





# **ENJOY HAPPINESS**

Happiness is now with you at all times! It is in the joyful games as you accompany your baby's tiny steps, it is in these unique and unforgettable moments you share.

Beauties are always with you during the times when you breath happiness through these special moments.









# INITIAL STEPS TOWARDS HAPPINESS...





# **INTHE 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





#### PEACE OF MIND FOR MOTHERS WITH HAPPY BABIES!

Every baby is a blessing; they add excitement, joy and beauty to a house that otherwise would seem pretty much empty. The excitement spread by the newcomer is the beginning of a new story for parents. Witnessing the first steps of their little one can be one of their fondest and most special memories they will ever experience.

And, we are doing our best to be a part of those happy memories. We are taking on board your insights and opinions to make sure you see your little ones grow up safe, healthy and happy and producing all our baby furniture products according to safety, health and functionality principles.

Because we are here not only to ensure that your babies feel safe, comfortable and happy in their rooms but also for you, the mothers, to be able to access easily the materials you need for taking care of your baby and share the happiness of your baby with a peace of mind.





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ROSE 26



BABY

OCEAN 34



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LAURA 48



JASMIN 54



SAILING 60



BLUE BIRDY 66



WHITE LIFE



NAUTICA 78



BELLA 86



BERRY 92



PUFFY 98









#### A little smile sometimes tells the story of a great happiness.







# LIVA



Liva, the new room of Newjoy, brings a smart touch of style and peace to the baby rooms.

With Liva's functional modules, your baby's room turns a gateway to happiness as these modules offer not only a neat design but also a convenience for the mothers.



# LIVA



- LED illuminated functional wardrobe
- Pinup shelf
- Extendable baby crib with a railing lift mechanism
- Dresser with a diaper change unit
- Modules with wooden handle and high wooden legs
- Product modules that feature doors with stoppers and drawers









Extendable Bed 10.521.1600 W165 H96 D89





■ 3 Doors Wardrobe 10.521.1001 W121 H196 D63

# Newjoy Design bringsyour dream houseup to your finger tips!

Newjoy breaks the ground in the furniture world with its yet another new app that makes life easier:

#### Newjoy Design

As you try to pick your Baby, Youth or Home furniture, Newjoy Design will help you figure out how your new furniture will fit into the layout of your house. In addition, this new app will allow you to take photos of your own room and design it in a much more comfortable way. This will mean that you will enjoy its capabilities through your decision making.

With this app, you will be able to apply Newjoy Home and Newjoy Baby-Young products together while you can also see their color and fabric alternatives in a practical way and you can create the right combination for your home. Newjoy Design will open the doors to you for a new possibility where you will be able to see realistic sizes of these premium products and get price information.

You can download our "Newjoy Designer" app.





Google play

You can download the Digital Catalogue of Newjoy.



# ZUZO

#### Never lose the urge to discover new things and live happiness!











### ZUZO

#### The playful giraffe Zuzo invites your baby to play with it!

Babies will love Zuzo's fun design, and you, mothers will be charmer by its functionality.

- LED illuminated functional wardrobe with stained-glass and UV pattern
- Dresser with stained glass and UV pattern
- Pinup shelf
- Extendable rocking baby crib Stained glass pattern, height adjustable
- Product modules that feature doors with stoppers and drawers







Swinging & Extendable Bed 10.103.1600 W166 H97 D82



Swinging & Extendable Bed 10.103.1600 W166 H97 D82



 Dresser 10.103.1200
 W105
 H93
 D50

 Shelf 10.103.1203
 W105
 H30
 D20



**3** Doors Wardrobe **10.103.1001 W**140 **H**197 **D**62



2 Doors Wardrobe 10.103.1002 W105 H197 D62



# GOLF STAR

Your baby finds peace and happiness in your arms only.







### GOLF STAR



Newjoy's new Golf Star module has been designed with all the needs of the mothers and their babies in mind.

Designed using exclusive laser technology, Golf Star will be a favorite for not only mothers but also babies who grow up like a golf star with functional modules, extensive storage and usage areas.



## GOLF STAR



- Laser pattern wardrobe and drawer doors
- Golf ball handle
- Product modules that feature doors with stoppers and drawers
- LED illuminated functional wardrobe
- Extendable baby crib Wooden profile pattern, guardrails with a lift mechanism and wheeled lower drawers











2 Doors Wardrobe 10.522.1002 W104 H216 D63



**3** Doors Wardrobe / Eco **10.522.1004 W**140 **H**216 **D**63

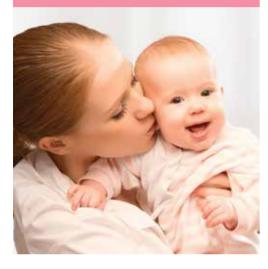


# ROSE

Sleeping peacefully and safely... That's what being happy is all about!



## ROSE



Rose offers the perfect blend of plain and elegant design and ease of use.

Play your games happily in your baby's room thanks to its special compartments attached to storage areas.







ROSE



- LED illuminated functional wardrobe with wooden legs
- Baby crib Membrane printed profile pattern, guardrails with a lift mechanism
- Profile patterned, membrane printed pinup shelf
- Profile patterned and wooden legged dresser with an accessory drawer
- Product modules that feature doors with stoppers and drawers











Extendable Bed 10.520.1600 W192 H114 D93



Bed 10.520.1601 W140 H114 D93





Dresser 10.520.1200 W100 H94 D50
 Shelf 10.520.1203 W100 H38 D16



4 Doors Wardrobe 10.520.1007 W182 H214 D61



**3** Doors Wardrobe **10.520.1001 W**140 **H**214 **D**61



# Quality is not only about robustness!

A product in our mind must feature many qualities each of which represents the understanding of serving, producing, innovating, research, technology and use by human being!

This is how we take the production and service we offer. That is why Newjoy features these competitive qualities. It is a design of High Technology, Experience, High Quality, Flexibility, Innovation, Research and Development, and Prompt Delivery.



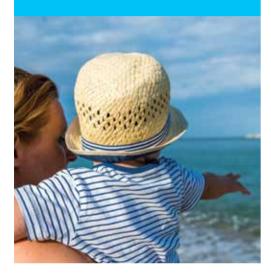


## OCEAN

#### Life is a marathon! And the path to happiness starts with baby steps.



### OCEAN



#### The blue color of happiness in your baby's room: Ocean!

Ocean is a new and unusual design. Its patterns are created by using a special laser technology. It will pleasantly color your baby's room as it also features spacious storage and usage areas.







### OCEAN







- Modules with laser embroidered patterns
- Extendable baby crib with a lift mechanism
- LED illuminated functional wardrobe with a wooden crown
- Dresser with a profile cover pattern
- Pinup shelf with a wooden crown
- Product modules that feature doors with stoppers and drawers



Extendable Bed 10.523.1600 W190 H106 D95





**3** Doors Wardrobe **10.523.1001 W**140 **H**206 **D**65



# BUTTERFLY

They live happily each and every moment. Happiness is in their nature.



### BUTTERFLY



#### It is like butterflies flapping their wings with happiness...

One of Newjoy's new designs, Butterfly, will make you and your baby feel all the beauty and happiness of spring with many of its admirable qualities.







### BUTTERFLY





- LED illuminated functional wardrobe with profile door pattern and a mirror
- Extendable baby crib with a railing lift mechanism
- Elegant handles with butterfly profiles
- Pinup shelf
- Dresser with a profile cover pattern
- Product modules that feature doors with stoppers and drawers







Extendable Bed 10.524.1600 W188 H105 D92







Dresser 10.524.1200 W92 H97 D48



**3** Doors Wardrobe **10.524.1001 W**138 **H**207 **D**62



# It is good to know!

### GIVING YOUR BABY A SAFE SLEEPING ENVIRONMENT.

- Lay down your baby on his/her back on a hard baby crib without leaving any gap.
- Remove any pillows, blankets, fleece, soft toys, and other soft products from inside the baby crib.
- If you are going to use a blanket, place the baby in a way that will make its legs touch the end of the crib. Push a thin blanket underneath the bed from both sides and cover the baby only up to its chest.
- Bebeğinizin kafasının uyku anında örtülü olmadığını kontrol edin.

- Make sure your baby's head is not under the blanket during sleep.
- Do not let your baby sleep on a water bed, soft mattress, pillow or on any other soft surfaces.
- Make sure your baby crib conforms to current safety standards

### ATTENTION POINTS WITH BABY CRIBS

Cribs, feeding chairs and other accessories used from the moment a baby is born must be selected with safety concept in mind as a substantial element. Parents and caregivers must be well informed about the potential risks in the environment. These risks may arise from misuse of the product or from the fact that the product is not designed to meet their particular use.

#### FEATURES OF A SAFE BABY CRIB

- The gaps between the guardrails should be maximum 60 mm wide so your baby cannot push her/his body in between.
- A hard bed must be used in a size to leave no space between the bed and the crib walls so your baby does not get stuck in between the bed and the crib walls.
- The corner poles should not be higher than 6.3 mm from both ends of the crib in order to prevent the clothes of the baby from getting stuck in-between.
- There should not be any holes, where the baby could place her/his head on both ends of the crib.
- The base should be easily removable from the crib frame.
- There should not be any splintery or rough surfaces on the baby crib.
- There should not be any missing, loose, broken, or misplaced screws, connection parts, or crib or bed board parts.



### LAURA

Happiness is more than what is visible; sometimes, you should feel it instead.



### LAURA



#### With Laura, moms and babies are as happy as a lark!

With its plain look and handles designed with lavish detail, Laura brings the glamor to your baby's room.







### LAURA



- LED illuminated, functional wardrobe with wood profile pattern
- Extendable baby crib Wooden profile pattern, guardrails with a lift mechanism and wheeled lower drawers
- Wooden profile patterned, mirrored dresser
- Product modules that feature doors with stoppers and drawers
- Porcelain handle feature









Extendable Bed 10.501.1600 W186 H116 D90





### JASMIN

Happiness is only real when shared.



### JASMIN



Jasmin Baby, which incorporates all the design features making mom's job easier, invites both babies and mums to a snow-white dream.







### JASMIN





- A specially designed aged crown
- LED illuminated functional wardrobe
- Extendable baby crib with a lift mechanism
- Product modules that feature doors with stoppers and drawers
- Extendable baby crib with a railing lift mechanism
- Pinup shelf







Extendable Bed 10.514.1600 W192 H123 D93



Bed 10.514.1601 W142 H123 D93



Dresser 10.514.1200
 W95 H84 D48
 Shelf 10.514.1203
 W94 H40 D20



4 Doors Wardrobe 10.514.1007 W185 H211 D61



**3** Doors Wardrobe **10.514.1001 W**141 **H**211 **D**61



## SAILING

Hello the young sailor who will discover new worlds in the future! It's time to set sail to happiness!









### SAILING



Imprinted with a marine theme, Sailing Baby invites the little sailors to set sail for a happy world with its practical modules, a design, which gives safety prominence; and the stopper system that prevents the slamming and noise in the drawers and wardrobe doors.

- LED illuminated, functional wardrobe with wooden crowns, tempered glass doors and tulle curtains
- Extendable baby crib with lifting mechanism and wooden crown
- Baby crib with rocking mechanism, profile pattern, and lifting mechanism
- Dresser with a profile cover pattern
- Dresser with a wooden crown
- Product modules that feature doors with stoppers and drawers
- Pinup shelf





Extendable Bed 10.516.1600 W189 H112 D94



4 Doors Wardrobe 10.516.1007 W181 H211 D64

**3** Doors Wardrobe **10.516.1001 W**138 **H**211 **D**64



### BLUE BIRDY

The adventures of a little hero in a fairy tale in rich hues of blue...







#### **BLUE BIRDY**



Time is passing and your baby is growing but as they grow, their needs also grow.

That's why we designed BLUE BIRDY which, with its well thought dimensions, cloth wardrobes and drawers, will meet all your needs. The baby crib comes with a cabinet and a set of drawers to allow you to store all your necessary items. Its height can be adjusted, and also it comes with a diaper change unit.



### **BLUE BIRDY**







- LED illuminated functional wardrobe with a stained-glass pattern
- Extendable baby crib with height adjustment feature
- Dresser with thickened profiles
- Pinup shelf
- Product modules that feature doors with stoppers and drawers



Extendable Bed 10.101.1600 W189 H92 D87



Extendable Bed 10.101.1600 W189 H92 D87





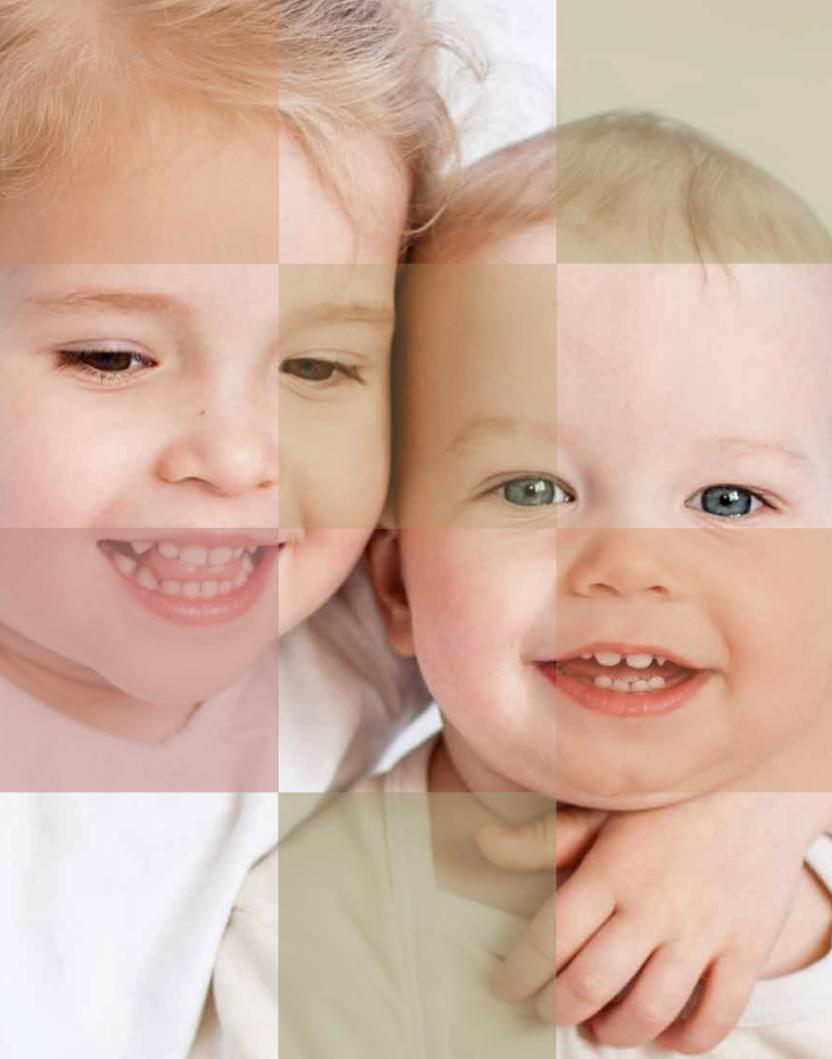
Dresser 10.101.1200
 W96
 H90
 D65
 Shelf 10.101.1203
 W87
 H35
 D20







2 Doors Wardrobe 10.101.1002 W98 H195 D60



# WHITE LIFE

A pair of glistening eyes gazing at you is more than enough to cheer up your spirits.



## WHITE LIFE



One of the simplest designs of the series, White Life Baby offers you plenty of alternatives to store your baby's stuff.

White Life Baby makes your baby's room quiet, safe, and peaceful with its soundmasking stopper system that prevents your baby banging its head against the drawers and wardrobe doors.







### WHITE LIFE



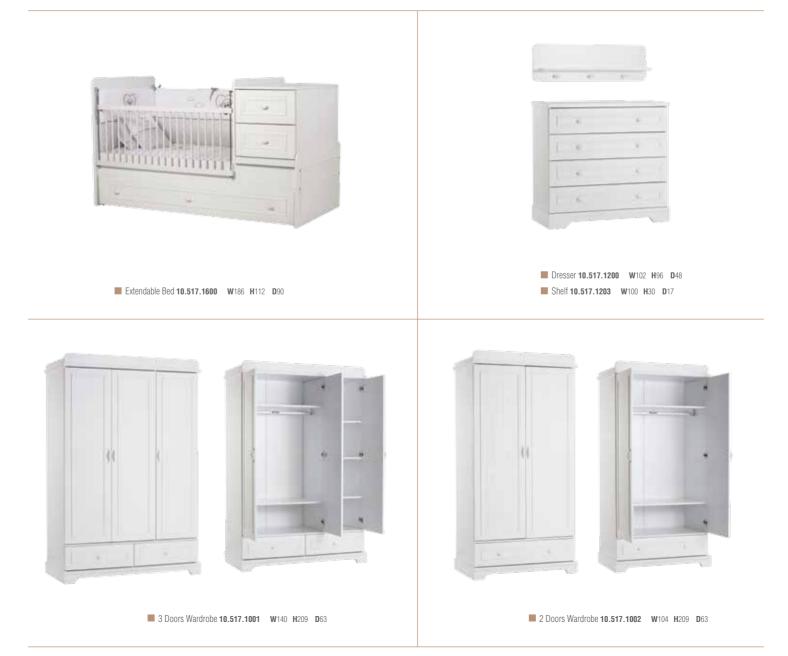


- LED illuminated, functional wardrobe with membrane printed doors
- Extendable baby crib with lifting mechanism and membrane printed ends
- Dresser with membrane printed doors
- Membrane printed crown shelf
- Product modules that feature doors with stoppers and drawers





Extendable Bed 10.517.1600 W186 H112 D90





# NAUTICA

Happiness is also about leaving your mark on life, even if it's a small one.







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## NAUTICA

The Nautica design has been inspired by the boundless power of the sea and the courageous hearts of captains.

The transition of red and dark blue on white adds a unique dimension to the design. Nautica, which features practical design details, will make you feel happy with an extra touch of mobility.

- LED illuminated functional wardrobe with a stained-glass and UV pattern
- UV patterned dresser
- Rocking baby crib with stained glass pattern, guardrails with a lift mechanism
- Product modules that feature doors with stoppers and drawers







Swinging & Extendable Bed 10.506.1600 W185 H117 D90



Swinging Bed 10.506.1601 W135 H103 D82



Dresser 10.506.1200 W96 H102 D48







2 Doors Wardrobe 10.506.1002 W90 H190 D60

Everything is for them to have healthy, happy and peaceful happiness.

## Babies are also in safe hands...

When designing our products, we use as smooth and transient lines as possible instead of sharp and hard lines for the safety of babies and also make sure that guardrails are designed to provide a high level of safety.





Believing in the necessity of healthy and safe designs, we introduce the new generation to our robust fashion designs manufactured with healthy and suitable raw materials. As Newjoy, we certainly do not use harmful substances that may adversely affect the health of our babies.





# High quality and safety

Before presenting our products to your pleasure, we check that these products comply with the high safety and quality standards in line with the basic principles of our production understanding, and we take care that this process is sustainable. That is why we can offer you a 7 year long warranty.

## Happiness with Design!

We are committed to making our products modern, functional and comfortable. By doing so we help the babies feel happy in their rooms. With our new designs we want to do our share to make babies much more happy in their worlds.

BABYKIDSYOUNG



## BELLA

### Happiness comes when we discover what is beautiful!









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## BELLA

#### Modern, plain and smart...

Babies will find happiness and comfort in the details of the Bella design which carries the subtle undertones of the grandeur and beauty of the countryside.

- A specially designed crown
- Extendable baby crib with a lift mechanism
- Rocking baby crib alternative
- Product modules that feature doors with stoppers and drawers









Extendable Bed 10.515.1600 W187 H112 D92







**3** Doors Wardrobe **10.515.1001 W**138 **H**215 **D**65



## BERRY

All beautiful things start with a small step.













### BERRY

We offer a rich and magical world of colors to adorn your baby rooms!

Berry, offering two alternative colors for baby cradle covers and wardrobe crowns, adds color and practicality to baby rooms with its versatile multi-purpose modules.

- Crown in two different colors, wardrobe with drawers
- Extendable and rocking baby crib that comes with drawer covers in two different colors and adjustable guardrails
- Dresser with edge profiles
- Pinup shelf
- Product modules that feature doors with stoppers and drawers







Swinging & Extendable Bed 10.110.1600 W184 H105 D90



Swinging & Extendable Bed 10.110.1600 W184 H105 D90



Dresser 10.110.1200
 W88
 H81
 D46
 Shelf 10.110.1203
 W86
 H25
 D17









2 Doors Wardrobe 10.110.1002 W90 H199 D58



## PUFFY

The first moment you look at your babies with eyes full of love is the first step towards an unbreakable bond between you and them.



## PUFFY



Your little one will rest peacefully in the arms of the White! Puffy will allow you to store your baby's toys and clothes in an organized way.

Babies too will experience happiness in full in their rooms.







## PUFFY



- Membrane printed, illuminated functional wardrobe
- Membrane printed extendable baby crib with lifting mechanism guardrails, wheeled lower drawers, and a rocking mechanism
- Membrane printed dresser
- Pinup shelf
- Product modules that feature doors with stoppers and drawers



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Swinging & Extendable Bed 10.111.1600 W184 H111 D90





**3** Doors Wardrobe **10.111.1001 W**141 **H**206 **D**61



## ACCESSORIES

MATTRESS
 BEDS
 MOSQUITO NETS
 SLEEP SETS
 CURTAINS
 CARPETS
 PUFFS
 LIGHTINGS



### MATTRESS



Pediatric orthopedists and pediatric development professionals maintain that babies need sleeping surfaces that protect their backbone for a healthy and balanced growth.

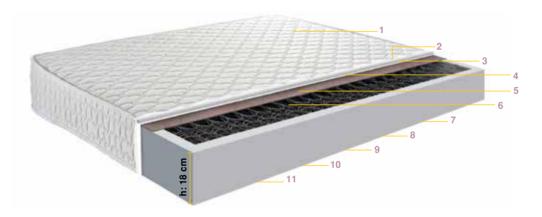
#### Why?

Besides allowing for a balanced support of baby's developing bones, choosing the right type of bed also supports the balanced development of their backbone structure. A more balanced development of the backbone structure will result in healthier and stronger bones.

#### Well exactly at this point...

Designed with expertise recommendations in mind, Newjoy Bed with its orthopedic bed springs that houses special sponges shall support in full the body of your baby.

The ergonomic and hygienic materials used in the Newjoy Bed support the baby's backbone structure and help their healthy development.

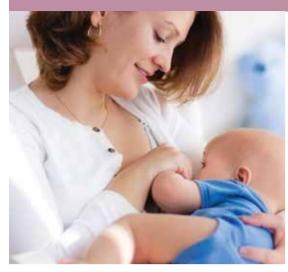


- 1 Knitted fabric
- **2** 90 gr/m<sup>2</sup> anti-bacterial fibers
- 3 10 mm Highly resistant sponge layer
- 4 Highly resistant spun-bonded lining
- 5 Shock absorbing thermo felt layer
- 6 2.20 mm wire radius Bonnell spring system
- 7 Shock absorbing thermo felt layer
- 8 Highly resistant spun-bonded lining
- 9 10 mm Highly resistant sponge layer
- 10 90 gr/m<sup>2</sup> anti-bacterial fibers

### **NEWJOY MATTRESS**

- ✓ Bonnell Spring
- Elegant Handle
- ✓ Homogeneous Sponge
- ✓ Anti-allergic and anti-bacterial
- ✓ Elegant Ventilation Capsule
- ✓ Bonnell Plus Spring
- ✓ Non-sweaty Knitted Fabric
- 11.507.2800 (70x130x14 cm) 11.507.2809 (75x160x14 cm) 11.507.2801 (75x110x14 cm) 11.507.2810 (75x175x12 cm) 11.507.2803 (80x130x14 cm) 11.507.2808 (80x180x14 cm) 11.507.2813 (100x190x12 cm)

### BEDS







ROSA Swinging Baby Crib 10.507.1603 W99 H162 D64



Rosa Bassinet 10.507.1604 w102 H160 D62



NEWJOY Baby Cradle 10.507.1601 W82 H103 D135

## MOSQUITO NETS



Cradle Mosquito Net-BLUE 11.507.2100



Cradle Mosquito Net-PINK 11.507.2101



Cradle Mosquito Net-LIFE 11.507.2104



Mosquito Net-CEILING 11.507.2102

## SLEEP SETS



Liva Sleeping Set 11.521.1901



ZUZO Sleeping Set For Mini&Extendable Cradle 11.103.1901 - 11.103.1900



Golf Star Sleeping Set For Mini&Extendable Cradle 11.522.1901 - 11.522.1900



Angel (Rose) Sleeping Set 11.109.1901



Laura & Butterfly Sleeping Set For Mini&Extendable Cradle 11.501.1901 - 11.501.1900



Jasmin Sleeping Set 11.514.1901



Sailing & Ocean Sleeping Set For Mini&Extendable Cradle 11.516.1901 - 11.516.1900



Blue Birdy Sleeping Set 11.101.1901



White Life Sleeping Set For Mini&Extendable Cradle 11.517.1901 - 11.517.1900



Nautica Sleeping Set For Mini&Extendable Cradle 11.506.1901 - 11.506.1900



Bella Sleeping Set For Mini&Extendable Cradle 11.515.1901 - 11.515.1900



Berry Sleeping Set For Mini&Extendable Cradle 11.110.1901 - 11.110.1900



Puffy Sleeping Set For Mini&Extendable Cradle 11.111.1901 - 11.111.1900

## CURTAINS



ZUZO Curtain 11.103.2201



Laura Curtain 11.501.2201



Jasmin <sup>Curtain</sup> 11.514.2201



Sailing Curtain 11.516.2201



White Life Curtain 11.517.2201



Nautica <sup>Curtain</sup> 11.506.2201



Bella <sup>Curtain</sup>



Blue Birdy Curtain 11.101.2201

## CARPETS

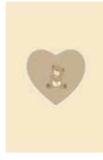


Carpet (120x180)

11.521.2901



ZUZO Carpet (120x180) 11.103.2901



Golf Star Carpet (120x180) 11.522.2901



Rose & Butterfly Carpet (120x180) 11.520.2900



Laura Carpet (120x180) 11.501.2901



Jasmin Carpet (120x180) 11.514.2901



Sailing Carpet (120x180) 11.516.2901



Blue Birdy Carpet (120x180) 11.101.2901



White Life Carpet (120x180) 11.517.2901



Nautica & Ocean Carpet (120x180) 11.506.2901



Bella Carpet (120x180) 11.515.2901



Berry Carpet (120x180) 11.110.2901



Puffy Carpet (120x180) 11.111.2901

## PUFFS



Life Puff 90 cm 11.507.2704 120 cm 11.507.2702

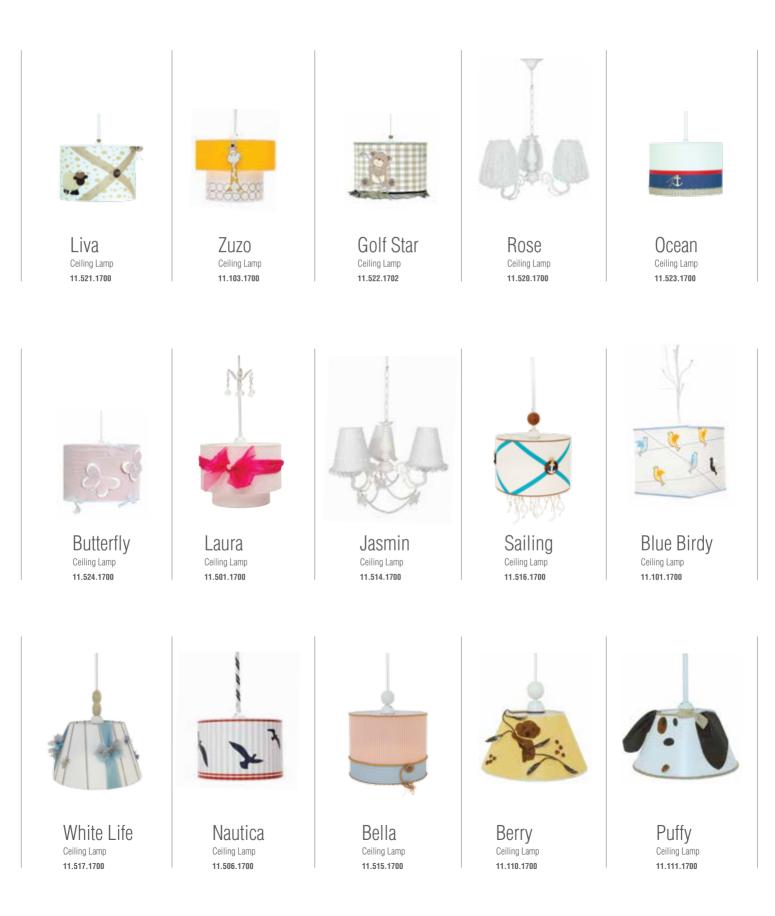


Somia Puff 11.507.2701



Wendy Puff 11.507.2703

## LIGHTINGS









#### **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

This certi cate 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 Certicate" indicates that Newjoy follows the policy to have advance quality and safety standards in its products. This Certicate certies that Newjoy have been proved already to have the necessary abilities for this purpose.



#### **TSE EN**

This Certi cate 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.

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### ÖNER MODÜLER MOBİLYA

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