

Success stories

AVOYA

Newcomer with ambition

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With its beverage brand AVOYA, Turkish conglomerate Gürok is branching out into a totally new market. “Go big or go home” is the motto here – with the help of profound expertise and powerful technology from KHS.

NON-RETURNABLE GLASS

RETURNABLE GLASS

PHOTOGRAPHY / ILLUSTRATION

Frank Reinhold

COVER PHOTO

New mineral water brand AVOYA, a subsidiary of Turkish conglomerate Gürok, flies the flag at the plant in Burdur.

For some time now KHS has been in close consultation with the **Gürok Group** as to whether and how the conglomerate should and could branch out into the beverage industry with its own range of mineral water – a logical consideration for one of the world’s biggest manufacturers of glass tableware and glass bottles. One of the first contacts at the Dortmund systems provider was Hakan Ulus, customer service manager for the KHS branch office in Istanbul. “Back then, we advised Gürok on lots more besides the actual technology.” Ulus had just joined KHS from Nestlé Waters, bringing his extensive expertise not just in packaging with him but also in beverages and mineral water.



↑
See themselves as a team: Özgür Çoban, managing director of AVOYA (left), and Hakan Ulus, KHS customer service manager.



Included in the AVOYA mineral water range: a pure mineral water (left) and three of the six flavored product variants.

Full consideration

It was quite a journey, however, before the first bottle was filled in March 2024. The decision to enter the highly competitive yet fast-growing Turkish mineral water market as a newcomer had to be given full consideration and safeguarded by extensive market research. The chief focus here was on the wants and needs of consumers. “Taste takes first place,” says Özgür Çoban, since 2020 managing director of Gürok subsidiary ↗ **AVOYA** specially set up for this purpose. “In a country where sweet food and beverages are very popular, consumers don’t want to drink water that tastes salty. Second place goes to trust in brand and quality, with health coming in third.”



Özgür Çoban
managing director of AVOYA

“The colleagues at KHS have practically become part of our company over the last three years.”

Water with distinctive qualities

A further observation had a considerable impact on the development of the product. “You can find lots of very similar mineral water brands in Turkey,” explains Çoban. “This is why we concentrated completely on how to distinguish our new brand from others right from the start.” This began with the location of the natural springs, namely up in the mountains near Burdur about 130 kilometers north of the coastal metropolis of Antalya.

“Most local mineral waters originate in other regions,” Çoban states. “What’s different about our carbonated mineral water is that it has a special mineral content: besides sodium and bicarbonate, it primarily contains magnesium and calcium and thus everything your body actually needs – without any other more or less unnecessary constituents.”

Trend towards a healthy lifestyle

The AVOYA brand is therefore positioned as a healthy product that refreshes and regenerates. The six flavored versions use only natural ingredients – from citrus fruit, apple and mint through strawberry or cherry to hibiscus, elderflower and rose petals. The water is sweetened with natural sugar – but in much lower quantities than usually found in juice and soda pop in Turkey. AVOYA refuses to use artificial sweeteners or any other chemical ingredients. “Instead of 40 to 50 calories per 100 milliliters, our beverages only have about 20. We thus promote the health of our customers without them having to compromise on taste,” the managing director smiles. His product range is therefore fully in keeping with a healthy lifestyle that's becoming more and more important to consumers.



Evening eye-catcher in the old town of Antalya: illuminated billboards advertise the new AVOYA brand.

Widespread marketing campaign

In addition to the product itself, it's the marketing that mainly helps to distinguish the new beverage from the competition. The name "AVOYA" is a made-up word that's been created to mean "celebrate life", according to Çoban. The distinct logo, shape of the glass bottle, the labels and colors lend the brand its unmistakable look that attracts attention and makes for popularity – whether in nationwide TV commercials, through storytelling on ↗ **social media channels**, posted on billboards or with refrigerators specially designed for the POS.

Çoban considers its listing at 20,000 sales points to be a first sign of success, with the outlets including the two biggest Turkish food chains Migros and Carrefour. By the end of the year this number is to be doubled, with AVOYA aiming for 80,000 points of sale in 2025.



The Innofill Glass DRS filler forms the heart of the line. In the background is the filler carousel, with a crowner and a screw capper front left in the photo.

Top technology from Germany

The high product demands are also met by the filling and packaging machines that process the beverages. “We see the top KHS technology we’ve chosen as part of our differentiation strategy,” Çoban claims. The heart of the non-returnable glass line is the ↗ **Innofill Glass DRS** filler with an output of up to 60,000 bottles per hour. The managing director is especially pleased with his ↗ **Innokit Neo Flex** labeler and the two Innopack Kisters SP and PSP packers that have run smoothly from the very first minute on. In addition, various KHS inspection units ensure that the filling and labeling are of a constantly high quality.

The technology isn’t everything, however, stresses Çoban. “Besides the outstanding machinery, in particular the team from KHS’ branch office in Istanbul has proved convincing. Trust and flexibility are very important to us. The Turkish colleagues at KHS have practically become part of our company over the last few years.”

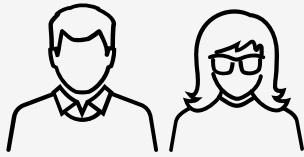


Ambitions for growth

This is to remain so in the future, too, for AVOYA has great plans. In the next ten years, a total of US\$200 million are to be invested in the Burdur production site. Capacity is to be successively expanded to 2.5 billion bottles a year. For one thing is clear: Turkey has huge potential in the water segment – and the rapidly growing thirst for healthy products needs to be stilled.

Fact check

AVOYA

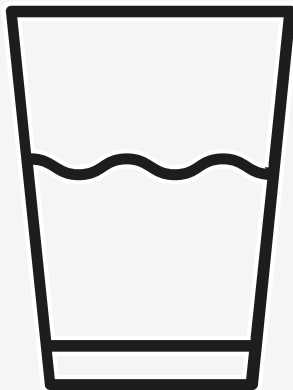


70 employees,

*to date working in a single shift; from 2025
100 employees in two- and three-shift
operation.*

In what?

***11 SKUs, 200- and 250-milliliter glass bottles with
screw caps or crown corks.***



***What? Mineral water with and without flavoring (six
varieties).***

15,000 square meters

**of production space in the first phase of construction. A total
of 120,000 square meters of space are available for future
expansion.**

WHERE?

The AVOYA bottling plant is close to the town of Burdur, about 130 kilometers north of the coastal metropolis of Antalya.

The Gürok Group

The conglomerate founded by Ali Güral in Kütahya in 1948 comprises four business units:

Industry

drinking glasses and glass tableware (production began in 1996 with 2,000 employees; around two million glasses are produced a day for customers in 140 different countries), glass bottles (since 2015), roof tiles and mechanical engineering for its own glass production.

Tourism

various hotels, resorts and clubs in Turkey and in the Maldives.

FMCG (Fast Moving Consumer Goods)

mineral water and flavored mineral water.

Construction

construction of all real estate in the Gürok Group – to date, 370,000 square meters of buildings on about two million square

meters of land.

Any further questions?

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