nurus

EMOTIONAL INTELLIGENCE IN DESIGN

From game maker companies of the global economy to start-ups, from flat offices with 4 meter high ceilings to home offices, living spaces is being redefined. A reflection of the value you give to you employee is hidden in what you offer to him/her in the space reserved for him/her.

To understand the user and to know about their needs is a necessity. Products that understand user needs well an even offer new habits are always popular.









solutions for different cultures

to be continued...

Nurus People have stuck loyally to the same ethical values since 1927.

Deep roots...

Nurus, from 1927 to the present, makes difference in the management and design of professional furniture with a contemporary approach. Nurus offers thousands of products that are user centered and care about environmental factors.

Nurus People have stuck loyally to the same ethical values for years; it is a large family consisting of employees, designers, suppliers, solution partners and users. Each member of the family is bound together by trust and loyalty.



Where ideas, objects and people meet.

As a leader global brand who's known for its innovations within the sector, Nurus has been sharing its expertise with customers in more than 50 global locations since 1927. The company is strengthening its position in the Gulf countries by increasing the number of monobrand stores with the goal of becoming the regional leader.

The operations have been strengthened with the strategic step of opening the Nurus MENA management center in Dubai. A new management and sales center in Munich which is a major city for logistics and finance has launched in 2015. Nurus as the owner of many national and international awards by independent juries, has a very important and active role in creating awareness for awarding systems in the eye of consumers, producers and designers in Turkey.



Nurus DMCC Middle East Jumeirah Lakes Towers (JLT) Indigo Icon Tower, Office No.2304 Dubai, UAE P.O Box. 57139

Nurus HQ & Export

1. Organize Sanayi Bölgesi Osmaniye Mah. Oğuz Cad. 25 06935 Sincan, Ankara, Turkey Nurus Germany 88North Riesstrasse 12 80992 Munich, Germany

SUSTAINABILITY

Being human is to care for future generations.

Nurus understands, stands by, empathizes with humankind, and performs its responsibilities meticulously in every phase of manufacturing because of its farsightedness and the sustainability of life. Its production is done at a building that makes the most of natural daylight, which can use rainwater for watering the garden, which increases the quality of air and the amount of clean air inside the building, which has architectural characteristics that comply with green building criteria thanks to its heating-cooling and advanced acoustic management.





Nurus makes sure that the materials used in manufacturing are in conformity with international norms and standards, are certified, recyclable and environmentally friendly.



Nurus is a member of FIRA and BIFMA and holds the EN ISO 9001:2001certificate since 1996, EN ISO 14001:2004 certificate since 2004 and OHSAS 18001:2007 certificate since 2007 to present.











Member





INNOVATIVE APPROACH

Nurus D Lab[®] cooperates with other designers in harmony and collaboration.

Nurus D Lab is effective in every phase, from determining the design strategy of the brand to launching the product in the market. During the product development phase, Nurus D Lab cooperates with other designers in harmony and cooperation. The starting point for the designs is the user's needs and functionality. The phase continues with ergonomics, sustainability and aesthetic concerns and stays up-to-date by following technological developments. Innovative designs and products beyond their time.

For Nurus, design is not a beginning but the end of a phase that begins with need. Nurus understands the changing needs of people and produces solutions that are beyond its time, designing products that shape the future with its innovative approach based on research-development.

The integration of design and engineering.

Thanks to the **Nurus Links**[®] system found in Nurus products, you can match your electronic devices with your furniture, transfer information from your devices, and organize video-conferences; you can rapid charge your device, or if you wish, easily take care of business with multi-media features available.

nurusjinks

DIGITAL CHAIN

Nurus Solutions work with zero margin

of error in a variety of projects ranging from education to transportation. The whole process from the project phase to the use of products is inspected on a digital platform at every step.

Nurus developed **Digital Chain**[®] is providing comprehensive solutions specific to projects.

Nurus works hard to mitigate the environmental impact of its operations, including from procurement to production, from packaging to distribution. Nurus developed the Nurus Digital Chain[®] system as part of its integrated project management and logistics services in order to maintain high quality production while conserving energy and resources.



01 Nurus **Planner**®

Venue Definition/Coding. Product Configuration. Layout Planning. Budget Planning and Management. 3D Visualization and Presentation Tools. Quote/Order phases.

03 Nurus Commissioner®

Vehicle/Container Unloading. Damage Control and Management. Product Positioning and Assembly. Project Matching. Creation of Acceptance Documents.



Production Management. Container Loading Management suitable to Project Planning. Independent Loading Auditing. Vehicle/Container Loading. Vehicle / Container Position Verification.

04 Nurus **Maintainer**®

Creation of Client Fixture Records/Matching. Access to Nurus Database. Product Life Management. (User's Manual, Certificates, Spare Parts, Breakdown Maintenance, etc.)

DESIGN MANAGEMENT EUROPE

iF

I/X

4U

iF

Pitstop

Dave, Marla, Ela

red<mark>dot</mark> design award winner 2009

DME AWARD_

Nurus Tasarım Yönetimi

awards When you do the right thing, the whole world will reward you.





Taklamakan



Kiss



Flat





Onda



Leaves



U Too



Sema



Me Too







Renée

Mare







Caria



Have a Break



Greta



Eon / Eon Terminal



Take 5



Mila



Pila



Picnic



Uneo



Ashbury



Diadem



Mio



Tan



Inno



Alava / Alava Bench



Isola



Lips



Noctus

DESIGNERS

Nurus designs its convenient and stylish products together with its award winning management team and renowned designers.









Atilla Kuzu

Can Yalman



Charles Pollock



Claus Breinholt











Fabrizo Batoni

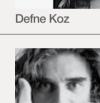




Ece Yalım Design Studio



Fritz Frenkler & Anette Ponholzer







İnci Mutlu

Jacob Thau





Lievore Altherr Molina



Dominique David



Murat Tabanlıoğlu & Melkan Gürsel Monica Förster





Noe D. Lawrance Nurus Design Lab



Flippo Mambretti



Paolo Favaretto



Radice Orlandini



Shelly Shelly



Martin Ballendat



Giancarlo Bisaglia



Silvia Suardi & Sezgin Aksu



Stefan Brodbeck Studio Zetass



Tanju Özelgin



Yves Behar



nurus product catalog 16/17

HISTORY

With Knowledge, Experience and Passion...

> 1927 The first atelier was established by Nurettin Kunurkaya.

1974 The atelier was extended

to become a 2400 m² manufacturing plant.

1967 The first sales store

was opened in Ankara, Mithatpaşa. 1982 Office furniture

The decision to specialize in office furniture was taken.

1983 Brand identity

Work to create an institutional brand identity began. Nurus A.Ş. (corporation) was established.



Nurus became a member of FIRA (Furniture Industry Research Association).

1994 The plant was extended

to become one of the most modern plants of the world with its 25000 m² area.

1995 Nurus began exporting 45% of the production. 1996 Member of KALDER

Nurus became a member of KALDER (Quality Association of Turkey).

1997 ISO9000 in furniture

Became the first company to obtain ISO9000 in fumiture sector in Turkey. Also the store in İstanbul, Esentepe was opened. 1998 Competence in production

Received the certificate for "Competence in production" from TSE (Turkish Standards Institution).

2000 Best of show

Nurus was chosen "Best of Show" in the 1st Neocon Fair in Chicago.

2006 Health and safety

Nurus established its strategy on human wellness, health and safety in office life.

"İlk in Milano"

Nurus became the organizer and sponsor for the "İlk in Milano" exhibition.

Received the Design Management Honorable Mention Award from Design Management Institute (DMI).

Design literature is collected by Nurus in Turkish Touch in Design as the first book in Turkey.

Today, Nurus brings together tens of thousands customers over 50 countries with its innovative office & life style solutions.

2014 Nurus Dubai

Nurus Dubai administrative office was opened for the Middle Eastern market.

2013

Technology

technology based

has come into

operation in

Ankara,

manufacturing plant

base

45000 m²

2015 Nurus Munich

administrative office and showroom was opened.

2016 Nurus Ankara

The new concept store is opened in Sogutozu.

2017 The First Accredited R&D Center

The First Accredited R&D Center The first accredited R&D Center established in the field of office furniture in Turkey.

Nurus Solutions

Office Solutions



Happy Offices.

From corporate offices to home offices, from start-ups to well-established corporations, Nurus analyzes the changing needs of its customers with different structures who are operating in various industries, and offers tailor made solutions to their changing working requirements.

It produces people-oriented solutions for "happy offices" with its ergonomic, functional designs which affects the efficiency and motivation positively.

Shaping the future of working life as a leading brand of the industry with its vast knowledge and expertise, Nurus maintains an integrated and faultless process management from production until to the delivery thanks to Nurus Digital Chain[®] system.

Hospitality Solutions



Home Comfort and Business Focus in Hotels.

Nurus aims to maximize comfort and motivation of the user in guest rooms, lounge areas, restaurants, meeting rooms, auditoriums, administrative offices and business centers.

Nurus ensures appropriate solutions for both business and vacation oriented hotels. In business hotels it provides zones for effective business meetings where people could be easily focus and concentrate on it. Nurus' products can be used in many areas and provides home comfort during the guests' stay.

Nurus produces durable and environmentally friendly products. It brings turnkey solutions to large-scale projects.

Education Solutions



Innovative Products in Education.

Nurus designs innovative products suitable to the changing dynamics of education, also feeding from its large-scale projects in the global markets.

By reading the difference between the needs of a fashion design school and a school, which is training a mechatronics technician, Nurus creates projects that are suitable to the targets and needs of educators.Nurus is a "single point" supplier with the product custom designed for projects and its standard product range.

Health Solutions



Ergonomic Solutions for Health.

Nurus, designing every detail with technology, experience and care, provides convenient solutions for the health industry with their products that offer personal comfort to users.

Nurus understands every need that personnel and patients both have, and responds to these needs with innovative designs.

Terminals Solutions



Rational Products in Terminals.

Terminals where human traffic flow is the most intense produce different requirements for staff and passengers. With the changing speed of technology, human behaviors and habits also change rapidly.

While Nurus products answer the needs of passenger and terminal staff with innovative designs.

Contract Projects



Nurus Expertise.

Nurus offers tum-key solutions for special contract projects by combining its expertise in different lines of business with its technological production substructure.

Its special solutions designed for various projects from hotels to hospitals, from offices to universities and even to airports meet the user requirements with its fixed and movable furniture options.





Nurus Links®

Distributed Energy Ecosystem: Nurus Links®

Nurus Links[®] is the ultimate set of connectivity solutions integrated in furniture systems with desirable high technology features. Nurus Links[®] is the fast, functional and practical solution to the changing needs of today and future.

Nurus Links[®] is available in many versions customizable according to purpose of use and provides easy access to electrical connections without leaving your desk, also saves you from unnecessary cable clutter.



Rapid Charging



Nurus Links[®] offers USB ports, micro USB and socket for different devices.

Sharing Multimedia



Nurus Links[®] builds a functional and practical platform for collaborative work, video conferences, and presentations by providing data transfer to screen through USB, VGA and HDMI inputs.



Wireless Charging Unit

Now you just need to put your mobile devices on the Nurus Links[®] wireless charging unit for charging!

Internet Connection



Internet is a major tool and uses on a regular basis in everyday life. Nurus Links[®] provides Internet access with a CAT6 connection.

Nurus Links® Smart Reservation System

nurus	Transformer's Place
	Available
	an and a second s

With the reservation system and its smart software, you can reserve a room or a table for individual work, teamwork or meetings as well as you can send notifications to the participants where you will work and what time. You can also pass on request to different units of the company such as the kitchen for beverages or technical support for equipment.



Nurus Links® Batteries

Today, employees are free to work wherever they want and with whomever they need, and they have the possibility of a complete mobile way of working. And they can create their own working methods according to their task.

Nurus Links[®] batteries, designed and developed to meet all these needs, decrease the cost of setting up a new working and meeting spaces, and removes both the cable mess and the extra cost.

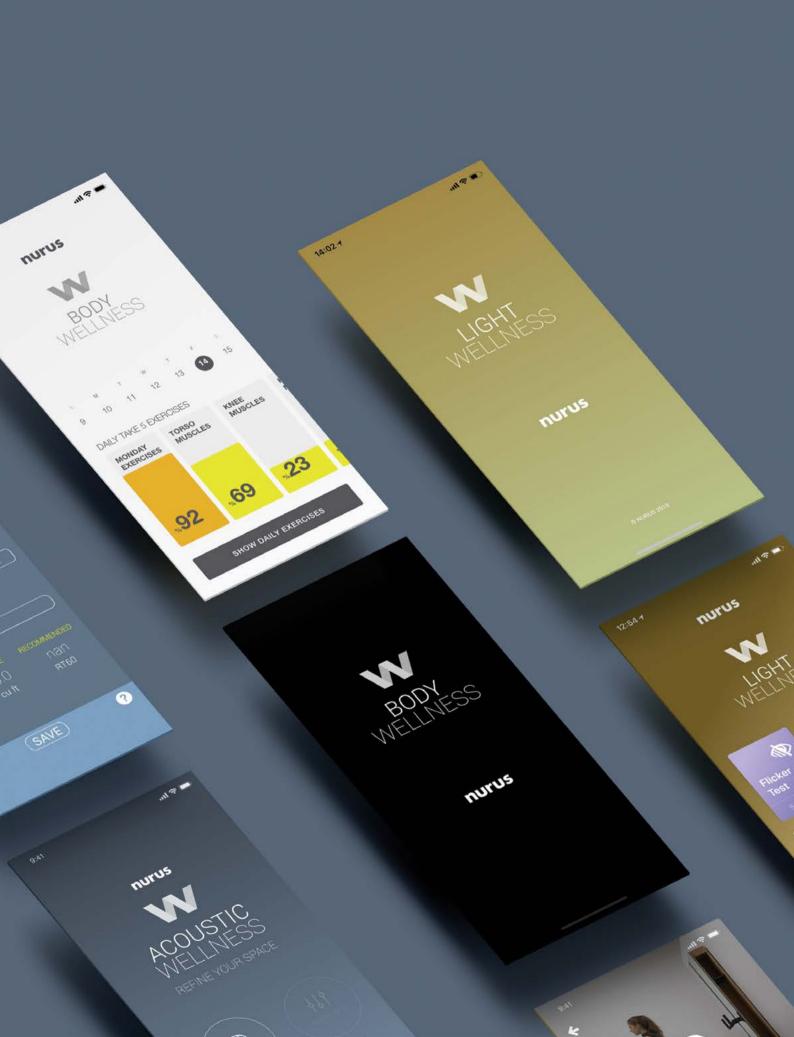
The batteries provide energy efficiency, low installation effort and eliminate 'always on' adapters that consume 24/7 power. You can transform anywhere a charging and a smart communication unit for sustainable energy distribution.

Small and Large Batteries

nuruslinks

The small battery that provides low energy consumption, you can charge your mobile devices, share data and energize IoT (Internet of Things).

The large battery that can be programmed at different voltages, you can charge your computers, use reservation systems with PoT (Power of Ethernet) for common areas and adjust the height of the sit-stand desks like Otto.





Nurus Wellness

Nurus Wellness Applications

Nurus Body Wellness



You can protect your health and minimize the risk of health problems, which are caused by a sedentary lifestyle and desk job with Nurus Body Wellness.

Nurus Body Wellness application allows you to light workouts such as stretching and strengthening with Take 5 through exercise videos and programs. In addition to having daily exercise programs, it also allows you to keep abreast of past activities.

The exercises you can practice with Take 5 are designed to be a solution to pain and tensions in the joints such as the waist, neck, back, shoulder and knee, and around the muscles that may occur after long hour working. With exercises, you will both strengthen your muscles and improve your posture.

You can say hello to painless life with these exercises, which will take only 5 minutes! All the exercises and the exercise programs prepared with Gazi University Faculty of Health Sciences.





Nurus Acoustic Wellness



The acoustical balance in accordance with the purpose and the work is important for happiness and productivity in all living places from houses to offices and classrooms. The other significant point is that a room used for speeches or a music hall needs different reverberation time.

The Nurus Acoustic Wellness application, which we developed to measure the acoustical quality of your room, bring the reverberation time to the required level and to help to select sound-absorbing products to correct the excessive reverberation time by measuring the acoustics of the room you specify (dimensions, room type, etc.)

Nurus Light Wellness



Many research show that illumination has affected our mental and psychological well being as well as our physical health. The right illumination helps us maintain our eye health, as well as the inability to correctly perceive the space and objects, the regular operation of our biological rhythm, and the absence of a positive mood.

We developed Nurus Light Wellness to find out quality of light of the room and arrange health properly. With Nurus Light Wellness you can measure the light intensity, vibration and temperature of the environment you work in, and you can save these measurements.

The values you can measure with Nurus Light Wellness: Lux Meter, Flicker Test and Kelvin Meter.

Key to get refreshed in 5 minutes: Take 5

Starting with our 'health in workspaces' philosophy, our approach in designing Take 5 was to minimize health problems caused by sitting for long periods of time, help you utilize your breaks in the most efficient way possible, and increase your motivation.

Working at a desk for long hours staying in the same position is a primary cause of cervical lordosis loss, carpal tunnel syndrome, obesity and depression, along with chronic muscle pain, cramps and posture disorders.

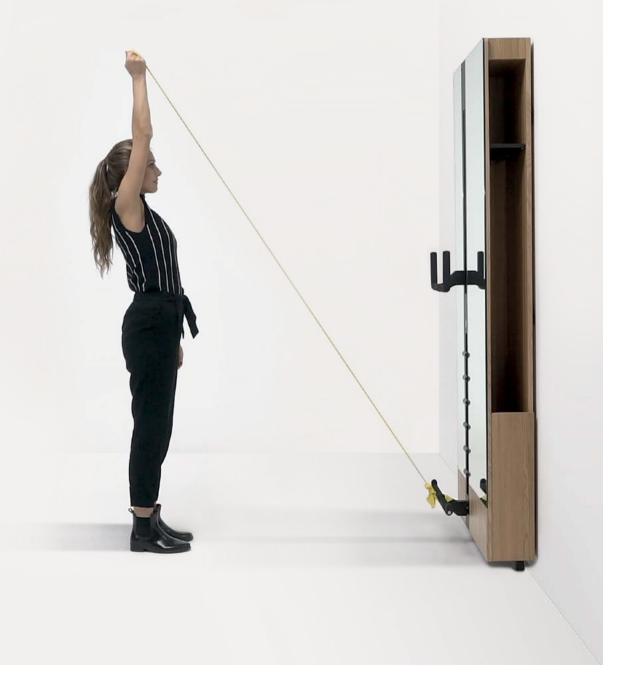
Take 5 minimizes these effects by helping you get away from stress, providing peace for your mind, regulating your blood flow, flexing your muscles, and straightening your posture.



TAKE5

Take 5 is an exercise tool designed to enable you to increase your energy and motivation in workspace, and preserve your health by sparing only 5 minutes of your busy schedule. Take 5 is not an ordinary exercise tool, it's also a piece of furniture; not only innovates workspaces with its mirror, but it also promotes a healthy lifestyle and the will to exercise!

Take 5 is not professional exercise equipment. It is designed to support light exercise moves such as flexing and stretching, in order to provide motivation and help preserve and improve health conditions for people of all ages and body forms.







Sitting is unavoidable...

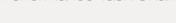
At least 15 years of human life is spent sitting. Nurus creates innovative and smart solutions for the business life, to sustain this period in a healthy manner.

Discover the performance task chairs that are designed with technology, experience and care, in each detail.



Landesgewerbeanstalt Bayern (LGA) LGA, which belongs to TÜV Rheinland Group, have internationally acclaimed high quality and security standards.









Waves



Me Too



Isola, Uneo

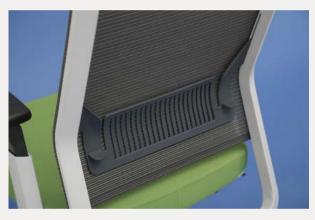




Sacha



Core



Uneo



Sacha



nurus product catalog

42/43

Mia

D Chair













Project: Konya Selcuklu Congress Center Architecture: Tabanlıoğlu Architects

Seize the moment.

Nurus' lounge products for common use areas, are designed keeping ain mind the user's emotional and physical needs. Come and explore.





Cork



Stone, Edgar



Connect, Pitstop



Greta, Edgar



Project: Ceva Lojistik Architecture: Özkutan Mimarlık



Peak, Tau





Onda



Stone, Edgar, Sema





Stone, Tara, To







U Too



Aura



Stone, To



Eon Terminal, Nurus Links®









Armchair & Sofas

Armchairs & Sofas

The indispensable member of living areas.

Make a room for style and comfort in all living areas. Discover the armchairs and sofas that add value to any space with its modern lines in work areas, social areas or homes.



nurus product catalog 58/59

Armchairs & Sofas

Luna, Drop

U Too



CP1



Claire

Flat, Mono, To

BIRE BI R KOÇLUĞ UCRETSI ONAKLAM

F

Armchairs & Sofas



Chiara, Flat











Juna, Drop

Loft, Tan

The

Project: Deloitte Architecture: Bakırküre Architects





Tara



U Too



Greta



Vika





Tan, Loop Lounge, Tau

14

2

Project: Debite Architecture: Bakırküre Architeote

2



Armchairs & Sofas





Atlantic



Claire, To

Beetle



Greta, Edgar



Armchairs & Sofas



Ela, Edgar



Hi&Lo



Greta, Edgar



Claire



Atlantic, To





Executive Series

Executive Series

1 + 1 = 5

Even if technology, function and elegance are the common points of executives, style is personal.



Inno





I/X



I/X

Noor





Executive Series



M Chair, I/X



I/X



Inno



I/X, Me Too





Executive Series



Ashbury, Me Too, Corvo



Next, Me Too



I/X



Ashbury, Sacha

Inno, Me Too, Tan, To, Inno

States and the

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Project: Turkey Contractors Union Architecture: Avci Architects

tin.





Inno, Me Too, Tara, Tan



Brooklyn, Sacha, Ela



Inno, Tara, Greta, Hi&Lo



Ashbury, Nurus Links®



I/X, U Too, To

Project: Istanbul Sabiha Gökçen International Airport Architecture: Tekeli - Sisa Mimarlik Ortaklığı

9

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1/4





Meeting & Conference

Meeting & Conference

Inspiring atmosphere for grand thoughts.

Discover Nurus meeting and conference products that offer solutions for traditional or innovative meetings.

Pitstop

Isola



Have a Break

Nest



XXL

XL





Pitstop



Meeting & Conference





Isola Meeting, Nurus Links®



Waves, U Too



Pitstop, Tune, Nurus Links®

Project: Deloitte Architecture: Bakırküre Architects

Inno, Sacha

Meeting & Conference







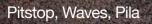
Greta Meeting, Nurus Links®



Pitstop, Nurus Links®



Picnic, Nurus Links®



LL

LE

LL

Meeting & Conference

Nest, Tune

Picnic, Isola Media Wall, Nurus Links®



Picnic, Mono



Have a Break, Bobo









Waves, Pila

MIL

Project: Deloitte Architecture: Bakırküre Architects

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Work Systems

Work Systems

Strength!

Work areas that respect individuality while strengthening cooperation plays a major role in continuing teamwork in a fun, happy and efficient manner. See Nurus Work Systems that transform the team spirit into gain and value.



Work Systems



Gate, Breeze



Otto



Faces



U Too, Breeze, Fe2



Project: Deloitte Architecture: Bakırküre Architects

33

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Work Systems



Plato, Mia



Pila, Breeze



Tools



Silva, Me Too, Cube







Work Systems



Isola, Waves



U Too, Me Too, Fe2



U Too, Me Too



Isola, Waves

Silva, Picnic, Breeze, Cube

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Project: GfK Architecture: Studio Vertebra

risen in

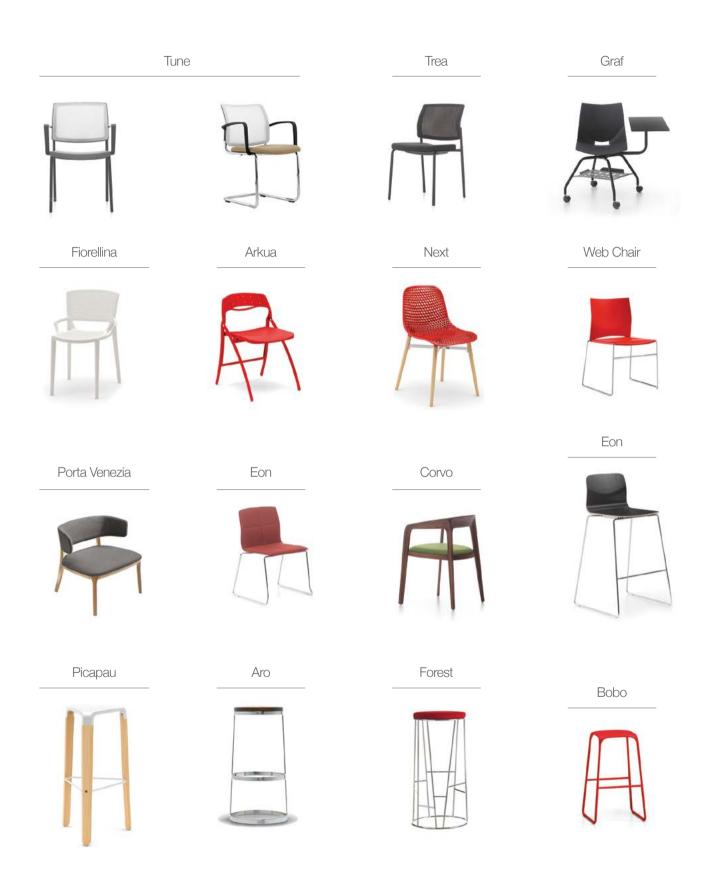
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The colorful heroes of daily life.

Look at Nurus chairs that provide colorful solutions to all venues like homes, conference, meeting rooms, dining halls, educational establishments and social areas.





Fiorellina, Drop Table



Drop Chair, Bobo



Graf



Tune, Nest





Aro



Eon



Tune



Eon, Pila, Tau

Project: MET Global Architecture: OSO Architecture



Eon







Corvo



Trea







Pouffes

Pouffes

Add joy to your living space.

Take a closer look to the Nurus puffs that bring liveliness, sincerity and color to all living areas from homes to offices.

T		
	-	

Kiss



nurus product catalog 112/113

Pouffes







R2



Kiss

Project: Abdullah Gül University Mimari Firma: Emre Arolat Architects

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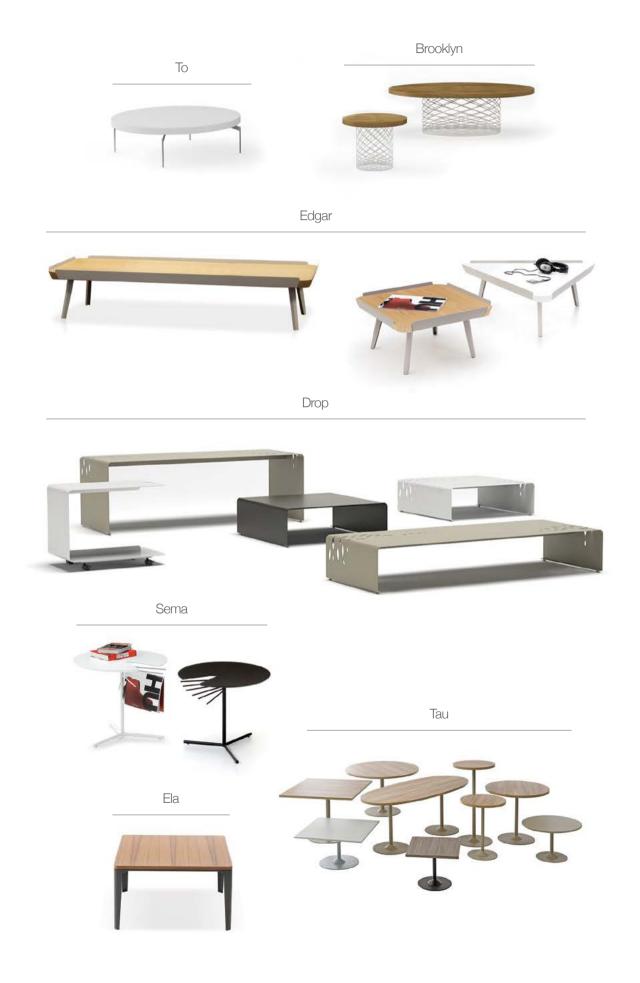
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Compliments of living areas...

Take a closer look to the Nurus coffee tables that help to improve your comfort and enrich your living spaces.





Sema



Sema, Edgar, Tara, Greta

Brooklyn

Edgar





R2, Edgar, Greta



Sema, Greta



Drop, Greta



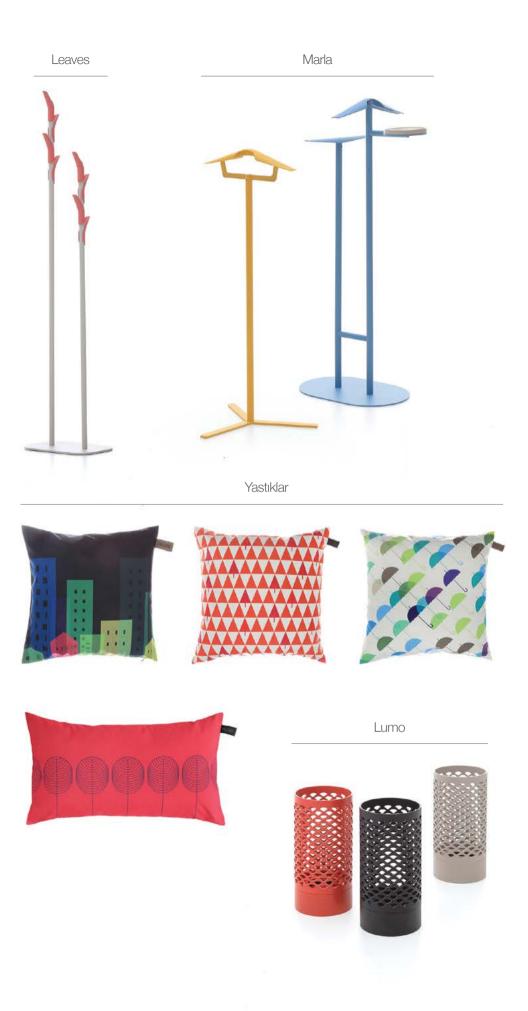
Edgar, Greta





Color your life.

Discover Nurus accessories that coloring your living spaces, help to increase your motivation and make your life easier.





Cushions, Marla, Leaves





Tools



Leaves

Marla





Lumo



Cushions



Tools



Leaves







Storage Systems

Storage Systems

The Key to Productivity.

Explore Nurus storage systems that help with restoring order and the storage of stuff in work areas, at homes or in shared areas.

Fe2	Mono

Cube



Be2



Atlas

Basic Box



Storage Systems



U Too, Me Too, Fe2



Mono, U Too



Cube



U Too, Fe2

Silva , Mono, Eon, R2

Project: Abdullah Gül University Architecture: Emre Arolat Architects

Storage Systems



Basic Box, Me Too, Silva



Fe2







Mono, Hi&Lo, To







Wall Dividers

Wall Dividers

Areas within your space.

Helps you to shape your living space to meet your needs; creates resting, socializing, meeting and individual working areas within your space. Kiss





Varto









Wall Dividers



Kiss



Varto, U Too, Fe2



Varto, Connect, Taklamakan



Varto, Basic Box

Varto , Basic Box

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MANDER.

Marrier and

nurus.com