


Company Profile

2024



About Our Company

A Brief Story About The Company

SERAL was established in 2001 in Istanbul and is an aluminium extrusion, parts and component supplier serving to different industry branches to both domestic and foreign markets. Seral is a family owned company, currently being run by the second generation. We focus on 6000 alloy series aluminium extrusion products and custom aluminium components and systems. Our extrusion products are currently being used in many industries and we have been building a reputation as a reliable supplier operating under highest international quality standards. Our offices and partner manufacturing plant are both located in Istanbul.

Vision

To become one of the Turkey's leading aluminium profile exporter by achieving sustainable and consistent growth and quality by providing preferred products with superior quality, competitive prices and value benefits to our customers and business partners.

Mission

01

Provide constant product quality to customers through our implemented quality assurance systems of our manufacturing and distribution channels.

02

Constantly improve our supply chain management to ensure always on-time and reliable delivery standards.

03

Invest and constantly train our employees to ensure constant improvement of all departments of our company.

04

Growth of our business partners and customers in all branches to establish a secure and large ecosystem of stability of our supply chain.

What We Do

Aluminium Profiles

At Seral we focus on 6000 alloy series aluminium extrusion profiles, parts and component products. Our aluminium profiles and components are currently being used in many industries and we have been building a reputation as a reliable supplier operating under highest international quality standards.

Industries

Currently we are serving many industries including automotive, solar, construction, industrial, marine, furniture, decoration, window, door and more. Our offices and partner manufacturing plant are both located in Istanbul.



Products

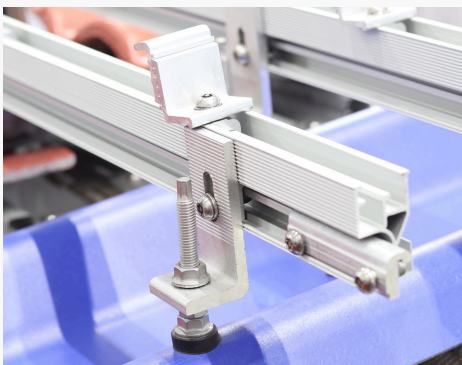
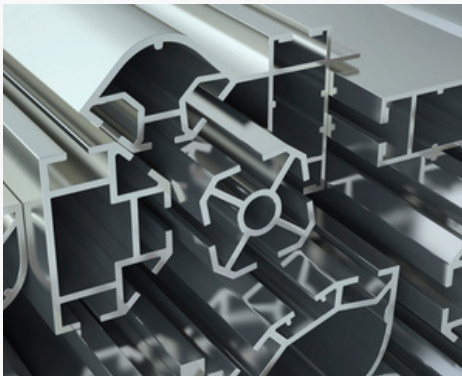
Aluminium Profiles

Parts & Components

Custom Aluminium Systems

Mechanical Processing

We offer a great range of 6000 alloy series aluminium extrusion products with perfect surface aesthetics and endurance including powder coated, anodized or natural mill finish profiles. We manufacture all types of aluminium components, parts and systems for customer use or complete finished products with mechanical fabrication ready to use. Besides aluminium products we offer ribbed deformed construction iron bars with sizes between 8mm to 32mm. Our steel bars are in compliance with many international norms and quality standards.



Production Capabilities



Extrusion

Our extrusion lines can extrude with a wide range of aluminium profiles with three press lines. Our production capabilities include 6000 series alloys. The extrusion production is in compliance with DIN 12020-2 tolerance.

Our press lines have the following dimensions:

- 1650MT 7" (178MM)
- 1320MT 6" (152MM)
- 700MT 4" (110MM)

Powder Coating

Our electrostatic powder coating line is equipped with the latest technology. We offer all standard RAL colors as well as special custom color profiles. We ensure a quality control process to ensure perfect surface finishes. Our powder coating line operates under Qualicoat quality standards.

Anodizing

The anodizing process increases surface aesthetics and endurance of our aluminum profiles. We are able to anodize in various tones and colors including in natural, black, gold, brown color range. The anodizing process is in compliance and operates with quality certification via State of the Art Technology Lab and Qualanod license.

Mechanical Fabrication

Our mechanical fabrication process allows us to customize all type of aluminium extrusions and components. We meet all needs and requirements with rapid and precise machining. mechanically processed products are ready to use.

We offer following fabrication

processes:

- PV Frame machine
- CNC machining
- Drilling & Punching
- Cutting & Bending

How We Operate

Quality Policy

We believe in long-term success and consistency by delivering high-quality products to our customers.

Our Values

Our customers come first and it is our mission to satisfy our customers through reliable services, stable quality and fair prices.

Standards

All stages of production and distribution are assessed and certified accordance with international quality standards.

Environment

We act on the most sufficient way to lower emissions, reduce waste and increase recycling as much as possible throughout our operations.

Growth

Our company continues to grow rapidly by offering reliable and result-oriented solutions and products to our valued business partners.

Human Resources

We support our valuable employees through continuous trainings for the goal of having an effective and motivated organization.





Sales Office

Varyap Meridian Grand Tower A Blok Kat:2 D:27
İstanbul - 34746 Türkiye



Production Facility

Gebze - Kocaeli
41400 - Türkiye



Telephone

+90 535 870 6670



Email

info@ser-al.com



Website

www.ser-al.com