



PRESENTATION CATALOGUE

OUR STORY



OUR VISION

To be the most valuable industrial company that has gained expertise in every stage of the production and distribution of packaging products and to provide permanent advantages by creating differences in our sector. To make the Mayapack brand a world brand by increasing its effectiveness in international markets.

OUR MISSION

While designing safe, high-quality, cost-effective products, our priority is to build the most efficient operation that is sustainable and open to development. Additionally; to comply with the working schedule of our clients and helping the career development of Mayapack employees at the same time.

OUR VALUES

COMMITMENT TO COLLABORATIONS



We attach great importance to open communication, honesty and fair management in our relationships by establishing good-willing, fair and mutual value-creating relationships with all our business partners and their employees.

CUSTOMER ORIENTED APPROACH



We perceive our clients' needs quickly and accurately to take an agile, proactive and innovative approach to meet their changing expectations for a better operation.

PERFECTIONALISM



We form the basis of our understanding of operational excellence with the effective use of technology in all areas, lean business processes, defined business systematics, data-based and fast decision-making systems.

HUMAN RESOURCES



We believe that our human resources, who are educated, experienced, have a high sense of loyalty and ownership, are open to all science based developments, value information sharing and the spirit of unity, have adopted a participatory management approach and success oriented work; are one of our most important values on the path of "Science, Unity and Success".

ETHICS



We act transparently and in accordance with international business ethics rules. We prioritize the highest moral values in all decisions and relationships, and carefully follow laws and legal rules.

LEADERSHIP FEATURE



While managing our talents with unique leadership elements aimed at customer expectations inherent in our genetic codes, in order to do the best, we maintain our leading attitude in our industry all the time by investing in opportunities that have not been tried before.

INNOVATIVE ATTITUDE



We value innovation and creativity in all our functions that we activate towards our goals. To be the pioneer of change and the address of firsts; we invest in innovation, technology, design and R&D.

PRIVACY POLICY



We care about protecting the privacy and private information of our customers, suppliers, employees and other relevant people and organizations we work with.

OUR GOALS

Customer Satisfaction Index (CSI) Increase

By measuring the Customer Satisfaction Index at regular intervals, we aim for a rate of 90% or more by the end of the year.

Fast and Effective Customer Service

We are planning to respond to customer demands faster and more effectively by optimizing the return processes to our customers.

Personalized Customer Experience

We aim to provide personalized services and products by creating data analysis and customer segmentation.

New Product and Service Development

We are aiming to expand our customer portfolio by developing new products and services that meet our customers' expectations.

Customer Loyalty Program Development

We plan to increase customer loyalty by creating innovative and attractive customer loyalty programs.

Customer Training and Awareness

We aim to provide regular training to customers about products and services and create informative content.



Strengthening the Digital Presence

With the innovative digital infrastructure we have created, we aim to develop B2B strategies such as creating demand, receiving offers, placing orders and order tracking.

Logistics and Distribution Process Development

While delivering the products to our customers quickly, we plan to create a wide storage and distribution network by customizing our distribution channels with low-cost and effective logistics operations.

Increasing Our Market Share

We aim to increase our sales performance by strengthening marketing efforts to reach a wider target audience.

Saving Labor, Time, Resources and Energy

We aim to save labor and time by optimizing our business processes in terms of energy usage and how we can use resources more efficiently in our factory and organizational processes.

Determining Strategic Partners

By making new investments in developing our activities in Europe, we aim to create opportunities to establish strategic partnerships and collaborations in the future.

Accelerating Employee Development

We aim to support the creativity of our employees with internal projects that encourage innovation.

Social Responsibility Projects

We plan to focus on environmental sustainability projects in order to fulfill our responsibilities towards society.



With the power of our internal motivation, we started to work with great excitement and little anxiety.



YEAR 2011...

"A Success Story that Started 12 Years Ago, Mayapack Company was Established in 2011."

Mayapack company has a story that started in a small workshop of only 300 m². Founded in the early days with a team of only 7 people and limited resources, the company set out with great excitement and determination. First big order of 20,000 luxury paper bags has been received. The whole team is determined to cope with this challenging task. Since the first client is a well-established diamond brand in Turkey, expectations are high. Preparations for the order begins and the team works together to complete every stage of production meticulously.

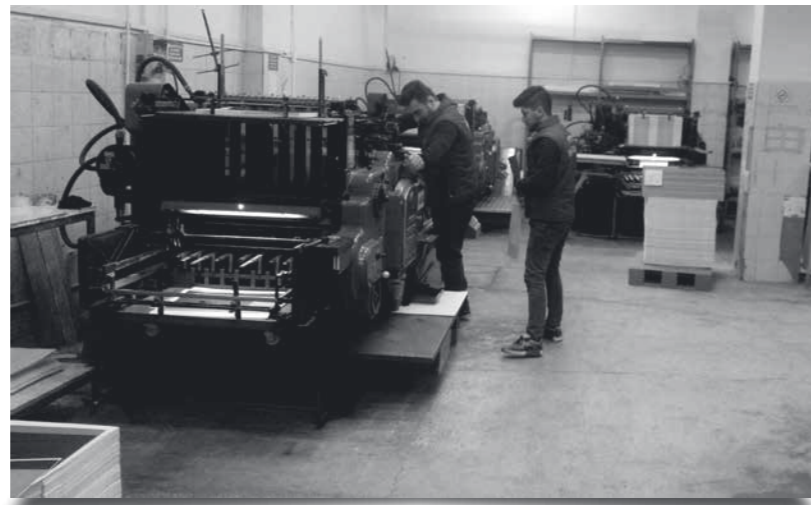
When the customer receives the product and is satisfied, it increases the team's self-confidence. After the first successful business, the Mayapack team focuses on their future goals with a strong source of motivation. Mayapack becomes a rapidly growing company and has the opportunity to work with Turkey's leading brands in many sectors. The company gets ahead of its competitors with the quality products they produce and the facilitating services they provide.

They have the opportunity to work and gain experience with Turkey's leading brands in many sectors, including jewellery, cosmetics, optics, medical, health, electronics, technology, gift product, floristry, media communication, advertising, entertainment, education, tourism, food, retail, shoes, leather, ready-made clothing and home textile.

It increases production capacities and expands its machinery over time. As the company develops, the team also grows and more people are employed. In 2015, a production area of 1200 m² was reached and the production capacity was increased by adding new machines. During this period, it reaches a point where it can produce an order of 400,000 units in 4 weeks.



In this story that started in a small workshop with determination and rose with faith; we always proudly carry our past, achievements and experiences to the future.



Sometimes, we have had difficult experiences that are necessary to learn from our experiences.





We were committed with all our heart and mind to our goal of going beyond borders, moving up the class and being discovered.



CTP Molding Machine

- Our Product Development department; start the story of your orders in Mayapack by carrying out stages such as pre-press graphics, templates and die-cuts...

- Printing molds of your orders are prepared on our CTP machines and delivered to the production department...

YEAR 2016...

"We Open the Doors of Europe with the World Brand of the Future."

Mayapack company has always prioritized customer satisfaction while producing luxury paper bags and has gained an important position in its sector in Turkey by constantly improving its service quality. During this period, it is decided to take a big step with the aim of becoming an international player by going beyond local borders. In line with this goal, serious preparations are made to open up to the European market.

An effective market research project is created by making classified analyzes and descriptive evaluations for the packaging industry across Europe. In order to enter this large and special market, many companies that trade or produce packaging products in each country, from Portugal to Sweden, from Ireland to Greece, are reviewed in detail.

Door-to-Door marketing model is preferred to make a strong entry into the European market. With a marketing strategy in this format, personal interaction with the target audience and one-on-one communication with customers could provide direct information about their needs, questions and concerns. It was thought that it would be a great opportunity to meet face to face with potential customers and evaluate cooperation opportunities.

The first stop was the Netherlands and 47 customer visits were made in 12 days. By receiving rapid feedback in this process, the first export orders were received on June 17, 2016, the last business day of the first week after the trip. Motivation increases with a new order the next week, another order the same week, and each new order received in the following days.

A similar strategy is used to enter other European countries such as Belgium and France. In the second stop which was Belgium, 37 customer visits were made in 12 days. The third stop planned in a few months is France. In France, with its wide geography and crowded population, a total of 58 customer visits were made by organizing 12-day trips on 2 different dates in a row.

2016 was completed with customer visits to the Netherlands, Belgium and France. As a result of visits in Europe, production capacity is increased and export rates increase at the end of the year. Visits continue by confirming the importance of door-to-door customer visits and the success they bring.

Customer visits in 2017 start with trips to Austria and Germany. A total of 88 customer visits were made to these 2 countries on 4 different dates in a row, with 12-day trips, using a similar strategy. Thanks to these visits, customers' trust is gained and they have the opportunity to add value to their business.

In 2018, the production area was expanded and the production capacity was increased. During this period, Mayapack enlarged its machinery and had a production area of 2,500 m². The number of the team reaches 65 people and the production capacity of 1,000,000 units is reached in 4 weeks.

Marketing tours continue in 2019. Export rates are further increased by visiting countries such as Ireland and England, with a total of 60 customer visits on 12-day trips on 2 different dates. With the orders of new customers gained in this process, a large part of the production capacity is directed to Europe.

In this process, Mayapack has achieved great success in Europe with meticulous preparations, market research and customer visits and has become a well-known brand in the international arena. This story was an example of where determination, strategy and a customer-focused approach came together to create great success.



By constantly learning, improving and surpassing ourselves; we set out to take firm steps towards our goals.

• Production Planning department plans the necessary materials needed for your orders and plans the production processes...



Roll Paper Sizing Machine

• The most suitable paper-roll sizes for your orders are determined and sheeted on our roll cutting machine for production.



• The production process of your orders starts with printing on our offset printing machines.

2 Colour Offset Printing Machine



6 Colour + Varnish Offset Printing Machine



While realizing our Door-to-Door success journey in Europe, we made a difference in the global market by pursuing customer-oriented growth.



Lamination Machine



Our primary goal is to gain the trust of our customers with the services we offer and to add value to their business with the quality products we produce.



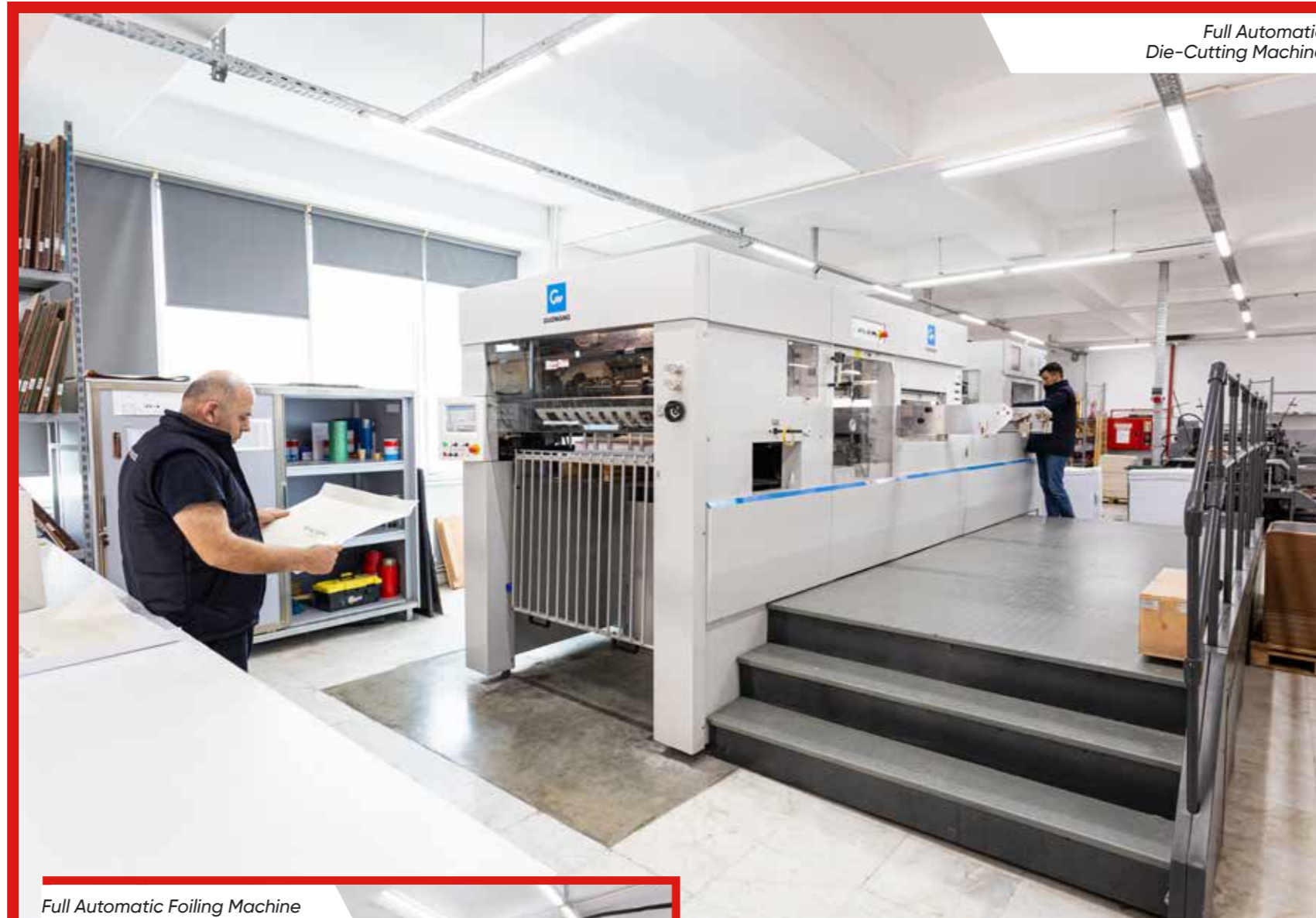
YEAR 2020...

"For the COVID-19 Pandemic and European Distribution Network, Our Company Maya Packingdom Distribution GmbH – Germany is Established."

In 2020, there were great difficulties in the trade and production sectors worldwide due to the impact of the COVID-19 pandemic. Closing of production facilities and travel restrictions negatively affected supply chains, causing serious problems in transporting materials and products. This situation led to raw material shortages and price increases in many sectors. In the post-pandemic era, businesses needed to make their supply chains more robust and flexible. At the same time, it became important to create alternative supply sources to reduce risks.

Europe was representing a large and diverse market and there was an opportunity to exist more effectively in this market. Therefore, the decision was made to establish a distribution network in Europe. This would help deliver products to customers in Europe more quickly and economically. However, this process had to be planned in accordance with local legal requirements and business regulations.

As a result, a distribution company called Maya Packingdom Distribution GmbH was established in the Monheim region of Germany in the last quarter of 2020. This company aimed to provide better service to customers by having a Europe-based distribution network while producing from Turkey. This step was considered an important step taken to increase market access, provide logistics advantages, create tax advantages for customers and facilitate customs procedures.



Full Automatic Die-Cutting Machine



Semi-Automatic Die-Cutting Machine

• Your orders begin to take their initial shape as sheets in our automatic die-cutting machines.



Full Automatic Foiling Machine



Cutting Machines

We expanded our production facility and machinery with technological investments. In this way, we moved to a more efficient and modern production process.

High Speed Luxury Paper Bag Production and Fully Automatic Machinery

Our new generation luxury paper bag production line is designed to produce high quantities and high quality with fully automated machines. Ideal for producing strong, durable and aesthetically pleasing luxury paper bags at high speed and low costs. These machines automatically fold and glue the body of paper bags. It also automatically places up to 4 upper reinforcement cartons and aligns the lower reinforcement cartons, automatically placing and gluing them.



Full Automatic Luxury Paper Bag Production Line



• Your luxury paper bag orders are finalized and shaped with our state-of-the-art automatic gluing and folding machines.



YEAR 2021...

“On the First Day of the Year, We Start to Work in Our New Factory.”

The first phase of the restructuring process began with the construction of the new factory building. This major step was an exciting development and milestone. The new facility had a production area of 8,000 m² and offered the capacity to produce more products or services. This provided the opportunity to serve larger orders and more customers. Capacity was increased by 50% by expanding the production area and increasing the number of employees. Mayapack reached a production capacity of 1,500,000 units in 4 weeks with a team of approximately 100 people.

However, the company aimed to replace its manual labor-based methods in production with an approach focused on almost 100% automation. This could speed up business processes and increase efficiency. Automation systems could work faster and without interruption than people, which meant more production. Automation could make business processes more consistent and precise, improving quality. This approach could reduce labor costs and meet greater demand by achieving higher production capacity. The automation system could increase environmental sustainability by ensuring more efficient use of energy and resources.

Focusing on new products in the packaging industry and diversifying our production line for this purpose would greatly increase Mayapack's competitive advantage. For this purpose, the company would evaluate the production of new and different products within the scope of a project and review its existing production capabilities to expand its product range.

Preparations for the new technological equipment and infrastructure would be completed as a result of a year-long meticulous work. By the end of 2021, the necessary equipment would be ready for installation in the factory while preparing to order from suppliers in different countries of the world. This process was an important milestone to launch the next phase of the company's strategy to transition to automation and increase production capacity.

Special Paper Bag Production Solutions for Luxury Brands with Turn Top J-Cut Technology

It provides high efficiency and precision in production with automatic paper bag folding and gluing machines, and aims to produce a new generation of production instead of traditional manual labor. Basically, it's main purpose is to produce high quality and private label luxury paper bags. Luxury paper bags produced with these machines are often preferred by high-end retail stores and luxury brands to package their products and present them to their customers. With Mayapack, you will discover your potential in the luxury paper bag industry.

J-Cut Turn Top Automatic Paper Bag Machine



Luxury Paper Bag Automatic Rope And Ribbon Attaching Machine



We achieved our goal of achieving greater efficiency by increasing the automation of our production capacity and business processes.



Fast and Precise Box Production Solutions with Innovative Automation

Thanks to our new production line in box production and our infrastructure suitable for automation, we are starting a new era in this field. In order to meet the demands of our customers and offer alternative products, we make box production faster, more precise and more efficient with our state-of-the-art machines. We are here to offer solutions for your specially designed box orders with our new machines that combine speed, precision and quality to improve the quality of our products and shorten delivery times.



Box Folding & Pasting Machine

YEAR 2022...

"We Started the Production Line Expansion and ERP System Implementation Process in the Growth and Transformation Story of Our Company."

The company took the second major step of the restructuring process in 2022. In this step, new production machines were ordered to produce different and new products in the packaging industry. Preparations were made and processes were planned for the installation of each of these machines which would produce different products, in the factory. During this process, an average period of 6 to 10 months was foreseen for the installation and integration of new production machines into the facility. During this period, new machines from different countries of the world would begin to arrive at the facility one by one, and their installations would be completed by the end of the year.

In the same year, as the third major step of the restructuring process, it was decided to establish an ERP (Enterprise Resource Planning) software system that would enable all business processes of the company to be managed in an integrated manner. This software aimed to collect data from production processes, warehouse management, supply chain management, logistics operations, CRM, finance, accounting, human resources, inventory management and other operational areas on a single central platform. During the first year of this process, tests were carried out on different ERP programs, but a suitable software that would provide the desired efficiency could not be found.

Overcoming the challenges of the restructuring process required careful planning, effective communication, appropriate training and adaptation processes.



PVC Window Pasting & Mounting Machine

• Your soft box orders of different types and models are shaped into their final form thanks to our automatic box gluing and folding machines.



Trapezoid Box Pasting Machine



Lamination Machine For Dark Base

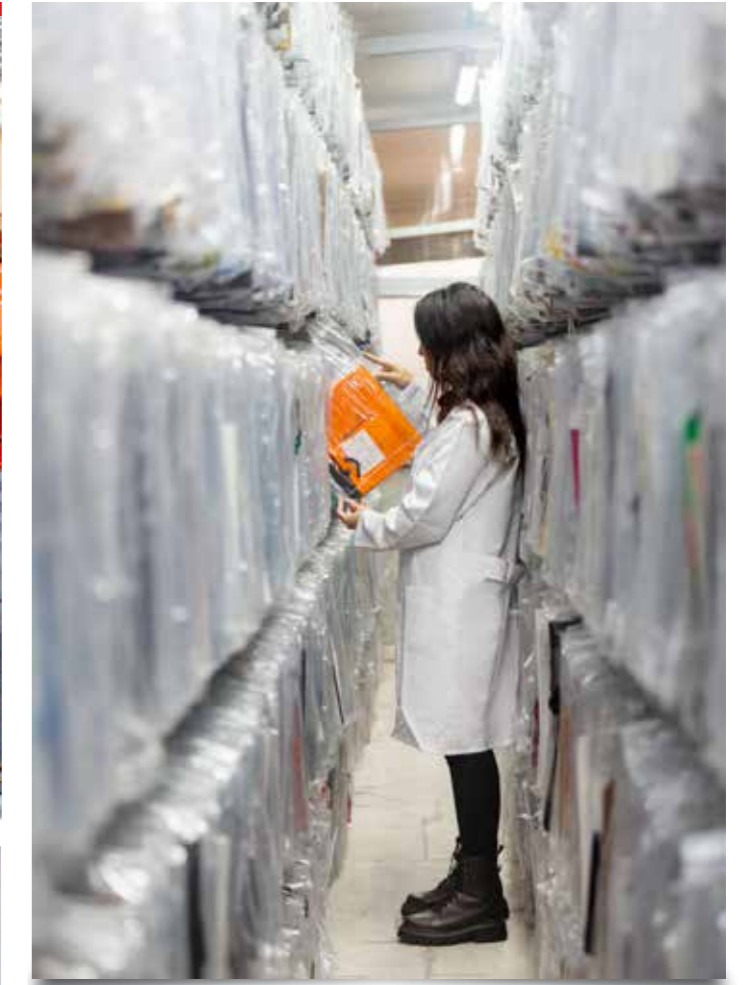
New production machines and ERP software system would require employees to use new technology and learn new business processes. It was expected that everyone would understand the importance of these training and adaptation processes and that the management team would emphasize this issue to all employees. Additionally, it would be taken into account that there may be employees who may be resistant to changes in business processes. For these reasons, the restructuring process could be a long process and in some cases create uncertainty and could also affect the workforce performance.

The business processes and needs required for the installation of the new production line and the ERP system to be determined in the new year had to be carefully determined. In this process, human resource management issues such as employee loss would also be taken into account. It would be defined in which departments and in which positions employees would be required, and job postings would be created to recruit new employees.

By the end of 2022, new production machines were installed in the factory, production capacity was increased with technological machines suitable for automation, and work on the ERP system accelerated. In addition, Maya Packingdom Distribution GmbH, located in the Monheim region of Germany, expanded its distribution network by establishing transfer points in Austria and Bulgaria. This situation facilitated transit trade to many European countries and provided the opportunity to offer tax advantages to customers.



• In our accessory and auxiliary material warehouse, the requirements needed for each of your different orders are meticulously followed and fully supplied.



• Each order produced in our factory is meticulously checked and carefully archived by our Quality Department.



• While each new order heralds a different story, the paper stocks required for new jobs are always kept ready in our warehouses.



Moving to our new factory with all our units was the first and most important step we took for our strategy and restructuring project.



• Two different showrooms in our factory, equipped with rich products, offer our customers the opportunity to closely examine and choose our products.



In order to increase our product diversity, we evaluated and examined the necessary equipment, technology and workforce.

YEAR 2023...

“With the Restructuring Vision, We Continue Our Future Goals of Change, Expansion.”

In early 2023, our research team, which worked diligently for about a year, found a valuable business partner who developed a special ERP (Enterprise Resource Planning) software system that is most suitable for the company and will take us into the future. Our research team, which has been working on test versions for a long time and has experience in software, would collaborate with our business partner in this field during the development stages.

On the other hand, while regularly testing our new machinery, we had to evaluate the performance of the machines, total factor efficiency, and product and service quality. Based on the test results, we had to make the necessary improvements and take the necessary measures to improve performance. We had to constantly monitor the new machinery and regularly evaluate the performance of each new machine we added to our facility. We analyzed the results of every test we ran and evaluated how each test scenario affected the performance of the machines. These testing processes would help make the machines more efficient and reliable. For this reason, we followed this process closely throughout the year 2023.

In 2023, we had to clearly plan the future steps of the restructuring process with our new production format and ERP system implementation. We started working to determine the business tracking processes to be established in this process, which departments and units to be established and how the processes will be carried out. We were constantly doing business analysis to understand which business processes were prioritized and the core functions of our organization.

To ensure effective communication between our newly created departments and teams, we needed to ensure that all stakeholders were focused on the same goals. We started to determine the capacity and performance of the new production line, business processes and department structuring compatible with the new ERP system. We started in 2023 to create the necessary data for business analysis studies that will help us restructure our company and manage our business processes. Based on the analysis results, we made evaluations to improve our business processes and organizational structure and ensured the redesign of our business processes and redistribution of tasks. We were preparing a chart showing current business processes, employee roles, tasks and workflows, and our company's organizational structure and hierarchy. The organizational chart created based on the results of the job analysis explained the functioning of our company and who took on what duties.

Based on the analysis results, we made suggestions to improve our business processes and organizational structure and ensured the redesign of our business processes and redistribution of tasks. As a result of all these studies, we created operational units such as Sales, Marketing, Product Development, Purchasing and Warehouse, Quality, Planning, Production, Logistics, Accounting and Finance. In addition, we ensured the formation of support units such as Human Resources, Project Development, Corporate Communications, Information Technology, Data Analysis, Business Analysis and Process Development. We constantly develop the restructuring process in line with the needs and goals of our company and implement our new organizational structure by monitoring the effects of this process.



• Our operations team follows the processes of your orders with great care, manages them precisely and works to achieve excellent results.



We achieved our goal of having the highest production capacity in Europe. We will continue to work in line with our organizational goals.





Our Expanding Logistics Network in Europe and Duty-Free Delivery Services to Many Countries

Our company; Maya Packingdom Distribution GmbH, where we carry out our European logistics operations, has expanded its distribution network by establishing transfer warehouses and customs clearance points in Germany, Austria, Bulgaria and France. We will offer the tax and customs clearance advantages we provide to our customers to a wider audience and will continue our work in line with these targets in the new year without slowing down. Providing faster and more reliable service to our customers by improving our logistics operations will always be a fundamental part of our business. In the new year, we will continue to grow and expand in Europe by optimizing our processes with new projects.



• Our shipping warehouse and logistics team meticulously plans, manages and constantly monitors operational processes to ensure that your orders reach you under suitable conditions and at the right time.

We continue on our way with the self-confidence of having high organization and production capacity in our geography. Mayapack is proud to serve its customers with 8,000 m² production area, 4,000 m² storage area and a team of 150 people. We renewed our machinery and increased our production capacity by 500%. We currently have a production track suitable for end-to-end automation and we can produce 7,000,000 luxury paper bags in 4 weeks. In addition, we offer various alternatives to our customers by producing many box models from different raw materials with the machines we have newly invested in. We are ready to serve a new sectoral market and a wide customer base by adding take-away service products to our product range.

Exceeding our customers' expectations, understanding their needs and providing the best experience will be the key to our success. We aim to not only grow our business but also make a positive contribution to our society, environment and world.

We will continue this exciting journey, which we started in 2011, with the same excitement in 2024. We will continue to evolve by remaining true to our values and our determination to change and achieve our goals. We know that our belief in our future goals is a source of passion and determination for us.

Every topic, narrative and detail you read in this catalog reflects a vision with which we will continue to shape the successes of tomorrow. We have a determined and passionate team and we all work together to realize this vision. We constantly generate ideas and grow with innovation to provide better service to our customers. We believe that we will achieve greater success together with all our stakeholders. We are ready to shape our future successes together, in unity, we know that an unforgettable story will be created for the customers, suppliers, employees and each participant involved in this process.



We are a family...

 **mayapack**





OUR EUROPEAN LOGISTICS HUBS

Distribution Centers

- Austria Germany Hub
- France Hub
- Bulgaria Hub-DAP
- Bulgaria Hub-DDP
- Switzerland
- Others
- 📍 Customs Point
- Mayapack HQ and Factory
- European Distribution HQ
Monheim Am Rhein / Germany
- Germany Distribution Warehouse
Duisburg / Germany





MAYAPACK AMBALAJ ÜRÜNLERİ AŞ

📍 **HQ & Factory:** Demirkapi Mh. 1621. Sk. No: 10,
34218 Bağcılar İstanbul / TÜRKİYE

📍 **European Distribution HQ:** M. Sandstraße 104,
40789 Monheim Am Rhein / GERMANY
Maya Packingdom Distribution GmbH

📍 **Shipping Warehouse:** Mahmutbey Mah., Atlas Cad. No: 4
Zemin Kat, 34218 Bağcılar İstanbul / TÜRKİYE

📍 **Raw Material Warehouse:**
Yüzyil Mah. Massit Matbaacılar Sitesi 1. Cd. No: 102
Bağcılar İstanbul / TÜRKİYE

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