

## PINAR SU'S "FIRSTS" AND HIGHLIGHTS FROM ITS HISTORY

# An industry pioneer for three decades

PINAR SU FOCUSES ON SUSTAINABLE GROWTH THROUGH NEW VENTURES THAT IT HAS UNDERTAKEN AND WILL UNDERTAKE IN NATIONAL AND INTERNATIONAL MARKETS.



### 1984

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

### 1985

Pinar Su exports goods to Germany for the first time.

PVC containers are used for the first time.

### 1989

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

### 1995

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

### 1996

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

### 1997

Pinar 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

Pinar Su receives ISO 9002 Quality Management System certification.

### 2001

Pinar 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.

Pinar Su is awarded TS ISO 9001:2000 certification.

### 2005

Pinar Su is awarded TS 13001 HACCP Food Safety System certification.

Additional investments at the Pınar Madran plant occupying 64,000 m<sup>2</sup> of land in Aydın-Bozdoğan increase the facility's enclosed space from 14,000 m<sup>2</sup> to 17,000 m<sup>2</sup>.

## WHEN PINAR SU LAID THE FOUNDATIONS OF ITS FIRST PLANT IN 1984, IT ALSO BECAME THE FIRST COMPANY TO INTRODUCE TURKISH CONSUMERS TO MINERAL WATER BOTTLED IN NON-RETURNABLE CONTAINERS.

### 2009

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

### 2010

The Pinar Su Order Hotline on 444 99 00 goes into service and is made accessible from everywhere in Turkey.

Pinar 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.

Akçağaç replaces Toros as source of the Company's mineral water in Isparta.

Pinar Su is awarded TS 18001 Occupational Health & Safety Management System certification.

### 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.

Turkey's first web-based online carboy-ordering system is launched.

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.

### 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 Ambalaj Ay Yıldızları awards competition.

PET container production capacity is nearly doubled at the Hendek and Isparta plants.

The Company enters the naturally-sparkling mineral water category with plain, fruit-flavored, and vitamin-enriched fruit-flavored products.

### 2014

Newly redesigned 0.33 lt and 0.75 lt glass bottles are introduced to the market.

Consumers are given the option of placing orders for PET-container and naturally-sparkling mineral water products through the same dealers who supply them with 19 lt carboys.

Pinar Su receives British Retail Consortium (BRC) food safety certification.

With the reduction of the amount of plastic raw material used in their manufacture, the labels on Pinar Su's PET containers begin displaying an eco-friendly bottle icon indicating the reduction both in their environmental impact and in their energy and carbon footprints.