

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.

NUMBERS

REFLECT

OUR PAST

1927 trust
heritage
reliability
experience

45,000 m² capacity
technology
quality
sustainability

>40 worldwide
locations

37 international
designers

ERS CTING SSION

> 50 design awards

> 100,000s happy people :)

∞ 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 nearly 40 locations through a network of more than 50 retailers 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

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06935, Ankara, Turkey

Nurus DMCC Middle East

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

Nurus Germany

Riesstrasse 12 80992
Munich, Germany

Nurus Export

Büyükdere Cad. Karakol Sok. No.2
34330 Levent, İstanbul, Turkey
export@nurus.com

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.

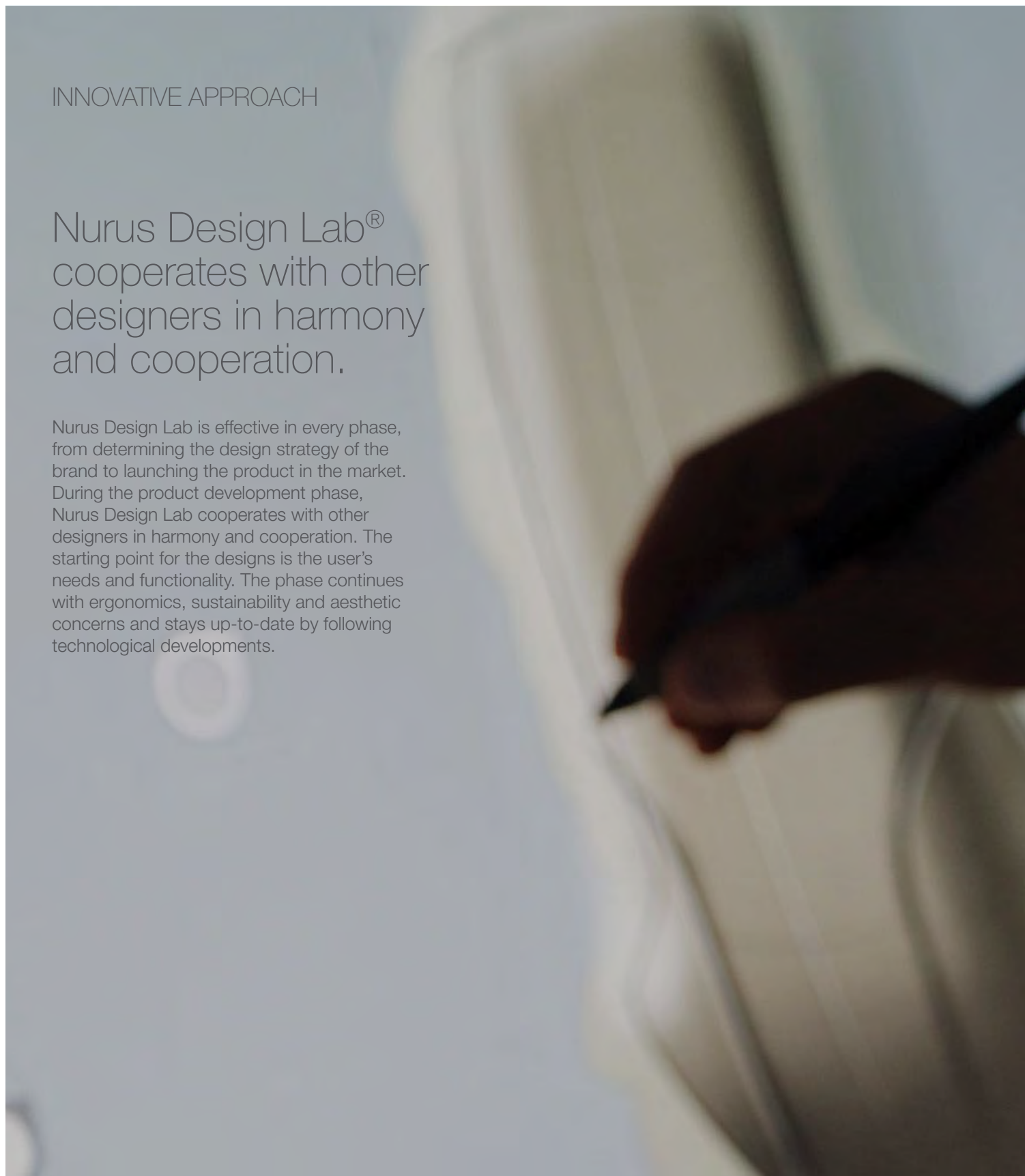


Nurus is a member of FIRA and BIFMA and holds the EN ISO 9001:2001 certificate since 1996, EN ISO 14001:2004 certificate since 2004 and OHSAS 18001:2007 certificate since 2007 to present.

INNOVATIVE APPROACH

Nurus Design Lab[®]
cooperates with other
designers in harmony
and cooperation.

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 intergration 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.

nurus links[®]

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. The **Digital Chain**® it developed produces generic 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.

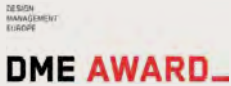
02 Nurus Tracker[®]

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.)

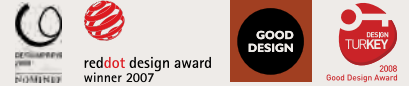
AWARDS When you do
the right thing,
the whole world
will reward you.



Nurus Design Management



Taklamakan



U Too



I/X



Kiss



Sema



4U



Flat



Me Too



Pitstop



Onda



Mare



Caria



Pila



Tan



Have a Break



Picnic



Inno



Greta



Uneo



Alava



Eon



Ashbury



Isola

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



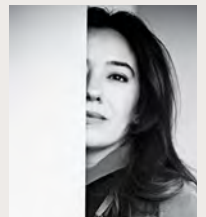
Can Yalman



Charles Pollock



Claus Breinholt



Defne Koz



CuldeSac



Dorigo Design



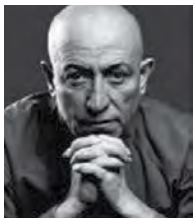
Fabrizio Batoni



Ece Yalim Design Studio



Fritz Frenkler & Anette Ponholzer



Aziz Sanyer



İnci Mutlu



Jacob Thau



Koral Erat



Lievore Altherr Molina



Dominique David



Murat Tabanlıoğlu & Melkan Gürsel



Monica Förster



Noe D. Lawrance



Nurus Design Lab



Flippo Mambretti



Ömer Ünal



Paolo Favaretto



Radice Orlandini



Shelly Shelly



Martin Ballendat



Giancarlo Bisaglia



Silvia Suardi & Sezgin Aksu



Stefan Brodbeck



Studio Zetass



Tanju Özelgin



Yves Behar

HISTORY

With
Knowledge,
Experience and
Passion...

1927

The first atelier
was established by
Nurettin Kunurkaya.

1967

The first
sales store
was opened in
Ankara, Mithatpaşa.

1974

The atelier was extended

to become a 2400 m² manufacturing plant.

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.

1992

Member of FIRA

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 furniture
sector in Turkey. Also
the store in Istanbul,
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.

Today, Nurus brings together tens of thousands customers over 40 countries with its innovative office & life style solutions.

2006

Health and safety

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

2007

“ilk in Milano”

Nurus became the organizer and sponsor for the “ilk 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.

2013

Technology base

45000 m² technology based manufacturing plant has come into operation in Ankara.

2014

Nurus Dubai

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

2015

Nurus Munich

administrative office and showroom was opened.

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.

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.

The Digital Chain® it developed produces generic solutions specific to projects.

Health Solutions



Success Runs in the Blood of Nurus.

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.

The Nurus Digital Chain® system functions with zero error margin in every project ranging from education to transportation, office buildings to health institutions, from the beginning of the project up until its delivery.

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.

Nurus Digital Chain®, produces unique solutions for each project with its capacity to adapt.

Contract Projects



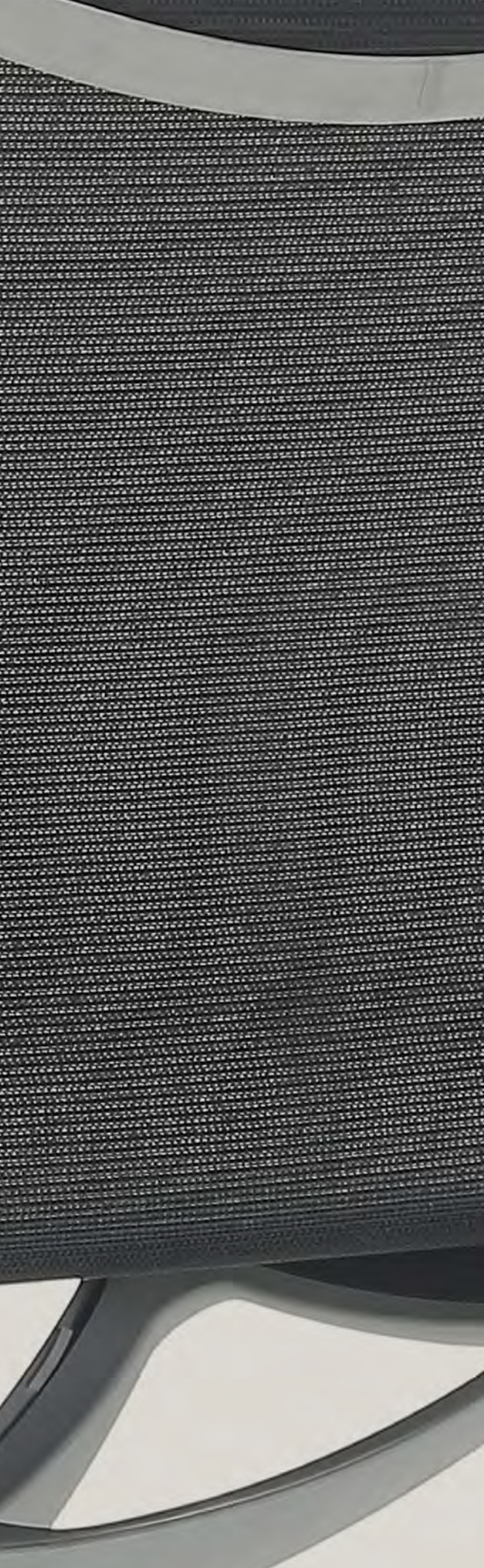
Nurus Expertise.

Nurus offers turn-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.

As a single point supplier, Nurus offers a total solution to its customers in accordance with the project size and its complex structure thanks to Nurus Digital Chain® system developed by Nurus.





01. Performance Task Chairs

01. Performance Task Chairs

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.



reddot design award
winner 2008



reddot award 2015
winner





01.
Performance Task Chairs



Alava



Me Too



Waves



Uneo

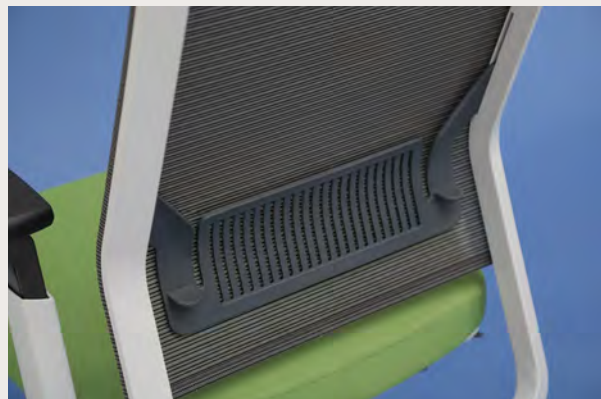
Me Too



01.
Performance Task Chairs



Sacha, Inno



Uneo



Core



M Chair



Breeze

01.
Performance Task Chairs



Aura



Mia



D Chair



Alava

Alava







02. Lounge

02.
Lounge

Seize the moment.

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



reddot design award
winner 2008



reddot design award
honourable mention 2011



2008
Good Design Award



2012
Good Design Award



reddot design award
winner 2009



2010
Good Design Award



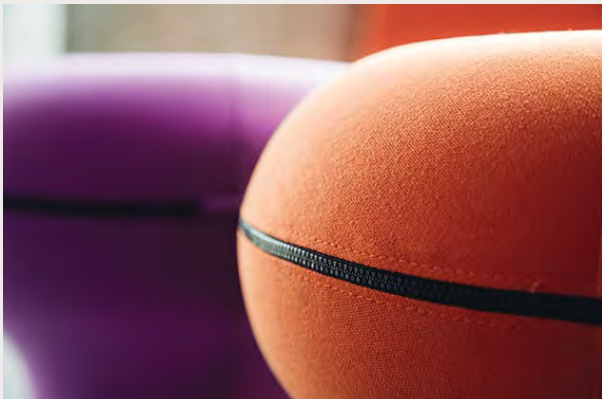
2012
Ustun
Tasarim Odulu



German
Design Award
NOMINEE 2015



02.
Lounge



Cork



Connect, Pitstop



Stone, Edgar



Greta, Edgar



02.
Lounge



Peak, Tau



Onda



Fly



Stone, Edgar, Sema



02.
Lounge



U Too



Stone, To



Aura



Stone, Nurus Links



Taklamakan





03. Armchair & Sofas

03.
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.



reddot design award
winner 2007





03.
Armchairs & Sofas



Luna, Drop



BERNHARDT | design by **nurus**

CP1



Atlantic, Ashbury, To



Flat



Flat, Mono, To

03.
Armchairs & Sofas

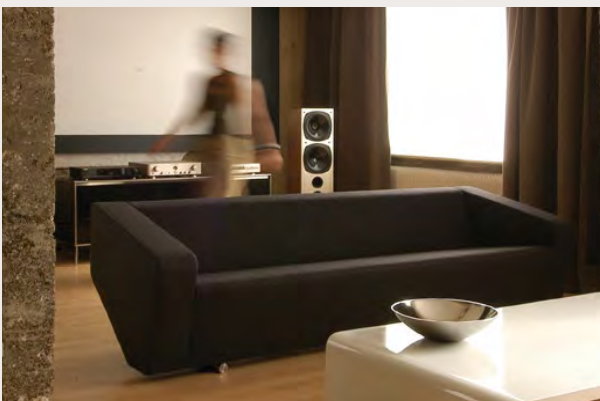


BERNHARDT | design by **nurus**

Chiara



Tan



To



Juna, To, Mono



03.
Armchairs & Sofas



Tara



Greta



U Too



Vika



Tan, Loop Lounge, Tau

03.
Armchairs & Sofas



Atlantic



Beetle



Hi&Lo



G Chair



TO



TO



10,
WC
WC
WC

The main task of furniture design is not to invent new furnitures as tables, cabinets or sideboards, but to design them in a good suitable manner. One way to way to do that is to show the dignity of proportion, form, colour, material and know-how. By doing that, the dignity of the object passes to their observers and users. The personality and character of a product is found by the knowledge of these things, but it is also found by watching people with their habits and cultural specialities.

Since 1927, every product of Nurus is created with passion driven from the entrepreneur spirit of the brand and the modern design and management approach of the family corporation who values tradition.



04. Executive Series

04. Executive Series

1+1=5

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







04. Executive Series



M Chair, I/X



Inno



I/X



I/X, Me Too



ASHBURY
Design: Stefan Brodbeck



Ashbury, Sacha

04.
Executive Series



Ashbury, Alava, Me Too



I/X, Flat, Greta, Mono



Next, Me Too



Ashbury, Sacha

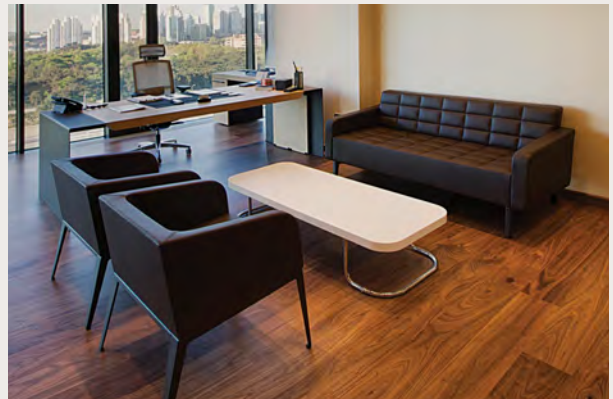


Inno, Me Too, Tan, To, Inno

04.
Executive Series



Inno, Me Too, Tara, Tan



Inno, Tara, Greta, Hi&Lo



I/X



Ashbury, NurusLinks®



I/X, U Too, To





05. Meeting & Conference

05.
Meeting & Conference

Inspiring atmosphere
for grand thoughts.

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





05.
Meeting & Conference



Picnic



Isola Meeting, NurusLinks®



Pitstop, Tune, NurusLinks®



Waves, U Too

Inno, Sacha



05.
Meeting & Conference



XXL



Pitstop, NurusLinks®



Isola Meeting, NurusLinks®



Picnic, NurusLinks®



Pitstop, Waves, Pila

05.
Meeting & Conference



Nest, Tune



Picnic, Mono



Picnic, Isola Media Wall, NurusLinks®



Have a Break, Bobo



Waves, Pila





06. Work Systems

06. 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.



reddot design award
winner 2008



GERMAN
DESIGN
AWARD
NOMINEE
2016





06.
Work Systems



Gate, Breeze



Isola, Uneo



Lunar, D Chair, Greta



U Too, Breeze, Fe2



Pila, Breeze



06. Work Systems



Plato, Mia



Tools



Pila, Breeze



Silva, Me Too, Cube



Isola, Uneo

06.
Work Systems



Isola, Uneo



U Too, Me Too



U Too, Me Too, Fe2



Isola, Waves



Silva, Picnic, Breeze, Cube





07. Chairs

07.
Chairs

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.





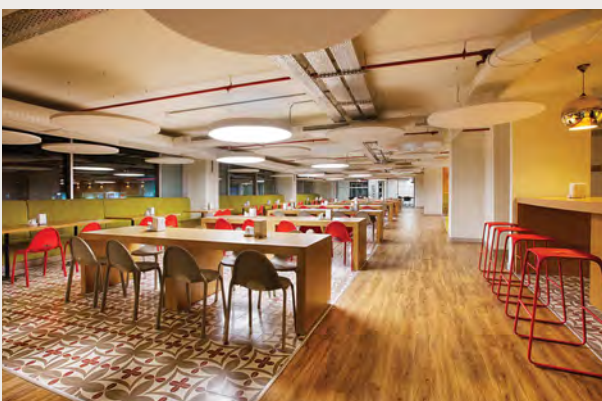
07.
Chairs



Fiorellina, Drop Table



Graf



Drop Chair, Bobo



Tune, Nest



07.
Chairs



Aro



Tune, Nest



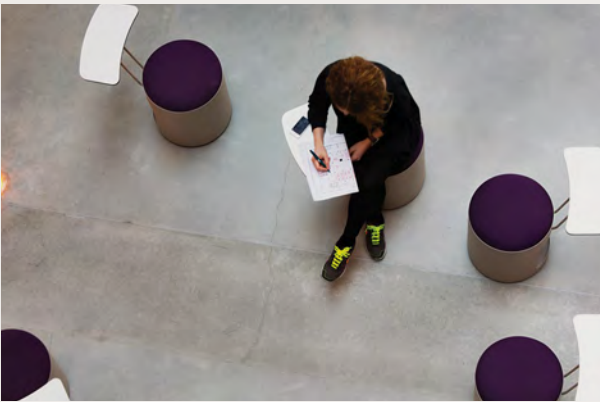
R2



Eon, Breeze, Pila, Tau



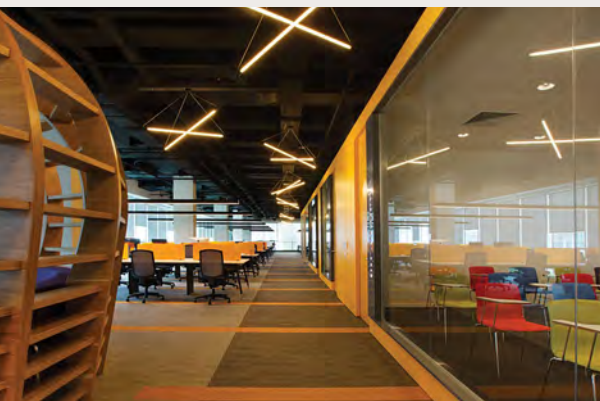
07.
Chairs



R2



Eon



Eon, Breeze, U Too



Trea

Forest







08. Storage Systems

08. 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.



08.
Storage Systems



Fe2, U Too, Me Too



Cube



Mono, U Too



U Too, Fe2



Silva, Mono ,Eon, R2

08.
Storage Systems



Basic Box, Me Too, Silva



Fe2, Silva



Fe2



Mono, Connect

Cube







09. Accessories

09.
Accessories

Completes the sight.

It enriches the work areas and increases the motivation. Come and take a close look at Nurus accessories which enable hosting your guests at a more comfortable environment and add color to living areas.



product
design
award

2009 ■



09.
Accessories



Sema



Tools



Edgar



Sema, Edgar, Tara, Greta



Edgar, Greta

09.
Accessories



R2, Edgar, Greta



Drop, Greta



Sema, Greta



Edgar, Greta



Tara, Greta, Edgar





10. Wall Dividers

10. Wall Dividers

Areas within your space.

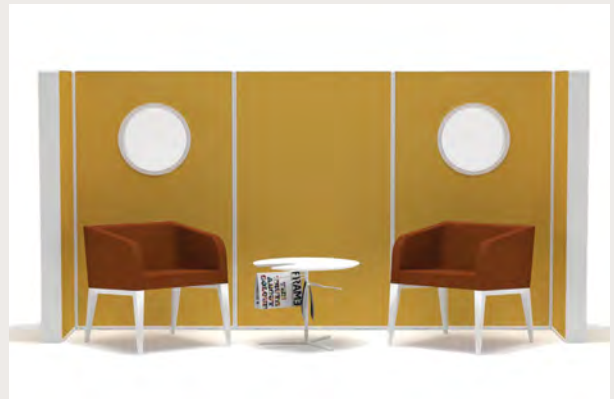
Helps you to shape your living space
to meet your needs; creates resting,
socializing, meeting and individual
working areas within your space.



10.
Wall Dividers



Kiss



Kiss, Tara, Sema



Varto, U Too, Fe2



Varto, Basic Box



Varto, Basic Box

nurus.com

