

a b o u t

Our approach to business development is different from the traditional model. We believe that collaboration and creativity are essential to success. That's why we offer a range of resources to help entrepreneurs, innovators, and brands to succeed.

Whether you're just starting out or looking to take your business to the next level, **ELEMENT HUB** is here to support you every step of the way. **Entrepreneurs, innovators,** and **brands** from all over the world have come to ELEMENT HUB to bring their **ideas to life**.

Our team of experienced professionals is dedicated to providing you with the tools and resources you need to succeed. From product development to marketing and everything in between, ELEMENT HUB MILANO is your **one-stop shop** for new product development.

We can't wait to see what amazing things we can **create together**.

core of creativity

distribution



Serves as an intermediary between **manufacturers** and **retailers** or **end-users**, connecting products with consumers.

To provide value-added services such as **product training**, **technical support**, and **after-sales service**, and help to **increase the visibility** and reach of brands in the marketplace.

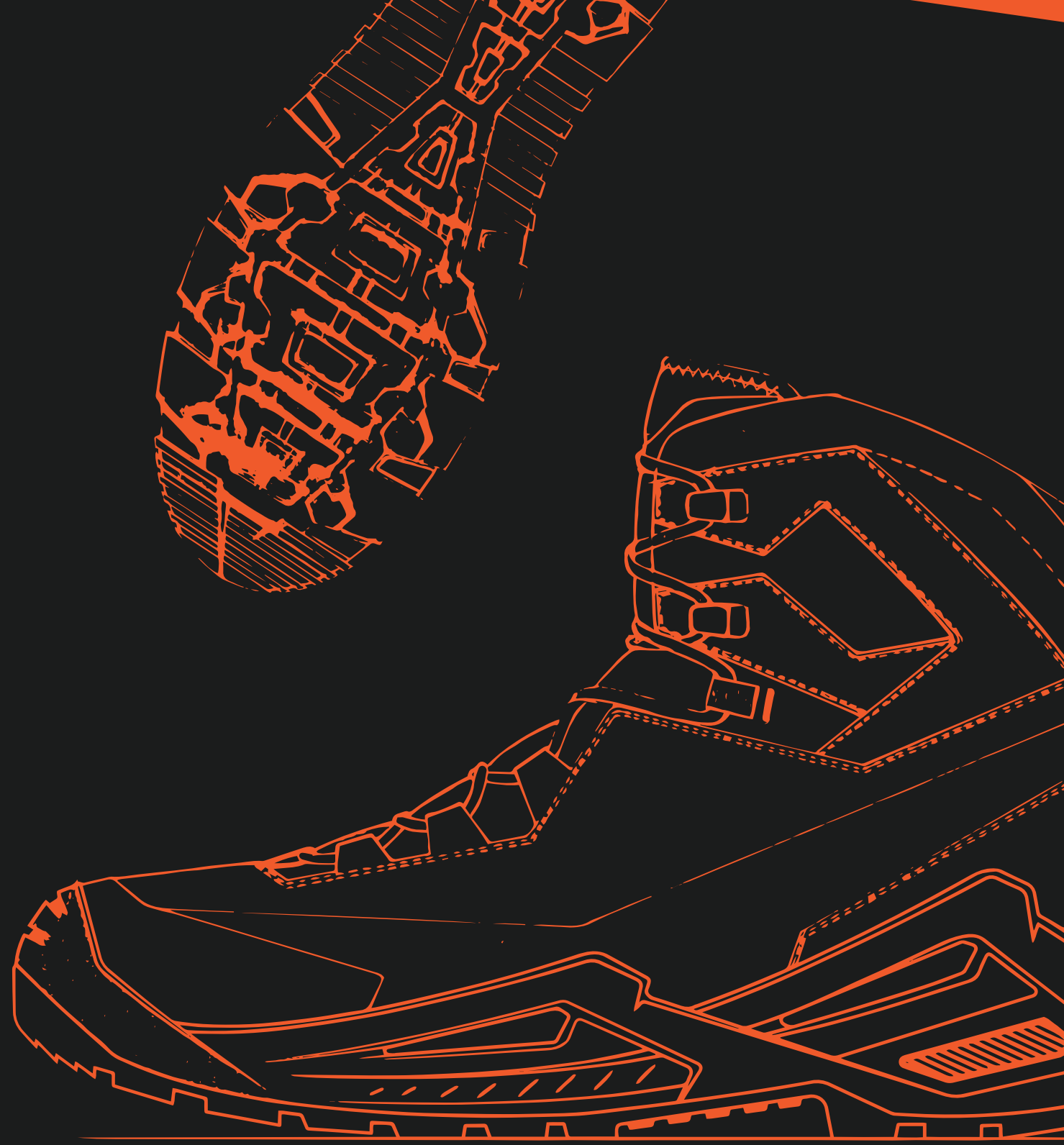
Also handle marketing, inventory management, and delivery to ensure timely service.

Reborn to be Safe ▶

Gripper with you! ▶



business development



Offer **end-to-end manufacturing** services to brands, from initial development and prototyping to final production. Also focus on developing and improving our own product collections.

Identifying **potential suppliers**, evaluating their capabilities and expertise, negotiating contracts and pricing, and establishing ongoing relationships with suppliers.

sourcing



Collaborating with **designers & brands** to create innovative, futuristic products. Launching at exhibitions & competing in design events to stay ahead.

concepts



Mekap started its journey in **1972** with the excitement of producing shoes using a **polyurethane injection** system for the **first time** in Turkey. It also represented modernity and fashion for an entire generation.

In **1996**, Mekap introduced occupational **safety shoes** to the market, aiming to provide safety and comfort in work areas with the slogan "**Comfortable, Durable and Healthy.**" Today, it continues to offer safety and durability to its users, backed by its extensive experience.

As the leading brand in its field, with the motto "**idea for future**", Mekap improves the quality of its products with the same excitement as on the first day and ensures the safety of **over 3.6 million** people at work. It leads the industry by incorporating the latest technologies and producing occupational safety shoes under strict quality standards.

The exciting journey of the Mekap brand will continue with you, fueled by the passion of the first day.

idea for future



How Important
Is The Idea?



We Produce



Mekap is a **leading manufacturer** of personal protective equipment (PPE) in Turkey, with a brand awareness of **46%**. The company has built a solid reputation for quality and innovation, consistently providing high-quality and reliable PPE products while adhering to international standards. Mekap has obtained various certifications, including **EN ISO 20344, 20345, 20347**, as well as **ISO 9001, ISO 14001**, and **OHSAS 18001**. This commitment to excellence has made Mekap one of the leading safety shoe manufacturers and a trusted name in the PPE market.

Mekap operates with a strong commitment to quality and innovation. The company functions on a **33,000 square meters** area, which includes **25,000 square meters** of closed production space. Mekap's impressive annual production capacity of **over 3.6 million pairs** of shoes is supported by its state-of-the-art machinery. This includes **5 Stemma** and **5 Desma shoe injection machines**, along with **2 Desma boot injection machines**.

To further enhance its production capabilities, Mekap has recently invested in a new Desma recycle injection machine, which is scheduled to be operational by **June 2023**. This investment will allow Mekap to continue producing high-quality footwear that meets the evolving needs of its customers.

With a network of over **200 dealers**, Mekap is committed to providing innovative and sustainable footwear solutions to its customers.

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