### 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.

trust heritage reliability experience

45.00 m<sup>2</sup>

capacity technology quality sustainability

worldwide locations

37

international designers

design awards

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 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**

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#### **Nurus Export**

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#### **Nurus Germany**

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#### **Nurus DMCC**

Unit No: 526, DMCC Business Centre, Level No 1, Jewellery & Gemplex 3 - Dubai, UAE

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

















#### 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.



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.

#### 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.



#### DME AWARD\_

Nurus Tasarım Yönetimi



Taklamakan











I/X



Kiss



U Too

Sema





Flat









Me Too



4U







Pitstop



Dave, Marla, Ela



Onda

Leaves



Mare





Renée













Tan



Caria

















































Greta

















Ashbury





Isola

Lips









Diadem









Take 5



Mila



Mio





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



Can Yalman



Charles Pollock



Claus Breinholt



Defne Koz



CuldeSac



Dorigo Design



Fabrizo Batoni



Ece Yalım Design Studio



Fritz Frenkler & Anette Ponholzer







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 m<sup>2</sup> 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 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.

2007

#### "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.

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.

#### 2013 Technology base

45000 m<sup>2</sup> technology based manufacturing plant has come into operation in Ankara.

#### 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.





# 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



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

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.

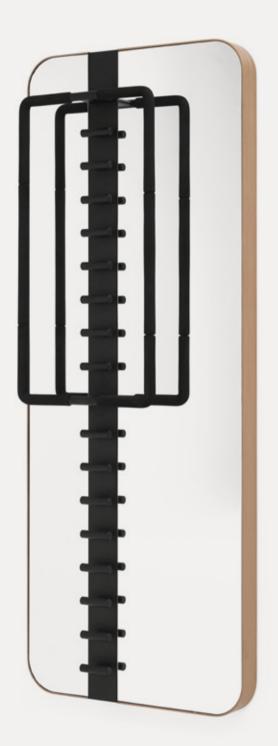
The values you can measure with Nurus Light Wellness: Lux Meter, Flicker Test and Kelvin Meter.

### 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.





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.





Alava



Waves



Me Too



Isola, Uneo

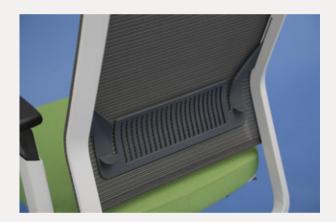




Sacha



Core



Uneo

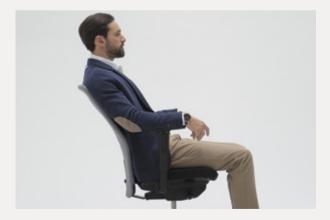


Sacha





Aura



D Chair



Mia



Alava







## 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





Peak, Tau



Fly



Onda



Stone, Edgar, Sema





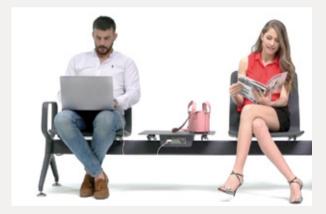
U Too



Aura



Stone, To



Eon Terminal, Nurus Links®







# 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.

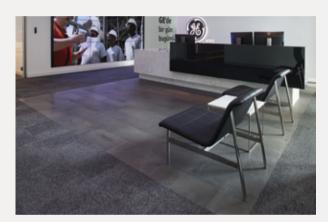




Luna, Drop



U Too



CP1



Claire





Chiara, Flat



То



Tan



Juna, Drop







Tara



U Too



Greta

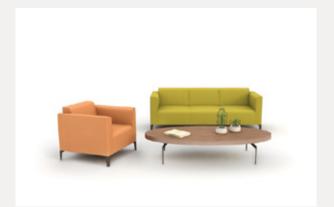


Vika





Atlantic



Claire, To



Beetle



Greta, Edgar





Ela, Edgar



Hi&Lo



Greta, Edgar



Claire







# **Executive Series**

#### **Executive Series**

$$1+1=5$$

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

#### Ashbury





Inno

Next





|/X



|/X









#### 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



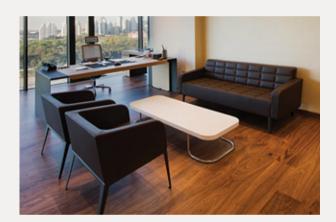
#### **Executive Series**



Inno, Me Too, Tara, Tan



Brooklyn, Sacha, Ela



Inno, Tara, Greta, Hi&Lo



Ashbury, Nurus Links®







### Inspiring atmosphere for grand thoughts.

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

Pitstop



Have a Break Nest



 $\times$ L



Pitstop





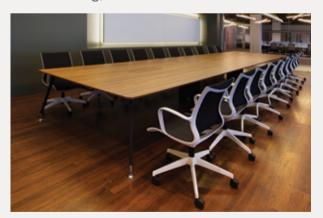
Picnic



Pitstop, Tune, Nurus Links®



Isola Meeting, Nurus Links®



Waves, U Too





XXL



Greta Meeting, Nurus Links®



Pitstop, Nurus Links®



Picnic, Nurus Links®





Nest, Tune



Picnic, Isola Media Wall, Nurus Links®



Picnic, Mono

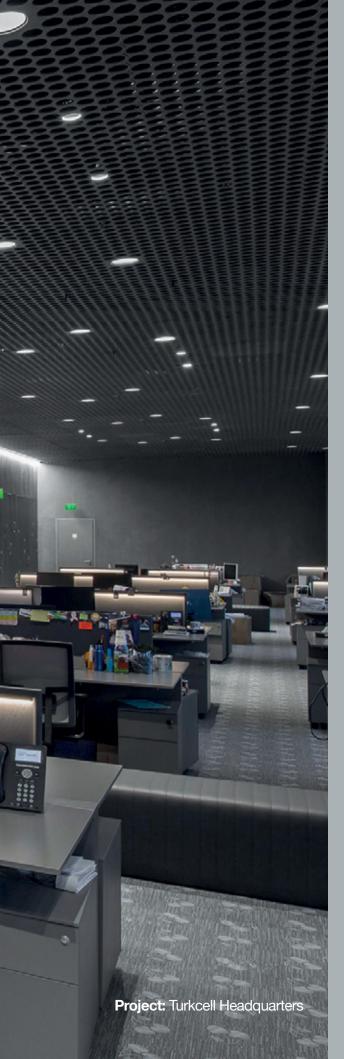


Have a Break, Bobo









### 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.







Faces

Gate





U Too



Gate



Plato



Silva



Phonestop







Otto



Reneè



London Bench





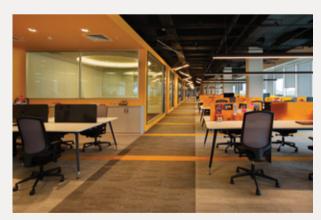
Gate, Breeze



Otto



Faces



U Too, Breeze, Fe2





Plato, Mia



Pila, Breeze

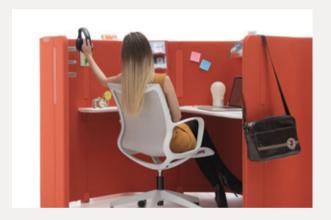


Tools



Silva, Me Too, Cube





Isola, Waves



U Too, Me Too, Fe2



U Too, Me Too



Isola, Waves

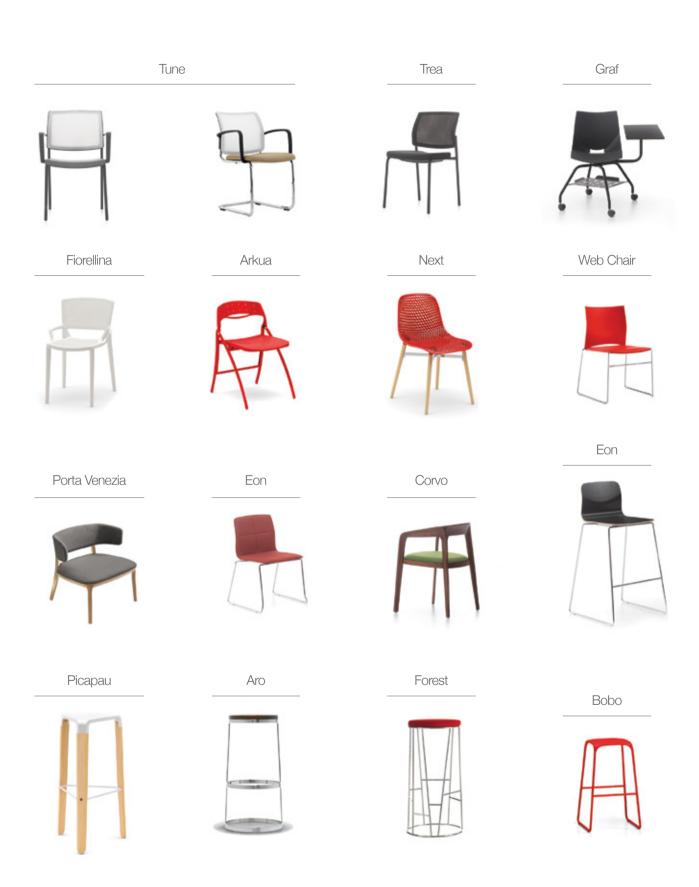






### The colorful heroes of daily life.

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



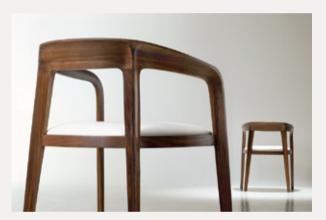
## institution of the second



Eon



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.



Kiss



#### Pouffes







Lips



R2



Kiss

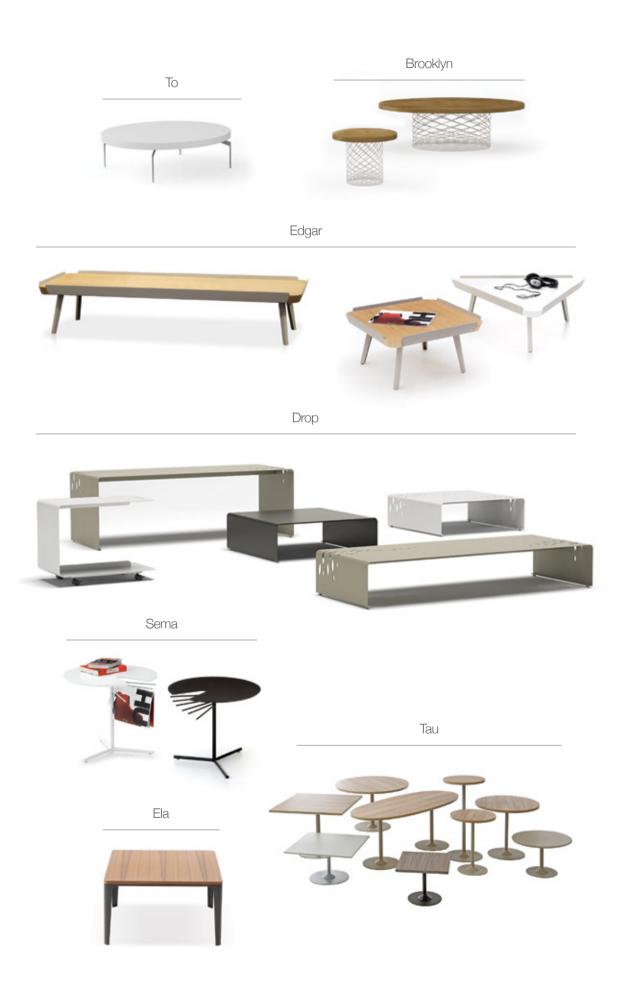






# Compliments of living areas...

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

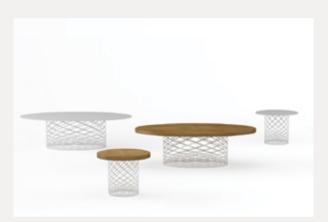




Sema



Edgar



Brooklyn



Sema, Edgar, Tara, Greta





R2, Edgar, Greta



Sema, Greta



Drop, Greta



Edgar, Greta

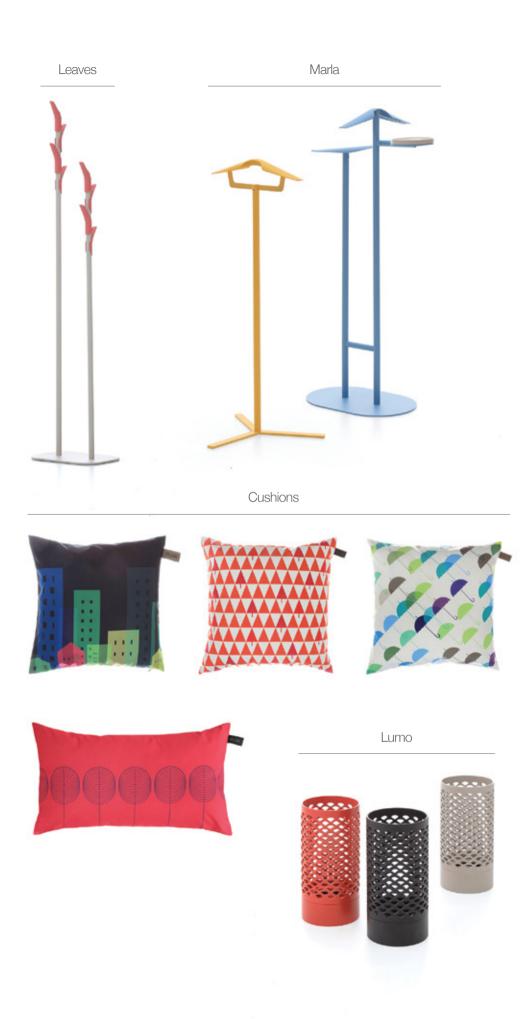






### Color your life.

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





Cushions, Marla, Leaves



Marla



Tools



Leaves





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



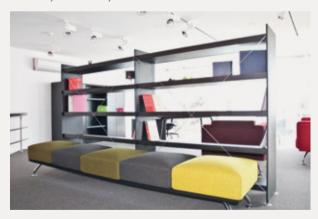
Atlas Basic Box



#### Storage Systems



U Too, Me Too, Fe2



Mono, U Too



Cube



U Too, Fe2



#### Storage Systems



Basic Box, Me Too, Silva



Fe2



Fe2, Silva



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.





#### Varto









#### Wall Dividers



Kiss



Varto, U Too, Fe2

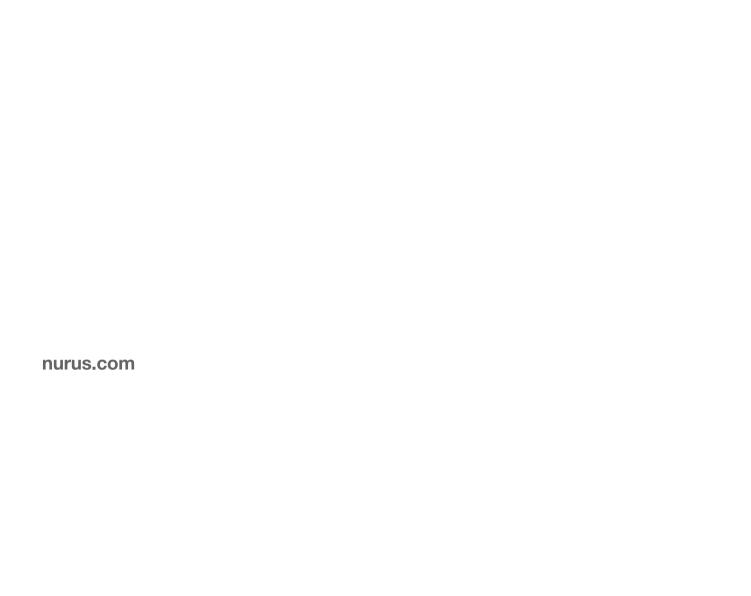


Varto, Connect, Taklamakan



Varto, Basic Box





nurus.com