invention made it possible to efficiently manufacture simple parts from wire or metal band in large quantities and at a continuously high level of quality.

Throughout the course of time, the range application of Bihler's machines expanded. In addition to angular tool solutions, linear production approaches could also soon be implemented. Furthermore, an increased number of additional process steps, such as screwing, welding, cutting or reaming, were integrated into multi-functional machines. Today, 60 years later, the global player from Allgäu is a supplier of extremely efficient production systems for various industries. For example, mechanical stamping and bending machines that shape metal wire and thereby mass producing flip-top closures for beer bottles. Or high-tech processing centres that are capable of uniting several production and installation steps into a single machine.



An important component for the modern-day production process: The feed system RZV 2.1 by Bihler, powered by Optibelt

FROM BENT PART TO ASSEMBLY LINE

The servo-controlled BIMERIC production and assembly systems are the current technical highlight at Bihler, that is to say, the Apple Mac within the production systems. Designed for the flexible production of complex assemblies, such as is needed in the automotive supplier industry, BIMERIC systems ensure a high level of flexibility in short set-up times thanks to their modular design. “Concerning assembly production, the trend has been strongly moving in the direction of small batches and different variations for quite some time now,” explained Tobias Ostheimer, manager of the machine construction department at Bihler. “And now with small batch sizes, minimal set-up times are a decisive factor. We have been able to shorten this factor from one-and-a-half days to only a few minutes!”



Andreas Möst is calculating optimisation potential

MODULARLY MORE SUCCESS

BIMERIC systems are modular systems, with standardised process modules can be docked onto the base of the machine, depending on the intended purpose. These include Servo presses, multi-purpose screwdriver units, pick and place modules, contact welding units, NC units or thread cutters.

” For a changeovers during production or in the case of product variations, all you have to do is simply switch the tools and activate the corresponding control data.

Tobias Ostheimer

Manufacturers can switch between small batches or product variations, saving logistical costs and successfully coping with time-critical orders thanks to the streamlined production.

THE PROCESS ACCELERATOR

Industrial added value is based on processing a single source material or several source materials, and, step-by-step, changing it into something more complex. In this way, the cup frame for a bra can be made by stamping and bending metal wire, or a power socket can be produced by joining various small parts and three screws. If more subsequent manufacturing steps have to be carried out, the process is often split up between several specialized machines, which creates additional logistical effort. In other words: Whatever tumbles out of the die-cutter has to somehow get to the next machine as bulk material in a container.



A BIMETRIC system in action



Tobias Ostheimer takes part in Bihler's story of success

With Bihler systems, the entire process chain runs on a single machine, distributed across various tool modules. This offers precise and continuously reproducible quality of the highest degree.

WITH A SUPPLY FEED

At the very beginning of the process chain, raw materials have to be supplied. This is best achieved if it is done as quickly and precisely as possible. It is the important task that is taken on by Bihler's RZV Angular Gripper Feeder Module. The current version 2.1 has a real impressive grip: It feeds metal band, wire or other materials into machines and can position them with a precision of up to one-hundredth of a millimeter – several hundred times per minute if required.

POWERFUL CO-OPERATION

The surrounding drive belt of the RZV 2.1 comes from Optibelt, a custom production as a direct result of a close co-operation between Optibelt and Bihler.

” The deciding factor for the belt drive: Being able to operate maintenance-free ...

Tobias Ostheimer

“In making the decision on the drive belt, decisive criteria primarily entailed maintenance freedom. While other drive alternatives require regular maintenance cycles, BIMERIC production systems generally run 24 hours a day within our customers' factories – maintenance-free thanks to Optibelt!” emphasised Tobias Ostheimer. The material mix for the belt was carefully developed by Optibelt according to Bihler's specifications.

* In turn, Bihler produced the special mould in close co-operation with Optibelt. This was a successful co-operation: the RZV drive belt is extremely robust and does not distend even when stretched at maximum load – an important criterion responsible for the extreme precision and performance of the RZV 2.1 during continuous operation.

** Another Einstein Moment.*

SHARED ACCESS

Andreas Möst from the machine engineering department illustrates the dynamics of the RZV: “If the RZV 2.1 operates at the highest level, a force of up to 20 g influences the transported material during the process,” explained Möst. “Nevertheless, positioning can be reproduced at a precision level of two one-hundredths of a millimeter.” Twelve grippers are attached directly to the belt. Three of them grip at the straight section of what is being fed. A hydraulic compensation system controls the clamping

” A multilevel test procedure ensures that the angular gripper feeder has a zero-error rate.

Andreas Möst



pressure and compensates for thickness tolerances in the source material so that all material thicknesses between 0 and 9.0 mm can be reliably gripped and precisely positioned. Even though these performance data are already impressive, Andreas Möst is still persistently searching for optimisation potential. Optimisation concepts run across his desk originating from a great variety of different departments. "The RZV process module has a tremendous complexity and is always ready for new challenges," explained Möst with a laugh.

” Industrial added value is changing toward becoming a networking system: Customers are increasingly coming up with their own ideas and suppliers such as Optibelt are getting closer and closer to the production process.

Bernd Haußmann,

Technical Sales Manager / Machine Engineering at Bihler

SOFTWARE AND HARD FACTS

If production innovations have to be ready for market at increasingly shorter deadlines and production cycles have to be able to be adapted to changing states of demand in almost real-time, then efficient control tools are required.

Bihler's VariControl Software allows a fully automated production with real-time in-depth control.

With a BIMERIC system for example, this takes place via a swiveling terminal with a touchscreen. Martin Schön demonstrates how deep digital technology is integrated into the system. "The control software does not only provide an overview of the overall status of the BIMERIC system, it also gives detailed information for each individual processing module and every process step." The visual display of the system is already revolutionary. Via freely adjustable windows, users can monitor all important parameters and enter as "deeply" into the system as they would like in order to analyse the performance of individual modules. Also, replacement parts orders or extensive "how-to" information is available here.



TROUBLESHOOTER EXPERTISE

"One has to be really close to customers. It is not enough to sell a production system that functions flawlessly," said Bihler's technical manager, Bernd Haußmann. "Our expertise is more and more in demand when it comes to smart, resource-saving process design." And this knowledge is shared by Bihler to an extent reaching far beyond common after-sales service. "With our wide range of training offers, we show how you can create a specific competitive edge using Bihler technology," explains Haußmann.

Using this soft added value strategy, Bihler stays close to its customers, analyses its industry-specific processes, and is therefore able to customize its own product and service portfolio for a wide variety of industries.

PROSPECTS

Overcoming the limits of what is technically possible again and again and revolutionising the market with trend-setting, cost-effective and efficient innovations has been Bihler's secret to success for over 60 years. The innovative Bihler technologies also show where the path might lead in the future. When know-how and expertise are interconnected, then the potential for developing the next business advantage is also opened up. Because, those who share knowledge also learn a great deal about the core competencies of their customers. The potential is there – you simply have to grab it. And those who have one or more RZV modules in their fixed capital are happy indeed!

TECHNICAL DATA RZV 2.1

- NC DRIVE WITH A WATER-COOLED SERVOMOTOR
- A MAXIMUM OF 3.2 METRES PER SECOND
- OPTIBELT DRIVE BELTS
- 1000 N OF FEED FORCE
- FEED ACCURACY +/- 0.02 MM
- CLAMPING PRESSURE, HYDRAULIC 3,000 N TO 7,000 N
- TRANSPORTED MATERIAL TEMPERATURE, MAX. 60°C
- QUICK CHANGE OF CONTROL BARS AND FEEDER GRIPPERS POSSIBLE
- BAND THICKNESS, MAX. 9 MM
- BAND WIDTH MAX. 300 MM
- WIRE DIAMETER, MAX. 9.0 MM

...
**THAT ISTANBUL IS THE ONLY CITY THAT STRETCHES
ACROSS TWO CONTINENTS? THE BRIDGE ACROSS
THE BOSPHORUS UNITES EUROPE AND ASIA.**

DID YOU KNOW THAT



...
**THAT THERE IS BOTH A CITY
AND A PROVINCE IN TURKEY
NAMED BATMAN**

In 2009, Hüseyin Kalkan, the mayor at the time stirred up the media by planning to sue film producer Christopher Nolan for using the name of the city unlawfully in the film project "The Dark Knight".

...
**THE NAME FOR THE ANIMAL
KNOWN AS A TURKEY IN
ENGLISH COMES FROM THE
FACT THAT IT WAS ONCE
BELIEVE THAT IT CAME FROM
THE COUNTRY OF TURKEY?**



U
T...
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...
**THAT 70% OF TURKEY'S SALT
REQUIREMENT IS COVERED BY
THE SECOND LARGEST LAKE
IN THE COUNTRY, TUZ GÖLÜ?**



...
**DID YOU KNOW THAT, AT
THE TIME OF NAPOLEON,
A TURKISH-LOOKING
DOLL CONTRIBUTED TO
THE HISTORY OF CHESS?**

In 1769, Wolfgang von Kempelen built an automated chess-playing machine consisting of a life-size Turkish-looking doll. It was impossible to beat this automated chess player at chess — even Frederick II and Napoleon were defeated by the machine. The secret was not revealed until many years after the death of its inventor: On the inside of the machine, there was a master player who was of small stature that moved the chess pieces using magnets.

...
**THAT UNTIL 1930 ISTANBUL DID
NOT HAVE A STANDARDISED
NAME AND EACH DIALECT
REFERRED TO IT DIFFERENTLY?**

As legend has it, in order to enforce the use of the name, everything sent by the postal system at the time which had a designation on it other than "Istanbul" was sent back to the sender.

...
**THAT THE TULIP
COMES FROM
TURKEY AND
NOT FROM THE
NETHERLANDS?**



Murat Güracar,
General Manager
at OTR Turkey



JUST BETWEEN US ...

WELCOME TO THE OPTIBELT FAMILY! PERSONALLY, HOW DID YOU FIND YOUR WAY TO OPTIBELT AND HOW DID YOU EXPERIENCE THE BEGINNINGS OF OTR?

I started in June 2014. I had been working for one of Optibelt's distribution partners for many years, so I already had a good relationship with Optibelt and knew the brand inside out. When I heard Optibelt was going to open a subsidiary in Turkey I immediately knew what to do.

WHAT'S BEHIND THE DECISION TO GO TO TURKEY?

Optibelt decided to open an office here in order to be closer to existing customers and to seize future growth opportunities. We're building bridges – into the future and into new markets. Turkey is an economic hub that's rapidly developing – with growth rates up to 30 % during recent years and the manufacturing industry being one of the main drivers! We're doing quite well; at the beginning I was alone, now we have nine employees and that will probably be 11 by the end of the year.

WHAT'S YOUR BUSINESS CONCEPT?

OTR combines the agility of a start-up with the power of a global brand. For us, delivering world-class drive solutions means taking customer support beyond the initial sale. What we are trying to accomplish is a dedicated approach to solving customer's challenges. We develop solutions and offer expertise that helps to minimize down-times and increase reliability.

WHAT DOES MURAT GÜRACAR DO WHEN HE IS NOT LOOKING FOR THE BEST POSSIBLE SOLUTION FOR A CUSTOMER? IN OTHER WORDS: WHAT'S YOUR HOBBY?

Spare time? What's that?! Just kidding ... I guess you could say I'm a motorcycle man! I started five years ago, and whenever my job – and my little daughter – leave some time off, I like to ride. My dream machine would be a BMW 1200cc sport touring motorcycle. A very exciting machine!

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mybelt goes digital



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