



Minimalist lines and added storage functionality define many of Teleset's furniture designs, as seen in the pieces shown here, including the distinctively styled bookcase in the back left.

were Lifestyle Enterprise and Ashley Furniture, both of which were relegated to an outlying building, accessible by an outdoor covered walkway connecting that building with the main complex. Ashley recently opened its first store in Turkey, in the city of Inegol, a furniture manufacturing center that is a shopping destination for young Turkish couples setting up their first households.

According to Ashley's international marketing specialists, Dave Maxey and Abdul Ayyad, the company's showroom was busy from start to finish with international buyers expressing a strong interest in the company's American-style designs.

The Turkish exhibitors offered extensive collections of new product spanning case goods, upholstery, youth furniture and occasional, although the largest presentations were in upholstery. Many of the Turkish manufacturers expressed the intent of expanding exports to the U.S., including

those that have tested the American market before as well as first time exporters to the States.

Youth furniture producer Cilek, for example, one of the larger manufacturers in Turkey, says it does about 40% of its business or \$20 million annually in exports. According to the company's export manager, Behlut Nergiz, the company is looking to increase exports to represent approximately 90% of annual volume within the next five years.

He said that to help accomplish that goal, the company recently implemented lean manufacturing standards, which has allowed it to reduce prices by 20%. Having already tested the U.S. waters, Nergiz said the company has assessed its prior efforts and has adjusted to achieve better results moving forward.

Like Cilek, Turkish case goods and upholstery manufacturer Vanessa has established itself in the U.S. and will be



Odak's contemporary dining room design features a slide-out table extension.

showing at the April High Point Market. At ISMOB, the company showed a range of new contemporary styles aimed at the domestic and export market.

Yatas, another of Turkey's larger manufacturers, is also looking to expand its U.S. presence and came to ISMOB with a range of new mattress and furniture designs. According to Habibe Altop, a principal of the company, Yatas is looking at utilizing its website as an international sales tool, beginning with a focus on its historic core of mattresses.

At the fair the company also showcased new bedroom and living room suites.

"We are looking to demonstrate vignette merchandising, not just furniture, but accessorization and merchandising as a selling concept," Altop said.

At the other end of the style spectrum is Adnan Bostan, which

offers highly ornate, classically designed furniture that is hand-made and painted. The company showed several new high-end designs at the fair, including custom-designed pieces.



The Yatas Infinity collection has subtle angular lines that give a distinctive flavor to its upholstery silhouettes.



Teleset's management sees quality, as evidenced by the extra thick boards shown here, as one of its key points of differentiation.

end of Turkey's furniture market. Like Teleset, the company is looking to expand exports and has identified the U.S. market as a potential area of growth.

The 40-year old furniture manufacturer currently exports primarily to North Africa and the Middle



A craftsman works to wrap sofa foam at Stella's Istanbul manufacturing facility.

East, including Mozambique, Togo, Libya, Iraq and Iran, as well as to England, France and Hungary in Europe.

According to Stella's chairman, Erkan Ozkan, the company places a premium on design as its key point

of differentiation, and employs myriad designers in Turkey and abroad. The company currently utilizes a 160,000-square-foot manufacturing facility, which produces case goods and upholstery.

Ozkan indicated the company's goal is to build its presence in the U.S. to eventually comprise nearly 50% of its business, though it is currently evaluating the market and has done limited exports to date. With 170 employees, Stella has approximate annual revenues of \$10 million to \$15 million and operates 14 stores — four company-owned and 10 franchise units.

The company's upholstery is largely artisan produced, as opposed to U.S. line and cell manufacturing models, although Ozkan stressed that the company looks to offer a higher level of design and detail. As an example he noted that on case goods pieces, drawer interiors and other typically less visible areas are fully finished. In upholstery, the company uses the same fabric on cushions, arms and backs as it does under cushions and in other typically less visible areas.

Such details position the company at higher retails than more mass produced offerings. Ozkan said a bedroom suite would typically retail in the \$5,000 to \$6,000 range.