



## Gur Filter Co. Zoko Enterprises Ltd. Group

### Line of Business

Automotive Systems

### Established

1967

### Leading Executives

Mr Yossi Smira  
Managing Director  
Zoko Enterprises Ltd. Group

Mr Gilad Hadassi  
General Manager  
Gur Filter Co.

**G**ur Filter is a well-known manufacturer and supplier of injection fuel filters as well as carburetor filters for European, American, Japanese and Korean cars. Gur also supplies high quality diesel, oil, cabin and air filters.

### Products and Services

Fuel, air, cabin, oil and transmission filters for the automotive industry.

ments and high standards of the most demanding OEMs for longer endurance. The company's main area of specialization lies in the production and sale of private label filters, that are marketed to a reputable customer base.

### Global Marketing

Gur markets its products through various agents in countries such as USA, Germany, UK, Italy, and Spain.



### Ownership

Gur Filter Co. is owned by Zoko Enterprises, which is a public company whose shares are traded on the Tel Aviv Stock Exchange.

### Brief History

Established in 1967, the company's products have been ISO 9002 certified for quality assurance and control since 1994.

### Other Important Information

#### Quality & Technological Innovations

Gur Filter has made quality its first priority, implementing several technological innovations to the filter media. The company utilizes thicker filtering material of higher quality in order to trap finer particles and to allow for the collection of particles before replacement is needed. These first class filters produced by Gur, meet the stringent require-

Gur's most important customers are leading filter companies in the USA and western Europe.

### Strengths and Expertise

Gur's main strengths are quality, prompt delivery and competitive prices.

### Seeking

- Market Expansion
- Joint Venture Capital
- International Distribution
- Product Development



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