

Turkey

# Kilns Designed to Customer Needs

Vesta focuses on thermal technology to serve various market segments.

Established in 1985 in Istanbul/TR as company engineering turnkey plants mainly for the ceramics industry, Vesta has focussed exclusively on thermal technology since

the year 2000. Today the Vesta product portfolio comprises dryers, electric- and gas-heated kilns operated intermittently or continuously in the ceramics, glass, metallurgical and

chemicals industries. At Tecnargilla in Rimini last month, Vesta's Managing Director, *Dr Hakan Ö. Özbay (HÖ)*, explained the company strategy to us.



Fig. 1  
Dr Hakan Ö. Özbay (left) and the VESTA team

*cfi:* How do you approach your customers to make sure you supply them with the optimal equipment in each case?

*HÖ:* Depending on the product to be manufactured, we need information on the specific properties (exothermic and endothermic reactions, evaporated gases, etc.) of the materials to design the appropriate firing curve and atmosphere conditions needed. The geometric dimensions, capacities planned, available fuels, the existing workflow in the plant and other specific aspects then

lead to a very individual design for the customer.

*cfi:* How can you make sure your solution stands out from the other designs available?

*HÖ:* Our customers know that with a Vesta kiln they get the best components available on the market, e.g. burners from *Eclipse*, control systems from *Siemens* or *Telemechanique*, thermal processors made by *Kromschroder*, refractories from *Unifrax*, valves from *Bosch*, just to mention a few examples. We don't want to tie our customers to us with an extortionately expensive spare parts service. We ask our customers which customized components are easily available on their home market and design the equipment accordingly. Our customers can therefore be sure that spare parts will be available for them on short notice at a standard market price.

*cfi:* Vesta was originally founded as an engineering company for turnkey plants. Why was this working focus changed?

*HÖ:* We have comprehensive expertise in thermal technology and are aiming to develop this further. We

are a team of about 20 technicians and engineers. We use the best standard components available on the market. For steel construction and any other components needed we have an established network of sub-suppliers in Turkey. We are responsible for the design, the quality control of all parts purchased, the final assembly and the installation including the start-up until the performance of the equipment is accepted by the customers.

*cfi:* The origin of Vesta engineering was the ceramic sector. Have you since expanded your activities?

*HÖ:* Of course. We can also use our expertise in the glass, chemicals and metallurgical industries. To be honest, in some other sectors, the price war is less fierce than in the ceramics industry. But we don't plan to pull out of the ceramics sector as we have good references in our domestic market and abroad. Our customers can rely on a long-term partnership both in the ceramics and non-ceramics fields. Our motto is "Ultimate customer satisfaction".

*cfi:* Thank you for talking to us. KS

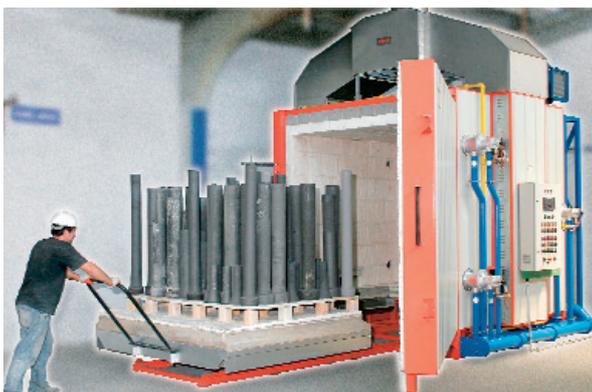


Fig. 2 Vesta shuttle kiln



Fig. 3 Vesta tunnel kiln