night collection



saloni.com.tr 2021-1

1-111

Saloni art of furniture

yean of quality, design. With love

th

20 years with pride

Our Esteemed Customers and Valuable Business Partners, We are happy to say hello to you with our catalog containing our new product collection. This year is a special year for us. We celebrate the 20th anniversary of our partnership together. I would like to present our new investments and developments related to our company while sharing our very exciting new products which are special in honor of our 20th year. First of all, we have made great strides in our goal of producing robust, aesthetic, and comfortable products that meet the expected quality level all over the world. By increasing our material and workmanship quality, even more, we are progressing with full speed to reach excellence in the way of maximizing customer satisfaction.

We have a strong franchising organization with over 70 branches in Turkey and 40 in all over the world. Especially with our breakthrough in the field of exports, we are exporting 70% of our products to the whole world, mostly Europe.

We crowned this breakthrough in quality and sales by strengthening our production infrastructure. Our new investments; bedrooms, dining rooms, and bedsteads were put into operation at full capacity. Together with our metal factory and sofa production factory, we are in an effort to offer you the best products with a total of 400 employees in 5 factories.

Along with our bedroom models, in order to offer you the best options for bedding, we have established strategic cooperation with the Altın Yatak bedding company, which has a deep-rooted history and strong production infrastructure. You will be able to easily access Altın Yatak bedding products from our stores.

Since 2000 when we founded Saloni; We are proud to work with our full power to serve you with our stronger production infrastructure, without sacrificing our values, to maintain a moral and trust-based trade with our customers, to produce quality and functional products, to provide a peaceful and pleasant working environment for their employees.

Best regards,

Haluk OZBEK Saloni Furniture – CEO

ness partners; happiness.

Saloni Europe

Our Esteemed Customers and Valuable busi-

In this period when we celebrate the 20th anniversary of our beginning, we are happy to present our new collection catalog. It also excites us to aspire to our valued customers, who are at the center of the source of this

As Saloni, we accepted it as the basic value to offer our consumers the most robust, comfortable, and aesthetic products, and to continue to this end, from the very first day we aim for the best. We wholeheartedly thank all of our colleagues and followers who dreamed, designed, exerted, and produced in our new collection, which we presented to you in line with this goal and purpose.

We aimed to make our products much more optional and useful in this collection, where we work with the responsibility given to us by our "being consumer-friendly" value, which is one of the basic values of Saloni. We tried to present to you the imagined living spaces with the right colors, styles, and designs. Of course, there is no limit to dreams, as our dreams have no limits, we have infinite energy to do better, design, and produce better. We continue to work on new projects in order to make Saloni a more preferred and faster brand in every field with the awareness that the success equivalent to labor cannot be achieved only with a good collection.

In this context, we create a sales and storage center in Germany in order to achieve higher success in European countries, to better identify European furniture habits. Our sales and storage center, which we started six months ago and will start operating at the end of 2020, will be able to deliver to all of Europe within 24 to 72 hours. In addition to this, we will be able to present a significant part of our products in our collection to our liking in a corporate store environment with the exemplary corporate stores we have created in Germany.

We know that in order to create livable houses, it is necessary to analyze the consumer's expectations well. Presenting every correct analysis and product with the right concept is the main success criterion for furniture sales. Because we see the products that are the subject of the dream and offered to the taste of the consumers as a work created by the furniture artist with effort. In addition to the beauty of the work, we find it very important that it is designed with so much care in the space that covers it.

With the Saloni European structuring; In addition to providing products to its dealers faster, it will show that Saloni is closer to its dealers than before, and will continue to offer the best service to its dealers by taking inspiration from Europe's design power and innovation success.

Best regards,

Ismail OZBEK General Manager Saloni EU





A work of mathematics!

The world of imagination has no boundaries. What matters in the furniture sector is the applicability of the imagined lines. Customer experiences, production, and the resulting designs...

Are like pieces of an incomparable jigsaw puzzle. And the pieces should be able to solve an equation.

Dear Customers and Business Partners,

We are celebrating our 20th year this year. We are very happy and proud to share our new 20th year collection with you. First of all, we would like to thank you for being with us on this journey on behalf of the entire Saloni family. In the coming years, our aim to produce robust, aesthetic, functional and comfortable products will continue without stopping.

In this period, which is one of the most important milestones in the history of Saloni, we have reached a stronger production infrastructure. Our new investments, bedroom plant, dining room plant and bedstead plant have started production with full capacity. In addition to infrastructure investments, as a result of the importance we attach to quality and human resources, we have launched many new projects.

In order to ensure the continuous improvement of the Saloni teams, to follow these developments systematically and to transfer the necessary information quickly and effectively, we established Saloni Academy. In addition to formal trainings such as on-the-job practical trainings and classroom trainings, we have also developed an online training platform that will enable distance learning regardless of time and place. In this way, it is possible for all our team members working at our factories and in stores and sales points all over the world to reach the necessary trainings easily and quickly.

The duarbility and safety of our products, which have been appreciated by our customers for years, have also been certified with an international certificate. We have been entitled to receive EN 12520 certificate after our production system and products were audited. The EN 12520 European Standard is a standard that covers the requirements for the strength, durability and safety of seating elements used by adults in homes. With this certificate, we have passed an important stage in terms of quality and durability. In the coming period, we will continue to work on improving our system and products with other relevant certificates.

I would like to specially thank our employees who have the biggest share in Saloni's success. Each of our products has a great effort and care of our 400 employees. We see our human resources as our most important wealth and work harder for their development and happiness.

Ahmet OZBEK Saloni Furniture General Manager - Saloni Turkey



Saloni International Quality Certification Program

Saloni brand products have been certified based on EN 12520 Eurpean Standard that was prepared by European Technical Committee on Standardization (CEN)

> Our prducts were tested based on: • Production system

- Product strength and durability
- Product and material safety
- . Long lasting and sturdiness

crtierias and successfully fulfilled the necessary conditions and CEN/EN 12520 certified.

Certified Quality...



pron

Ve have always kept our sensitivity for quality and approved by CEN and entered into force. Thi

EN 12520 European Standard is a standard covering We have passed an important milestone in our niture Technical Committee, and has been quality is a journey, not a destination

durability at the top level in Saloni products for 20 standard covers the points related to the safety of years. The first thing that comes to mind when it the user in the seats, armchairs and other seating comes to Saloni has always been durability, security elements used at home and the specifications and ergonomics. It is indispensable for us to offer to guarantee the durability of the product. In aesthetics and comfort to our customers with these order to obtain this document, our production site inspection and a quality management system inspection carried out primarily. After this The durability and safety of our products have been preliminary examination is passed, the sample certified with an international certificate. We have products are subjected to the tests specified in the been entitled to receive EN 12520 certificate after standard. Products that provide strength, durability our production system and products were audited. and safety conditions passed the tests successfull and are entitled to receive this certificate

the requirements for the strength, durability and quality journey by registering our system with first afety of seating elements used by adults in homes. with our ISO 9001 Quality Management System his standard has been prepared by the European Certificate and finally with our EN 12520 Certificate. chnical Committee on Standardization (CEN) This is not a destination, because we believe that,















	ORAN MOSTAGANEM BLIDA
AUSTRIA	VIENNA
RBAIJAN	BAKU
B.A.E	DUBAI
	ABU DHABI
AHRAIN	MANAMA
BELGIUM	ANTWERP BRUSSELS CHARLEROI GENT
OSNIA H.	BANJA LUKA
JLGARIA	VARNA SOFIA PLOVDIV HASKOVO VELIKO TIRNOVA BURGAZ
LOMBIA	MEDELLIN BARANQUELLA
ROATIA	ZAGREB
	SPLIT
CYPRUS	GIRNE
MINICAN	SANTA DOMINGO
JIBOUTI	DJIBOUTI
EGYPT	CAIRO

FRANCE	RENNES
GAMBIA	BANJUL
GERMANY	BERLIN BIELEFELD KOLN COLOGNE WUPPERTAL DUISBURG AACHEN FRANKFURT STUTTGART WIESBADEN HANAU
GEORGIA	TBILISI
GREECE	THESSALONIKI ATHENS ISKECE THRACE KOMOTINI KAVALA
HUNGARY	BUDAPEST
INDIA	NEW DELHI MUMBAI
IRAN	TEHRAN TABRIZ
IRAQ	BAGHDAD ERBİL
ISRAEL	HAIFA YARKA DARI DELIAT EL CARMEL

ITALY	СОМО
IVORY	ABIDJAN
JORDAN	AMMAN
KAZAKHISTAN	ALMATY NURSULTAN
KENYA	NAIROBI KAMPALA
KYRGYZSTAN	BISHKEK
KOSOVO	GILAN PRISTINA FERIZAJ
KUWAIT	KUWAIT
LEBANON	BEIRUT
LIBYA	TRIPOLI BENGHAZI
LITHUANIAN	VILNIUS
MALTA	
EGYPT	CAIRO
MONGOLIA	ULANBATAAR
MOLDOVA	CHISHINEV
MOROCCO	CASABLANKA
	FEZ TANGER MEKNES
NETHERLANDS	ROTERDAM
NEW ZEALAND	AUCKLAND
NIGERIA	ABUJA LAGOS

OMAN	MUSKAT
PALESTINE	RAMALLAH NABLUS
PAKISTAN	KARACHI
POLAND	warszawa RADOMH
ROMANIA	BUCURESTI
RUSSIA	MOSCOW
	ST PETERSBURG
SAUDI ARABIA	RIYADH
	MEDINA
SERBIA	BELGRADE
SUDAN	KHARTOUM
SWITZERLAND	ZURICH ROTHRIST
SIERRA LEONE	FRETOWN
SRI LANKA	COLOMBO
TANZANIA	DAR ES SALAM
TUNUSIA	TUNUSIA SFAX
TURKMENISTAN	ASHGABAT
UGANDA	KAMPALA
UKRAINE	ODESA
UK	londra
UZBEKISTAN	TASHKENT
USA	NEW JERSEY
QATAR	DOHA

The initial cycle: Theadventure of furniture

Saloni carries the inspiring elements of nature by embracing them in its new products. Cooking them in the kitchen of the business, the brand turns the musical notes of the desired pleasures into realism through its products and displays them in their bares and bones.

Rapidly adapting to the dynamics of the always-evolving sector is only possible by working hard, and monitoring and internalizing the developments. Saloni blends together the knowledge of the past and the foresight of the future while keeping close to its inspiration, nature, and stays dynamic. Never content with, the company always produces to achieve more.

Chasing modernity, containing minimality, reducing the complexity to simplicity, the company is already working hard to create the utopian future through its products.

An orchestra where artists who know the notes and specialize in different instruments come together.

Second cycle: The path that leads to Europe

This is actually a journey of style, from the Italian-inspired designs that form the value chain of the sector to the flaunting French recherce. With a team of Turkish designers and many years of experience under the belt, Saloni raises to face the style cycle of the West. Yet, the company threads this path carefully when synthesizing the West and the East, so it actually introduces an authentic style to the western modernity. The elements of value that emerge from this path carry a novel sensation into the elated, peaceful houses. And this is where the story actually begins. From the end towards the beginning, Saloni carries the modern lines with them like a delicate nuance.

Here we can see Abdullah CANSEVEN. Beginning his carrier at the age of 23 in Saloni Furniture following his education in Industrial Product Design, he acts as the team leader for the design, internal architecture, and R&D departments. While contributing creative touches to the new collections. CANSEVEN and his team always reach for the undiscovered.

> I'm talking about an orchestra of artists that know the "musical notes", yet each specializing in a different instrument. Yes, I believe this is one of my greatest mottoes: we aim to introduce new instruments to our team every day. In order to be able to create artworks that can be considered worldwide classics, we tirelessly work and enjoy the feast at the same time.

For me, to be able to design is the capability to discover what already exists, so a designer should also be a good explorer. One should look at this with a philosopher's perspective, and in fact become a philosopher, and should reach the point where one can present his/her own philosophy. We have witnessed during the history, and in fact, still witnessing, how the designers that see each of their pieces as steps to prove their own philosophy have produced authentic results.

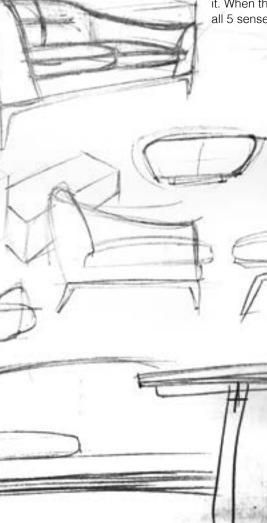
The two elements that I care most in a design: "Balance and Harmony". Not only have numerous sub-contexts existed under this balance, but also more sub-contexts under these as well. Without an alternative, the place where balance and harmony present itself is the "Nature". As Fernando Caruncho states: "the human mind, stronger than many other powers, is the most advanced computer". We have to connect with nature, which is far stronger than humans, and we have to nourish our minds with it. When the human mind is experiencing nature, all 5 senses are active. When we observe it, feel

it, and try to recognize its power, we are able to understand more than any other technology can provide. The technology, which can never reach the power of nature, can only be an instrument in understanding it. When you trust all your mind and senses to a greater power, an artwork emerges

Amongst the designers who I believe had analyzed these two important elements. Jean Marie Massaud and Maurizio Manzoni are in the lead for me.

We can see that particular sets of skills are valued more in various places in the world. In Italy, it's the design, while in Germany, it's the engineering. In Greece, it's philosophy, while in Japan, it's efficiency, and in Korea, it's technology. The world is large, and there are people who do their job justly. A designer should embrace these skill sets and should make use of all the resources available to him/her. A designer should hold the world in his/her palm, and fight to realize the dreams in an incredibly free and authentic manner. A designer should also preemptively accept that the truth of yesterday might not be the truth of today, and future. Not content with this information, a designer should also aspire to create the truth of tomorrow.

Abdullah CANSEVEN Saloni Furniture Lead Designer







































Mehmet Akif UZ Interior Designer



Aysima Tutar Visual Merchandiser

Abdullah Bektas Product Dev. Engineer

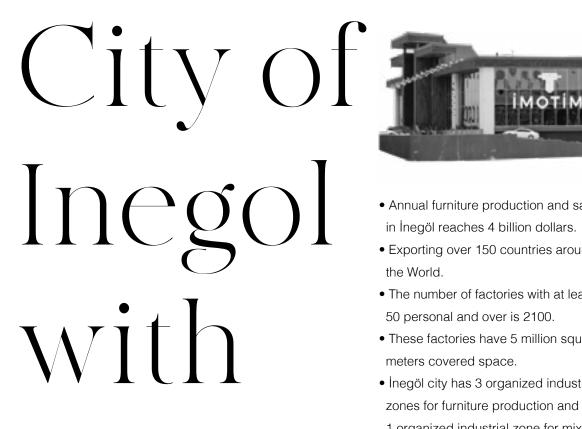


NHY INEGOL?

Inegol is the largest furniture production center in the Eastern Europe with its global potential.

History of furniture production tradition in İnegöl dated 1874. With its location in the Western part of Turkey İnegöl has access to sea ports (45 minutes) and airports (15-120 minutes).

Briefly, İnegöl city is the center of furniture which has high capacity and global standards.





- Annual furniture production and sales in İnegöl reaches 4 billion dollars.
- Exporting over 150 countries around the World.
- The number of factories with at least 50 personal and over is 2100.
- These factories have 5 million square meters covered space.
- İnegöl city has 3 organized industrial zones for furniture production and 1 organized industrial zone for mix Numbers

industrial production.

- The number of people who employed for specifically furniture production is 108.000.
- İnegöl city has 3 shopping street and 2 big scale shopping centers which are consist of the stores of production companies and open 365 days.
- These shopping centers and shopping streets have over 571 stores.

And Stal - de Lud La FER

content

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- //76 LAZIO
- //78 LAZIO WHITE
- //82 BOLIVIA ARAL
- //86 BOLIVIA
- //92 COPENHAGEN SELENIT
- //98 BORDEAUX
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Energetic graceful

Toronto bears the creative signature of the designer in every single detail.





Carefully positioned objects









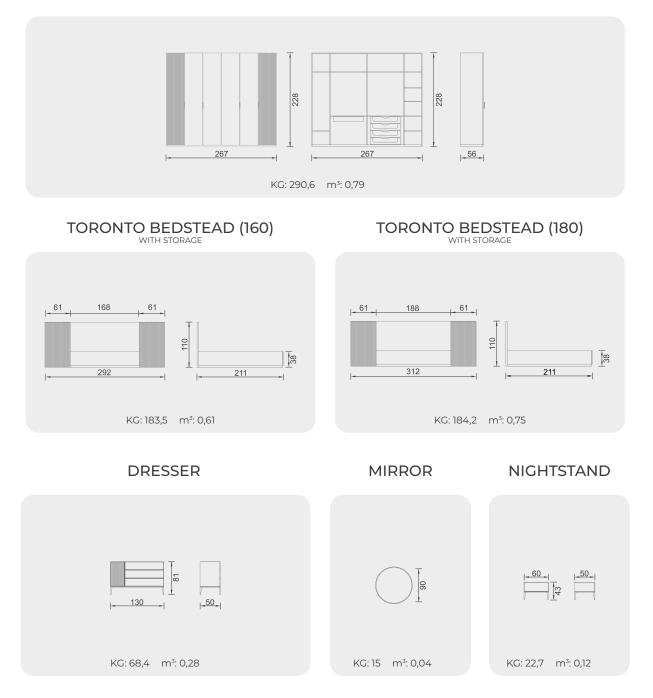
















Distinctive, stylish and comfortable.

A design that evokes warmth.









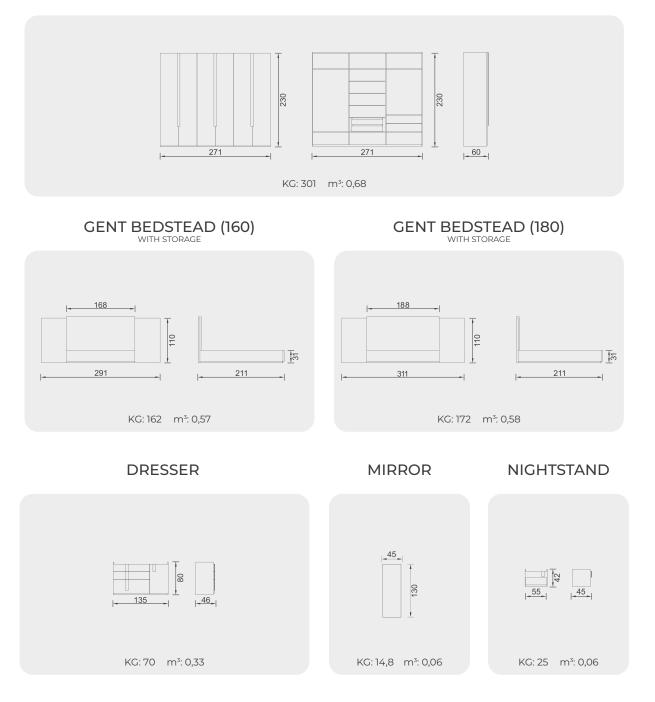
Dynamic and plain textures...













page - 31 MANHATTAN



Timeless and Striking concept of style



NANBEDROOM





Modern and dynamic and plain textures ...

Modern, dynamic and plain textures ... A vivid design that emphasizes European Modernity Emerging with the genuine interpretation of wood and leather.













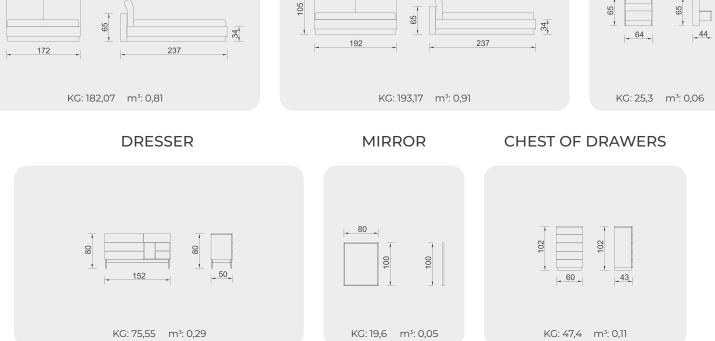
Stylish in design, Comfortable in use.















Modern Interpretation of Classic Style

Feel the stance.







Be different!

Meet Berlin, the pioneer of change.



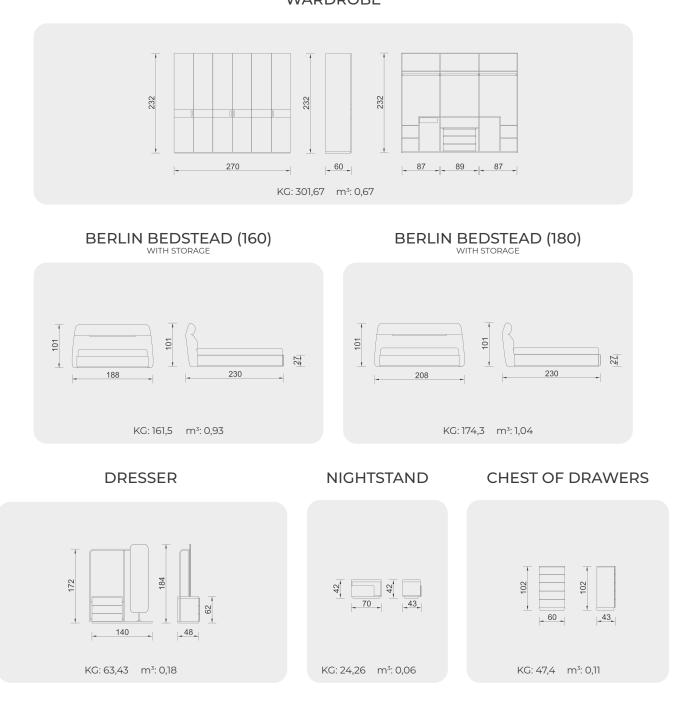




Making your day easier with its practicality, Berlin has been designed for extraordinary experiences.







A modern look, a comfortable structure. In addition to the minimalist appearance of glass details, Paris emphasizes functionality in design and stands out as timelesselegance.





The harmony of marble forms with dark wood, a sustainable concept of design with the nobility of black: Paris









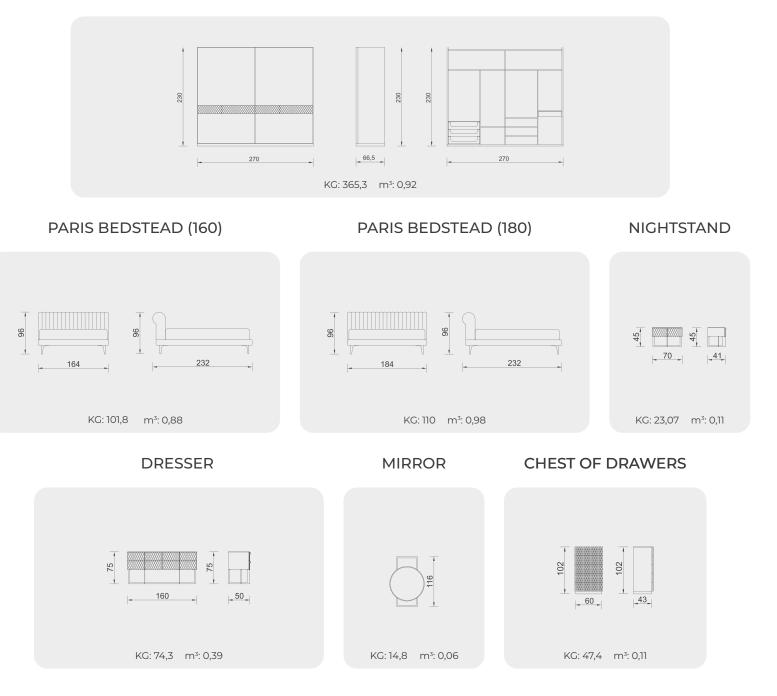
A new concept of style consisting of a combination of light and dark colors by stretching the design ideas, Paris. The masculinity of the metal forms in the nightstand and the soft details in the headboard are designed as part of a complementary whole.











Modern and innovative anytime. Authentic sense of interior decoration: Lego



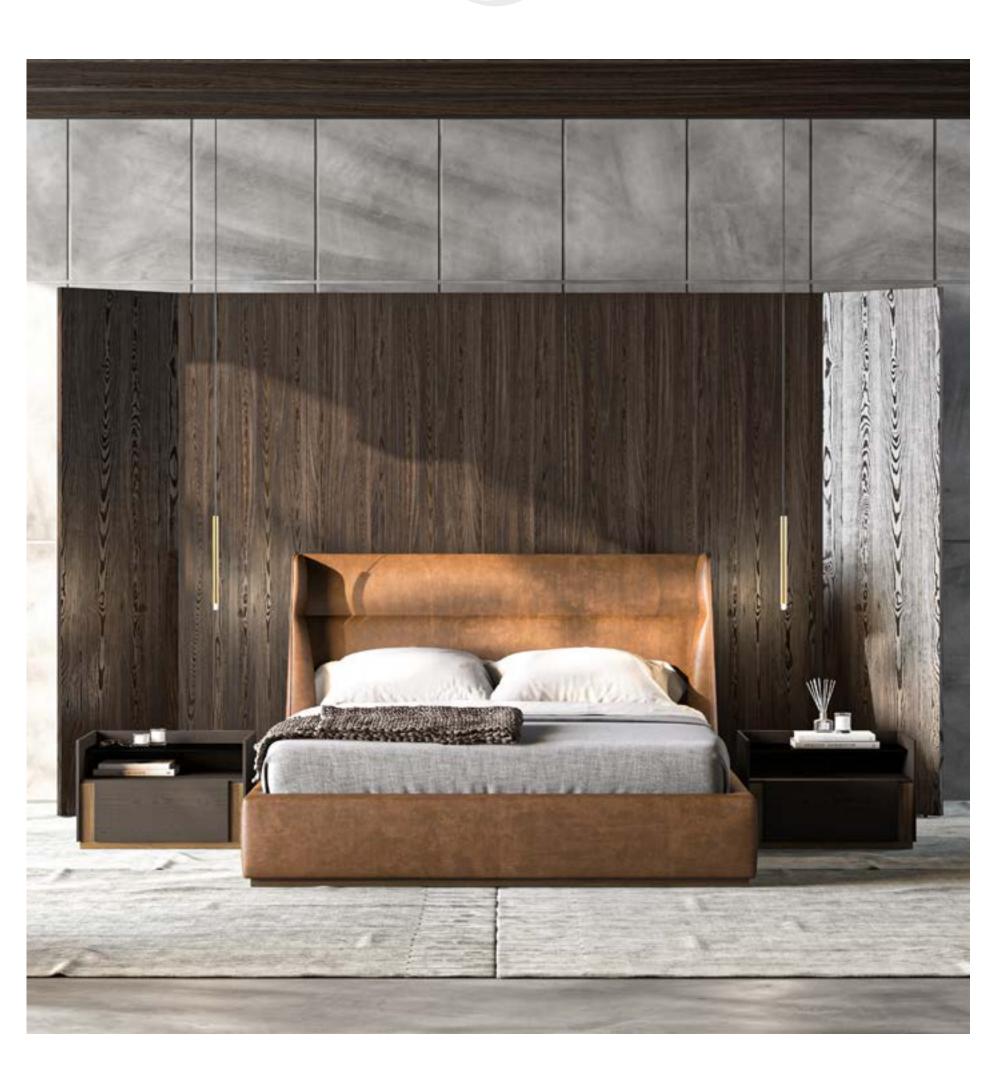




The innovative face of the new century: Lego







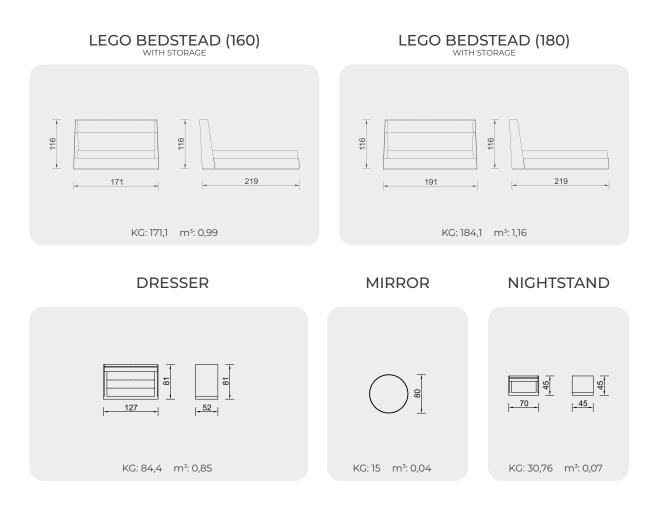




SIVE SUPERIOR

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100

Create your own wardrobe...





Create your own wardrobe...





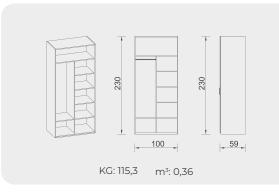












KG: 127,45 m³: 0,72

SINGLE MODULE WITH SHELVES

- 50_-

KG: 72,06 m³: 0,17

230

59

HHHHHH

230

230

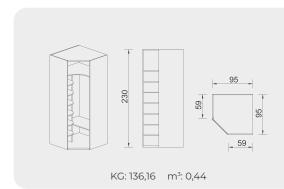
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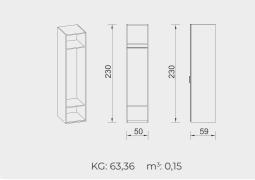
DOUBLE MODULE

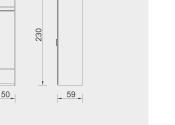
100 59 KG: 108,7 m³: 0,38

CORNER MODULE

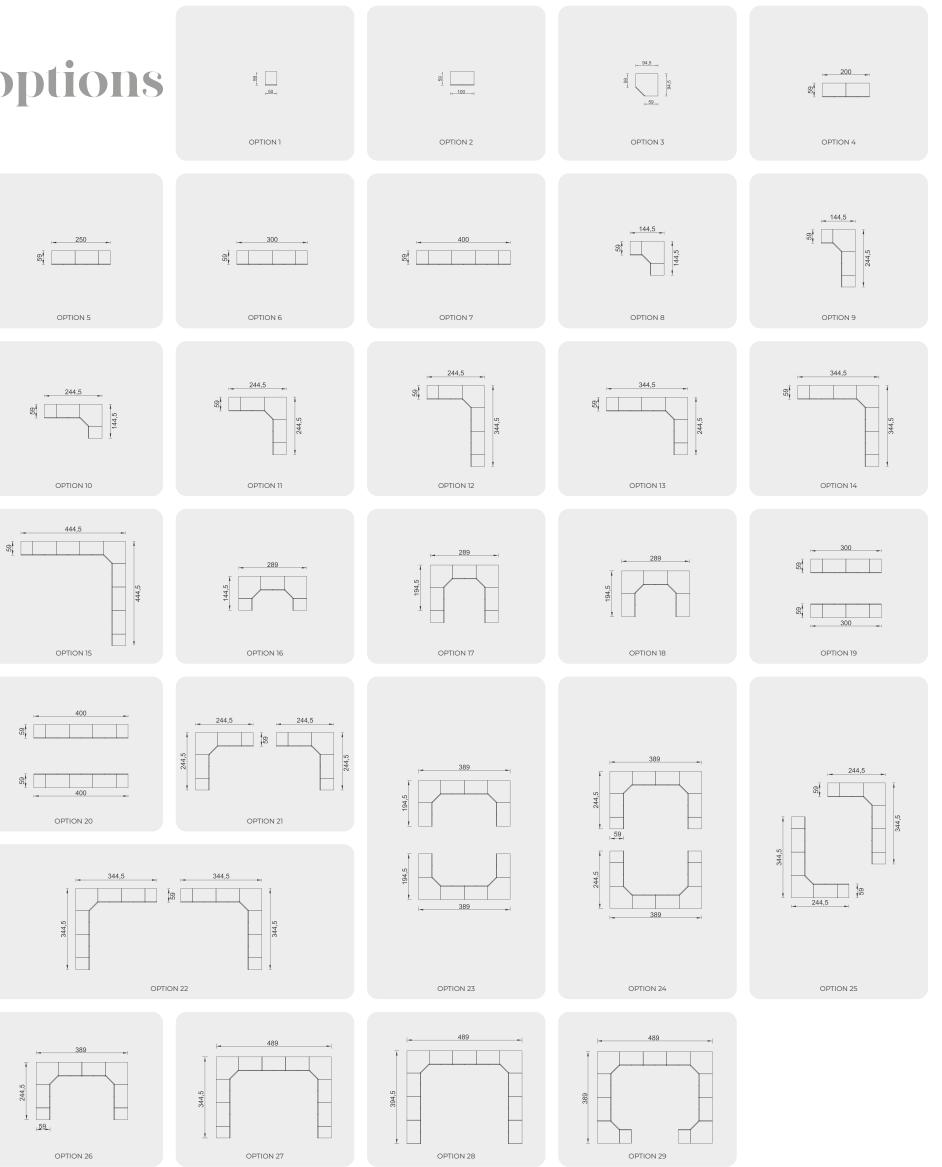


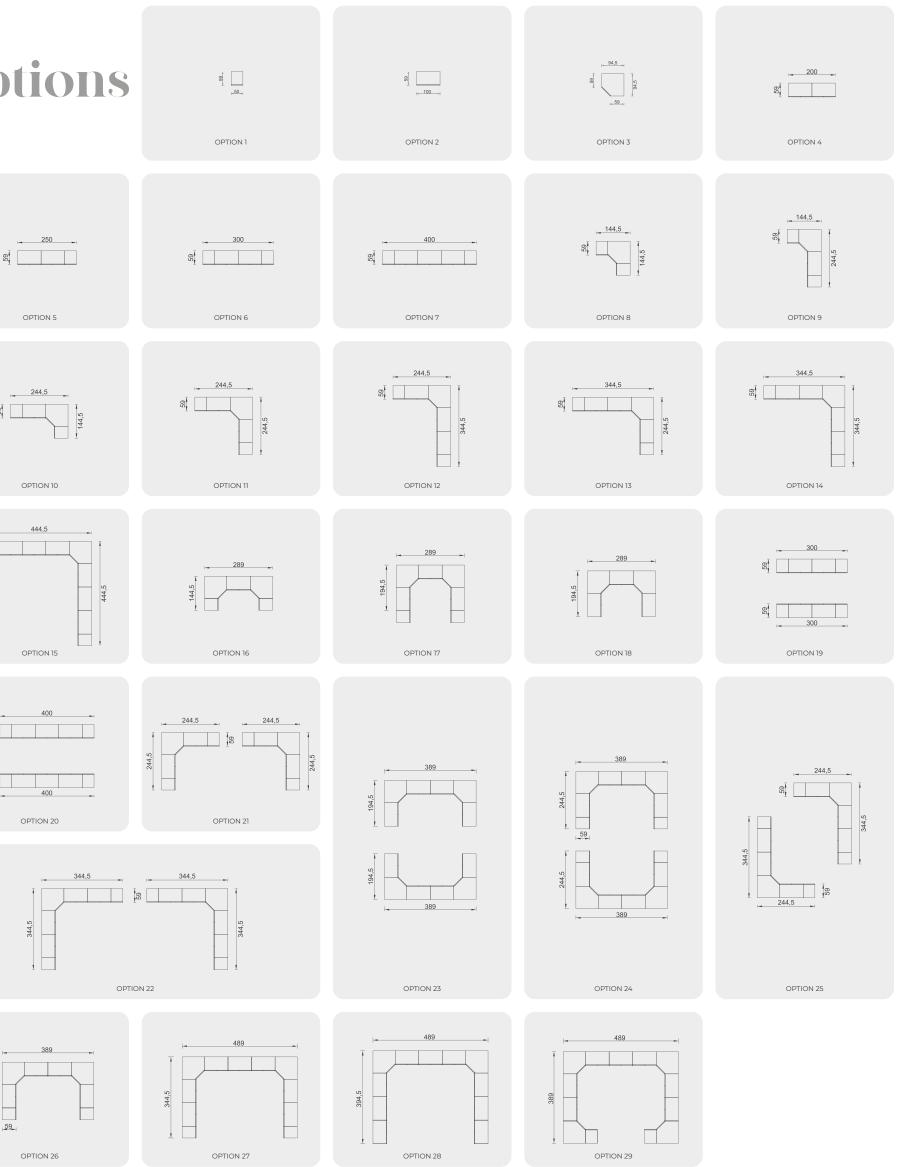
SINGLE MODULE

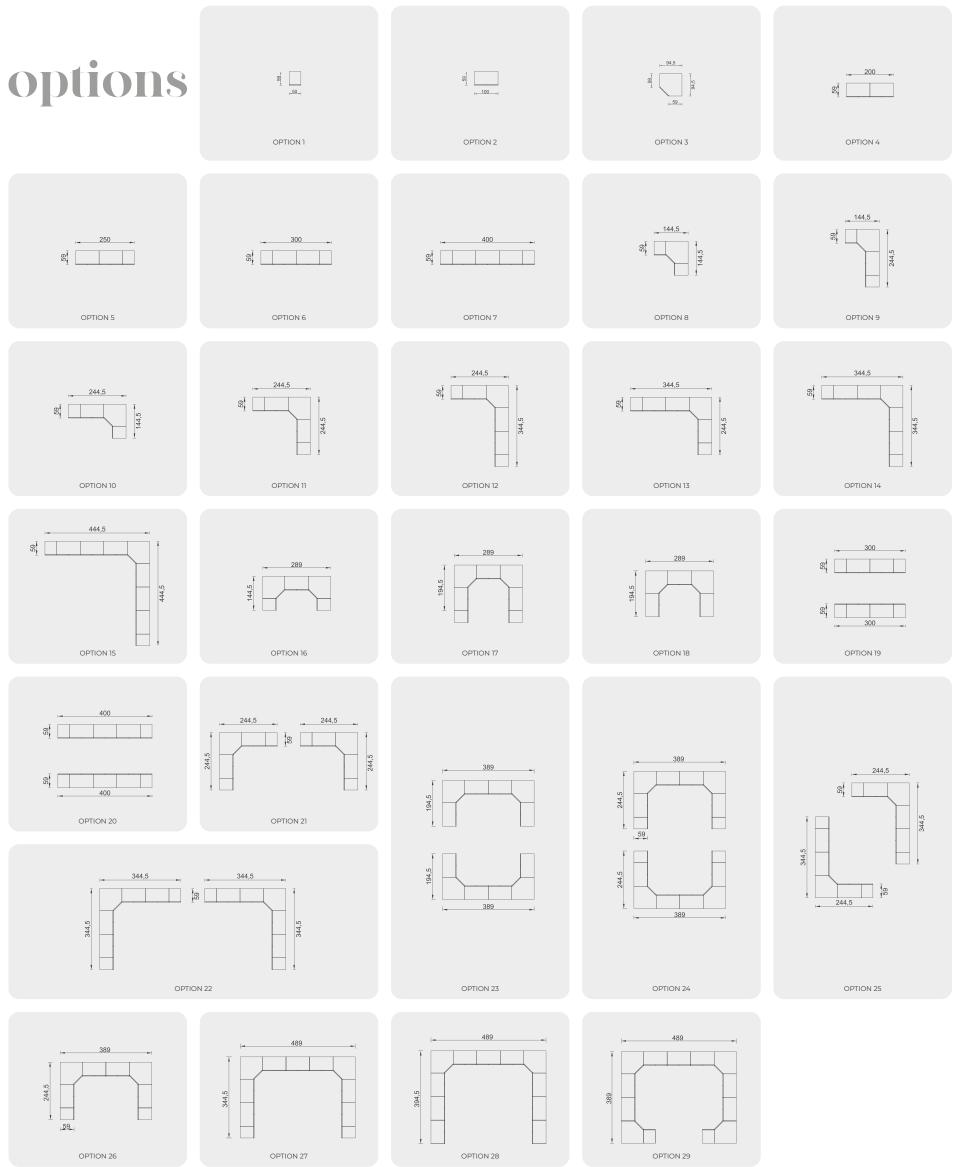
















Carefully Positioned Objects ...

Milan bedroom with an aesthetic appearance, aiming for maximum comfort in bedrooms.

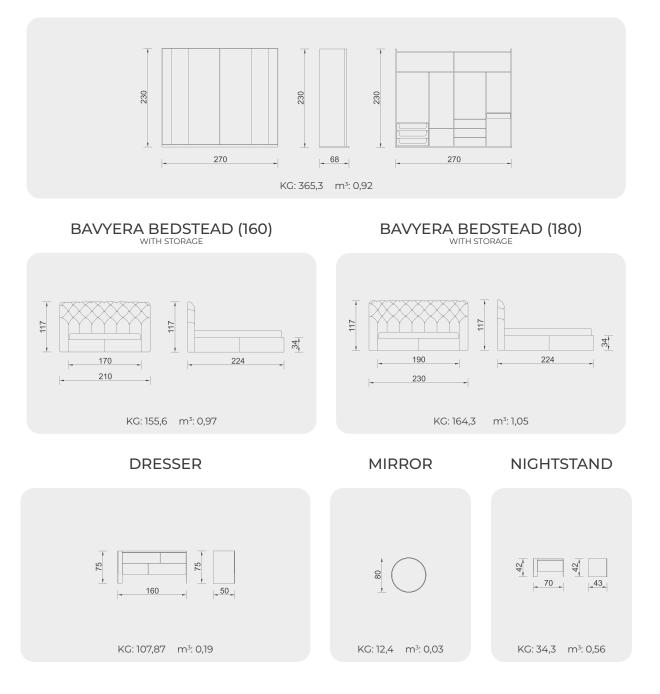












A design that reinforces the form of the bedrooms, Lazio



Start a new story with majestic locations!









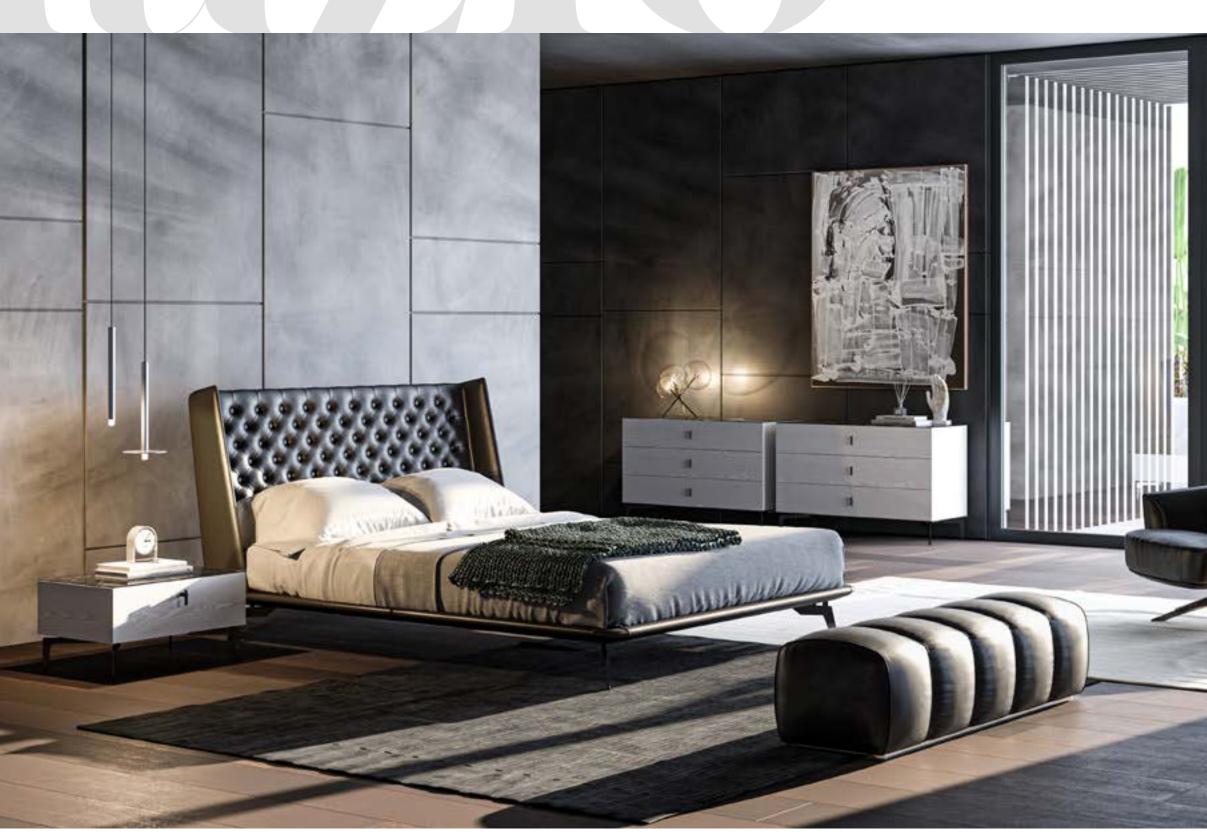




Stypes of the glass details add spirit the design of the spirit the des

While the glass details add spirit to the design, other visual forms catch a nice balance.

A design that reinforces the form of the bedrooms, Lazio.



white









Carefully positioned objects

A sensational design. Using light shades as a bright signature, Lazio maintains its sustainability with its consistent color palette.

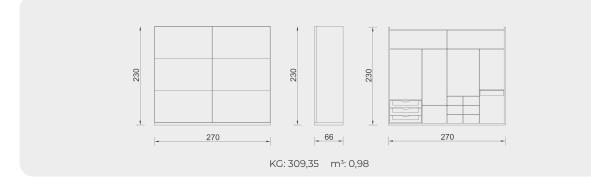
Combining robustness and functionality, the design takes its place as the masterpiece of the new century.





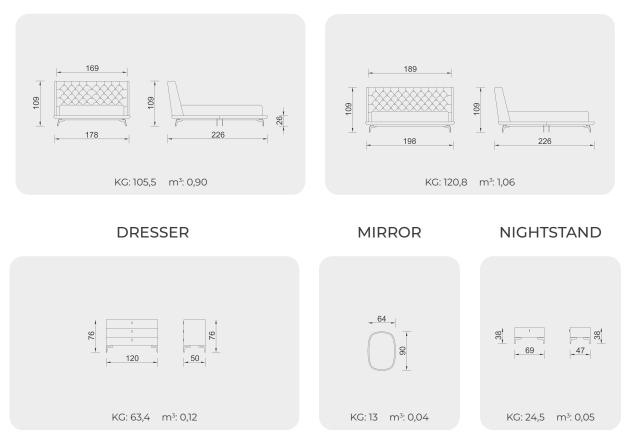


WARDROBE



VILLA BEDSTEAD (160)

VILLA BEDSTEAD (180)







PAGE - 83 BOLIVIA ARAL



A look that enriches simplicity

A timeless, unique style. Complementing its animated patterns with their plain forms, Bolivia becomes the most comfortable way to modernize a bedroom.







Magnificent classic style









Having an artistic integrity, the design maintains its ideal architectural balance with its self-expressive mode.



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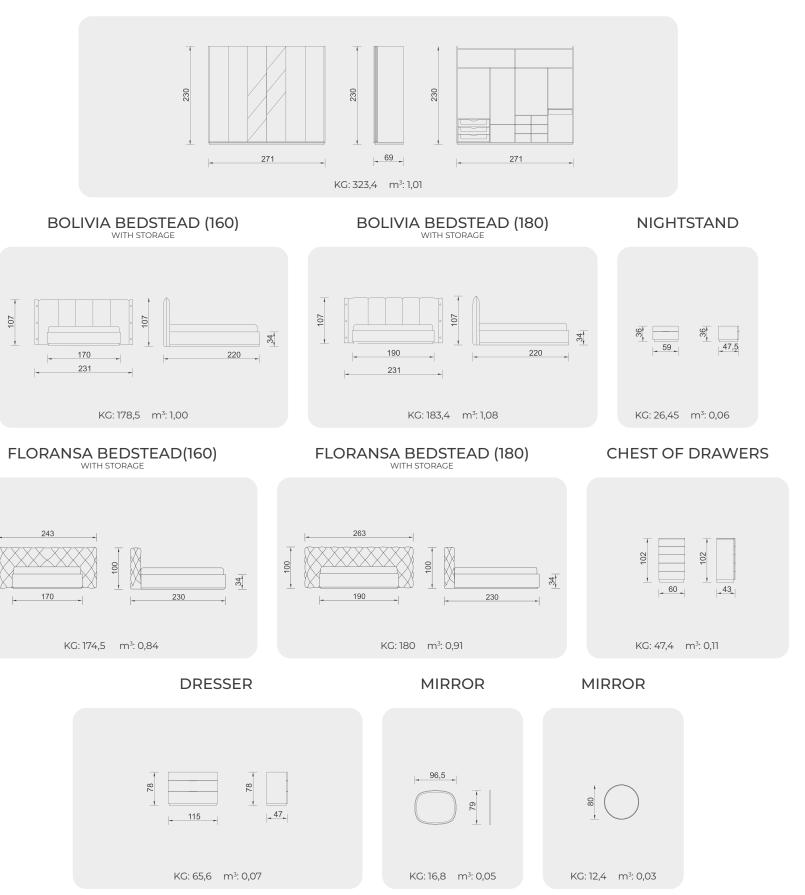








WARDROBE







Inspiring magical bedrooms with its sleek structure, Copenhagen creates a warmer, more breathable spaces, and furnishes its story with minimalist design elements.









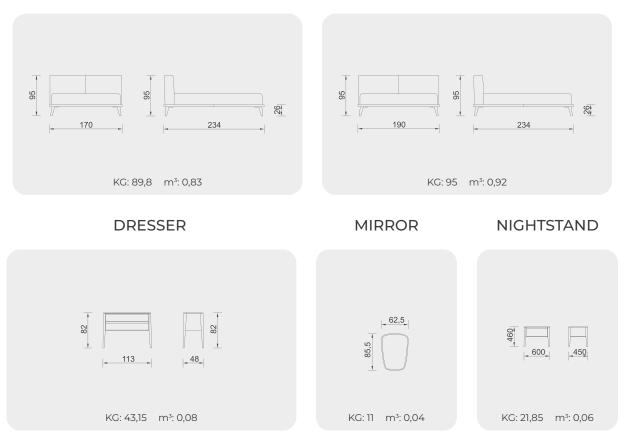


WARDROBE



BRISTOL BEDSTEAD (160)

BRISTOL BEDSTEAD (180)



The combination of metallic details with the mirror look gives bordeaux a rich look. Designed with the strong posture of a masculine bedroom . Bordeaux has a modern look and elegant details .



Design spotlight



Bor Jeaux











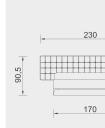


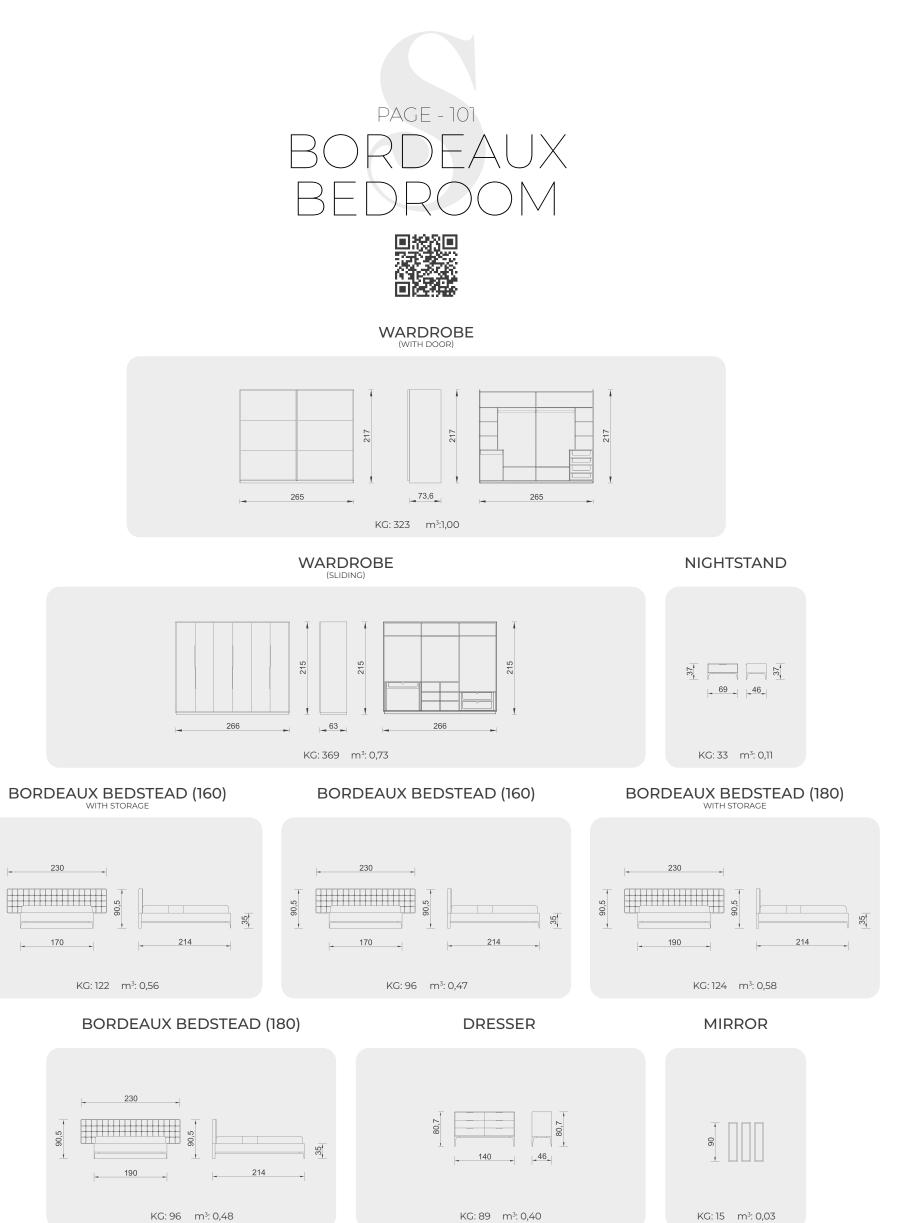
The power of black and white is back !

A bright and modern look.



Details that complete the aesthetics of design... The wide glass detail used in the design captures the perfe harmony with shiny metal transitions and hanges the atmosphere of the place.









AWARM welcome!

Natural wood look featuring inherent line details offers pleasant indoor spaces.

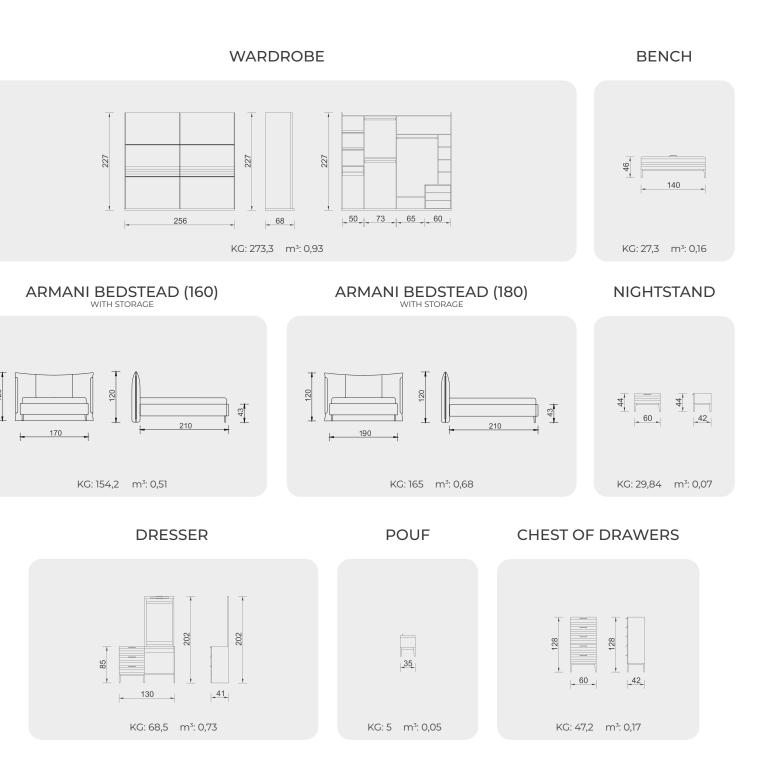


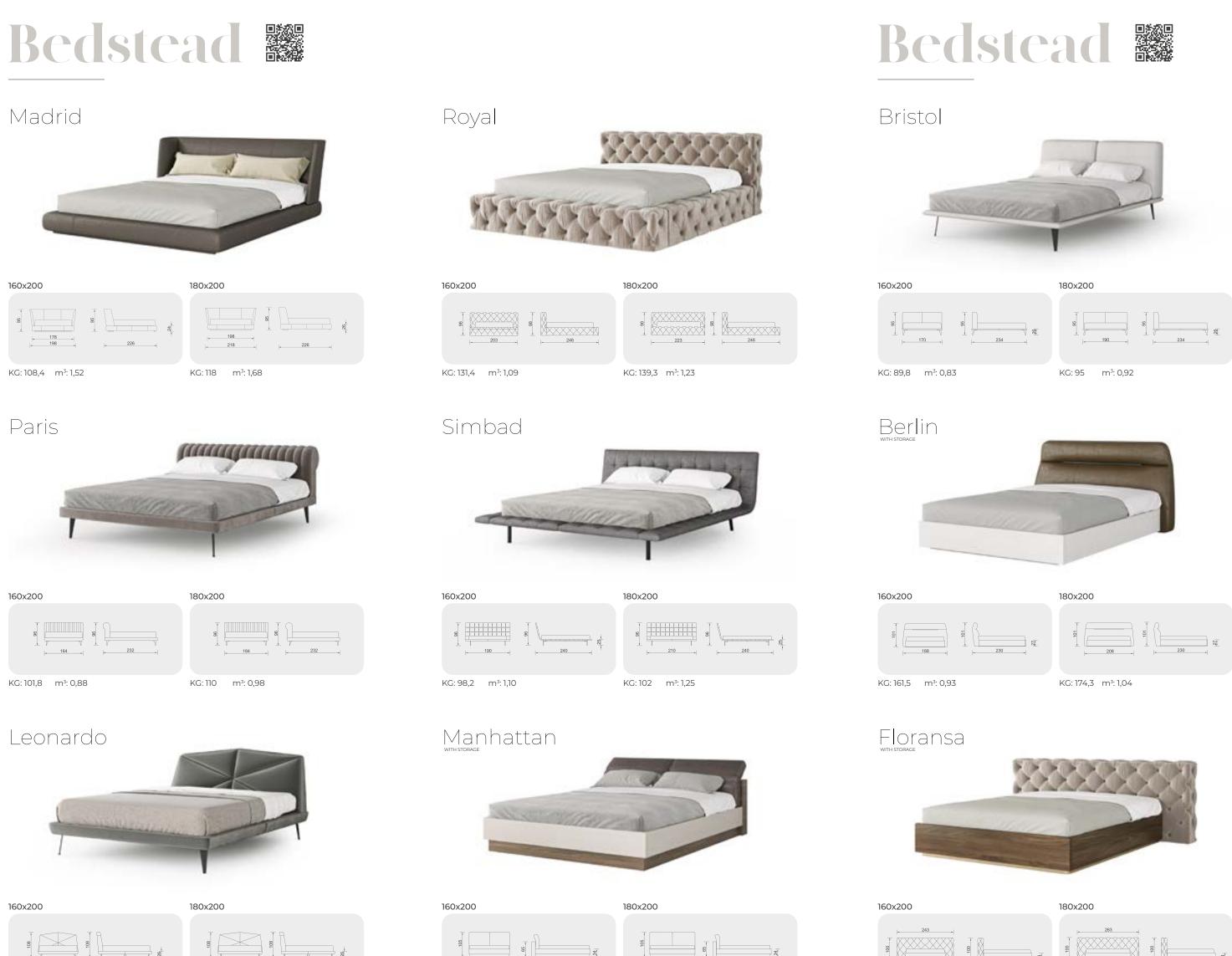


Adding elegance to the bedrooms with a structure adapting easily to large areas.













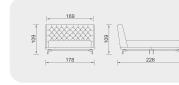
KG: 182,07 m³: 0,81

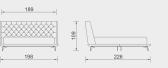
KG: 193,17 m³: 0,91

KG: 180 m³: 0,91

KG: 174,5 m³: 0,84





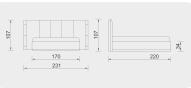


KG: 105,5 m³: 0,90

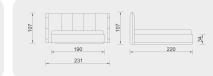
KG: 120,8 m³: 1,06



160x200







KG: 178,5 m³: 1,00

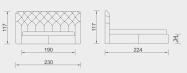
KG: 183,4 m³: 1,08



160x200



180x200



KG: 155,6 m³: 0,97

KG: 164,3 m³: 1,05



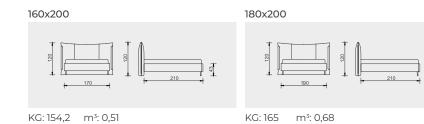




160x200	180x200
KG: 146,6 m ³ : 0,85	KG: 153 m ³ : 0,92

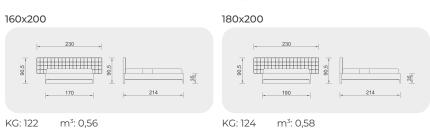














KG: 95

m³: 1,42



KG: 101,8 m³: 1,58





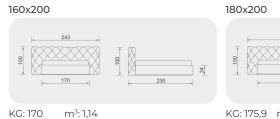


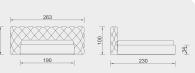
KG: 150 m³: 0,82

KG: 158 m³: 0,89





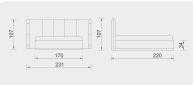




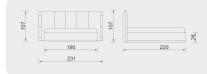
KG: 175,9 m³: 1,21



160x200





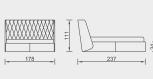


KG: 178,5 m³: 1,00

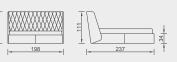
KG: 183,4 m³: 1,08



160x200



180x200



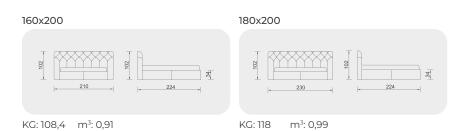
KG: 184,35 m³: 1,40

KG: 195,3 m³: 1,53



Bavyera Junior





Heritage







180x200

KG: 110 m³: 1,08

KG: 122 m³: 1,19

Toronto



160x200 180x200 KG: 183,5 m³: 0,61 KG: 184,2 m³: 0,75

Gent

160x200

KG: 162 m³: 0,57



180x200

188	
10	<u>ज</u>
I→ 311 +	- <u>211</u>

KG: 172 m³: 0,58



Tao Berjer





KG: 19,5 m³: 0,63

Pouffes

Arpege Large



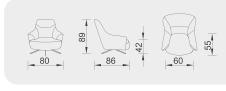
- 75 -

KG: 9 m³: 0,21 PAGE - 113

Armchairs

Piri Berjer





KG: 30 m³: 0,64

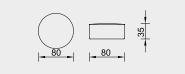


50 ₩ 4 Ш

KG: 5 m³: 0,13

Tesla





KG: 10,2 m³: 0,28

saloni



