

ADELLENS ACCELERATES GROWTH WITH TECHNOLOGY AND TRAINING

Adellens Optik is a leading independent lens manufacturer based in Istanbul, Turkey, with 103 employees in Turkey and 6 in Bulgaria. Since establishing its own production facility, in 1999, the company has continuously invested in advanced manufacturing technologies to support growth, increase productivity, and deliver high-quality lenses to customers across Turkey and international markets. Today, Adellens operates a comprehensive lens manufacturing environment, including surfacing and coating technologies. Lenses by Adellens are produced according to the highest quality standards in terms of precision, technology and experienced people, opticians and technical experts. The company currently supplies almost 4,000 stores and has the capacity to produce up to 1,350 pairs of lenses per day.

THE CHALLENGE

As demand continued to grow, Adellens sought to further increase production capacity while improving automation and reducing processing times. Production volume had increased by 40% within the previous year, creating additional pressure on manufacturing processes and capacity utilization. The company was already operating an established Satisloh surfacing line consisting of blockers, generators, and polishers. While this setup had supported production successfully for many years, Adellens wanted to take the next step by investing in more advanced manufacturing technologies to support future growth. At the same time, maintaining consistently high quality and maximizing machine utilization required both cutting-edge equipment and well-trained operators.



ESTABLISHED IN 1999



25+ YEARS IN BUSINESS



Cem ÇELEBİ (CEO Adellens) and Muammer ÇALIŞKAN (CEO Adellens)

THE SOLUTION

To achieve its objectives, Adellens invested in the latest generation of Satisloh surfacing technology, adding a VFT-orbit-2i generator and a Multi-FLEX-2 polishing system to its production environment.

The new equipment enables the laboratory to:

- Increase production capacity
- Benefit from higher levels of automation
- Reduce processing times
- Support efficient and scalable production growth

Beyond the immediate productivity gains, the investment represents an important step in Adellens' long-term growth strategy. By continuously upgrading its manufacturing capabilities, the company aims to meet increasing market demand while maintaining the high quality standards for which it is known.



Multi-FLEX-2 helps to increase productivity and manufacturing efficiency

"As our business continues to grow, we need technologies that support expansion while maintaining the highest quality standards our customers expect. The investment in the VFT-orbit-2i and Multi-FLEX-2 strengthens our ability to increase production capacity, improve efficiency, and prepare our laboratory for future growth."

Cem ÇELEBİ, CEO, Adellens Optik Türkiye

In addition to its surfacing capabilities, Adellens operates both Satisloh and SCL coating technologies, enabling the company to manufacture and deliver a wide range of coatings while maintaining full control over quality and production flexibility.

BUILDING CONFIDENCE THROUGH TRAINING

Recognizing that people are just as important as technology, Adellens complemented its equipment investment with participation in the Satisloh Academy Days training program. There, operators received hands-on training focused on the VFT-orbit-2i and Multi-FLEX-2 systems, ensuring that the team could fully leverage the capabilities of the new equipment from day one. The Academy Days combined theoretical knowledge with practical machine operation, maintenance, safety procedures, and production best practices.

For the technical management team, the training was an essential part of the overall investment. While advanced equipment provides the foundation for efficient production, achieving optimal performance depends on operators understanding the technology and applying best practices in daily operations.

"From a production perspective, the new surfacing technologies provide greater automation, shorter processing times, and excellent process stability. Just as importantly, the Academy Days training helped our operators quickly gain confidence with the new systems. The combination of advanced technology and practical hands-on training allowed us to maximize performance from the very beginning."

Muammer ÇALIŞKAN, CEO, Adellens Optik Türkiye



HANDS-ON-TRAINING



FOR GREATER CONFIDENCE



FOR HIGHER SKILLS



Coating systems at Adellens



According to Adellens, the structured training sessions and practical demonstrations significantly improved operator confidence and understanding of the new technologies. Participants particularly valued the opportunity to work directly with Satisloh experts and gain practical experience in a real production environment.

"This training went beyond theory – it gave us the confidence to apply what we learned immediately in the lab. At the same time, we felt truly welcomed and appreciated throughout the entire experience."

Assel AINAKULOVA, Foreign Trade Manager, Adellens Optik Türkiye

THE RESULT

Through strategic investments in advanced surfacing technology and operator training, Adellens has significantly improved its operational performance. Manual process steps have been reduced to just 7-8% of production, machine utilization has risen to 80%, and production volume increased by 40% within the last year. As a result, Adellens is well positioned for continued growth with greater capacity, higher automation, increased flexibility, faster workflows, and a workforce fully trained on the latest Satisloh technologies.

LOOKING AHEAD

For Adellens, technology investments are most effective when paired with continuous employee development. By combining modern Satisloh surfacing and coating solutions with hands-on training, the company continues to enhance operational efficiency while maintaining the high-quality standards its customers expect.



The Adellens Team



HIGHER AUTOMATION
ONLY 7-8% MANUAL WORK



FASTER PROCESSING TIMES +40% PRODUCTION VOLUME



SCALABLE PRODUCTION GROWTH +20% PRODUCTION CAPACITY

satisloh®