



# year of quality design. With Love

# ZI YEATS 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



#### Our Esteemed Customers and Valuable business partners;

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 happiness.

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



# Europe

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

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

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

#### Certified Quality...









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

Furniture Technical Committee, and has been quality is a journey, not a destination...

We have always kept our sensitivity for quality and approved by CEN and entered into force. This 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 successfully and are entitled to receive this certificate.

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



RENNES
BANJUL
BERLIN BIELEFELD KOLN COLOGNE WUPPERTAL DUISBURG AACHEN FRANKFURT STUTTGART WIESBADEN HANAU
TBILISI
THESSALONIKI ATHENS ISKECE THRACE KOMOTINI KAVALA
BUDAPEST
NEW DELHI MUMBAI
TEHRAN TABRIZ
BAGHDAD ERBIL
HAIFA YARKA DARI DELIAT EL CARMEL

ITALY	СОМО
IVORY	ABIDJAN
ORDAN	AMMAN
HISTAN	ALMATY NURSULTAN
KENYA	NAIROBI KAMPALA
YZSTAN	BISHKEK
osovo	GILAN PRISTINA FERIZAJ
UWAIT	KUWAIT
BANON	BEIRUT
LIBYA	TRIPOLI BENGHAZI
JANIAN	VILNIUS
MALTA	
EGYPT	CAIRO
NGOLIA	ULANBATAA
LDOVA	CHISHINEV
ROCCO	CASABLANK FEZ TANGER MEKNES
RLANDS	ROTERDAM
ALAND	AUCKLAND
NIGERIA	ABUJA LAGOS

OMAN	MUS
PALESTINE	RAM NAB
PAKISTAN	KAR
POLAND	WAF RAE
ROMANIA	BUC
RUSSIA	MOS
	ST P
SAUDI ARABIA	RIYA
	MED
SERBIA	BELO
SUDAN	KHA
SWITZERLAND	ZUR ROT
SIERRA LEONE	FRE
SRI LANKA	COL
TANZANIA	DAR
TUNUSIA	TUN
TURKMENISTAN	ASH
UGANDA	KAM
UKRAINE	ODE
UK	LON
UZBEKISTAN	TAS
USA	NEW
QATAR	DOH

MUSKAT
RAMALLAH NABLUS
KARACHI
warszawa RADOMH
BUCURESTI
MOSCOW
ST PETERSBURC
RIYADH
MEDINA
BELGRADE
KHARTOUM
ZURICH ROTHRIST
FRETOWN
COLOMBO
DAR ES SALAM
TUNUSIA SFAX
ASHGABAT
KAMPALA
ODESA
LONDRA
TASHKENT
NEW JERSEY
DOHA

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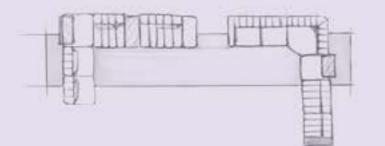
Saloni carries the inspiring elements of nature by embracing them in its new products. Cooking them in the kitchen of the business, the brand turns the musical notes of the desired pleasures into realism through its products and displays them in their bares and bones.

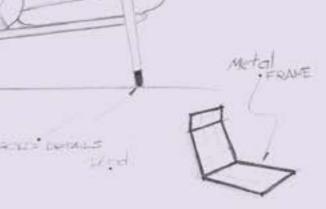
Rapidly adapting to the dynamics of the always-evolving sector is only possible by working hard, and monitoring and internalizing the developments. Saloni blends together the knowledge of the past and the foresight of the future while keeping close to its inspiration, nature, and stays dynamic. Never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

#### 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 nuence.









Abdullah CANSEVEN Saloni Furniture Load Designer



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 lead designer



ayse bahadir graphic designer



menduha ordu styling





ayse toprak interior designer



dastan abishev industrial designer



mehmet akif uz interior designer



abdullah sen graphic designer



ozge pisiren turkoglu product design

# WHY IN THE SECOND SECON

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

History of furniture production tradition in Inegol dated 1874. With its location in the Western part of Turkey Inegol 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.

## City of Inegol with Numbers

- Annual furniture production and sales
  In inegôl 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.
- Inegôl city has 3 organized industrial zones for furniture production and 1 organized industrial zone for mix industrial production.



- The number of people who employed for specifically furniture production is 108.000.
- Inegol 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.

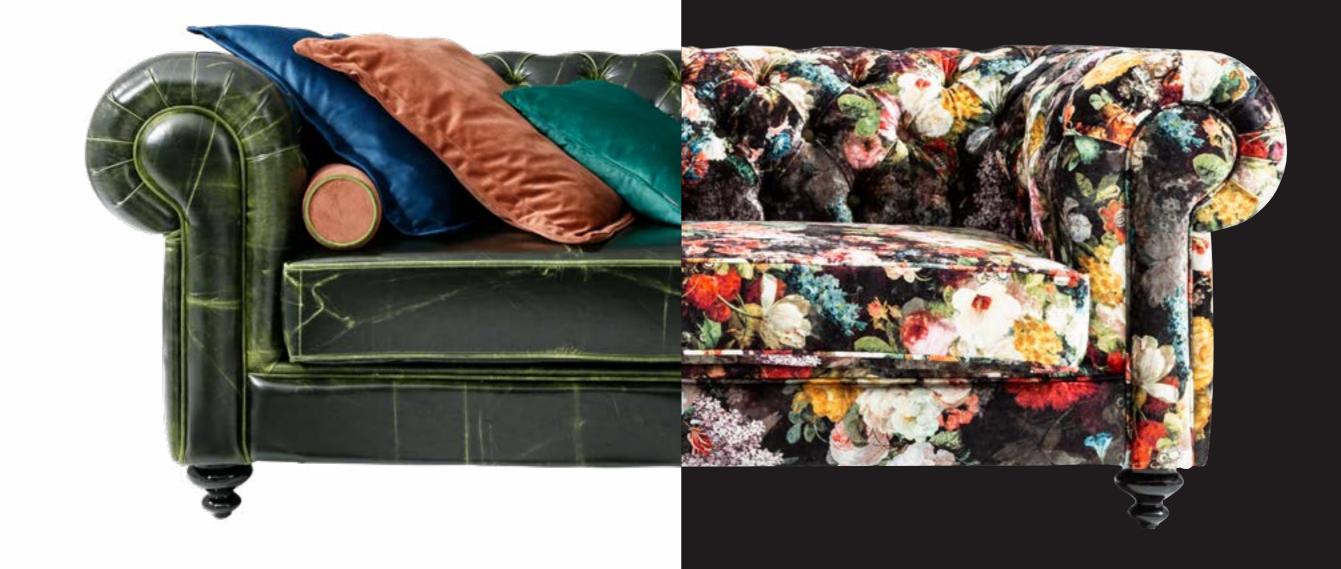


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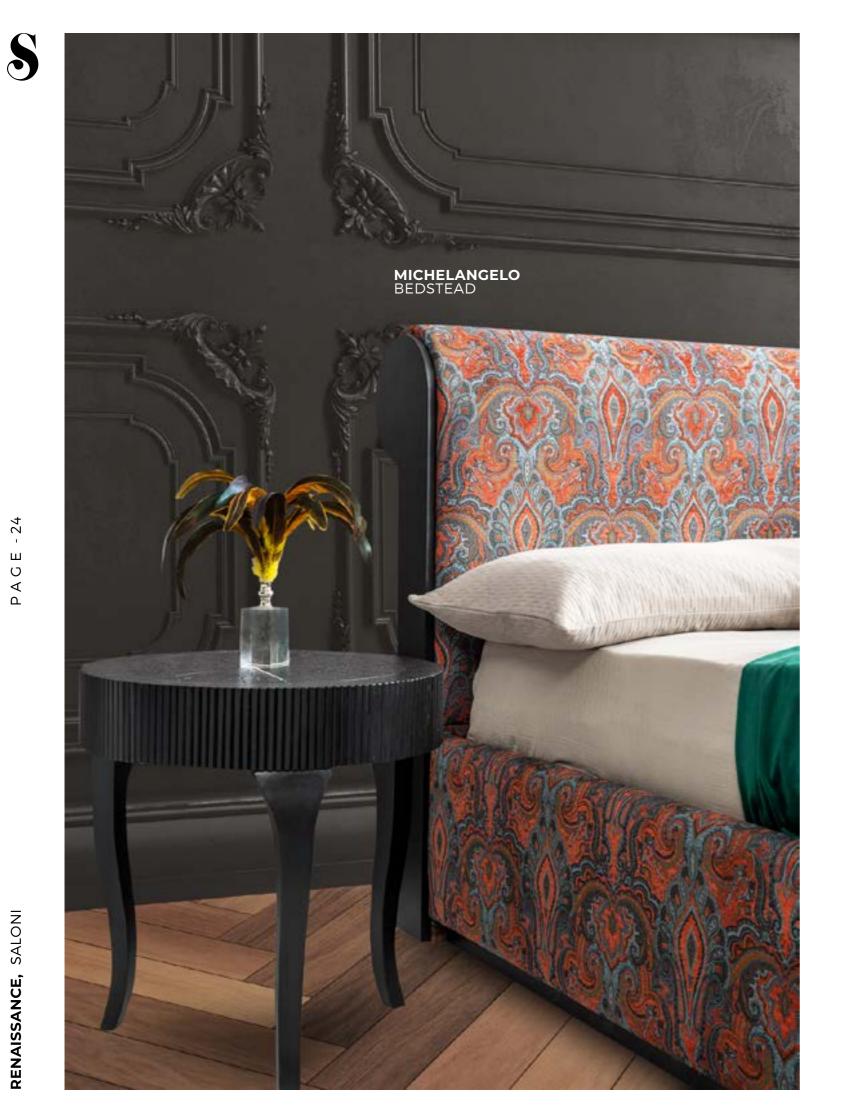


# ITALIAN ASPENDOS HELEN











### The Power of Patterns

A style that combines different patterns and carving art.





## Time to Make a Difference

Designed and dedicated to a "warm and cozy environment" associated with implications of "home" in modern architecture. Poufy is a masterpiece created for comfortable spaces. It demonstrates an understanding of architecture that goes beyond with its austere look evoking a sense of comfort, solidity and functionality.

POUFY HELEN

S



## Sustainability



It was designed for those who chase after ''the new'' at all times.





CALIFORNIA TIGER







# Discover Different Styles









# Look at beauty

POUFFY COSMOS

> CHELSEA SMALL POUF

5



**BIG POUF** 

# OUFY

Designed and dedicated to a "warm and cozy environment" associated with implications of "home" in modern architecture. Poufy is a masterpiece created for comfortable spaces. It demonstrates an understanding of architecture that goes beyond with its austere look evoking a sense of comfort, solidity and functionality.



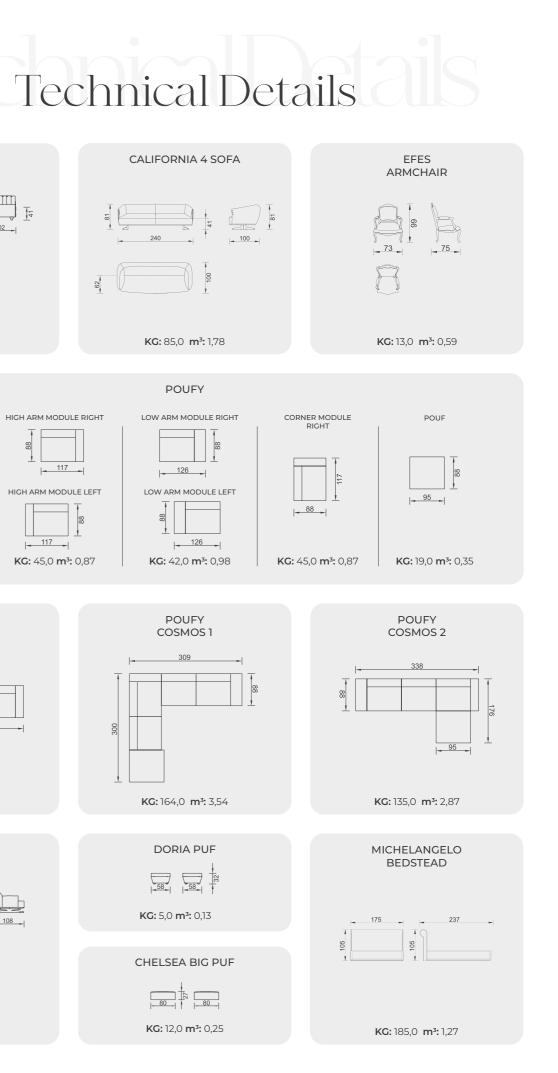


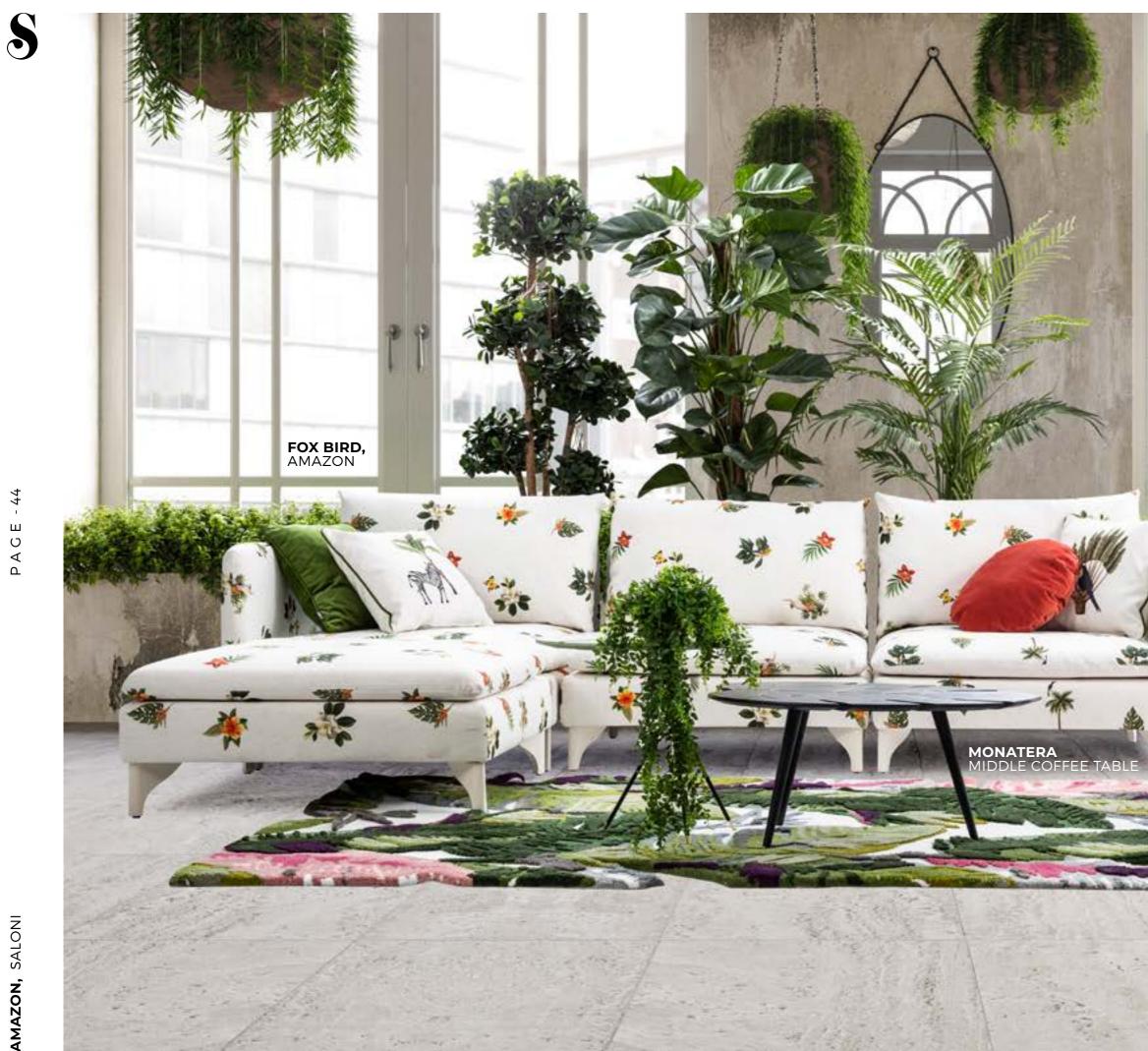


#### ASPENDOS HELEN

## Sustainability







FELIX BIRD, AMAZON

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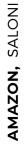






# ANBIR D

Exotic leaves. Although European colonists brought their formal furniture traditions to their new island homes, they adapted them to suit local customs and indigenous resources such as teak, rosewood, and mahogany.





## FELANZ $\Box$

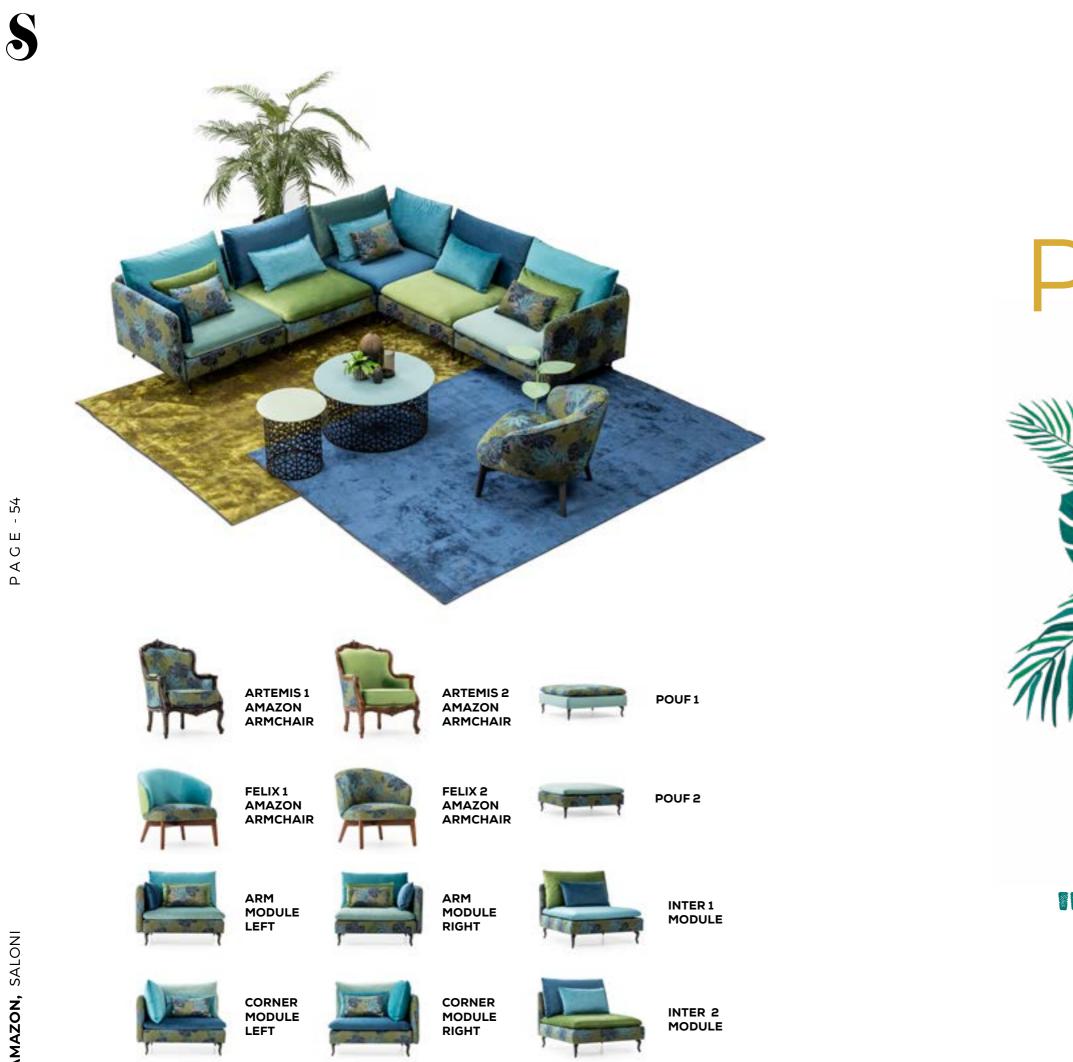




Thus sprouted an offshoot style of furnishings that blended classic profiles with rich hardwoods and lushly carved embellishment-Continental elegance imbued with the soul of the tropics. Antiques in this style murmur of a colorful past, but reproductions or updated versions make worthy stand-ins.









### DEEP IN THE AMAZON FOREST



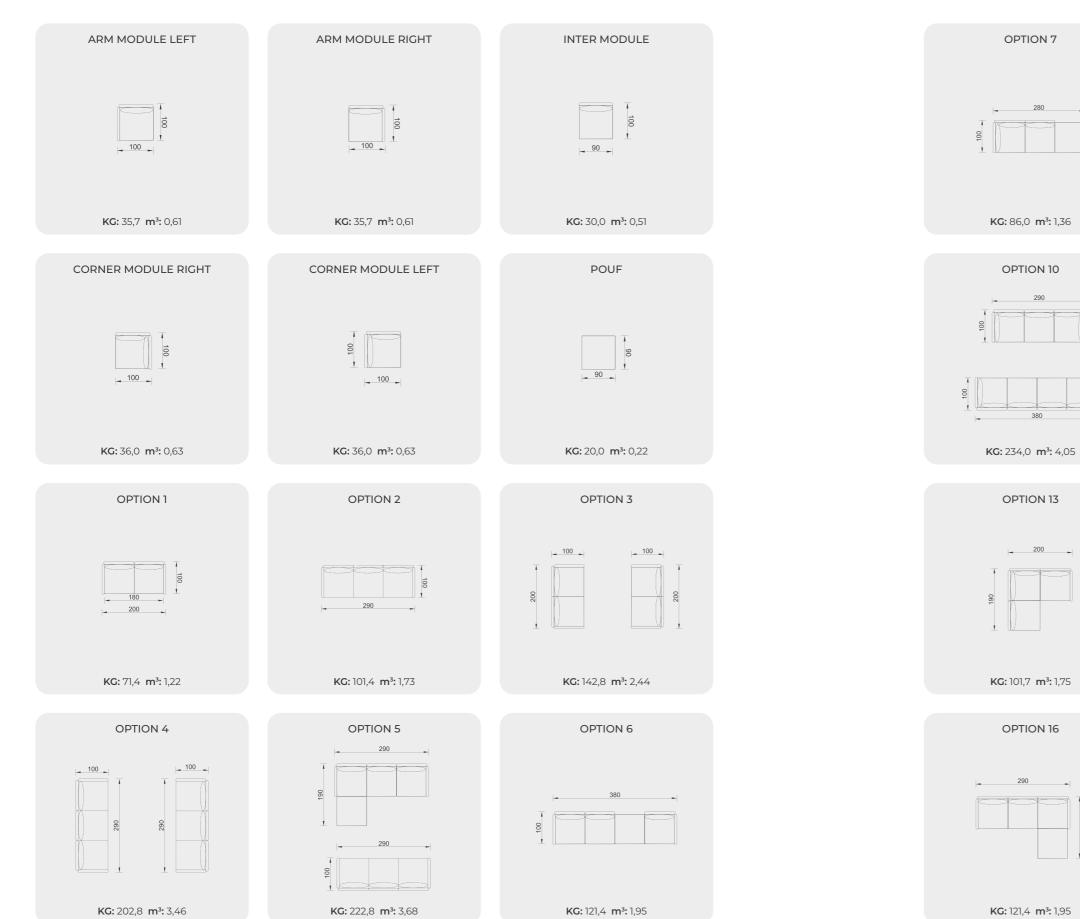
Tropical style isn't about hard and fast design rules it's equal parts local custom and state of mind. It springs from the part of the world that sits between the Tropics of Cancer and Capricorn, and because it spans so many different countries and cultures, its nuances are many and diverse. The region's strong seafaring tradition brought settlers from far-flung points of the globe who added their own native traditions to create a multilayered, arresting blend.





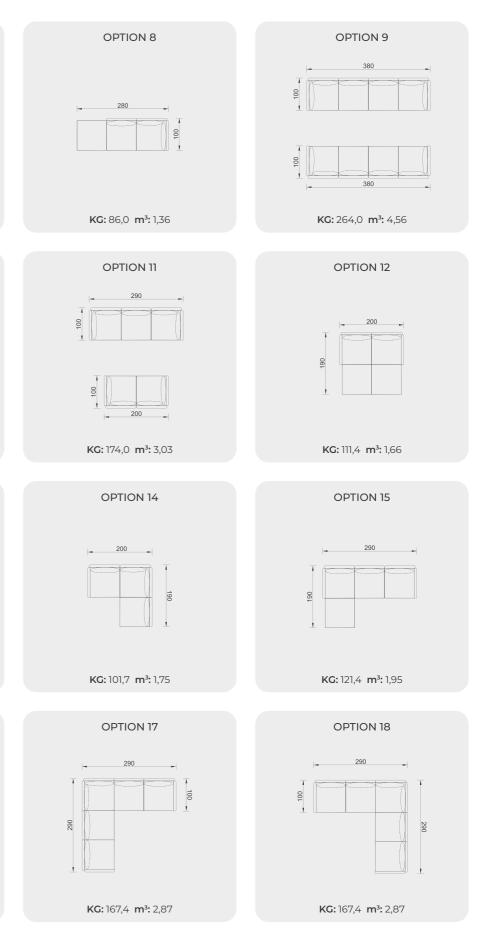
## Inazan UKAN

## Technical Details



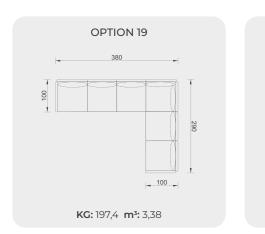
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## Technical Details



## Technical Details





**OPTION 22** 

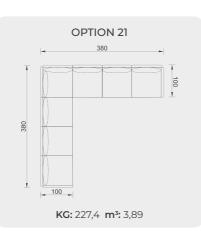


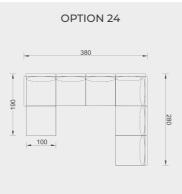
**OPTION 23** 

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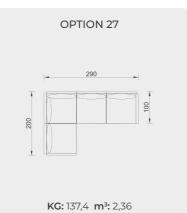
**OPTION 26** 

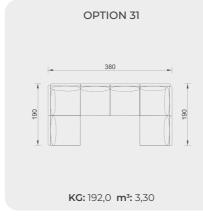
KG: 137,4 m<sup>3</sup>: 2,36

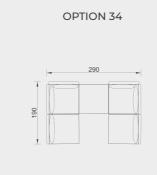




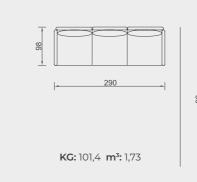






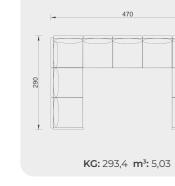


KG: 152,0 m<sup>3</sup>: 2,50

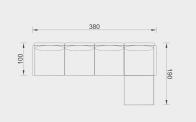


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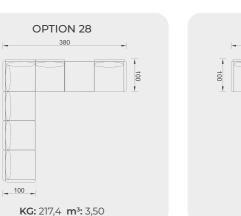
KG: 84,0 m<sup>3</sup>: 1,96

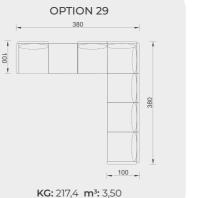


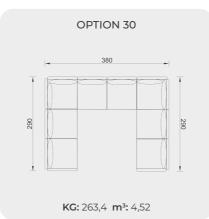
**OPTION 25** 



KG: 151,4 m<sup>3</sup>: 2,46

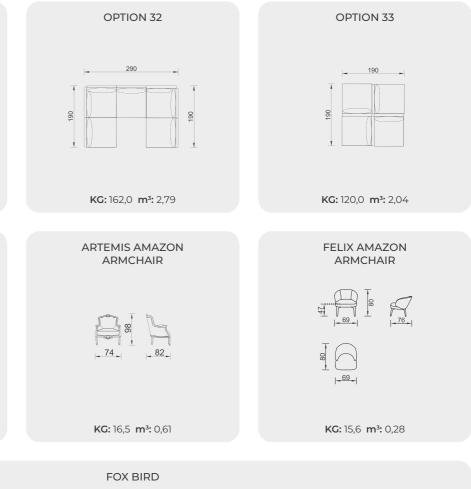


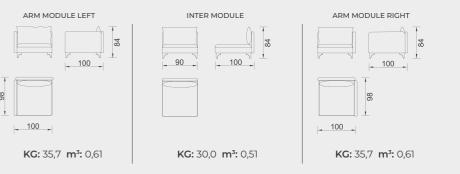


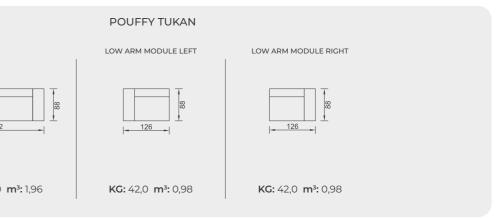


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### Technical Details











#### AWESOME AND TOTALLY PERFECT



Using nature-themed decor can make your room very calming and provide an ideal environment for relaxation. Decorating in a rain-forest theme allows you to unleash your creativity and make use of outdoor decor in ways that you've never imagined. Incorporate many rain-forest themed decorations into your home for little expense.



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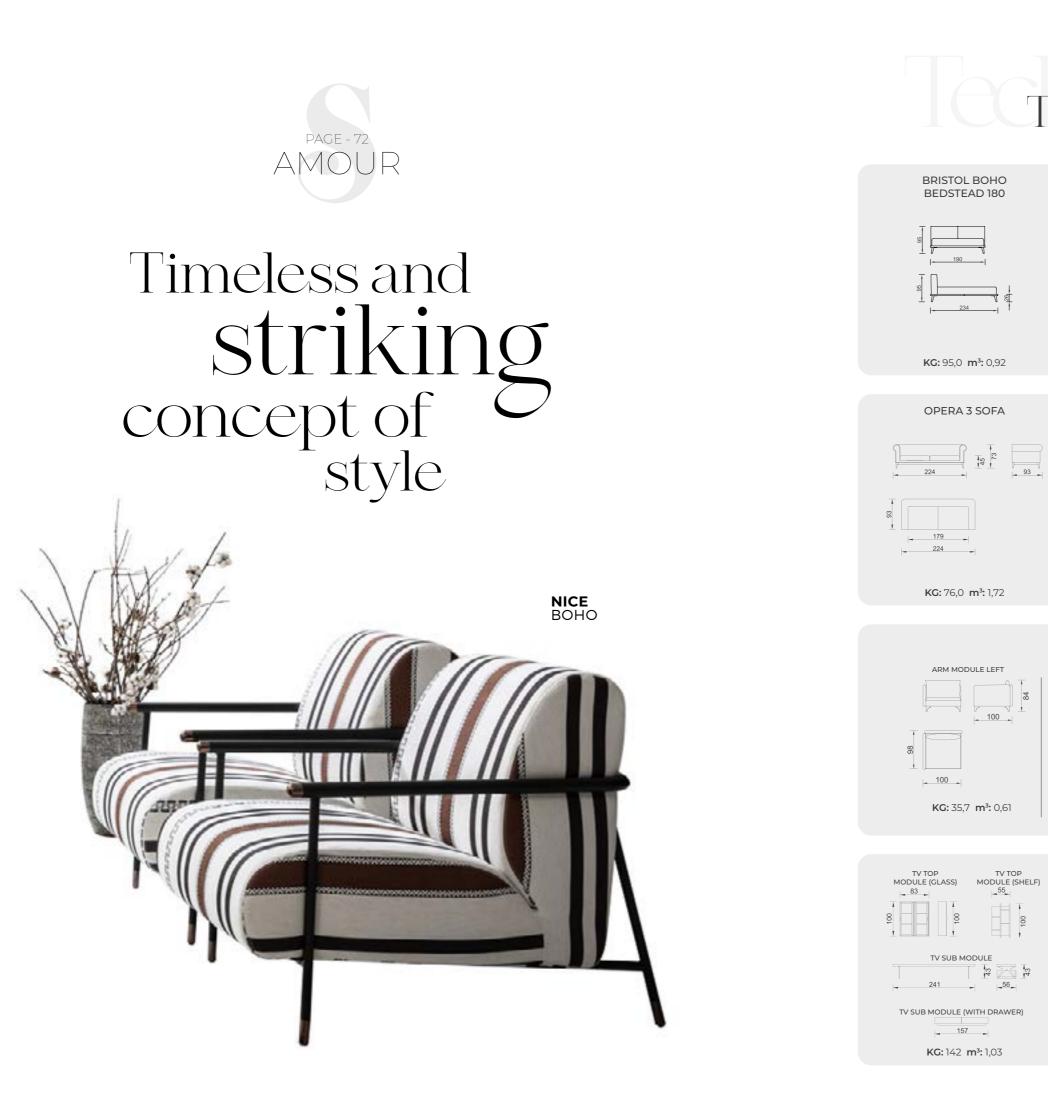




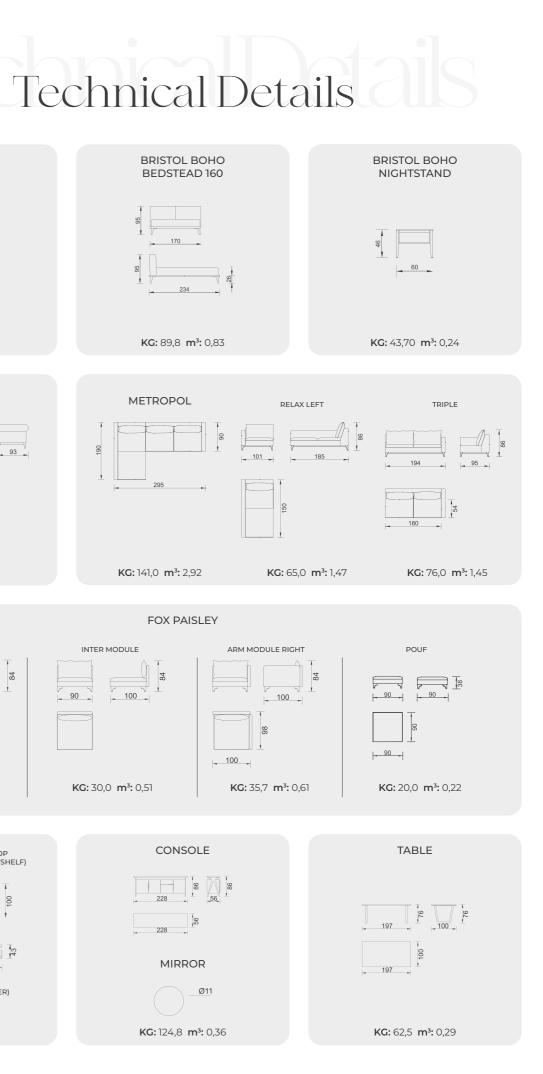
NATURA Boho







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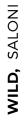




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EMPHASIZING EMPHASIZING SKELETON SYSTEM VILLA UNTENTS 
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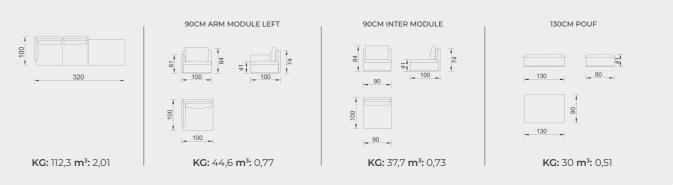




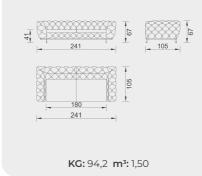




**KG:** 140,8 **m<sup>3</sup>:** 1,16



MAGNUM SOFA







MILAN

CAPELLA POUF
<b>KG:</b> 13,2 <b>m<sup>3</sup>:</b> 0,28



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The first step in creating a room that relaxes you is to know your style. Then you can use it to personalize your interior with the tools and suggestions below. Hope today's post is a relaxing read!

**GIPSY,** SALONI













## AMBUR



AMOUR DIVARSE





AMOUR CORAL

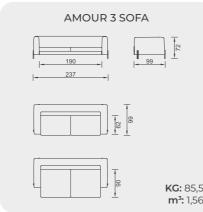
Many people associate feathers with femininity and an innocent sort of beauty. Some even relate feathers as symbolic of having a lighter outlook on life and positivity, so it's fitting that feathers are a huge trend for interior décor and style. A delicate and tactile trend feathers can be used in all elements of your home decor.

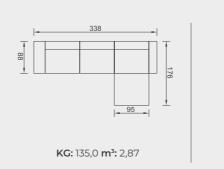




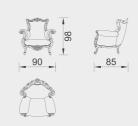
## Explore the look.











KG: 27,0 m<sup>3</sup>: 0,88





SMART ROXY ARMCHAIR

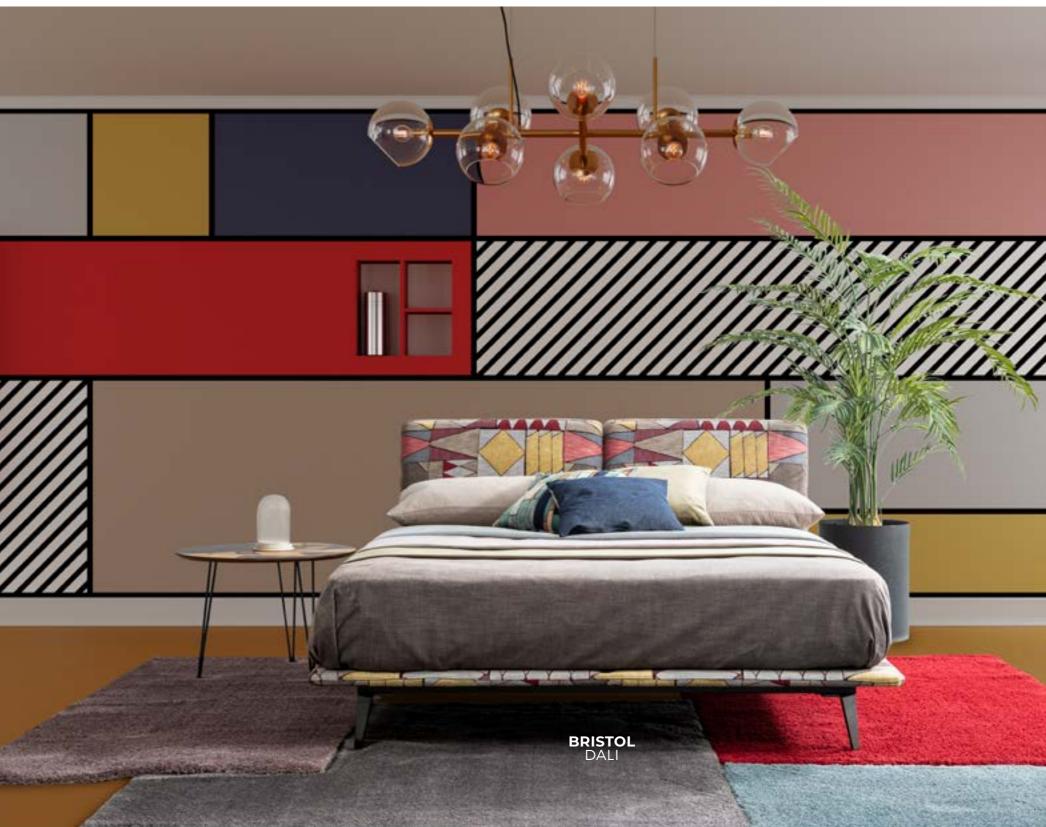
> There are a wide variety of styles in the decoration. This creates a wide selection and many opportunities. The most important thing is that you correctly select the decoration according to the mood of the event. One of the most important components of decoration flowers are without a doubt.

MOI LEMON ARMCHAIR	CALIFORNIA POUF
	$ \begin{array}{c} \begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\$
<b>KG:</b> 27,0 <b>m<sup>3</sup>:</b> 0,73	<b>KG:</b> 5,0 <b>m<sup>3</sup>:</b> 0,11
POUFY GIPSY	
INTER MODULE HIGH ARM MODULE LEFT	LOW ARM POUF MODULE RIGHT
<b>KG:</b> 29,0 <b>m<sup>3</sup>:</b> 0,67 <b>KG:</b> 42,0 <b>m<sup>3</sup>:</b> 0,98	<b>KG:</b> 45,0 <b>m<sup>3</sup>:</b> 0,87 <b>KG:</b> 19,0 <b>m<sup>3</sup>:</b> 0,35
SMART ROXY ARMCHAIR	CHELSEA SMALL POUF
<b>KG:</b> 23,0 <b>m<sup>3</sup>:</b> 0,65	<b>KG:</b> 5,0 <b>m<sup>3</sup>:</b> 0,11

### CONDESSIBLE TO CREATE MIRACLES IN decoration with Bristol.



**BRISTOL** DALI













NON FIGURATIVE, SALONI



A design that provides high







## Technical Details





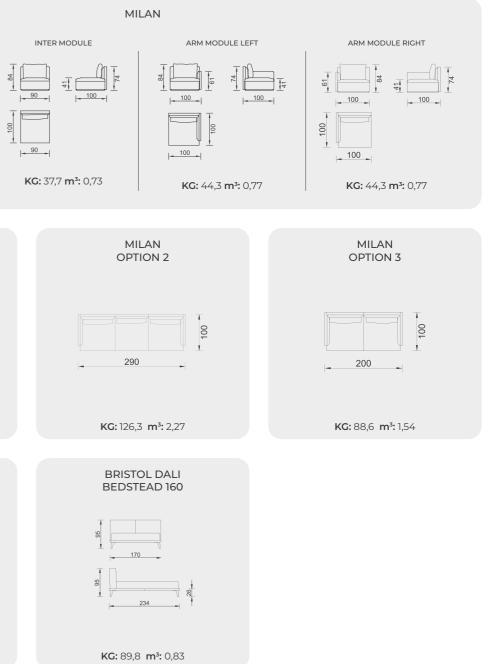


KG: 134,0 m<sup>3</sup>: 2,68





KG: 95 m<sup>3</sup>: 0,92





## for the treatment of stress and fatigue during the day, it is strongly recommended.

What makes a space relaxing? Soothing? Calm? Have you ever walked into a room and instantly felt chill? Today we explore interior design solutions for creating a relaxing interior. The good news: you don't have to break the bank to achieve a restful space. While there are no tried and true rules for making your interior a calm one, there are certain features that many of today's most peaceful homes share. The solution is fox Xanax.

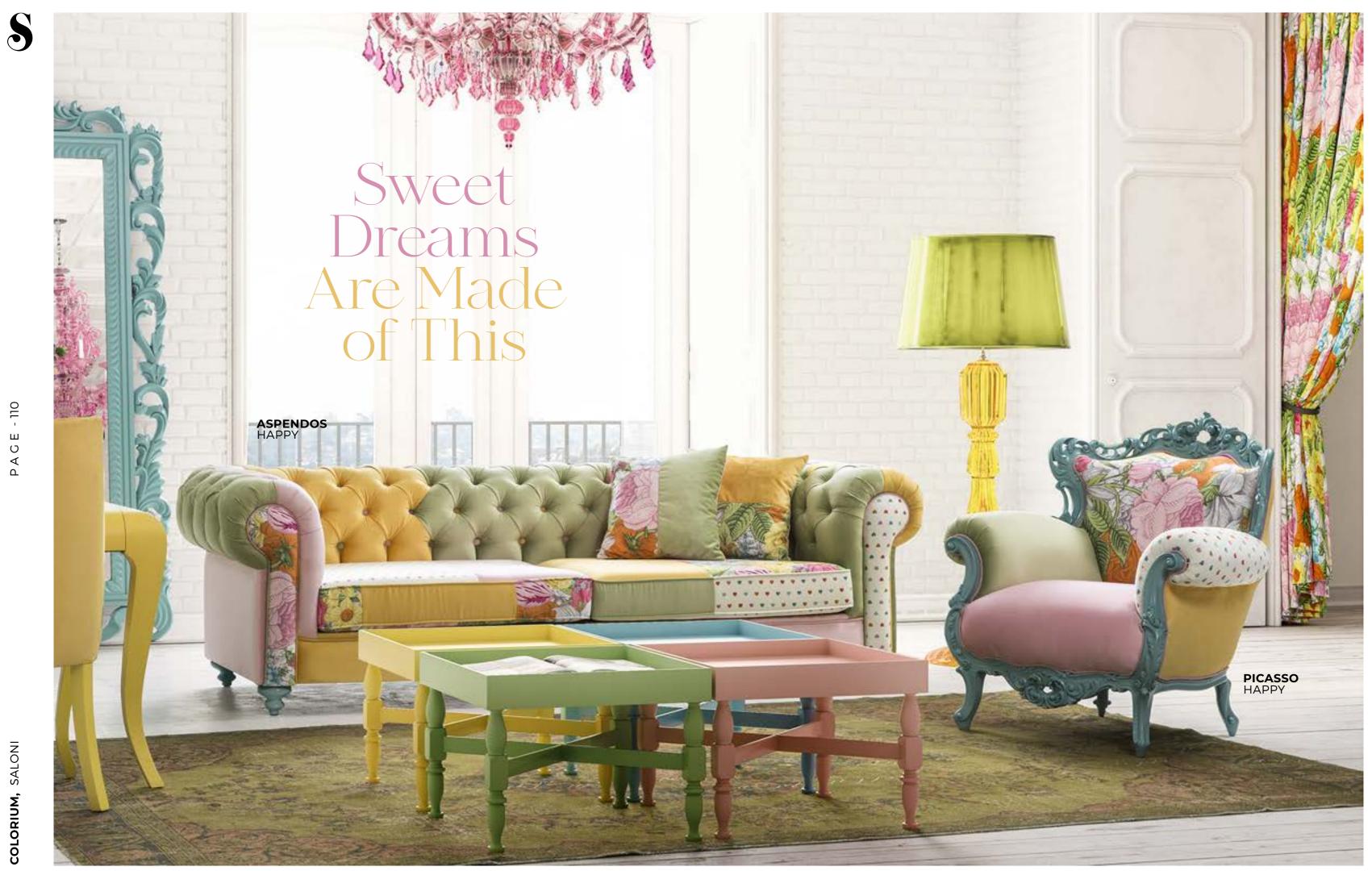




# The Power of Patterns

A style that combines different patterns and carving art.







**PICASSO** HAPPY

> Modern research has shown that when our eyes connection color, our brains release different chemicals that impact physical and emotional level. For instance, being in a will increase your heart rate and stimulate chemicals as with aggression and high energy, while the col stimulates serotonin (the feel-good chemical) in ou

Color therapy has been practiced in traditional healing professions for many years, but marketers and businesses more recently have also used color to shift human moods.Once we learn a bit about the attributes of each color, we can use that information to promote the atmosphere we want in the different rooms of our homes. Here are some ideas.

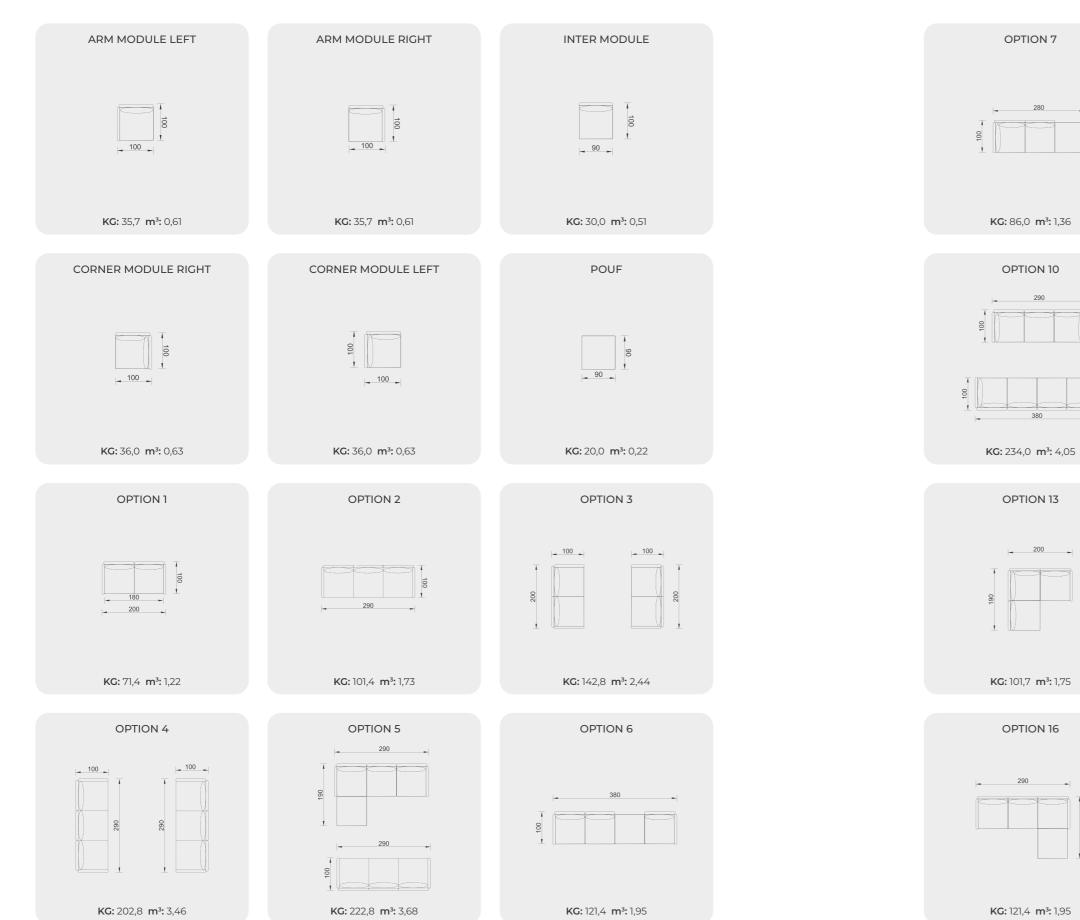
AS



## PENDOS

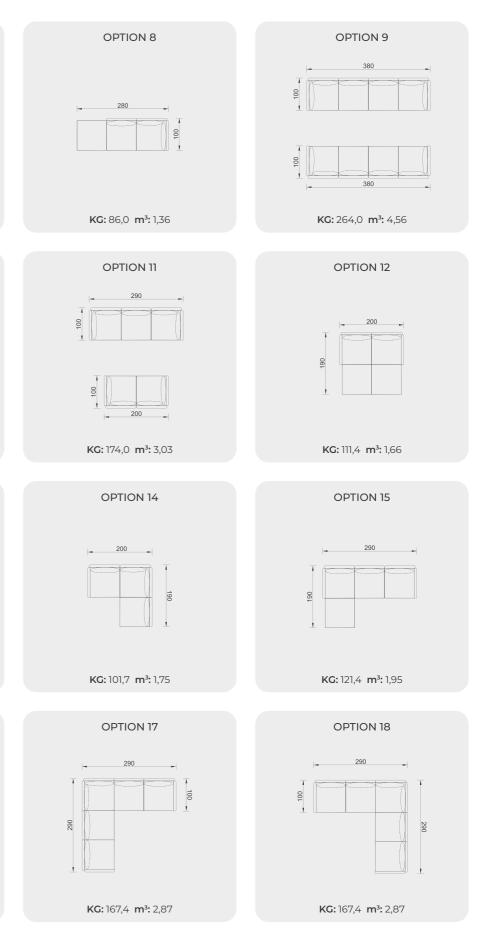


### Technical Details



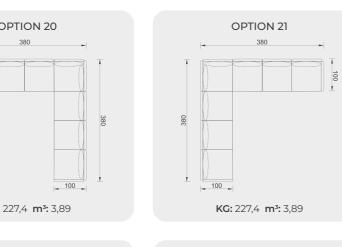
S

### Technical Details



## Technical Details



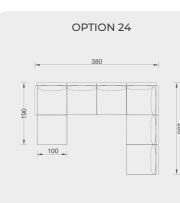




**OPTION 23** 

KG: 201,7 m<sup>3</sup>: 3,21

**OPTION 26** 





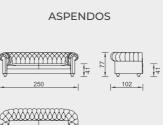


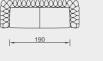




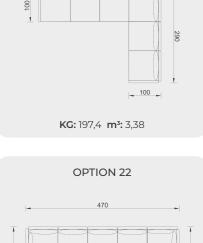


KG: 152,0 m<sup>3</sup>: 2,50

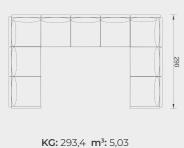




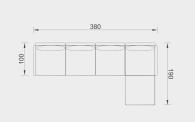
KG: 75 m<sup>3</sup>: 1,86



**OPTION 19** 



**OPTION 25** 



KG: 151,4 m<sup>3</sup>: 2,46

**OPTION 28** 

100

380

KG: 217,4 m<sup>3</sup>: 3,50

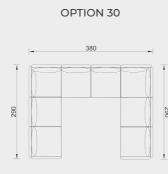




100

KG: 217,4 m<sup>3</sup>: 3,50





**KG:** 263,4 **m<sup>3</sup>:** 4,52

S

### Technical Details

