

## Highlights from Pınar Su's History

**1984**

Pınar Su introduces consumers in Turkey to bottled water products for the first time under the "Şaşal" label.

**1985**

Pınar Su ships its first exports to Germany.

**1985**

PVC packaging is used for the first time.

**1989**

Pınar Su single-handedly accounts for 90% of all of Turkey's water exports.

**1995**

Bottled water output reaches 100,000 tons a year.

**1996**

Pınar Su opens its second plant in Aydın-Nazilli and launches its "Pınar Madran" brand.

**1997**

Pınar 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**

Pınar Su receives ISO 9002 Quality Management System certification.

**2001**

Pınar Su's environmental awareness is confirmed by its TSE ISO 14001 Environmental Management System certification.

**2002**

Pınar Madran is marketed in 19 liter 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.

Pınar Su is awarded TS ISO 9001:2000 certification.

**2005**

Pınar 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>.

**2009**

Work begins on the Pınar Su Order Hotline on 444 99 00.

**2010**

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

