

# Arçelik

Respecting the World, Respected Worldwide



# About Me...

# P1

“Be yourself; everyone else is already taken.”  
— Oscar Wilde



## EDUCATION

Istanbul Technical University  
Industrial Product Design  
2002-2007



## WORK EXPERIENCE

Arçelik A.Ş.  
01.08.2019 – Current  
Graphic Design & Product Comm. Manager



Arçelik A.Ş.  
20.02.2008 – 31.07.2019  
Senior Industrial Designer

infoTRON A.Ş.  
01.04.2007 – 18.02.2008  
Industrial Designer



## AWARDS

- 5 IF Product Design Award
- 4 Design Turkey Award
- 3 Red Dot Award
- 2 A-design Award
- 2 Good Design Award
- 1 German Design Award



# About Arçelik...

P22

“Success is to benefit from the experiences of others.”  
— **Vehbi Koç** *(Founder of Arçelik)*

# Global Network



# Global Network





 **arçelik**

**LEISURE**

**FLAVEL**

**keysmart**

**beko**

**DEFY**

**VOLTAS · beko**

 **HomeWhiz™**

**GRUNDIG**

 **elektro bregenz**

**arctic**

**cast**

 **ALTUS**

**Blomberg**

 **Dawlance**

**SINGER**



Turkey



Romania



UK  
Spain  
Poland  
France  
Romania  
Turkey



Pakistan



South Africa

Australia  
Brisbane

Holds Top 3 Positions



# About Design Team...

P3

“Coming together is a beginning. Keeping together is progress. Working together is success.”

— Henry Ford

# Design Studios

## 5 Departments

- *MDA&HVAC Design*
- *SDA&CE Desgin*
- *UI/UX Design*
- *Graphic Design*
- *CMF*
- *Workshop*

37 Designers

6 Prototypers



# Design Awards



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25

35

32

26

30

8

1

From 2011

# Graphic Design Team



**Onur Onrat**

Graphic Design &  
Product Communication  
Manager



**Duygu Turancı**

Graphic & Communication  
Design Specialist



**Mustafa Demirel**

Graphic & Communication  
Design Specialist



**Nihan Elçin**

Graphic Designer



**Burcu Barlas**

Graphic Designer



**Çisel Türksal**

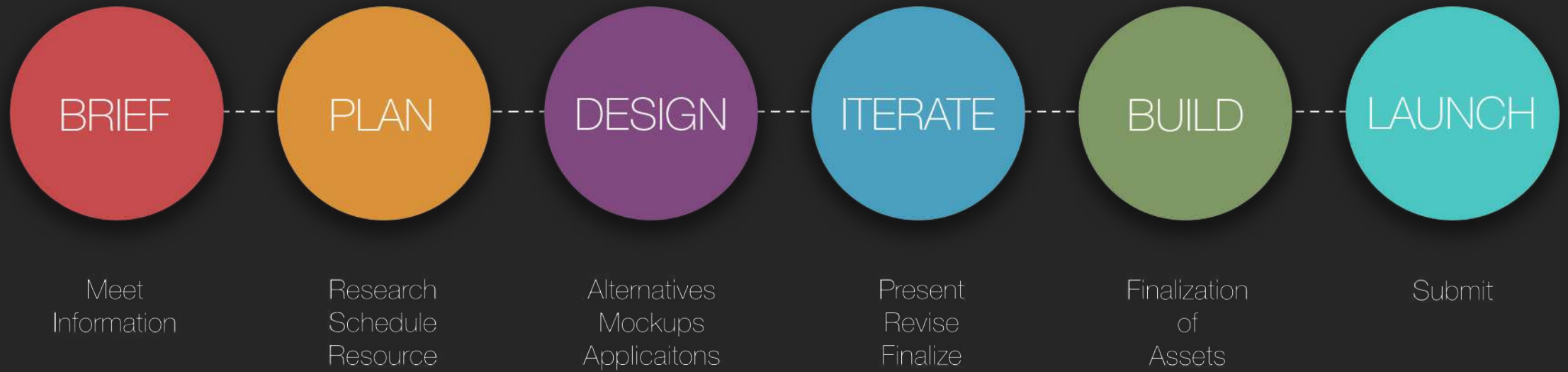
Graphic Designer

# About Our Duties...

P4

“There are three responses to a piece of design;  
yes, no, and WOW! WOW is the one to aim for.”

— **Milton Glaser**





beko  
HARVESTfresh™







Clean your clothes  
whilst *caring for*  
*the ocean.*

Our washing machines have changed,  
but the joy of playing outside is still the same.

**GRUNDIG**

It starts at home

Pet tub made  
of recycled  
plastic bottles.





beko



10 kg | 1400 d./dk. | A+++



Tazeleme+  
Akıllı Program  
Gömlek  
Yorgan  
Bebek+  
Soğuk Yıkama  
Durulama  
Sıkma+Pompa



Pamuklu  
Pamuklu Ekonomik  
Sentetik  
Göster  
Leke Programı  
Yünü  
Narin  
İndirilen Program



Karışık  
Onileme  
Bitti  
Sıkma  
Yıkama  
Zaman  
Geçiktirme

Agma  
Kapatma

Başla/Bekle  
Alt Camer

ProSmartInverter HomeWhiz







# AquaIntense®

Intense cleaning performance for the dirtiest dishes



**SlidingFit**  
Perfect kitchen  
integration

**Fast+™ Function**  
Clean dishes and  
glasses in a flash

**beko**  
Live like a Pro



CornerWash Technology

Complete cleaning,  
from *center* to *corner*.



CornerWash spray arm is designed to clean in a rectangular pattern directly accessing the water all the way out to the corners for a more thorough cleaning



Water  
Protect+



Silent  
Mode



High Load  
Capacity

**GRUNDIG**

It starts at home





## Montaj Talimatları

Installation instructions

Installation instructions

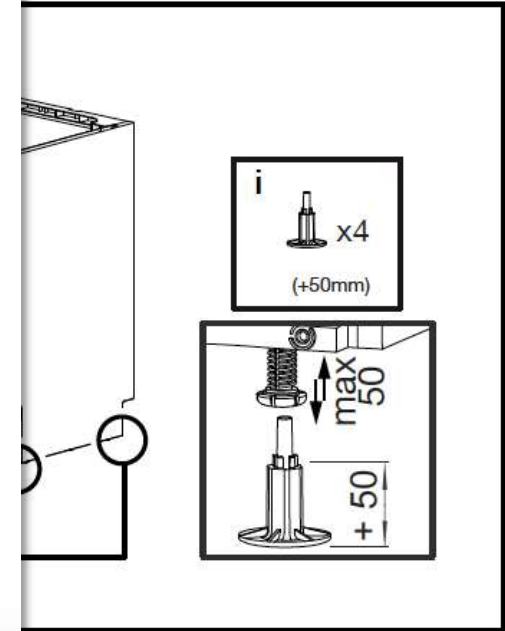
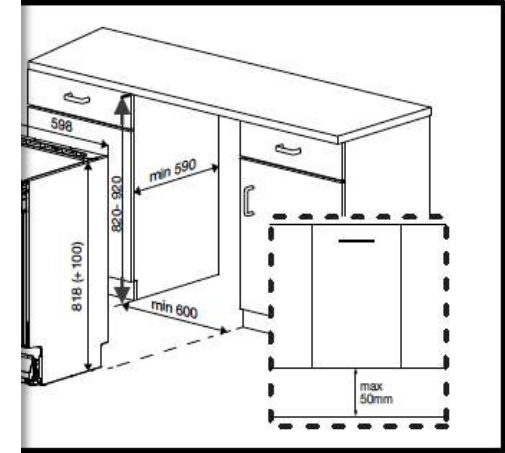
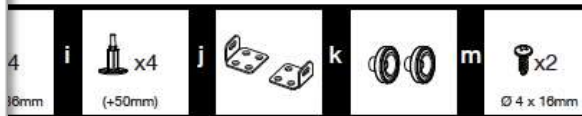
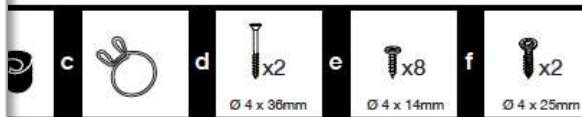
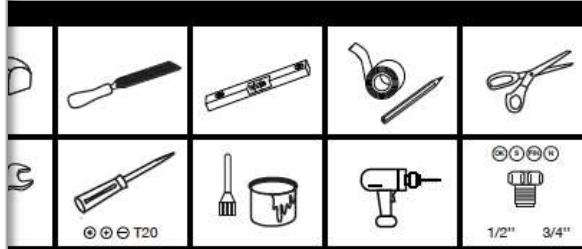
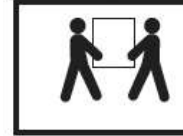
Installation instructions



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DIN15R11 - DIN15R11



Document Number: XXXXXXXXXXXXXXXX



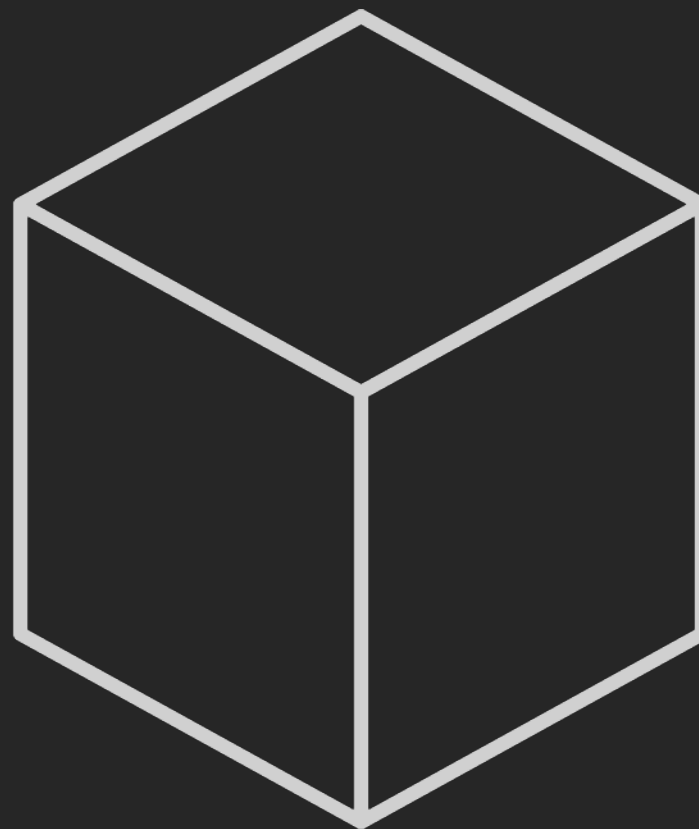




# About Packaging Design...

P5

“The Earth is a fine place and worth fighting for.”  
—Ernest Hemingway



Design Story of Sustainable Grundig Packs

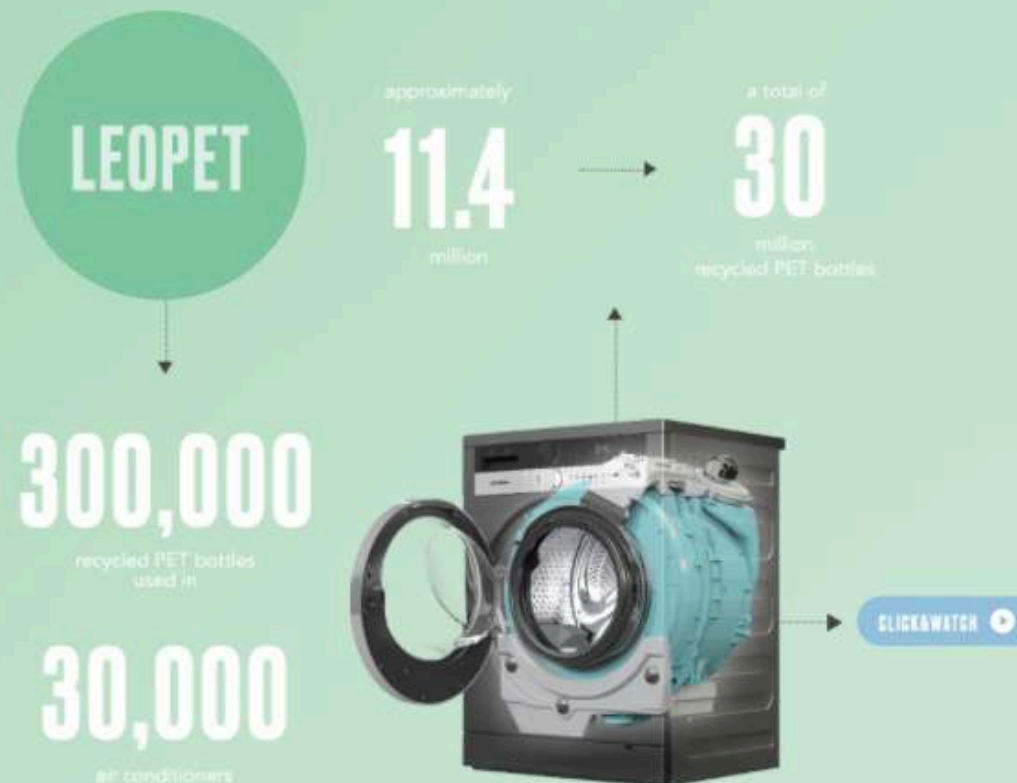


# This is Not Waste



## This is an innovative product

We believe that sustainability is both a lifestyle and a profitable business model. We see sustainability as a pathway that we need to follow resolutely as responsible leaders and companies to tackle global challenges with the products we develop. Plastic pollution is one of the biggest problems in our world. We focused on global issues such as plastic pollution, and we concentrated all our efforts and R&D on these areas.







**100%**  
RECYCLABLE  
CARDBOARD



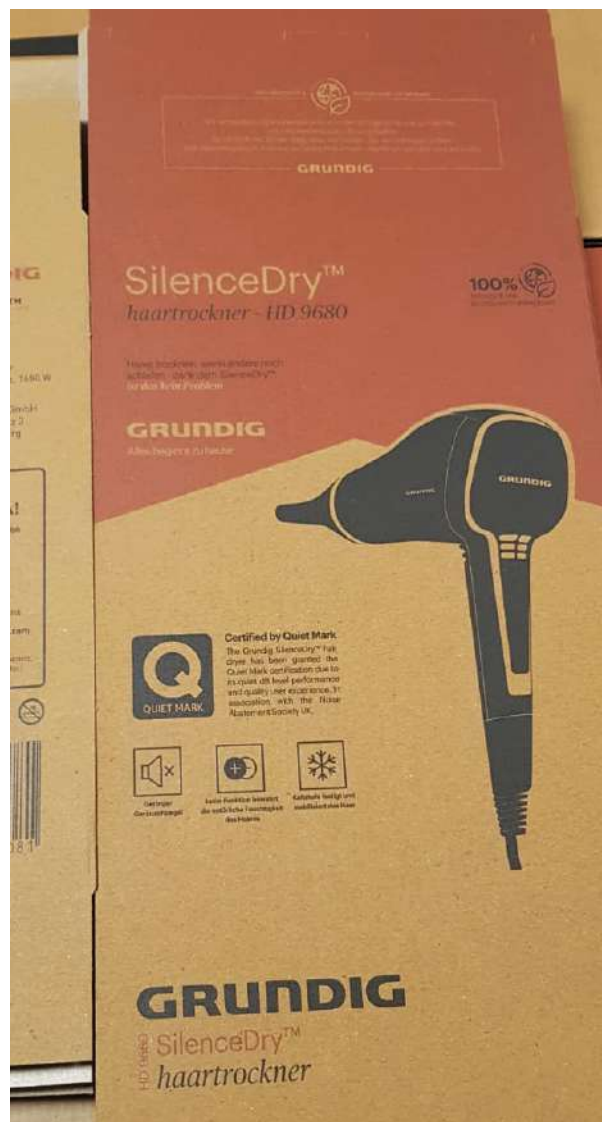
- Flexo
- SuperFlexo
- Laser
- Digital
- Offset



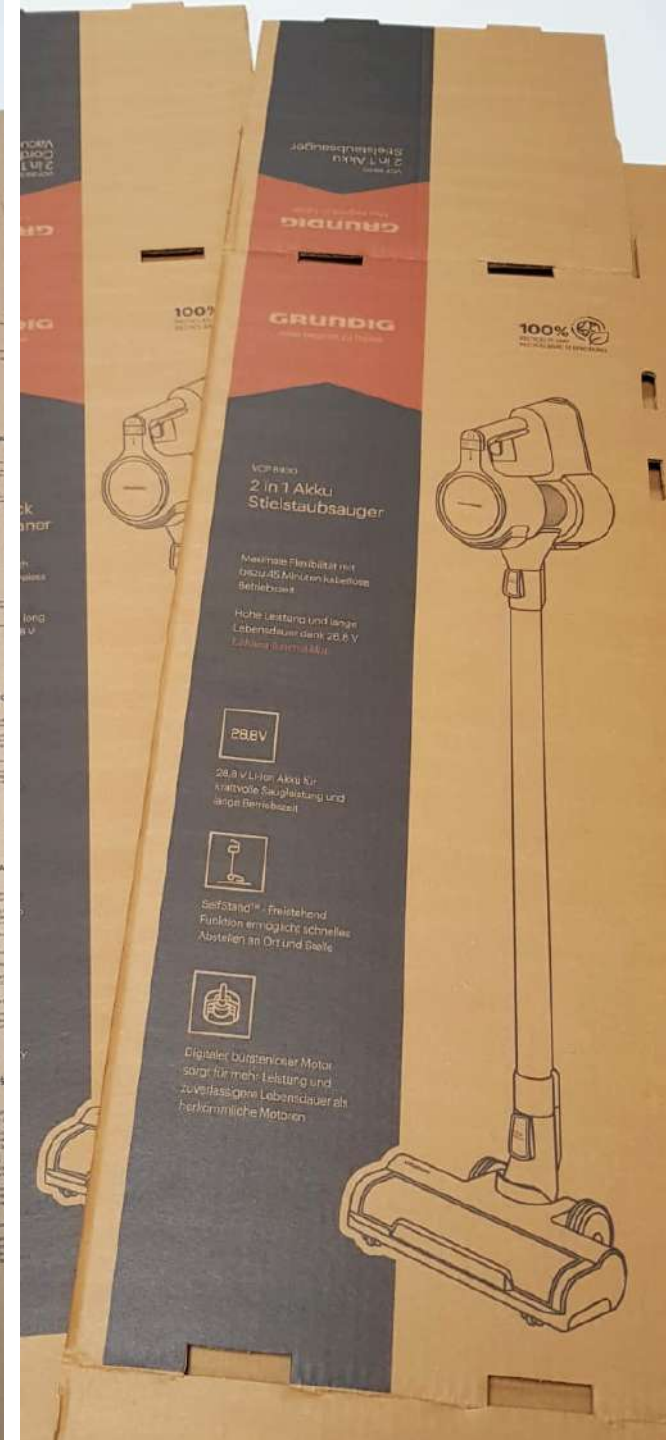




















VÅR  
TÖRK

VÅR SKEROM

FASHION MASTER  
2.0

Vår  
favorit

Vår  
favorit

Electrolux  
Toute la puissance  
dans le fil !  
Lithiopower  
Li-Ion  
ergorapido  
Li-Ion

Athlet  
25.2 V  
Lithiopower  
Li-Ion  
ergorapido  
Li-Ion

Athlet  
18 V  
Lithiopower  
Li-Ion  
ergorapido  
Li-Ion

Electrolux  
The secret to  
powerful cleaning  
ergorapido  
Li-Ion

Electrolux  
The secret to  
powerful cleaning  
ergorapido  
Li-Ion

Ready'y  
BOSCH

Ready'y  
BOSCH

Electrolux  
High performance  
with cordless  
2 in 1 freedom  
ergorapido  
Li-Ion

GRUNDIG  
100%  
Li-Ion  
ergorapido  
Li-Ion

GRUNDIG  
100%  
Li-Ion  
ergorapido  
Li-Ion

Electrolux  
High performance  
with cordless  
2 in 1 freedom  
ergorapido  
Li-Ion

Shark  
Lift-Away  
THE ONLY DELUXE  
STEAM POCKET  
MOP THAT...





VÄSKEROM  
TORK

VÄSKEROM

FÄRMO...STER 2.0

Vår favorit

Vår favorit



Electrolux  
Toute la puissance  
dans le fil !  
L'ultrapower  
à 25.2 V

Athlet  
25.2 V

Athlet  
18 V

Electrolux  
The secret to  
powerful cleaning  
ergorepido

Electrolux  
The secret to  
powerful cleaning  
ergorepido

Ready'y  
BOSCH

Ready'y  
BOSCH

Electrolux  
High performance  
with cordless  
2 in 1 freedom  
ergorepido

High performance  
with cordless  
2 in 1 freedom  
ergorepido

High performance  
with cordless  
2 in 1 freedom  
ergorepido

Electrolux  
High performance  
with cordless  
2 in 1 freedom  
ergorepido









PHILIPS SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 549.-	BABYLIX SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 599.-	BABYLIX SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 699.-	ARZUM SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 199.-	REMINGTON SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 279.-	BABYLIX SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-	BABYLIX SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-	BABYLIX SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-	REMINGTON SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-	ROWENTA SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-	REMINGTON SAC DÜŞÜKLENDİRME ÇIĞALLARI SAC DÜŞÜKLENDİRME ÇIĞALLARI KODUNA PARKEETİ YOL - € 8.32 DENCİBANK KREDİYLE - € 25.17 369.-
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15	16	17	18	19	20	21	22	23
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15	16	17	18	19	20	21	22	23	24	25	26	27
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Strip Route



Roof Route



Drawing Routes





- Plain and clear design code
- The product visual is very realistic
- Clearly delivers product features through boxes
- Delivers sustainability message mainly through eco-friendly, raw, unprocessed cardboard material.
- Fits well with Grundig perception.
- Distinct; so differs from the rest and draws attention on shelf.



**100%**  
RECYCLABLE  
CARDBOARD

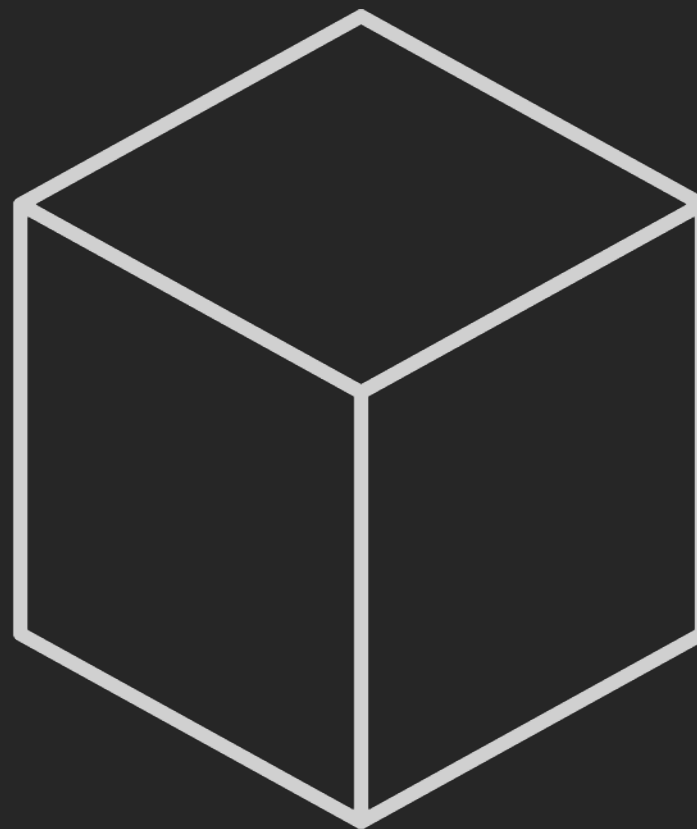
**100%**  
RECYCLED AND  
RECYCLABLE CARDBOARD



**100%**  
RECYCLED AND  
RECYCLABLE PACKAGE



C2



Design Story of Heinzelmann Radio Packs



Heinzelmann Radio



After the Second World War Germany was in ruins and so were most radios but new production was tightly controlled by the allies. Radio dealer Max Grundig saw an opportunity and built the 'Heinzelmann', a Grundig radio without tubes that was not officially a radio. People bought separately this radio and tubes then combined by themselves and get news from rest of the world. It may be the one of the first examples of DIY projects.

1946



Heinzelmann Radio





Package - 50<sup>th</sup> Anniversary

Premium

Sustainable

Retro-Style

DIY-idea

Elegant



## Secondary Use

In this concept we focus on portable packaging alternatives and "how can we give a perception of retro or elite opening to become a stand to present our radio".



design.











## Heinzelmann Radio

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit. Phasellus arcu arcu, finibus  
sed lectus sit amet, efficitur nec enim.



Internet Radio



DAB+ Radio



Bluetooth









## HEINZELMANN RADIO

Heinzelmann Radio lorem ipsum sit  
dolor amet, consectetur adipiscing  
elit sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna  
aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis  
nostrud exerci tation ullamcorper  
suscipit lobortis nisl ut aliquip ex ea  
commodo consequat.

# GRUNDIG

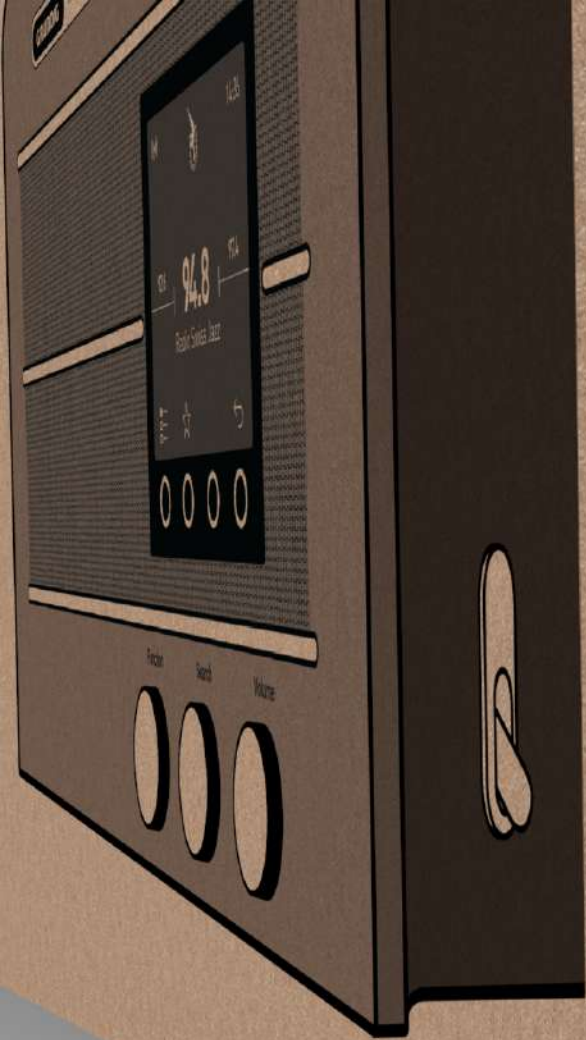
Alles beginnt zu hause

## HEINZELMANN RADIO

Lorem ipsum dolor sit amet, vel ligula  
consectetur adipiscing elit. In  
purus lectus.

Præsent aliquet justo  
sem ultrices arcu  
*Sed vel ligula*





Heinzelmann  
Radio







# GRUNDIG

Alles beginnt zuhause

...ung um, so dass die Außenseite  
...ing over so it is inside out.



3

Falten Sie die Verpackung an den markierten Faltlinien  
nach hinten.  
Fold it backwards from the folding lines marked.



4

Fixieren Sie nun bitte mit Klebstoff die eingeklappten  
Teile und bringen Sie die Verpackung in die Form  
eines Hauses.  
Now fix the folded parts with adhesive and bring the  
packaging into the shape of a house.



5

Zum Öffnen der Tür bitte an der gewünschten Linie  
entlang schneiden.  
To open the door, please cut along the desired line.

# GRUNDIG

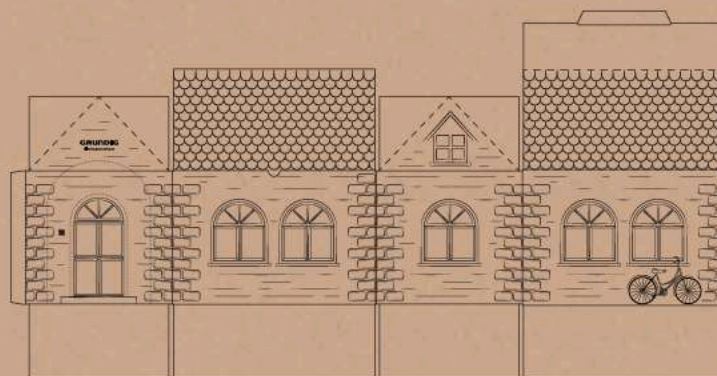
Alles beginnt zuhause





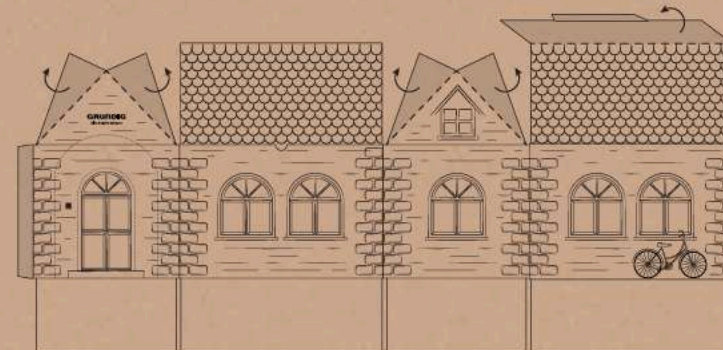
- 1** Öffnen Sie die Verpackung vorsichtig, ohne sie zu zerreißen.

Open the box properly, without tearing it.



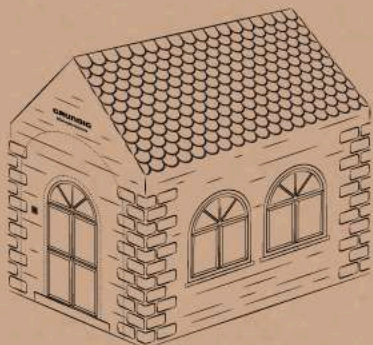
- 2** Drehen Sie die Verpackung um, so dass die Außenseite nach oben zeigt.

Turn the packaging over so it is inside out.



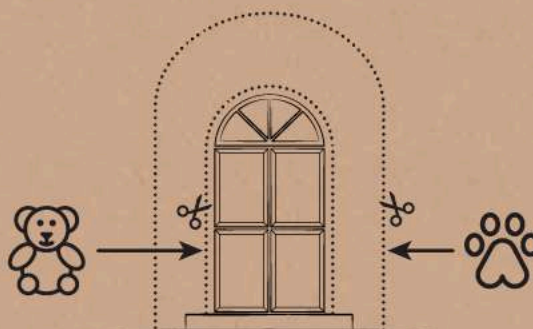
- 3** Falten Sie die Verpackung an den markierten Faltlinien nach hinten.

Fold it backwards from the folding lines marked.



- 4** Fixieren Sie nun bitte mit Klebstoff die eingeklappten Teile und bringen Sie die Verpackung in die Form eines Hauses.

Now fix the folded parts with adhesive and bring the packaging into the shape of a house.



- 5** Zum Öffnen der Tür bitte an der gewünschten Linie entlang schneiden.

To open the door, please cut along the desired line.

# GRUNDIG

Alles beginnt zuhause



Thank You...

# Arçelik

Respecting the World, Respected Worldwide

