

## NUACOTTON RECEIVES THE MOST PRESTIGIOUS AWARDS OF THE BUSINESS WORLD

As the largest towel exporter in Turkey, Bursalı continues to carry out successful businesses with its innovative operations based on R&D and design.

During the American Business Awards, one of the world's most significant business award organizations, Bursalı has received 2 awards with its global brand Nuacotton.

At this organization known as the world's most prestigious business awards held for this 17<sup>th</sup> time this year, Bursalı has received the **Golden** award in the category "**Consumer Products: Home Products**" and, the **Bronze** award in the category "**Innovation of the Year: Consumer Products Industries**" with its brand Nuacotton through which it has achieved many breakthroughs in the sector.

**"Our Target: is to be one step ahead at all times with Nuacotton".**

Addressing a speech during the award ceremony organized online this year due to the pandemic, Bursalı Chief Executive Officer Alper Bursalı expressed that they were very happy for receiving 2 awards in such a prestigious competition and, stated that "We are deservedly proud of receiving 2 awards from the American Business Awards, the world's most prestigious award organization. The world is swiftly changing and, our company keeps up with these changes with its innovation-based projects. Our aim at Bursalı is to be one step ahead at all times with our global brand Nuacotton. We meet current requirements by means of offering the Nuacotton Green Hygienic developed by our R&D and Design Centers throughout the world. I would like to thank all my colleagues, who are the true owners of these awards, for their great efforts."

Alper Bursalı continued that "at our company we are focused on delivering great efficiency and added values in our products we develop with advanced technology. Based on the understanding of continuous improvement, we always take steps with the future in mind. Our products we develop for the brand Nuacotton attract great attention throughout the world. Focusing on increasing our current market share and product range, we aim at continuing to deliver added values to our country and sector."

Highlighting that they hold the title of the first and only R&D and Design Center in the textile sector in Turkey, Bursalı said that they would continue to make investments and technology by means of keeping their respective efforts sustainable.

**Nuacotton has reshaped the expectations with the 'miraculous' product range.**

With Nuacotton, great products are being developed using many new technologies with an intention to offer useful products to the end users. With a wide product range in 4 segments: Gold, Silver, Bronze and Green,

the Nuacotton family has recently introduced the “Nuacotton Green Hygienic Series” that prevents bacteria and virus with its patented, miraculous microcapsules.

Nuacotton Green Hygienic Products are reshaping the expectations, particularly, during the pandemic period. It leads the way with this great product that could be defined as ‘miraculous’ for the sector by means of combining the antibacterial solution consisting of completely natural ingredients -unlike other antibacterial products- with the microencapsulation technology. The products keep their antibacterial properties up to 20 washes, inhibit the formation and reproduction of bacteria, viruses, fungi and mold, and prevents unpleasant smells and stains.