

LEADER IN PLASTIC PIPES AND FITTINGS

HAKAN ÖZDEMİR IS THE VICE PRESIDENT OF DIZAYN GROUP RESPONSIBLE FOR INTERNATIONAL SALES AND MARKETING. SINCE 2008 HE IS ALSO THE BOARD MEMBER. IN AN INTERVIEW WITH GULF AGRICULTURE, MR HAKAN TAKES US THROUGH HIS YEARS OF EXPERIENCE IN A PROFESSION HE LOVES – IRRIGATION

Could you please give us a brief introduction of your company and its activities?

Dizayn Group was founded in 1987 with the objective of developing and carrying out projects in heating and plumbing sectors. We started first production from 1992 and our first products manufactured were under-floor heating pipes.

Dizayn Group is a major actor in plastic pipe and fittings manufacturing and supplying sector. Dizayn is distinguished by an unique product range (23 application systems and more than 4000 products), by quality and standards quality certifications

testified by prestigious authorities.

Dizayn Group exports its products to more than 80 countries, which are located in Middle East, South America, Western and Eastern Europe, Russia, Asia, Northern Africa and Far East regions and the number of patents that the company owns are 85.

We produce Polyethylene and Polypropylene pipes of diameters 12mm to 3600mm, along with all types of fittings and accessories, for the below applications;

- Heating Systems (PE-Xb, and PPR with Aluminum Foil)
- In-house clean water systems (PPR, PE-X)
- In-house wastewater systems (PP Waste Water)
- Infrastructure Network Systems (HDPE 100, PE 80, HDPE Corrugated Sewage)
- Pre Insulated Pipes and Fittings for District Heating
- Agricultural Irrigation systems (PE).

We manufacture two kinds of irrigation systems:

- Dizayn Sprinkler Irrigation Systems
- Dizayn Drip Irrigation System

How do you motivate your staff being the vice president of the company?

As a team we are not just working together we also have some social activities. As the export department, we have weekly meetings, once a month lunch together and we celebrate each ones birthday together. We also have

sometimes motivation meetings outside the office. Year ends we are going to a camp that means a little holiday in another City or Country . There we make yearly evaluation meetings and of course we have time for fun.

I think all of these activities motivate the team and these results with success.

What are your major products in irrigation sector which can revolutionize the region's irrigation sectors?

Agricultural irrigation products produced by Dizayn Group are; Sprinkler pipes, Drip irrigation pipes (Flat dripline and Round dripline), pressure adjustment Drip irrigation pipes and Drip irrigation main pipes and additional parts.

The wide product range is important to meet the needs of customers. The pipes are chosen depending on factors like the type of plant, soil structure, and regional differences.

Beside the wide product range, Dizayn Group provides many superior features accordingly to similar systems with its internationally quality, international patent, raw material and production technology.

By drip irrigation the wet area is shaded by a plant that's the reason for less evaporation loss. Therefore less water is used while use efficiency is high.

Because the remaining is dry, foreign plant development is not possible. Drip irrigation



Hakan Özdemir

(ISO, DIN, DVGW, HYGIENE INSTITUTE, GOST, IMA, KIWA, QAS) by research and development (patented technologies, production procedure innovations, and worldwide unique products), and by numerous local and world records and awards

requires lower pressure than sprinkler irrigation. Therefore, Using Saline water can be more suitable. Also, it can be used in other residual topographical conditions where other methods can not be implemented.

While irrigation water is supplied with nutrition that has a positive impact on efficiency and quality increase in productivity of crops will be provided while water, close to field capacity is given.

Features of Irrigation systems produced by Dizayn Group are;

Dizayn Sprinkler Irrigation Systems: We manufacture Sprinkler irrigation pipes made of PE100 (polyethylene) raw material. This characteristic allows manufacturing them with a thinner wall thickness compared to others. The pipes are non-breakable and highly resistant to the sun. Special patented muffing technique ensures the bell and pipe to be manufactured as single part. This licensed technique eliminates problems of pipe end breakage. Dizayn sprinkler system is a mobile system and it is very easy to remove by means of its clip mechanism. PE100 Dizayn clip pipes are new to the irrigation market and it is superior compared to commonly used PVC and Aluminum pipes by all means.

Dizayn Drip Irrigation System: Drip irrigation pipes are made of 100% LDPE raw material. Drippers are inserted into the pipe at the process of manufacturing which are specially designed for anti-clogging and perfect water control structure. Ensures saving on water. Picking up, storing and re-installation is very easy.

The irrigation industry in the Middle East has gone through major changes in recent years. What are your opinions about this sector and its potential?

We have been producing irrigation products for about 12 years.

Dizayn Group entered the market to contribute to the efficient use of water resources, to minimize the defects in irrigation systems and to bring its outstanding products in the right place in the sector.

During this time we have developed our products according to needs and expanded our product range.

It is difficult to say that Sprinkler and Drip irrigation systems used widely in our country. However, there are many countries where irrigation systems are used widely.

All countries are potential markets for us. But we produce such special products that can not be produced by another company. We are currently in the market with our products that have no alternatives. Giving impetus to irrigation sector, has a positive influence in exports of this products.

Could you please explain your international marketing policies? How many countries are your trading partners?

I can explain our strategy shortly like this;

Firstly, to manufacture products which are competitive in quality and price. Secondly, in the light of our merits to conceive the difference, and thirdly to achieve attaining a feeling of plenitude on every subject that we work on.



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We have an ideal price policy and high quality products.

We started this year to advertise in Business Magazines published in different countries.

We are participating in Agricultural exhibitions worldwide.

We are looking for partners in different regions who can represent our brand appropriately.

What are the major challenges in the local market ?

Depending on global warming in recent years water shortage problems arised. That showed us that there are some wrong applications done in agriculture sector in Turkey, whereas Turkey always have been thought to be rich in terms of water sources.

In countries where modern irrigation used that may be a



result of limited water, but that is a reality, less water needed irrigation methods like drip irrigation and sprinklers cause more fertility rating than more water needed irrigation methods like flooding method. Our country was late about using those modern methods but when I looked forward, people are looking to have more fertility in agriculture and spending water sources more carefully. Those two are the most pleasing developments for our country and as a result of modern irrigation, a great achievement for plentiful harvests.

Dizayn group is a company that concerns about researching the solutions for troubles those preventing flowing of water. The irrigation pipes developed by our company are little percent of our solutions against drought. Dizayn group is working with 50 R&D engineers to research and invent more efficient solutions against that situation.

How do you look into the Middle East markets, particularly the Gulf States ?

As Dizayn group our main focus is on the Gulf States which contains the most potential areas in the irrigation sector. Millions of hectares are already being irrigated and we aim to be one of the biggest

manufacturing suppliers in this region.

Who are your major clients in Gulf States ?

At the moment we don't have a distributor in Gulf States. We are looking for permanent cooperation, a sole distributor, who can represent our brand and be Dizayn brands stronghold in Gulf States.

What are your expectations or your professional goals for the future?

Dizayn Group is known as an innovative company and our goal is to make positive changes in the irrigation sector by using technology. For example one of our primary objectives is replacing aluminum and pvc pipes by our newly designed PE100 Sprinkler Irrigation Clip Pipes which are more resistant to high temperatures and easy to re-locate due to its clip mechanism. We already made this change in Turkey and now it is much easier and cheaper to irrigate much more fields for Turkish farmers. PE100 pipes can be used in sprinkler irrigation system as main and lateral lines. They can also be used as main branch pipes in drip irrigation systems. We are planning to make a real difference in Gulf States agricultural irrigation market very soon.

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