



# MACHINE, MANAGEMENT & METTLE

**IBRAHIM MIRMAHMUTOGULLARI**

CEO, DIZAYN GROUP  
TURKEY

*Ibrahim Mirmahmutogullari was born on the 17th of May, 1964, in Alacaban, Sivas. In 1986, he graduated from the Yildiz Tebncik University as Machine Engineer. During 1990-1991, he attended the MBA program at Istanbul University Faculty of Business Administration. In the year 1992, after finishing his MBA, Ibrahim Mirmahmutogullari, founded the Dizayn Group with the objective of developing and carrying out projects in heating and plumbing sectors.*

*He initially started the Dizayn Group with "Research and Development" being the Company's focus. Five years later, Dizayn Group started producing under-floor heating pipes and indoor plumbing pipes called PP-R.*

*Through promotions and training activities, Dizayn Group today has a great influence with regards spreading the use of plastic pipes and fittings in Turkey.*

*Furthermore, in a short period of time (12 years), the Company has opened three plants - two in Beylikdüzü and one in Çorlu, in which production is realised on thirty five thousand square meter closed and one lakh square meter open area.*

*Dizayn Group, which is involved in conducts several successful projects in Turkey and abroad, has been awarded with the Water and Water Management prize by UNESCO as result of the Project realized in Khartoum-Sudan. The award ceremony was held in Cannes, France during Water Symposium in 2003, and the award was presented to Mr. Ibrahim Mirmahmutogullari, President of Board of Director of Dizayn Group. The most significant aspect of this award was that, it was given to a private company for the first time in its history.*

*Mr. Ibrahim Mirmahmutogullari was awarded 'The Businessman of the year in Turkey' by the economy Newspaper called Dünya in 2002. In addition, at the world final of the World Young Business Achiever Competition in which many countries participate including Germany, England and Holland, Mr. Ibrahim Mirmahmutogullari who represented Turkey, and was awarded with the Coveted Prize.*

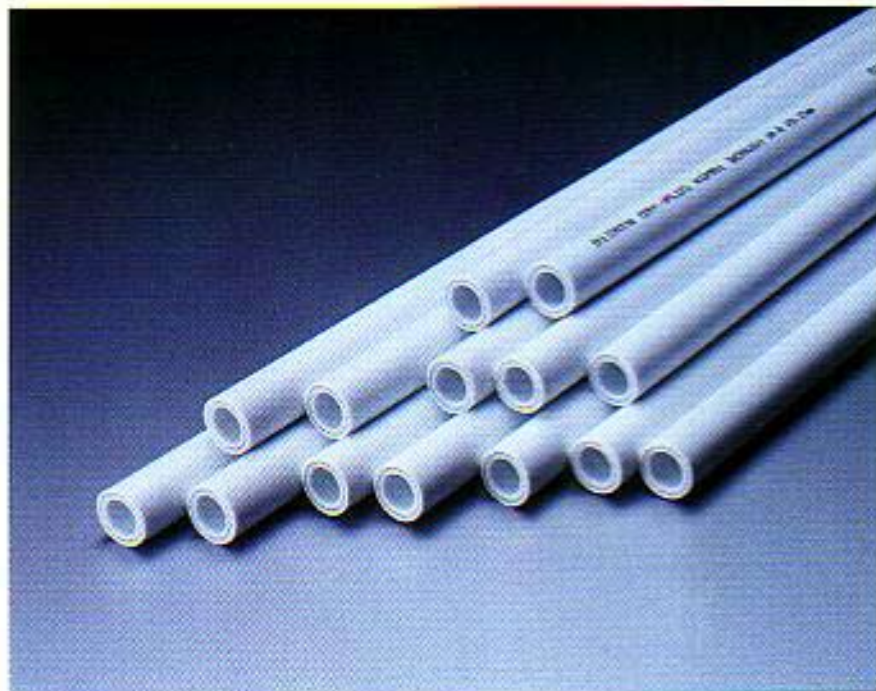
Founded in 1987 with the objective of developing and carrying out projects in heating and plumbing sectors, what encouraged the Dizayn Group, five years later, to start producing under-floor heating pipes and indoor plumbing pipes?

During the initial years of the Company, we worked a lot and continuously sent proposals. Six months later we got our first order. After 18 months, we began receiving orders from all companies to whom we sent proposals. So, we expanded our work and made further investments. With the money we gained, we started to prepare the conditions for manufacturing. At that time, we didn't take any license from any other company; we didn't even know the procedures. We believe that creating our own know-how is very important, and started to manufacture with our own license. We continue to work in this direction.

Which are the major milestones of the Company during its journey thus far? What do you attribute the success of the Company to; and, where do you see the Company five years from now?

Dizayn Group is operating sanitary systems, infrastructure systems, agricultural irrigation systems, and in its history of 22 years, the most important milestones are as follows:

- In 1992, it produced for the first time under-floor heating in Turkey
- With determined emphasis on quality and service, for the first time in the world, a 1600mm diameter pipe was produced under PN 12.5 pressure, which is a world record
- In the year 2000, after the new leadership in Turkey, exports increased and spread to 85 countries
- Within the new sales & marketing strategy, the requirement of manufacturing abroad arose. The factory in Azerbaijan is the first step towards this end.



Which are the major products that the Company manufactures? Also, which are the global markets that the Company addresses with those products?

We are producing about 5000 products. We bring water from barrages to end users.

Our major products fall in the sanitary product group. These are Oxy-plus combi pipe, PP-R sanitary pipe, Dizayn extra waste water pipe, and infrastructure pipes. We sell the above mentioned products to Russia, North Africa, Middle Asia, Middle East and European countries.

Does the Turkish market behave differently from other global markets? What are your views on the Asian markets?

The most important difference is that quality standards are very high in global markets, which makes it mandatory to have quality certificates for products. We, at Dizayn, develop new technologies and produce our products with our own technology. We easily get the quality certificates because the needed requirements are proven.

In the Turkish market, everybody who has a TSE certificate can start production. When TSE is taken once, some companies don't apply again; therefore competition in Turkey is not fair.

For the Asian market, I think we haven't yet been able to tap the market properly. The reason is, it is far from our production place. These days the problem is solved with the use of "mobile production" system. To produce locally at the site and having local warehouses are our solutions.

**Corrosion is a persistent problem that not only compromises plumbing products, especially those made of iron, but also the safety of an entire building. But Dizayn has come up with a solution for that. Please tell our readers something about it.**

In buildings, oscillation caused by movements of the earth creates humidity in iron, which is one of the principal reasons for building collapse. After proper R&D and test period, Dizayn Group found a solution for this, and developed the Mirline technology.



Dizayn Group holds the world record for producing 1600 mm diameter pipes under PN 12.5 pressure. Tell us something about it; and also about other such unique products of your Company.

Dizayn Group was the first to produce 1600mm diameter pipes at PN 12.5 pressure, which is a world record. This pipe is produced with a special technology that was said to be impossible. With this world record, Dizayn Group has produced Turkey's first industrial product that is number one in the world.

What is your take on in-house R&D? How many patents does the Company presently own; and what are the thoughts and aims towards filing of patents?

Our company has the philosophy "to develop technology that people need". This explains how important R&D is for us. Each year, approximately 4% of the turnover is used for R&D. Dizayn Group owns international patent certificates for each new developed product.

Today, we have 85 patented products. With our R&D, we will develop new technologies and more products in the future.

Please tell our readers about the quality testing & certification of your products; and the agencies – both in-house and external – that carry it out.

Our R&D department makes lots of tests for marketed products. These are tests for leakage, force resistance, heat resistance etc. After these tests for international quality standards are made, we apply for, and receive the quality certificates. Some organizations from which we seek approval and certificates are IMA-Germany, Gost-Russia, Hygiene Institute-Germany, Gost-Ukraine, SGS ISO 9001/2000-England.

Dizayn was the first private Company to ever receive the Water and Water Management prize by UNESCO in 2003. Please tell us a little about it; and other awards or appreciation won by the Company.

Dizayn-Group has completed a lot of successful projects, one of them is the Sudan Water project (Water Network for Fire Hydrant of National Electricity Company Sudan), which brought us the "Water and Water Management"

prize. It is our mission to participate in projects that are useful for people.

On the personal level too, you have been recognized; as the "World Young Business Achiever". What do you think it takes to be a leader, in any field?

I am personally, and also on behalf of the company, proud of this award. I know that if one works very hard and rigorously, one can overcome all problems. I am happy to see the consequences of this approach.

Environment is the present world's buzz word. What are the steps taken by Dizayn group to ensure compliance with environment safety norms? What are your views about the design of plumbing systems with green materials?

Our products are manufactured according to European quality standards, which provide harmony with the environment. We also have a project in Dubai, which is called the first ecoside project and shows the quality of our products.

Dizayn has an interest in education and training of professionals of its sector. What is it doing in this area?

For years, our technical specialists have been giving training in different places and in our factory. We have a mobile laboratory truck and we go with it to near-by countries for training.

What message would you like to give to the plumbing professionals of India?

I would advice that the Indian market gives more importance to quality.

Lastly, what impressions about, and suggestions for, do you have for Indian Plumbing Today (IPT) magazine?

The sector professionals are following your magazine because it contains a wide range of information. I think you could put more focus on new projects and product information. ■