

## nurus

## Nurus is shaping the future



Nurus is a member of German Design Council, providing inter-disciplinary knowledge transfer between the companies that shape the future.

Nurus is a partner of Fraunhofer IAO Research Network Office 21<sup>®</sup>, which conducts researches on "how people will work and live tomorrow" and defines success factors for new working and office environments.

In addition these respectable foundations, Nurus is a member of Be Original Americas, supporting original design.

Being a well-established worldwide company, Nurus has entered the "Top 200 Brands List" of Architonic which has more than 16 million architects, interior designers and design enthusiasts as followers.



















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 88 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 HQ & Export 1. Organize Sanayi Bölgesi Osmaniye Mah. Oğuz Cad. 25

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**Nurus Germany** 88North Riesstrasse 12 80992 Munich, Germany

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



#### INNOVATIVE APPROACH

Nurus Design Lab<sup>®</sup> cooperates with other designers in harmony and collaboration.

Nurus Design 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 Design 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**<sup>®</sup> 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.

nuruslinks

## Nurus Solutions

#### Terminals Solutions



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Rational Products in Terminals.
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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.

#### 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<sup>®</sup> system.

### 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.

### 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.

#### 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®

Nurus Links<sup>®</sup> provides power solutions that assists to select the right item quicker and easier for users' requirements.

## Distributed Energy Ecosystem: Nurus Links®

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

Nurus Links<sup>®</sup> 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<sup>®</sup> offers USB ports, micro USB and socket for different devices.

#### Sharing Multimedia



Nurus Links<sup>®</sup> 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

### Internet Connection



Now you just need to put your mobile devices on the Nurus Links<sup>®</sup> wireless charging unit for charging!

Internet is a major tool and uses on a regular basis in everyday life. Nurus Links<sup>®</sup> provides Internet access with a CAT6 connection.

## Nurus Links® Smart Reservation System



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<sup>®</sup> 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

nurusjinks

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

You can protect your health and minimize the risk of health problems with Nurus Wellness Applications.

Kelvin meter

Kelvin value 4160 K

## 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.







## Gates

The gates where passenger circulation is the highest should have both the dynamism to handle that intensity and a comfortable environment suitable for long hours of waiting. With Nurus' unique solutions, even if the gate number changes, the comfort standarts remain the same.

## Eon Terminal

Eon has a durable and elastic structure, manufactured in one-piece, by polyurethane that gives soft sense and provides various color options.

Eon ensures ease of cleaning and checking things that drop behind of the chair with its blank space between chairs' backrests and seat. Metal beam also can clean easily thanks to its anti-dust, triangle form.

Eon seats can be added together on metal beams by using clamps up to 5. On beams, seats and coffee tables can move by sliding over. Eon terminal seating can be used with or without armrests.

**Nurus Links**<sup>®</sup>, links your electronic devices to the furniture offering a variety of solutions for VGA, HDMI, Plugs, USB adaptors, USB charges, Data inputs and interrupters.

## nurusjinks







# STAY CONNECTED WHILE YOU ARE ON THE MOVE



## Alava Bench

Alava Bench is a stylish and modern waiting unit with its pure design. It enables different seating set combinations with its chair and coffee tables.

Thanks to its high technology, Alava Bench's aluminum beam has natural wood veneer variants that brings coziness and sincerity to the area.

Alava Bench radiates comfort with its mono-block body and timeless, shell-like form. It reflects the character of the institution and adapts any environment with its rich color options. Alava Bench's upholstery is unnoticeably thin and delivers surprising amount of comfort during sitting.

**Nurus Links®**, links your electronic devices to the furniture offering a variety of solutions for VGA, HDMI, Plugs, USB adaptors, USB charges, Data inputs and interrupters.

## nuruslinks







## Penta

Penta is a waiting unit with the strong structure due to its aluminium injection unit. Seats can be in metal, various colors of polyurethane and leather or technical fabric upholstery. Single and double row options fulfill the highest requirements of all waiting areas offering 3 to 6 seat installations availability. Its integral skin polyurethane provides increased flexibility and strength.

**Nurus Links**<sup>®</sup>, links your electronic devices to the furniture offering a variety of solutions for VGA, HDMI, Plugs, USB adaptors, USB charges, Data inputs and interrupters.

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Caria, is a waiting unit with parts that are diligently put together with simple but smart solutions. It consists of chairs and coffee tables; table tops matching the module type on which users may place their items such as beverages and magazines are mounted on the level bar.

**Nurus Links**<sup>®</sup>, links your electronic devices to the furniture offering a variety of solutions for VGA, HDMI, Plugs, USB adaptors, USB charges, Data inputs and interrupters.





## nurusjinks





# High standarts of our fabrics:



- Excellent deformation resistance
- Durability and abrasion (resistance intensive usage)
- Higher resistance to dirt, easy to clean
- Protection of innerfoam cushions from the elements, seat hygiene and durability
- Fire Resistance



# Great designs come to life with exceptional materials.

rocat




## Lounges

If a journey started, you never know how long it will take. That is why Nurus aims to design halls that are fun and comfortable enough to make you forget about the delay.



# Fun and comfort



Greta, Cork



Claire



U Too



Stone, Edgar, Sema, To



Stone, To, Tara





### **Concentration Zones**

To have passengers move around effortlessly can only be possible with a clear definition of directions and meeting points. Nurus' designs for meeting points make welcoming and meeting people problem free.



#### CONCENTRATION ZONES

# Clear definition of meeting points



Picnic, Isola Media Wall



Greta High Backrest



Isola Meeting



Isola Meeting, Nurus Links®









## Common Areas

The common areas of the staff, passengers and other guests are designed by Nurus with the aim of creating solutions that will ease traffic flow and provide comfortable spaces that breathe.



COMMON AREAS

# Solutions that will ease traffic flow





U Too



Picnic

Stone, Edgar









# Restaurants & Bars

Restaurants and bars that have the quality and capacity to answer various expectations of both the terminal staff and passengers are among Nurus's terminal solutions.



#### RESTAURANTS & BARS

To answer various expectations



Drop Chair, Bobo



Fiorellina, Drop Table



Loop



Eon, Alava, Tau







## Offices

Nurus creates innovative and smart solutions for the business life, to sustain this period in a healthy manner. Work areas that respect individuality while strengthening cooperation plays a major role in continuing teamwork in a fun, happy and efficient manner.



# Innovative and smart solutions



Pila, Breeze, R2



U Too, Breeze



U Too, R2



IX, To, Seben







**İstanbul S.Gökçen International Airport (SAW)** Completed in 2009 3476 Seats,1583 Coffee Tables Offices for 150 People

REFERENCES

As Nurus, we are proud of spreading our expertise in terminal solutions not only domestically, but also around the world.



Antalya International Airport (AYT) Completed in 2010 540 Seats



**Turkmenbashi International Airport** Completed in 2010 1475 Seats



Macedonia, Skopje Alexander The Great Airport (SKP) Completed in 2011 1404 Seats



Milas -Bodrum International Airport (BJV) Completed in 2012 1292Seats



**İzmir Adnan Menderes Airport (ADB)** Completed in 2014 2680 Seats



Ashgabat International Airport (ASB) Completed in 2016 980 Seats, Offices for 1380 People



**İstanbul Ataturk Airport (IST)** Completed 2016 432 Seats



Saint Petersburg Pulkovo Airport (LED) Completed in 2013 1561 Seats

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

#### DESIGN MANAGEMENT EUROPE

DME	AWA	RD_

Nurus Tasarım Yönetimi

product design award			
2001			
I/X			

<u>و</u>	
reddot design award winner 2009	6
4U	





Pitstop



Dave, Marla, Ela



Taklamakan

product design award 2004

Kiss



Flat



Onda



Leaves





U Too



Sema



Me Too



German Design Awa

Mare



Renée









Have a Break



Greta



Eon / Eon Terminal



Take Five



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.



Alper Böler



Andreas Ostwald



Arik Levy



Atilla Kuzu





Charles Pollock



Claus Breinholt



Defne Koz



CuldeSac



Dorigo Design



Fabrizo Batoni



Fritz Frenkler & Anette Ponholzer



Ece Yalım Design Studio



Aziz Sarıyer













Monica Förster



Lievore Altherr Molina



Noe D. Lawrance



Nurus Design Lab



Dominique David

Flippo Mambretti



Ömer Ünal

Murat Tabanlıoğlu & Melkan Gürsel

Paolo Favaretto



Radice Orlandini







Martin Ballendat



Giancarlo Bisaglia



Silvia Suardi & Sezgin Aksu



Stefan Brodbeck

Studio Zetass



Tanju Özelgin



Yves Behar







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 9001:2001 certificate since 1996, EN ISO 14001:2004 certificate since 2004 and OHSAS 18001:2007 certificate since 2007 to present.





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