



EUREKA - EUROSTARS

Project Partner Search Form



For Partner Search: Please do not forget to fill the expected requirements for the possible project partner(s).

Program Type (If you are not sure, please leave blank)	
EUREKA	<input checked="" type="checkbox"/>
EUREKA Clusters	<input type="checkbox"/> If yes, name of Cluster
EUREKA Umbrellas	<input type="checkbox"/> If yes, name of Umbrella
EUROSTARS	<input type="checkbox"/>

Contact Person Details	
Title / Name Surname	R&D, Project and Funding Programmes Engineer / Betül Yıldız
Position	R&D Center-Project Coordination Department
E-mail / Phone	betul.yildiz@eczacibasi.com.tr / -

Organization Details	
Name	Eczacıbaşı Building Products Group
Address	Eskişehir Karayolu Üzeri 4. km 11300
City / Country	Bilecik / Türkiye
Website	www.vitraglobal.com
Type of Organization	<input type="checkbox"/> SME <input checked="" type="checkbox"/> Large Company <input type="checkbox"/> University <input type="checkbox"/> Research Institution <input type="checkbox"/> Administration <input type="checkbox"/> Other: please specify:
Number of Employees	<input type="checkbox"/> <10 <input type="checkbox"/> 11-50 <input type="checkbox"/> 51-100 <input type="checkbox"/> 101-200 <input type="checkbox"/> 201-250 <input checked="" type="checkbox"/> > 250
Last Turn Over / Balance Sheet	- / -



TÜBİTAK

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Describe the activities, products, services and expertise of your organization:

Eczacıbaşı Group: Founded in 1942, Eczacıbaşı is a prominent Turkish industrial group with 41 companies, 12,450 employees and a combined net turnover of TL 7,4 billion in 2014. Eczacıbaşı's core sectors are building products, healthcare and consumer products. Additionally, the Group is active in finance, information technology, welding technology, mining, and property development and facility management. The Eczacıbaşı Group's mission is to be a pioneer of modern lifestyles that are healthy, high quality and sustainable. Accordingly, the Group encourages each of its companies to surpass established standards and raise consumer benchmarks of product and service quality. Through sponsorship and responsible corporate practices, it also promotes social and economic development that nurtures cultural and scientific activity, protects the environment and preserves scarce natural resources.

Eczacıbaşı Building Products Co- Eczacıbaşı Building Products (EBP) is the largest division of Eczacıbaşı Group, one of the leading industrial groups in Turkey, in terms of work force and turnover. EBP carries out its production activities in 15 plants in 4 countries. The main production plant is the group's production campus in Bilecik-Bozüyük which utilizes environment-friendly technologies, ranking among the top ceramic manufacturing plants in the world in terms of capacity, technology and quality. The group has 6 plants in Turkey located in Bozüyük (Bilecik), Gebze (İzmit) and Tuzla (Istanbul) and 9 plants in Germany, France and Russia. The annual production capacity of the Group includes 5 million units of ceramic sanitary ware, 37,5 million m² of tiles, 3 million units of faucet, 350 thousand units of bath tub and shower tray and 340 thousand modules of bathroom furniture. Vitra, Burgbad, Villeroy and Boch and Engers are the main brands of the group.

Vitra Innovation Center: Eczacıbaşı Building Products Group's Vitra Innovation Center was set up in 2011 with an investment of 15 million TL at the Bilecik Bozüyük production campus and gathers all of the R&D teams of the Group under the same roof, all committed to innovation as a corporate value. Vitra Innovation Center is a creative hub for the design, development and production of new raw materials, processes and technologies for bathroom products and tiles. In addition to promoting the development of an innovation-oriented corporate culture, it aims to open new horizons for customers and stakeholders and contribute to industry's competitive strength through wide-reaching inter-disciplinary collaboration. As a space for learning, the center promotes open communication, the sharing of knowledge, experience, and creative ideas, as well as teamwork. It also provides opportunities and infrastructure for young talents to develop innovative projects and university researchers to test and implement their theoretical work. The center prioritizes market and technology-focused innovation efforts and carries out research, design, development and production activities in new bathroom and tile materials, processes and technologies.

Project Details	
Project Title	Development of novel ceramic tile
Keywords	Ceramic tile
Describe your project: <p>Tiles are always considered to be the decoration elements only in kitchen, bathroom and entranceways due to its functional benefits. Having tiles within the living room and bedrooms is not considered something as usual. The main barrier of tiles not being applied in the other areas of house are mostly due to them being cold-a physical coldness when stepped on them. When we look at market shares in global flooring market, it is clearly seen that the main competitors of floor tile are textile, laminate flooring and vinyls materials. Although ceramic tiles' superior technical characteristics and higher durability than the other flooring materials, there is two main drawbacks of ceramic tiles have to be solved; cold touch and weight. The main objective of this project is offering the tiles giving warm feel and getting lighter to the market.</p>	
Describe the innovative part of your project:	
Describe the market expectations of your project: -	

Possible Partner Profile	
Type of Partner Needed <i>(multiple choices are allowed)</i>	<input checked="" type="checkbox"/> SME <input type="checkbox"/> Large Company <input type="checkbox"/> University <input type="checkbox"/> Research Institution <input type="checkbox"/> Administration <input type="checkbox"/> Other (please specify):
Desired country(s) for partnership, if any	Spain, Italy, Germany, France, UK, Poland
Describe the expertise of possible partner(s) required for your project: <p>Research for SME which expertise on the characterization of conventional ceramic tile.</p> <p>1) Characterization of raw materials and additive materials: Particle size, thermal behavior, phase analysis</p> <p>2) Characterization of unfired and fired tile bodies: Thermal behavior, phase analysis and image analysis studies with scanning electron microscope.</p>	
Describe the role of possible partner(s) in your project: <p>Partner will work in the characterization workpackages.</p>	



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Date: 24 / 03 / 2017 *(day / month / year)*

Deadline for Partner Search: 10 / 04 / 2017 *(day / month / year)*

Please send the filled form to eureka@tubitak.gov.tr