



A Sustainability Story

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About Company

About Us

Ersa, founded by Metin Atabey Ata in 1958, Sivas, has raised one of the pioneers of the furniture sector in Turkey with giving importance to innovation and design.

Ersa, founded by Metin Atabey Ata in 1958, Sivas, has raised one of the pioneers of the furniture sector in Turkey with giving importance to innovation and design. The simple architectural design of the factory in harmony with the environment is a reflection of the sustainable production approach that Ersa adopts. Spread on approximately 60,000 square meters and equipped with state-of-the-art production technologies, the factory has the capacity to process 4.5 million square meters of panel boards, 500,000 running meters of laminated panels, and 530,000 pieces of furniture in one shift.

Ersa, which offers innovative and high quality solutions for architectural needs of its users in Turkey and all around the world, has a noteworthy export success in the international arena with the average export rate three times more than the industry average of Turkey.

Ersa is analyzing the needs of the users and places in the best way, based on the concepts of life and work, which are getting new and interrelated definitions thanks to technology. Ersa, offers approaches to shape the future of living and working spaces that are constantly changing with the ideas and designs they have developed. Within the framework of corporate sustainability, Ersa supports environmentalist production and design understanding. With its R & D and innovation-oriented investments, Ersa always aims to provide innovative designs at global standards.

“Just as any company, we do also work to grow our organization. However, firstly it must be achieved in a balance and without sacrificing quality.”

Metin Atabey Ata
Founder, Ersa Furniture





Ersa Furniture history by the founder of Ersa, Metin Atabey Ata

About Company

Timeline



The 50s & 60s

- 1958**
A Metal Atelier in Sivas
- 1962**
Manufacturing of First 1962 Model Chair
- 1968**
Obtaining of First Commercial Order From the State Materials Directorate (DMO)



The 70s & 80s

- 1971**
Moving of Production to Ankara After Winning a Major DMO Tender
- 1978**
Founding of Ersal
- 1987**
Establishment of Wood Atelier



The 90s & 00s

- 1990**
Moving to New and Modern Plant Complex
- 1996**
Commissioning of Numerous New Metal and Woodworks Machinery
- 1999**
Beginning of Cooperation with Designers From Turkey and Abroad
- 2009**
Establishment of A New Factory For Wooden Furniture



The 10s & 15s

- 2010**
Receiving of Superior Design and Good Design Awards Within the Scope of Design Turkey
- 2011**
 - Opening of First Showroom in Istanbul with the Concept of "Box in a Box Idea"
 - Receiving of Red Dot Award, One of the Most Prestigious Awards in the World
 - Finalist in the "New York Interior Design Magazine Best of the Year Contest"
- 2014**
Commencement of Haworth's Representation in Turkey
- 2015**
 - "Core Ideas" Ready For The Concept and Create A New Experience
 - Selected As Fast Growing 44th Company



The 16 & 17

- 2016**
ŞANALarc imzalı
- 2017**
 - Ersal achieved on office furniture Turkey's first R&D and Design Centers activities
 - Ersal has included TURQUALITY programme Ersal was selected "The Most Environmental Company of 2017" in 1. Organized Industrial Zone
 - Ersal is the only company awarded with a total of five awards in its category in the German Design Award
- Ersal awarded two awards at iconic awards 2018: Innovative Interior
- Ersal met with its audience at Hürriyet TV "Out of the Office" featuring 12 different video interviews where business leaders were hosted
- Envelope designed by Ece Yalın Design Studio awarded "Good Design" award in Design Turkey



The 18 & 20

- 2018**
 - Ersal welcomed the new year with a "Peter Pan" themed notebook and calendar in its 4th year of Notebook Project
 - Gained two awards at 2018 Green Good Award
 - Spaces with Ersal took place with its first meeting, within the concept of "The Changing of Work Spaces" in Salt Galata
 - Ersal which continuing its growth focused on innovation and design, completed its ERP and CRM digital conversation with a contribution SAP
 - Ersal became the most awarded brand in the furniture industry with a superior design and two design awards in design turkey 2018
 - Opened its first Life themed store in HOM Design Center, which includes its new life series
- 2019**
Opened its largest store in both Work and Life concept in Ankara Officium Beytepe
- 2020**
Angkor wins an award in the best bedroom category at EDIDA.



A sustainability story from 1958s to the future...

What is the one that differentiates good design from another, make it unique and timeless? How many lives does it touch until meeting the end user and afterwards? Is it possible for good design to give what's borrowed from nature, the labor and craftsmanship back? Can it stay inspiring and sustainable throughout generations getting beyond form and function?

Our dream is to continue to grow and blossom every day, while keeping the values of our past to carry the needs of today, to understand the needs of our future and to move forward on this path.

We do not work only to be a part of the spaces, but we strongly believe that we can also touch every single person who experiences these spaces, and we know we have the power to turn our inspiring and generous world into a better place. Hence, we do not search perfection in the places created with Ersa branded products, but in the great balance between time, space and values.

About Company

The Past, The Present and The Future

We are happy to continue with the same day's desire and passion since the foundation was laid in a metal workshop in Sivas.

We are happy to continue with the same day's desire and passion since the foundation was laid in a metal workshop in Sivas. While every product we design reaches the end user's appreciation with our experience of more than half a century, we aim to improve ourselves gradually by thinking "What can we put on this now?" and walk in line with the innovative thinking.

The company adopts a technological, innovative and environmentally friendly approach to production, and aims to offer innovations with high added value in all processes from raw materials to end products by investing in production as well as R&D and design capabilities. The products developed by Ersu with world-famous valuable designer collaborations, aim to offer innovative and stylish designs to working and living spaces.

60+ Years of Good Design

Since its foundation was laid in 1958 by Metin Atabey Ata in a metal workshop in Sivas, Ersu, with its innovative and high quality products, is located in one of Turkey's largest furniture manufacturer located and meets users the world's 41 countries. Continuing its growth focused on design and innovation with each passing year, Ersu welcomes the 64th year of its establishment with products developed for living spaces as well as working spaces.



Ersa, which is the foundation of Metin Atabey Ata, continues to proceed in the light of the principles determined by the family's third generation managers.

Ersa, taking this valuable heritage, which has left 64 years behind, progressing day by day and offers approaches that will shape the future's living and working spaces. As our founder said; "Just as any company, we do also work to grow our organization. However, firstly it must be achieved in a balance and without sacrificing quality."

Ersa, in addition to Istanbul, Ankara, Izmir, Bursa and Izmit stores, aims to expand its domestic growth on a global scale by taking part in TURQUALITY® Support Program in 2017.



Ercan Ata, Erdem Ata
Erol Ata, Metin Atabey Ata
Ankara, 1987



The Present: *Production*

Ersa has grown into one of Turkey's most prominent furniture manufacturer with innovative, high-quality products, exporting to 41 countries across the world.

Wooden Panel Production
Upholstery Production
Metal Production

60

thousand m2 area

4,5

million m2 panel work

500

thousand linear meter laminate panel

530

thousand piece furniture production capacity





Designers

We believe in the power of design and each design has its own language. We think it is important to offer unique products to working and living spaces, and the desire of each space to reflect its own interior fiction.

Because, we are aware that every line, every texture and every fold is the sound of area where they are used. For this reason, we aim to bring the end user to the work or living space of their dreams with the collaborations of designers from different parts of the world.

A wide range of products, that have been brought to life by Turkish and world famous designer collaborations such as Paolo Piva, Claudio Bellini, Toine van den Heuvel, Balutto Associati, Studio Schrofer, Klan Studio Ece Yalım Design Studio, Burak Kocak and Şule Koç, suggests timeless and innovative usage to the working and living spaces.

Each product with
valuable designer
collaborations adds
a modern touch to
working and living
spaces.

We believe in the
power of design
and each design
has its own
language.



Paolo Piva



Claudio Bellini



Toine van den Heuvel



Studio Balutto Associati



Cappelletti Architetti



Ece Yalim Design Studio



Erdem Akan & Boğaç Şimşir



Şule Koç



Studio Schrofer



Kadir Cem Tuğcu



Burak Koçak



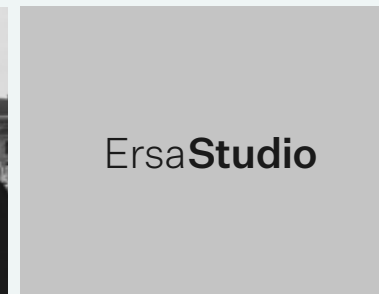
Klan Studio



Rüya Akyol Studio



Alexis & Murat Şanal



Ersa Studio



Ersa Studio

Turkey's first R&D and Design Center in the office furniture industry

Ersa adopts a technological, innovative and environmentally friendly approach to production, and aims to offer innovations with high added value in all processes from raw materials to end products by investing in production as well as R&D and design capabilities. Having launched Turkey's first R&D and Design Center in the office furniture industry in 2017, Ersa carries out activities for the development and production of raw materials and semi-finished products to support innovative and technological design in the furniture industry. The Ersa Life series is distinguished by its aesthetics as well as materials, technical details and functionality.

About Company

Awards

As the owner of more than fifty prestigious local and international awards, Ersu believes in the power of good design and addresses design together with the idea behind it while developing and masterfully crafting products to offer users a new and unique experience beyond function.



2010 Design Turkey	2013 IDEA-International Design Excellence Award	2016 Iconic Awards: Interior Innovation
2011 Red Dot	2013 Good Design Award	2016 Design Turkey
2011 Good Design Award	2013 Best of Year Award	2016 Good Design Award
2011 Best of Year Award	2014 German Design Award	2017 Iconic Awards: Interior Innovation
2012 IDEA-International Design Excellence Award	2014 IDEA-International Design Excellence Award	2017 Design Turkey
2012 A'Design Award	2014 Best of Year Award	2017 Good Design Award
2012 Design Turkey	2015 German Design Award	2018 Green Good Design Award
2012 Red Dot Special Mention	2015 iF International Forum Design	2018 Design Turkey Üstün Tasarım
2013 German Design Award	2015 Green Good Design Award	2018 Design Turkey İyi Tasarım
2013 iF International Forum Design	2016 German Design Award	2020 Edida Ödülleri En İyi Yatak Odası



The Future: *Our Sustainability Approach*

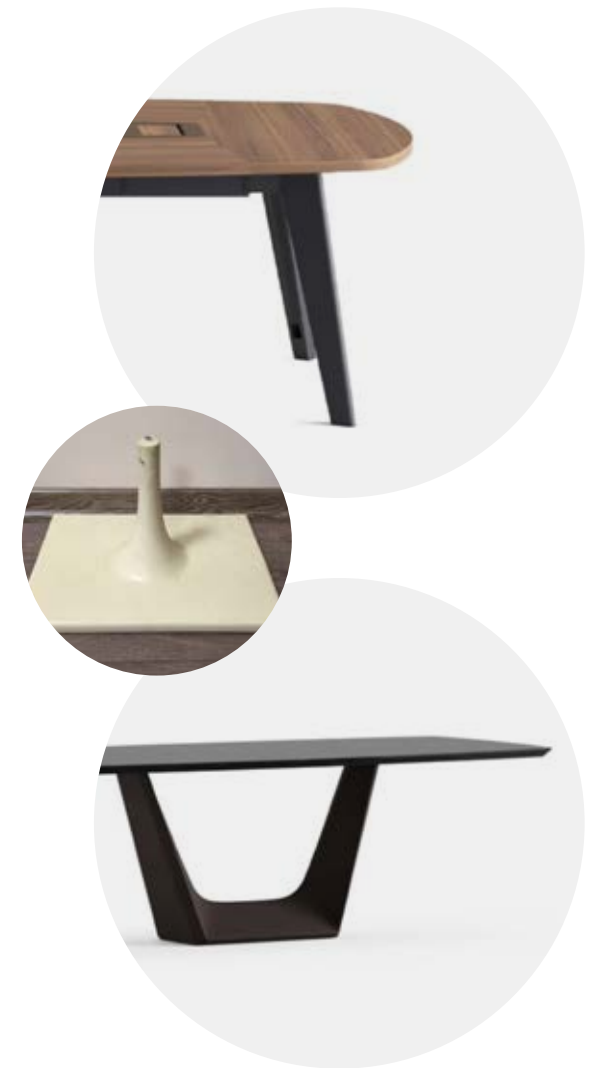
In every product and idea developed by Ersä, sustainability is used as a step, not a condition. In all projects, products and furthermore Ersä aims to reduce waste and emissions in its factory and showrooms.

Continuing its design-oriented growth with determination and firm steps, Ersä considers its environmental and social impacts from the beginning to the last stage while carrying out its activities with a sustainability approach. The company carries out sustainability studies both environmentally and socially and aims to have an impact on both while conducting its relations with all its stakeholders in cooperation with its social and environmental responsibilities based on mutual respect, responsibility, transparency and trust.

The Future: *Our Sustainability Approach*

Environmental Sustainability

- Ersa was chosen as the ‘The Most Environmentalist Company of 2017’ due to the importance it gives to the environment and its efforts.
- A Sustainability Report was prepared in collaboration with our designers Erdem Akan & Boğaç Şimşir, and the products designed by them were awarded with 2015 *Green Good Design* awards.
- In all the projects that R&D Center has developed; in order to reduce the use of wood, alternative materials to MDF and chipboard are developed.
- Hard-polyurethane material and wood equivalent materials were obtained and used in products such as Nox Table’s and Mikado Meeting Table’s Legs.
- As a result of recycling plastic waste bottles, felt is produced and used in products such as Phone Box, Acoustic Meeting Rooms and Chairs.
- Polypropylene (pp) from recycled bumpers are used in plastic chair fonts.





The Most Environmental Friendly Company of 2017

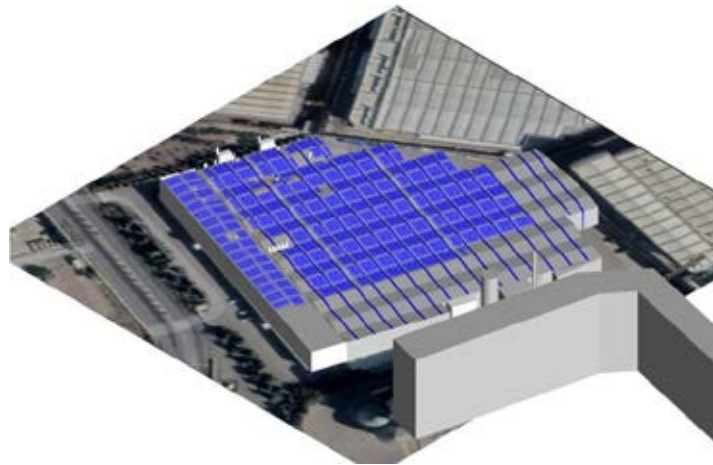
Received the Most Environmental Friendly Company Award In 2017

Ersa, with the environment-friendly infrastructure developed in its facilities, energy and energy efficiency of the factories by burning the sawdust in special boilers. With covering the factory roof by transparent panels in 2017, Ersa takes a step forward and resets the need for lighting inside by gaining daylight and saves energy. In addition, it maximizes energy savings by using LED lighting in all of its showrooms.

As a result of the importance it gives to the environment and the practices related with this subject, Ersa was selected as The Most Environmental-Friendly Company of 2017 by the Ministry of Environment and Urbanization and awarded with.



Solar Panel Investment



Investment for a Carbon-Free Future

The company aims to prevent the emission of 1.472 thousand tons of carbon dioxide by a solar panel investment of 22.000 square meters established on the roof of the factory which is located in Ankara / Turkey.

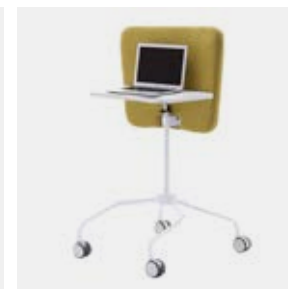
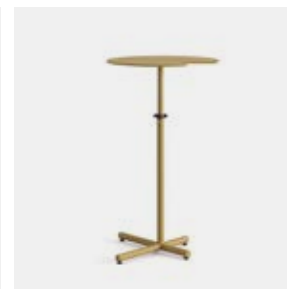
With this investment, it is aimed to save clean air produced approximately by 3.500 trees every year and to meet 65% of the energy needed by nature-friendly and renewable solar energy as of January 2023.

Sustainability Report

A Sustainability Report Was Prepared Together With Erdem Akan & Boğaç Şimşir

A Sustainability Report was created with our designers Erdem Akan & Boğaç Şimşir, which covers the Development of a furniture from the material stage the the last. Life cycle assessment of environmental sustainability is proven to be affected economically and socially. 80% of environmental impacts can be influenced during the product design stage.

As a result of this report four different products were designed and awarded with Green Good Design in 2015 within the scope of Good Design, which is organized by Chicago Athenaeum Museum of Architecture and Design and the European Center for Architecture Art. Design and Urban Studies).



R&D Center Projects

Furniture Production with Polyurethane Synthesis



Nox Dining Table - *Claudio Bellini*

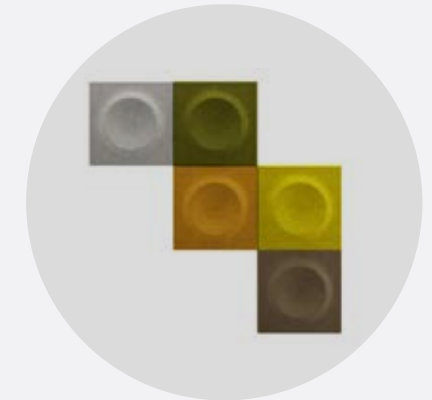
R&D Center Projects

Fiber Material Production Using Plastic Pet Bottle Wastes and Furniture Production

- It is aimed to produce low cost, environmentally friendly and high acoustic value textiles by using waste plastic bottles that cause serious environmental pollution.
- Felt in different densities was produced from waste pet bottles, which were melted and shredded into cotton form. The felt obtained is completely environmentally friendly, fireproof and has acoustic properties. Since it can be produced in different densities, it is woven in accordance with different production methods. It can be stored in different lengths and quantities in accordance with the production details.
- A new generation composite acoustic panel designed by Ers Studio and chair designed by Studio Schrofer were produced from the obtained felts.
- The chair produced achieved the utility model condition.
- ER-003-2017 kodlu, 1.01.2017 yılında başlayan bu proje 31.12.2018 tarihinde tamamlanmıştır.
- Infinity chair was awarded with Green Good Design in 2018



Infinity Chair - Studio Schrofer



Sintio Acoustic Panel - Ers Studio



Cabina Phone Booth - Ers Studio

R&D Center Projects

Polypropylene Usage from Recycled Bumper

- 90% of car parts are made of recyclable materials and have an important place in the recycling industry.
- The directive 2000/53/EC of the European Union entered in usage in 2015. With this application 95% of the average weight of vehicles must be reusable and recoverable, and 85% of them must be recyclable.
- According to Eurostat statistics in 2013, 20% of the average vehicle weight in Europe contains plastic (Can vary depending on the vehicle and the materials). Half of this amount contains recyclable materials such as; Polyurethane and Polypropylene.
- Polypropylene in the bumper goes through a crushing process in order to be separated from other substances (Paint, chemicals...etc.) and the plastic parts are separated by flotation the water pool.
- Floating recycled polypropylene is separated by adding paint and used as recycled plastic in our chair fonts.



Sustainability Approach

Social Sustainability

- Collaborations were made with different universities with different subjects such as Sustainability, Interior Architecture, Architecture, Industrial Design...etc.
- Starting from the Box in a Box Idea concept that was created, during the time, by Yalin Tan + Partners and Jeyan Ülkü Architecture for Ersa Showrooms, the site was first published in April, 2012 on the way to become the largest social platform that brings local and foreign designers together and the magazines were published periodically.
- Ersa became the supporter of the “Unrepeatable” project, which deals with professions that are about to be forgotten, at the scope of the Biennial organized by IKSv, “The Future Is Not What It Used To Be”.
- A story and workbook was developed called ‘Magical Chair’ as a social responsibility project with the aim of feeding the imaginations of our little heroes in 2020.
- In the scope of Studio-X, X-Reads library, Lin boolshelves were used which was designed in collaboration with ŞanalArc and Ersa
- Erol Ata Clock Room with more than 2.100 antique and rare clocks, is located in the factory in Sincan/Ankara.





University Collaborations

Ersa with Its 60+ Years of Experience Aims to be Beneficial For Education Life

In 2022 a collaboration was established with İstanbul Medipol University's Faculty of Fine Arts, Design and Architecture, Department of Interior Architecture.

In this course, it is aimed that the students will gain a Professional experience with the innovative approach of the Ersa R&D and Design Center, and design a furniture by considering the United Nations Sustainable Development goals through this experience.

The Project, which was started in 11.2022, is expected to be completed on 02.2023, with the completion of the final projects.



Box in a Box Idea

Bringing Together the Amateur and Professional Designers In Every Area

Box in a Box Idea was born in 2011 as an architectural concept representing the infrastructure of flexible production and high engineering skills of Ersa, which has become an expert in Office furniture.

Box in a Box Idea.com, was published with the vision of being the biggest social platform to bring the designers together in 2012 and the magazine were periodically materialized.

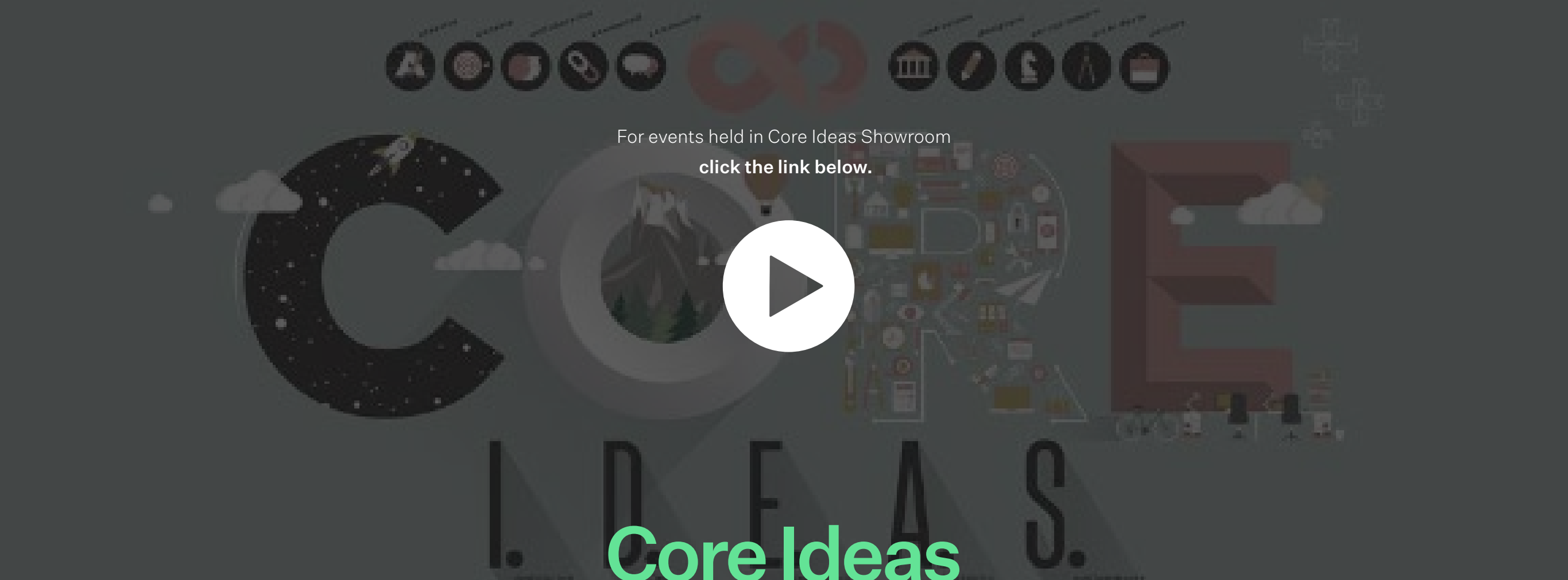
Box in a Box Idea is continued its journey in every area ranging from architecture to industrial design, from graphic design to photography and music with 22 printed issues, a special digital issue in 2020. and 6 different notebook projects.

For Box in a Box Idea issues and details
click the link below.



Box in a Box Idea





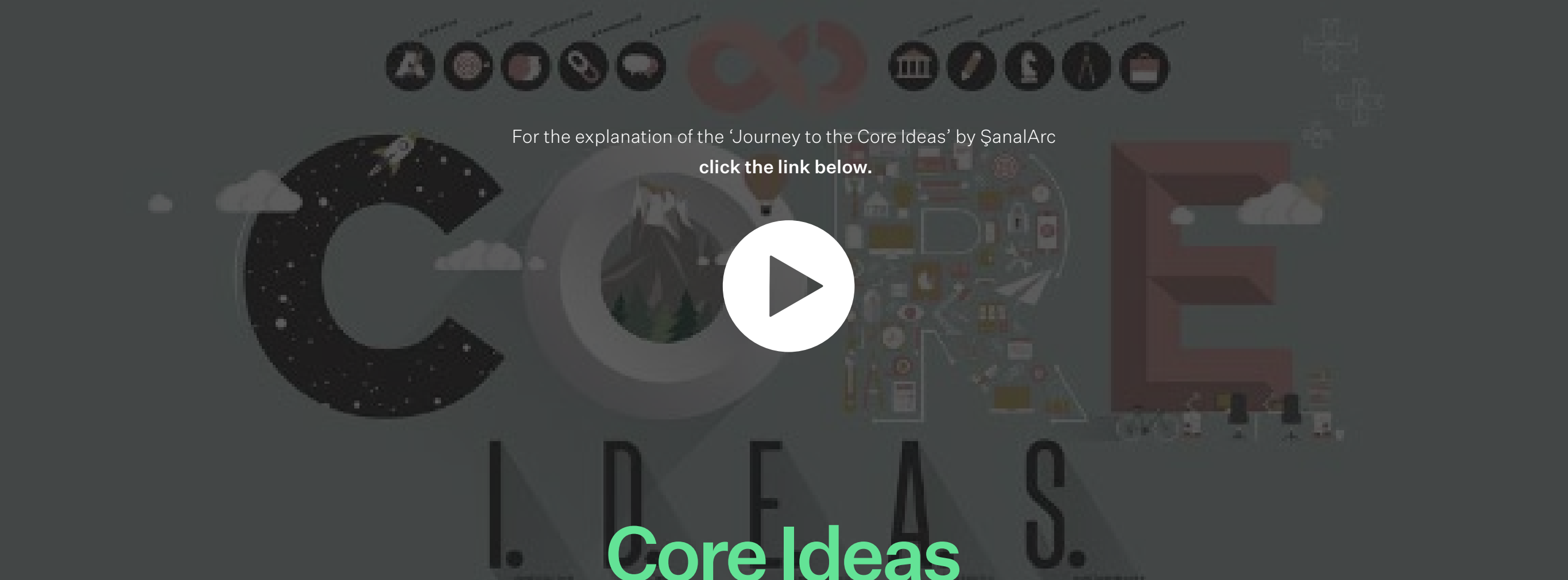
A Journey to the Center of the Ideas...

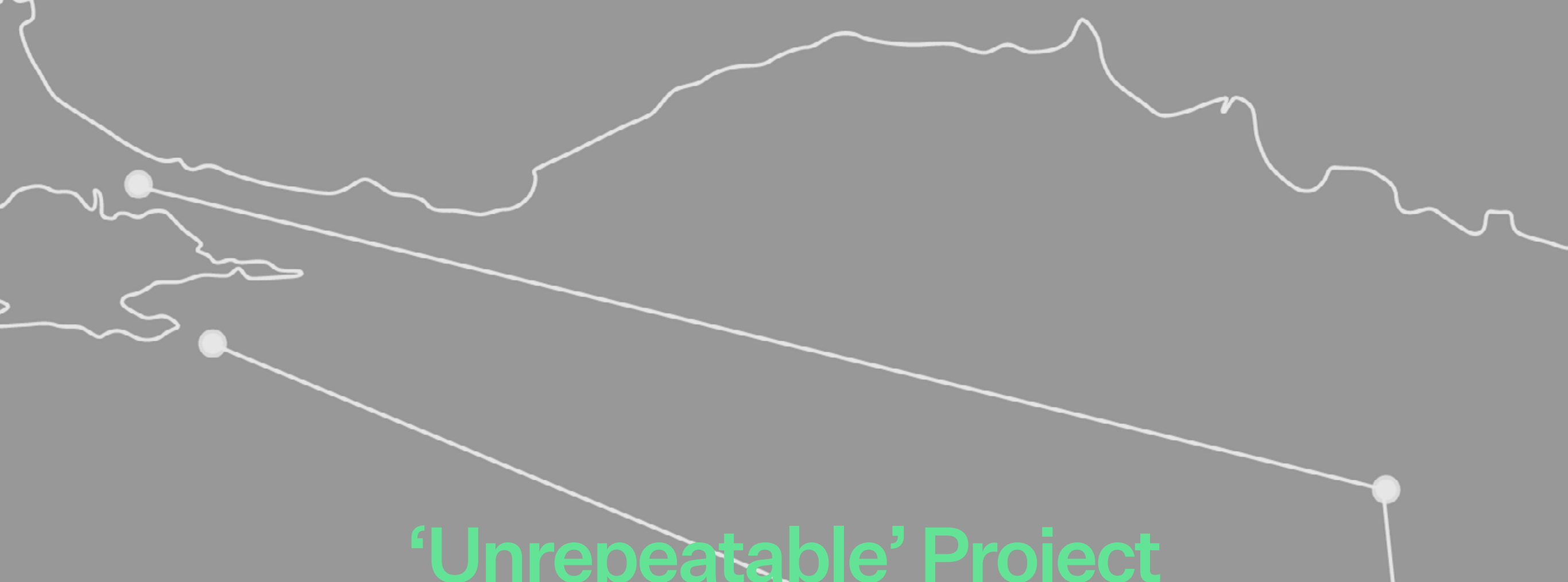
In 2015, Ersu Furniture welcomes the story of a journey to the center of the idea, with its showroom where furniture design, visual design and new media production channels are combined.

Ersa 'Ideas House' designed by ŞanalArc is a creative center. The design of the building is a reflection of Ersu's basic ideas for the social interactions, display experience and workplace of a furniture company.

While the building is illuminated with natural light and simple finishes, an atmosphere is created by using design elements and vibrant colors to activate creativity and reflect the firm's attitude towards all.

In order to show the limits of Ersu's ability in metal production, metal and wood were combined in many areas. There is a double-sided metal carcass on the exterior and a structural element inspired by the trees outside the building is located in the interior.





‘Unrepeatable’ Project

Allows The Unrepeatable To Be Visible Both In Present and In The Future

With a history of more than 60+ years, Ersan the eyewitness of all questions about telling how the present is shaped, has become the supporter of the project for the purpose of presenting the unrepeatable as an obligation for its nature.

The “Unrepeatable” project, which is a part of the Biennial “The Future Is Not What It Used To Be”, organized by IKSÜ , which deals with professions that are on the verge of being forgotten, is a project that aims to hear questions from real handicraft owners of the past and bring their voices to the present.

Within the scope of this projecti detailed information was collected about 6 different professions under the names; Ember, Glaze, Knot, Clay, Tin and Dust.

Is something bygpn always warn-out?/ Is the past to be repeated?/ Is repeating a crime?/ Is 'Handwork' a nostalgic perception?/ Is change is to reject the past?

The project 'Unrepeteable aims to hear these inquiries from the real owners of the past and let them be heard.

For the teaser click the link below.



'Unrepeatable' Project





‘Magical Armchair’

A Design Journey In Time

In 2018 Ersu decided to publish a children’s book in order to cover an important part of the story of it’s founder Metin Atabey Ata and to instill the concept of design in the little heroes of the future designers.

The book was published in March, 2020.



Studio X - Design Chronology of Turkey

A City Laboratory That Aims To Identify The Problems That The City Is Facing and Will Face

X-Reads library, in which Lin boolshelves were used which was designed in collaboration with ŞanalArc and Ersal, offers its visitors a special selection focused on design, architecture urban and social memory.

Studio-X İstanbul also welcomes visitors from different disciplines with a series of events it pioneers and hosts.

The beginning of the project was initialized in 2016 with a group named 'Cabinet of Curiosity' consisting of designers, architects, academicians and many experts, who came together to create the design chronology of Turkey.



Studio X - Design Chronology of Turkey

A City Laboratory That Aims To Identify The Problems That The City Is Facing and Will Face

With this project, it is aimed to focus on both the last 200 years of Turkey's design history and generate further ideas

The last of the meetings were held In 2017 with the event sponsor under the title of 'A Story Of Institutionalization In Furniture'. The topic was focused on Ersu's 60 year history, it's contribution to the design environment in Turkey for three generations.



Erol Ata - Clock Room

A Selection of More Than 3 Thousand Clocks Collected Since 1990

Erol Ata, Chairman of the Board of Ersa, has a collection of more than 3.000 antique and rare clocks and watches.

With a selection of more than 3.000 antique clocks the Clock Room is located in the factory of Ersa in Sincan/Ankara and can be visited during the week days.

A book with Erol Ata's narration of his memories and the Clock Room will be published as a memoir in 2023.





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