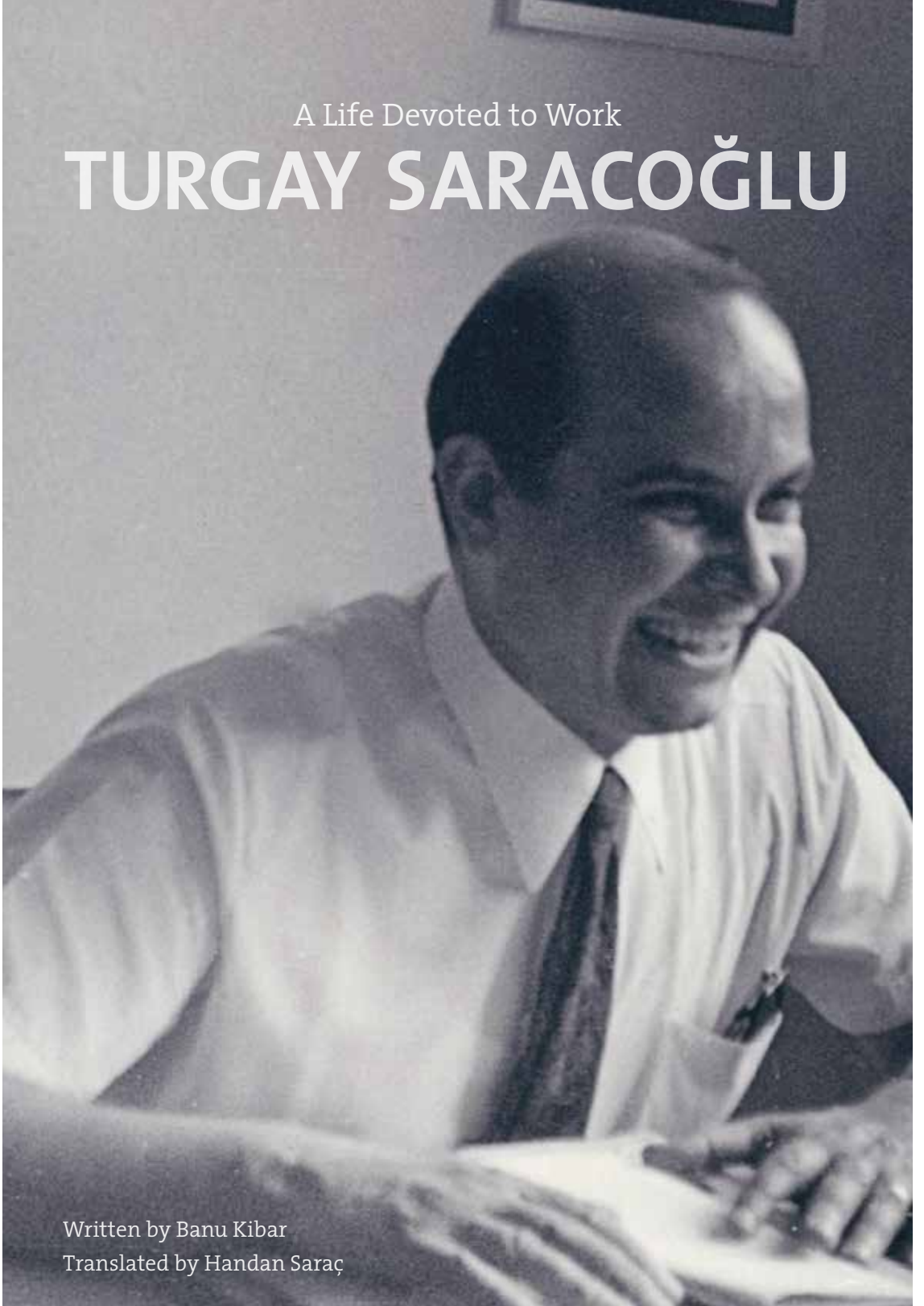


A Life Devoted to Work

TURGAY SARACOĞLU

Written by Banu Kibar
Translated by Handan Saraç



*To Turgay Bey who told his life story with an open heart,
To Saracoglu Family and Friends who sincerely conveyed
their memories about him,
To my family and friends who knew my passion for writing,
To Ferhat Tümer who saw right through me,
believed in me and energized me,
And to my grandmother Fikriye Yorgancı..*

Banu

A Life Devoted to Work
TURGAY SARACOĞLU

Written by
Banu KİBAR (1st Edition: February 2013)

Designed by
Ferhat TÜMER

Translated by
Handan Saraç (2nd Edition: March 2015)

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A Life Devoted to Work

TURGAY SARACOĞLU

MEETING HIM

Childhood and Early Youth
Germany
Return to Turkey
First Years at Sarmak
Sarmak Grows

A CLOSE LOOK

Traits
People

FROM CLOSE CIRCLES

Family
Friends
Colleagues

IN HIS OWN WORDS

FOREWORD

The idea of putting together a book to share the story of our father's life and SARMAK was the starting point of a long thought-out project for us. Our motive was based on the fact that our father, TURGAY SARACOĞLU, was one of those rare individuals who had been able to turn their youthful dreams into reality. His personality and his principles were at the foundation of the company culture he created. By inspiring and infusing his staff with this culture, he succeeded in building and maintaining an industrial enterprise for almost half a century, which is an undertaking which demands great devotion and sacrifice especially in Turkey.

We wanted to inspire enterprising young people and future generations by sharing with them the challenges he encountered along the way, how he coped with them, and which personality traits and what sort of mindset served to pave the way toward success. When he returned to Turkey after his years in Germany as a student and a business professional, he started his business life "below point zero" as he puts it, but through determination and hard work he accomplished his goal of creating one of the best brands in the industry.

We would like to express our gratitude to everyone who supported us throughout the course of this project. We are thankful to Ferhat Tümer; the founder and owner of Çocuklar Advertising Agency and Banu Kibar who spent sincere efforts in bringing this book to life. We are also deeply grateful to our father's dear friends, colleagues and all the dear members of our family for their contributions. We especially would like to thank Handan Saraç who was so kind to do the English translation with her writer's background. Without them this book would not have been possible.

Aslı Saracoğlu Özer

Dr.Şirin Saracoğlu

Murat Saracoğlu

March 2015, İstanbul (2nd.Ed.)

A Life Devoted to Work

MEETING HIM

CHILDHOOD and EARLY YOUTH

A boy interested in selling “loop candies” and struggling to read his grandfather’s Arabic scripts...

Born on 18 March 1937 in Kozan-Adana, Turgay Saracoğlu is the eldest son of Rukiye Hanım and Mehmet Bey.

His mother, Rukiye Hanım, is one of the first female teachers of the Republican period, while his father, Mehmet Bey, is also a teacher and an education superintendent.

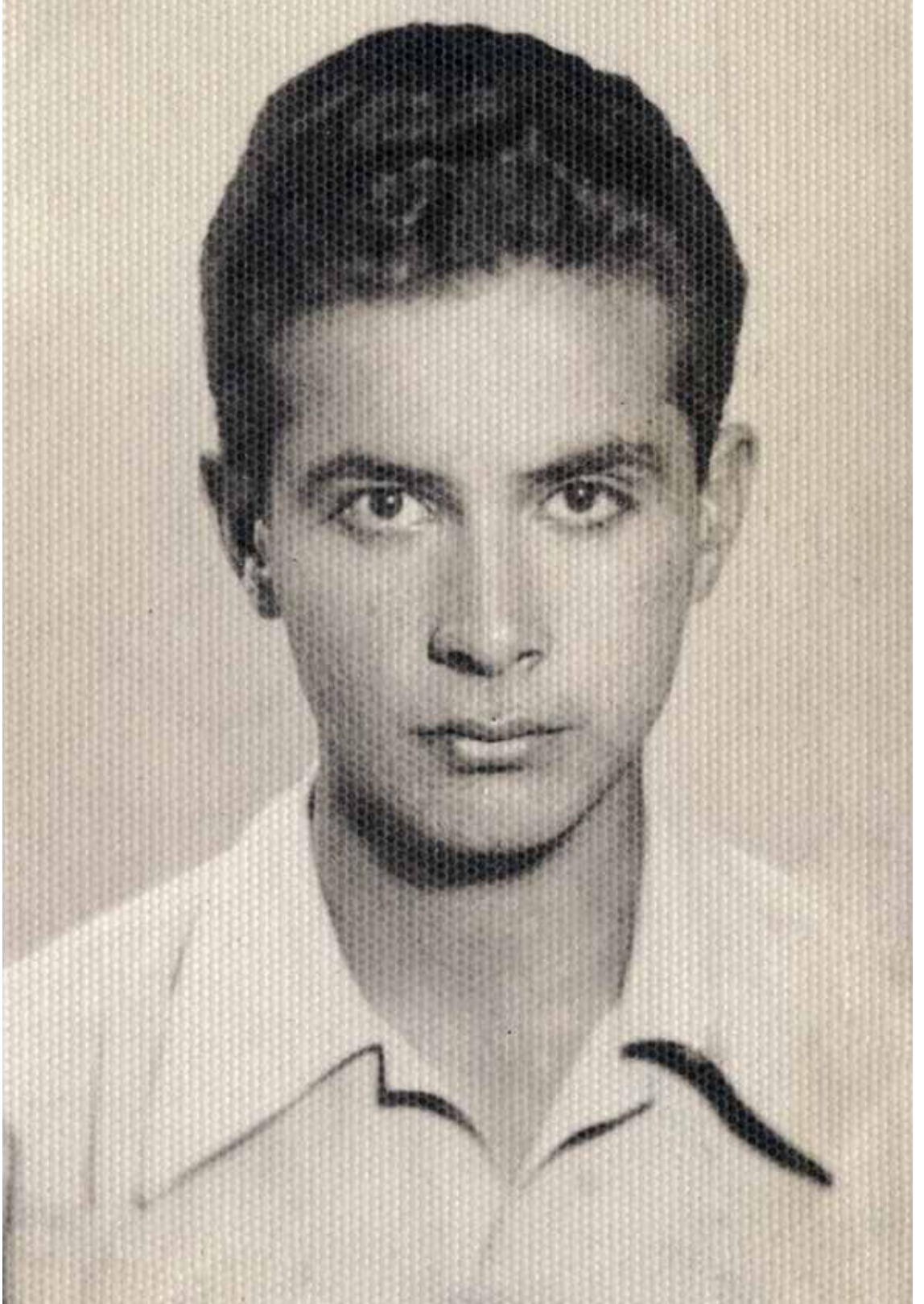
His first memory Turgay Saracoğlu shares with us is the “loop candy” sale he made in Osmaniye when he was only six years old. While he does not remember how much money he earned, he cannot forget the pleasure of making a sale.

He starts primary school in 1944 at Yedi Kanunisanı School-Osmaniye and his second memory is the celebrations which took place at school at the end of the Second World War.

He wants to attend the Quran classes so as to be able to read the writing of his grandfather who is an enlightened religious functionary, but even though he convinces her mother and starts the course, he is compelled to discontinue due to his father’s opposition.



Rukiye & Mehmet Saracoğlu



Last Years of High School – Turgay Saracoğlu

When he is in 2nd grade the family moves to Tunceli Pertek upon the appointment of his father. There, he is found qualified for the upper grade and makes a transition to 3rd grade. In the middle of 4th grade, during his father's military service, the family moves to Vertetil, Elazığ. Because of his father's position at the military airport, Turgay Saracoğlu finds himself in a non-Muslim environment and his first acquaintance with foreigners takes place during this period.

In the 5th grade, his teacher is his mother -Rukiye Hanım- at Adana Kozan İnkılap Primary School. Called to the blackboard by his mother every day, he learnt to be prepared all the time.

His passion for selling, which had started with *"loop candies"* in Osmaniye, continues at the school canteen during this period.

For Turgay Bey, who still remembers the names of his teachers and generates original ideas to be successful in certain classes, the words 'no solution' are deleted from the dictionary.

He starts middle school at Adana Tepebağ School. He remembers his school with its modern physics lab and the valuable teachers such as his art teacher **Latif Ariş** (the father of Koray Ariş, a well-known sculptor), and his history teacher **Hüsnü Argun**.

Unable to jump over the vaulting table in gym classes, he writes commentaries on volleyball games in the school paper instead, and unable to read musical notes in music classes, he plays the mandolin, and gets passing grades from both courses thus deleting the words 'no solution' from his dictionary.

1948 London Olympics, which struck him with interest and admiration, leaves the imprint of fair play on his character, and his remembering the championship of the Turkish sportsman, Gazanfer Bilge, is another example of his strong memory.

1954-55

IV

DERS YILI

FEN



*Rukiye Hanım's inquiries lead her to
the idea of engineering as a profession
for her sons.*

When her sons are in high school, Rukiye Hanım is stirred by anxiety for the future awaiting her sons.

In an effort to find an answer to her question, she consults her neighbors, a British family in Adana. The father, a British engineer, tells her that textile engineering is a promising area in Turkey and that getting an education abroad will be highly beneficial.

Convinced that her sons should be educated abroad, Rukiye Hanım starts inquiring about possibilities in this regard.

Despite the fact that everyone in the family is a civil servant, Rukiye Hanım takes the lead in encouraging her sons to go into productive professions. She thus turns into a visionary, innovative and creative model in the eyes of her sons.

*A childhood based on solid grounds paves
the way towards a successful future.*

During the summers of high school years, while his brother and his friends go hunting or play games, Turgay Bey prefers to spend his time studying for the coming year and trying to improve his French. History has a special place among his courses and he attributes his interest to a special teacher, Hüsnü Argun, who always filled him with admiration. His interest in history extends into later years as he concentrates his reading in areas of history and biography.

The most valuable legacy of his parents consists in the virtues of unconditional devotion to one's work and being honest and sincere under all circumstances.

Just like a lover who pushes the limits of patience in the name of love, he learns to work constantly, go beyond deadlocks, duly complete his education, and make the most of all opportunities which he encounters.

"My life is not a colorful one," he says, "it is a simple and a well-disciplined life." As he goes on telling the story of his life beyond his childhood and early youth, we find ourselves questioning once more the notion of a "colorful life" as it was taught to us. As a matter of fact, Turgay Saracoglu seems to have found unique way of coloring up this well-disciplined life.



Mehmet Saracoğlu (Father) - Turgay Saracoğlu

GERMANY, *His Student Years*

When he graduates from high school with honors, Turgay Bey gains entrance into the then-popular Civil Engineering Department at Istanbul Technical University. Along with him 12 students from the science division of his high school enter the same university. He comes to İstanbul with his father, his cousin, who is a mechanical engineering student, and his friend, who is an economics student.

He first stays in a hotel on Mercan Yokuşu, and then in a flat in Tarlabası, which he has rented with his friends.

He tours İstanbul with his father who knows the city from his days of military service. One day, he cannot help asking his father why they always go to the tripery to eat. “You get used to whatever you first find in a city,” he replies, “besides, tripe soup is both economical and nourishing.” Ever since that day, tripe and trotter have always been among his favorite dishes.

Two months after his arrival in İstanbul, he receives the news of having won a scholarship from Sümerbank to continue his education in Germany. The only condition of the full scholarship is 10 years of compulsory service at Sümerbank.

He leaves Istanbul, almost a home by now, and sets out toward Germany to explore a new land and learn a new language.



Stuttgart, 1958

*The chance to study abroad for
20 students chosen among 400...
Turgay Saracoğlu is one of them.*

The **Sümerbank** Scholarship Exam, held in the summer of 1955, is the first examination introduced after World War II with the objective of sending students abroad for university education. 400 students take the exam, 20 of them win entitlement to the scholarship, and Turgay Saracoğlu is among the winners. He is offered three alternatives: Germany, England, and USA. He prefers Germany.

When he flies to Germany on 14 January 1956 with Nural Turhan, another student with the same scholarship, he has only the address of the Turkish Student Superintendent in his hand. He knows nobody there and he does not speak the language.

His first memory in Germany is about the soup they ordered after their arrival at the airport. He remembers they could not eat that soup because there was pork in it.

Another incident which occurred on the same day involves the punctuality of the trains there. Turgay Bey and his friend could not get off at the right stop because the train stayed shortly there. They had to get off at the next stop and go back.

Rıfat Şancı was the Student Superintendent who gives them full support in Germany. Goslar is a medieval town in a forest where the Turkish students are taught German from January to July 1956.



Stuttgart, in front of the TV tower

*First impressions in Germany:
Productivity and prudence persist
against all odds.*

Turgay Bey is aware that the higher his command of the German language, the more he will get out of his education. Intent on repeating each word hundreds of times to get the correct pronunciation, he learns the language to the highest degree of proficiency.

As Goslar is a small town, its inhabitants have not witnessed as much of the post-war destruction as people living in some other towns. Turgay Bey sees the biggest destruction of the war when he goes to Stuttgart for his engineering education.

In those days Germany is not a prosperous country. At a dinner invitation, afraid to evoke the impression of 'greediness' about the country he represents Turgay Bey leaves some food on his plate. To this day he remembers the comment made by a German Doctor at the table: "We have seen what war means, so you must take as much food as you can eat and not waste anything."

Turgay Saracoğlu observes that Germans are industrious people. He respects their faith in their economic superiority which enables them to go on working with passion and energy despite their political defeat in the war.

At the end of the language course in Goslar, eight Turkish students say goodbye to each other and go to different towns to attend university.

Turgay Saracoğlu, Nural Turhan and Erdal Akas attend the Mechanical Engineering Department at Stuttgart Technical University; Akın Güngör and Yüksel Akşit go to Dortmund to study Industrial Engineering; Yılmaz Turhan and Esat Özalp go to into the study of Metal Smelting Engineering.

Training before university

In Germany, there is a compulsory period of training for six months before starting university. Turgay Bey begins his first training with his friends in Ingolstadt, in a company which manufactures textile machinery. During the training, he diligently takes notes in a notebook. He still remembers that the trainees were not allowed to enter the R&D room.

He greatly benefits from having learned German very well. When Turkish clients visit the company, he is called in to serve as an interpreter. During the training period, he also tours neighboring cities like Hamburg and Hannover with his friends.

The training which starts in August 1956, ends in February 1957. He inevitably misses the first semester at the university and decides to do in advance the compulsory training for the next school year as well. He completes this second training in a plant in Forchheim, spending the first 3 months in yarn production, and the second 3 months in weaving production.

After the completion of the language course and the two trainings, Turgay Bey is ready to start university in the Fall of 1957. At first, as there are no available seats in Stuttgart Technical University he is sent to another university, but after a short while the Student Superintendent gives him the good news that everything has been arranged.

Turgay Saracoğlu, Nural Turhan and Erdal Akas attend the Mechanical Engineering Department at Stuttgart Technical University; Akın Güngör and Yüksel Akşit go to Dortmund to study Industrial Engineering; Yılmaz Turhan and Esat Özalp go to into the study of Metal Smelting Engineering.

University Years

As there is limited possibility of accommodation in student dormitories in Stuttgart, Turgay Bey begins to live with a German Family like many other students do.

10 semesters after he starts university, he receives his pre-diploma in 1960. Other compulsory courses and electives are in line after the pre-diploma. During a trip in Turkey, organized by Sümerbank to motivate students toward the textile business, he observes the working conditions there and decides not to work in that industry. Hence, in his final diploma, he chooses the areas of ventilation and air conditioning. In line with his initial goal of going into his own private business, he believes there will be possibilities of working in these areas. Even though his professors get upset and notify Sümerbank of this new development, he does not give up his non-textile topics.

He completes four projects two of which are on textiles, one on diesel motors, and one on air conditioning. In time, all of them will prove to be beneficial to him. He writes to various companies asking for information in these areas. In the autumn of 1963, he completes his education with high grades. In the last two years he acquires a deeper insight into engineering.



With the President of Stuttgart Technical University at the Turkish Republic Day Ball in Germany when Turgay Saracoğlu was President of Turkish Students Association.

*In Germany, working hard and doing one's job well
is equivalent to worshipping*



While studying in Germany, Turgay Bey prefers to participate in the activities of the Turkish Students Association, rather than other similar associations. He serves as board member for one term, and as president for another.

He organizes Republic Day balls and invites the president of the university to such occasions. He likes to offer a taste of Turkish traditions by bringing in Anatolian carpets and serving Turkish coffee at these events.

During his first two years as a student, he is not permitted to leave Germany to go to Turkey. After those years he goes to Turkey every year, sometimes by ship, sometimes by plane, but each time after visiting a different place in Europe. Since there is scarcity of many things in Turkey in those days, he brings home coffee, pins, ballpoint pens, tissue paper and ink. Homesickness hits harder at first but gradually he gets used to living in Germany. His correspondence by letters with his father eases his homesickness.

In 1958, his brother Kemal Saracoğlu is also entitled to a scholarship from Sümerbank to study in England. Kemal Bey also goes to Germany to visit his brother.

Germany complements his disciplined upbringing in the family with many new attributes. There are big mental and behavioral differences between the two countries. He observes that Germans are positivists and they use their time effectively whereas there is a completely opposite tendency in Turkey. Also, Protestant teaching dictates that 'working hard and doing one's job well' is an act of worshipping to God and Turgay Bey is impressed with people's doing their work regardless of whether it is important or trivial.

GERMANY, *Business Life*

To start his own business, he needs to acquire work experience and financial means to pay back his scholarship to Sümerbank.

In order to start his own business when he returns to Turkey, he has to earn the money he will pay to Sümerbank and, more important than that, he has to gain the necessary work experience. Therefore he starts working as an Air Conditioning Project Engineer at Brückner Company.

Even though this is his first job, his high project grades at the university quickly earn him considerable prestige in the company. He holds responsibility over ten employees.

While he was working in Germany, he thoroughly internalizes the German principles which he will later apply in his own business. He spends his salary in quite the same way he has done as a student and puts aside all the money he can save. The money he has saved was his ticket to freedom.

The day of return draws near.

In 1965, the German police informs the firm that his residence permit has expired. Turgay Bey immediately goes to the consulate in Munich and with his father's assistance defers his military service for two years. He then obtains his residence permit and continues to work in Germany until 1967.

Meanwhile, Sümerbank asks him to pay his loan as he has not returned to Turkey to work for their organization. In case he fails to do so, his father, who is his guarantor, will lose his house to confiscation.

Turgay Bey informs the company management of his circumstances and pays back about 30,000 DM of the total of 100,000 DM with his savings, also getting some support from the company. He will pay the rest by saving more money, getting support from the company, and writing promissory notes. That is why he sometimes thinks he started his business life at a negative point instead of at zero.

What Germany has given to Turgay Saracoğlu

Much more important than the material benefits are the principles that he observed and internalized. He lists the most crucial ones as follows: Using one's time efficiently, doing in-depth research, making good use of money, being frugal, loving one's work and doing it well, being clear and not withholding information.



Yılmaz, Nural and Turgay Bey visit Germany again with their wives on the 40th anniversary of their first arrival (1956 above, 1996 below). They find the teacher who had taught them German and the boarding houses they had stayed in. The trip was both pleasant and nostalgic.



RETURNING TO TURKEY

Military service, marriage, and new responsibilities arising after the loss of the father.

In the autumn of 1967, when it was time for his military service, he sets out to go back to Turkey with his parents who have come to visit him in Germany.

As soon as he returns, he gets engaged to Gül Hanım and they get married when he is promoted to lieutenantcy.

During his two years of military service in Ankara, he thinks about the business he will set up following the termination of his duty.

His first plan involves obtaining the right to represent Brückner Company where he worked in Germany. However his plans are changed by the death of his father, the presence of another representative firm in İstanbul, and his dream of going into production himself.



Turgay Saracoğlu - 1967



Turgay & Gül Saracoğlu – 20 August 1968

Climbing a hill starts with one step.

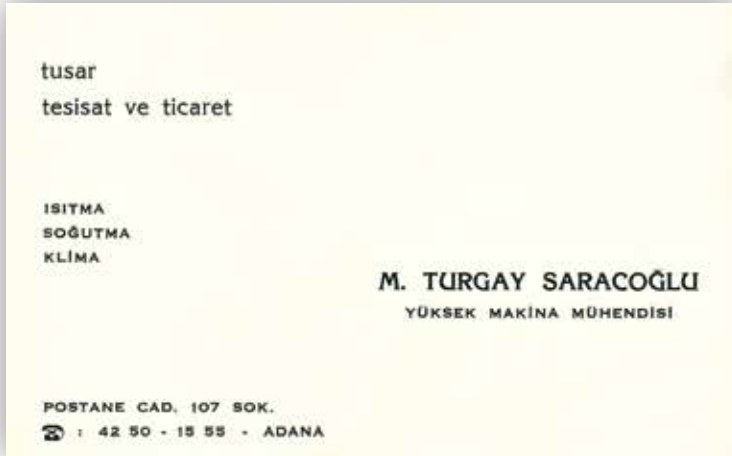
In 1969, as soon as his military service is over, he settles in Adana with his wife and their newly born daughter, Aslı, not to leave his mother alone.

To create revenue as soon as possible, he opens an engineering office for designing central heating and air conditioning projects.

He establishes contact with the contractors in Adana to promote his central heating projects. He does not only design the projects, he oversees and participates in the implementation phase as well.

At that time he represents Körting brand boilers and central heating pumps. While he sells these products, he also uses them in his own projects.

Muammer Özdemir, an honest and self-disciplined friend from his days of military service, offers Turgay Bey a job as supervising engineer in Sinop.



First experience as contractor.

In 1971, the birth year of Şirin, Turgay Bey's second daughter; Mehmet Özerdem starts working for him. In time, Mehmet Bey will become his life-long right-hand man.

Air conditioning business and central heating projects are continued. They also open a shop in an office building and rent an office on the upper floor for a new company, TUSAR Engineering & Trade.

On the other side, he becomes partners with Halit Ekermen, an architect and a friend from high school, and they start ÖZ-AS, a company with a name inspired by the names of their children.

They do contracting work from 1970 to 1973. Their first project is the Saracoğlu Apartment building. This building is also the first address of Turgay Bey's family. He never forgets how his mother trusted him even though he had no prior experience, and agreed to assign him the project of tearing down their old house and constructing a new building. ÖZ-AS constructs four more buildings after this first project.

Once again, Turgay Bey puts aside his share of the money earned from these projects as fresh capital for his business.



Calculated steps taken in view of the present and future pave the way for growth and expansion.

While the contracting, central heating and air conditioning projects are routinely carried on, his visits to Ankara and Istanbul give him hints about the declining trends in the project business.

Acting on this foresight, he decides to materialize his dream of going into production. He builds the workshop with earnings from the contracting business; he launches the production of radiation type boilers, named Korterm, working with a staff of ten employees. This beginning lays the foundation of the first plant of SARMAK which will be built later on.

The boilers are completely designed by Turgay Bey. The testing devices are imported from Germany. The products are registered with an engineering quality certificate in 1973.

The decline in demand for boilers due to the oil crisis in 1974 prompts him to start the production of water pumps which in principle requires engineering similar to that of boilers. Again, Turgay Saracoğlu personally designs all of the technical projects.



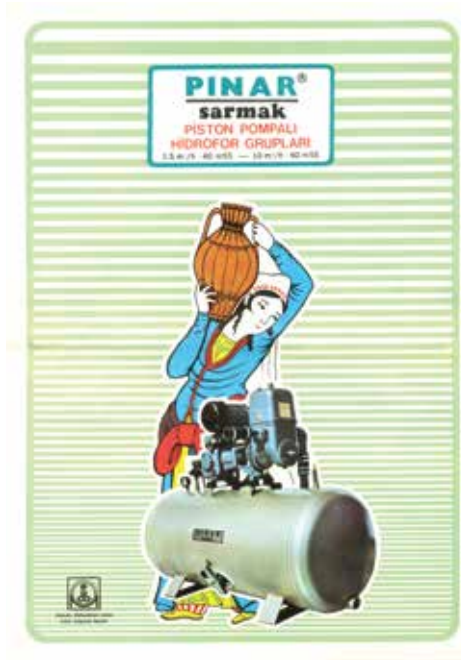
SARMAK Plant – İncirlik, Adana

He who knows a job best is the person who does it.

Before starting a new production process, Turgay Bey consults the people who do the work and he plans everything down to the smallest detail.

For the production of water pumps, he goes to one of the very few workmen experienced in casting jobs and works with him on the project. He spends a good part of the day with this master workman.

The expanding business leads him to write a letter to his brother in Edirne and ask him about the idea of working together. Kemal Bey responds positively and he becomes responsible for production while Turgay Bey will be responsible for technical operations and marketing. Thus begin the partnership years of the two brothers.



SARMAK Brochure for the Pinar Series of Water Pumps



Opening of Ankara Branch Office, Turgay & Kemal Saracoğlu - 1987

FIRST YEARS AT SARMAK

Partnership of the brothers and their production plans.

With the arrival of his brother in 1975, the company SARMAK is founded and Turgay Bey feels even stronger than before. The confidence arising from the presence of Kemal Bey as a Textile Engineer helps him to get SARMAK's first contracting project. The project involves an installation required by an entrepreneur who will go into timber production based on German technology. However, this project is their first and last contracting job. The primary goal of SARMAK is production. With that goal in mind, they move on.

They make plans to go into mass production. Their research leads to a decision to mass-produce piston compressors, based on a process similar to that of the ongoing production of water pumps. Turgay Bey redesigns all the compressors to be produced, after examining all the existing models on the market.

In 1980 his son, Murat, is born. It is one of the happiest and the most special days of his life.

The production of the first prototype for the piston compressor takes place in the same period. The smallest of the prototypes is capable of generating 1,1 kW. Within two years, standard models (1,1 up to 7,5 kW) and high pressure (8 up to 15 bars) compressor models are introduced.

They look for new dealers and hardware stores to increase the sales.

In due course, industrial type higher capacity compressor production gets underway.

At the same time there arises the necessity for SARMAK to have its own branch offices in cities such as İstanbul, İzmir and Ankara.

Branch offices are opened in Karaköy/İstanbul in 1985, and in Çankaya/Ankara in 1987. These offices are run by branch managers selected on the basis of merit.

sarmak®

KOMPRESÖR

"güçlü hava"



TSEK

KALİTE BELGELİ

ÇİFT KADEME

AIR COMPRESSOR

DOUBLE STAGE

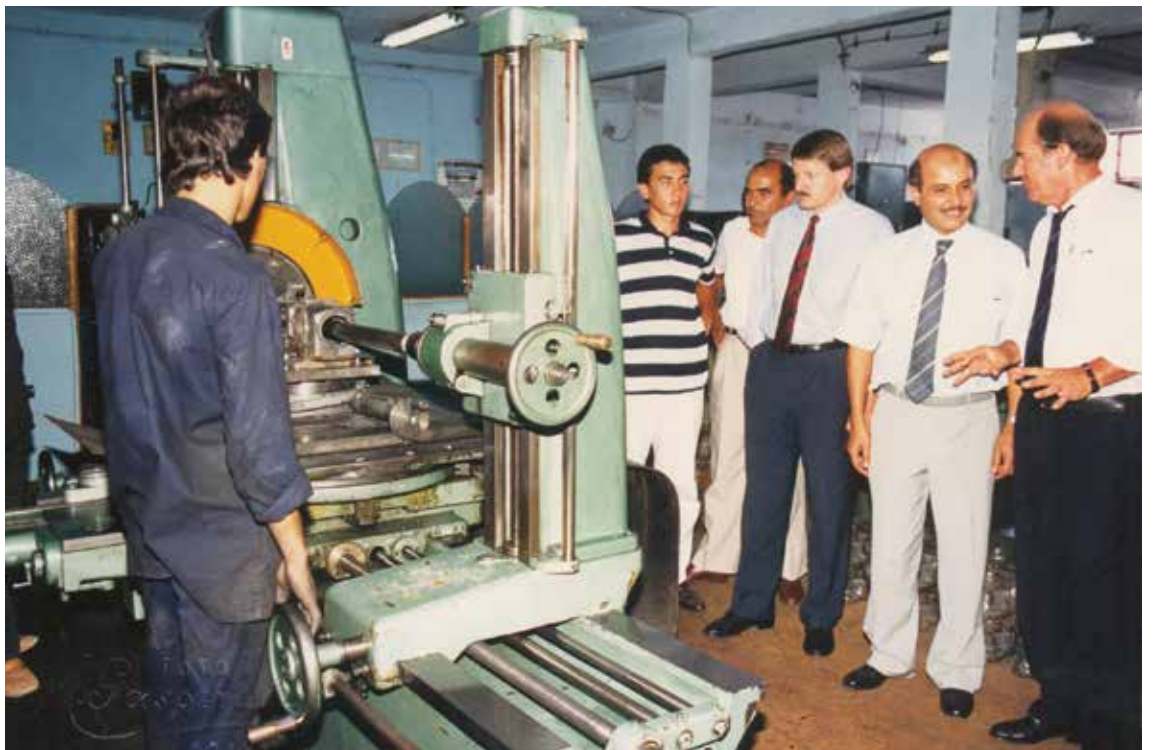
1985, the milestone year for SARMAK.

In line with plans to expand production, the focus shifts to the production of screw compressors which are forecasted as the most suitable products targeting the industry.

Therefore, in April 1985, Turgay Bey goes to the Hannover Messe which is the biggest industrial fair in the world. He visits the stands of all the screw compressor producers.

The most interested firm, Mannesmann Demag, is one of the strongest brands of that time. Turgay Bey finds a chance to have a detailed discussion with Herr Düh and Herr Volkmann, Marketing and Sales Director. When they learn that Turgay Bey is a producer of compressors, they approach him with a greater interest.

Even though production plans have already been made, it seems wiser to start as a representative firm and then go into licensed production. Based on the trust inspired by Turgay Bey's success as a student and professional in Germany, Herr Düh invites Turgay Bey to their headquarters in Frankfurt and their production plant in Simmern to give him further and more detailed information.



Herr Heimann and Herr Brüggemann - Visit to SARMAK, 1988

A new era starts at SARMAK with Mannesmann Demag.

He evaluates his visit to Germany with his brother and his team, and they decide on representing Mannesmann Demag.

However, they reject the company's initial offer which excludes the Marmara Region (Istanbul area) and they stand firm in their demand.

Respecting the firm position taken by SARMAK management, authorized officers of Mannesmann Demag make a tour of Adana, Kayseri and Kahramanmaraş to see the customers. As a final step, they go to İstanbul to visit SARMAK's office there and meet the other customers.

After the visit, they send the official representation agreement to start on January 1986, and it goes into effect after being signed by the two parties.

This marks the beginning of a new era for SARMAK.

SARMAK GROWS

*No time to be content, always moving forward,
further and further...*

Acting as Mannesmann Demag's representative speeds up SARMAK's operations. Owing to prior contacts established by Kemal Saracoğlu in various textile companies, new relationships are built and new customers are gained.

Impossible to forget are the contributions of Zeki Ulukaya and Mehmet Özerdem, who are responsible at that time for the Istanbul regional office and Southeast Anatolia region respectively.

In addition to screw compressors, the sales of the regularly produced piston compressors also take an upswing as a result of the growing number of dealerships all over the country.

The increase in sales is not enough to satisfy Turgay Bey. His new objective is to shift from importing the machines toward becoming a licensed producer of Mannesmann Demag. The first positive signs in this direction are observed at the representation negotiations in Hannover.

At this point Turgay Bey enquires into the prices of the necessary parts to be imported for the production. The available data reveals that the compressors to be produced here can be sold at competitive prices on the market.

Although the initial progress takes rather long due to the rigid attitude of Mannesmann Demag's director responsible for Turkey, as soon as Dr. Brüggemann is assigned to that position, licensing negotiations gain speed and are soon finalized.

In 1988 Herr Heimann, Dr. Brüggemann and his assistant come to Turkey and visit the plant as well as the customers. Following their assessment of the sales performance, the licensed production agreement is signed.

When we look back at that period, the first point we notice is that Turgay Bey does not see the modest circumstances of the production plant as an obstacle barring the way to his large-scale plans for the future. As a matter of fact, the initial success achieved in the production of small machines soon leads the production of big ones.

The second important point is SARMAK's rising to the category of big European firms by using the very same materials in its production in Turkey.

*Did you say ‘stopping’? Did you say ‘difficult’?
Those words cannot be reached at the moment.*

By the year 1990, SARMAK has started importing compressed air dryers and filters from Italy in order to sharpen its competitive edge.

The use of English in their relations with Italy and the increasing dominance of this language everywhere lead Turgay Bey to shift his attention from German to English.

In practising his English, he prefers to read history books. He is not discouraged by the initial inadequacy of his level. He does not tire of learning new words and reads thick books which people find intimidating even in their own language. Thus he acquires a rich vocabulary which few people possess.

Early 1990s are the time when all the efforts given are rewarded. Licensed production and sales begin to reach a level which pleases Turgay Bey. At the same time he sees in the horizon the changing needs of a growing, expanding company.



Licensed Production Agreement - 1988

New targets with expert sales team at the point where quality alone is not adequate.

It is time for the completion of the sales team in order for the compressors to reach high sales figures.

Enis Acar, transferred from Atlas Copco, is an expert sales engineer who makes it possible for SARMAK to enter into industries which so far have not been considered.

After a while, upon recommendation by Enis Acar, Alpan İnal, who has worked in Atlas Copco as Country Sales Director for Turkey, is considered for a position at SARMAK.

With his 28 years of experience in the sales of compressors, Alpan İnal is appointed as Sales & Marketing General Manager in 1992. Upon his suggestion, expert sales engineers are appointed as regional managers in Ankara, İstanbul and İzmir.

As the new teams make considerable contributions to SARMAK's sales capacity, brand recognition keeps rising to higher levels.

This is also a period when SARMAK takes a big step toward professionalization.

Continuity of product quality is ensured by quality certificates such as **TSE, GOST-R, CE and ISO 9001**, obtained one after the other from 1990 onwards.

From partnering with the West to partnering with the East.

With the revival of the Turkish industry, the air capacity of screw compressors fails to satisfy the needs of the new ventures blooming one after the other.

Samsung Techwin turbo compressors at the 1999 Hannover Messe leave a positive impression on Turgay Bey. Right after contacting the headquarters in the Far East, he makes his first visit to South Korea. The company's success in the production of jet engines and similar important parts convinces him that their new turbo compressor business will also grow in terms of both quality and capacity. At this first visit, he meets the Vice-President of Samsung Techwin and receives an offer for representation. He goes back to Turkey to think about the offer. As an engineer trained in the German culture, he is stirred by feelings of anxiety mixed with excitement in this first phase of dealing with an entirely different culture.

After an evaluation of the Samsung Techwin offer by the management, they reach a positive decision. The engineers, who will be responsible for turbo compressors, and other concerned staff go to South Korea for training several times and reach the required level of competence to sell these giant compressors.

The challenge is to compete with American and European firms that have entered the Turkish market many years ago. However, the favorable approach of several companies which trust SARMAK leads to the first sales.



The will and skill to stand upright at times of crisis.

In the course of SARMAK's journey which starts in 1975, the change of competitors and market conditions, economic and political developments as well as internal dynamics and many other circumstances enter the stage, but they are inevitably beyond the scope of this book.

Until 1997, SARMAK enjoys a considerable growth rate every year. However, it experiences substantial financial difficulties during the 1998, 1999 and 2001 economic crises. The decline in industrial production leads to a fall in the demand for compressors, resulting in a decrease in sales. During that time, all SARMAK employees demonstrate their will to sacrifice in order to keep the company going. For a long time, the workers work only for three days a week and give up two fifths of their wages. This partial working system drags on for 17 months during the 2001-2002 crisis.

The willingness of the employees to sacrifice during that period is an indicator of their sense of belonging and their readiness to sacrifice even more in order to keep the company intact.

In 2008, as the crisis is prolonged despite the state support, SARMAK is forced to lay off some of the workers. Their leaving the company deeply wounds Turgay Bey for he sees them as his own children.

The remaining workers raise their performance not to allow any disruptions in production.

The sacrifice of the employees is a sign of what they feel they owe to their "Turgay Ağabey" (elder brother, as they call him) who has never played the boss to them, who at times defended them before the administrative staff, and at other times stayed up with them all night, and who has spent all his life thinking about investments to move his business forward.

Excitement about the new plant.

Now, on the way toward his goal of larger-scale systematic production in the 1990s, he buys another piece of land in Adana Organized Industrial Zone.

In spite of the challenges posed by the economic crises, the foundations of the new plant are laid in the Organized Industrial Zone in 1998.

The transition from the old plant in İncirlik to the new one takes place in stages over the years and is completed in 2010.

With its modern machining system and the new powder coat unit annexed to the sheet metal and welding units, SARMAK now continues its high capacity production here.



The beginnings of the new plant

Time to export.

Around the year 2000, Turgay Bey turns an eye toward export markets. This time they go to various fairs as a participant firm to showcase their own products.

Ultimately, they find opportunities for large-scale exports to the Balkans, the Middle East, and the CIS countries.

Today, under the management of Murat Saracoğlu and Aslı Saracoğlu Özer, SARMAK continues to pursue its new export goals throughout the world.



A general view of the plant

Changing logos over time.

1971



tusar
tesisat ve ticaret koll. řti.

1974

PINAR®
sarmak

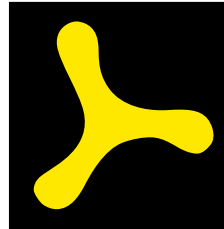
1975

sarmak®
KOMPRESÖR
"güçlü hava"

1992

Sarmak
Makina
HAVA KOMPRESÖRLERİ

2011



SARMAK
COMPRESSORS + ENGINEERING



SARMAK VARIABLE SPEED SCREW_____

AIR COMPRESSORS (132 kW - 250 kW)

ENERGY SAVING SOLUTIONS FOR LARGE FACILITIES

THE MOST PROFESSIONAL AND EFFICIENT PLAYER IN ITS CLASS IS ON
THE FIELD.



 sarmak.com



NAR®
rmak

sarmak
KOMPRESÖR
"güçlü hava"

Sarmak
Mak
HAVA KOMPRES

"GEÇMİŞTEN GELECEĞE..."



Murat Saracoğlu & Aslı Saracoğlu Özer - March 2012, Adana

About the future

Founded and fostered by Turgay Saracoğlu and his brother Kemal Saracoğlu, SARMAK is now entrusted to the direction of second generation family members. Aslı Saracoğlu Özer, his elder daughter, has a BA degree in economics from the Middle East Technical University/Ankara and an MBA degree from Bilkent University/Ankara. She left her position as treasury expert at the Undersecretariat of Treasury in 1997 to start working at SARMAK. Murat Saracoğlu, his son, has a BS degree in Mechanical Engineering from the University of Wisconsin-Madison/USA and an MBA degree from Koç University/Istanbul. He worked at Kohler Engines/USA as current product engineer and in 2007 he joined SARMAK. Both of them are determined to do their very best to sustain and expand the valuable entity they have taken over from their father.

Committed to the basic values underlying the company culture, they continue their endeavors within a “synthesized model for professionalized family business”. In the new period, they focus more on advanced branding and innovation. They emphasize team work and technical training, and adopt a management style based on performance rather than hierarchy. Being open to new ideas, they adapt to changes in the business world and take decisions quickly, but without haste. They care about the knowledge skills, qualifications and experience of the professional management, and they enjoy celebrating and sharing success.

The modern management concept to be carried into the future by the new generation at SARMAK is based on the principle of consulting the opinions of employees on all levels before making decisions. They believe that the successful leaders of tomorrow will be the ones who can raise the intelligence of their employees to the highest level and can thereby take advantage of the benefits. They like work environments where employees can take initiative, express their views freely, and have no fear of making mistakes.

The main objective of the new generation is to move SARMAK to a level even beyond their father’s imagination and prove that a Turkish engineering and manufacturing company born in Anatolia-Turkiye can be a global brand to be passed down to future generations.

A Life Devoted to Work

A CLOSE LOOK

TRAITS

WILL POWER

The power to decide

Turgay Bey stopped smoking in one day. He unconditionally refused to eat red meat for 10 years after his heart surgery. These are just a couple of examples of his power to implement his decisions.

The biggest proof of his will power is his success in starting a company with his own capital and ensuring its continuity for almost 40 years without a break in production.

The long life of his business can be explained through his unflinching diligence coupled with his solution-oriented approach.

Finding solutions requires the ability to decide. Every decision is a renunciation of another choice. Will power is the power to endure all renunciations. In Turgay Bey's life, this is the form which will power takes.

STABILITY

Carrying on with determination

For Turgay Bey, stability does not mean continuing to do the same thing every day without questioning and just keeping up the routine.

Stability, his first and foremost principle, is the ability to maintain success.

At the base of such stability there is the foresight gained through his constant diligence to give the best to his customers, and the will to carry on despite the challenges he encounters.

In the face of financial difficulties, acutely aware of his responsibilities toward his family and his colleagues, he has never considered the option of quitting and always believed that success depends on using time efficiently and working resolutely.

Likewise, in years of prosperity when there were high earnings and favorable progress, he never thought of forgoing stability and always used his earnings for new investments.

When passing through dire straits and trying to maintain stability, the moral support given by her wife, Gül Hanım, can only be qualified as "priceless".

DETERMINATION

Equipped to overcome obstacles

“I am not stubborn, I am determined”.

Turgay Saracoğlu

While stubbornness is to hold one's ground and refusing to change, to the point of being unreasonable, determination is to find solutions to overcome barriers in the light of reason.

At each stage of his life, Turgay Bey had a goal for the future. He knows that his family and his colleagues who trust him will be adversely affected if he acts without thinking ahead. Hence, he has always acted with prudent determination to attain his objectives.

It all starts with his determined efforts which will lead him to success in the university exams, and especially in his getting a chance to study abroad.

The possibility of his starting his own business after graduating as a mechanical engineer depends on his ability to pay back his scholarship to Sümerbank. He overcomes this obstacle by turning challenges into experience in his four or five years of professional life in Germany, and saving money all the while.

When he returns to Turkey, he dreams of setting up his business in İstanbul which he believes will grow and thrive faster. However, his dreams are disrupted by the death of his father and some adverse developments regarding his representation efforts.

Hence he goes back to Adana and taking advantage of the circumstances there he gives a new shape to his dreams. Starting his business life alone, he has to spend greater effort and exercise more determination.

Struggling to move forward step by step and personally completing the marketing, technical and project implementation stages, he attains considerable success within a few years.

He believes that a determined person knows his limits, he knows where to leap forward and where to stop, and with the power of that knowledge he overcomes all the barriers standing before him.

INTENTION

Aiming to finalize

“A good job is a finished job.”

Turgay Saracoğlu

All through his business life Turgay Bey holds on to his intention to finish the jobs that he undertakes. He does not accept an unfinished job as successful.

Intention equips him with the will and the mind power to start and to finish.

Taking action to finish a job depends on timely steps balanced with his ability to bear the load in question. He assesses the “weight” he can lift by looking into it fully and in detail.

Weighing himself, his possibilities, and the current circumstances, he accomplishes everything he has planned in his mind.

That is why he first takes great care about his own behavior before he expects others around him to do their best by focusing on zero error. Afterwards he stresses the points which he finds inadequate and wants it to be done better.

He does not accept answers like “cannot be done” or “cannot be finished,” because he believes that there is nothing a person cannot do if he really wants to.

Owing to the intense efforts of Turgay Saracoğlu, SARMAK has adopted the principle of always completing the contracted jobs on time and in compliance with high quality standards.

HONESTY

“Appear as you are, or be as you appear.” Rumi

**“Either do not make a promise or if you do,
you have to keep it at all costs.”**

Turgay Saracoğlu

The qualities that Turgay Bey considers the most important are those he has picked up from his father, Mehmet Saracoğlu, and they are all about ‘not lying, not deceiving oneself or others, being sincere and honest.’

Aware of the unconditional necessity of keeping his promises, he is extremely careful in his discourse. For Turgay Bey, promises must be kept at all costs, otherwise trust is completely destroyed. He makes great effort and shows firm determination to follow through his promises.

With his honesty, he wins other people’s trust. Trust is the major factor in his long-lived relationships both in his business and his personal life.

The average length of employment of the people who work for him is 14 years. In his personal life, his friendships dating back to Germany have continued for over half a century. He has chosen to be frank and open in all his relations with people.

He expects the same sincerity from everyone around him. The person who behaves contrary to his expectation no longer has a place in his life.

LOVE

A Life Devoted to Work

T*o be successful in a business, you must be attached to it with affection. I have been faithful to the principle of giving up many other blessings of life when necessary. I have never regretted working hard. This is my character. If one loves what he is doing, he forgets about its challenges and hardships. He finds deep satisfaction in successful results. My love for my work was so intense that there have been times when I neglected family life and failed to set aside the necessary time for my children. At that time I was not even aware of it. After my business entered a successful phase, everybody in my life excused and appreciated me.*

Turgay Saracoğlu

PEOPLE

Those who gave direction to the life of Turgay Saracoğlu

The people who are especially important for Turgay Bey are the ones who helped him acquire the qualities which enabled him to cope with the challenges he encountered all through his life.

First and foremost among these people are his mother, Rukiye Hanım, and his father, Mehmet Bey. Rukiye Hanım teaches him to be creative, to be always prepared, and to follow after his dreams and desires. Mehmet Bey was an example of self-discipline, sincerity, honesty, and determination in implementing his ideas.

During his childhood he learns to be a patriotic citizen from his grandmother, Dürdane Hanım, and he learns being honest from his grandfather who is an open-minded religious man.

The principles he learns from his boss at the German Brückner company was like a second university.

After he returns to Turkey, he gets the best support from his wife, Gül Hanım, and his brother, Kemal Bey.

Gül Hanım takes all responsibility for the kids upon herself with no complaint during difficult times while Kemal Bey plays an important role in SARMAK's growth with his knowledge of engineering and manufacturing.

All through the long years they worked together, Mehmet Özerdem was his supporter and his confidant, and Alpan İnal has spent great efforts in the professionalization of SARMAK.

His children, Aslı and Murat Saracoğlu, who have willingly taken over the management, are determined to keep their promise of a successful future for SARMAK.

A Life Devoted to Work

FROM CLOSE CIRCLES



Turgay & Gül Saracoğlu

Gül Saracoğlu, his Wife

In the early days of our marriage, Turgay Bey and I moved to Adana, a city with living conditions quite different from those of Ankara where I had grown up. My husband devoted himself and all his time to his newly established business.

In Adana, while many of our friends worked in other companies and led easy lives, I did not for once have second thoughts about our struggles to create something out of nothing. I trusted my husband who always worked very hard with foresight and patience, and never gave up his dreams.

I tried to assist him by taking all domestic responsibilities upon myself. I now bear the pride of having brought up our children who are all worthy of our family and successful in their respective fields, and who will carry our business into the future.

My best advice to young people is to be patient in the face of difficulties and never lose their motivation under any circumstances.

Aslı, Şirin, Murat Saracoğlu, his Children

Our father's love is his company. He exerts superhuman effort to make it successful. Having acquired a high awareness of self-discipline during his education in Germany, sometimes he even tells us, "Don't get sick, if you do, it means you haven't taken good care of yourself."

His struggle in the business world has been an ambitious one. Pushing aside the social aspect of his life, he has fully devoted himself to his work. At this point, the support of our mother is of prime importance. He has no regrets about the sacrifices he had to make and he is never demoralized in the face of negative developments. Even then, we always witnessed him coming up with a solution under all circumstances.

He is so in command of his work and so meticulous that he can detect even millimetric errors from a distance of several meters. He keeps track of everything. When he is researching a subject, he "drills down to the bottom" as he says. He does not use a memo book because he has a superb memory. He is punctual and he is loyal to appointments. He does not like to postpone things.

For us, our father is the first person to consult. He has taken the initiative in our education abroad. He has never imposed his decisions on us, but supported the choices we made. He has been always "the role model" for us.

He has convinced us that if we really want to, there is nothing in life we cannot achieve.



Dr.Şirin Saracoğlu, Murat Saracoğlu, Aslı Saracoğlu Özer

Kemal Saracoğlu, his Brother

My brother met the family's expectations -as the eldest son- by passing his classes with high honors and finishing first or in the top-3 all through his school life.

Growing up in a family of teachers was our greatest chance. We were their whole world. They brought us up without distinction. However, Turgay is different from me and our sister, Candan. He has no interest in social life. He does not swim for long when he is on vacation, he does not join the games. He sticks to his goal in life and works for it. He takes everything seriously and attains success without failure. I have yet to meet someone who learns English by reading thick and heavy history books.

When he offered me to work together, I accepted without hesitation, because I believed that my brother would know what was best for me.

We had difficulties during the early years of our business, but my brother was never discouraged. Later on, we did many successful projects. It is through my brother's efforts in technical issues and my own in production as well as the endeavors of all our employees that SARMAK has reached its current status.

My brother Turgay has shone brightly all through his life.



Turgay, Candan, Kemal Saracoğlu

Candan Karabağ, his Sister

We were lucky to grow up as the children of two loving parents. As a daughter with two brothers, I never felt any discrimination.

Turgay is different from me and Kemal. While we are socially oriented, he likes to keep himself busy with useful things. But because he loves us, he never interferes with our hobbies and interests, he respects our choices.

It seems he was born to be successful. With his perfect education coupled with his determination and diligence, failure could not be an option.

As a result of difficulties that he has experienced in life, he appreciates the value of his earnings, so he does not waste his money, but he is never unfair in paying his employees for their work either.

His work means everything to him and after work, he runs home right away to be with his family.



Candan Karabağ & Turgay Saracoğlu

Emre Özer, his Son-in-Law

I first met Turgay Bey when I visited their home in 1997. My first impression was that he was a very smart, intelligent man. In time, as I got to know him better, I saw that his logic was perfect, and that from the beginning to the very end his discourse always remained within a sound logical frame.

I believe that under the circumstances of his day, his setting up his own business was an act of great courage. He created a business from scratch and I am always impressed by the decisions he made in the face of changes and challenges which have taken place from that time up until the present day.

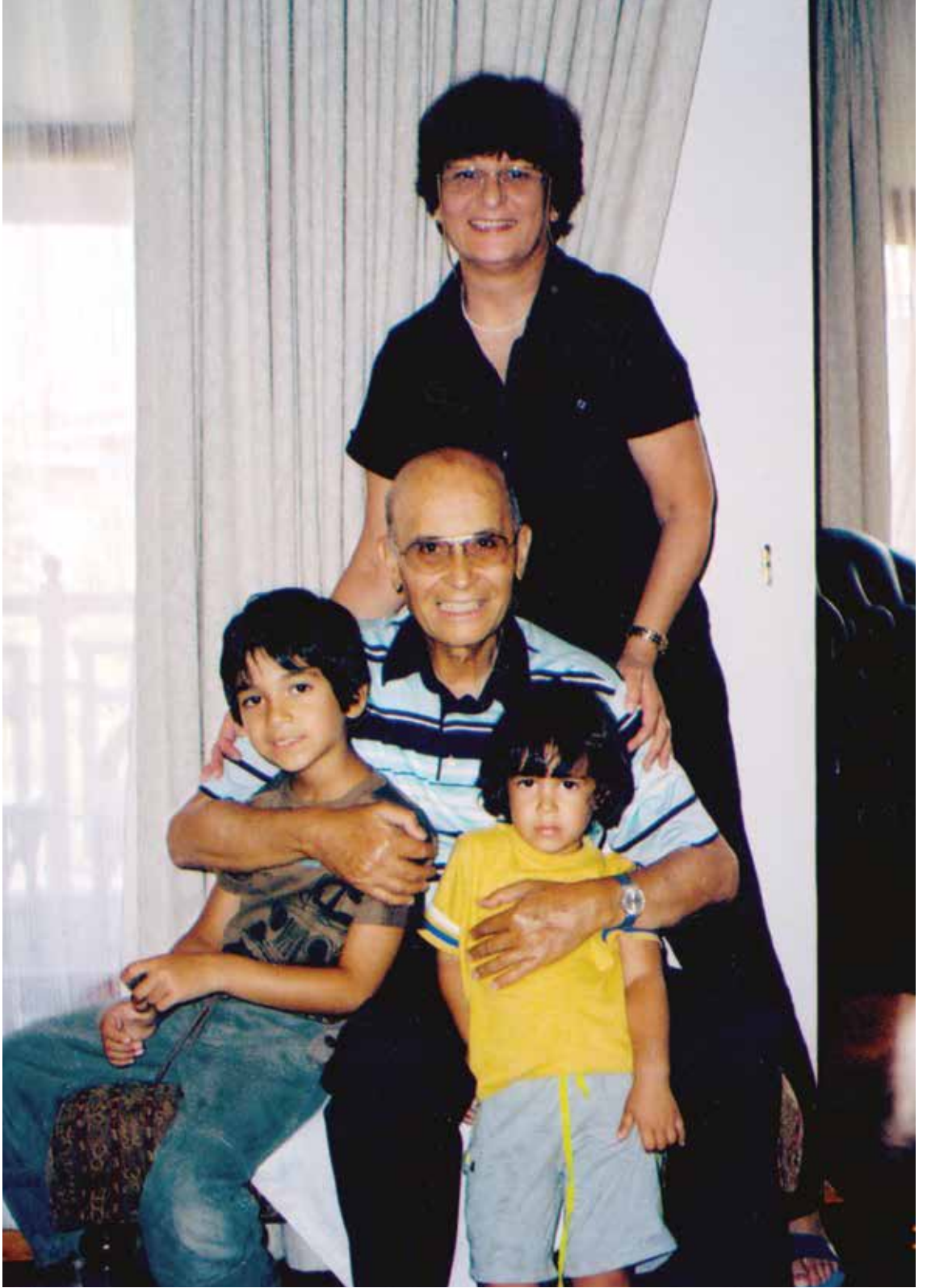
I personally witnessed the fact that in business, new decisions can be made all the time. Everyone will probably agree that Turgay Bey bases all his decisions on a careful calculation of pros and cons.

Determination is his second important quality which comes after his logical power. I believe his determination should be an example for all of us, especially for children. His self-discipline and will power are the necessary ingredients of his determination. He can give up smoking in one day and stay away from red meat for ten years.

Although he is open to innovations, he does not implement them right away. He acts only if he is sure of the outcome. We can say he is quite cautious at this point.

Efe Özer, his eldest Grandson

I know that my grandpa went to school in Germany and he set up his business with his brother. He is a smart and honest person. He is a fan of Beşiktaş soccer team. Sometimes we watch a game together. What I like best about him is the way he gets excited and shouts while watching the game. They tell me I was once touring the plant with my grandpa when I was little, and I told him, "You are not making these machines, the workers are making them." It is a cheerfully told story in the family.



Gül & Turgay Saracoglu / Efe & Can Özer

Can Özer, his second eldest Grandson

I am my grandpa's second grandson. I visit my grandpa and my grandma at their home and watch TV with them. I also swim in the pool with my grandpa and we eat at the restaurant and watch soccer games between Fenerbahçe and Beşiktaş. I love sports, so I enjoy watching games with my grandpa. I think he is a calm and gentle person. I love him.

İmar Saracoğlu, His Daughter-in-Law

For seven years now, Turgay Saracoğlu is my second father! As a child I grew up listening to my own father's memories from his years of education in Germany. Years later, when Murat, my spouse, and I were talking about our families, I learned that his father had also completed his education in Germany, and suddenly it was as if this common point had brought us much closer to each other than before.

Later on, when I personally got to know Turgay Bey, I realized that his years in Germany had great influence on the formation of distinct principles regarding his personal and business ethics. However, what made him Turgay Saracoğlu cannot be limited to his education in Germany. His bringing up, the various experiences he had along the way, his solution-oriented constructive approach and his inquisitive nature were some of the reasons that made him a very special person.

What surprises and pleases me the most about him is the loving words he uses when he speaks to children and his eyes which shine brightly. I have always felt his support in all matters. When I started up a new business he had taken interest in every detail and enjoyed sharing the day-to-day developments. Consulting him about all matters always gives me a feeling of power as if I were leaning against a mountain.

Nural Turhan, his Friend

Stuttgart Technical University, Germany

I met Turgay when we were going to Germany on 14 January 1956, a date which changed our lives. We have been friends for 57 years. I am proud of being his oldest friend.

During the twelve years we spent in Germany, we lived like twin brothers.

We had both been brought up in modest families of teachers and public servants. As young engineering students in Germany, we always tried to maintain our self-discipline and stayed away from needless things.

When we returned to Turkey, I settled in Istanbul and Turgay moved to his hometown Adana. We never lost contact with each other, and our friendship continued with the same sincerity and respect just where we had left off.

The name Turgay Saracoğlu reminds me words like determination, perfectionist, diligent, kind and loyal to his friends.

I see our years in Germany from age 17 to 30 as the years of forming our characters and I thank God for having been with Turgay during these years.

Mehmet Üçok, his Friend*Stuttgart Technical University, Germany*

In the Mechanical Engineering Department at Stuttgart Technical University, Turgay Bey was one year ahead of me. When we went to Germany, we first inquired about the Turkish students who were there on the Sümerbank scholarship, and we met Turgay Bey and his friends.

Together we formed the Turkish Students Association and we organized events to celebrate Turkish Holidays.

The name Turgay Saracoglu reminds me a strong character, who is decent and productive, and who has respect for knowledge and work.

In addition to being diligent, patient and determined, he also has an inner peace which he reflects to the people around him.

For a businessman whose priority is his business, the support of his spouse is of prime importance. I believe that Turgay Bey's greatest chance is having Gül Hanım as his wife. They support each other in different ways.

Turgay Bey is a dear friend of mine. I can describe him as an excellent person.

Tümay Ünsal, his Friend

Stuttgart Technical University, Germany

I met Turgay Bey when I went to Stuttgart Technical University to study Civil Engineering. As I got to know him, I saw that he was a very kind, good-humored and considerate person.

My most interesting memory is our meeting in Paris. Turgay had gone to France for six weeks in March 1961 to improve his French. He asked me to join him after the exams, too. We made an appointment to meet under the Eiffel Tower at 10 a.m. on April 1st, that is, April Fools' Day. When I went there a little suspiciously and saw him waiting for me, I was so relieved.

When we returned to Turkey, we got together in Ankara during my military duty, then we wrote to each other, and we recently met and talked at the Adana Airport.

Turgay has always been a very diligent man. I always thought he was going to be successful because he is equipped with intelligence, foresight and a strong will to reach his targets.

Mehmet Özerdem, his Colleague

Senior Advisor at Sarmak

I started working with Turgay Bey in 1971 before SARMAK, when the company was named TUSAR Engineering & Trade.

His most important traits are his devotion to work, doing his job flawlessly, and his importance to quality.

He works until he finishes what he has to do. When he gets carried away with his work, he forgets about eating, going home and everything. I do not remember him ever saying he was tired.

Turgay Bey has always motivated people to be honest. Even if I know he is going to get angry, I share with him what I think is right. Sometimes we have arguments, too, but the next day we continue as if nothing has happened.

I have been working with him for 42 years. He is my boss, my father and my brother. If I were to come into the world once more, I would work with him again.

Alpan İnal, his Colleague

Special Projects Coordinator at Sarmak

I joined SARMAK in 1992 as Sales and Marketing General Manager after my position in Atlas Copco.

We started taking steps toward professionalization and launched a sales drive with the newly appointed members of our sales team.

I learned from Turgay Bey the meaning of determination and will power in business life. He has a high sense of self-control and an excellent power of judgement.

He is truly in love with his work. He never sacrifices quality for any reason. With Turgay Bey's "no concessions" approach to production, we positioned SARMAK at the level of international brands.

Turgay Bey's success in his business is based on his love for it and his will to continue his struggle at all costs with discipline and patience.

Serdar Öztemel, his Colleague

Factory Coordinator at Sarmak

There is such a strong bond between Turgay Bey and me that I can feel in advance that he is going to call me. He always thinks as 'we', and not as 'I'.

He keeps track of his business with keen attention to detail. He is a real fan of history. You always see him with a book or a journal in his hand. He is the first one to put on the safety helmet in the production zone. He is very neat and careful; if he sees a slanted picture on the wall, he immediately fixes it. His door is open to everyone from the top manager to the tea maker and server in the company. I can sense his disguised sentimentality especially at the company events.

Mustafa Göktaş, his Colleague

Piston Compressors Sales Manager at Sarmak

Interned at SARMAK for six or seven months when I was in middle-school. I have been here ever since. It is like a second home to me.

With his high level of engineering, Turgay Bey is one of the rare people you will encounter. He is always busy with something. I have never seen him idle for a moment. He shares his joy of success with his employees.

When we started production, unions and technological difficulties didn't set him back. He never quitted.

He sees his products as a mirror of himself, and that is how he inspects them before shipping to the customers. Whatever he earns from his business, he reinvests in the company and compensates employees on a fair basis.

His accurate decisions and his exceptional diligence encourage his employees to work as devoted as he does.

Ali Gürbüz, his Colleague

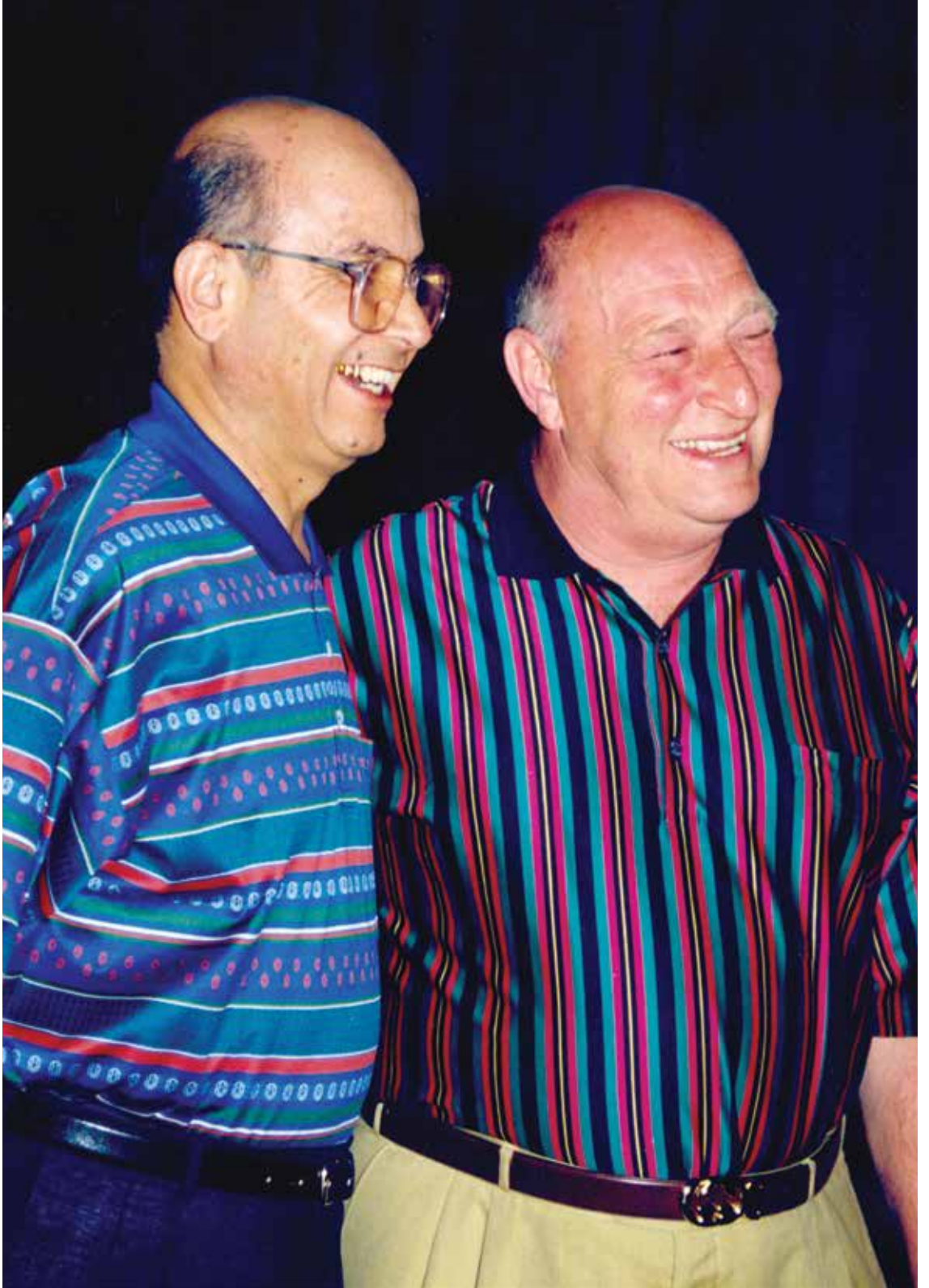
Technical and R&D Manager at Sarmak

Istarted working at SARMAK in 1991. As a mechanical engineer myself, I believe Turgay Bey is not like anybody as far as his engineering skills and his personality concerned.

He investigates in depth all that is going on in his area; he keeps track of all documentation, and examines all new data. He has brought SARMAK to an internationally competitive level.

He accepts all suggestions about technical books, documentation, and machines to be purchased for business development when he believes they will be beneficial.

Turgay Bey enjoys working and persistently works, not for money but for the ideal of being useful.



Turgay Saracoğlu & Horst Kleinhenz

Horst Kleinhenz, his Colleague

Manager in charge of Turkey at Mannesmann Demag

Turgay and I met at Demag's Hannover Messe stand. He introduced his firm as a manufacturer of small compressors in Adana. He was in a search of a company which he could represent in Turkey. We were interested, but since I had an approaching appointment, another friend of mine continued discussing the matter with him.

The next meeting was held with still another friend, but I finally went to Turkey to have a talk with Turgay Saracoğlu.

I saw that, he is specialized in compressed-air equipment and had met all technical specifications, Turgay Saracoğlu was the person we were looking for Turkey. We made several customer visits together.

I arrived at the conviction that Turgay's technical competence was at a very high level, and when he came to Frankfurt; our relations gained further strength after long discussions. I believed that SARMAK could manufacture our products in Turkey and would become our most valuable partner.

During the long years we worked together, we have also become very good friends.

We always felt lucky to have a partner like SARMAK.

Dear Turgay,

I enjoyed very much all the hours, days, months, and years I spent with you. I would like to thank you for everything....

Vedat Topçuoğlu, his Colleague

Gülsan Holding / Gaziantep, Board Member

Imet with Turgay Bey in 1986 when we bought the screw air compressors which was our first purchase. At this first meeting, I recognized that he knew his business well and was honest and trustworthy.

Throughout our years of business relations, I came to believe that he was a businessman who kept his promises and when necessary gave importance to total customer satisfaction.

I believe SARMAK is a company which has proven to be successful in the industry with their products as well as before- and after-sales services, and all credit goes to Turgay Bey. I believe that SARMAK is on its way to further growth and development.

A Life Devoted to Work

FROM HIMSELF



Discipline

The ability to finalize a job at the required time and quality.

Determination

The way one must behave to finish a job in time.

Ambition

The instinct which motivates the mind.

Competition

The race performed without going all the way to hostility.

Savings

Accumulated resources to be used during hard times.

Pride

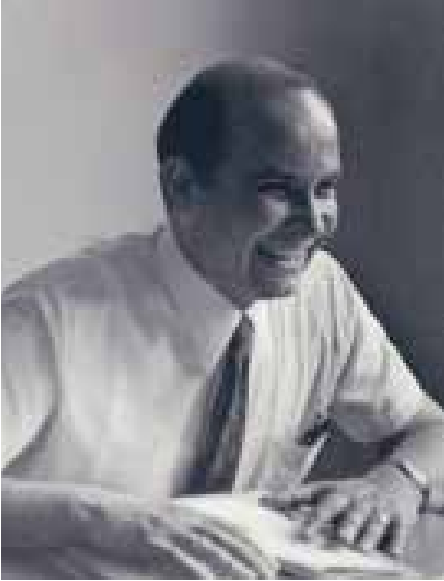
Having self-confidence without going to extremes.

Money

The necessary means to make a living and sustain a business.

TURGAY SARACOGLU AND HIS FAMILY





DEPARTED

76 YEARS FULL OF SUCCESS,
JOY AND GOOD PEOPLE...
HE WAS HARDWORKING, HONEST AND AMBITIOUS.
HE LEFT BEHIND A COMPANY;
BASED ON HIS PRINCIPLES, KNOWLEDGE,
EXPERIENCE AND PASSION.
HE BECAME A GUIDING LIGHT ONTO OUR PATH
FOR THE FUTURE.

FOUNDER AND CHAIRMAN OF OUR COMPANY,
MECHANICAL ENGINEER (DIPLOM INGENIEUR)

M. TURGAY SARACOĞLU,

MAY YOU REST IN PEACE.
YOU WILL ALWAYS BE REMEMBERED.
MAY GOD HAVE MERCY ON HIM.
SARMAK FAMILY

Note: Fortunately, this book was prepared and printed its 1st edition before Turgay Bey's departure to eternity on June 13th, 2013. He enjoyed reading this book and was happy that there was a written documentary which will be passed on to the next generations.





“I have never been a slave to money. I have just focused on my job. Money was only a secondary issue.”

Turgay Saracoğlu



*There are those who do their work well,
And those who enjoy doing it,
but then there are also those who do it with love.
They are a minority. But you know them.
They don't sleep. They don't eat or drink. They won't stop.
They don't get tired, they don't grow old.
You can't tell them "no". They won't hear the word "impossible".
You can't convince them to give up.
They do it to challenge the difficulties.
They do it to challenge the customary.
Their fuel is not money but the love they feel for life, science,
humanity, values, and quality.
And the respect they have for themselves.
And then there are friends
Who never let them down.*

This book is a valuable gift from a man who did his work with love.

To Turgay Saracoğlu with admiration and respect....

Ferhat TÜMER, February 2013

COCUKLAR ADVERTISING AGENCY, Owner