



COMPANY

PROFILE

'22-'23

BeUnion

Premium Shopfitting

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Overview

A rich expertise and know-how gathered from the most outstanding accounts and practices around the world, BeUnion provides a successful service across several typologies in retail, luxury retail, shop-in-shop, department store, travel retail and hospitality projects.

Our members are from a diverse background including architecture, design and engineering, production planning and execution, logistics and accounting. They collaborate and observe the needs of all team members under the leadership of a project manager striving to complete the project.

Each one of our team members believe in the power of being a ‘**Union**’ to become a great team.



Our COMPANY

HEADOFFICE is located in Cengelkoy, Istanbul on the Asian shore of the Bosphorus with an enthusiastic team of currently twelve white-collar professionals.

PRODUCTION CAPACITY is over 12.000 sqm. production area in two factories. In-house production of all wooden and metal components and paint works and internal processing of each furniture component, such as stone, concrete, solid, acrylic, glass and LED components with upholstery works.

BeUnion is a trademark of Palluli Grup Mimarlık Ltd. Sti. is a limited liability partnership registered to Turkish Chamber of Commerce under company number of 18463 since 1995, and located in Yali Boyu Caddesi, No:3 Uskudar/Istanbul-TURKEY.

Oz Mobilya San. Tic. Ltd. Sti. maintains **ISO 9001** and **ISO 14001** certifications. Copies of our certifications are available upon request.

Approach

We believe **a human-centric approach** and **efficient communication** are key in success.

BeUnion is a workplace, which involves a group of people sharing their ideas and skills in order to achieve a common goal. Working collaboratively, instead of individually, help improve productivity and give employees a sense of purpose in the organization.

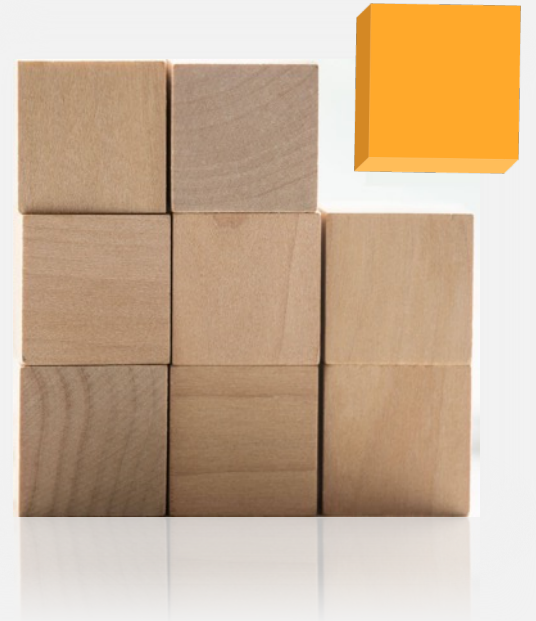
Our Approach is driven by 4 core values:

CUSTOMER ORIENTATION

COLLABORATION

TEAMWORK

RESILIENCE



Core Values

CUSTOMER ORIENTATION

People are at the heart of everything we do.

That's why, we aim our projects to be pleasurable and joyous for us and our clients. We allow everyone to benefit from our experience in order to thrive together.

We are completely aware of the challenges of delivering a store on time, in budget and on the fulfilled level of all expectations in line with the concept and the application details.

COLLABORATION

Collaboration is a working practice whereby individuals work together for a common purpose to achieve a collective endeavor. So, we believe that collaboration enables individuals to work together to achieve a defined and common business purpose.

At **BeUnion**, all professionals from various disciplines are taking on individual areas of responsibility in pursuit of a collaborative effort and sharing a studio culture where individuals can thrive on the exchange of ideas in a friendly and nurturing place to work.

TEAMWORK

Excellence is always concealed in the well-integrated details. All our projects are concerned with every detail and an appreciation for respecting and serving to the distinctive character of each concept in a harmony.

Leading our part in this story requires a dedicated approach around a common purpose and an effective integration of each player taking part in the operation. In fine; teamwork is the essence of our culture, and we are happy to work with open-minded people in our company.

RESILIENCE

We do our best to prevent issues; however, when they arise anyway, we are also prepared to work through difficult situations with our agile teams and processes.

All the possible operational challenges to be faced at **BeUnion**, are always being analyzed and recognized in an optimal informative perspective and responded in the best way possible to generate even better outcomes at final.

Sustainability

As an **ISO 14001 certified establishment**, **BeUnion** works hard to make the best use of the opportunities for environmental sustainability in each project.

We believe sustainability is an integral part of a successful project management and production process. Our objective is to search for optimal solutions for our productions that uses the planet's resources carefully. Regarding that, our production has been an accredited member of the **FSC-Forest Stewardship Council** since 2020 under the license number of FSC-C161777.

We consider reduction, limitation and adaptation of the resources and carry out internal audits regularly to identify opportunities to benchmark and improve our performance in operational energy and resource use, supply chain and waste production.



Our Culture

We rely primarily on our most important asset ‘our people’.

The bedrock of our culture is providing our employees an environment that allows everyone to express themselves, learn from each other’s experiences, carry out their responsibilities and enjoy sharing a common passion in a workplace to encourage collaboration by providing a variety of environments with spaces to share lunch, take courses, socialize and follow up the manufacturing.

Regular opportunities to connect and socialize, are an inseparable part of our culture, via weekly presentations, monthly updates on current projects and larger practice-wide gatherings across the year. We also arrange periodic excursions to promote a greater understanding of our own work as well as the broader cultural context.



How we do





01 – PROJECT MANAGEMENT

The assigned project leader of **BeUnion** is always in direct contact with our client during each stage of the project, which provides the client a general and clear visibility over the entire process.

Depending on the general brief and context, our project leaders have the confidence to successfully balance the restraints and areas open to creative improvements for a better performance in durability, maintenance and efficiency within an incessant communication through systematic and periodic reports and instant notifications when required.



02 – ENGINEERING & PRODUCTION PLANNING

As being a part of the production planning; engineering team works in collaboration with the R&D team to check out the results of proposed solutions in partial mock-ups for specific details.

Shopdrawings, supported by 3D CAD software are being prepared by the engineers under control of the project leader who is responsible for getting and transferring the requested criteria to the technical team, and detailed execution drawings are being submitted to the client.

These execution drawings along with the finishing material samples and mock-ups are getting approved by the client prior to the production start, after some revisions if necessary. Upon request or a special need, also unit-based prototypes can be produced, especially during the first stages of an entirely new concept.



03 – PRODUCTION

Following the approval of all submitted shop-drawings, finishing materials and mock-ups; the active production process starts up.

Starting with this date, the client is being informed weekly about the production status of each element of the project over a 'follow up report' prepared, updated and shared by the project leader. This report contains all the required updated information about the status of each component with pictures.



04 – PRE-INSALLATION & QUALITY ASSESMENT

All components of the project are being assembled and checked both before and after the painting process. During the second and final assembly, all the components with final finishes, locks and the lightings are being completed and checked according to the compliance with approved criteria of design, operational requirements, and the production quality and continue with following up the touch up process if necessary.

Upon getting the approval for packing, the entire packaging process is being managed elaborately as per the stability and sustainability standards of our packaging procedure.



05 – LOGISTICS & WAREHOUSING

From the central location of our production facility, we are capable to offer the optimum logistics conditions via Air, Land and Sea Freight and manage also optionally all the customs procedure internally for every delivery options.

We can also provide warehousing opportunity in our facility, our remote storages in Istanbul and in the target locations.



06 – INSTALLATION WORLDWIDE

BeUnion has an in-house installation team consisting of multi-skilled joiners, electricians and experienced supervisors working under the overall control of the project leader.

We also collaborate with long-term local solution partners who support our teams when needed during installation, site inspections or minor maintenance works in various regions such as Russia, Middle East, Saudi Arabia, Europe, United Kingdom and United States.

Factory Resources

WOOD PROCESSING & PAINTWORKS

- Vacuum Table CNC Router
- 4 Axis-Flat CNC Router
- Press Machine
- Wood Cutting Panel Saw Machine
- Edge Banding Machine
- Wood Veneer Cutting Machine
- Wood Veneer Sewing Machine
- Horizontal Circular Saw
- Band Saw
- Vacuum Sanding Counters
- Horizontal Milling Machine
- Planer
- Thickness Planer
- Caliber Sanding Machine
- Wire Brush Sanding Machine
- Vertical Boring Machine
- Miter Cutting Machine
- Automatic Painting Machine with Caliber Function
- Weighing Platform

METAL PROCESSING

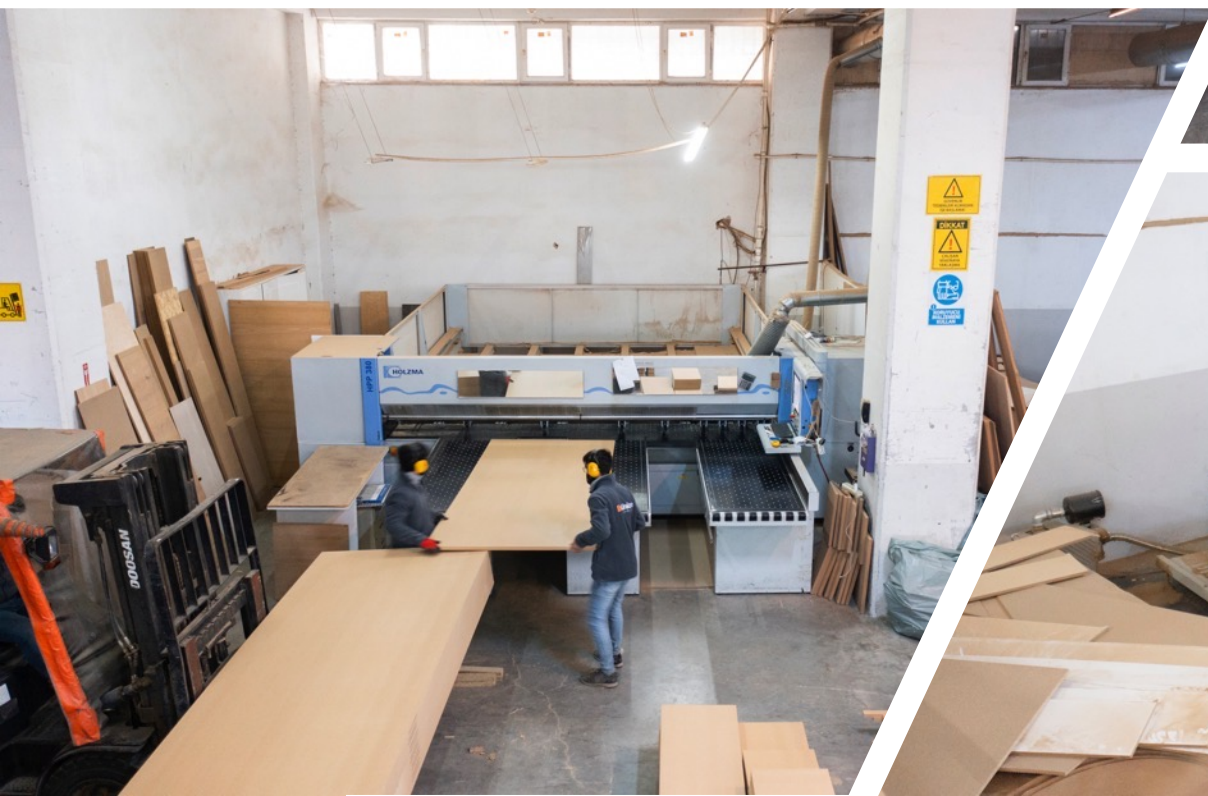
- Fiber Laser Cutting Machine
- Bending Machine
- Argon Welding Machine
- Gas Arc Welding Machine
- Cut-off Grinder Machine / Spiral
- Centering Machine
- Vertical Boring Mill
- Polishing Machine
- Corner Cutter
- Horizontal Bandsaw
- Sandblast Finishing Machine

WOOD PROCESSING & PAINTWORKS

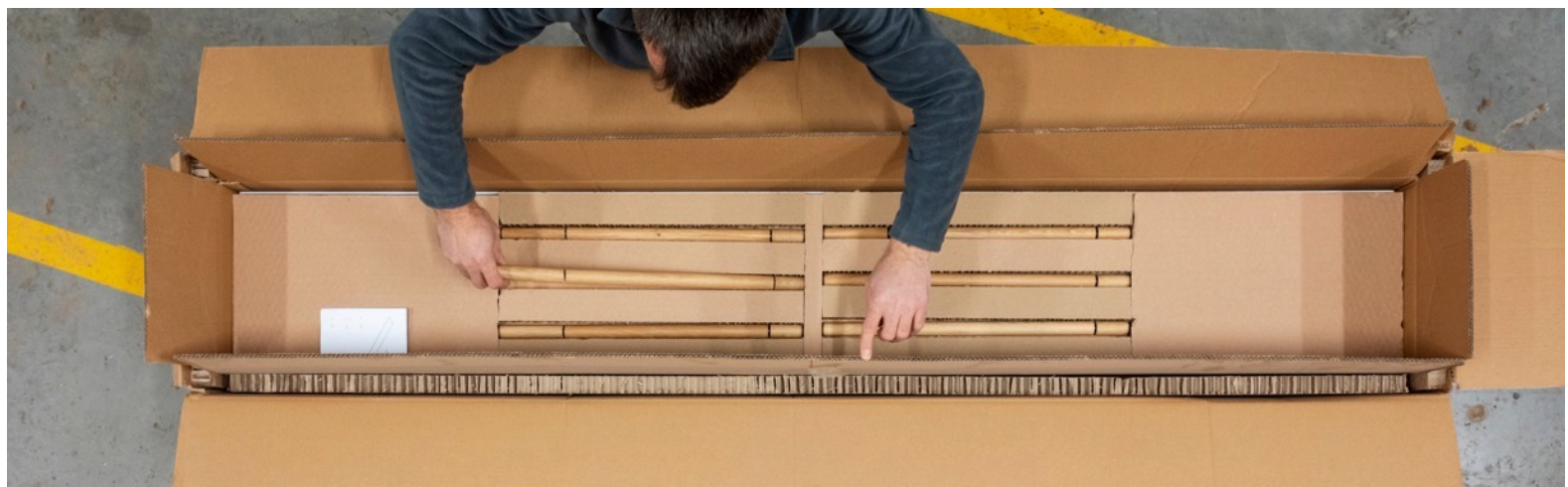












METAL PROCESSING







REFERENCE WORKS































BUTLER

- CLIENT: HAY GROUP
- DESIGN: Shane Schneck

Hay's Butler is a multifunctional stepladder for a modern and urban lifestyle. Designed by Shane Schneck, Butler is crafted in solid oak and has two sturdy layers that function as steps, seats or tabletops, depending on where and how you decide to use it.



THE BOLT

- CLIENT: **NINE**
- DESIGN: **Lennart Ebert**

Shelf made of oak wood and powder-coated steel

The BOLT shelf by Lennart Ebert for NINE convinces with its practical and at the same time decorative features. The BOLT -shelves consist of two simple elements: curved sheet steel shelves and solid oak bars.





GUBI PRIVATE COLLECTION

- CLIENT: **HAY GROUP**
- DESIGNER: **Gubi & Space Copenhagen**

Space Copenhagen looked to the simplicity and craftsmanship of antique Japanese wood joinery.

The understated design concept highlights Space Copenhagen's material choice of a dark and light oak veneer combined with antique brass.

Clients

DIOR


PHILIPP PLEIN

FORMS
HONG KONG - GENEVA

MARC JACOBS

Heinemann  Duty Free

MIZENSIR
PARFUMS

DR. BARBARA
STURM

HAY

BOGGI
M I L A N O

mudo
concept

BEYMEN

THANK
YOU

BeUnion

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