

PINAR SU'S COMPETITIVE ADVANTAGES

PINAR SU'S COMPETITIVE ADVANTAGES ARE ROOTED IN:

- SUPERIOR QUALITY STANDARDS
- LOGISTICAL STRENGTHS
- A TALENT FOR KEEPING A CLOSE WATCH ON NATIONAL AND INTERNATIONAL CONSUMER TRENDS AND PREFERENCES AND TRANSFORMING THEM INTO MARKETABLE PRODUCTS.

BRAND AWARENESS

Superior brand value reinforced by the confidence that people have in the Pinar name

QUALITY

TSE-ISO-EN 9000 Quality Management System certification
 TSE-ISO-EN 14000 Environmental Management System certification
 TSE-ISG-OHSAS 18001 Occupational Health and Safety Management System certification
 TSE-ISO-EN 22000 Food Safety Management System certification
 TSE-ISO-EN 10002 Customer Satisfaction Management System certification
 NSF International Quality Certification
 BRC (British Retail Consortium) Food Safety Certification

DISTRIBUTION AND SERVICE NETWORK

Sales and distribution network of dealers located all over Turkey
 Pinar Su Order Hotline
 Online ordering
 Smart phone based ordering

PRODUCTION

Mineral water supplied to the consumer under the most natural and hygienic conditions

Logistical advantages arising from three production facilities near their target markets

Ability to supply product in whatever form of packaging (PET, carboy, glass) consumers may prefer

Strong know-how

Cleanroom technology

Sound and sustainable collaborative relationships with suppliers nourished by economies of scale and brand value

PRODUCT PORTFOLIO

Natural mineral water harvested from the Madran, Gökçeağaç, and Akçaağaç springs supplied to market in all packaging formats
 Plain, fruit-flavored, and vitamin-enriched fruit-flavored naturally-sparkling mineral water portfolio