

Interview with Fatma Fidan, Norm Coating Plants Manager

High quality coating solutions in world-class facilities



Fatma Fidan, Norm Coating Plants Manager

The largest fasteners coating company in Turkey

As Norm Coating, we were founded in 1998 as a company of Norm Holding with only one zinc coating line. In 24 years, Norm Coating has become the largest coating company in Turkey and one of the leading ones in Europe thanks to its high capacity increase, versatility and technologically advanced innovative systems not only for coating but also for sorting and packaging processes.

We have a total area of 77,500 m² open and 55,500 m² closed in 5 plants in İzmir and in Manisa with 786 employees and a total capacity of 170,000 tons coated with various coating technologies.

Innovative solutions with cutting edge technologies

Norm Coating has installed fully automated state-of-the-art equipment and expanded its machinery with the highest level of automated lines since its establishment. Each of our factories has chemical and mechanical laboratories where tests can be performed to measure our processes and compare the results to our customers' standards. This allows us to achieve repeatable, successful results and maintain a high level of customer satisfaction.

As a team, we constantly seek to develop our core competencies and technical knowledge by playing an active role in technical networks, seminars, industry associations and collaborations with universities. We always strive to pursue new technologies that enable innovative solutions to deliver high quality and value-added solutions to our customers' needs. We can proudly say that we perform coating processes at the highest level in our world-class facilities.

Approved supplier to major OEMs

Norm Coating, certified to IATF 16949 and approved as a supplier to major OEMs and the world's leading automotive manufacturers, delivers consistent quality and performs world-class coatings for sectors such as automotive, appliances, construction, engineering, furniture, aerospace, biomechanics and rail.

In our factories we are able to apply all coatings requested by our customers such as Electrolytic Acidic Zinc, Alkaline Zinc, Zinc Nickel, Zinc Phosphate, Zinc Tin, Zinc-Iron Coating Applications; Delta, Geomet, Magni and Atotech with license as well as Bulk, Rack and Spray Zinc Flake Coatings Applications. These are very preferred coating applications especially in automotive manufacturing, 3M, Precote, Tuflok and Omnimask as Adhesive Coating and Thread Masking. In addition to these applications, we have processes for hydrogen embrittlement, technical cleanliness and top coat application. Thanks to our new investment, Rack Dip-Spin Zinc Flake Coating Technology, we prevent thread damage to fasteners in assembly problems. This method is also used in the coating of chassis parts and offers high corrosion resistance with a much thinner coating layer compared to existing applications, without the risk of hydrogen embrittlement.

New projects & Investments

In order to be able to offer the coating of stamped parts other than fasteners, we have started two new important projects in 2021.

We are pleased to announce that we have started the construction of our new factory, which will be commissioned in Sakarya in the third quarter of 2022. With a total of 20,000 m² of open space and 14,000 m² of closed space, we will provide services in wet painting, powder coating, e-coating, rack galvanizing and zinc alloy coating.

Our second project is a wet painting plant, which will be fully automated, robot-controlled and environmentally friendly and will be built on an area of 1,500 m² in Izmir. In 2021, we have also taken the first steps to establish our accredited laboratory, which will operate in the field of coating from 2023, as well as the establishment of Norm Coating Academy, where we will provide training to support our partners.

Norm Sustainability Approach

As part of our objective to be a sustainable and environmentally conscious company, solar power systems have been installed on the roofs of our two plants in Salihli, Manisa. We will continue our efforts to reduce our carbon footprint by expanding these solar installations to all our factories in the next 2 years. In addition, our waste reduction and 98% water reclamation project, which we will start implementing in Sakarya, will be activated. These projects will soon be extended to all our coating plants as well. As Norm Coating, we will continue to expand our sustainability projects with consideration for future generations and the environment.