

# Baysek Machines Sells Die Cutter To Turkish Customer Via Zoom Demo

When the clock ticked down to close 2019 and welcomed the New Year, who could have predicted 2020 would play out to be one of the most unpredictable years in world history? So, what do you do when things don't go as planned? You call an audible to adjust and succeed.

Like other companies in the industry and the world, Baysek had plans for 2020. SuperCorrExpo 2020 was where the company planned to unveil a new digital post printer for corrugated and industrial boxes. They were also gearing up to take a third C-170 die cutter to Munich, Germany, CCE International March of 2021. (To date, CCE has not been cancelled so it remains a "wait and see"). Upon world travel restrictions this spring and summer, and the Wisconsin state "Safer at Home" act, Baysek Machines im-



**Nelsonville, Wisconsin based Baysek Machines virtually welcomed Turkoglu Kagit Karton in Istanbul, Turkey.**

mediately went to "virtual headquarters visits and C-170 die cutter demonstrations" via Zoom to keep businesses

interested in and in need of corrugated converting equipment on schedule. The packaging industry wasn't stopping, especially with online ordering and shipping of everything from food to household items and medical supplies on the rise.

Since March, Baysek has hosted major integrated and smaller independent companies from all around the world via the internet. Here is just one of the successful stories in the words of Baysek agent Nihat Kiray: "Turkoglu Kagit Karton in Istanbul, Turkey, wanted to see the Baysek C-170 die cutter in operation in the USA or in Europe. In December of 2019, President of Baysek, Mark Helbach organized a visit at a welcoming Baysek customer's plant in Germany to see the machine in production. Our airline tickets and hotel reservations were made to visit just after INTERPACK, May 2020. In March, we learned the Covid-19 pandemic had spread all over the world. All exhibitions and visits to foreign countries had been stopped. My customer would have placed the machine order just after the visit in Germany, so it was a very unfortunate situation for everyone. Customers do not place machine orders without seeing a machine in operation, so we organized a Zoom demonstration together from our three office locations: two in Turkey, and one at Baysek headquarters in Nelsonville, Wisconsin."

Turkoglu, a manufacturer of bakery circles, cake board, separator, solid board for different industries and other products, is located in Istanbul, Turkey. Mr. Kiray consulted with Turkoglu prior to their virtual

## Visit Us at Your Convenience

- ▶ One Operator
- ▶ Fully Automatically Stripped Waste
- ▶ No Nicks/Tags or Angel Hair
- ▶ Simple One-Outs to Complex Multi-Outs
- ▶ F-Flute through Double Wall
- ▶ Accurately Counted & Neatly Stacked
- ▶ Ready for Shipping Preparation Load After Load...

**\*\* Livestream \*\***  
**C-170 Demonstrations**  
**The Next Best Thing to Being Here!**

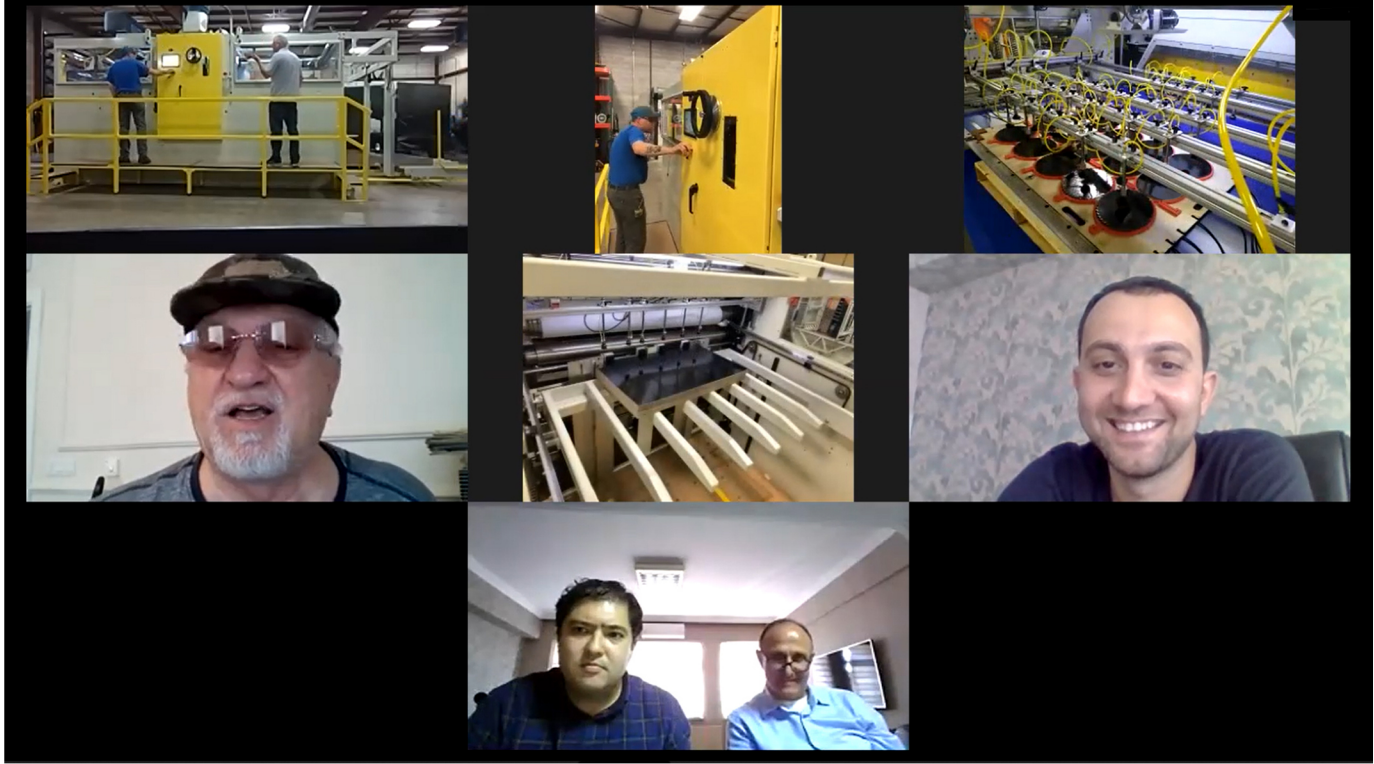
**Nick-Free One Operator**

**Baysek**  
 machines  
 INCORPORATED

P.O. Box 282, Amherst, WI 54406 Phone 715.824.5300  
 E-Mail sales@baysek.com Website www.baysek.com

CONTINUED ON PAGE 60

www.boardconvertingnews.com



**Top row left: Ryan Hetzel, Baysek Technical Service Manager and machine demonstrator, left and Mark Helbach, President of Baysek and commentator; top row middle: Ryan Hetzel; top row right: C-170 unload side; middle row left: Nihat Kiray, Baysek's agent in Turkey; middle row center: C-170 feed side; middle row right: Ahmet Tanrikulu, Marketing Manager; bottom row center: Ozgur Hatipoglu, Export/Import Manager, left, and Alpaslan Tanrikulu, CEO/GM of Turkoglu Kagit Karton.**

visit. Sheets were sent from Turkoglu to Baysek and a custom die was made for their presentation by Baysek's local die maker. Cameras were set on the load end and unload end of the machine, as well as with a full view of the machine and the operator. Also visible in full machine camera view, the demonstration commentator held his own smart phone to provide up close views and explain machine and production details. Questions were addressed in real time throughout the facility tour and machine demonstration.

Mr. Alpaslan Tanrikulu, General Manager at Turkoglu, stated, "The world is going through an unexpected difficult pandemic situation. We've always believed in the importance of technology and the quality of software we use for our production and management of our company. This year our records show that we have exported paperboard material to 24 different countries.

We continue our face to face communication over technological tools like Zoom because of the pandemic. Baysek made a perfect showcase of the machine we wanted to buy over Zoom with many cameras from different angles. We watched the machine while it was working, and we were able to see the machine's ability of cutting board live. We are very pleased with Baysek's technological capability and communication efficiency. We feel very confident with this business deal and are looking forward the delivery to our factory."

"Zoom demonstrations have been a great alternative to factory visits that customers don't or can't allow," said Helbach. "Customers are keeping pace with their production demands and equipment needs while we continue provid-

ing the solutions our customers are looking for. Without the need for expensive flights and hotel accommodations for distant visitors, demonstrations have been timely and inexpensive and both customer and supplier flourish. Fortunately, Baysek made the decision several years ago to have a machine on the floor to perform demonstrations and for R&D projects and improvements. It's serving a new virtual purpose now."

Turkoglu's Baysek C-170 die cutter is set to ship at the end of September and will be installed by Baysek Machines & Engineering U.K. Technical Director Andrew Keighley upon arrival in Istanbul. This provides continued operation despite current foreign travel bans. Baysek continues to provide 24-hour customer care world-wide between both U.S. and U.K. locations.

"You must be creative and willing to adjust," said Helbach. "Our preference is for personal visits, but you must be willing to do whatever it takes to care for existing customers and to accommodate new ones. The importance of the supply chain becomes more apparent and amazing every day. Thank you to everyone who is a part of it."

Kiray finalizes, "We have opened a new potential door to Baysek machines in Turkey. It took a little bit longer than it would have if the pandemic had not occurred, but everyone was patient to work through the process and the result was positive for everyone. This is the first C-170 die cutter in Turkey, so it is an exciting time. We look forward to continuing to work with Turkoglu and others who are interested in our equipment."