

R&D & TECHNOLOGY POLICY

- The goal of our Company, which produces high value-added products, is to become a competent company in the production of flavorings and to become the most respected enterprise in the geographies where it operates.
- Necessary resources (Aromsa Academy, trainings, documents, etc.) are provided so that the employees can develop their expertise and technological knowledge.
- Product development studies are conducted with focus on customers and by involving the customers into the process. In this way, the customers are supported as partners in achieving the desired performance of the final products.
- Common studies are conducted through cooperation with technology partners (universities, TUBITAK, industry, etc.), external resources are used and the competencies of experts are improved.
- The latest technological developments in the food industry are closely followed up, and technical support is provided regarding product and process development *by offering innovative, healthy and sustainable products* to the industry.
- Studies are conducted to create added value in products, processes and ways of doing based on innovative and creative approaches, and priority is given to the studies that will ensure competitive edge and difference.
- Technological information is created within the know-how system and technological information is kept confidential by all employees during information flow.
- Intellectual property rights are observed.
- Contribution is made to the national economy through the flavorings produced by supporting the use of domestic raw materials. Competitive costs for our products are achieved by having diversified raw materials and auxiliary materials.