



OUR VISION

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ISIN REZİSTANS SAN. TİC. LTD. ŞTİ.



Who are we?

ISIN Rezistans was founded in 1974 as an industrial electrical heater manufacturer. With years of continuous investments and R&D, we have become the pioneer company in our sector in Turkey.

Intense concentration on details and continuous developments of molds allowed us to produce high quality and high quantity products with less effort and labor. Afterwards, we have established our own mold workshop. Having a mold workshop, decreased our dependency to other companies for producing semi-products or raw materials.

As we were the only producer for some heating element types (cartridge heaters, coil heaters, MgO insulated nozzle heaters etc.), we have become the major solution partner for customers in our local market.

We were continuously growing to meet the customers' demands. To maintain the product standards we have decided to produce a mold for every single operation in production.

In 2002, we have started to use an exclusive software program which is an ERP, MRP, CRM integrated system. This system helped us to collect statistics of customers, their long term consumptions, price changes etc. We have gave 10 years for data feeding since 2002.

Ultimately we currently have 11,600 different products 21,200 different semi-products. All production is computer controlled, we do not have production managers anymore. Our customers can also [track their orders from our website](#). All workers are getting their daily jobs from computer terminals.



100443	CRPT 7620300	KR Digi22 Pw 3x3	150	Pending
100440	CRPT 7620340	KR Digi22 Pw 3x3	215	Pending
100443	CRPT 7620360	KR Digi22 Pw 3x3	115	Pending
100449	CRPT 8E10325	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	6	Pending
100443	CRPT 8E1444031892	KRES 1 Açık Çuk 8 22.5"	280	Pending
100449	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E10395	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	13	Pending
100443	CRPT 8E10365	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E103700	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E144403022000	KRES 1 Açık Çuk 8 22.5"	280	Pending
100443	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 7E10325	KR Digi22 Pw 3x3 110v 75ad	01	Pending
100443	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	13	Pending
100449	CRPT 8E14440320	KR 14x14 ÇAP125 TO KUP	125	Pending
100443	CRPT 8E10365	KR 14x14 ÇAP125 TO KUP	13	Pending
100205	YMR403000252354	90P3200042250450TELK301.8 230v0m	43	123 minutes left
100205	YMR40300004065	90P3200042250450TELK301.8 230v0m	15	49 minutes left
101687	YMR160300000019	90P4.200.200R 230v-HAD DUA20000000	130	1802 minutes left
100324	DY2441 9136	(4.40.2) YMR 3.2x2.7-30v0v Çukru Topu	5003	600.0 minutes left
101688	YMR1603000000000	90P3200042250450TELK301.8 230v0m	4	Pending
101685	YMR1603000000000	90P4.200.200R 230v-HAD DUA20000000	69	299.2 minutes left
101675	YMR1603000000000	90P4.200.200R 230v-HAD DUA20000000	295	1885.75 minutes left
101672	YMR1603000000000	90P3200042250450TELK301.8 230v0m	1	Production completed
101673	YMR1603000000000	90P4.200.200R 230v-HAD DUA20000000	32	288 minutes left
101674	YMR1603000000000	90P4.200.200R 230v-HAD DUA20000000	130	182 minutes left
100449	CRPT 8E1037000	KR 14x14 ÇAP125 TO KUP	1250	Production completed
100443	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	230	169 minutes left
100443	CRPT 8E10360	KR 14x14 ÇAP125 TO KUP	230	169 minutes left





How do we work?

“We are not the cheapest nor the fastest”

This is the main fact that everybody should know. Our main objective is producing the possible best quality products.

Since 2003, we have started eliminating customers one by one. Until 2012, this number reached approximately to 4000 customers. This allowed us to concentrate on more R&D of new products and also making revisions of those we currently have.

Reducing customer numbers also reduced sales, so we have reduced our production capacity and numbers of employees and we have focused on automation.

Continuously designing and producing new molds and machines for the production of heating elements costs a lot and takes too much time as well as the necessary investments. But this is the only way to always keep the same standard and to maintain the quality.

Even for a single dimension of a heater, we use at least 10 different molds for its production. Usually preparation times are longer than producing the heater itself. Because production of 1 heating element requires those 10 different molds, at least 10 different semi-products, at least 3 employee to be free and plus the preparation time. Thus, the production of 1 piece is worth 10 pieces.

This can be hard to explain for us, because customers are usually have never seen such production in any heating element manufacturer.

Therefore we try to find the best customers which we can communicate with mutual understanding and respect.

We always try to keep stocks for our regular customers, so that they can get their orders in a matter of days (*depending on the shipment*).

For new products, which means that are not within in our 11,600 product codes, the usual lead time is 3-4 weeks if there is no additional molds are necessary for its production.

By gaining the knowledge of necessary products and yearly consumption of the customer, we can keep their products in our stocks for fast delivery. Otherwise, we are not the best solution for emergencies. We can best work with planned production.



Most of the other heating element manufacturers have almost the same quality with each other as well as their competitive prices. But in the long run the quality becomes more important. This is where we prevail.

Purchasing departments are usually looking for the cheapest products in the market, but their production managers or maintenance departments are mostly looking for our products.

Download links: <http://4440117.com/eng/Download/>
Production Videos: <http://www.youtube.com/watch?v=iyYbww32870>



You can just simply “google” us.