

DESIGN CHRONOLOGY TURKEY

PACKAGING



This text is prepared for the

3rd Istanbul Design Biennial

ARE WE HUMAN?

The Design of the Species

2 seconds, 2 days, 2 years, 200 years, 200,000 years

by **Gökhan Akçura** and **Orhan Irmak**

with contributions by **Pelin Derviş** and **Barış Gün**

translated by **Liz Erçevik Amado**, **Selin Irazca Geray** and **Gülce Maşrabacı**

editorial support by **Ceren Şenel**, **Erim Şerifoğlu**

graphic design by **Selin Pervan**

PACKAGING

END OF THE 19TH CENTURY

BOXES IN THE CONTEXT OF PACKAGING

Packaging in the sense we know it today does not exist in the Ottoman Empire at first. Products are in cloth-bags or sacks woven with wool, hemp or cotton. Various products such as cotton, wool, grains, flour, sugar, coal can be marketed in these sacks. Bundles are used mostly for packing textile products. Olives are bought in barrels, cheese in goatskin, fruits in baskets, yogurt in jugs, and pickles in earthenware jars. Stylish and flamboyant boxes of imported goods that enter the market as of the second half of the 19th century cut a wide swath. Later, similar packagings for local products begin to appear. Some foreign companies make special packagings of fez, tea, pharmaceuticals, toys, chocolate, etc. for the Ottoman market. In this period, tin and wooden boxes are high in demand and carton boxes also come into play after a while. These boxes are embellished with flamboyant paintings. Images of battleships are used on the cover of Balabani teas, one of the first tea companies of the Ottomans. Tobacco leaves the bag and enters the box with the star and crescent. Meanwhile, the fez boxes are decked with labels each more quaint than the next. Bottles are no longer anonymous but have acquired identities; they start bearing brands. Soda, beer and perfume bottles adorn the shop windows with their sales appeal. Producer of the first local drugs and cosmetics, Ahmet Faruki* has the labels of his fashionable bottles printed in Europe. Major stores have alluring packaging papers printed and placed inside the boxes: Mayer, Orozdibak, Kırmızı Horoz, Tiring, Luvr, etc. On the other hand, it is now the age of certain brand name products in the market. Faruki Cologne, Balaban Tea, Nestle Chocolate, Bomonti-Nektar Beer, Altınbaş Indigo Dye, Çitli Sparkling Water, Longiness Watches, etc. The more attractive your packaging, the easier your product is sold.

*AHMED FARUKİ

Among the perfumers in our history of scents, Ahmed Faruki (1868-1942) holds a special place. Faruki company, as noted in its advertisements, is the first Turkish perfume maker in the Ottoman Empire. In an old advertisement, the first days of the Faruki company is narrated as follows: "In 1882, under the regime of capitulations, at a time when all the gates of our homeland were wide open to European products, an ardent and handsome Turkish youth by the name of Ahmed Faruki starts to make the equivalents of many proprietary medicines that are as perfect as their counterparts flowing freely from Europe. Heartened by

the favor and encouragement he is met with in all layers of society in our homeland, over a short course of time he increases the variety and starts to produce local cologne, lotion, perfume, powder, cream, foundation cream, eau de toilette, hair water, brilliantine, shampoo, baby powder, foot powder, nail polish, lipstick, rouge, kohl, eye liner, mascara, toothpowder, toothpaste, toilet soap, toilet powder, ink, etc."¹

The date of this advertisement, 1882, is a very ambitious one. At best, it can signify the date when the 14 year old Ahmed Faruki was only getting started in the profession. Because as Sermet Muhtar Alus also writes,² Ahmed Faruki enters the profession by working as an apprentice with his uncle Ibrahim Effendi who works as a *yağlıkçı* (*yağlık* vendor) at the Grand Bazaar. According to old dictionaries *yağlık* stands for goods such as handkerchiefs, napkins, towels. Faruki, who learns the trade in such a shop and comes to run the business, moves to Sultanhamamı after the Grand Bazaar is destroyed with the earthquake of 1894. The "Ahmed Faruki" shop he opens here is widely known at its time.³

1859 REGULATIONS ON BOTTLED PRODUCTS

In 1859, Municipality of Istanbul makes it compulsory for the products sold in bottles to be labeled with the producer's name, address and a picture. Since the use and sale of bottled products such as alcoholic beverages, pharmaceuticals, etc. is becoming more widespread it becomes an area that must be inspected and regulated. *Sokaklara Dair Nizamname* (The Regulation on Streets) again issued by the Municipality of Istanbul in 1859 makes it compulsory to label the glass bottles containing various confectionery, frozen compote, syrup, musk, elixir, etc. with stickers identifying the name or picture of the producer or its street. Thus, printed papers and labels with information of its contents begin to be placed on the bottles that have been in use for thousands of years.⁴

SODA BOTTLES IN THE 1890s

Soda pop, which enters daily life in the 1890s as an innovation, requires the use of carbonated water in a special bottle sealed airtight with glass marble. Carbonated fruit juices, which we presently know as sodas, are introduced to everyday life in those years with an interesting solution in terms of bottle design. A glass marble is inserted in the bottle during production. The bottle is filled with fruit juice and pressurized gas is applied at which point the marble rises and seals the bottle. In order to open the bottle, the marble is pressed down



FARUKI COLOGNE AND LABEL
 Source: Gökhan Akçura Archive

from the outside with a small piece of wood and the gas beneath is released. Owing to the difficulty in cleaning the insides of these bottles, which are a great innovation for their period, they will soon be discontinued. However, these bottles phenomenally expand the boundaries of the period's glass technology both in terms of design and production.⁵

1873-1925 ROLLING PAPERS

Rolling papers for cigarettes begin to appear in specially designed packages. The first major center of rolling paper production is the city of Trieste in Italy. The first papers for the Ottoman market are also produced here in 1873 by Saul David Modiano. As of that date until it is transferred to the Tobacco Monopoly Administration in 1925, hundreds of companies produce rolling paper and put it on market in the Ottoman Empire. On the tiny package containing the rolling paper, there are many paintings and messages all very different from one another. These papers will in time become a favorite object of collectors.⁶

1916 SPRING WATERS ARE IN DEMIJOHNS

The First World War leads to many constrictions in Istanbul. For example, with the construction of Terkos, the water supply network the need for drinking water has been met to a considerable extent and in a safe manner; however, since this network does not reach every area, drinking water is carried in large open demijohns or those with unsafe lids. However, throughout the war that breaks out in 1915, in order to prevent epidemics drinking water needs to be carried in safe containers. In 1916 the Municipality of Istanbul decides for the spring waters to be sold in barrels and demijohns with lids that have been sealed with lead and stamped. The dimensions and volumes of the bottles expand, they become demijohns; the issue of safe lid design is resolved and guaranteed with the special lead seal.⁷

EARLY YEARS OF THE REPUBLIC

TIN PACKAGING AND CANNING INDUSTRY⁸

Following the War of Independence, Turkey embarks on the quest for progress also in fields of international politics and economy. The Peace Conference of Lausanne, which starts on November 20, 1922, is significant in terms of making the entire world recognize the "New Turkey" as a fully independent state. Meanwhile, the place where remedies for the development of the country and the improvement of national economy are sought is the İzmir Economic

Congress held around the same time with the Conference of Lausanne. Organized between February 17 and March 4, 1923 in İzmir with the participation of 1,135 delegates from the strata of farmers, merchants, industrialists and workers, the İzmir Economic Congress is of vital importance in terms of determining the economic policies to be adopted by the New Turkey. Delivering the opening speech of the Economic Congress, Gazi (veteran) Mustafa Kemal addresses the imperative of placing import on economy in order for New Turkey to attain the strength it deserves, and emphasizes that all rudiments to be implemented by the new state must stem from its economic program. Following the 16-day working meeting, the Congress passes the 12-article *Misak-ı İktisadi* (Economic Pact). Principles such as immediate transition from manual labor and small-scale businesses to the system of manufacturing; state support for enterprises founded by the private sector; establishment of state banks that will provide loans and credit for the private enterprises, and the holistic development of industry in order to be able to compete with international production constitute the basis of the Economic Pact.

We do not have much information on the tin packaging industry during the early years of the Republic when the private sector is subsidized by state. It is known that tin box production was continued in small workshops mainly based on manual labor during this period as well. One of these workshops is the Salamon Bicerano (Eagle Tin) which produces caviar and honey boxes. Those making larger scale production are petroleum companies and oil factories whose main field of activity are different but who cannot procure tin packaging they need from the market. Canning is another industry—though not as large scale as petroleum and oil companies—that has to produce its own boxes by building box production plants.

An example of local companies that have a different founding purpose but build their own tin box plant for they cannot procure the tin packaging they need from the market is the Zonguldak Sömikok Factory which built its box plant around the 1930s. In early 1930s, foreign-invested large petroleum and oil companies also build their own box plants.

First years of the Republic witness new initiatives also in the field of canning. Successive wars in the country have made the subsistence of the military one of the most vital issues. Therefore, ways of utilizing agricultural products is among the subjects that the Ankara government lays considerable emphasis on. In 1922, while the War of Independence is still waging on, Aydın Deputy Esad (İleri) Effendi incorporates into a booklet his 54-article proposal for making the country more



1

İktisat İşleri

Türkofiste açılan ambalâj meşheri

Ta Kanadadan gelen yumurtaların, Kap portakallarının hiç bozulmadan muhafazası ibretle seyredilecek bir şeydir

Türkofiste riddiğünden beri memleketin belâbağı ihtiyacı ile uğraşır. Türkiye ürünleri nin dış pazarlar larda sürülmesini arttıracak her gayeye bilgi ile baş vurarak çıkar yol lardan yitirmeye kendisine pür - sîp edinen bu devlet teşebbüsü bu defa da iyi bir işe daha sarıldı. Bu yardım nefs ve dünyasını hiç -



Türkofis ambalâj meşherindeki meyva ve yumurtalar

2

1967 GİMA KIZILAY IS OPENED²¹

“Opened in January 1967 in the capital city Ankara, the Gima store appears before us not only as a store providing the opportunity for the purchase of products but at the same time as a space that enables the display of that which is owned by exhibiting the purchased product in the social spaces (in the bar and cafe on the high rise building where the store is located). In this context Gima has also been a part of the social change and modernization taking place in the capital of Turkey during the 1960s. (...) When Gima was opened in Kızılay it contained departments such as food, ready-to-wear / textile, perfumery, domestic appliances, soft furnishings, rugs, furniture, and kitchenware. Since the 1960s was the period of assembly line manufacturing contracts in the industry of Turkey, both local brands have developed and global brands have been produced and assembled, especially in field of domestic appliances.²² In the food sector the production of packaged goods is newly emerging. These innovations are presented to the consumer in the Gima retail store. However, how these innovations will meet with the consumer and how the systems of their display will be designed is of course an important problem. In this field, neither mass production display / storage systems nor an advanced technology to manufacture these products is available. Moreover, no such comprehensive department store has ever been built in Ankara before.²³ The designer of the store [Önder] Küçükerman [together with Utarit İzgi] has stated that the dimensions and forms of presentation of the products in the PX store catalogues, which cater to the American army’s basic and symbolic consumption, and the experiences of Sinop PX store employees have played an important role in the interior space design and management of Gima.”

1968 CARDBOARD PACKAGING BECOMES WIDESPREAD

“Cardboard packaging began in Turkey in its proper sense in 1967-68. Previously SEKA had a cardboard, that was being used, but it was used very little. People would mostly just wrap the product in brownbag sort of things and send it. Kartonsan contributed immensely to the development of cardboard boxes. Kartonsan entered the stage as a private sector company and did this work very well. Back in the day, when we printed an Omo box, we would receive millions of each order. Later, the competition within the detergent market itself necessitated the production of special detergents. Shall we say, they created jobs for themselves. Then what happened? Perhaps the tonnage of the total detergent industry remained the same but their packagings varied, each one became a different package.

That is, brandings took place. This in turn reduced the amount of orders being placed. Similar to how the detergent market was divided among companies, the same company also divided the market by using different brands in itself. Therefore in order to stand out on the shelves, they started to use different extra colors, a number of extra printing systems came into play. Today, there are machines that can make seven-eight color prints on a single surface. Why, because extra colors are demanded. So many colors are not needed in a magazine or a random process printing, the four color system does the job. But packaging took on a different direction. We used to make boxes like Omo box, Signal Box, Gibbs box. Tursil was also on the market then, Deva had a number of products, we used to make those as well. The market would mostly run with the packagings of such goods like tooth paste, detergent, soap. Later chocolate also started to be properly packaged. All the products will find a place on the shelves. This in turn is accompanied by the parallel growth of the supermarket sector. I mean it is one thing to display the product in the grocery store and quite another to display it in the supermarket. You must have such a packaging that it can be distinguished amidst 10 brands of jam, detergent. When we started packaging it was the Tifdruk (Photogravure) Printing House that dominated this field, Cömertler was also a printing house that played an active role. So did Güzel Sanatlar. Immediately after the 1980s, Cem Ofset was founded, it became an active player. Coming to present day, Gün Printing House, Ekol Ofset gained importance.”²⁴

1968 TURKEY’S BIGGEST AND MODERN PHOTOGRAVURE PRINTING HOUSE

Tifdruk Printing moves to its new building in Topkapı. It is envisioned for this new plant founded as Turkey’s biggest and modern photogravure printing house to be able to “make all types of prints” and also serve Turkey’s rapidly developing packaging industry. The printing house was capable of making quality prints with rotary presses on aluminum, polyethylene, cellophane. Tifdruk Printing, which gradually becomes an industry printing house, in time discontinues magazine printing and continues its production completely catering to the packaging industry.²⁵

1970 TEKEL PACKAGING FACTORY²⁶

Tekel Box Factory and Printing House moves to the new building in Cevizli. Its name is changed to Tekel Packaging Factory. This plant in Cevizli was spread across an area of 630,000 meter squares. Built on 30,000 meter squares of this area was the Packaging Factory. In 1992, its manager



PROPAGANDA POSTER, İHAP HULUSİ GÖREY, 1939

The Law for the Encouragement of Industry enacted in 1927 spurs significant activity in the consumer goods market. This in turn drives a newfound demand for labels, posters, packaging, and graphics, which are initially done by skilled printing house workers, calligraphers, typesetters and engravers. In the 1940s, governmental institutions encourage women to make goods at home, and to opt for domestically manufactured household items. Slogans like "Housewife, make preserves and syrup" encourage women

to produce consumables that would keep for a long time. İhâp Hulusî Görey designs this propaganda poster dated 1939 for the National Finance and Savings Agency, which is founded in order to minimize the devastating effects of the Great Depression, combat wastefulness, and champion economizing while also promoting and incentivizing domestic products.

Source: Ender Merter – İhâp Hulusî Görey, "Müsellesten Üçgene Koleksiyonu"

prosperous and developed after the war, and points out that imported food products such as powdered milk, condensed milk, canned meat, vegetables, fruits and fish can easily be procured from within Turkey. According to him, importance should be placed on canning, and procuring the necessary tools and equipment, companies should be founded to this end.⁹

This weight placed on canning is manifested also in the selection of students to be sent abroad for specialization training during the early years of the Republic. Canning is among the branches studied by the 170 students sent abroad in the period of 1927-29 along with archeology, construction, locksmithery, foundry, breadmaking, bakery, electricity, tailoring, physics-chemistry, law, carpentry, furniture making, mechanical engineering, architecture, and music.¹⁰

BRANDS AND PACKAGINGS

The Republic adopts the legacy of packaging. Drugs, food, cigarettes, olive oils, colognes, coffees, soaps, toothpastes, chocolates must have strong brands and attractive packagings in order to set themselves apart from their competition. The cardboard box brings an end to the reign of tin. Paper comes to the fore as an easy and cheap packaging material. Brand and packaging are the new actors, and they assume their rightful place on the banners as the symbol of the product. Leaving grocery jars, foods enter boxes. Goods sold in *okas* (1.24 kg) start to be sold by the piece.

1930s BOTTLING MILK

The milk distributed by street vendors enters bottles as of the 1930s.¹¹

1934 FIRST MAJOR BOTTLE FACTORY

Foundations of the first major bottle factory in Turkey, Paşabahçe Glass Factory, are laid on August 14, 1934 by President İsmet İnönü. Paşabahçe Glass Factory starts producing bottles in various sizes and types in order to meet the need of *İnhisarlar İdaresi* (the Monopoly Administration) built right next to it.

1935 FIRST PACKAGING EXHIBITION

The first packaging exhibition is opened by Türk Ofis* at its Istanbul branch, exhibiting samples of packaging brought from abroad. The exhibition is later opened in Türk Ofis's headquarters in Ankara.¹²

* Türk Ofis (Turkey Foreign Trade Affairs, Department of National Offices): It is founded in 1934 as an office under the

Foreign Trade Department of the Ministry of Economy with the aim of "researching ways to facilitate the sale of Turkish goods in foreign countries and serving as a guide to aid our producers and merchants". Türk Ofis, which at the time of its foundation has a total of two branches in Istanbul and İzmir, also continues its work abroad in ensuing years.

1939 TEKEL (MONOPOLY) STARTS TO PRODUCE ITS OWN BOXES

Tekel Box Factory (and Printing House) is taken over from the French Regie in 1925. At this stage there are only four pedal sealing machines in the printing house. Fifteen new machines are added to the machine park in 1927. In 1935, it continues its operations under the name of İnhisarlar Printing House managed by Ragıp Uluğ. In 1939, when the institution also starts producing boxes, the number of workers suddenly increases to 700. Around the same time, the number of machines increases to 157 and the number of workers to 900. In 1948, *Akşam* daily newspaper columnist Cemalettin Bildik visits the institution which is now called Tekel Box Factory. While touring the Box Factory, manager Sait Arat informs Bildik that they produce 550,000 cigarette boxes per day and 21 million per month. The factory manager also gives the following information: "For the yearly manufacture, we are using 767 tons of carton, 980 tons of paper, 70 tons of adhesive material, 8 tons of printing ink, 360 tons of cigarette paper and 320 tons of other miscellaneous materials."¹³

1940s BOTTLE AND AMPULE PRODUCTION FOR DRUGS AND SYRINGES

Due to the ongoing war in the 1940s, the need arises for bottles and ampules to be used for drugs and syringes, which is a very sensitive production both for military purposes and in terms of the health sector. It is necessary to make a thin glass tube for this task. First a craftsman sticks hot glass on the end of a special metallic tube and lightly blows on it, creating a small sphere. Then, another craftsman at the opposite end sticks the iron bar to this glass and swiftly moves away. And since the sphere of glass frit, two ends of which are held by two people, is still hot, it stretches and takes the shape of a tube. The tube that reached the desired dimensions would still be hot and would therefore break when a little water was poured on it, and it would later be cut in the required sizes. And it would be reheated to make the desired form. This technique used in the production of small bottles had actually been in place for thousands of years. Eye drop bottles are also made with similar methods in this production process which is continued for about five-six months in dire straits.¹⁴

1

M BÜLTEN

Sept. 13 - Ağustos 1972

SOSYAL DEĞİŞİM VE PARALİZLİK

bu ay

Üreticiyle Migros elele Migros üretici

Migros meyve suları yakınında piyasada

Migros ekonomik paket

Migros extra-extra Zeytin 1Ka.5.50

2648

06.40 Tıp Fakültesi Çarşı Sokak Taş An.
09.00 Tıp Fakültesi Çarşı An.
09.20 Amerikan Hastahanesi
13.20 Kızılköyden Çarşı An.
13.40 Kızılköyden Demiryolu An.
11.00 Çarşı Çarşı Sokak An.

2

GİMA

SATISLARDA %375 Artış!

Artes!

1001 Ocak-Aralık
1002 Ocak-Aralık
1003 Ocak-Aralık

BOL ÇEŞİT KALİTEDE ÜSTÜNLÜK AZ KÂR UCUZ FİYAT HALKIMIZIN GÜVENİ



1 - MİGROS ADVERTS FROM VARIOUS DATES
Source: Gökhan Akçura Archive

2 - A GİMA AD FROM 1963 AND A GİMA KIZILAY POSTCARD
Source: Gökhan Akçura Archive

1950s

PRELIMINARY WORKS TOWARDS FLAT STEEL PRODUCTION¹⁵

In the 1950s, as the weight of industrial production in economy gradually increases, a considerable rise ensues also in the need for flat steel plate used in industries like tin, tube, railway cars, agricultural equipment, electrical household appliances and metalware production. Karabük Iron and Steel Factory founded in 1937 as Turkey's first integrated iron and steel producer does not manufacture products that meet this demand. On the other hand, meeting this need through import places a major burden on the economy. In light of these facts, the first steps toward the establishment of an industrial plant that will produce flat steel are taken in 1954 with the foundation of a commission led by Sümerbank. The feasibility studies of the plant in question are started in 1959 by the Ministry of Industry and the USA based company Koppers Associates SA. These efforts steer the foundation of Ereğli Iron and Steel Factories.

1952 COLOGNE BOTTLE PRODUCTION IN PAŞABAHÇE FACTORY

In the 1950s, the number of product types in Paşabahçe Glass Factory increases owing to various demands. Until those years the cologne bottle was in little use. Such glass produced in small quantities were usually produced more easily on the small and old "Şiller" workbenches of small workshops around Yedikule, Istanbul. However, as the need increases, cologne bottle production starts in Paşabahçe Factory in 1952 and the necessary setup is established to enable all workers to be able to do this production. Previously, the Tekel bottles, beer bottles and cologne bottles used to be produced on specific and limited number of workbenches.¹⁶

1954-1956 FIRST OF THE CHANGES IN THE FIELD OF RETAIL¹⁷

In the era when shopping is done by means of the grocer, butcher, greengrocer and similar entities, the first steps of retail are taken with the establishment of Migros and Gima. Founded in 1954 by the Municipality of Istanbul and Swiss Migros Cooperatives, Migros is the first step in retail for Turkey.¹⁸ In the beginning, the goods are brought to the consumer with sales vehicles. In 1975, the foreign partner of Migros pulls out and the majority of shares is acquired by the Koç Holding. Meanwhile, Gima is founded in 1956 as a state economic enterprise.

1960s

EREĞLİ IRON AND STEEL WORKS (ERDEMİR) IS ESTABLISHED¹⁹

Turkey's second plant to produce iron-steel and first plant to produce flat products, Ereğli Iron and Steel Works (Erdemir) is established on February 28, 1960 with Law no. 7462 as a joint stock company. Founding partners of the company are Türkiye Demir ve Çelik İşletmeleri (Turkish Iron and Steel Works), Sümerbank, Ankara Chamber of Commerce and Industry, Türkiye İş Bankası (İsbank) and Koppers Associates SA. The construction of the factory begins in May 1961 in Karadeniz Ereğlisi; completed in 42 months, and the factory becomes operational on May 15, 1965. The factory is equipped to meet 75 percent of the country's need. With the planned improvement projects, it is envisioned for the factory to meet the entire need of the country within five years. Among the branches of industry that will develop with flat rolled products, one of the most important ones is the food and canning industry. Until the date the factory went into service, Turkey had to procure its entire tinplate supply from abroad. According to the statistics declared by Ereğli Iron and Steel Works, in this period, there were around 55 factories in Turkey manufacturing tin boxes to be used in the packaging of food items. Canning industry was very much behind its counterparts in the Western countries. By means of the tin production launched at Erdemir, it would be possible for Turkish canning to develop and the abundant sources of fish, meat and vegetables in Turkey to be much better utilized. Furthermore, owing to the flat products offered by Erdemir, significant developments were expected in the manufacturing of sheet metal and tin product boxes used in the preservation and transportation of paint, machine oils, gas oil and other liquids.²⁰

Erdemir starting to produce tin in 1965 as a state institution plays a major role in the development of the tin packaging sector. Between the years 1967 – 2000, Erdemir meets an average of 67 percent of Turkey's need for tin, this rate increases to 72 percent between 2000 and 2013. Especially by means of Erdemir's new, modern and chrome tin line, which goes into operation in 1999 and can make better quality tin, Turkey takes serious steps in the export of both tinplate and also empty tin cans. The fact that Erdemir delivers the tin to the customer within days once it is ready; accepts changes to the specifications of the order if the tin is not yet produced; and can sell futures up to six months provided that a letter of guarantee is presented facilitates the operations of the Turkish tin packaging manufacturer.

Ahmet Oflaz gives the following information about the printing house: "Tekel has 18 alcoholic beverage, eight cigarette and one match factories. We are trying to meet the packaging needs of all these factories. Furthermore, in the printing unit inside our factory we are printing 1,000 types of official stationery for Ministry of Finance and Customs. (...) In addition to the previous ones, four bicolor offset presses were bought for our printing house in 1977. Taking into consideration the increase in demand and present-day needs, in 1988 a five-color photogravure printing machine and two single color offset printing machines were added to the machine park. Cigarette bags, cover stamp, revenue stamp and all sorts of documents were printed on these machines. In 1991 we set up our Photomechanics Branch. With the new Photocomposing machine we purchased we have now attained the latest make-ready system of present day technology."²⁷ In 1992 there are 910 people working in the factory. 881 of them are workers and 29 are civil servants. In 1991, a total of 7,728 tons of paper cardboard, 290 tons of ink, 395 tons of aluminum strip, 67 million EPE gaskets and other materials have been used.

1979 ÜLKER FOOD PACKAGINGS²⁸

Ülker biscuits and confectionery begin to be packaged in transparent cellophane wraps in 1979.²⁹ Ülker enters the packaging business in 1979 in order to meet its own needs.³⁰ In the early years of their packaging designs, they receive help from the designing agencies that create their newspaper ads, and in the 1960s and 1970s they work with advertising agencies for packaging works. In the 1980s a graphics unit is set up within the company and support is received from printing houses as well.

1980s

ERDEMİR'S EFFECTS ON THE PACKAGING SECTOR³¹

The fact that Erdemir falls short of meeting the market's need for tin on a regular basis has adverse effects on the tin packaging sector. Producing companies that use tin packaging have to reduce their capacity at times due to the problems they experience in procuring sufficient amount of boxes.³² This situation leads some firms to opt for plastic bottles and boxes instead of the tin box. Another problem encountered by the tin packaging industry is the lack of a standard quality in the products purchased from Erdemir. The production pressure on the factory at times causes the issue of quality to be neglected. In a statement he makes in 1987, an official of Hilal Packaging, one of the biggest producers in tin packaging

industry, states that due to the quality problems of the sector he performs leans toward imported tin.³³

ÇOKOKREM GLASS CUPS³⁴

In the 1980s, the economic conditions of the period influence the way in which Çokokrem packagings are shaped. Glass cups, which are quite expensive in those years, are used as packaging for Çokokrem; with the occasional use of different kinds of cups the brand becomes quite sought after.³⁵ In this period, when unlike today kitchenware products are limited and relatively expensive, food storage containers with locking lids shaped like breakfast dishes are used as packagings for Çokokrem. Thus, the women who buy the product end up piecing together their missing utensils.³⁶

EVYAP PACKAGINGS³⁷

Many innovative packaging ideas are produced for the first time by Evyap. A. Fikret Evyap, who describes his 15 years younger brother Fethi Evyap as a technical marvel, believes that they enhanced their success by producing different models of soap thanks to the technical talent of his brother.³⁸ For example, the striped soap is a product of technology developed for the first time in the world by Evyap. From the viewpoint of packaging, cardboard blister packagings transparent on one side, previously used in battery packagings, are brought to soap packaging thanks to Evyap. PVC packagings of Duru Fresh, a best seller in Turkey and abroad today, are also used for the first time by Evyap. Evyap, which we can call the creator of the multi-soap market, is also the first company to introduce the consumer to soaps in the box, previously sold in bags.³⁹

1980-1995 CHANGES IN THE FIELD OF RETAIL

Through the development of retail, the shopping previously done through a mediator like the grocer, butcher, or greengrocer are replaced with personalized shopping done in the supermarkets. The shortened time reserved for shopping along with the acceleration in the consumers' lifestyle create the need for fast and easy shopping. Presenting a wide variety of products under the same roof and offering a large product range, supermarkets start to become an indispensable part of the changing lifestyle. This development has at the same time made it necessary for the communication between the consumer and the product to be established through the packaging; also with the effect of the ever increasing competition on the shelves, the packaged products in the sense we understand it today begin to take their place on the shelves. (Orhan Irmak)



1



2

1 - ÜLKER ÇOKOKREM IN GLASS CUPS

Source: Ülker Archive

2 - ARKO CLASSIC OILY CREAM

Late 1950s are marked by soaring consumption and the emergence of a demand for industrial products. For Evyap, which carries its production to the Silahtarğa Factory (1958), this period is one of transition to automated production with modern methods. Another significance of the Silahtarğa

Factory is that the production of the shaving cream and skin care cream the main products of Arko, which will come to be one of the chief brands of Evyap starts here. Certain products launched in this period survive to this day without any considerable alteration to their packaging. The 75-gram

Arko Shaving Soap placed on the market in 1957 and the Arko Classic Oily Cream released later in 20 cc metal tubes can be named among these products. The package in the foreground in the photograph is still on the market today.

Photo: Orhan Irmak

1982: Yimpaş is founded in Yozgat
1983: Kiler is founded
1986: Tansa becomes a corporation named Tansaş AŞ
1987: Canerler is founded in Ankara
1988: Migros opens its first store outside Istanbul in İzmir
1988: Metro is opened in Turkey
1990s: Non-food products begin to be sold in Migros stores
1992: Kipa is founded in İzmir
1993: Gima is privatized and sold to Bilfer-Dedeman partnership
1993: Carrefour opens its first store in Turkey in Istanbul
1994: Adese is founded⁴⁰

1987 OLUKLU MUKAVVA SANAYİCİLERİ DERNEĞİ (OMÜD - CORRUGATED BOARD MANUFACTURERS ASSOCIATION) IS FOUNDED⁴¹

1991 KARTON AMBALAJ SANAYİCİLERİ DERNEĞİ (KASAD - PACKAGING MANUFACTURERS ASSOCIATION IN TURKEY) IS FOUNDED⁴²

1992 AMBALAJ SANAYİCİLERİ DERNEĞİ (ASD - PACKAGING MANUFACTURERS ASSOCIATION) IS FOUNDED

Packaging Manufacturers Association (ASD) is founded in 1992 by 39 packaging producers. As of January 2012, the association has 200 members from 194 companies. It has members working in every branch of the packaging sector in Turkey. The association publishes the *Ambalaj e-Bülteni* (Packaging Bulletin - online) and organizes the Crescent and Stars of Packaging Competition. It carries out various seminars for its members and publishes the annual *Turkish Packaging Industry Report*.⁴³

1994 PARI EMBALLAGE - INTERNATIONAL PACKAGING RESEARCH CHALLENGE

Middle East Technical University (METU) Department of Industrial Design third year student N. Eden Ünlüata becomes a finalist by entering the first 10 among 200 projects participating in the Pari Emballage 1994 international packaging design competition organized by the French Packaging Council.⁴⁴

1994 EUROASIA PACKAGING INDUSTRY FAIR

Istanbul Packaging Industry Fair is organized every year in cooperation of Packing Manufacturers Association (ASD) and Reed-TÜYAP Fair Organization.⁴⁵

1998 ETİKET SANAYİCİLERİ DERNEĞİ (ESD - LABEL MANUFACTURERS ASSOCIATION) IS FOUNDED⁴⁶

1999 TENEKE AMBALAJ SANAYİCİLERİ VE İŞADAMLARI DERNEĞİ (TASİAD - TIN PACKAGING MANUFACTURERS AND BUSINESSMEN ASSOCIATION) IS FOUNDED⁴⁷

The name of the association is later changed to Metal Ambalaj Sanayicileri Derneği (MASD - Metal Packaging Manufacturers Association).

1995-2010 CHANGES IN THE FIELD OF RETAIL

In these years when modern retailing develops, becomes more widespread, and diversifies, concepts such as discount stores, hypermarkets and even online marketplaces enter our life. Even more products have started to appear on the store shelves and this has further increased the importance of packaging design. Now packagings have assumed not only the function of preserving the product inside but at the same time a critical role in the communication of brands available in retail both to convince the consumer and be differentiated among the competing products placed side by side on the shelves. Products with store brands start to appear on the shelves. (Orhan Irmak)

1995: Şok discount stores are established by Migros

1995: Bim discount store is founded

1996: Carrefour merges with Sabancı and becomes CarrefourSa

1996: Majority of Gima shares are sold to Fiba Holding

1997: The first online supermarket is opened by Migros

1997: Real (a Metro venture) opens its first store

1999: Majority shares of Tansaş are transferred to Doğuş Group

1999: Dia discount store enters Turkey

2000: Dia merges with Sabancı and becomes DiaSa

2000: Under the name Bakkalım (My Grocery), Migros starts to make franchise agreements with groceries

2002: Macrocenter is bought by Tansaş

2003: Tesco buys Kipa and enters Turkey

2005: Gima is bought by CarrefourSa, and Endi is bought by DiaSa

2005: Tansaş is bought by Migros

2008: Migros is bought by an international private equity firm⁴⁸



YENİ RAKI PACKAGING DESIGN, 2006
Source: Mey İçki Archive

2000s

ERDEMİR

In 2002, Erdemir signs a cooperation agreement in the field of packaging steel with Arcelor Packaging International (API). It is declared that in scope of the cooperation API will provide technical consultancy to Erdemir on tin production plant management. Erdemir is privatized in 2006 and bought by Oyak.

LOCAL AND FOREIGN PACKAGING DESIGN OFFICES

The increase in the importance of packaging design brings along the need for specialized design offices that provide the brands services in this field. The fact that foreign design offices rendering services in the field of packaging design have opened branches in Turkey (such as Cb'a, Landor, Dragon Rouge) and the emergence of local design offices that provide services focused on packaging design (such as Orhan Irmak Design, Tasarımmüssü, Paristanbul, FZS, Umay Creative Packaging) are among the indicators of the developments in the field of packaging design in Turkey.⁴⁹

2004 PACKAGING FOR THE YENİ RAKI BRAND

The shape of the rakı bottle designed in 2004 by industrial product designers Gamze Güven and Mete Ahıska for the Yeni Rakı brand of Mey İçki narrowing in the middle and expanding towards its shoulder and base is the most important formal characteristic that enables it to be distinguished from other rakı bottles. This structure of form also makes it easier to hold the bottle. It can be said that the Yeni Rakı bottle is singled out with its brand identity like the Coca Cola and Toilet Duck bottles.⁵⁰

2005 SERT PLASTİK AMBALAJ SANAYİCİLERİ DERNEĞİ (SEPA - RIGID PLASTIC PACKAGING MANUFACTURERS ASSOCIATION) IS FOUNDED⁵¹

2006 AMBALAJ MAKİNECİLERİ DERNEĞİ (SEPA - TURKISH PACKAGING MACHINE PRODUCERS ASSOCIATION) IS FOUNDED⁵²

2006 GLASS PACKAGING DESIGN CENTER

Equipping its industrial design and advanced engineering know-how with high technology, Anadolu Cam Sanayi AŞ (Anadolu Glass Industry Inc.) establishes the Design Center in 2006 with the aim of introducing brand-new designs to glass packaging design by employing innovative and creative approaches.⁵³

2007 RED DOT BEST OF THE BEST AWARD GOES TO TURKEY

Packaging design has become one of the categories in international product design competitions such as iF (1954) and Red Dot (1955) that have a history of over 50 years. However, until the 2000s not many packaging designs from Turkey have won awards in these competitions. In the 2007 Red Dot Design Award, Orhan Irmak Tasarım surpasses all participating packaging designs from across the world and wins the most prestigious award in the category, namely the "Red Dot: Best of the Best" award, with the cardboard packaging it designed for the glass cups in the Istanbul series of Koleksiyon company.

2008 PACKAGING CATEGORY IN THE DESIGN TURKEY AWARDS

In the Design Turkey industrial design awards, first organized in 2008, packaging design constitutes one of 12 categories along with furniture, home and office supplies, electronic products, etc.⁵⁴

2008 FIRST TIN PACKAGING MACHINE MUSEUM IS OPENED

In 2008, the Öntaş Inc. opens the Tin Packaging Machine Museum, which is a first in Turkey and the world. Although there are many tin box museums across the world, there were no tin packaging machine museums in any other country at this time. The museum exhibits the machines, blocks and apparatuses used during the years when tin packaging industry had only begun in Turkey. Öntaş's goal is to prevent the machines and apparatuses used in the sector from disappearing, and present the new generation with visual resources on how their fathers and grandfathers used to make the tin box. Öntaş Öner Teneke Ambalaj San. ve Tic. Ltd. Şti. (Öntaş Öner Tin Packaging Industry and Trade co. Ltd.) is established in 1989 by Erhan and Ercan Öner brothers in İzmir on an area of 32 thousand meter squares. It starts manufacturing paint and oil boxes in 1989 and canning boxes in 1990. The same year a printing line is also put in play. The company continues its operations today under the name of Silgan Öntaş Ambalaj Sanayi ve Ticaret A.Ş. (Silgan Öntaş Packaging Industry and Trade Inc.).⁵⁵

2010 PACKAGING DESIGN COMPETITION: “CRESCENT AND STARS OF PACKAGING”

Packaging Manufacturers Association (ASD) launches a packaging design competition titled Crescent and Stars of Packaging in 2010. Having been accredited by World Packaging Organization (WPO) and Asian Packaging Federation (AFP), the competition has international recognition and validity.⁵⁶

2013

The packaging bulletin, which has been published by Packaging Manufacturers Association (ASD) for 11 years, is continuing its journey with improved content and a new design under the name of *Ambalaj Dünyası* (Packaging World) since January 2013.

2014 PACKAGING ACADEMY

In 2014, Packaging Manufacturers Association (ASD) founded the ASD Packaging Academy with the aim of consolidating the packaging sector's training needs under one roof. ASD, which represents a sector worth 20 billion dollars in 2016, continues to provide technical trainings at the Packaging Academy equipped to meet the needs of numerous companies.

NOTES

1 *Hürriyet* daily newspaper, 24 December 1957.

2 Alus, Sermet Muhtar. "Yağlıkçı Reşide Hanım" [Mrs. Reşide the *Yağlık* Vendor], *Salon*, No.63, 1950.

3 Akçura, Gökhan. *Uzun Metin Sevenlerden Misiniz?* [Are you a fan of long texts too?], Om Yayınları, İstanbul, 2002.

4 Küçükerman, Önder. "Tarih Boyunca Tasarım Mirasının En İlginç Ürünleri: Şişe II" [Most Interesting Products in the Heritage of Design throughout History: The Bottle II], *Antik Dekor*, No.123, January-February 2011.

5 Küçükerman, Önder. *ibid.*

6 See: Uğur YeğİN, *Cins-i Âlâ Cigara Kağıdı* [Premium Quality Rolling Paper], İstanbul, 2015.

7 Küçükerman, Önder. *ibid.*

8 The text titled "TIN PACKAGING AND CANNING SECTOR" has been cited from: Öner, A. Ercan (2014). *Ustadan Çırağa Bir Gelenek: Türk Teneke Ambalaj Sanayii Tarihi* [A Tradition from Master to Apprentice: History of Turkish Tin Packaging Industry] (Online) <http://teneketarihi.com>.

9 Ayten Can Tunalı, "Kurtuluş Savaşı'nda Esat Efendi (İleri)" [Esat Effendi (İleri) in the War of Independence], *Ankara Üniversitesi Dil ve Tarih-Coğrafya Fakültesi Tarih Bölümü Tarih Araştırmaları Dergisi* (Ankara University Faculty of Language, History and Geography, Department of History, Journal of Historical Studies), Volume 26, Issue 41 (2007), p. 98.

10 *Başvekâlet İstatistik Umum Müdürlüğü, Maarif 1923-1932 İstatistikleri* [Prime Ministerial General Directorate of Statistics, Education Statistics 1923-1932], Ankara (1933), p. 71; Cafer Ulu, "1416 Sayılı Ecnebi Memleketlere Gönderilecek Talebe Hakkında Kanun ve Cumhuriyetin İlk Yıllarındaki Uygulamaları" [Law no 1415 on Students to be Sent Abroad and Its Implementations in the First Years of the Republic], *Tarih Okulu Dergisi*, Issue 17 (March 2014), p. 515.

11 See: [https://commons.wikimedia.org/wiki/File:Atatürk_Forest_Farm,_Pasteurized_Milk_Factory,_workers,_1939_\(16851408511\).jpg](https://commons.wikimedia.org/wiki/File:Atatürk_Forest_Farm,_Pasteurized_Milk_Factory,_workers,_1939_(16851408511).jpg).

12 *Cumhuriyet* daily newspaper, 24 January 1935.

13 Akçura, Gökhan. *Cumhuriyet Döneminde Türkiye Matbaacılık Tarihi* [History of Printing in Turkey during the Republican Era], Basev-History Foundation publication, İstanbul, 2012.

14 Küçükerman, Önder. *ibid.*

15 The text titled "PRELIMINARY WORKS TOWARDS FLAT STEEL PRODUCTION" is cited from: Öner, A. Ercan (2014). *Ustadan Çırağa Bir Gelenek: Türk Teneke Ambalaj Sanayii Tarihi* [A Tradition from Master to Apprentice: History of Turkish Tin Packaging Industry] (Online) <http://teneketarihi.com>.

16 Küçükerman, Önder. *ibid.*

17 The text titled "1954-1956 FIRST OF THE CHANGES IN THE FIELD OF RETAIL" is cited from: Irmak, Orhan. 1945'den Günümüze Türkiye'de Ambalaj Tasarımının Gelişme Dinamikleri (Development Patterns of Packaging Design in Turkey Since 1945), İstanbul Technical University, Dissertation, 2011.

18 Tokatlı, N. and Boyacı, Y., 1997. "Internalization of Retailing in Turkey", *New Perspectives on Turkey* (17), pp. 97-128.

19 The text titled "EREĞLİ IRON AND STEEL WORKS (ERDEMİR) IS ESTABLISHED" is cited from: Öner, A. Ercan (2014). *Ustadan Çırağa Bir Gelenek: Türk Teneke Ambalaj Sanayii Tarihi* [A Tradition from Master to Apprentice: History of Turkish Tin Packaging Industry] (Online) <http://teneketarihi.com>.

20 "Okuyunuz ve Dostlarınıza Anlatınız" [Read and tell your friends], *Cumhuriyet* daily newspaper (25 March 1962).

21 The text titled "GİMA KIZILAY" is cited from: Yalçın Usal, S. Selhan, "Cumhuriyet Dönemi Mimarlığı, 1960'larda Bir Departmanlı Mağaza Tasarımının Kadınların Yaşam Tarzı Bağlamında İncelenmesi: KIZILAY GİMA" ("Architecture of the Republican Period: Evaluation of a Department Store Design in 1960s in the Context of Women Lifestyle: KIZILAY GİMA"), *Mimarlık* 378, July-August 2014. (<http://www.mimarlikdergisi.com/index.cfm?sayfa=mimarlik&DergiSayi=392&RecID=3445>)

22 Orçan, Mustafa, 2004, *Osmanlı'dan Günümüze Modern Türk Tüketim Kültürü* [Modern Turkish Consumer Culture from the Ottomans to the Present], Kadim Yayınları, Ankara.

23 YKM store was opened in 1961 in Ulus and Kızılay but did not contain the variety of product departments available at Gima; it focused mainly on clothing. www.ykmden.com (accessed: 18.05.2011).

24 Akçura, Gökhan (2012). *ibid.* Interview with Oktay Duran in 2009.

- 25 Akçura, Gökhan (2012). *ibid.*
- 26 The text titled “1970 TEKEL PACKAGING FACTORY” is cited from: Akçura, Gökhan (2012). *ibid.*
- 27 *Plastik ve Ambalaj Dergisi* [Plastic and Packaging Magazine], No.14, April 1992.
- 28 The text titled “1979 ÜLKER FOOD PACKAGINGS” is cited from: Irmak, Orhan. *ibid.*
- 29 Düünden Bugüne Ülker Bisküvi [Ülker Biscuits from the Past to the Present], 2008. <http://www.ulkerbiskuvi.com.tr>, (accessed: 09.01.2010).
- 30 Vardar, Nühket. *TM2 – Türk Markaları Dizisi 2. Cilt* [TM2 – Turkish Brands Series Volume 2]. Istanbul: Reklamcılık Vakfı Yayınları, 2009.
- 31 The text titled “ERDEMİR” is cited from: Öner, A. Ercan (2014). *Ustadan Çırağa Bir Gelenek: Türk Teneke Ambalaj Sanayii Tarihi* [A Tradition from Master to Apprentice: History of Turkish Tin Packaging Industry] (Online) <http://teneketarihi.com>
- 32 “Teneke Sıkıntısı Süreşe Üretimi Durdurmak Zorunda Kalırız” [We will have to stop production if the tin shortage continues], *Dünya* daily newspaper (11 October 1984).
- 33 “KİT’lerde Düzelmeye Yok” [No Improvement in Government Business Enterprises], *Milliyet* daily newspaper (3 November 1987).
- 34 The text titled “ÇOKOKREM GLASS CUPS” is cited from: Irmak, Orhan. *ibid.*
- 35 Based on the interview with Ali Ülker, 26 August 2010.
- 36 Based on the interview with Cengiz Acar, 26 August 2010.
- 37 The text titled “EVYAP SOAP PACKAGINGS” is cited from: Irmak, Orhan. *ibid.*
- 38 *Dünya* daily newspaper, 1 July 2004.
- 39 Based on the interview with Mustafa Arın, 17 June 2009.
- 40 Irmak, Orhan. *ibid.*
- 41 Oluklu Mukavva Sanayicileri Derneği [Corrugated Board Manufacturers Association] (Online) <http://www.omud.org.tr/>
- 42 Karton Ambalaj Sanayicileri Derneği (Carton Board Packaging Manufacturers Association) (Online) <http://www.kasad.org.tr>
- 43 Ambalaj Sanayicileri Derneği (Packaging Manufacturers Association in Turkey) (Online) <http://www.ambalaj.org.tr/en>
- 44 Irmak, Orhan. *ibid.*
- 45 Euroasia/Istanbul Packaging Industry Fair (Online) <http://www.packagingfair.com/en/>
- 46 Etiket Sanayicileri Derneği (Label Manufacturers Association) (Online) <http://www.esd.org.tr/>
- 47 Teneke Tarihi [History of Tin] (Online) <http://teneketarihi.com/ambalaj-malzemeleri-ve-yillik-tuketimleri/>
- 48 Irmak, Orhan. *ibid.*
- 49 Irmak, Orhan. *ibid.*
- 50 Irmak, Orhan. *ibid.*
- 51 Sert Plastik Ambalaj Sanayicileri Derneği (Rigid Plastic Packaging Manufacturers Association) (Online) <http://www.sepa.org.tr>
- 52 Ambalaj Makinecileri Derneği (Turkish Packaging Machine Producers Association) (Online) <http://www.amd.org.tr/>
- 53 http://www.sisecamcamambalaj.com/tasarim_merkezi.php?ID=7
- 54 Irmak, Orhan. *ibid.*
- 55 Teneke Tarihi [History of Tin] (Online) <http://teneketarihi.com/teneke-kutu-ureticileri-4/>
- 56 Ambalaj Ay Yıldızları (Online) <http://www.ambalajayyildizlari.com>

BIOGRAPHIES

GÖKHAN AKÇURA

After graduating from the Theater Department of Ankara University's Faculty of Languages, History and Geography, Gökhan Akçura began working as a faculty member. He left academia in 1980 to work in advertisement, scriptwriting, publishing, editing and dramaturgy. He is the published author of more than 30 books on subjects including cinema, theater and history of everyday life. In 1998 he became the editorial director of the monthly visual culture and history magazine *Albüm*. He also contributed in the production of many documentary films and exhibitions. Currently he works as an independent researcher and writer.

ORHAN IRMAK

Industrial designer Orhan Irmak graduated from Middle East Technical University's Industrial Product Design Department. He completed his MA at Bilkent University and his PhD in package design at Istanbul Technical University. Together with his partner Gökhan Irmak he founded Orhan Irmak Tasarım in 2004, a design studio specializing in creative package design where he works as the design director.

