

# “Beberotti continues to be the rising value in Turkey’s exports markets and strengthen its market value”

**Innovative, modern and high-quality works from the companies in the field of baby and children’s clothing are contributing to the recognition of the “Made in Turkey” products in the global export markets.**

**T**raditional high quality product supply of Turkish textile with original patterns makes our national product perception in overseas markets constantly valuable. The level of success we have achieved in all branches of textiles paves the way for the industry to become the locomotive for our country’s exports. The dynamism in the baby and children’s clothing sector in recent years has been driving it forward in the textile industry. Interest from foreign purchasing committees to our national brands at international tradeshows held in the baby and children’s clothing sector increases every year. The efforts of our companies, which continue their activities in an integrated way to the hardworking and modern world, find the attention they deserve. Standing out with its quality, healthy and long-lasting products in baby and children’s clothing sector, Beberotti draws attention with its ever increasing business volume. Beberotti’s success has a positive impact on the industry while the industry’s success has positive effects on our economy. We held an interview with Yasin Yaran, the founder of Beberotti Tekstil, to discuss the development of the brand and the state of the industry.

## **Can you briefly tell us about your entry in the textile industry and the emergence of Beberotti?**

When I was born in the 1980s, my father ran a retail baby products shop in the old bazaar, in the downtown Bursa. In the early 90s, the company entered the industrial embroidery market and achieved many successes in the sector. In 2004, we won the first prize in a



competition of 10,000 companies organized by “Eurostitch Magazine.”

The first principle that was instilled in us was quality, reliability and honesty in my father’s shop. While laying the foundations of the Beberotti brand, we set out to avoid compromising the principles “quality, trust and honesty.”

This adventure that we started in the textile industry with internships at various apparel companies in summers, has strengthened us with the commercial experiences we gained in my father’s business from 2001 until 2008. From 2008 to 2014, we continued our commercial activities with my brother in our company, where we traded textile embroidery machines and yarns.

In 2014, after the registration of “Beberotti” brand, we started R&D and planning activities. Following the infrastructure works that we continued until July 2015, we started

the establishment process for the company. Muslin fabric used to be known by very few people when our company started its activities moving forward with a vision to become a specialized manufacturer of muslin fabric and other products in Turkey. In order to introduce this type of fabric to people and tell them where it could be used, we promoted the products with descriptive expressions and visuals on the product boxes.

The textile and apparel industry we are in is unfortunately one that grows on imitation and copying, and is blown away with small winds. We founded the Beberotti brand by investing serious capital and manpower not in a way everyone did, but one no one did or few companies dared to do.

Under the Beberotti brand, we manufacture first quality fabrics and products, which are woven from 100% cotton yarn, which we call



2-ply, 4-ply flat and repeat-woven muslin. We offer services to our customers with 13-14 items and more than 300 designs. We manufacture products with different visual designs such as printed, organic and washable.

**Can you tell us about the different and superior features of Beberotti products?**

We weave our fabrics with first quality cotton yarns. We start from yarns with the principle of doing the best of everything. After the fabric is woven, it is dyed in our dyehouse and then goes into printing. We have many safety certificates valid in Europe and around the world. We care about fabric at every stage of production.

We are checking the quality of the products ourselves at every stage from dyeing to printing, cutting and sewing. This is our quality approach. Maintaining the trust of our customers is one of the priority principles of our company. As of today, we export to 6-7 countries. Our exports to Russia, the UK, Germany, Greece, Kazakhstan etc. continue at full speed. Beberotti continues to be valued every day in these countries. Beberotti has managed to become the rising star in the Turkish export market.

**Can you share with us a brief assessment of your work in the domestic market?**

While we were preparing our products with the Beberotti brand in the beginning, we wanted to learn how to interact with consumers in the domestic market. Mothers who used our products liked them very much. After these positive feedback, we decided to start production with full capacity. We supply products to 8-10 large wholesalers in Turkey. We deliver our products directly to wholesalers in big cities such as Bursa, Antalya and Izmir. In addition, we also have 45-50 retail customers. Our products are also sold on 45-50 different online shopping websites. Many e-commerce websites are selling our products.

**Can you briefly evaluate your works for the coming period?**

Preparations for new products are continuing. We have to update ourselves constantly. As I mentioned in the first part of the interview, the market we are in unfortunately has an appearance of a sector progressing through imitation. Today, the imitations of our products have started to increase. Although it makes us uncomfortable to be imitated, it is also indicating that we are on the way

to becoming a brand and that we are doing the right things. We are also preparing collections for big foreign brands based on our identity as a specialized company. These collections are prepared in relation to the muslin product groups we have specialized in. The companies we work with are so much satisfied that they ask us to manufacture different products too. But we cannot respond positively to every request. We are ambitious only in our own range of products. Doing the best of our work and being remembered with it are the main principles of our company.

In the coming period, we will further expand the product range. We will also make products for adults. We are also considering preparing different products for children. I can say that we are the only company that produces products in relation to muslin groups starting from yarn. We are planning to add 25-30 items to our product range and increase the number of our designs to 600-700 by the end of 2020.

Our target is to introduce fabrics and products we produce under the Beberotti brand in 2024, the tenth anniversary of the company, for all mothers in the world and to make all babies feel this quality.