

RAPRO CONTINUES TO DEVELOP WITH ITS NEW LOGISTICS CENTER WITHOUT SLOWING DOWN...



RAPRO Turgutlu Logistics Center



RAPRO Kemalpaşa Production Facility

The 16 thousand m² wide Logistics Center which is located in Manisa Turgutlu has opened for service by July 2016.

We conducted an enjoyable interview with Selim Aksoy who is the foreign trade manager of Rapro, which raised its aims for exportation after its Logistics Center came into service.

Can you give us some information about foundation of your company and its area of activity?

S.A: Our company was founded in 2003 by Roberto and Patrizio Ragusin, by taking power and inspiration from their father Gian Giacomo Ragusin's more than 45 years of experience, who was one of the first rubber car part producers and exporters of Turkey.

RAPRO, which started its activities in a 2 thousand m² place in Izmir Çamdibi, continues to its production today in its 17 thousand m² factory which is located in Izmir /Kemalpaşa, where the highest technological opportunities of 21st century are being facilitated.

Cooling, heating, air and fuel hoses, engine mounts, bearings and bellows primarily for automotive OEM and aftermarket, we are probably one and only company in Turkey which produce for OEM and Aftermarket together from 1 production facility, with same product quality. We also serve a lot of industries such as white appliances, marine, agriculture, etc.,. As the pioneer rubber car part producer and supplier in global market since its foundation, it is preferred by world-wide big trademarks.

Our company has TS 16949, ISO 14001, ISO 9001 and OHSAS 18001 certificates and ability to conduct all the tests requested by automotive OEM industry in its own laboratories without sacrificing from sense quality ever.

When did you start exporting? Which markets are you working in?

S.A: Rapro conducted its first exportation in 2005 and today it exports 85% of its production to more than 50 countries over 5 continent. With the acceleration we acquired within last 5 years, we managed to multiply our exportation turnover by five and to become a trademark which is in demand in export markets. We gained an important place especially in North America and Europa markets. Despite other companies, we have the rightful pride of not importing from China but exporting our own products to China.

After what kind of a market research you are launching your products to the market? What are your aims for export market for the forthcoming period?

S.A: One of our most important properties as Rapro, is our sensibility in subject of product development. We are coming to the forefront with our ability to complete our product development process and add the product to our product catalogue before our customers demand it, by closely following the developing tendencies and needs in the market. Every year we are adding average of 1000 new products to our product catalogue. One of our aims for the forthcoming period is to become a trade mark which made a name for itself also in the Asia and Australia markets, by enlarging our product range in especially Japanese and Korean vehicle groups. Alongside this, we are also aiming to increase our existence in South America Market.

Top 1000 Exporters of Turkey



Rapro Foreign Trade Manager Selim Aksoy

Can you tell us about your product range?

S.A.: Rapro is the leader company in the market with its product range with over 8000 products. Our company which serves the customers especially with over 1000 turbo hose types, became the company which has the biggest turbo hose product range under a single roof in the world. Our Online Product Catalogue has come into service to ensure customers to easily reach any kind of information about our products. Our customers who wishes to make detailed examinations, can reach any product they wish at www.rapro.com.tr by clicking online catalogue tab.

Can you tell us about recent structurings of your company if there is?

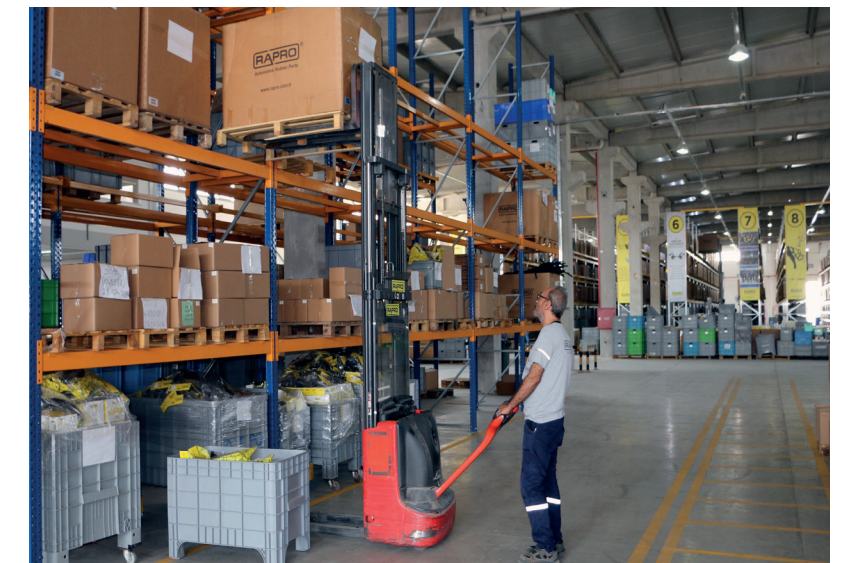
S.A: Our company, by breaking a new ground in its industry again, for being able to provide better and faster service to its customers, opened its 16 thousand m² Logistics Center for service, which is located in Manisa/Turgutlu, by July 2016. At our new Logistics Center, employment opportunity provided for 100 more people and our total employee count reached to 350.

What is your purpose of setting up the new Logistics Center and your new aims?

S.A: When we are evaluating our total of domestic and export sales, the rate of products with Rapro trademark in total sales is around 25%. One of our new aims with our new logistics

center is to double the rate of our Rapro-Private Label product sales in our total sales. In this way, we believe that we are going to take firm steps forward on the way of becoming a world-wide trademark.

We Started Exporting To China



Our target is to become one of the "Top 1000 Exporters of Turkey" until 2023 and to set up two new Logistics Centers one in Europe and one in Russia.

