

Highlights from Pınar Su's History

Pınar Su laid the foundations of Turkey's first bottled mineral water plant that made use of non-returnable packaging.

1984

- Pınar Su introduces consumers to Turkey's first packaged water under the "Pınar Şaşal" label.

1985

- Pınar Su exports goods to Germany for the first time.
- PVC containers are used for the first time.

1989

- Pınar Su single-handedly accounts for 90% of all of Turkey water exports.

1995

- Bottled water production capacity reaches 100,000 tons a year.

1996

- Pınar Su opens its second plant in Aydın-Nazilli and introduces its "Pınar Madran" brand to consumers.

1997

- Pınar Su introduces the first PET bottles for its Pınar Madran line of water and is awarded a gold plaque by the Turkish Standards Institute.

1999

- Pınar Su receives ISO 9002 Quality Management System certification.

2001

- Pınar Su's environmental awareness is confirmed by its TSE ISO 14001 Environmental Management System certification.

2002

- Pınar Madran is marketed in polycarbonate bottles.

2003

- The rights to the Sakarya and Isparta springs are acquired and Marmara Su is set up. Water from these two springs is marketed under the "Pınar Yaşam Pınarım" and the "Pınar Denge" labels respectively.
- Pınar Su is awarded TS ISO 9001:2000 certification.

2005

- Pınar Su is awarded TS 13001 HACCP Food Safety System certification.
- Additional investments at the Pınar Madran plant occupying 64,000 m² of land in Aydın-Bozdoğan increase the facility's enclosed space from 14,000 m² to 17,000 m².

2009

- Pınar Su is awarded TS ISO EN 9001:2008 Quality Management System certification.

2010

- The Pınar Su Order Hotline on 444 99 00 goes into service and is made accessible from everywhere in Turkey.
- Pınar Su is awarded TS ISO EN 22000 Food Safety Management System certification.



2011

- Bottle weights are significantly reduced with the introduction of a newly-designed “short-neck” format.
- Pinar Su’s glass container design is revamped.
- Product is supplied to market in a new 1 liter container.
- Akçaağaç replaces Toros as source of the Company’s mineral water in Isparta.
- Container and label designs are revamped at all of the Company’s plants.
- The Pinar Su brand is supported by TV advertising and a variety of other communication activities.

2012

- Pinar Su is awarded TSE-ISO-EN 10002 Customer Satisfaction Management System certification.
- Pinar Su’s first “Season” concept glass bottles are introduced in the 0.33-liter and 0.75-liter format.
- A new, POS-specific 3.25-liter PET bottle is introduced to the market.
- For the first time in Turkey a new alternative online order-placement channel is introduced that allows consumers to conveniently place advance orders for delivery on dates and at times of their choosing.
- Five-liter glass carboys are introduced to the market.
- A licensed Smurf-theme half-liter Handy-Cap PET bottle is introduced for the children’s segment of the market.
- Product-based communication is used for new products for the first time via the printed media, outdoor, and digital platforms.

2013

- Pinar Su order-placement app running on the Android and IOS platforms is launched.
- BrandSpark International “Best New Product” awards are received for the five-liter carboy and for the season-liveried glass bottle packaging formats in the “Food & Beverages” category.
- The season-liveried series of glass bottles receives a gold medal for packaging excellence in the Ay Yıldızları awards competition.
- PET container production capacity is nearly doubled at the Hendek and Isparta plants.
- Newly-designed season-liveried 0.33-liter and 0.75-liter glass bottles continue to be introduced to the market.
- The designs on the Smurf-themed 0.5-liter Handy-Cap PET bottles are replaced with the 3D characters from the latest The Smurfs movie. The first product-specific campaign is undertaken with the inclusion of Smurf-themed trading cards along with product six-packs.
- Both national and local campaigns were conducted all year long to promote the carboy packaging format among household consumers. Especially in bigger cities, particular attention was given to the use of outdoor media for this purpose.