

Shell Gas Bobtail: ISISAN is the biggest supplier of Shell in Turkey. ISISAN has been supplying storage and transportation tanks to the LPG distributors of the Turkey.

# STORING EXPERTISE FUELLING GROWTH

ISISAN is a Turkish company which was founded in 1968 in a small workshop producing hot water boilers and simple, non-pressurised tanks. Years later, the company is now a major manufacturer of pressurised tanks, as well as being involved in flour milling, animal feed production and manufacturing pipes. Industry Europe spoke to company representatives Ugur Dundar Poyraz and Serdal Kara to find out more.



ADNOC 55m³ LPG S. Trailer, ADNOC has placed an order for 5pcs. to ISISAN for 2014. ADNOC is one of the biggest distributors of LPG in U.A.E, ADNOC has been purchasing LPG storage and transportation tanks from ISISAN since 2000.



Naftal 1000pcs. of 1750kg LPG Storage Tank: This project was completed for the biggest LPG distributor in Algeria. The tanks were supplied to NAFTAL within one year period and were successfully delivered to the NAFTAL worksite in Algeria.

Ukraine Messer 300m³ Cryogenic Storage Tank: The tanks has been supplied to Messer Corp and shipped to Ukraine.



AS ISISAN approaches its 50th anniversary, it can look back on years of growth which have allowed it to become the core member of a group that employs 1000 people. One key turning point in its history stands out: the decision taken in 1980 to focus on the manufacture of pressurised vessels, particularly transport and storage tanks for LPG, cryogenics, CO2 and LNG. This move laid the foundations for ISISAN's current status as an industrial powerhouse.

Since taking this step, ISISAN has won clients from all corners of the world. Mr Poyraz states that the company now exports 50 per cent of its products to more than 60 countries around the world, and can include some of the world's most famous petroleum and gas companies amongst its custom-

ers (including BP, Exxon Mobil, Shell, PO and Total), as well as household names in other industries, such as Coca Cola, Pepsi Cola, Du Pont, Ülker and Efes Pilsen. In order to meet demand, the company has constructed a massive production area of 46,000m² (including 25,000m² of covered space) in the industrial zone of Kayseri in Turkey's Central Anatolian region.

#### From Anatolia to the world

ISISAN's Kayseri facility now focuses largely on providing transport and storage solutions for LPG, LNG, CO2 and Cryogenics transportation and storage. It has carried out significant projects in these areas for its international customers, including manufacturing 1000 LPG for Algeria's NAFTAL, and

80 LPG S trailers for GASCO in Saudi Arabia. Most recently, the company completed startup operations for the manufacturing of cryogenic tanks for the Serbian company to be used at ASU. ISISAN's sales and marketing manager, Serdal Kara, oversaw the installation of two vertical engineered tanks each with a capacity of 200m³.

Mr Kara emphasised ISISAN's ability to meet its customers' needs with bespoke products: "We have manufactured 12 engineered tanks with capacities of between 200 and 300m³ in the last year. In addition, we have manufactured and delivered seven specially engineered tanks built on a separate manufacturing line with an exclusive crew. We offer an extensive engineering service and provide our customers with 3D drawings before

manufacturing process begins. The design of the tanks is based on field reports sent to us by the customer and ISISAN is proud to be able to deliver such fine tailor-made products."

#### An eye to global opportunities

In addition to its massive factory in Kayseri, ISISAN also operates a maintenance and repair workshop in Istanbul and international branch offices in Frankfurt, Dubai and Mumbai. These offices support the company's ambitious growth strategy, serving to identify new investment and sales opportunities. Mr Poyraz believes that the company's willingness to maintain a physical presence in four key regions has allowed it to reach out to customers quickly and react effectively to changing requirements. This has translated into growing levels of customer satisfaction, which ISISAN has been able to turn into increased market >

200m³ Cryogenic tank successfully supplied to Messer for an ASU plant located in Bor / Serbia





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Messer 300m<sup>3</sup> CO2 Storage tank: This tank is a good example for Engineering products of ISISAN. This picture is chosen because all ISISAN's Executive and Engineering Crew are proud of their work and the end result, smiling with the pleasure of a successful project.



share. India has become a particular focus of late, owing to its status as one of the fastest-growing industrial economies in the world.

### Research and quality

Mr Poyraz is also proud to discuss ISISAN's commitment to remaining ahead of the curve in terms of product development. To this end, the firm recently visited the Breakbulk 2014 trade fair in Antwerp, Belgium, in order to gain an overview of new vehicles and seek alternative techniques for moving products around the world. Mr Poyraz points out that the company invests heavily in research and development in order to

create new products and fine-tune existing ones. He sees ISISAN's R&D unit as the custodian of the company's values and principles, particularly its commitment to adapting constantly to new opportunities. This attitude is also carried through into ISISAN's strong commitment to quality management, guided by the latest ISO standards, and its energetic pursuit of long-term customer satisfaction through a comprehensive after sales program.

### A future in the community

Mr Poyraz is justifiably proud to outline the company's past achievements, which

have been built on a consistent willingness to look to the future. This attitude is not restricted to ISISAN's business activities, but can also be seen in the contribution it makes to society through sustainable educational and health projects. ISISAN has made generous contributions to the wider community in the Anatolian Region: most recently involving support for the construction of new buildings at Nuh Naci Yazgan University and the Erciyes University Law School. It has also given help to a hospital burns unit, a mental disabilities training school and a primary school in the vicinity of its Kayseri factory. □

**Russia 90m<sup>3</sup> Cryogenic Storage Tanks: 3 pcs. of 90m<sup>3</sup> Cryogenic tank were produced for one of the biggest cryogenic gases distributor in the world. The tanks were shipped to the project site with a successful operation carried out from ISISAN to the inner regions of Russia.**

