

# ICG:TC09 Energy Efficiency



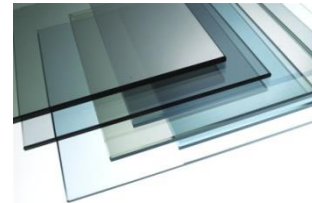
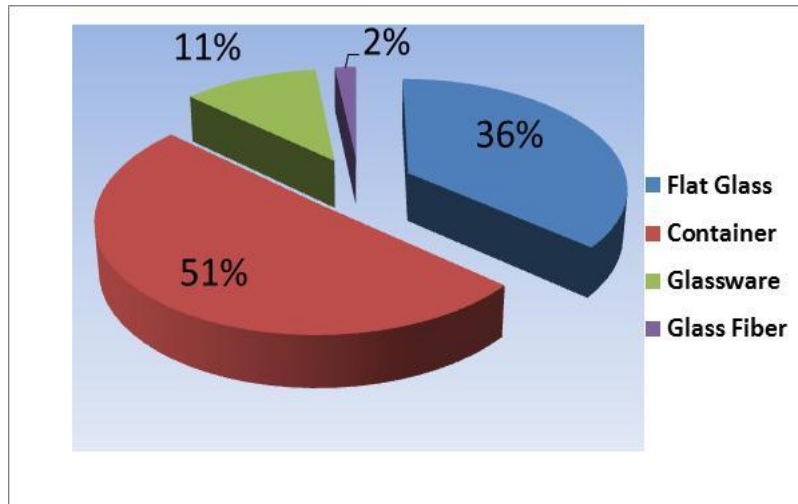
**ŞİŞECAM**

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Eindhoven*

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# Şişecam At a Glance

- ŞİŞECAM was founded in 1935 by İşbank
- Active in 4 main business segments : Flat glass, Container, Glassware&Chemicals
- Total annual glass production has reached 3.8 million tons in 2012



- Staple of the Chemicals Group, Soda Ash production has topped 1.9 million tons in 2012

# Operating Territory



# History and Development

- Expansion of product range
- State-of-the-art technologies
- Institutional R&D
- “The World is our Market”

- Regional leadership achieved
- Global leadership targeted
- Higher market share regionally and globally

1935-1960

Establishment  
and Single  
Plant Stage

1960-1990

Strong Growth

1990s

Investments  
Restructuring

2000s onwards  
Global Vision

- Glassware and container production at Paşabahçe
- Modest Growth

- Reaching world-class volumes
- Efficient Management Structure
- Strategic Alliances and JVs
- Investments abroad

# Şişecam Furnace Inventory

- **Total 44 furnace in operation worldwide**
- **Covers such wide capacity range as;**  
**25-1000 tonnes/day**
- **Almost all furnace types used in Glass Industry;**  
**End-Fired, X-Fired, Oxy-Fuel, Unit Melter**

# Energy Efficiency

Operating in an energy intensive industry, Şişecam Group considers conservation of natural resources that will be passed forward to next generations and maintaining sustainability as one of its primary targets and focuses on these in research and development.

As required by its objective of sustainable and profitable growth, Şişecam has showed a significant attention to utilize its resources with utmost efficiency.

# Energy Consumption in ŞİŞECAM

Continuous improvement in energy efficiency has taken prime precedence in operations of Şişecam. As a result, specific energy consumption has been reduced by 27% over 1985 values.

Decreasing specific energy consumption has been achieved through combination of a number of energy saving actions/measures taken over the time investing heavily on improvement of melting technology and production process.

# Expectations of TC 09

Energy savings and efficiency should always be the key target of glass producers in their production processes and product development studies.

## Key Activities:

- Preparing specific energy efficiency roadmap for the next 10-15 year. (The Roadmap 2030 for Dutch glass industry)
- Sharing energy consumption and CO<sub>2</sub> emission data for benchmarking purposes.(IPGR, Celsian database...)



# Expectations of TC 09

- Sharing practical experiences and problems related to new energy saving technologies (e.g. use of batch preheating, flue gas heat recovery systems, energy efficient furnace designs, recycling etc.)
- Develop protocols for energy management, energy audit procedures dedicated to glass production plants.
- Research and evaluation of using alternative fuels (i.e. Petcoke).

**...THANK YOU**