



TURAŞ Sets Its Sights on Market Leadership in Industrial Gas Valves



Tolga Yaman
TURAŞ Gaz Armatürleri General Manager

TURAŞ, Turkey's largest manufacturer of TURAŞ: Leading the Market Through Production Strength, exports 45% of its production. **TURAŞ Gaz Armatürleri General Manager Tolga Yaman** said, "By adding Industrial Gas Valves to our product range, we continue to invest in making TURAŞ not only Turkey's leading manufacturer, but also a brand that shapes technology in the world gas control systems industry."

Home Appliances Türkiye Suppliers Magazine: Could you briefly introduce yourself?

Tolga Yaman: Most of my nearly thirty years of professional life has been spent in the white goods sector, particularly on the cooking appliances side. I have taken on different roles ranging from sales to business development, from project management to senior executive positions. For a significant part of this time I worked with international customers; I launched new projects, opened new markets, and focused on building long-term partnerships. My years in the automotive supply industry, meanwhile, shaped my perspective on production discipline, quality management, and operational excellence.

I would describe my job at TURAŞ in one sentence as bringing together a long-standing manufacturing heritage with engineering, R&D, and digitalization, and carrying the company toward becoming a technology brand of choice on a global scale.

Home Appliances Türkiye Suppliers Magazine: Could you briefly tell us about TURAŞ Gaz Armatürleri's corporate identity?

Tolga Yaman: TURAŞ was founded in 1984 and is one of Turkey's pioneering manufacturers developing gas control systems for both domestic and industrial cooking appliances. At our approximately 18,000 m² facility in Silivri, Istanbul, our production, R&D, quality, laboratory, and engineering teams all work under the same roof.

What defines us is not only our production volume, but an engineering culture that can manage the entire process in-house, from design to verification testing. This structure is also the foundation of the customer relationships we have maintained with confidence for many years, both domestically and in international markets.

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Magazine: Could you tell us about your production capacity and products? Which sectors do you serve?

Tolga Yaman: We have the largest production capacity for gas valves in Turkey. Our product range is grouped into three main categories:

- Safety and non-safety gas valves for domestic cooking appliances,
- High-performance oven burners for full-size ovens, which we recently began producing,
- Safety gas valves we have developed for industrial cooking appliances.

With these products we serve two distinct worlds: white goods manufacturers on one side, and the professional kitchen equipment sector on the other. At the point we have reached today, we can meet most of a customer's gas control system needs from a single source — and this is made possible by our engineering and production strength.

TURAŞ: Leading the Market Through Production Strength

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Magazine: What is your position in the Turkish and world markets for domestic cooking appliances?

Tolga Yaman: In Turkey, we are the market leader through our production capacity. Internationally, we are one of the world's three major manufacturers of gas valves for domestic cooking appliances.

This position is no coincidence. Nearly forty years of experience, a strong engineering infrastructure, and the production technology investments we have made in recent years have come together. Today our products operate in appliances of leading white goods manufacturers in many countries around the world.

For us, the real issue is not protecting our current position, but growing our weight on the world stage through our expanding product portfolio and new markets.



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Magazine: Could you tell us about your new product group, Industrial Gas Valves?

Tolga Yaman: Industrial cooking appliances are one of the main pillars of our growth plan for the coming period. Three criteria stand out in professional kitchens: safety, durability, and long service life. These products operate under pressure and are designed for intensive use.

It is no coincidence that we launched this product at this particular time. After completing the first phase of our strategy — our aluminum conversion projects — we moved into the second phase: expanding our product range. Industrial safety gas valves are exactly the product of this phase. We developed and began producing this next-generation product entirely in-house to meet these requirements.

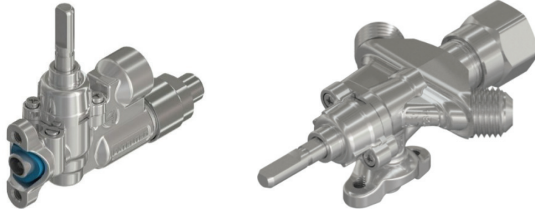
Our expectation is clear: to become the dominant player in this category, both domestically and in foreign markets.

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Magazine: Could you elaborate on brass and aluminum gas valves production for both types of cooking appliances?

Tolga Yaman: Brass valves stand out especially in heavy-duty conditions, thanks to their high mechanical strength and long service life. This is a well-known and trusted solution in the sector.

On the aluminum side, we underwent a genuine technological transformation. The high-strength aluminum alloys we developed combine the advantage of light weight with high strength and long life.



The advanced material technologies we use include solutions inspired by high-performance alloy approaches from the aerospace industry, as well as specialized production processes.

The result is tangible for the customer: a lighter, more durable product that does not compromise on safety standards.

Home Appliances Türkiye Suppliers Magazine: What are your targets and target markets for the burners you produce for full-size ovens?

Tolga Yaman: Oven burners are a very recent addition to our portfolio, but strategically it is a high-priority group. This step is also part of the product-range expansion phase we launched after our aluminum conversion; with this investment we offer our customers a more comprehensive solution while also deepening our existing partnerships.

Our roadmap is clear: first to expand this product among our existing customers, then to open up to new markets, primarily in Europe, the Middle East, North Africa, and the Americas. In the long run, we want to make burners one of the company's main growth areas.

Home Appliances Türkiye Suppliers Magazine: How was the first half of 2026 for your company? How would you assess it compared to the previous year?

Tolga Yaman: Despite the uncertainty in the global economy, we had a productive first half. During this period we completed our aluminum conversion projects on the domestic gas valve side, and put our new industrial product range and our oven burner into production. Our automation and efficiency efforts also delivered concrete gains.

These are the result not of a single year, but of several years of consistent effort. I believe that with new customer acquisitions and export projects in the second half, we will close the year in line with our plan.

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Magazine: Could you elaborate on TURAŞ's patents and quality certifications?

Tolga Yaman: Innovation is not a slogan for us, it is how we work. To date we have filed more than 150 patent and utility model applications; this number is perhaps the most concrete proof of our engineering capability.

Thanks to the quality management systems we have in place and our production approach in line with international standards, we meet the high reliability standards expected by the world's leading manufacturers

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Magazine: Could you tell us about your R&D department?

Tolga Yaman: We do not view our R&D center merely as "a place that designs new products." It is also a strategic engineering center that develops our production technologies.

Alongside product design, we work on material technologies, gas control systems, verification testing, and the improvement of production processes. If I had to point to a single source of our competitive advantage, it would be R&D.

TURAŞ, with Turkey's largest production capacity for domestic gas valves, exports 45% of its production

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Magazine: How much of your production do you export? Mainly to which countries? Do you have new market targets?

Tolga Yaman: We export approximately 45% of our production. We export to many countries, primarily across Europe, as well as to the Middle East, North Africa, and the Americas.

In our 2027 plan, our priority is twofold: on one hand, to consolidate our position in the markets where we are already strong, and on the other, to build new business partnerships in new geographies. In particular, we want to significantly grow our global market share by increasing the share of our high-value-added products in exports.

Home Appliances Türkiye Suppliers Magazine: Have you made any recent investments? Are you investing in digitalization and automation?

Tolga Yaman: Yes, and at a scale that will shape the company's future. As we renew our machinery fleet, we have allocated significant resources to high-precision production systems, robotic applications, and advanced automation.

Our aim is not just to produce more. We are building a production infrastructure that standardizes quality, makes efficiency sustainable, and delivers the same level to the customer every time. That is where the difference begins.

Home Appliances Türkiye Suppliers Magazine: Could you elaborate on your automation and digitalization practices?

Tolga Yaman: Today we are an engineering company that develops not only products but also production technology. This approach is reflected directly on our shop floor fully automatic, unmanned assembly lines, 100% automatic control and test systems, robot-assisted production cells, and digital process tracking infrastructures.

Most of our critical operations today run on systems that minimize operator intervention. This means both continuity in the product and a clear increase in efficiency. We continuously improve our processes by analyzing production data digitally. We see digitalization not as an issue for today, but as the field that will determine competitiveness for the next decade.

Home Appliances Türkiye Suppliers Magazine: How do you assess the development of the white goods sector in recent years?

Tolga Yaman: The white goods industry is one of the sectors where global competition and technological transformation are felt most intensely. Energy efficiency, sustainability, smart products, and rapid development capability are now the determinants of competitiveness.

This picture demands from suppliers not just quality production, but also innovation, flexibility, and technology development competence. We read this transformation not as a threat but as an opportunity; we want to stand on the side that provides our customers not just a product, but technology as well.

Home Appliances Türkiye Suppliers Magazine: Will you reach your 2026 targets by year-end? What are your production volume targets for 2027?

Tolga Yaman: We are progressing in line with our 2026 plan and expect to close the year with the performance we targeted. The agenda for 2027 is clear: new markets, new customers, growth of high-value-added products, and a marked increase in our global market share.

Our ultimate goal is to make TURAŞ not only Turkey's leading manufacturer, but a brand that shapes technology in the world gas control systems industry.

Home Appliances Türkiye Suppliers Magazine: Is there anything you would like to add?

Tolga Yaman: Competition in industry is no longer measured by capacity alone; technology development capability, innovation, speed, and sustainability are now equally important drivers of competitiveness. We are playing at this table by combining our deep-rooted manufacturing experience with advanced engineering, and by investing in R&D, automation, and digitalization.

Our goal for our customers is simple but ambitious: to go beyond being a good supplier and become a long-term technology partner that creates value together with them. In the period ahead, with our new products and global growth strategy, we will continue to contribute both to the sector and to the national economy — becoming one of the companies that shapes the cooking technologies not only of today, but of the future.

