



ersa

Company Profile

2020-21

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Our Awards

About Company

About Us

Ersa, founded by Metin Atabey Ata in 1958, Sivas, has raised one of the pioneers of the furniture sector in Turkey with giving importance to innovation and design.

Ersa, founded by Metin Atabey Ata in 1958, Sivas, has raised one of the pioneers of the furniture sector in Turkey with giving importance to innovation and design. The simple architectural design of the factory in harmony with the environment is a reflection of the sustainable production approach that Ersa adopts. Spread on approximately 60,000 square meters and equipped with state-of-the-art production technologies, the factory has the capacity to process 4.5 million square meters of panel boards, 500,000 running meters of laminated panels, and 530,000 pieces of furniture in one shift.

Ersa, which offers innovative and high quality solutions for architectural needs of its users in Turkey and all around the world, has a noteworthy export success in the international arena with the average export rate three times more than the industry average of Turkey.

Ersa is analyzing the needs of the users and places in the best way, based on the concepts of life and work, which are getting new and interrelated definitions thanks to technology. Ersa offers approaches to shape the future of living and working spaces that are constantly changing with the ideas and designs they have developed. Within the framework of corporate sustainability, Ersa supports environmentalist production and design understanding. With its R & D and innovation-oriented investments, Ersa always aims to provide innovative designs at global standards.



Ersa, collaborating with important designers from Turkey and all around the world; has over 50 prestigious awards both nationally and internationally, including Red Dot, Good Design and Design Turkey, also Ersas representative in Turkey the world-famous furniture brands like Haworth, Cappelini and Quadrifoglio. In March, Ersas launched its first R & D center in the office furniture category with an investment of approximately 3 million TL also has signed a first by registering the Design Center that it has established in the Altunizade building in Istanbul by the Ministry of Science, Industry and Technology.

Ersa aims to expand its domestic growth on a global scale by taking part in TURQUALITY® Support Program in 2017.

Ersa, which continues its growth focused on design and innovation every year, welcomed the 60th anniversary of its establishment with the products it developed for living spaces as well as working spaces. Ersas has launched its Life series at 14th Istanbul Furniture Fair for the first time. Ersas, which meets its users for living spaces in its 60th years, has launched its first life themed store in HOM Design Center.

As of 2019, Ersas is presenting its living spaces in Ankara Officium Beytepe, as well as its living spaces. Ersas aims to provide faster and more accurate service with its new stores in Istanbul, Ankara, Izmir and Izmit, as well as stores in Bursa, Adana, Antalya and Trabzon.

“Just as any company, we do also work to grow our organization. However, firstly it must be achieved in a balance and without sacrificing quality.”

Metin Atabey Ata
Founder, Ersa Mobilya





What is the one differentiates good design from another, make it unique and timeless? What does “good” mean when it describes the design? How many lives does it touch until meeting the end user and afterwards? Which ways does it take and how do we reach to the source of the materials in it? And is it possible for good design to give what’s borrowed from nature, the labor and craftsmanship back? Does it keep inspiring for generations getting beyond form and function?

As our dream gets bigger and blossoms every day, our faith in good design become the only thing that does not change for 60 years.

We do not work only to be a part of the spaces, but we strongly believe that we can also touch every single person who experiences these spaces, and we know we have the power to turn our inspiring and generous world into a better place. Hence, we do not search perfection in the places created with Ersa branded products, but in the great balance between time, space and values.

About Company

Our Vision & Our Mission

**Pioneer In Innovation With High
Added Value In The Furniture Sector
for 60 Years**

From workspaces to living areas, representing high qualified manufacture principle with a wide range design products and leading innovation with high added value, Ersa has the vision to raise its brand to compete with worldwide brands.

With the mission of providing the most appropriate furniture solution to the needs of its users and spaces with the production techniques and design products developed within the framework of design and production concept based on the principles of sustainability which are high-qualified, long-term use, ergonomic, functional and within aesthetic concerns.

Business Ethics

- Follows the principle of working by adhering to its commitments.
- Values the importance of delivering on its promises and acting fairly and respectfully.
- Believes in teamwork and spirit, ensuring that all activities are carried out in line with these beliefs.
- Takes care to communicate effectively with all stakeholders.
- Listens to its clients and suppliers, and strives to meet their demands and needs in the shortest time possible.
- Considers the creation of new ideas, designs, products and services as the basis for competition.
- Adopts a production approach that respects people and the environment with its sustainability philosophy.
- Ersa includes the high technology and adopts a modern and exemplary business principle in its corporate structure with its investments.



About Company

Our Timeline

Leaving 62 years behind, Ersä has accomplished many successes, collaborations and projects with its various products.

Continuing its design-oriented growth with determination and confident steps, Ersä has put countless awards, projects and collaborations into its half century history. Since the foundation was laid in 1958; while adding the prestigious awards such as Good Design, German Design Award, Reddot Design Award to its archive, simultaneously developed notebook and magazine based projects continued to meet with its users each year. In addition to collaborations with world-famous brands such as Haworth, Mattiazzi and Cappelini, Ersä completed its ERP and CRM-based digital transformation in 2018 after being included in the TURQUALITY® support program in 2017.

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1958

A Metal Atelier in Sivas



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1968

Obtaining of First Commercial Order
From the State Materials Directorate
(DMO)



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1978

Founding of Ersan



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1990

Moving to New and Modern
Plant Complex



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1962

Manufacturing of First 1962
Model Chair



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1971

Moving of Production to Ankara After
Winning a Major DMO Tender



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1987

Establishment of Wood Atelier



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1996

Commissioning of Numerous
New Metal and Woodworks
Machinery



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1999

Beginning of Cooperation with
Designers From Turkey and Abroad



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2010

Receiving of “Superior Design” and
“Good Design” Awards Within the Scope
of Design Turkey



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2014

Commencement of Haworth’s
Representation in Turkey



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2016

Receiving of Good Design
Award for 3 Products”

Ersa Ideas House, designed
by ŞANALarc, gained to
enter the list of Turkey
Architecture Yearbook 2016.



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2009

Establishment of A New Factory
For Wooden Furniture



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2011

Opening of First Showroom in Istanbul
with the Concept of “Box in a box Idea

Receiving of Red Dot Award, One of the
Most Prestigious Awards in the World

Finalist in the “New York Interior Design
Magazine Best of the Year Contest”



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2015

“Core Ideas” Ready For The Concept
and Create A New Experience

Selected as fast growing 44th company



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2017

ERSA achieved on office furniture Turkey's first R & D and Design Centers activities.

Ersa included to TURQUALITY® Support Program.

Was selected as "The most environmentalist company of 2017" in 1. Organized Industrial Zone

Ersa is the only company awarded with a total of five awards in its category in the German Design Award.

Ersa has become the only domestic company that has been awarded in the category of Furniture in Good Design 2017.

Ersa Awarded Two Awards at Iconic Awards 2018: Innovative Interior

Ersa met with its audience at Hürriyet TV "Out of the Office" featuring 12 different video interviews where business leaders were hosted.

Ersa Won "Good Design" Award with Envelope Designed by Ece Yalım Design Studio at Design Turkey



2018

Celebrating the 60th Anniversary of its Foundation, Ersa Introduced the New Life Series for the First Time at İMOB Fair.

Ersa welcomed the new year with a "Peter Pan" themed notebook and calendar in its 4th year of Notebook Project.

Gained two awards at 2018 Green Good Design

Spaces with Ersa took place with its first meeting, within the concept of "The Changing of Work Spaces" in Salt Galata

Ersa which contuning its growth focused on innovation and design, completed its ERP and CRM digital conversion with a contribiton SAP.

Ersa Became the Most Awarded Brand in the Furniture Industry with a Superior Design and Two Good Design Awards in Design Turkey 2018.

Opened its first Life themed store in HOM Design Center, which includes its new life series.



2019

Opened Its Largest Store In Both Work And Life Concept In Ankara Officium Beytepe

Ersa Life Series was presented at the 15th CNR İMOB International İstanbul Furniture Fair

In 5th years of its Notebook Project, added a new one with a inspirational themed with "Design Your Own Journey"

Box in a Box Idea's "Life" concepted winter issue met with its readers.



2020

At EDIDA Awards, Angkor Was Awarded in the "Best Bedroom" Category.

YEARS

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2020

About Company

Our Strengths: *Family, Production, Designers*

We are happy to continue with the same day's desire and passion since the foundation was laid in a metal workshop in Sivas.

We are happy to continue with the same day's desire and passion since the foundation was laid in a metal workshop in Sivas. While every product we design reaches the end user's appreciation with our experience of more than half a century, we aim to improve ourselves gradually by thinking "What can we put on this now?" and walk in line with the innovative thinking. The company adopts a technological, innovative and environmentally friendly approach to production, and aims to offer innovations with high added value in all processes from raw materials to end products by investing in production as well as R&D and design capabilities. The products developed by Ersa with world-famous valuable designer collaborations, aim to offer innovative and stylish designs to working and living spaces.

60 years of good design

Since its foundation was laid in 1958 by Metin Atabey Ata in a metal workshop in Sivas, Ersa, with its innovative and high quality products, is located in one of Turkey's largest furniture manufacturer located and meets users the world's 41 countries. Continuing its growth focused on design and innovation with each passing year, Ersa welcomes the 62nd year of its establishment with products developed for living spaces as well as working spaces.



Ersa, which is the foundation of Metin Atabey Ata, continues to proceed in the light of the principles determined by the family's third generation managers.

Ersa, taking this valuable heritage, which has left 62 years behind, progressing day by day and offers approaches that will shape the future's living and working spaces. As our founder said; "Just as any company, we do also work to grow our organization. However, firstly it must be achieved in a balance and without sacrificing quality." Ersa, which is located in the country today in addition to Istanbul, Ankara, Izmir, Bursa and Izmit stores, aims to expand its domestic growth on a global scale by taking part in TURQUALITY® Support Program in 2017.



Ercan Ata, Erdem Ata
Erol Ata, Metin Atabey Ata
Ankara, 1987



Production

Ersa has grown into one of Turkey's most prominent furniture manufacturer with innovative, high-quality products, exporting to 41 countries across the world.

Wooden Panel Production
Upholstered Production
Metal Production

60

thousand m2 area

4,5

million m2 panel work

500

thousand linear meter laminate panel

530

thousand piece furniture production capacity









With an environmentally friendly infrastructure developed by Ersä, the factory uses the unrecyclable sawdust created during production for heating.



1

Operating with the mission of being present in all spaces where furniture exist, Ersä offers innovative solutions for workspaces with functional and ergonomic products.



2

The factory, with state-of-the-art and environmentally friendly technologies and equipment, is among the most modern and advanced production facilities in Europe that generates minimum waste.



3

Ersä exports its quality assured products to various markets in Europe, Americas, Africa, and Middle East.



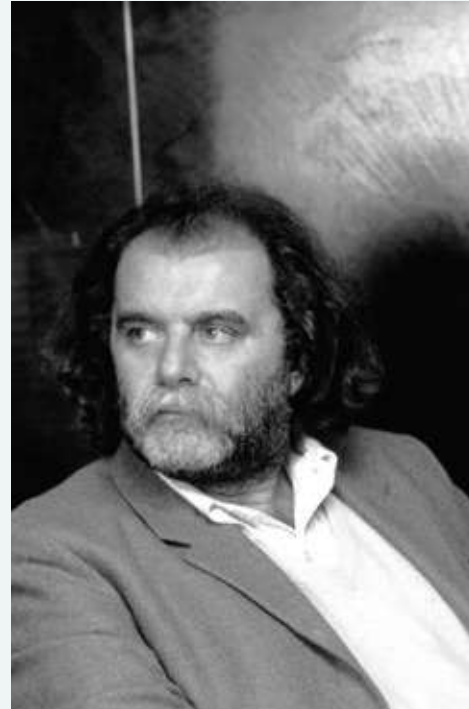
Designers

We believe in the power of design and each design has its own language. We think it is important to offer unique products to working and living spaces, and the desire of each space to reflect its own interior fiction.

Because, we are aware that every line, every texture and every fold is the sound of area where they are used. For this reason, we aim to bring the end user to the work or living space of their dreams with the collaborations of designers from different parts of the world.

A wide range of products, that have been brought to life by Turkish and world-famous designer collaborations such as Paolo Piva, Claudio Bellini, Toine van den Heuvel, Balutto Associati, Ece Yalım Design Studio, Burak Kocak and Şule Koç, suggests timeless and innovative usage to the working and living spaces.

Each product with
valuable designer
collaborations
adds a modern
touch to **working
and living spaces.**



Paolo Piva



Claudio Bellini



Toine van den Heuvel



Studio Balutto Associati



Cappelletti Architetti



Ece Yalim Design Studio

We believe in the
power of design
and each design
has its **own**
language.



Erdem Akan & Boğaç Şimşir



Şule Koç



Burak Koçak



Kadir Cem Tuğcu



Ersa R&D+Design Team



R&D+Design Team

Turkey's first R&D and Design Center in the office furniture industry

Ersa adopts a technological, innovative and environmentally friendly approach to production, and aims to offer innovations with high added value in all processes from raw materials to end products by investing in production as well as R&D and design capabilities. Having launched Turkey's first R&D and Design Center in the office furniture industry in 2017, Ersa carries out activities for the development and production of raw materials and semi-finished products to support innovative and technological design in the furniture industry. The Ersa Life series is distinguished by its aesthetics as well as materials, technical details and functionality.

About Company

Our Awards

50+ International Design Awards

As the winner of more than fifty prestigious local and international awards, Ersal believes in the power of good design and addresses design together with the idea behind it, developing and masterfully crafting products to offer users new and unique experiences beyond function.



“This is one of
our favorite parts.
Working for
something you
believe is the best
way to build new
roads, to reach a new
peak and go beyond
yourself at the end of
the day.”

Our Business

Business Areas

- Work
- Life
- Hospitality
- Healthcare
- Education and Library
- Finance
- Government

Our Business

Work

/ Business Areas

Since its foundation in 1958, Erska offers services to a wide range of sectors including finance to health, education to community with an innovative and environmentalist approach. Having launched Turkey's first R&D and Design Center in the office furniture industry in 2017, Erska is the winner of more than fifty prestigious local and international awards by collaborating with numerous Turkish and international designers.







Our Business

Life

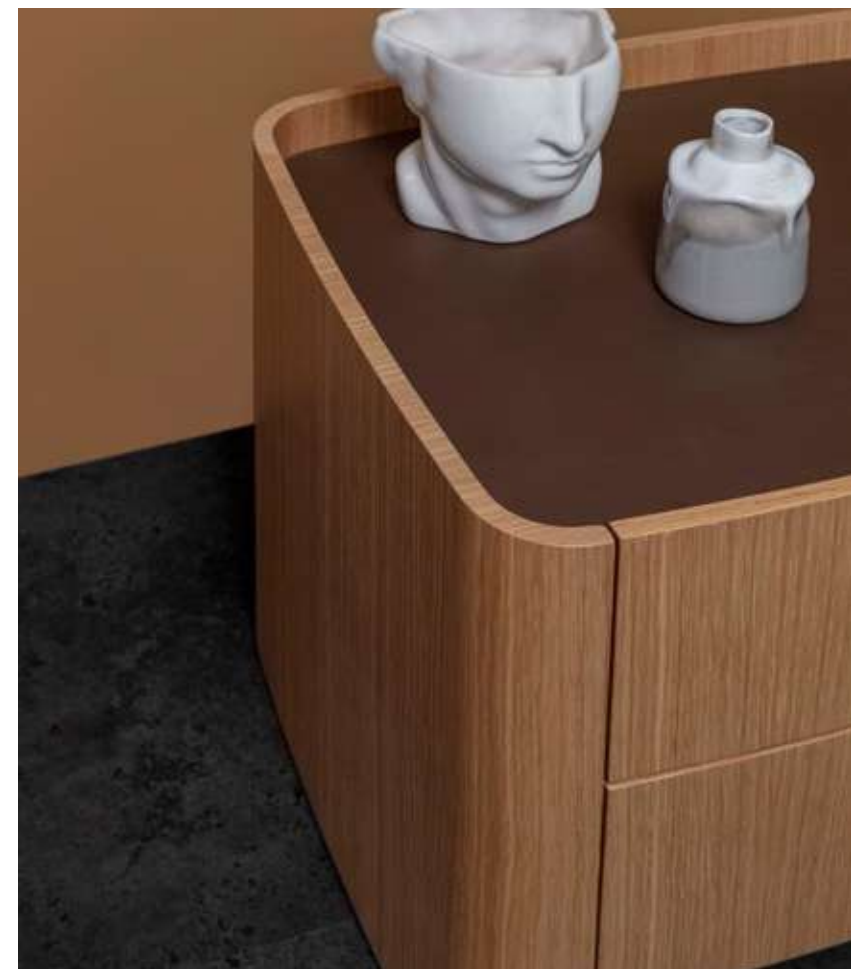
/ Business Areas

Ersa draws inspiration from life itself for the new series, skillfully creating moments worth living. Ersa now brings its designs with uncompromising aesthetics and comfort to homes as products become life itself rather than a part of your living spaces.

Welcome home.







Our Business

Hospitality

/ Business Areas

Adopting technological, innovative and sustainable design and manufacturing approach, Ersa develops creative and qualified solutions for furniture, design, production and architectural needs of consumers from several sectors as tourism, health, finance and education from all over the world since the very beginning. In addition to the workspaces and living spaces, Ersa offers a variety of solutions with a selected design language for banks, hospitality projects as hotels, restaurants, and cafes, hospitals and other healthcare institutions, educational institutions and student residences.



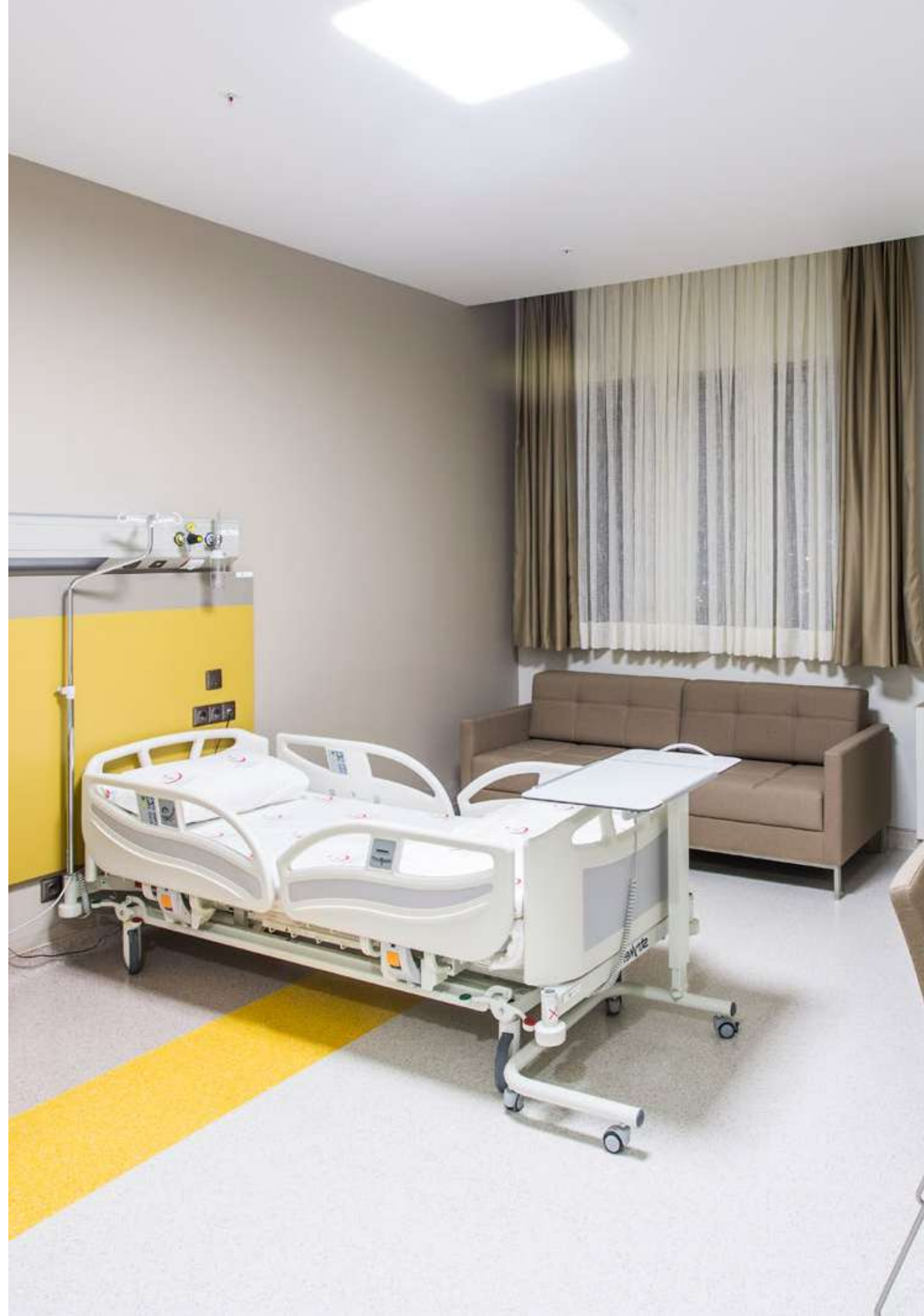


Our Business

Healthcare

/ Business Areas

Healthcare organizations focus on human in every detail... Embracing a place with an integrated approach, Erska welcomes its guests in the healthcare organizations with smart solutions focused on human in every detail.





Our Business

Education and Library

/ Business Areas

Having a distinctive design approach for any interior, Ersä creates contemporary education places inviting to discover more.





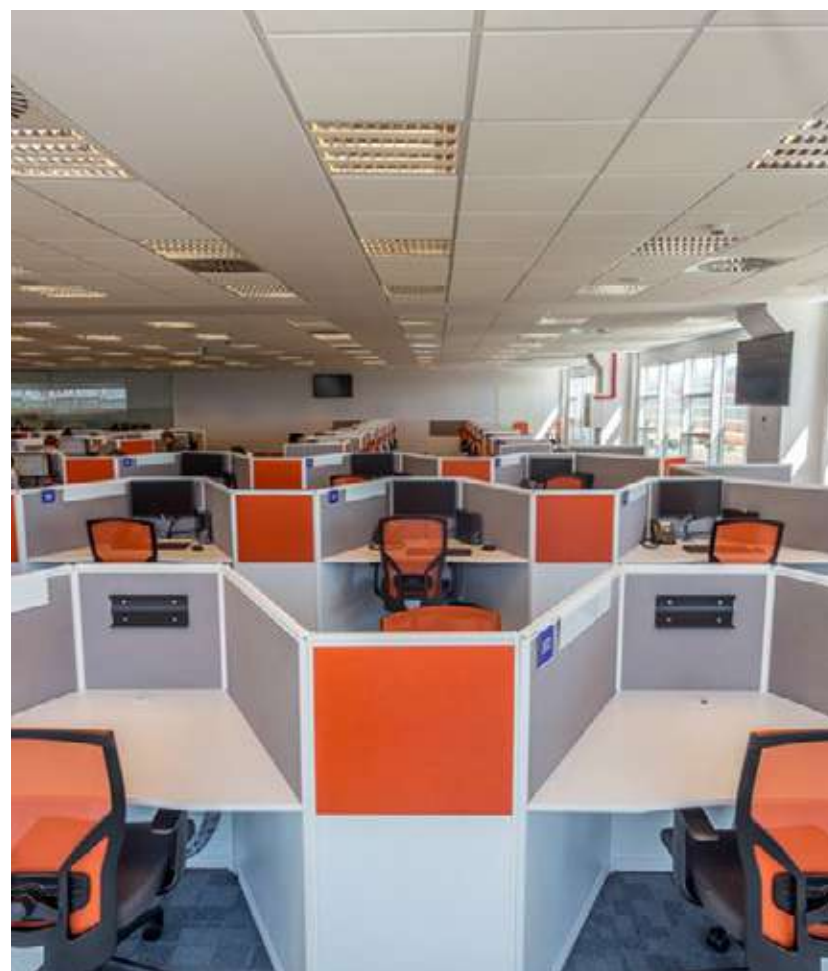
Our Business

Finance

/ Business Areas

Ersa offers innovative solutions with functional and ergonomic products in the finance and telecommunication sector.





Our Business

Government

/ Business Areas

In accordance with its quality and reliability principles, Ersan underlines comfort and aesthetics in the public enterprise's interiors.





References

Case Study

- Presidential Complex Library
- SAP Head Office
- VmWare Sofia LTP Garitage Park
- İzmir Şeker Yatırım Menkul Değerler
- Rönesans Headquarters
- Zai Bodrum
- Jackson Park
- Bodrum Marriot Edition
- LOSEV - LÖSANTE Children and Adults Hospital

References

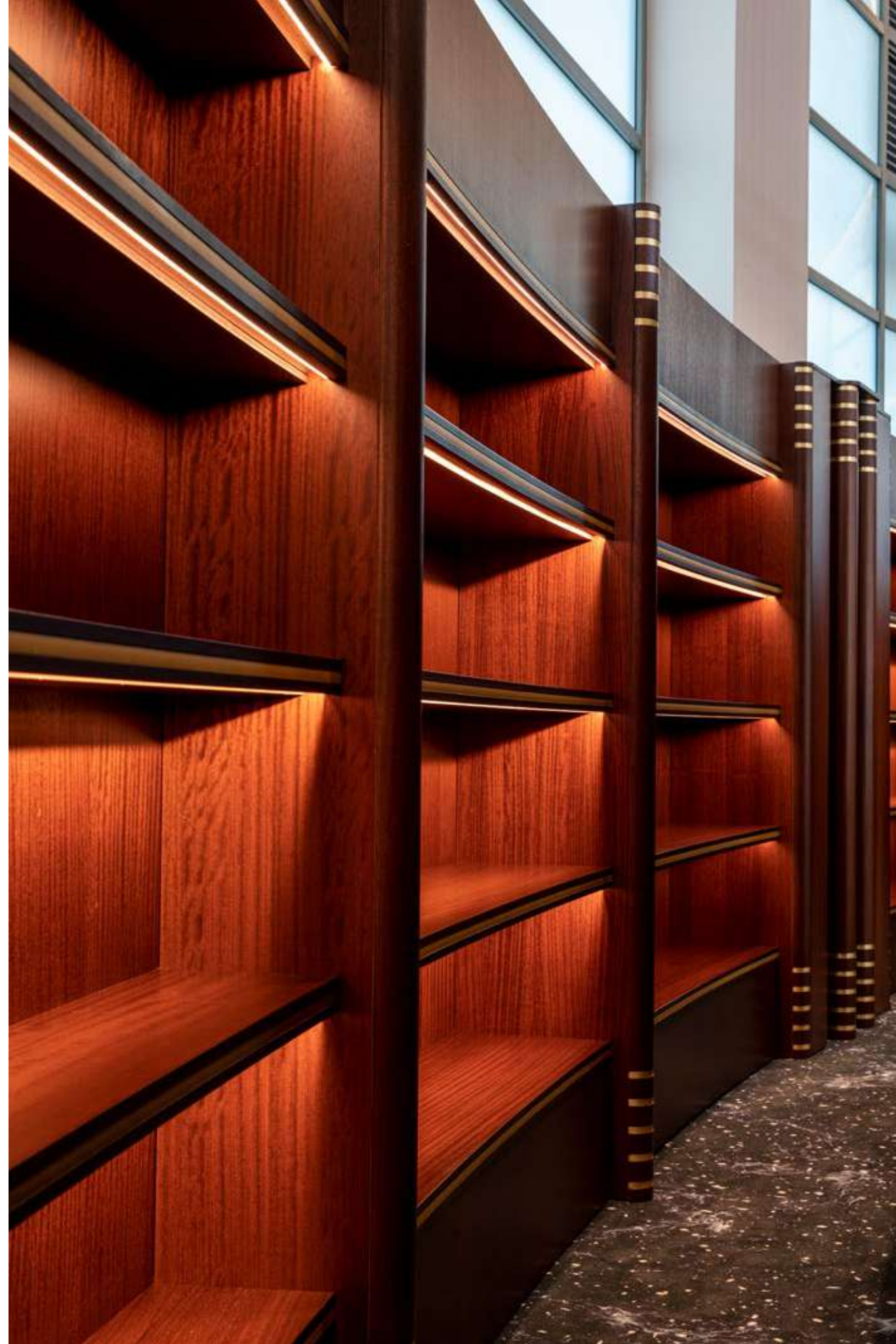
Case Study

While the products developed by Ersä for workplaces draw attention with stylish forms, they offer long-term use to their users with high quality material structures.

Offering innovative and high quality solutions for furniture, design, production, architectural needs of its users from many sectors such as tourism, health, finance, education, Ersä meets its users in various countries. While the timeless designs developed by Ersä draw attention with their characteristic styles, the products which are actualized with high engineering techniques, suggest long-term use in the working areas.

+ Presidential Complex Library







+ SAP Head Office

Project Name

SAP Head Office

Project Owner

SAP Head Office

Project Design

Mimari Studio

Location

Emaar Ofis

Photography

Gürkan Akay

Year

2020



+ SAP Head Office







+ VmWare Sofia LTP Garitage Park

Project Name

VmWare Sofia LTP Garitage Park Project

Project Owner

Vmware

Architectural Company

Swanke Hayden Connel Architecture

Location

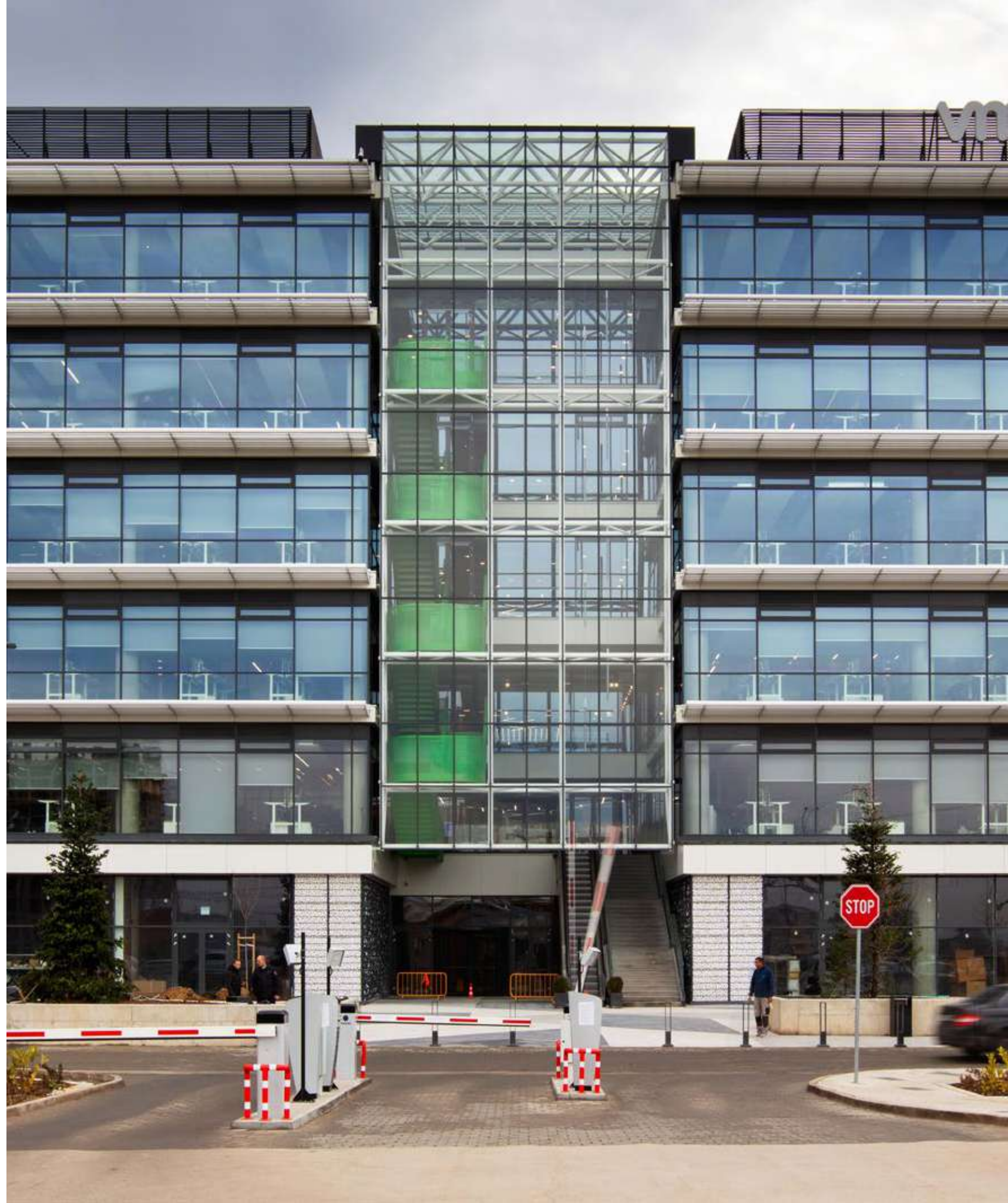
Sofia, Bulgaria

Photography

Gürkan Akay

Year

2020



+ VmWare Sofia LTP Garitage Park







+ İzmir Şeker Yatırım Menkul Değerler

Project Name

İzmir Şeker Yatırım Menkul Değerler

Project Owner

Şeker Yatırım Menkul Değerler

Architectural Company

Swanke Hayden Connel Mimarlık

Location

İzmir, TR

Year

2020



+ İzmir Şeker Yatırım Menkul Değerler







+ Rönesans Headquarters

Project Owner

Rönesans Medikal İnşaat

Project Design

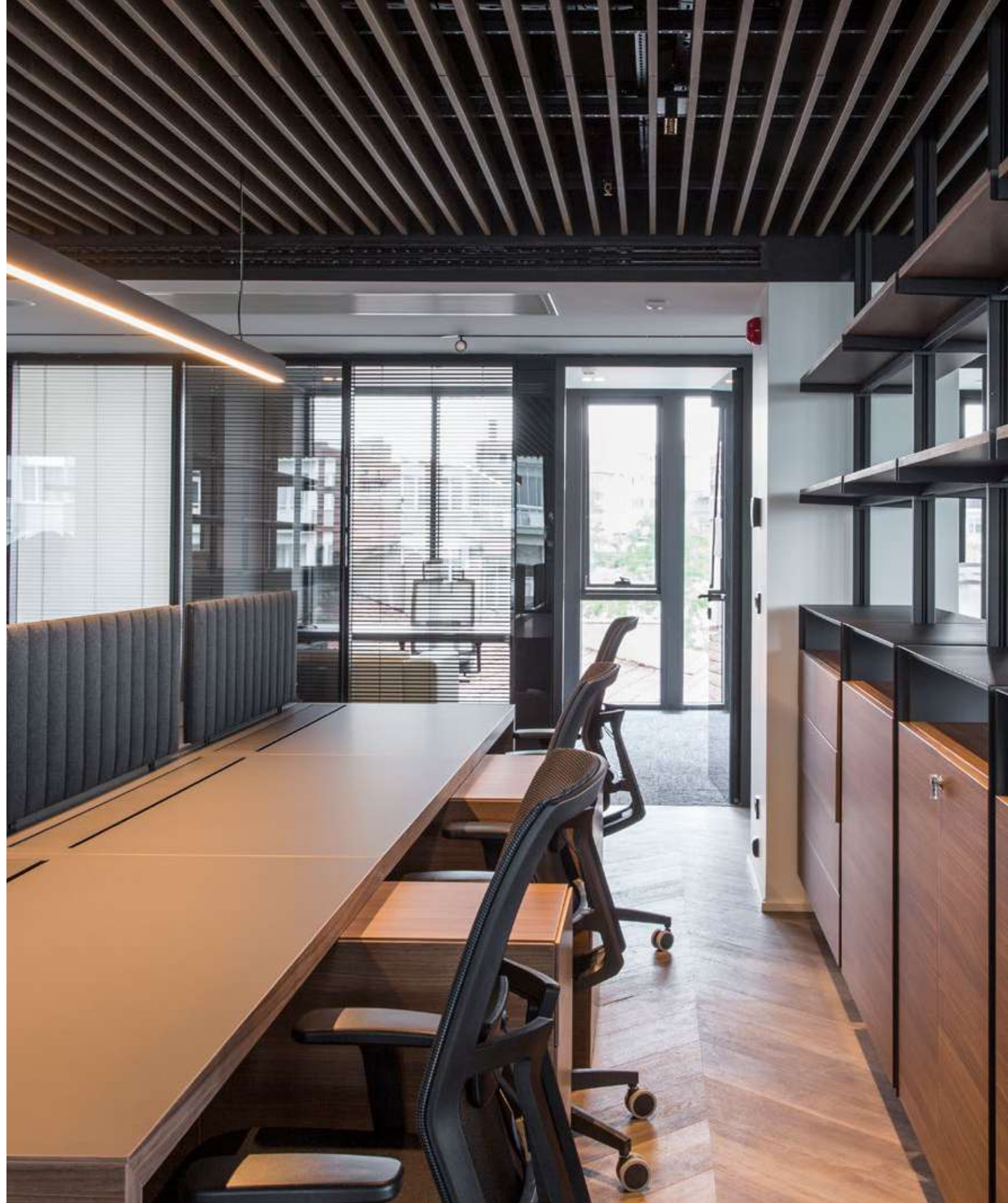
Christophe Pilet & Rönesans

Photography

Şener Yılmaz Aslan

Year

2018



+ Rönesans Headquarters



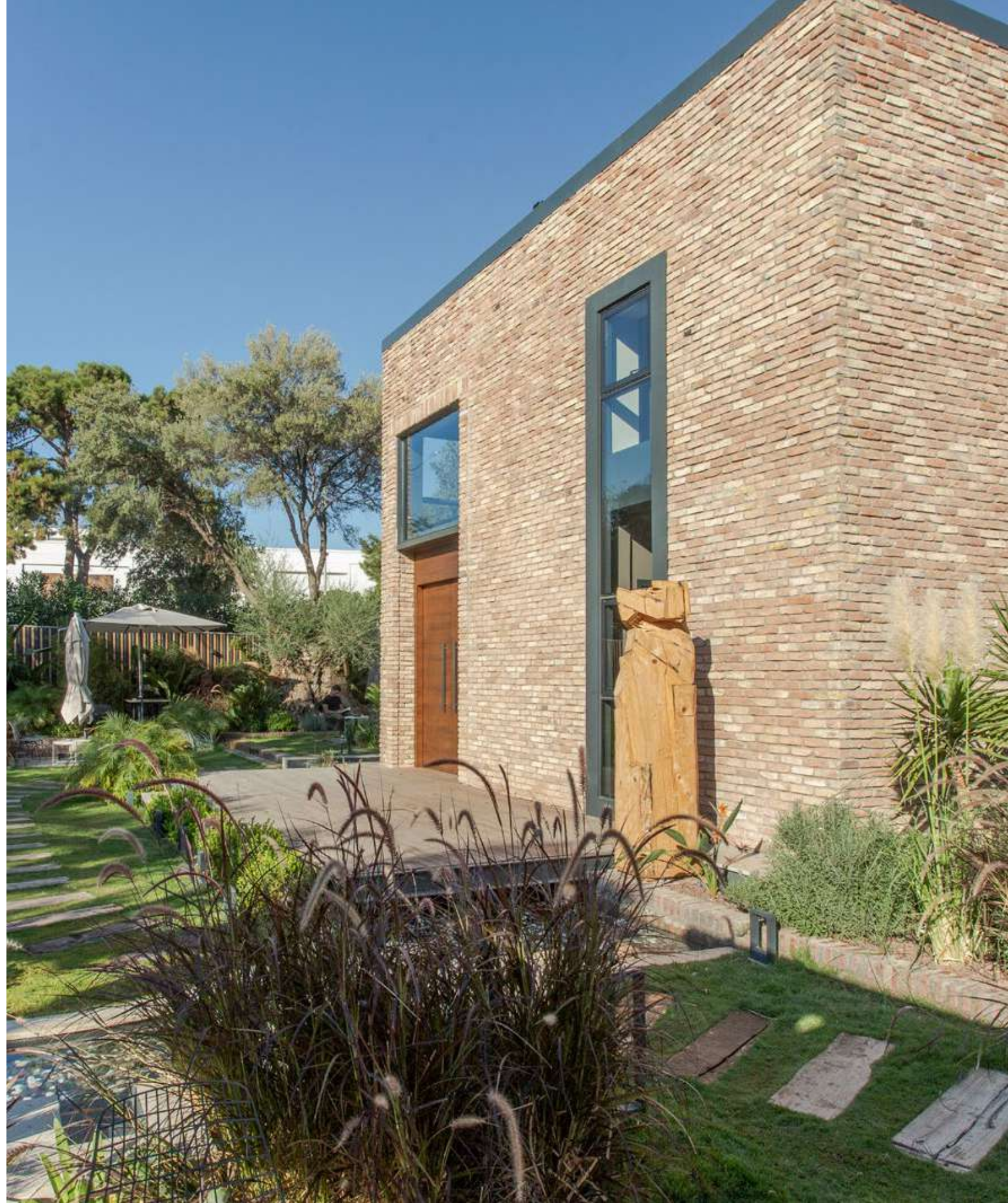


+ Zai Bodrum

Architectural Company
A+A Architecture

Photography
Şener Yılmaz Aslan

Year
2019



+ Zai Bodrum





+ Jackson Park

Project Owner

Turner Global Sourcing

Location

Queens, NY

Products

Kitchen, Bath

Year

2017



+ Jackson Park





+ Bodrum Marriott Edition

Project Name

RC Bodrum Hotel

Investor

Rönesans VIP Turizm Yatırımları İnşaat
Ticaret ve Sanayi Anonim Şirketi

Architectural Company

Rönesans Özellikli Projeler Grubu

Photography

Şener Yılmaz Aslan

Year

2018



+ Bodrum Marriott Edition





**+ LOSEV - LÖSANTE Children
and Adults Hospital**

Project Name

LÖSANTE Children and Adults Hospital

Location

LOSEV - LÖSANTE Hospital, Ankara TR

Year

2015



+ LOSEV - LÖSANTE Children
and Adults Hospital





Showrooms

Altunizade, İstanbul



Showrooms

Skyland, İstanbul



Showrooms

Officium Beytepe, Ankara



Showrooms

İzmir



Showrooms

Bursa



Showrooms

Adana





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