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household appliances

factory

domestic, professional, industrial components & solutions

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THE INSIDE BESIDE YOU



MADE IN ITALY 

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THERMOWATT
The heart of electric appliances



are brands of
Thermowatt Group



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DEC 2020

ZOOM The high performances of the dryers • **LOGISTICS** From the virtual warehouse to the real efficiency • **AUTOMATION** Manufacturing process under control • **SUSTAINABILITY** Washing machines and energy saving



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ELENA CORTI

Thirty-year expertise IN ELECTRONICS

Okida, with headquarters in Istanbul, since 2018 part of Sabaf Group, puts at disposal of white good players its broad know-how in the ambit of electronic components and of the Internet of Things

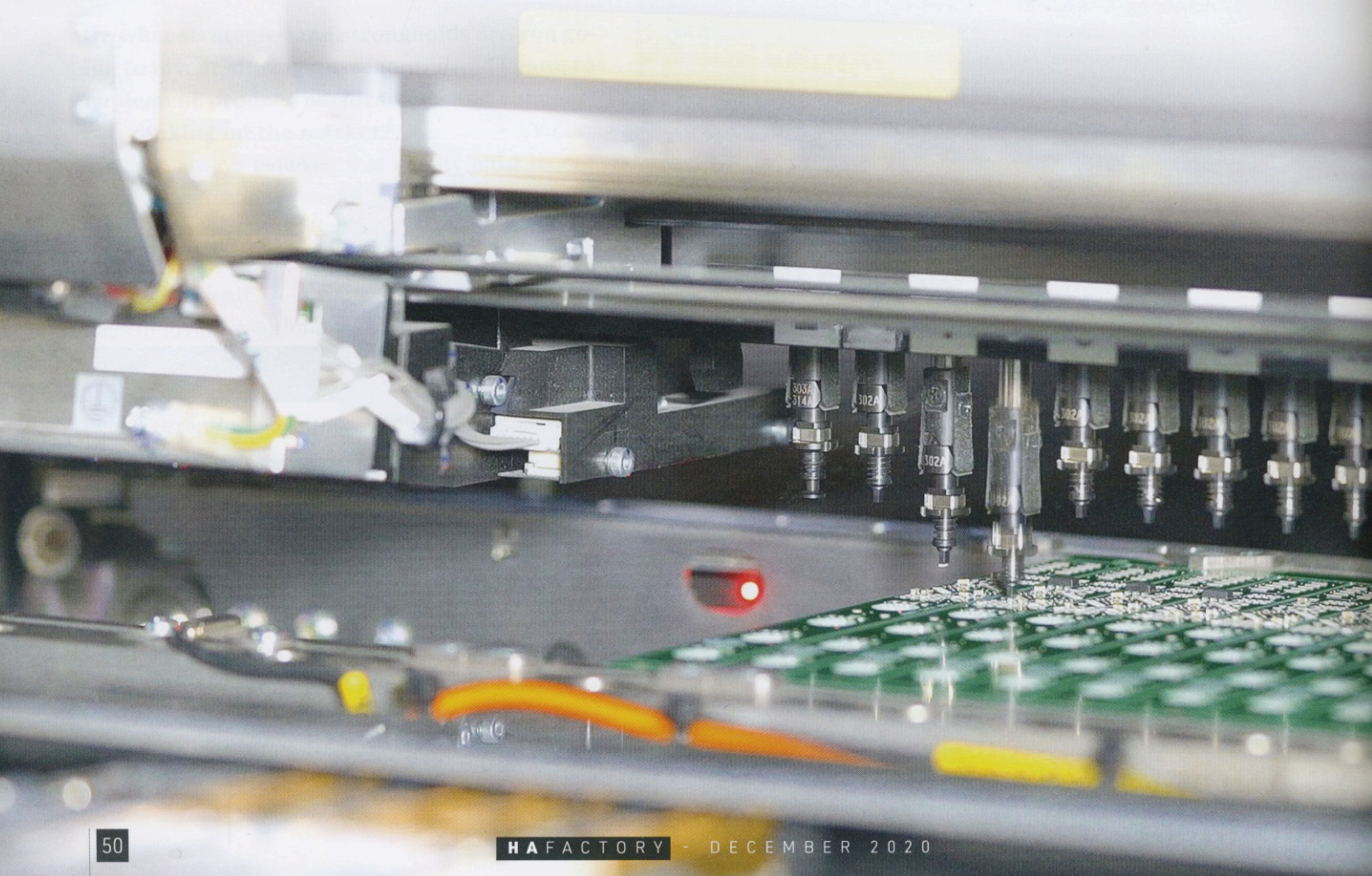
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he history of Okida, in the last thirty years, has been characterized by a progressive growth, driven by the constant will of innovating.

Founded in Istanbul in 1987, the Turkish company designs, produces and sells electronic control modules, timers and visualization/power supply units for different

typologies of household appliances such as ovens, hoods, vacuum cleaners, refrigerators, freezers and so on.

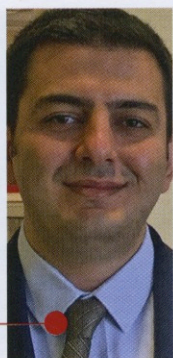
The entry into the white good sec-



tor dates back to the early 2000s, with the implementation of control boards autonomously designed, concerning both software and hardware.

A further important stage of Okida development occurred in 2007, with the first exports to the EU area of products addressing some of the leader European manufacturers of white goods.

Moreover, along the years Okida has widened its headquarters several times, reaching the 4000 m² of the new facility inaugurated in 2009. Afterwards, with the spreading of IoT, the company focused on the study of the potentialities offered by these new technologies and, in 2014, they set up a R&D department dedicated to Internet of Things.



Burak Koc,
General
Manager
of Okida

Production
machine

The most recent stage of the Turkish company's development was the takeover by Sabaf Group, occurred in 2018.

Therefore, Okida competences in electronics widen the offer and the know-how of Sabaf Group in the ambit of household appliance components.

A new phase of the Turkish enterprise's history has then started: Burak Koc, General Manager of Okida, tells us more details.

What has changed after becoming part of Sabaf Group and what is the role of Okida inside the Group?

Since when we have become part of Sabaf Group, we have had the opportunity of making our know-how in the electronics field better known to the major world producers of household appliances. A strong synergy with the Group has aroused in terms of business culture, sales organization and the global network of customers and suppliers.

Okida has become the competence centre of Sabaf Group for electronics and, in line with the Group's strategies, our priorities are quality, innovation and technology. To reach such targets, we hugely invest in these areas.

What are your company's highlights?

Our outstanding strong point resides in the technological competences gained.

With over thirty years of experience in software and hardware R&D, we can develop and produce our own products in con-

formity with the main international regulations and standards.

In which markets do you operate?

Our products are currently used in Europe, Far East, Australia as well as North and South America.

How is your offer composed and what are your top products?

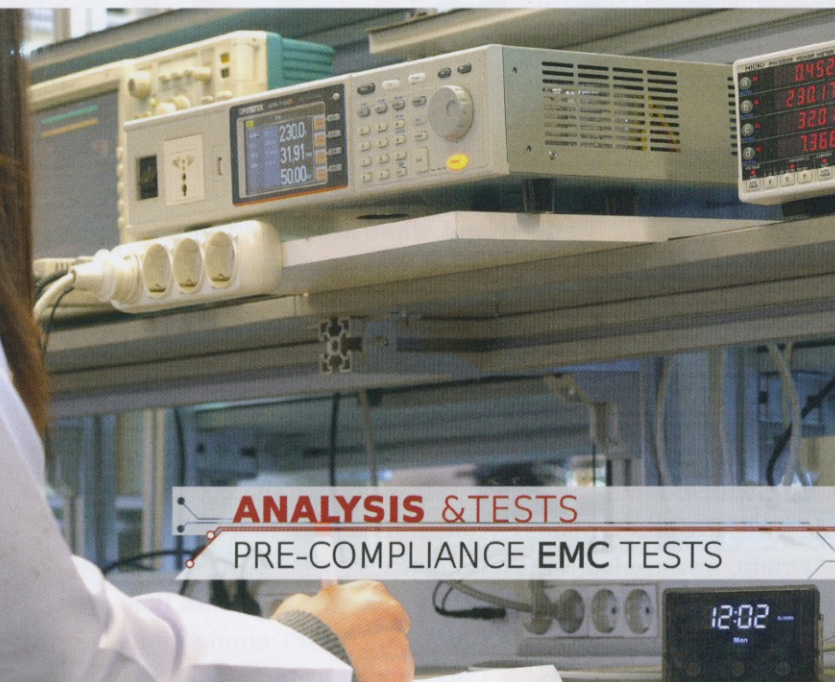
We offer a wide range of electronic controls and timers that find applications in various household appliances: from ovens to cooker hoods, from vacuum cleaners to refrigerators, from appliances called air curtains to freezers.

On demand, some of these solutions can be equipped with Bluetooth and Wi-Fi connections. Concerning our top products, at present they are mainly oven and cooker controls, where our global market share is growing. Moreover, there are also other IoT, Wi-Fi and Bluetooth human oriented products.

Is consumers' growing interest in hobs able to provide a very precise heat regulation contributing in driving the field of control boards that find application in these appliances?

Our estimate is that gas hobs (whose use is strongly connected with various cooking and food culture typologies) will confirm their significant use, at least in the medium term.

However, the share of electric hobs is increasing significantly, mainly due to induction, essen-



ANALYSIS & TESTS

PRE-COMPLIANCE EMC TESTS

tially to the detriment of standard electric hobs. The fact that heat regulation can be controlled very precisely may be one of the decision-making factors influencing the end user, as well as the possibility of controlling the process safely, using for instance timers that facilitate cooking.

Currently, do electronic components play a more and more strategic role in enabling new functions in household appliances and new modalities for their management?

Absolutely! If we look at our society, electronics and Internet-related products are nowadays part of our daily lives.

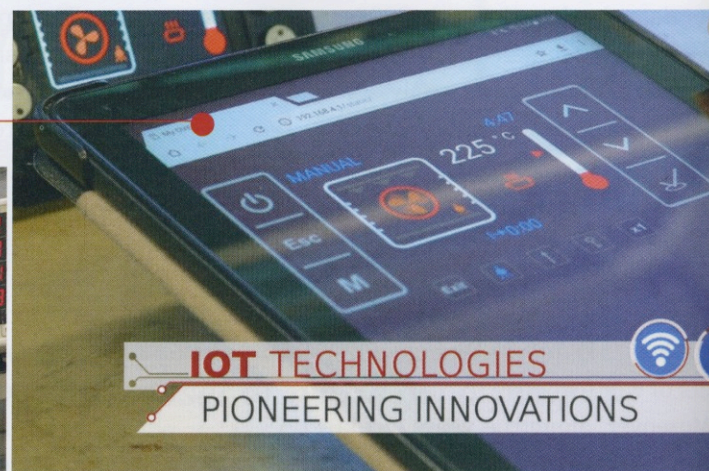
In fact, as proven by the situation we are living owing to the pan-

demic, the distance education, the e-commerce and, in short, the fact of going on executing different activities by exploiting the net, are enabled just by all electronic devices we use daily. Nowadays, we can see that many companies in various sectors are trying to integrate electronic devices into their products and they are investing in new products and projects related to electronics. As previously mentioned, our R&D division is focused on developing new products related to IoT that will enable our electronic components to make end users' daily life easier.

How much does innovation matter for you?

Answering with a quip, I daresay a company that does not innovate is

IOT device
software tests



IOT TECHNOLOGIES
PIONEERING INNOVATIONS

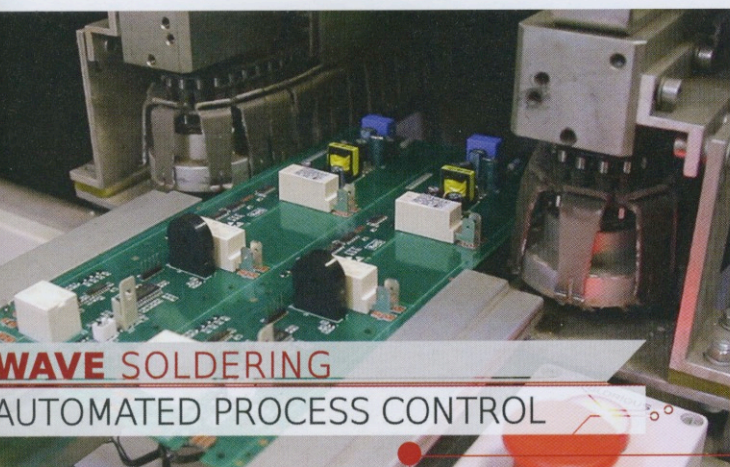
a dead walking company! As stated previously, we are working daily with all our partners by focusing on their electronic needs. On one hand, we are committed to keeping our technologies constantly up-to-date and well integrated into our current products, meanwhile we are searching for new technologies that will enable us to enhance our product range, such as new electronic controls, IoT and cloud solutions.

How is the product quality tested in your company?

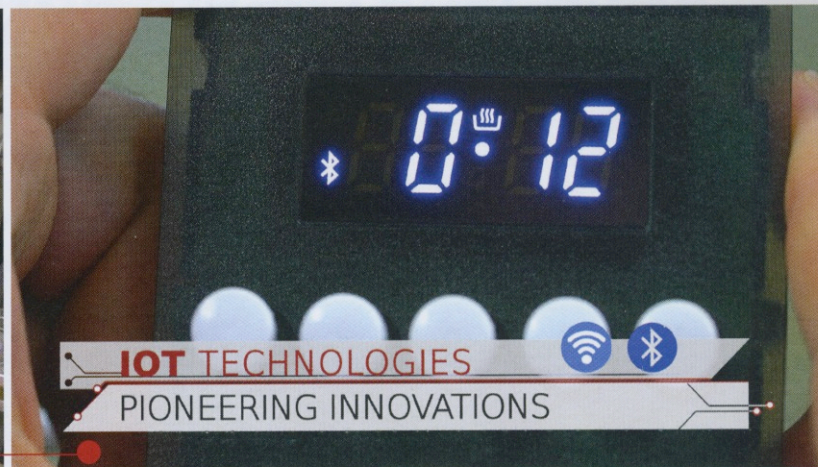
Having been suppliers of some of the world's leading manufacturers of household appliances for many years, we have adopted a Total Quality Management approach, which focuses on making every employee of our company responsible.

Moreover, our quality test begins with the control of the components provided by our suppliers. Then there are production lines with their own quality controls such as SMD Solder Paste Inspection (SPI), or through optical inspection machines (AOI -Auto-

Pre compliance
emc tests



WAVE SOLDERING
AUTOMATED PROCESS CONTROL



IOT TECHNOLOGIES
PIONEERING INNOVATIONS

mated Optical Inspection). Afterwards, we move into the functional tests of the finished products controlled by PLC or with an in-circuit test machine (ICT). Once the inspection phase is over, all of our products undergo a rigorous quality control for each batch before shipping to our customers.

Considering the current situation, how are you facing this phase of “new normality”?

The Covid emergency situation has affected the whole world, from people to businesses. We never stopped, we continued working without interruptions and putting in place “new normality” rules and approaches, suiting the existing conditions. The health of our employees has always and will always be our top priority and we have updated our daily working procedures so that our employees are in minimum contact one another. We are now continuing our production by taking precautionary measures as we did from the very beginning.

On the left,
the soldering
automated
process.
On the right,
the test of an
oven timer

Sustainability and enhancement of human resources are central matters for Sabaf Group: what are the eventual initiatives by Okida in these ambits?

We are dealing with the sustainability issue reliably and we are conforming to our production processes in order to meet our Group’s approach with regard to this issue. In addition to our focus on innovation and quality, another central point is the enhancement of internal skills to deal with changes in the competitive and market scenario in a conscious and careful manner.

What targets do you intend to reach in the next future?

We intend to be a partner of excellence for our customers, in Europe and worldwide. To achieve these goals, we are committed to

investing constantly in innovation, production processes as well as in quality related machineries.

What are the main challenges your sector will have to face?

Among the biggest challenges that our sector has to face, the supply chain is on top. The situation generated by the pandemic has shown the world how great the risk of being dependent on a single supply centre is. In terms of logistics and location, the fact that Europe’s needs came from distant geographic areas has shown how much this approach needs to be revised. Another challenge are human resources, in a world where the electronics industry is fast developing and becoming widespread. As Okida, we continuously invest in our engineers who operate in research and development, manufacturing etc. We train and motivate them because they are key elements for the development of our future technology and we constantly hire young engineers. I strongly believe that both of these factors will allow Okida to grow rapidly.

Okida’s R&D division is focused on developing new products that will enable electronic components to make end users’ daily life easier.