

Pinar Su's Competitive Advantages

Pinar Su's competitive advantages are rooted in:

- Superior quality standards
- Logistical strengths
- A talent for keeping a close watch on national and international consumer trends and preferences and transforming them into marketable products.

Brand Awareness

- Superior brand value reinforced by the confidence that people have in the Pinar name
- One of the first two brands that come to mind in the PET and PC categories (Nielsen Brands Survey)
- The leading name in customer satisfaction in the bottled water category ⁽¹⁾

Distribution and Service Network

- Sales and distribution network of dealers located all over Turkey
- Pinar Su Order Hotline on 444 99 00
- Online ordering
- Smart phone based ordering

Quality

- TSE-ISO-EN 9000 Quality Management System certification
- TS EN ISO 14000 Environmental Management System certification
- TSE-ISG-OHSAS 18001 Occupational Health and Safety Management System certification
- TSE-ISO-EN 22000 Food Safety Management System certification
- TSE-ISO-EN 10002 Customer Satisfaction Management System certification
- NSF International Quality Certification

Production

- Mineral water supplied to the consumer under the most natural and hygienic conditions
- Logistical advantages arising from three production facilities near their target markets
- Ability to supply product in whatever form of packaging (PET, carboy, glass) consumers may prefer
- Strong know-how
- Cleanroom technology
- Sound and sustainable collaborative relationships with suppliers nourished by economies of scale and brand value

Product Portfolio

- Natural mineral water harvested from the Madran, Gökçeada, and Akçağaç springs supplied to market in all packaging formats
- Plain, fruit-flavored, and vitamin-enriched fruit-flavored naturally-sparkling mineral water portfolio ⁽²⁾

Shared Values

- Competitive products contribute to the advancement of the market while strengthening our own market position.
- Exports shipped to nearly thirty countries create added value for our stakeholders and for the national economy as a whole.
- Taxes paid and job opportunities created contribute to the economic wellbeing of the country.
- Ongoing efforts to recover and recycle/reuse substantial quantities of packaging waste help protect the inhabited and natural environment.

⁽¹⁾ KalDer 2011 and 2012 Q2 Customer Satisfaction surveys
⁽²⁾ Pinar Su introduced plain and flavored varieties of its mineral water to consumers in 2013.