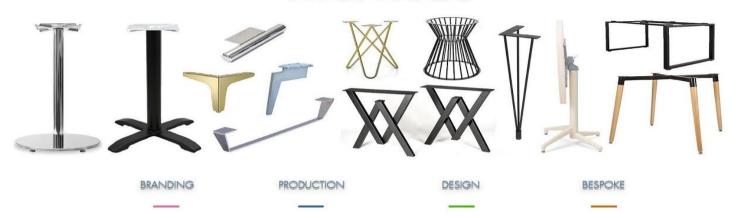
COMPANY PROFILE

OF



What We Do



Business Information

Trade Name: ERA Mobilya Aksesuarları Dış Tic.

Address: Fatih Sanayii Sitesi 6A Blok No:2 İkitelli Org. San. Bolgesi - Başakşehir / ISTANBUL - TURKEY

Web Site: www.erafittingsco.com E-Mail: export@erafittingsco.com

Ownership: Private
Office: +90 212 695 38 32
Mobile: +90 533 740 87 91
Tax No: 598 021 4397 - Avcılar

Capital: 200.000 TL





Company History

ERA was established first in 2003 as an exporter company which exported different materials in the sector and in few years , company developed a production line based on basic steel products and went on with new designs and innovative products with production of individual customized furniture materials. The dynamic and progressive activity of the company started in 2007 based on serial production in large volumes.

ERA methodically increased the volume of export by gaining new clients from all over the world and by time, ERA achieved a significant position both in domestic market and foreign markets via its original technical solutions, its timeless designs and its selection of the highest quality materials during production.

The key to success has been always our assurance of high quality in production, loyalty and friendship. Currently, ERA is one of the most well-known company for steel production in Turkey and choosed for most of international and local projects.

The entire standard range of products assortment includes more than 80 items and we are trying to provide widest choice of models for furniture production with the classificaon of economy, standard and premium classes.

ERA continues moving forward by developing new designs alongwith new technologies and bringing the most innovative products into worldwide markets by improving the level of trends based on customer satisfactions and demand.



Description of Mission & Vission and Goals

We strive to produce and explore the best quality furniture fittings using modern technology in a team oriented organization.

We invest in exclusive innovative products production by focusing on market trend and creative designs .

Most important thing is that we aspire to provide highest Customer Satisfaction at the end of each business including fast delivery time with strong packaging besides its quality.

The main vision and goal of ERA is to produce and provide a wide range of furniture fittings and materials for interior designs and also for distribution field in most of territories of Europe, Russia, North America, Australia, Middle East, Asia, Africa and become the first choice manufacturer when needed.

We have actually realised this goal by time mostly but we will continue to expand our success for other regions according to the rapid development and dynamic growth .

Industrial Experience

ERA is proud to have been fulfilling most of worldwide companie's with their furniture fittings needs for more than 25 years along with its professional team members.

Product and Service Description

We manufacture in 1500 sqm in totally 5 floors facility including manufacturing area, office areas, warehouse, showroom. We have several manuel, semi manuel and full automatic machines for cutting, bending, welding and polishing.

We have a capacity for cutting of 1000 pcs of Table Leg Tubes and 3000 pcs for small Sofa Legs daily . We also have a very short delivery time for Table Bases as we keep stock for the most popular models . Our delivery times vary between 1-6 weeks based on the models and quantites.

Product Range consists of;

- Bases for Restaurant & Cafe & Bistro Tables
- Legs for Dining Room Tables
- Legs for Office Tables
- Legs for Conference Tables
- Legs for Kitchen Tables
- Bases for Coffee Tables
- Legs for Sofas , Furnitures , Cabinets , Couches





Steel Table Bases



Cast Iron Bases



Foiled Table Bases



Exclusive Table Bases



Hairpin Table Legs



Log Table Legs



Coffee Table Legs



Wooden Table Legs





Steel Sofa Legs

Area of Expertise

Our expertise includes planning, design, OEM manufacturing and related services based on Table and Sofa Legs projects. ERA can provide a wide array of products and services ranging from RD and studies to design for Indoor Projects, Restaurant & Cafe Projects, Hotel Projects, New Product Design Projects. Our OEM manufacturing service capabilities also include highly specialized technical disciplines based on qualified staff as well as technological machine range.

DESIGNS ON DEMAND



Besides our standard production, we also produce many kind of different products for a special projects and demands. We give extra OEM service based on customized models as long as some of companies ask for their own designs. We are very flexiable for any different design's production in our facility therefore our clients choose us for their projects all the time.



Process from starting to cooperation



We are vour Solution Partner

We predominantly create solutions both for Offices and Horeca Projects by implementing our creative point of view with the best options of products for the projects. We also have solutions for Home furnishments by using our Dining Table Legs , Coffee Table Legs , Kitchen Table Legs ... Plus for DIY Stores...





Our main philosophy is to serve our customers with the best solutions at reasonable prices with the fastest delivery times. We have always put emphasis on quality and service standards which has resulted in satisfied customers world wide.

Ever mindful that our work has a significant impact on people's daily lives, we ensure project success and sustainability by strategically mobilizing the collective power and diverse expertise of our global organization; assembling multi-disciplinary teams; leveraging experience and state-of-the-art technical solutions.

We proudly continue to stand as one company, driven by one vision.



Our main mission is to create the best and the most accurate designs based on our customer's expectations.





Professionalism

Desinging , planning and implementation processes are carried out with the highest care and attention.



Customisation

Different Designs of Table Legs , Sofa Legs and other furniture fittings can be manufactured upon customised demands.



Operational Experiment

Operation of manufacturing and distribution processes are carried out with the highest accuracy



Manufacturing Process

All existing and customize products are manufactured with our expert staff and customers get informed about progress on time.



Quality Assurance

We keep our quality at the highest level based on used material and technology in total manufacturing system.



80 +
Product Range



1500 sqm
Production Facility



Team Member



Countries Worldwide





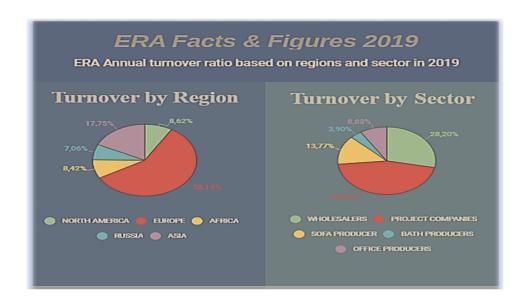




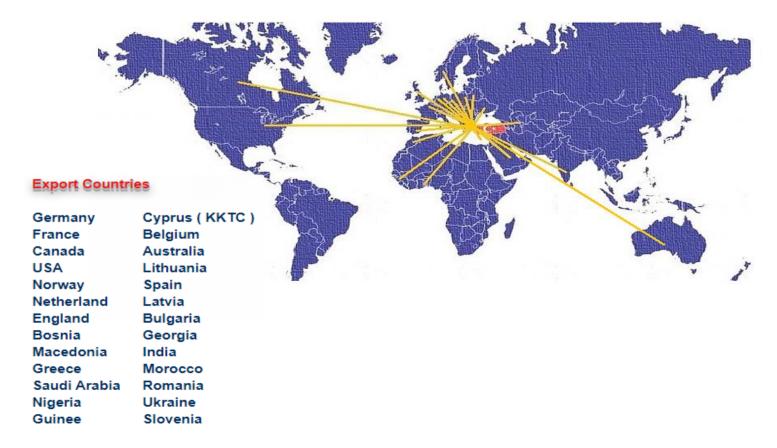


Key Clients

Wholesalers/Distributors
Sofa Manufacturers
Dining Table Manufacturers
Bed Manufacturers
Bathroom Cabinet Manufacturers
Office Furniture & Table Manufacturers
Hotel Chains
Interior Project & Contract Companies
DIY Stores



ERA has currently been exporting to 26 countries including Distributors , Project & Contract Companies , Sofa Manufacturers and other Furniture Manufacturers . One of the most known companies whom ERA has been cooperating are ; Richelieu from Canada , Habufa from Netherland , Joldija from Lithuania , Furnlink from Australia and Connmetal from Germany .



Cooperation Advantages of ERA

ERA has a vision to proceed with several combination of aspects as follows;

- * Economical products with good quality
- * Fast delivery terms based on our location in Istanbul.
- * Full service as Door to Door delivery
- * Easy and fast communication
- * Reachable all day long and fast return for any questions and issues
- * Customized Manufacturing
- * Experienced Staff in Sector
- * In-house development and R&D
- * Manufacturing capability

Experienced Professional Team

We are focused, professional and reliable team of experienced specialists in furniture industry. Most of us are in Furniture business for long years minimum 15 years. We are creative and eager to implement innovations, always ready to adopt new ideas, concepts and solutions in order to remain one step ahead of the competition. We are open for industrial innovations and ideas along with sharing our knowledge with our partners and prospects.

Why choose ERA?

We foster a winning culture of creativity and collaboration among our staff. As a result, we are continually recognized and honored for design innovation, manufacturing quality and technical excellence by clients. We strive to develop our most important asset – our people – by advancing their talent and expertise through project work and continuing education.

ERA has been always problem solver for any projects and has been continuously providing excellent manufacturing quality with the fastest delivery time and had opportunity to be part of some of the world's significant projects. This value-driven approach and unwavering commitment to excellence consistently results in projects, delivered on schedule and within budget, for satisfied clients. We are friendly and professional in business , In other words , we make it as easy as possible for your business.

Fairs

We have also been showing up both in international fairs and local fairs based of furniture fittings sector . These kinds of shows give us a great opportunity to display our new products , meet existing partners and potential clients , explore new ideas for future and follow up new trends in furniture sector.





Environment Policy

ERA Co. is committed to leading the furniture harware industry in minimising the impact of its activities on the environment; "Healthy environment, efficient manufacturing" principles in mind, all of our production and to be sensitive to the environment and investing activities as a basic principle of continuous improvement, it approaches.

With this understanding;

We measure its impact on the environment and set targets for ongoing improvement.

We implement a training program for its staff to raise awareness of environmental issues and enlist their support in improving the Company's performance.

The key points of its strategy to achieve this are:

Minimise waste by evaluating operations and ensuring they are as efficient as possible. Our operations as a result of the waste; reduction at source, recovery and disposal to ensure the proper method

Minimise toxic emissions through the selection and use of its fleet and the source of its power requirement.

Actively promote recycling both internally and amongst its customers and suppliers.

Source and promote a product range to minimise the environmental impact of both production and distribution.

Improving production facility and our new investment, using environmentally friendly technology, minimum waste, use resources with maximum efficiency,

All stakeholders to contribute to our activity, our suppliers and our employees to increase their sensitivity to the environment,

As a result; We think of the Future

We continuously and vigorously review and renew all our production processes to be able to build a better future and to minimize all negative environmental effects both in our country and other geographies.

Work Health and Safety Policy

This policy:

- shows the commitment of ERA's management and workers to health
- aims to remove or reduce the risks to the health, safety and welfare of all workers, contractors and visitors, and anyone else who may be affected by our business operations
- aims to ensure all work activities are done safely.

Management (the supervisor and / or manager) is responsible for providing and maintaining:

- a safe working environment
- safe systems of work
- plant and substances in safe condition
- facilities for the welfare of all workers
- any information, instruction, training and supervision needed to make sure that all workers are safe from injury and risks to their healty

Workers are responsible for:

- ensuring their own personal health and safety, and that of others in the workplace
- complying with any reasonable directions (such as safe work procedures, wearing personal protective equipment) given by management for health and safety



1. OUR CODE OF BUSINESS ETHICS

a. Integrity

Integrity and honesty are our stable values in all our business processes and interactions. We act in integrity and honesty in all our relations with the employees and partners.

b. Confidentiality

We give utmost importance to protecting the privacy of our customers, employees and other associated individuals and companies and the confidentiality of their information. We protect confidential information regarding the activities of our Company and use this information only for the purposes of ERA 's interactions and share this information only with relevant authorised parties.

We strictly forbid insider trading, or gaining any financial or commercial interest. When ending our staff's employment with the company, they do not take with us confidential documents, projects, regulations, etc.

c. Our Responsibilities

In addition to our legal responsibilities, we give utmost importance to fulfill the following responsibilities with our customers, employees, suppliers and business partners, competitors, the community, humanity and environment.

c1. Our Legal Responsibilities

We execute all our domestic and international activities and procedures within the framework of the laws of the Republic of Turkey and international laws; and we submit all required information to regulatory authorities and institutions in a correct, complete, clear and timely manner In executing all activities and procedures, we do not expect any benefit from, and keep an equal distance to all public institutions and organizations, administrative bodies, non-governmental organizations, and political parties; and we fulfill our liabilities with a sense of responsibility.

c2. Our Responsibilities Towards Our Customers

We approach with focus on customer satisfaction and proactive in responding to customers' needs and demands in an appropriate and timely manner. We deliver our services on time and under the promised conditions; we approach our customers with respect, honour, fairness, equality, and courtesy.

c3. Our Responsibilities Towards Our Employees

We enable our employees to use their personal rights fully and correctly. We approach employees with honesty and fairness; and ensure a non-discriminatory, safe, and healthy working environment. We undertake the necessary efforts to enable personal development of our employees; with a social awareness support them in volunteering for appropriate social and community activities; and respect and assure the balance between their private and professional lives.

c4. Our Responsibilities Towards Our Partners

Dedicating prime importance to the continuity of ERA Company, and in line with our goal to create value for our partners, we avoid taking on unnecessary or unmanageable risks, and strive for sustainable profitability. We act with financial discipline and accountability, and manage our company's resources, assets and our professional work time with a sense of efficiency and economy. We work to enhance our competitive power, and to invest in areas with growth potential and which offer the highest return on allocated resources.

c5. Our Responsibilities Towards Our Suppliers/Business Partners

We act respectfully and fairly as expected from a good customer, and ensure to fulfil our liabilities on time.

We carefully protect the confidential information pertaining to the persons, organizations and our business partners.

c6. Our Responsibilities Towards Our Competitors

We compete effectively, only in areas that are legal and ethical, and avoid unfair competition. We support all efforts to construct a competitive structure targeted within the society.

2. POLICIES SUPPORTING BUSINESS ETHICS

We promote freedom of expression and open communication. But we expect all employees to follow our code of conduct. They should avoid offending, participating in serious disputes and disrupting our workplace. We also expect them to foster a well-organized, respectful and collaborative environment and this policy applies to all our employees regardless of employment agreement or rank.



Erol Ürk

Managing Director



Gökay Ürk
Account Executive



Serhan Kuruşa

Marketing & Export Director



İsmail Kaya

Domestic Sales Director



Gökçe Ürk

Architecture & Project

Director



Merve Kaya

Director of
Local Communications
& Sales Support - Planning



Kemal Deniz
Production Manager



Yaşar Bey
Purchasing & Warehouse
and Delivery Officer



ERA MOBİLYA AKSESUARLARI DIŞ TİCARET İkitelli Organize Sanayii Bölgesi Fatih Sanayi Sitesi 6A Blok No:2 Başakşehir ISTANBUL-TURKEY

www.erafittingsco.com

export@erafittingsco.com

+ 90 533 740 87 91

+ 90 212 695 38 32

Follow us on Instagram "erafittingsco"



Hope to start our cooperation soon...