

B A B Y K I D S Y

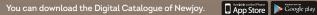


First and Unique in Turkey



Newjoy Smart Rooms











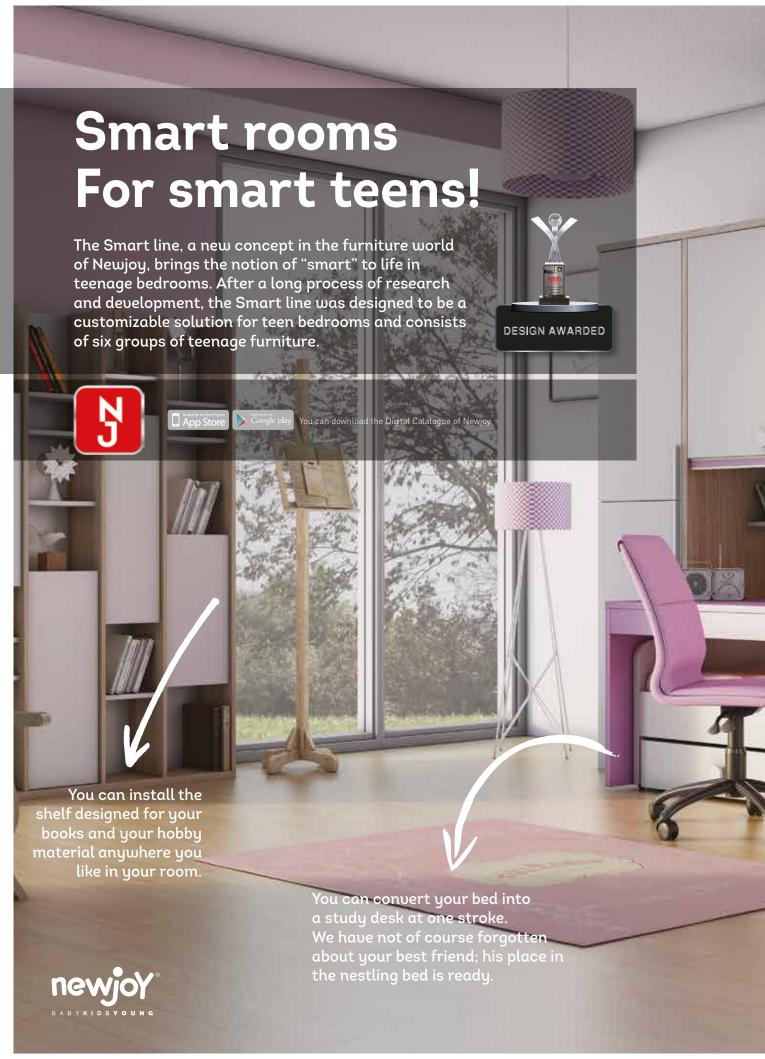


The newest and smartest solution for teenage rooms: the Smart series!

The Smarts series, which can be configured according to different needs and which has wide areas of usage as well as the add/remove feature, gives youngsters, with its functionality, the opportunity to decorate their rooms to their hearts' content.

Youngsters, who seek comfort and innovation in their rooms, enjoy the privilege of using their rooms freely thanks to the Smarts series, a great innovation in the furniture industry.







Why should I Choose the Smart Series?

Its functional modules which can be customised according to different needs give you the freedom to use your room in any way you want. For instance, convert your bookshelf into a study desk or your clothing cabinet into a chest of drawers.

Choosing your teenage room, you are free to include whatever module you like into the assembly depending on the size of your room.



Enliven your room freely with 7 different colour options!

The Smart line brings colour to your room as well as novelty and comfort. Allows you to freely choose the colour of your furniture from among myriad alternatives and create a fun atmosphere in your room.























Smart Newjoy Smart Rooms















newjoy

PUZZLE

A wonderful picture formed by different pieces coming together.









With the Puzzle Teenage Group which reflects the perfect harmony of different modules, you will have the freedom to use the furniture in your room wherever and however you like. Just like a puzzle!

- The shelf has a selection of 7 different colours You are free to choose the colour you wish to have and locate the shelf wherever you like in your room.
- You can also use the shelf for your books or hobby material wherever you like.

You can turn your bed into a desk with a single move. We have something for your best friend too: they can enjoy the supplementary bed.

- If you think two drawers are not enough for you, you can freely add new drawers and choose different colours.
- In short; add or remove whichever module you like and create your room freely!





Add to your pleasure in your room by including the TV unit.



Bu using telescopic modules you can freely organize your room in different ways

Organize your room freely

There is freedom in your room with Puzzle! Add and remove the modules and organize your room anew. Free up your imagination, you have in your hands the freedom to use your furniture in many different ways and colours!



①Study Desk Top Frame



①Study Desk Top Frame + ②Study Desk 205 cm



①Study Desk Top Frame + ②Study Desk 205 cm + ③Bookcase (153x40) + ④Bookcase (40x40) + ⑤Bookcase (Light)



1 Study Desk Top Frame + 2 Study Desk 205 cm + 3 Bookcase (153x40) + 4 Bookcase (40x40) + 5 Bookcase (Light) + 6 Bottom Bed





③Bookcase (153x40) + ④Bookcase (40x40) + ⑤Bookcase (Light)+ ⑧Bed 90x190 + ⑨Bed Headboard Upholstered Part + ⑩Nightstand

 $^{^{\}star}$ Other Smart line modules may also be used in PUZZLE teenage groups.

PUZZLE MODULES









STUDY DESK UNIT (205 cm)



■ 10.600.1418 ■ 1414 ■ 1416 ■ 1419 ■ 1415 ■ 1417 ■ 1420

UNDERSIDE BED

STUDY DESK UNIT (105 cm)



■ 10.600.1411 ■ 1406 ■ 1409 ■ 1412 ■ 1408 ■ 1410



10.600.1124



BED ALTERNATIVES

BOTTOM BED



10.600.1120









10 600 1121





BED (90x190)









10,600,1300







2 DOORS WARDROBE AND DRAWER ALTERNATIVES

2 DOORS WARDORBE TOP MODULE



10.600.1012





DRAWER MODULE (90 cm)



Color Options
10.600.1234
1208 1235
1233 1236



BOTTOM PANEL (90 cm)



10.600.1209 90 15 **6**0

TOP PANEL (90 cm)



10.600.1211





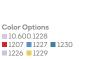


3 DOORS WARDROBE AND DRAWER ALTERNATIVES

3 DOORS WARDORBE TOP MODULE



DRAWER MODULE (120 cm)

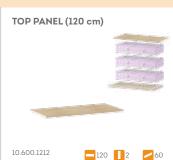




BOTTOM PANEL (120 cm)

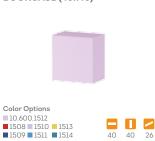






BOOKCASE ALTERNATIVES

BOOKCASE (40x40)













With its design and storage units, Flexi Teenage Group provides a spacious living area, especially for small rooms. Designed as an integrated unit composed of a bed, a desk and a wardrobe, Flexi offers a life concept that highlights comfort.

- The stairs that will take you to your cosy and warm bed are at the same time handy drawers. You have the option to choose a different staircase if you wish.
- Besides the double-wing bottom cabinet, you have an extra cabinet. Of course, you may exclude it depending on the size of the room.
- Choose the number and colour of the cabinet drawers.
- Detach the drawers from the cabinet and use them as a nightstand.

Thanks to the Flexi Teenage Group, everything in your room is located where it should be and reflects your own style!



If you have a lot of stuff to store, you can have the additional under bunk bed cabinet.



You can choose a double or a triple wardrobe.





FLEXI

A wonderful picture formed by different pieces coming together.



Organize your room freely with

With Flexi, your room is always tidy and colourful! You can decorate your room freely with its customizable modules that can be adapted to different purposes.

Likewise, you can select among different furniture modules and colours according to your needs.



1) Bunk Bed + 2) Stairs with drawer



1Bunk Bed + 2Stair with drawers + 32 Doors Bottom Wardrobe



①Bunk Bed + ②Stair with drawers + ③2 Doors Bottom Wardrobe + ④Study Desk 105 cm



1)Bunk Bed + 2)Stair with drawers + 5)Study Desk 205 cm



①Bunk Bed + ②Stair with drawers + ⑤Study Desk Unit 205 cm + ⑧Bottom Bed



(1)Bunk Bed + (2)Stair with drawers + (3)2 Doors Bottom Wardrobe + (6)Bed 90x190 + (7)Bed Headboard Upholstered Part

 $^{^{\}star}$ Other Smart line modules may also be used in FLEXI teenage groups.

FLEXI MODULES











BED ALTERNATIVES

































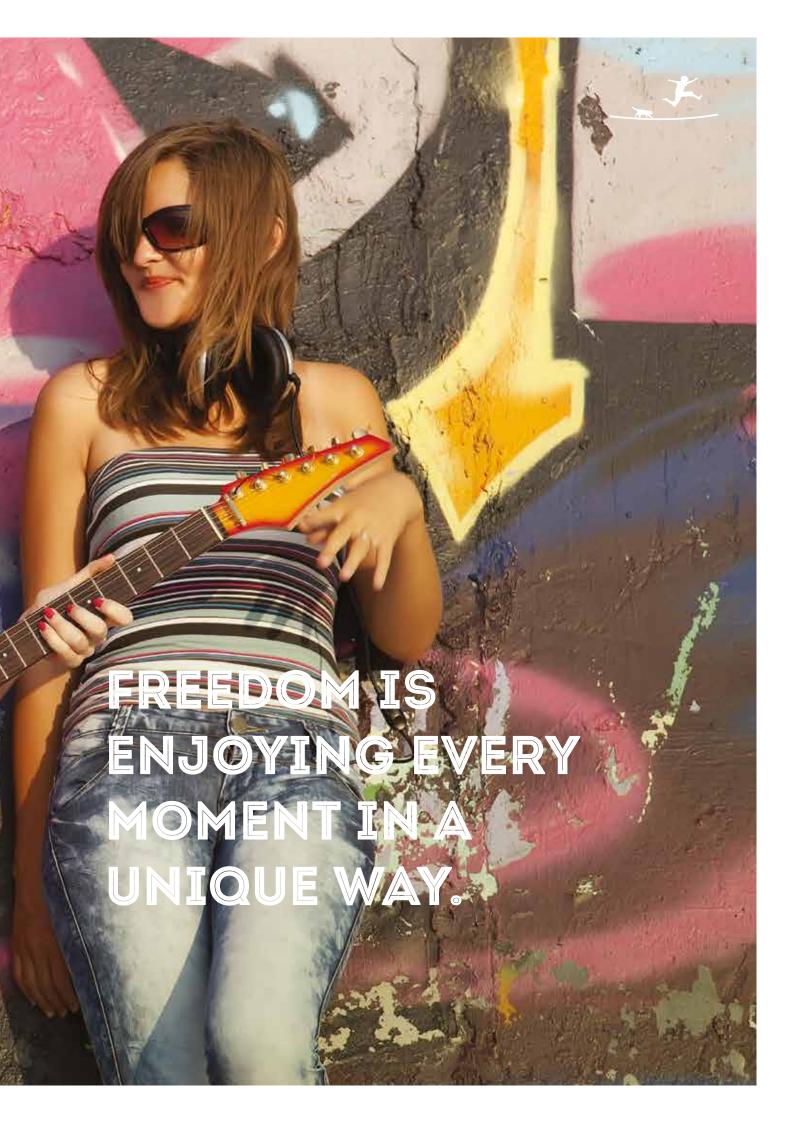












NEW TOWER

A new concept life for teenage bedrooms.









New Tower has a wide range of storage units that will help you organize all your belongings with ease. You have the freedom to decorate your room as you like with New Tower's smart modules that can be adjusted to fit rooms with different sizes and shapes.

- The Stairs you use to reach to your warm bed are useful with drawer functions at the same time. You can choose any optional stair as you wish
- You have 7 different options for your Study Desk. Choose whatever you want with alternative colors freely.
- All your belongings are at correct place with the wide functional spaces of wardrobes.
- Drawers designed with maximum functionality for your needs.

A new life comes in Youth rooms with the New Tower!



With its functional shelves, everything is in order in your room



We did not forget your best friend: they can enjoy the supplementary bed.

Organize your room freely with

Are you ready to meet your room once more again? New Tower's designs will give a completely different look to your room. They will offer you a whole new world and bring in freedom. Use your furniture the way you like depending on your mood, create a whole new image for your room!



 $\ensuremath{\textcircled{1}}$ Bunk Bed with 2 cabinets and book shelf + $\ensuremath{\textcircled{2}}$ Stair with drawers + $\ensuremath{\textcircled{3}}$ Study Desk Unit 205 cm



①Bunk Bed with 2 Cabinets and book shelf + ②Stair with drawers + ③Study Desk Unit 205 cm + ④Bottom Bed



①Bunk Bed with 2 Cabinets and book shelf + ②Stair with drawers + ③Study Desk Unit 205 cm + ④Bottom Bed + ⑤Underside Bed



 $\widehat{\text{\fontfamily Bunk Bed with 2 Cabinets and book shelf +}}$







3Study Desk Unit 205 cm + 6Metal Stair + 7Bunk Bed with book shelf

^{*} Other Smart line modules may also be used in NEW TOWER teenage groups.

NEW TOWER MODULES

BUNK BED ALTERNATIVES

BUNK BED WITH TWO CABINETS AND BOOK SHELF





BED ALTERNATIVES

BOTTOM BED (90X190)

10.606.1118



10.600.1120 95 60 197

UNDERSIDE BED



STUDY DESK, WARDROBE AND DRAWER ALTERNATIVES

STUDY DESK UNIT (205 cm)





STAIR ALTERNATIVES

STAIR WITH DRAWERS

Color Options

■10.600.1417 ■1414 ■1416 ■1419 ■1415 ■1418 ■1420



METAL STAIR 10.600.3101 45 138 25



10.600.3100







What do dynamic teenagers expect to find in their rooms? Of course, they want to have everything at their fingertips. The smartest solution for those teens who wish to catch up with the pace of the urban life is City Life with its functional modules and stylish designs.

- You can use the bunk bed stairs also as handy drawers to keep your extra stuff.
- c If you wish to make a change to your sleeping unit or host a friend in your room, you have an extra bunk bed in addition to your bed.
- You can decide the number of the bookcase and cabinet units.
- Your desk and your bed were designed as an integrated unit for your comfort.

 Are you tired studying? Just tumble into bed! Or lie down on your bed and enjoy watching your favourite TV show.

City Life: your room, your call!



You have different shelf alternatives for your books and other belongings



You can add extra cabinet units depending on your needs.





CITY LIFE

A dynamic and colourful room for free teenagers.



Organize your room freely with

Come on, bring dynamism to your room with City Life! You can use City Life modules with different features anywhere you like. Change the place of your bed or your desk if you wish. If you prefer a different staircase for your bunk bed, it is ready. You name it you have it!



①Compact Bunk Bed with 2 Cabinets, Book Shelf and Stair with drawers



①Compact Bunk Bed with 2 Cabinets, Book Shelf and Stair with drawers + ②Study Desk Unit 205 cm

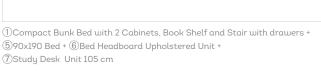


 $\fill \ensuremath{\textcircled{\textbf{0}}}$ Compact Bunk Bed with 2 Cabinets, Book Shelf and Stair with drawers + $\fill \ensuremath{\textcircled{\textbf{0}}}$ Study Desk Unit 205 cm + $\fill \ensuremath{\textcircled{\textbf{3}}}$ Bottom Bed



①Compact Bunk Bed with 2 Cabinets, Book Shelf and Stair with drawers + ②Study Desk Unit 205 cm + ③Bottom Bed + ④Underside Bed



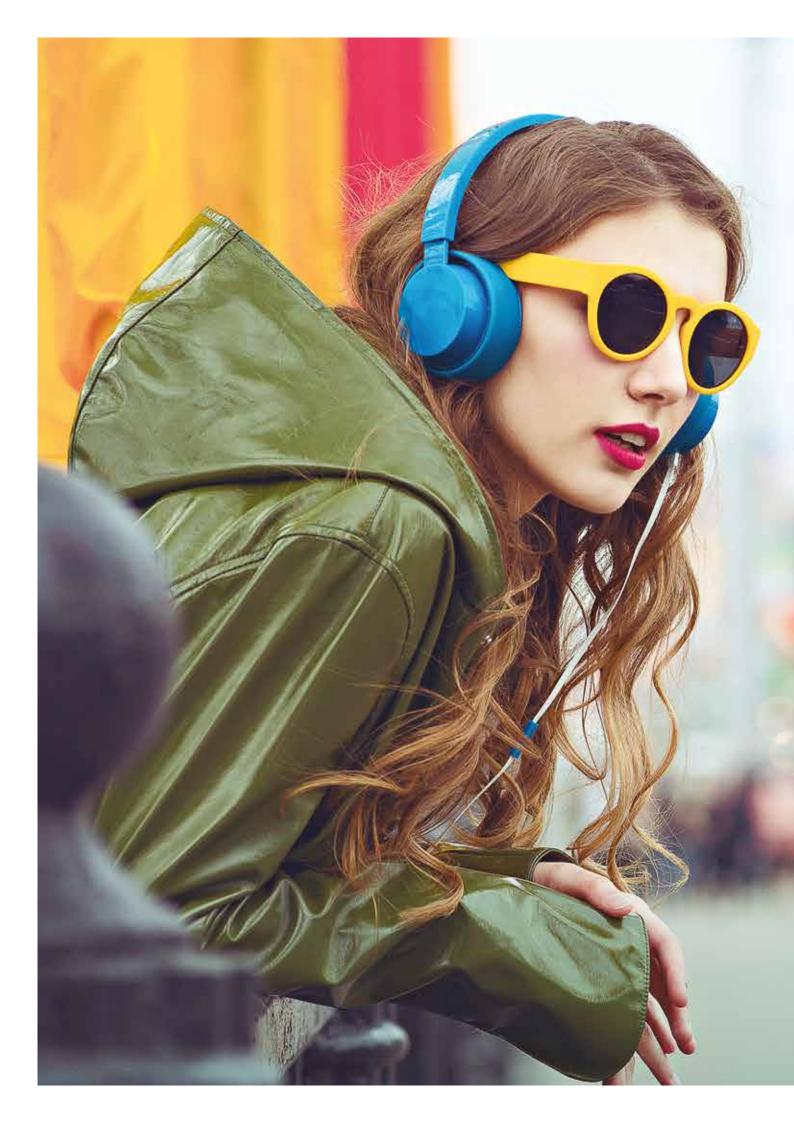




①Compact Bunk Bed with 2 Cabinets , book shelf and stair with drawers * \$90x190 Bed * \$Bed Headboard Upholstered Unit * \$Nightstand

CITY LIFE MODULES





LOOKAT LIFE FROM A DIFFERENT ANGLE, LIVE YOUR LIFE FREELY!

GENESIS

An amazing concept formed by different units coming together.









With its functional modules each designed for different purposes and its simple and elegant designs, Genesis is the best choice for you to create in your room a world of your own! Offering spacious shelf units, a supplementary bed and a lot more, Genesis is at your service to help you create an atmosphere at your preference.

- You can install the shelf designed for your books or hobby material anywhere you like.
- You have the chance to select a wardrobe in accordance with the size of your room.
- You can locate your bed vertically or horizontally.
- You can turn your bed into a desk with a single move.

With Genesis, your room is exclusively uours, enjoy it freely!



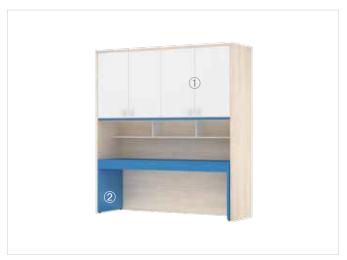
You can decide the size of your desk.



f you think your books are indispensable, you can include the bookcase in the set

Organize your room freely with

If you like change and are open to novelties, Genesis is what you are looking for! You have a wide range of decoration options with Genesis modules that allow for different combinations.



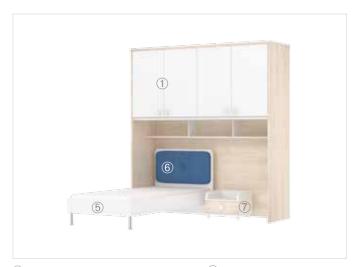
①4 Doors Top Cabinet Frame and Book Shelf + ②Study Desk Unit 205 cm



①4 Doors Top Cabinet Frame and Book Shelf + ②Study Desk Unit 205 cm + ③Bottom Bed



①4 Doors Top Cabinet Frame and Book Shelf + ②Study Desk Unit 205 cm + ③Bottom Bed + ④Underside Bed



①4 Doors Top Cabinet Frame and Book Shelf + ⑤Bed 90x190 + ⑥Bed Headboard Upholstered Unit + ⑦Nightstand



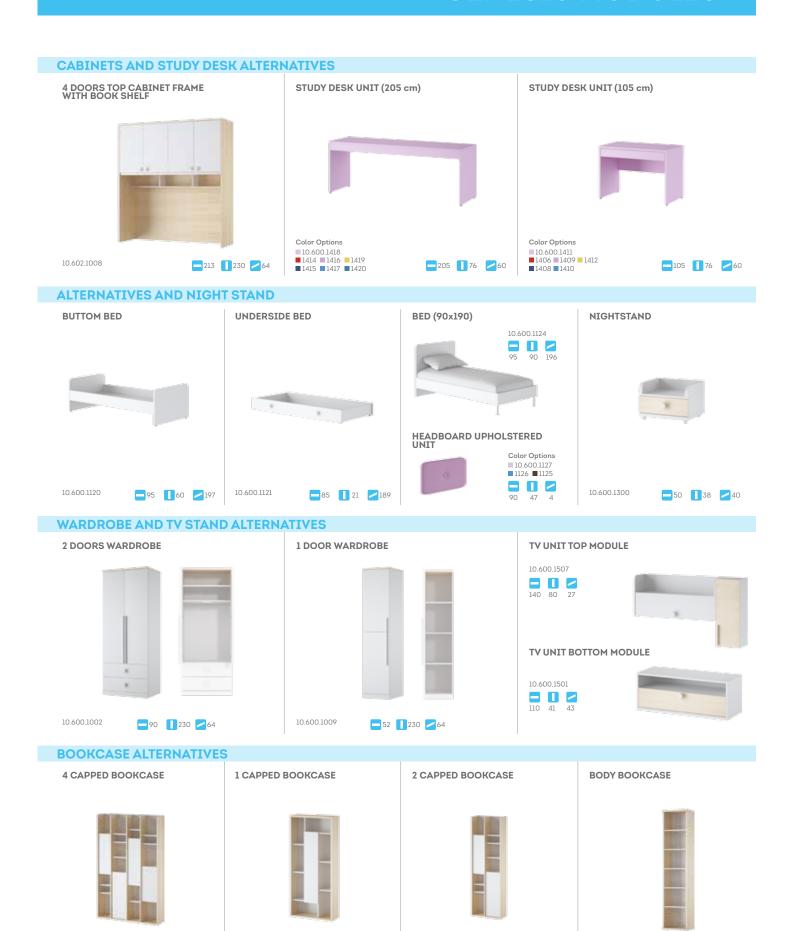
①4 Doors Top Cabinet Frame and Book Shelf + ⑤ Bed 90x190 + ⑥ Bed Headboard Upholatered Unit + ⑧ Study Desk Unit 105 cm



①4 Doors Top Cabinet Frame and Book Shelf + ⑤90x190 Bed + ⑥Bed Headboard Upholstered Unit + ⑧Study Desk Unit 105 cm + ⑨2 Doors Wardrobe

^{*} Other Smart line modules may also be used in GENESIS teenage groups

GENESIS MODULES



10.600.1505

121 193 30

10.600.1503

80 176 30

10.600.1504

193 30

10.600.1502

52 230 35



Imagine your desk can be turned into a bookcase or an extra bed comes out with just a single move. Add comfort to these smart furniture units, and you have Comfort! With its smart modules and usage areas that will enable you to organize all your belongings, Comfort brings freedom and comfort to your room!

- Your guest also has a place to sleep. In addition to your bunk bed, you also have a supplementary bed.
- You can use your desk as a bookcase at the same time.
- You can locate your double-wing corner cabinet anywhere you like as a separate
- Apart from the corner cabinet, you also have two large cabinets attached to the main unit for storing your personal stuff.

Comfort; a new definition for comfort in teenage bedrooms...



You are free to decide whether to add the bookcase to the set.



Your room is always tidy thanks to the numerous functional storage units.





COMFORT

The smartest way to comfort in teenage bedrooms.



Organize your room freely with

Are you ready to live the Comfort Life which consist of smart furniture units? Be ready, because it is the most easy ever to do what you want with Smart Rooms. For example; transform your book case to a study desk with a single motion. Any friend wants staying with you? His / Her bed ready with a single motion again. Everything is so easy as you see...



①Bunk Bed with 2 cabinets, book shelf, study desk and stair with drawers -Color Option : Blue



 $\ensuremath{ \textcircled{\scriptsize 1}}$ Bunk Bed with 2 cabinets, book shelf, study desk and stair with drawers + $\ensuremath{ \textcircled{\scriptsize 2}}$ Bottom Bed



Bunk Bed with 2 cabinets, book shelf, study desk and stair with drawers -Color Option : Pink

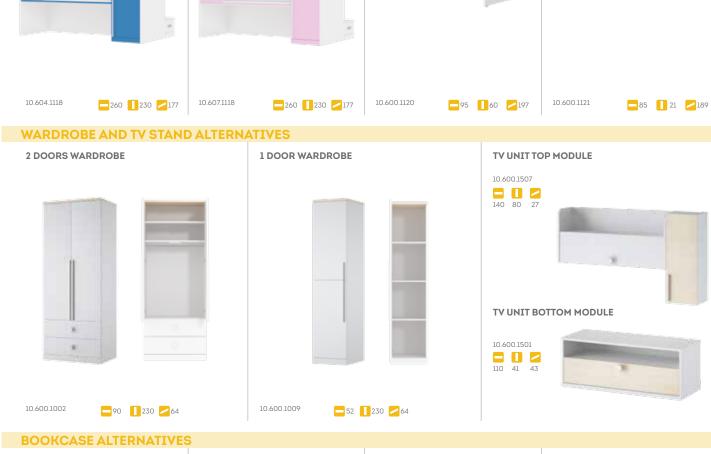


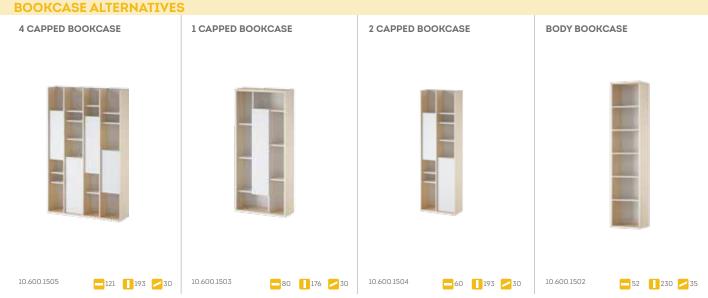
①1) Bunk Bed with 2 cabinets, book shelf, study desk and stair with drawers †
② Bottom Bed † ③Underside Bed

^{*} Other Smart line modules may also be used in COMFORT teenage groups

COMFORT MODULES









Imagine that your study desk transforms to a bookcase with a smooth move or having a second bed in your room with a single move. Imagine that You add an extra Comfort in these Smart Rooms. What You find will be "Comfort" itself. Comfort with smart units easily organize all your things freely and comfortable in your room!

- A bed for your friend is ready. You have an underside extra bed with your bunk bed in your room
- You can use your study desk as a bookcase at the same time
- You can freely locate your 2 Doors Wardrobe as it is a free part of other smart modules
- Except your corner wardrobe, you have two extra more cabinets for your personal things that is integrated to the main module.

Oxford; is the new definition of Oxford for young bed rooms.



Your room is always tidy with many useful drawers.







Smart choice of Smart Youngs

OXFORD



Organize your room freely

You can locate your bed and study desk freely in your room. Use the multifunctional Stairs on the right side or left side. Live the freedem in your room with Oxford.



①Bunk Bed with bookshelf + ②Stair with drawers



①Bunk Bed with Bookshelf + ②Stair with drawers + ③Study Desk Unit 205 cm



①Bunk Bed with shelf + ②Stair with drawers + ③90x190 Smart Bed + ④Bed Headboard Upholstered Unit + ⑤ Night Stand



①Bunk Bed with bookshelf + ②Stair With Drawers + ③90x200 Bed + ④Underside Bed + ⑤Headboard Upholatered Unit



① Bunk Bed with Bookshelf + ②Stair with drawers + ③Study Desk Unit 205 cm + 4 90x190 Bottom Bed + 5 Underside Bed



① Bunk Bed with shelf + ②Stair with drawers + ③90x190 Smart Bed + ④Bed Headboard Upholstered Unit + ⑤Study Desk 105 cm

OXFORD MODULES











BED ALTERNATIVES



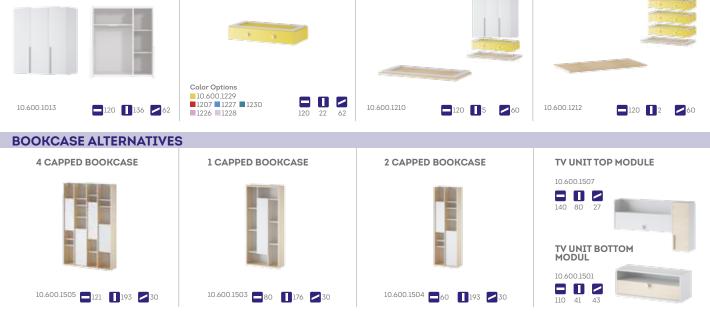
















7 YEARS GUARANTEE

We always maintain the highest hygienic and safety standards in our furniture manufacturing processes, guided by our long years of R&D efforts. Combining safety with elegant design, we offer our customers a 7-years guarantee in panel products.



ISO 9001

ISO 9001

This certificate indicates that the products and services of Newjoy have been managed in accordance with an internationally accepted management system while attesting to the sustainability of the product and service quality of Newjoy



ISO 10002

Customer Satisfaction
Management System
Certificate" indicates that
Newjoy follows the policy to
have advance quality and safety
standards in its products. This
Certificate certifies that Newjoy
have been proved already to
have the necessary abilities for
this purpose.



TSE-EN

This Certificate indicates that Newjoy's product collection is accepted by Europian Norms to certify Newjoy products has the neccessary Europian quality & security standards.



GS (Geprüfte Sicherheit) QUALITY CERTIFICATE

Newjoy is proud to showcase its commitment to quality, reecting itself in each stage of production from the materials used to the entire production process, with the GS (Geprüfte Sicherheit) Quality Certicate. The GS (Geprüfte Sicherheit) Quality Certicate proves that the product has been designed in accordance with International Standards including those of the European Union.



E-1

Another indicator of the unmatched quality of Newjoy products is E-1 Quality Standards. E-1 Quality Standards guarantee that the youngest of the house is never exposed to toxic furniture.



IN THE WORLD

30 COUNTRIES | 100 CITIES | 150 SALES POINTS |

With our Newjoy Baby and Young Furniture, We continue to conquer the world.

Every day we bring together the new generation with quality, design and functionally.

Today we decorate their imagination worlds with our Secure and Healty products in 30 countries.



*ALGERIA *AUSTRALIA *AUSTRIA *AZERBAIJAN *BAHRAIN *BULGARIA *CHINA *CYPRUS *CZECH REPUBLIC *EGYPT *GREECE *HOLLAND *IRAQ *JORDAN *KUWAIT *LEBANON *LIBYA *MALAYSIA *MOROCCO *OMAN *QATAR *REUNION ISLAND *ROMANIA *RUSSIA *SAUDI ARABIA *SOUTH AFRICA *SOUTH KOREA *THAILAND *U.A.E. *VIETNAM

