EXECUTIVE SUMMARY

**CUSTOMER NAME:** Doralp Teknolojik Montaj Muhendislik Insaat Sanayi ve Ticaret Ltd. Sti.

**INDUSTRY:** Fabricated Structural Steel for the Construction and Energy Markets

**LOCATION:** Istanbul, Turkey

**EQUIPMENT INSTALLED:** MDL 1000 single spindle drill, BDL 1250 D high speed carbide drill line, DG 1100 miter saw, and the FPDB 2500 plate processor with integrated plate material handling

**DESIGN SOFTWARE:** Tekla, AutoCad, StruCAD

Insight into a Global Leader in Steel Construction

The city of Istanbul, Turkey, has been an international center of commerce for centuries. Istanbul’s geographic location: near Eastern Europe, Middle East and Asia, as well as the Mediterranean Sea, Bosphorus River, and the Black Sea provide transportation gateways to many regions. (For history buffs, Istanbul was once known as Constantinople).

The business advantages are further enhanced when you consider that Istanbul is the only city in the world where one can contact any other country in the world within their normal 9 am to 5 pm business day.

Istanbul is also the home to one of the premier structural fabricators in this entire region. “Doralp Teknolojik Montaj Muhendislik Insaat Sanayi ve Ticaret Ltd. Sti.” is the official name of this Turkish company. But to their customers and industry partners, the firm is known simply as Dorlap, and is synonymous with “The Best”.

Doralp: A History of Quality

And Doralp is best known for providing the construction industry the highest quality in fabricated structural steel. From trusses to columns to miscellaneous components, Doralp has established a reputation for consistently providing on time deliveries that are perfectly fabricated.
with accurate tolerances, and always ready for site erection.

Mr. Mustafa Doralp and Mr. Sedat Yıldırım are the principal owners of Doralp. Both gentlemen are experienced in the steel construction industry before coming together 22 years ago to start the company.

**Q & A with Mr. Mustafa Doralp: an insightful look at a successful fabricator…**

**Q.** What markets does your company participate in?

**A.** We are active in the energy markets; some of which are very strong, especially petro-chemical and power plants. We also participate in industrial and commercial markets. Mining is also a potential in this region.

**Q.** Where do you see the future of fabrication heading in the next 3 – 5 years?

**A.** There is great potential in the region, especially in Turkey. There are many new manufacturing industries starting in this country, along with new subsidiaries of established international companies. Turkey is also one of the leading steel producers in the entire world, so it is a logical choice to have a location here.

**Earthquakes and Natural Disasters Affect Business**

**Q.** How did the 1999 earthquake affect Turkey?

**A.** Prior to that time, much of the construction was concrete. However, the earthquake had a devastating effect on those buildings, and provided awareness to the advantages of steel framed construction.

**Q.** How do you impress potential clients to seriously consider constructing steel framed buildings, rather than concrete?

**A.** Steel buildings are becoming more popular, the designs are sleek and modern, they are more energy efficient, and are more versatile in design and construction with abilities to be erected quickly.

**How do you Market a Structural Fabrication Company?**

**Q.** How do you market your company – Doralp Steel - to potential customers?

**A.** Easy…Our Employees and Technology, but let me explain technology in two ways:
How do you Impress Potential Clients?
Q. How does the software impress potential clients?
A. Our customers can view their designs in advance – with options for their consideration. It provides complete flexibility for the project.

Q. Tell us about your employees.
A. Our people are dedicated and skilled craftsmen. We have experienced employees in all phases of our operation – they help us meet tight deadlines.

How do you Impress Potential Clients?
Q. How does the Peddinghaus equipment impress potential clients?
A. Peddinghaus is known internationally for superior, productive machines for steel fabrication – none better. Potential clients know that their most difficult building deadlines can be met because of the power of these Peddinghaus machines. They always run well because Peddinghaus service and support is unsurpassed.

Q. What Peddinghaus machines do you have in your shop?
A. We have the following:
   1. A Peddinghaus BDL 1250 D high speed carbide drill line
   2. A Peddinghaus DG 1100 miter band saw
   3. An integrated Peddinghaus material handling system
   4. A Peddinghaus FPDB 2500 plate processor system
   5. A Peddinghaus MDL 1000 single spindle drill

Peddinghaus is in the Building
Q. Which machine is your favorite?
A. I personally like the BDL 1250 D and the FPDB 2500. The BDL drill is so fast, I can keep my production on schedule, and still fit in other projects and jobs, which historically are fast track with better margins. I also like the FPDB 2500 plate processor; we have an automated loading and unloading system that means one operator can produce all plate: base plates, splice plates, gussets, stiffeners – all of them are produced quickly and accurately.
Q. What else do you like about the Peddinghaus?

A. The machines are simple to learn and easy to operate – even in Turkey! Their service support is unparalleled; we use Peddinghaus’ 24 hour service assistance line all of the time; and have used their internet remote diagnostics – a wonderful tool!

Peddinghaus people are caring, dedicated, and responsible. They have prepared my shop layout to insure my material flow was best so I am most productive.

A Perfect Partnership

Q. What about Peddinghaus Technology?

Peddinghaus technology is superb. They combine today’s modern technologies, like Siemens electronics into a powerful, robust machine tool. And when I speak of the software companies that Doralp uses – they all integrate with Peddinghaus seamlessly.

Q. How would you describe the relationship between Peddinghaus and Doralp?

A. A Perfect Partnership.

Mr. Mustafa Doralp, Peddinghaus’ Ian Walker, and Mr. Sedat Yildirim - a Perfect Partnership.
FOR MORE INFORMATION

To learn more about Peddinghaus Corporation visit:
www.peddinghaus.com

PRODUCT LIST:
▪ Beam Drill Lines
▪ Anglemasters
▪ Plate Processing
▪ Coping Machines
▪ Thermal Cutting
▪ Automated Layout Marking
▪ Structural Band Saws
▪ Ironworkers
▪ Material Handling