



Kale

Kalesinterflex

MAGAZINE 2023



WELCOME TO THE ENCHANTING WORLD OF KALESINTERFLEX

There is a place where
imaginations
run with a boundless energy.
Art and science together as one.
Where impossible is an illusion.
A figment. A fiction.
We know this place because we
live and breathe ceramics of
incomparable beauty and
quality.
Here we see homes as they
were meant to be.
No dream too great.
No vision too stunning.
It's what's possible when

everything you do rests on
deeply held principles.
Technology that inspires with
its fusion of innovation, form,
function and performance in
ways that are
deeply enduring.
Design that is deeply
authentic, breathing
life into every dream,
every vision and that
brings new meaning to
the spaces in which
we live in.

A resolve to make sustainability
a way of life
as much as it is a way of doing
business.
Caring for the future by caring
for the world.
It's what happens when you
reimagine
what the ultimate covering
material could be.
It's what happens when you
reimagine possible.

Kalesinterflex perfectly reproduces the excellence and richness of colors and textures, along with the veining and shading of marble, natural stone and the most innovative designer materials, to create alluring atmospheres/environments.

A unique, seamless material that remains unchanged over time, suitable for indoor and outdoor spaces and ideal for surfaces that require optimum hygiene, durability and aesthetic harmony.

Offering superb freedom to mix and match, Kalesinterflex surfaces create habitats with unique style and elegance.



Dimensions change,
but quality remains the same.

THE SUSTAINABLE REVOLUTION





A PATH TO A GREENER FUTURE

We closely monitor our environmental impact and prioritize the reduction of carbon emissions resulting from our activities.

CIRCULAR ECONOMY

Our project, which was awarded the Jury Special Prize in the Energy Efficiency category at the 2022 Istanbul Chamber of Industry Green Transformation Awards, aims to utilize waste heat from the drying process in the ceramic sludge preparation facility for heating purposes in the Mavruz Agriculture modern greenhouse facility, contributing to the circular economy.

WATER MANAGEMENT

As part of our sustainability strategy, we are actively working towards reducing water usage in our production by 25% by the year 2030.

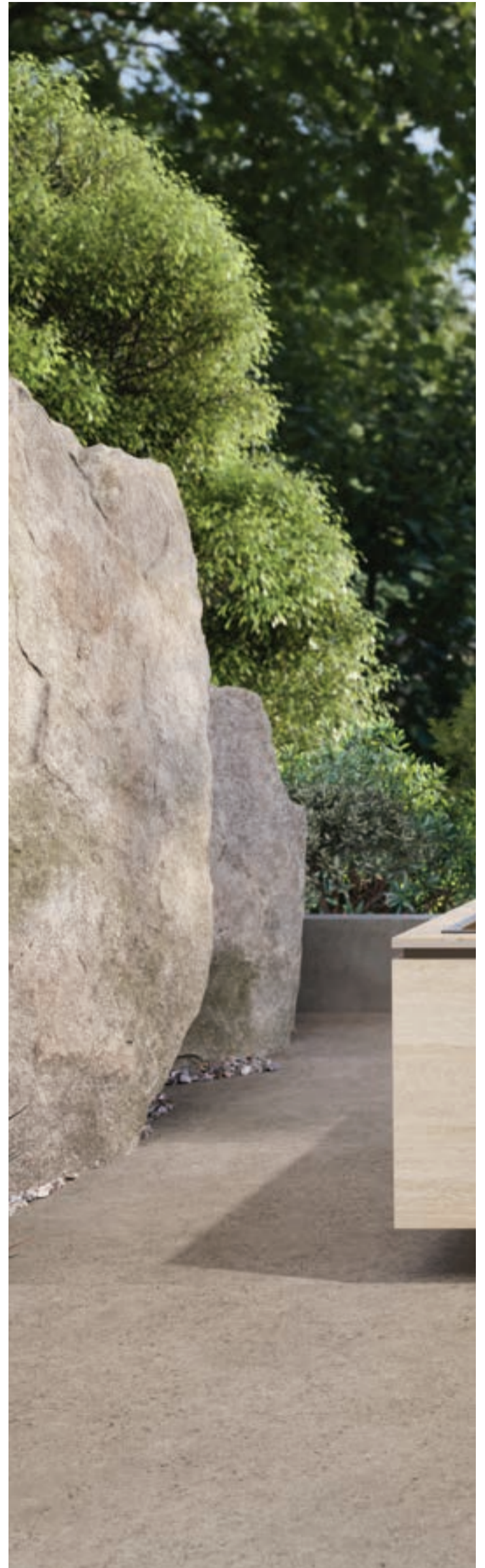
SUSTAINABLE BUSINESS AWARD

We have achieved an increase of over 70% in recycling rates through our projects aimed at waste recovery, resulting in savings in water and energy consumption required for production processes. With these activities, we won the Waste Management category at the 8th Sustainable Business Awards in 2021.



GREEN INNOVATION

Kaleseramik Green Product Guide is used as a document summarizing how Kaleseramik ceramic tiles, ceramic sanitaryware, fixtures, and other water systems contribute to building performance and building users, taking into account the requirements of green building rating systems such as LEED v4-v4.1, BREEAM, DGNB, and BEST.





KALESINTERFLEX BY PERCENTAGES

When compared to standard ceramic tiles, Kalesinterflex slabs offer the following advantages:

- It consumes 57% less raw materials.
- It uses 47% less natural gas.
- It requires 20% less water.
- In terms of logistics, it allows 90% more products to be transported in a single container.

AN EXCLUSIVE INTERVIEW





Our innovative product, Kalesinterflex, which we define as
“a revolutionary product that will shape the future of ceramics”
will have a very important place at this year’s Cersaie.

BEHIND THE SCENES WITH KALESERAMIK GENERAL MANAGER ALTUĞ AKBAŞ

“As a company that has spent 66 years to be the stronghold of ceramics, we have very strong roots in this land where we were born. As the pioneer of firsts in Türkiye, we will continue to introduce the latest products and production technologies to the sector.”



Could you give us some general information about the general results of KaleSeramik in 2022 and the first half of 2023? What are your expectations with regard to cost pressure, market performance, exports, the state of Turkish construction industry, and Turkish economy?

The year 2022 has seen significant difficulties, especially the energy crisis, the war, and the ongoing effects of the pandemic in the global markets. As the company, we completed the year at the desired point by focusing on activities and sales with high added value, despite decreasing demand due to the economic recession.

We increased our net profit by 33% for the first six months of the year, compared to the same period last year. As of June 30, 2023, our six-month net profit was around €19.5 million. In this period, our domestic sales increased by 45%, compared to the same period last year. Thanks to our efforts in the first half of the year, our net sales increased by 28.7% to €123 million.

Our country was shaken by a colossal earthquake disaster that led to massive destruction in 11 provinces on February 6th. Recently, important efforts are being carried out under the leadership of the state in order to restore the destroyed cities and to strengthen the existing building stock. We will see the results of these efforts in the coming periods.

Can you share some of the features of the newest collections that you will be releasing in Cersaie 2023?

Cersaie is one of the world's largest ceramic exhibitions and, like all manufacturers, we are waiting for it with excitement. We are planning to take our place at this year's Cersaie with our newest and most innovative products, as we did last year. In addition to our products and product groups, we aim to offer an inspiring experience to the participants with our special design stand that will make a difference, our surprises, and of course our #CareForYourWorld message that we try to give to the world.







Our innovative product, Kalesinterflex, which we define as “a revolutionary product that will shape the future of ceramics” will have a very important place at this year’s Cersaie. Meeting all the developing trends in the world’s ceramic and furniture/ decoration segments with its peculiarities and standing out with its environmentalist features, Kalesinterflex will occupy approximately %80 of our 400 sqm stand. We will launch our product innovations for the first time at our stand in Cersaie, including particularly the 160x320 cm porcelain slab, the largest size we have started to produce in our large-size porcelain slab production line, which we put into service in July.

Furthermore, at our stand at the exhibition; on the basis of sustainability and under the concept of “Care For Your World”, we will exhibit our T-One kitchen countertops which we have developed from Kalesinterflex, which is accepted as an advanced technology product of porcelain slab and the newest products of Çanakkale Seramik, which adds meaning to living spaces and creates unique spaces; and ensuring a holistic look on every surface they touch with different product solutions; and Kalebodur which showcases its deep-rooted brand experience through its state of the art product range; and our Kale Banyo brand, which offers smart solutions with economical and hygienic products that take good care of the nature. I believe that we will receive great interest from all the participants who are eagerly waiting for the newest products in the industry.

Is sustainability an important issue for Kaleseramik? How do you approach it?

Today, sustainability is a very important topic not only for companies, but also for countries. As a company that has started working to achieve this goal years ago, we act with a focus on sustainability in all our processes, from design to production, in order to build a sustainable future. The “Care For Your World” movement, initiated by Kale Group with the goal of having a greener world, serves as a very important guide for our efforts to reach this target. Within the scope of this awareness movement, we call on everyone to take care of our world. Because, we believe that the first step to improve the world starts with the individual.

We target to achieve the UN Sustainable Development Goals ourselves and take steps towards them. At this point, our innovative product, Kalesinterflex, adds significant strength to us. Thank to its qualities, Kalesinterflex is a nature-friendly and environment-friendly product.

In addition to all these, we have set ourselves important sustainability targets. In line with these targets, compared to 2021; we aim to reduce our direct greenhouse gas emissions by 25%, increase our renewable electricity use to 100%, increase our closed-loop generation rate by 100% and reduce our water use by 25% until 2030.

On the other hand, as Kaleseramik, we became a stakeholder in Türkiye’s first Hydrogen Valley Project, HYSouth Marmara-South Marmara Hydrogen Valley Project, thanks to our sustainability efforts. In this project, which aims to reduce the use of fossil fuels and increase the use of green hydrogen in the industry, we work with 16 different national and international companies.

What are the main projects on your programme for the current year?

The year 2023 has been a year which we have taken significant steps in many respects. First of all, we successfully have carried out a public offering process that we attach great importance to. Our company has started to be traded on Borsa Istanbul as of July 27. In this process, we have received more interest than our expectations from our investors, and more than two million applications were made for the shares which we put up for sale. The size of the public offering of our company was about €94 million in total. The public offering was an important step towards our future targets. Because we plan to spend 80% of the income we get from the public offering for our domestic and foreign investments.

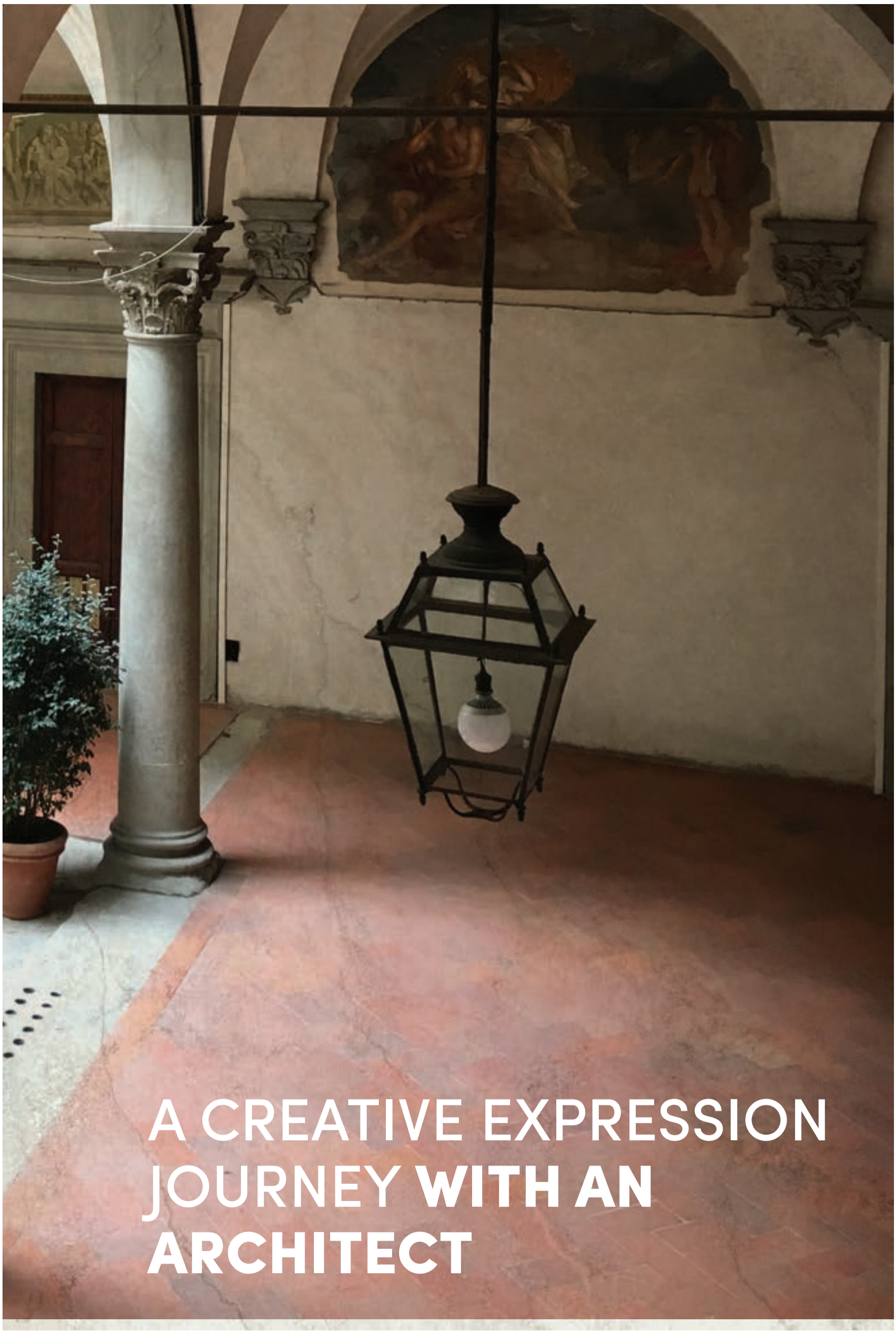
In addition, our new large-size porcelain slab line is also one of our important investments for the year. In our new line, of which we laid the foundations in 2022 with a total investment of €34 million Euros, we made the first production on July 27, which coincided with Kale Group’s 66th Anniversary and Ceramic Festival.

What are the main challenges you face today and what are your expectations for the final results of Kaleseramik in 2023?

Production is a long-term journey for us. Of course, there may be difficulties, troubles and walls to be overcome from time to time in this journey. But the important thing is to be able to overcome these difficulties by taking the right steps at the right time. We have done this so far, and we will do so in the future. Especially in the 100th anniversary of our Republic, we will continue to work, produce, and achieve new successes towards a better world with the support of our investors and stakeholders.

The “Care For Your World” movement, initiated by Kale Group with the goal of having a greener world, serves as a very important guide for our efforts to reach this target.





**A CREATIVE EXPRESSION
JOURNEY WITH AN
ARCHITECT**

UNIQUE EXPERIENCE FOR CERSAIE VISITORS

Celebrating the 10th anniversary of his collaboration with Kale, Architect **Paolo Cesaretti** is the recipient of several significant awards; Red Dot Awards for Brand and Communication Design, the inclusion in two editions of ADI Design Index (the Yearbook of the Best of Italian design), one Archello's Best of the Year, and to have been shortlisted for Frame Award and Compasso d'Oro. We asked him about his inspirations for Cersaie 2023 and the concept of this year's stand design.





Last year's stand design was one of the favorites. So, what kind of preliminary work did you do for Cersaie 2023 and what did you get this year's inspiration from?

Last year's stand design was our response to Kale's #CareForYourWorld. I really love what Zeynep Bodur is aiming to achieve with this consistent group of actions embracing sustainability. I share her same vision, the big change can be handled starting from our attitude to everyday life. Conforming to this principle, we designed a narrative space based on sustainable solutions on different levels with a double result: create a circular and energy efficient stand design and inspire the visitors with stylish eco-sensitive design solutions. The overall message was simple: sustainability is not just necessary but can be glamour too.

For Cersaie 2023 we proposed to Kale's Marketing team to work on our common attitude, the Mediterranean way of living. So, it is not a style but rather a sentiment that we, people facing this ancient sea, share.

How would you describe the concept of this year's stand?

On the occasion of the launch of Kale's third generation of big slabs, it looked appropriate to express the Mediterranean topic through Architecture. Inspired by modernist masters, the stand took the shape of an ideal villa located in a sunny spot in front of the sea. Curved walls, a metaphysical

staircase (to heaven) and a long sequence of classical arches are some of the iconic details that characterize this modern architecture.

What materials and surprises will the visitors encounter at Kale's stand this year?

I'm sure the biggest surprise is to see Kale products on a different context, matching with rough plaster surfaces, warm colors, and the general atmosphere of the stand. Here we invite the visitors to explore a domestic high-end environment, without being too literal in creating proper rooms, rather "suggesting" them in a spatial blend. The central staircase bounded by arched walls of course will be a highlight of this composition.

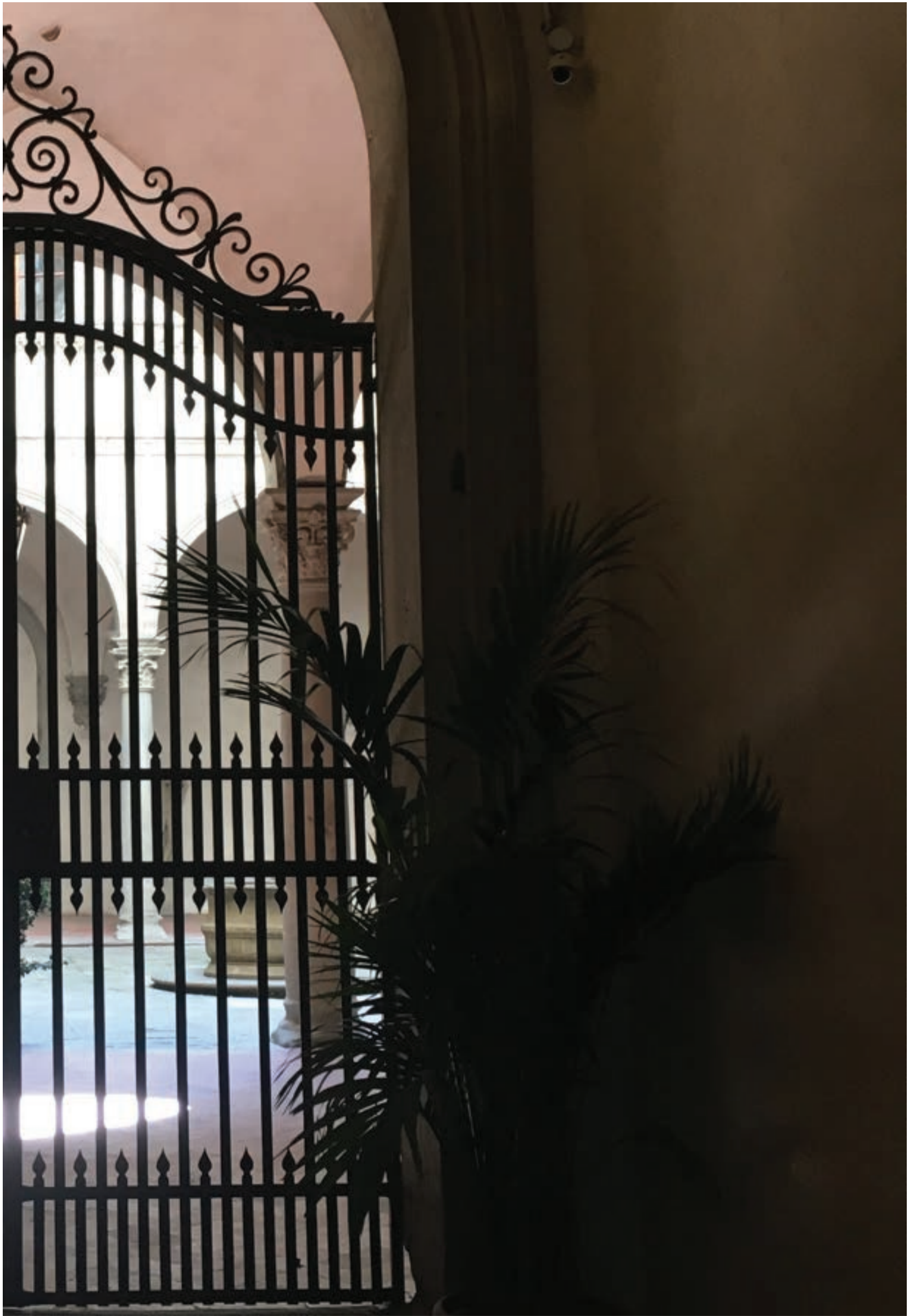
You aim to provide a unique experience for Cersaie visitors every year. In this sense, what do you think will stand out from the 2023 exhibition?

This year more than ever, the aim of our design is to express the best of Kalesinterflex. Implemented in the new slab dimensions, the third generation of this material offers unlimited possibilities for a designer. Besides the architectural use for cladding floors, walls and sometime even ceilings; at Cersaie 2023 a number of custom furniture pieces have been designed used Kalesinterflex. Revealing innovative decorative features, this high-performance material, allowed us to design large dimension and oddly-shaped dining tables, kitchen counters, bathtubs. An inspiring set feeding the imagination of visitors.

"The aim of our design is to express the best of Kalesinterflex."







DESIGN PROFESSIONALS





NOT ONLY DESIGNERS, BUT ALSO ARTISTS!

Let's introduce you to our partners whom we collaborate with; admire their creativity, and who consistently amaze us with the extraordinary atmospheres they create each time.



DIGITAL DESIGN

The constant presence in world markets and assiduous attendance at design-oriented events and fairs make Digital Design a reliable and valuable consultant on updated styles and trends. Through the study of new styles and trends in the world of design to keep up with the times or anticipate them, Digital Design shows every single innovation of our world. At the same time, through the various techniques applied for the realization of the prototypes, the treatment of the surfaces of different materials steeped in the tradition of Italian design and fused with a contemporary culture contribute to the birth of exclusive concepts of high aesthetic value.



GIORGIO MINGARELLI

Mingarelli's creative vision has always been characterized by a high sense of aesthetics and a broad/international glance: key factors that constitute the matrix of each project, characterizing it strongly as Mingarelli's sign. His company, Mingarelli Associati, is a strategic marketing consulting studio that elaborates "tailor-made" projects for its clients, mainly in the field of Ceramic Tiles. In addition to being a manager, Mingarelli is also an extremely eclectic figure, who has always directly followed the whole creative processes as well as the technology innovation of the production.

Origostyle

Origostyle is an Italian studio of research, scouting and material trends. They are inspired by nature, artisans, and architectural expedients to propose an original vision of surfaces. A spasmodic observation of footprints and micro-architectures allows them to propose contemporary atmospheres and ways of living. The team creates graphic projects able to enhance subtle textures and personalized decorative effects. A process that involves creative and technical aspects. In this synergy between creativity and technique Origostyle finds its strength by offering a complete service: starting from trends research and the design proposals for materials and surfaces, high resolution digital graphics.





**ARCHITECTS' INSIGHTS
ON KALESINTERFLEX**



NATURAL, UNIQUE AND FLEXIBLE

Architects immersed in the enchanting world of Kalesinterflex share their thoughts.



AHMET ALATAŞ | Alataş Architecture

"The reason I prefer Kalesinterflex in my projects is the exceptional level of application support and precision that I can feel throughout the entire project. The meticulous handling and installation of this material also greatly impress me. Despite having rejected it in the past, Kalesinterflex is a material that provides a sense of naturalness in our projects, making us truly believe that we have achieved that authenticity."

CELAL ABDİ GÜZER | CAGAW

There are several reasons why we choose to use Kalesinterflex, and here are a few of them: Firstly, it's a unique material in terms of size and lightweight characteristics, allowing for its use in very thin layers. Secondly, it offers dimensions that you won't find in similar materials, giving us greater design flexibility. Thirdly, it's durable and has a natural, refined quality that sets it apart from other materials. It also comes in a variety of colors, making it suitable for both flooring and facades. These qualities enable us to achieve consistency throughout our projects.



EMRE AROLAT | Emre Arolat Architects

"Kalesinterflex is indeed a revolutionary product that stands out for its ability to be installed in large dimensions, as well as its thin and lightweight characteristics. When designing a venue like Zorlu PSM, which will be used by hundreds of thousands of people, our choice of Kalesinterflex was driven by the fact that it provides a material that not only feels comfortable to the touch but also encourages people to interact with it. It's a material that can withstand years of use without any issues arising from contact, and I believe it has fulfilled this role admirably."





AYDAN VOLKAN | Kreatif Mimarlık

"The versatility of Kalesinterflex, its suitability for both interior and exterior applications, is a significant advantage. Particularly for project offices like ours that work on hospital and university campus projects, having a wide range of material variations and dimensions is invaluable. Kalesinterflex, with its texture and color variations, is our top choice for the public buildings we design."

Nevzat Sayın | NSMH

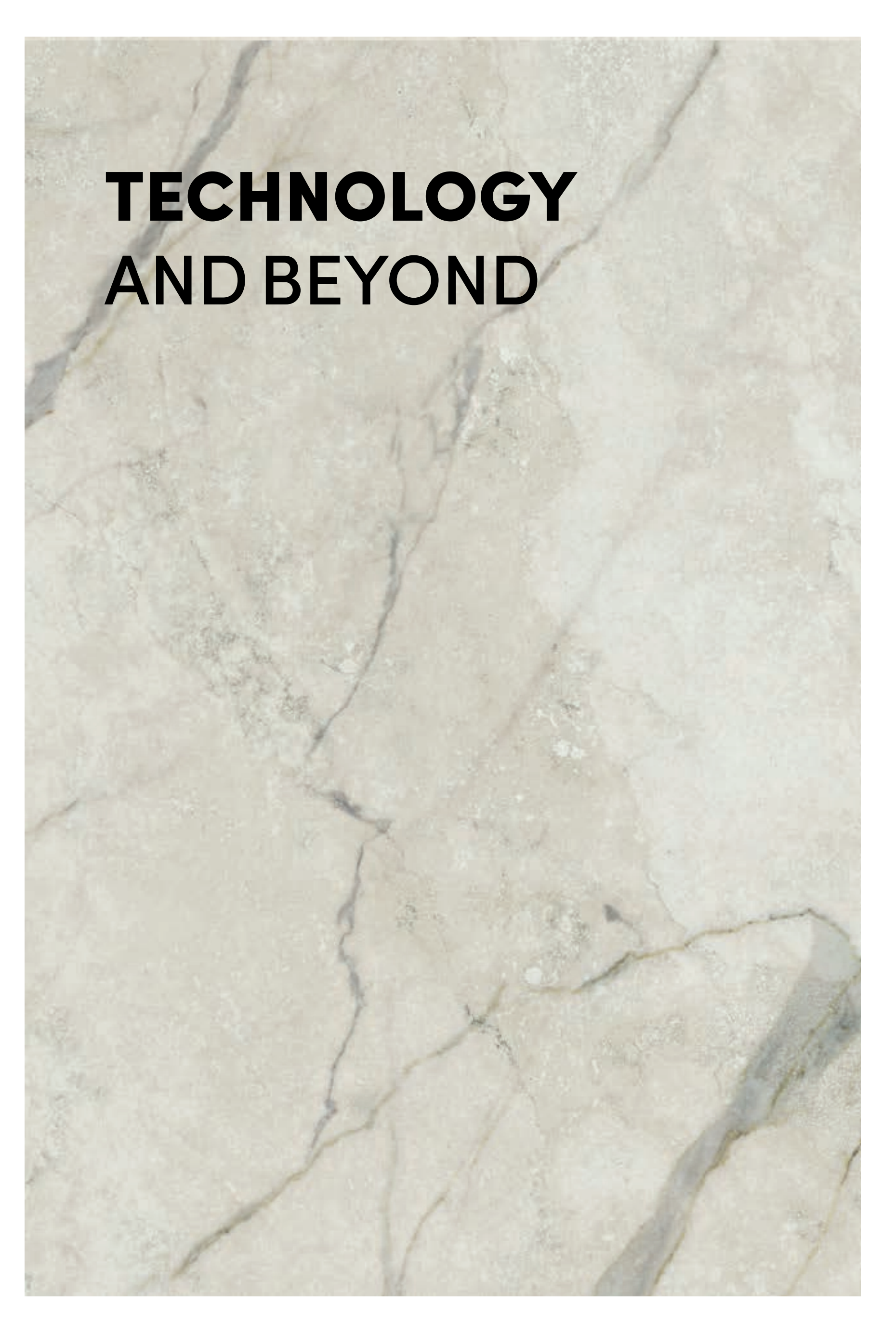
"In projects where hygiene is a top priority, having tiles and cladding materials with minimal joints in wet areas is crucial. Kalesinterflex is one of the rare materials that can provide this feature. Another reason for choosing this product is the unpredictability of dimensions encountered during installation, which can differ from the initially planned sizes. Kalesinterflex makes it much easier to adapt to the actual conditions of the structure, effectively eliminating such risks, and allowing for the creation of custom-made tiles, virtually tailored to your specific needs."



MURAT KADER | İki Design Group

"What people focus on in projects is actually the façade impact and design. The key element here is the material. One of the indispensable materials of Vadi Istanbul was Kale's Sinterflex product, our important solution partner. This material is light, flexible, delicate, allowing us to shape it as desired and produce it in any texture and color we want. It enabled us to completely customize, personalize, and differentiate our projects. Kalesinterflex turned into a product in our projects that reflects its own texture, design, and presence."



The background of the image is a piece of marbled paper with a light beige or cream color base, featuring intricate, flowing veins of grey, blue, and brown. The text is centered in the upper portion of the image.

TECHNOLOGY AND BEYOND

GET READY FOR THE INNOVATIVE LIVING SPACES

Introducing the revolutionary technologies of
Kalesinterflex.



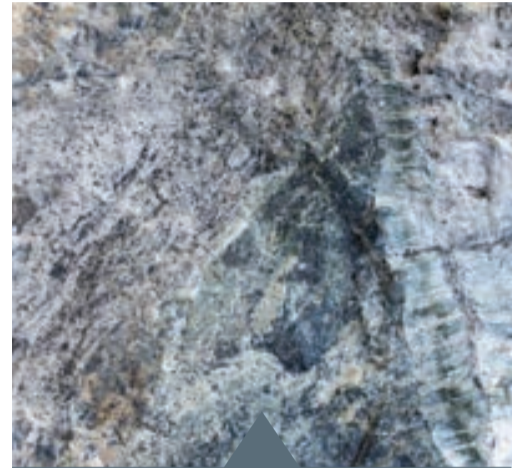
DECOTECH

The technology of art
Varying textures, creating
relief effects, and
enabling synchronized
or independent digital
printing for decorative tiles.



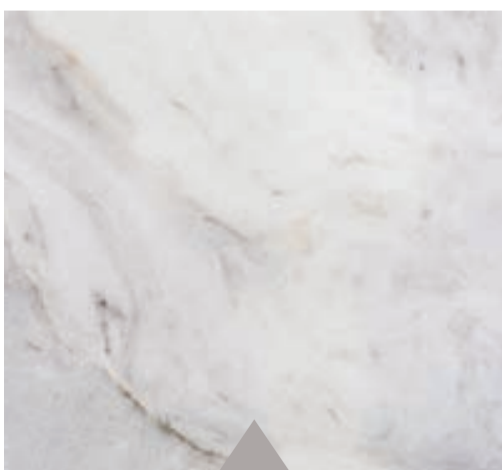
BODYTECH

The technology of consistency
Homogeneous stone texture
with different color tones on the
product surface.



V-INTECH

The technology of nature
Full body with digitally
printed synchronized
veining, offering a look very
close to real marble.



FLOWTECH

The technology of harmony:
Eternity, a feeling of infinity
Pattern tracking between
each panel of products with
a marble-like appearance.



OPENBOOK

The technology of symmetry
Reciprocal pattern by
mirroring one module with
another module in marble-
like products.



GLOWTECH

The technology of sparkle
Polishing the micro metallic
particles on the surface of
glossy products.
Kalesinterflex. New generation
of living spaces.



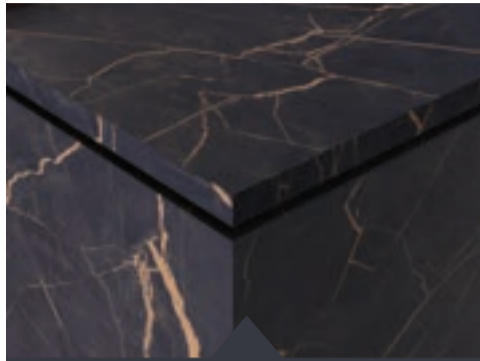
THE NEW ERA IN KITCHENS: T-One





THE INNOVATIVE FACE OF LIVING KITCHEN

Turkey's first and only porcelain countertop, T-One transforms your kitchen experience with its stunning beauty, future-forward technology, unrivaled performance and its sheer ability to make life as joyful as it was meant to be.



HYGIENIC

Due to their non-porous structure, T-One countertops resist harmful bacteria, so you never have to worry about cooking your food safely.

RESISTANCE TO SCRATCHES

T-One's super hard porcelain lets you cut any food without worrying about scratching or abrasion.



AESTHETIC

With a variety of colors and patterns, T-One allows you to choose the countertop that reflects your dreams and fits best with your kitchen.



FIREPROOF

T-One is fireproof so you can safely move your pots and pans from the oven or range to your counter.

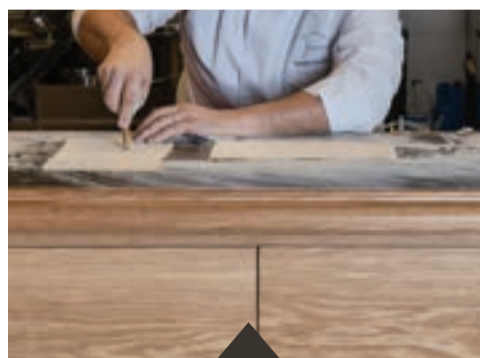
HIGH STAIN RESISTANCE

Thanks to T-One's non-porous structure, permanent stains like tea, coffee, and lemon are a thing of the past.



EASY TO CLEAN

It's quick and easy to clean your T-One countertop with household cleaning products.



DURABLE

T-One, with its durable construction and high performance, lasts longer than others.

RESISTANT TO UV RAYS

T-One is UV resistant and nonfading when exposed to sunlight.



CREATIVE CHEFS AND THEIR T-One EXPERIENCES

ARDA TÜRKMEN

"The T-One Porcelain Countertop is my choice at home, in the studio and the kitchen. It is scratch resistant, stain-proof and extremely durable against heat, and rough objects in the kitchen and it does not become deformed. I love and can't give it up!"



CEYDA ARTUN

"We expect the environment we are in while cooking to help us. We can be comfortable and creative in the kitchen only in this way. I prefer T-One because I can move more freely while cooking. Thanks to its ease of use, and the freedoms it offers."

CLAUDIO CHINALI

"I chose to use T-One for my kitchen because it is an extremely versatile product, resistant to any mistreatment such as hot and greasy pans, cuts... But above all, thanks to its design, it is able to



MAKSUT AŞKAR

"Being a chef is a part of my life rather than a job and I cook just to share this feeling with people. Because I believe that we should inspire each other. One of my biggest supporters in the kitchen is T-One, thanks to its durability, ease of use and aesthetic appearance."

ŞEMSA DENİZSEL

"The T-One Porcelain Countertop is extremely practical! It does not allow acid stains and heat marks, the dough does not stick to it, and it can be easily cleaned... What else do we expect?"





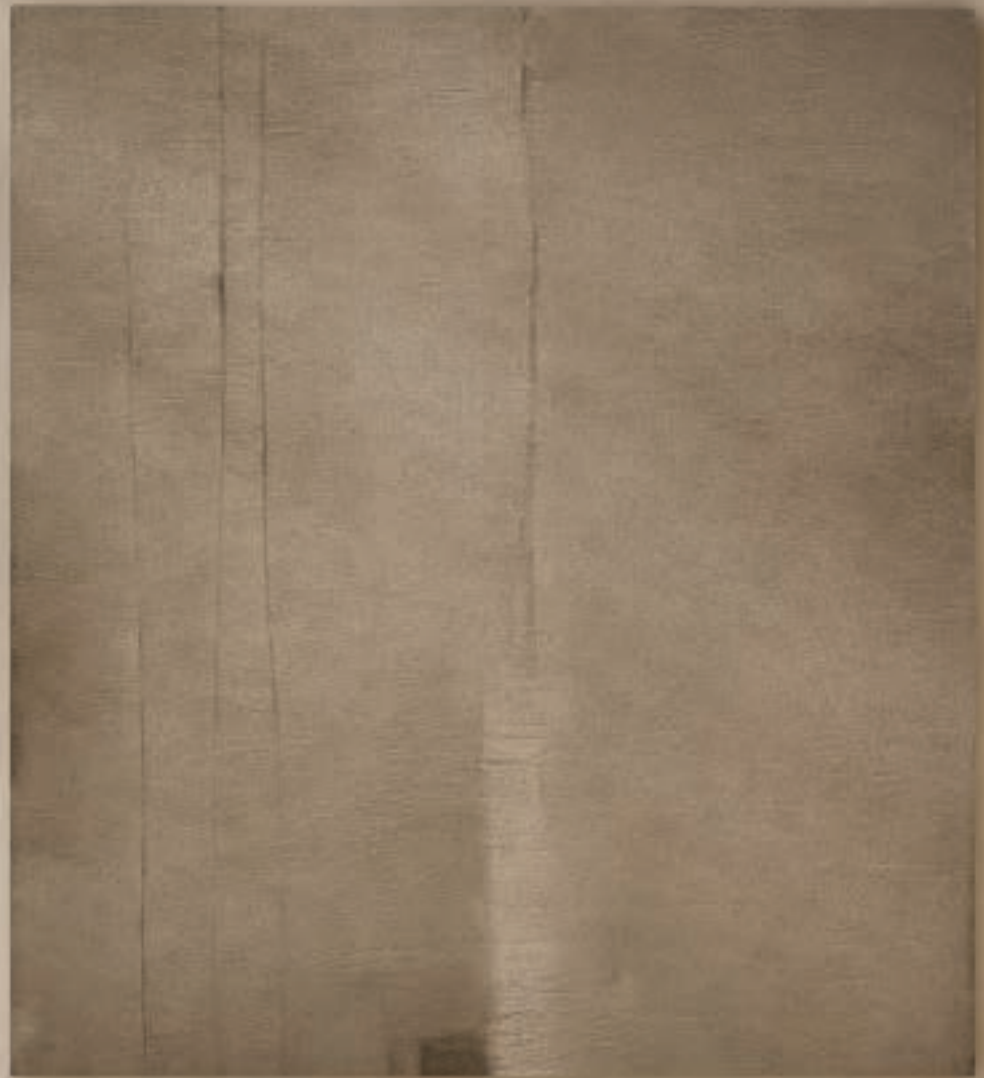
HOW ABOUT CHANGING YOUR PERSPECTIVE OF LIVING?

With its customizable combinations, Livi offers an extraordinary experience to those who nourish their souls with design, to those who love to reflect their style, and to those who delight in sharing their living spaces. It creates a space for blending unique and stylish pieces with a creative eye.



TIME-DEFYING DESIGNS

Thanks to Kalesinterflex, an indispensable material in original architecture, Livi opens up a brand new window to modern lifestyles. It offers usage advantages that go beyond molds with its durable surface and lightweight structure. The innovative technology of porcelain adds value to life, the world, and humanity.



PERFECT COMBINATION OF DESIGN AND TECHNOLOGY

Livi adds dimension to living spaces with durable, sustainable, long-lasting, and timeless pieces. Its philosophy, which focuses on aesthetic and practical features, transforms lifelong details into stylish touches with its stain-resistant, scratch-resistant, long-lasting, fade-resistant in the sun, heat-resistant, ultra-hygienic, and easy-to-clean surface.



THE MEETING OF MODERN AND NATURAL

Livi, offering a unique balance between functionality and aesthetics, takes everyone on a personal journey with its sustainable pieces that can adapt to any space.

NEXT-GENERATION TABLE COMFORT

Thanks to its high scratch, wear, and break resistance, Livi surfaces offer the advantage of direct use without the need for any protective accessories.







**TRANSFORMATIVE
LIVING SPACES:
WHERE DESIGN MEETS
LIFESTYLE**



AMBIANCE FOR ALL

The technical performance of porcelain stoneware plus the most sophisticated design come together in these large-size slabs, creating a seamless and harmonious perception of surfaces and spaces.

GLAMOROUS LIVING SPACES

If you can say “what a relief!” as you step in your home...

If you can see more than four-walls while “inside”...

If you can reflect your own colors, own delights as you wish...

If you can host your dreams as much as your friends for dinner...

If you can raise a flower, a child, or a hope within the peace of your home...

Then, your home becomes your world,

and the world is your home!





THE ULTIMATE COVERING MATERIAL

An indispensable material used for unique architecture, porcelain slab introduces an entirely new look into modern lives. Standing out with its lightweight, flexible form, ease of cutting and durable surface, Kalesinterflex goes beyond the conventional areas of the use of porcelain slabs.



This special porcelain slab introduces a functional and minimalist use as it can be integrated into tables, bathrooms and kitchen counters, taking shape in accordance with the dreams of all professionals and decoration enthusiasts.



INNOVATIVE FACE OF HAPPY KITCHENS

With its elegance and durability,
it's our biggest helper in the kitchen.
Unique colors appeal to every taste.



▪Kale | ▪Kalesinterflex | ▪T-ONE | Livi