



KRUZER SERIES WORTH ITS SALT

Nokta and Makro introduce new line of metal detectors

BY BRAD JONES



Kellyco Metal Detectors has been making a big splash on the North American market with the introduction earlier this year of a new line of Nokta and Makro VLF metal detectors designed for underwater use.

The Kruzer series technology is the result of many years of development of Nokta and Makro machines, said Kellyco's Search Engine Marketing Manager Mark Tymensky.

The Makro Kruzer series consists of three underwater detectors: the Kruzer, Multi-Kruzer and Gold Kruzer.

Worth its salt

"Most VLF metal detectors have some issues operating at the saltwater conductive beaches," Tymensky said. "Makro and Nokta have figured out a way to create a very stable, solid metal detecting experience at the beach."

The Advanced Beach Mode on the Kruzer and Multi-Kruzer boasts "very stable operation in dry or wet sand and underwater," according to Nokta.

Tymensky said the Kruzer detectors offer great performance and depth at a great value.

Firmware updates

The Kruzer series also allows owners to keep firmware current by connecting the metal detector via USB cable to a PC computer and downloading updates.

"It's a feature you don't always see, especially at this price point," Tymensky said. "But it's a good feature to have."

The Kruzer series

While some metal detectors are slow, often producing delayed or confused signals from multiple targets, the Kruzer detectors allow users to swing faster without the worry of missing targets or getting mixed signals.





Makro Kruzer

This detector is submersible up to 16.4 feet (five meters) and comes with a waterproof 11" x 7" DD search coil. All models include 2.4 GHz wireless headphones, a charging adapter and USB cable.

Makro Gold Kruzer

The Makro Gold Kruzer operates at 61 KHz frequency, which gives it high sensitivity for picking up the tiniest gold nuggets. Apart from its performance in harsh ground conditions and hot rocks, its robust waterproof design makes the Gold Kruzer one of the most advanced gold and micro-jewelry detectors on the market. This unit is submersible up to 16.4 feet (five meters) and comes with 10" x 5.5" and 7.5" x 4" waterproof DD search coils.

According to Makro, the Gold Kruzer "brings hunted-out gold sites back to life."

Makro Multi-Kruzer

As its name suggests, the Makro Multi Kruzer features adjustable frequencies. This all-terrain unit operates at your choice of 5 KHz, 14 KHz or 19 KHz. It comes with an 11" x 7" DD search coil.

"The Kruzer series is going to handle highly mineralized ground very well," Tymensky said.

He pointed to the red clay soils of Virginia and hot rocks with high iron content.

"I think you're going to see great performance there," he said. "It has a lot of powerful features and you'll be able to switch frequencies to find different targets, depending on what you are looking for."

How they differ

The three Kruzer models differ from each other basically in the frequencies each model uses which is reflected in the price. The regular or standard Makro Kruzer is the least expensive of the three at \$649 and is locked into one frequency at 14 KHz. The Gold Kruzer operates at 61 KHz is slightly more at \$749, and the Multi Kruzer, which offers three operating frequencies (5 KHz, 14 KHz and 10 KHz), is also \$749. The Gold Kruzer also comes with two coils, whereas the Kruzer and Multi-Kruzer come with one coil.

Batteries

All of the Kruzer detectors come with a rechargeable lithium battery, but owners can also add an external battery case, which is sold separately, runs on four AA batteries and attaches to the detector.

Nokta and Makro history

Just as amazing as this new line of metal detectors is the fascinating history of Nokta and Makro.

Dilek Gonulay, international sales and marketing manager for Nokta and Makro, tells the story of two brothers, Muzaffer and Mehmet Onlek, who built this rapidly expanding metal detecting empire based in Istanbul, Turkey.

Back in the '80s, the company's founder, Muzaffer Onlek, the eldest brother, began to take an interest in metal detecting, Gonulay said.

"Muzaffer got into the metal detecting business first," she said. "He was a metal detectorist. He got into metal detectors and was into it for many years."

Never satisfied with the detectors he was using, Muzaffer





gathered a group of engineers to discuss his ideas to build a better detector, Gonulay said.

Unlike in Europe and the United States where metal detecting is more of a hobby and many detectorists are happy to find a few old coins or a Civil War relic, detectorists in Turkey are on the hunt for larger treasures, she said.

“In Turkey, apart from the security or industrial side of metal detecting, there is really one purpose and that is finding hoards or big treasure,” Gonulay said. “It’s never been a hobby like it is in the United States or Europe. Because of where Turkey is geographically, we have a lot of history here. We are in between Europe, the Middle East and Asia. So, we have a lot of history and a lot of treasure. People who are metal detecting here, almost without exception, are doing it with almost one purpose in mind, and that is to find big treasure.”

As legend has it, Muzaffer was always looking for a metal detector that was better and had more reach, so he began talking to engineers with the intent of starting his own metal detector manufacturing business.

“In 2003, he founded and established Makro Technology. At the same time, he established another company, Nokta Engineering. Nokta was the brand, sales and distribution company while Makro’s purpose was the research, development and manufacturing arm,” Gonulay said. “And then, his younger brother, Mehmet, who actually had nothing to do with metal detecting ... joined the company because he was into advertising.”

About a year later, Muzaffer asked Mehmet to take over Nokta and run the sales and distribution company. So, Mehmet was no longer an employee, but a general manager, she said.

By 2008, both companies were thriving, and Mehmet decided to form his own manufacturing branch under the Nokta brand. There were now two brands of metal detectors – Nokta and Makro.

Nokta released its first detector, the Gold King, to the world market.

“Mehmet decided to reach out to the world in 2008 and although sales were ‘pretty good’, there was only one model of detector available, Gonulay said.

Gonulay, who is a dual citizen of the U.S. and Turkey, joined the Nokta team in 2010.

“When I joined the company, it was growing all right, but not to the level we are at today,” she said. “I was hired as international sales and marketing manager. I started to get involved with different retailers in the world and began to reach out to them and establish a network.”

As Nokta pursued the international market, the company stumbled on the realization that there was a huge demand for hobby detectors, especially in the United Kingdom and the U.S. The Nokta team quickly got to work to produce a detector that was more suited to hobbyists, and before long the company released its Velox metal detector, which was designed for and marketed to hobby detectorists.

“That was the first model that really got into the European market,” said Gonulay. “We started to grow. Makro was growing too, and the brothers began to compete with each other for market share.”



With greater success came the eventual reorganization of the companies. Nokta began to manufacture new models of detectors for Makro and as part of the new marketing strategy Gonulay began reaching out to more people in the metal detecting community through social media.

The companies also began to produce more coin finders and waterproof pin pointers.

As the original entrepreneur, Muzaffer began to grow restless in the metal detecting business and had set his sights on a new venture – obsidian mining—and Mehmet bought out his older brother’s company as of December 2014.

Before the merge, Gonulay had been working closely with Kellyco Metal Detectors as the American distributor for Nokta while Makro had been working with another major metal detecting distributor in the U.S.

With brand loyalties already established in international markets, the united company executives knew that it was in everyone’s best interests to keep both the Nokta and Makro brands, Gonulay said.

“Many distributors wanted to keep the brand they had ... but there is only one company,” she said.

The Makro Racer became the first really popular metal detector internationally, according to Gonulay.

Detectorists around the world found that this model was easy to use with excellent discrimination and depth at a competitive price, she said.

Later, the company developed the Nokta Au Gold Finder exclusively for Kellyco, followed by the Makro Racer 2 and

the Nokta Impact.

Gonulay attributes much of the company’s success to its customer service strategy, which is to listen closely to feedback from detectorists on metal detecting web forums and social media and continue to build better products.

“We get feedback from the end-users. ‘Can you do this?’ and ‘Can you do that?’,” said Gonulay, so firmware updates allow Makro to update certain features on the devices without the owner having to buy a new detector for simple upgrades.

“You can always advance detectors by adding new features,” Gonulay said. “Detectorists constantly want improvements.”

“We are very driven by customer demands, requests and feedback,” said Gonulay, adding that the waterproof Kruzer series is a good example of a feature that detectorists wanted to see in a new product. “That’s what our whole focus is on – what they want. This is our first waterproof detector up to five meters at an IP68 rating.”

The Gold Kruzer, as well as the Kruzer and Multi-Kruzer, are capable of detecting gold in saltwater, Gonulay said.

“I would say maybe 80 to 90 percent of the models out there right now cannot do that,” she said.

The Kruzer series, like other Makro detectors, are also known for depth, discrimination, recovery speed and ease of use, said Gonulay. Vibration is another feature that is key, especially for underwater detecting.

In the future, Gonulay plans to travel to the U.S. more frequently to promote the products.

Now that the Nokta and Makro brands are established with





the development of detectors that appeal more to hobbyists, the company sponsors metal detecting hunts, rallies and exhibitions in Europe.

“We have pretty much covered Europe, but the U.S. is our next step,” Gonulay said. “That’s my goal.”

“We are not the biggest company in the industry, but we are the fastest-growing company in the industry right now,” said Gonulay, who attributes much of the company’s success to offering exceptional and responsive service to their customers. “We really think that we are where we are because of them, and that’s why we stand behind them and our products.”

Though Turkey is thousands of miles away from the U.S., Gonulay said the company prides itself in having a close relationship with its customers.

“Every business in the world is in it to make money. There is no doubt about it,” she said. “But for us it’s not only about the money.”

Today, Nokta and Makro brands have expanded to markets in more than 100 countries on six continents.

Not only does Gonulay enjoy being part of building a successful and reputable company and brands of detectors, but she says one of the most rewarding aspects of her job is listening to the positive response she gets from Nokta and Makro detector owners on web forums worldwide.

“Nothing makes me happier than reading those comments,” she said.

Purchasing a detector from Kellyco

For those detectorists who are on a low budget or fixed income, Kellyco offers buy now, pay later financing options.

“When someone chooses a metal detector, instead of buying it outright they can finance it over time through a

third-party finance company,” Tymensky said. “This is a great option. We’ve found many customers want to use the payment system in order to purchase a metal detector.”

For more information on financing options, go to the “Buy Now” button on Kellyco’s website.

Buy One, Get One

Kellyco has a general “Buy One, Get One” metal detector program, depending on the metal detector and how much you want to spend.

For one of the new Kruzer series detectors, Tymensky points out that you would be spending between \$500 and \$999.

With that you would either get a buy-one, get-one free metal detector or a second detector for just pennies on the dollar, he explained.

The Buy One, Get One, or BOGO, program does not apply to two metal detectors of the same brand.

“You would qualify for a specific set of machines that are available at the time of purchase, and that can change,” he said. “We do have a BOGO page on the website that has about 10 products, so if you buy a Makro Kruzer that is in the bracket range ... you would qualify for a select metal detector at a given price.”

On the Web:

Nokta: www.noktadetectors.com

Makro: www.makrodetector.com

Kellyco: www.kellycodetectors.com

YouTube: YouTube is also a good source to find videos demonstrating the features of the Kruzer series detectors.

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