

Gürok Group Launches Business Transformation Initiative to Ensure Sustainable Growth and Global Competitive Advantage

Entering a new phase in its digitalization journey under the vision of “Transformation for the Future,” **Gürok Group** is renewing its business processes and organizational structure from the ground up through technology investments. With this transformation, the Group aims to strengthen its global competitive position while increasing employee satisfaction and ensuring long-term sustainable growth.

Operating across a wide range of sectors—from tableware glass and tourism to glass packaging and beverages—Gürok Group has embarked on a major business transformation initiative in response to global competitive dynamics and the rapidly evolving digital landscape. The transformation program, shaped around the vision of “Transformation for the Future,” is not only focused on upgrading technological infrastructure but also on redesigning business processes, organizational structure, and corporate culture.

“We are evolving to build the Gürok of tomorrow”

Esin Güral Argat, Vice President of the Board at Gürok Group, shared insights into this dynamic and innovative vision:

“Digitalization and transformation are not just about leveraging technology. It’s about reading the dynamics of the new world accurately and preparing our corporate culture, processes, and business models for the future. At Gürok Group, we’ve embarked on a holistic transformation journey to ensure sustainable growth and to maintain our global competitive edge. While we see technology as a strategic enabler, we also aim to reinforce our leadership in the sector through innovative business models and human-centric approaches. The steps we are taking today will empower both our employees and business partners to become active contributors in building the future of the Gürok ecosystem.”

“Our goal is to build a future-ready company”

Kurtuluş Yavuz, Technology Group Director at Gürok Group, emphasized the deeper scope of the transformation:

“From the outset of our business transformation journey, we chose not to focus solely on technology investments. Instead, we took a comprehensive look at all our operational practices and organizational processes. While drafting our digital roadmap, we analyzed our existing systems in detail and identified that many incompatibilities stemmed not from the systems themselves but from internal processes and structures. This insight led us to go beyond simply strengthening our IT infrastructure—prompting us to improve our business processes at a fundamental level. Our top priority throughout was to prepare Gürok Group for the future.” Yavuz further noted that the transformation program was designed to achieve far more than just efficiency and digital goals: “Guided by our strategy and value proposition, we focused on creating new business models that would ensure sustainable growth for our companies. In doing so, we reshaped our organization,



business processes, governance model, and technology infrastructure. We also prioritized cultural transformation, because we recognize that successful business transformation requires not only technological change but also a shift in corporate culture.”

Yavuz stated that the transformation program was structured around three key phases for LAV, the tableware brand, and GCA, the glass packaging brand: **Designing the Transformation, Implementation, and Change Management.**

“This structure provided a comprehensive roadmap for moving from our current state to our future vision. While preserving the unique processes and cultures of LAV and GCA, we also worked to standardize operations where possible for simplification. We named LAV’s transformation program *Momentum* and GCA’s program *Future for GCA.*”

During the “Designing the Transformation” phase, strategic foundations were laid, identifying growth plans and areas of development for the companies. Each area—from commercial operations and organizational structure to business and cultural transformation—was evaluated for its compatibility with the future business model. Detailed business processes, a new organizational structure, governance framework, and necessary technological infrastructure were defined to solidify the transformation steps. As a result, a robust transformation framework was created to guide Gürok Group steadily toward a sustainable future.

AI-Powered Business Models Drive Efficiency and Agility

As part of the transformation, Gürok Group has actively implemented artificial intelligence and advanced data analytics technologies—particularly within the LAV and GCA brands. At LAV, an AI-supported quotation system was developed, eliminating manual workflows and enabling real-time, dynamic pricing. This enabled a fast and flexible commercial process, allowing the company to respond to customer expectations immediately.

The integration of ERP systems and the transformation model powered by Salesforce increased the traceability and automation of all processes. With this transformation, Gürok Group has significantly improved operational speed and efficiency while taking major strides toward realizing innovative business models for the future. The Group remains committed to continuous improvement and will continue building a sustainable and innovative future through this transformation vision.

About Gürok Group

As Gürok Group, since our journey began in 1948 in Kütahya, we have undertaken projects that add value to Turkey in the industries of manufacturing, tourism, construction, and fast-moving consumer goods. With our innovative approach and distinctive business model, we have become one of Turkey’s largest private sector groups. Today, with LAV, the world’s 5th largest glassware manufacturer; GCA, the name of trust, innovation, and quality in glass packaging; Ali Bey Hotels & Resorts, for about 35 years of experience in the tourism sector; JOALI Maldives and JOALI BEING, ultra-luxury resorts operating on two separate islands in the Maldives; BIJAL, the Mediterranean’s first villa hotel; Gürok Kiremit, known for its patented coating technology; AVOYA, sparkling mineral water with the highest magnesium level in Turkey; and Lapis Yapı, which brings these projects to life—we provide employment to 5,000 people across 3 continents and export our products to 140 countries. Through our innovative and pioneering products and services in every sector we operate, we proudly represent our country on the international stage.

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