



# FREE YOURSELF

Your room tells a lot about not only who you really are but also about your dreams and your life style.

Enjoy freely each and every square of this world in accordance with your taste and dreams.



newjoy®

B A B Y K I D S Y O U N G





WELCOME  
TO THE FREE WORLD...

newjoy®  
BABYKIDSYOUNG



# 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 functionality.  
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

newjoy®

B A B Y K I D S Y O U N G



## BE YOURSELF, BE FREE!

What a wonderful feeling it must be walking hand in hand with your other half through the soft drizzle of rain and making plans about the future; or listening to your favorite music with a cup of coffee in one hand; running, laughing, dancing like there is no tomorrow and knowing life will provide you with ever more opportunities to experience new things...

How nice it is to be young! Being young is turning the best pages of the life book with keen enthusiasm, agility and love. You are young, too, and a good life full of opportunities lies ahead of you. Make your own choices, be who you want to be and live freely!

Newjoy accompanies you at each step of your journey!

# YOUNG



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newjoy®

BABYKIDSYOUNG







YOUNG

BE YOURSELF, BE FREE!

newjoy®

BABYKIDSYOUNG



# JASMIN

A small smile is enough to create unforgettable moments in life.  
Where there's a will, there's a way!

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG





# JASMIN



**Beauty is hidden in details.  
Jasmin will give your room a  
new identity with its classical  
design.**

The oval curves used on its  
modules Jasmin will make  
sure that young ones will and  
can experience freely all the  
beauties in their rooms!

# JASMIN



- A specially designed aged crown and handle
- LED illuminated functional wardrobe
- A functional study desk
- Product modules that feature doors with stoppers and drawers
- Membrane crown application





■ Bed (90x200) **10.514.1100** W98 H108 D210



■ Bed (120x200) **10.514.1102** W128 H108 D210  
 ■ Nightstand **10.514.1300** W55 H41 D40



■ Dresser **10.514.1200** W95 H84 D48  
 ■ Top Module **10.514.1201** W95 H87 D19



■ Study Desk **10.514.1401** W125 H75 D65  
 ■ Top Module **10.514.1400** W125 H95 D26



■ Bookcase **10.514.1500** W90 H173 D40



■ 4 Doors Wardrobe **10.514.1007** W185 H211 D61



■ 3 Doors Wardrobe **10.514.1001** W141 H211 D61





# Newjoy Design brings your dream house up 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.**







Study Desk  
10.522.1401 - W140 M75 - D41  
Top Module  
10.522.1408 - W138 H88 - B25



Bed (180x200)  
10.505.1100 - W100 H95 - B211



W100 H85 - B211  
100 H85 - B211



You can download the Digital Catalogue of NewJoy.



# BUTTERFLY

Beautiful and free as a butterfly...

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG

# BUTTERFLY



**Elegant, smart and eye catching...**

Butterfly is the new name of not only art but also beauty and functionality. It offers such a space to young people that they feel good through day and night.





# BUTTERFLY



- LED illuminated functional wardrobe with profile door pattern and a mirror
- Elegant handles with butterfly profiles
- Functional study desk and library with profile cover pattern
- Bedstead with fabric covered headpiece
- Dresser with a profile cover pattern
- Product modules that feature doors with stoppers and drawers





■ Bed (100x200) **10.524.1133** W108 H99 D225



■ Bed (120x200) **10.524.1102** W128 H101 D227



■ Nightstand **10.524.1300** W55 H34 D41



■ Study Desk **10.524.1401** W125 H76 D60  
■ Top Module **10.524.1400** W125 H52 D20



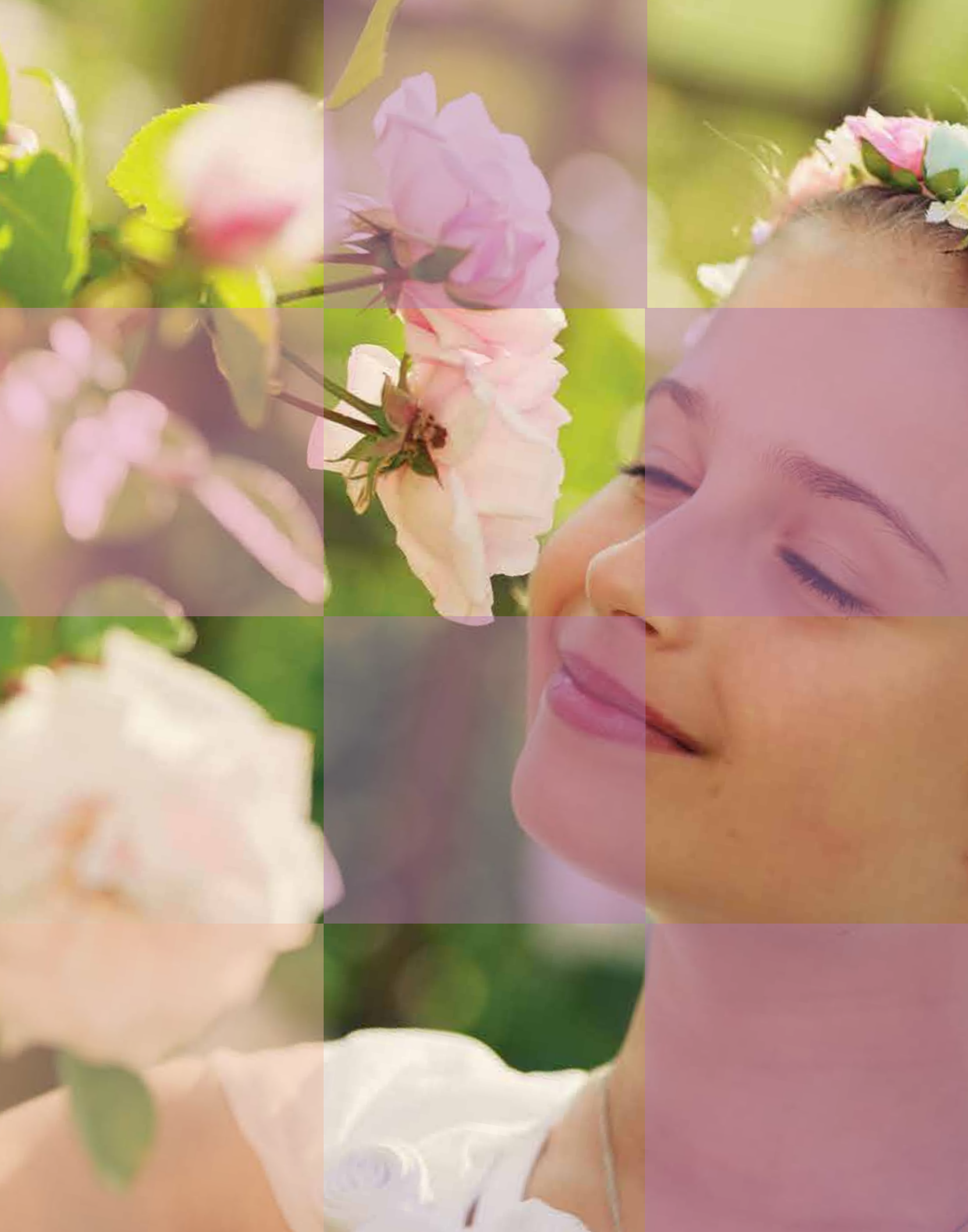
■ Dresser **10.524.1200** W92 H97 D48  
■ Top Module **10.524.1201** W90 H65 D4



■ Bookcase **10.524.1500** W92 H184 D36



■ 3 Doors Wardrobe **10.524.1001** W138 H207 D62





# ROSE

Freedom comes when you are able to share your special moments  
with your loved ones.

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG





# ROSE



**Modern, elegant and eye-catching...**

Rose, beautifully designed, charmingly colored, and admirably finished, offers the perfect blend of comfort and freedom!

# ROSE



- LED illuminated, membrane-printed functional cabinet with wooden legs and a profile pattern
- Membrane-printed wooden-legged bedstead with profile pattern
- Membrane-printed mirror with profile pattern
- Profile patterned and wooden-legged dresser
- Membrane-printed, wooden-legged library with profile pattern and cap
- Membrane-printed, wooden-legged study desk with profile pattern, cover and drawers
- Product modules that feature doors with stoppers and drawers
- Fabric headpiece and footboard are optional
- Porcelain handle feature



■ Bed (90x200) **10.520.1100** W109 H116 D209  
 ■ Underside Bed (90x190) **10.520.1119** W96 H24 D195  
 ■ 90 cm Rose Upholstered Unit for Headboard & Footboard **10.520.1130** W84 H30 D4



■ Bed (120x200) **10.520.1102** W139 H116 D209  
 ■ Nightstand **10.520.1300** W55 H45 D43  
 ■ 120 cm Rose Upholstered Unit for Headboard & Footboard **10.520.1131** W114 H30 D4



■ Study Desk **10.520.1401** W125 H76 D63  
 ■ Top Module **10.520.1400** W124 H100 D26



■ Dresser **10.520.1200** W100 H94 D50  
 ■ Top Module **10.520.1201** W100 H90 D7



■ Bookcase **10.520.1500** W87 H176 D35



■ 4 Doors Wardrobe **10.520.1007** W182 H214 D61



■ 3 Doors Wardrobe **10.520.1001** W140 H214 D61

# ROSE ACCESSORIES



Decorate your room with complementary accessories of the elegant Rose, and live freely in finesse.





Rose Mosquito Nets  
11.700.2108



Rose Bed Cover  
90 cm Bed Cover Set 11.700.2300  
120 cm Bed Cover Set 11.700.2301



Rose Bergere Chair  
11.700.5000 W60 H85 D75



Rose Chair  
11.700.1800 W47 H97 D55



Rose Pouf  
11.700.2700 W87 H49 D43



Rose Josephine  
11.700.6000 W125 H70 D63



Rose Carpet  
11.520.2900 (120x180)



Rose Ceiling Lamp  
10.520.1700

Rose Desk lamp  
11.500.1701





# OCEAN

Diving into dreams at the depths of an ocean...  
That must be what enjoying freedom must be all about.

newjoy®  
BABYKIDSYOUNG

OCEAN





# OCEAN

## Plain and comfortable...

With its calm, peaceful and tranquil color Ocean invites the young people to enjoy the spaciousness of their room. Its functional details mean that it can offer full comfort not only for resting and but also while studying.



- Modules with laser embroidered patterns
- LED illuminated, functional wardrobe with wooden crown and profile cover pattern
- Dresser with a profile cover pattern
- Functional study desk and library with profile cover pattern
- Product modules that feature doors with stoppers and drawers



- Bed (100x200) **10.523.1133** W111 H99 D210
- Bed (120x200) **10.523.1102** W131 H99 D210
- Nightstand **10.523.1300** W57 H47 D43
- Underside Bed (100x190) **10.507.1137** W105 H20 D200



- Study Desk **10.523.1401** W127 H77 D64
- Top Module **10.523.1400** W127 H84 D28



- Dresser **10.523.1200** W102 Y95 H52
- Top Module **10.523.1201** W100 H73 D13



- Bookcase **10.523.1500** W62 H178 D38



- 3 Doors Wardrobe **10.523.1001** W140 H206 D65

# Newjoy

is unique also in manufacturing!

## Indulge yourself in health...

Newjoy uses membrane coating that conforms to the health standards approved by the World Health Organization and therefore does not contain carcinogenic substances. Apart from being long lasting and easy to clean its surface denies entrance to any bacteria.

## Robust in many ways...

Newjoy prefers wood based Melamine Coated Chip Sheets which are the leading material in the modular furniture production.

Thanks to these chips, the furnitures are more useful, light and resistant to water and moisture.

## The silence of steel...

Newjoy's drawer railings are made of galvanized steel. The cabinets and drawers are always shut soft and silently thanks to their integrated brake system.

**newjoy**<sup>®</sup>

B A B Y K I D S Y O U N G







# GOLF STAR

Take your part in the colors of life and live freely!

newjoy®  
BABYKIDSYOUNG





## GOLF STAR



**The design of Golf Star is inspired by the interest of young people in golf. Golf Star, in this sense, comes to the fore with its sporty uses in details.**

Shaped by using special laser technology, the new Golf Star reflects the harmony of white and walnut, while also bringing energy to the rooms of sport loving young people.

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG

# GOLF STAR



- Laser pattern wardrobe and drawer doors
- Golf ball handle
- Product modules that feature doors with stoppers and drawers
- LED illuminated, functional wardrobe with wood profile pattern



■ Bed (90x200) **10.522.1100** W97 H105 D206  
 ■ Underside Bed (H:120) **10.507.1121** W95 H20 D200



■ Bed (120x200) **10.522.1102** W127 H105 D206  
 ■ Nightstand **10.522.1300** W54 H45 D45



■ Study Desk  
**10.522.1401** W140 H75 D61  
 ■ Top Module  
**10.522.1400** W138 H85 D25



■ Study Desk / Eko  
**10.522.1403** W120 H75 D61  
 ■ Top Module / Eko  
**10.522.1402** W118 H85 D25



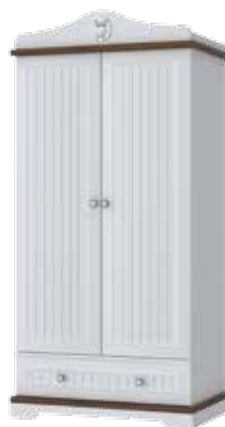
■ Bookcase  
**10.522.1500** W85 H174 D45



■ Dresser  
**10.522.1200** W102 H95 D48  
 ■ Top Module  
**10.522.1201** W100 H74 D3



■ 3 Doors Wardrobe **10.522.1001** W140 H216 D63



■ 2 Doors Wardrobe **10.522.1002** W104 H216 D63



■ 3 Doors Wardrobe / Eko  
**10.522.1004** W140 H216 D63



# LAURA

Every moment in life is unique.  
And if you really feel that you are alive, that shall be the  
moment when you know that you are free.

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG







# LAURA



**With its country-style features, Laura adds a romantic and natural texture to teenage rooms.**

As the most elegant, exquisite and classical model of the series, Laura creates a distinct atmosphere with its rose motifs.

# LAURA



- LED illuminated, functional wardrobe with wood profile pattern
- Study desk with accessory drawer
- Wooden profile patterned and mirrored dresser
- UV printed name tag
- Wheeled nested underbed
- Product modules that feature doors with stoppers and drawers
- Fabric headpiece and footboard are optional





■ Bed (100x200) **10.501.1113** W107 H112 D206  
 ■ Underside Bed (100x190) **10.507.1137** W105 H20 D200  
 ■ 100 cm Laura Upholstered Unit for Headboard & Footboard **10.501.1130** W91 H32 D4



■ Bed (120x200) **10.501.1102** W127 H112 D206  
 ■ Nightstand **10.501.1300** W54 H45 D45  
 ■ 120 cm Laura Upholstered Unit for Headboard & Footboard **10.501.1131** W111 H40 D4 - W111 H32 D4



■ Dresser **10.501.1200** W102 H95 D48  
 ■ Mirror **10.501.1201** W100 H74 D3



■ Bookcase **10.501.1500** W85 H174 D45



■ Study Desk **10.501.1401** W140 H75 D61  
 ■ Top Module **10.501.1400** W138 H85 D25



■ Study Desk / Eko **10.501.1403** W120 H75 D61  
 ■ Top Module / Eko **10.501.1402** W118 H85 D25



■ 3 Doors Wardrobe **10.501.1001** W140 H216 D63



■ 2 Doors Wardrobe **10.501.1002** W104 H216 D63



■ 3 Doors Wardrobe / Eko **10.501.1004** W140 H216 D63



■ 2 Doors Wardrobe / Eko **10.501.1005** W104 H210 D63

# LAURA ACCESSORIES

Laura's stylish complementary accessories, which add style and beauty to your room, will make your room look like the way they look in your dreams.



Laura Chair  
11.701.1800 W47 H97 D55





**Laura** Mosquito Net

100 cm Mosquito Net with Legs **11.701.2110** W115 H200 D208  
 120 cm Mosquito Net with Legs **11.701.2111** W135 H200 D208



**Laura** Bed Cover

100 cm Bed Cover Set **11.701.2302**  
 120 cm Bed Cover Set **11.701.2301**



**Laura** Heart Shaped Chair

**11.701.5000** W75 H70 D72



**Laura** Pouf

**11.701.2700** W87 H49 D43



**Laura** Josephine

**11.701.6000** W125 H70 D63



**Laura** Carpet

**11.501.2900** (120x180)



**Laura** Ceiling Lamp & Desk lamp

**11.501.1700 - 11.501.1701**



# SAILING

Listen to the eternal blueness that calls you,  
smile and set sail for freedom!

newjoy®  
BABYKIDSYOUNG

# SAILING



**You are the free-spirited captain of the high seas! Sailing is the choice of daring,**

determined and strong youngsters... With Sailing's well-designed modules, your personal belongings and hobby items will stay tidy and well organized.







# SAILING



- LED illuminated functional wardrobe with profile door pattern and a wooden crown
- Wooden crowned bedstead with profile patterned headboard
- Wooden crowned study desk with accessory drawer
- Profile patterned bedside table
- Profile patterned and wooden crowned library with a study desk
- Profile patterned, wooden crowned and mirrored chest of drawers
- Product modules that feature doors with stoppers and drawers



■ Bed(90x200) **10.516.1100** W102 H111 D208  
 ■ Underside Bed (90x190) **10.507.1111** W95 H26 D198



■ Bed (120x200) **10.516.1102** W132 H111 D208  
 ■ Nightstand **10.516.1300** W55 H44 D42



■ Dresser **10.516.1200** W100 H92 D50  
 ■ Top Module **10.516.1201** W100 H72 D13



■ Study Desk **10.516.1401** W125 H74 D63  
 ■ Top Module **10.516.1400** W125 H91 D27



■ Bookcase **10.516.1500** W95 H183 D37



■ 4 Doors Wardrobe **10.516.1007** W181 H211 D64



■ 3 Doors Wardrobe **10.516.1001** W138 H211 D64





# 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.











**Solid reflects the perfect combination of canary and the white color.**

With its simple elegance, Solid wins the admiration of those who prefer a peaceful and free atmosphere in their rooms.

# SOLID



- LED illuminated functional wardrobe
- Bedstead with metal legs and wooden headpiece
- Wheeled nested underbed
- Dresser with a mirror that can be hung on the wall
- Product modules that feature doors with stoppers and drawers





■ Bed (90x200) **10.510.1100** W100 H97 D219



■ Bed (120x200) **10.510.1102** W130 H97 D219  
■ Nightstand **10.510.1300** W55 H40 D40



■ Dresser **10.510.1200** W88 H86 D45  
■ Mirror **10.510.1201** W88 H78 D13



■ Study Desk **10.510.1401** W123 H89 D65  
■ Top Module **10.510.1400** W120 H74 D30



■ Bookcase **10.510.1500** W85 H176 D35



■ 3 Doors Wardrobe **10.510.1001** W135 H204 D58



# NEW LAND

So many things to see, so many places to go. Do not linger;  
jump into action with the urge to discover new places...

newjoy®

B A B Y K I D S Y O U N G





NEW LAND

# NEW LAND

**Warm spice and natural wood tones are predominantly used in the product, allowing us to create an intimate and natural concept.**

Distinctive oval lines on the cabinet doors make the piece appear much more energetic. Desk, dresser, and side stand accessory boxes are used to utilize spaces in every corner of the room.

- LED illuminated functional wardrobe
- Bedstead with metal legs and fabric coated headpiece
- Dresser with a mirror that can be hung on the wall
- Metal pedestal study desk
- Product modules that feature doors with stoppers and drawers







■ Bed (90x200) 10.505.1100 W105 H95 D211



■ Bed(120x200) 10.505.1102 W135 H95 D211

■ Nightstand 10.505.1300 W56 H28 D36



■ Dresser 10.505.1200 W80 H76 D42

■ Mirror 10.505.1201 W80 H40 D5



■ Study Desk 10.505.1401 W138 H101 D70

■ Top Module 10.505.1400 W93 H31 D25



■ Bookcase 10.505.1500 W34 H154 D30



■ 3 Doors Wardrobe 10.505.1001 W166 H203 D60



■ 2 Doors Wardrobe 10.505.1002 W126 H203 D60



# WHITE LIFE

Perhaps the best way to feel happiness and freedom is all about giving a tight hug to your closest friend, who knows!

**newjoy**<sup>®</sup>  
BABY KIDS YOUNG





# WHITE LIFE



**White Life makes you feel the soothing effects of the color white in your room and it give teens lots of flexibility and freedom with its desk and bookcase offering lots of storage space.**

- LED illuminated, functional wardrobe with membrane printed doors
- Study desk with membrane caps and an accessory drawer
- Bedside table, bookshelf and chest of drawers with membrane caps
- Product modules that feature doors with stoppers and drawers

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG

# WHITE LIFE





■ Bed (90x200) **10.517.1100** W97 H110 D205  
 ■ Underside Bed (90x190) **10.507.1111** W95 H26 D198



■ Bed (120x200) **10.517.1102** W127 H110 D205  
 ■ Nightstand **10.517.1300** W54 H49 D45



■ Dresser **10.517.1200** W102 H96 D48  
 ■ Top Module **10.517.1201** W100 H66 D2,4



■ Study Desk **10.517.1401** W120 H75 D61  
 ■ Top Module **10.517.1400** W119 H72 D25



■ Bookcase **10.517.1500** W85 H169 D45



■ 3 Doors Wardrobe **10.517.1001** W140 H209 D63



■ 2 Doors Wardrobe **10.517.1002** W104 H209 D63







# SUMMER

Everything changes with a courageous step...  
You will find freedom greeting you with all its grandeur  
when you have taken that giant step!

newjoy®  
BABYKIDSYOUNG

SUMMER





# SUMMER

**Summer adds a touch of summer beauty to teen rooms every season.**

The lively, energetic and colorful Summer brings a new note of cheer and joy into your room.

- A LED illuminated functional wardrobe with a UV pattern
- Study desk lower module with drawers and cupboards
- Study desk upper module that can be hung on the wall
- Doors and drawers with stoppers
- Colored handle feature





■ Bed (90x200) **10.518.1100** W99 H90 D208  
 ■ Summer Underside Bed **10.507.1121** W95 H20 D200



■ Bed (120x200) **10.518.1102** W129 H90 D208  
 ■ Nightstand **10.518.1300** W53 H39 D40



■ Study Desk **10.518.1401** W125 H75 D63  
 ■ Top Module **10.518.1400** W125 H40 D25



■ Dresser **10.518.1200** W90 H90 D47  
 ■ Top Module **10.518.1201** W88 H78 D13



■ Bookcase **10.518.1500** W85 H175 D37



■ 3 Doors Wardrobe **10.518.1001** W138 H201 D58



■ 2 Doors Wardrobe **10.518.1002** W90 H195 D58



# MY WORLD

No voyager who has dedicated himself to exploring  
the world can resist the call of freedom!

**newjoy**<sup>®</sup>  
BABY KIDS YOUNG

MY WORLD









# MY WORLD



**My World is perfect for you if you want to create your own world!**

With My World's unique harmony of white and wood colors and its modules creating additional storage you are totally free in your room.

You'll have ample space to indulge in your hobbies.

- LED illuminated functional wardrobe with a stained-glass pattern
- Study desk and chest of drawers with a stained-glass pattern
- Product modules that feature doors with stoppers and drawers
- Fabric headpiece





■ Bed (90x200) **10.500.1100** W100 H95 D226



■ Bed (120x200) **10.500.1102** W130 H95 D226  
 ■ Nightstand **10.500.1300** W52 H69 D58



■ Dresser **10.500.1200** W96 H91 D45



■ Study Desk **10.500.1401** W143 H126 D73  
 ■ Top Module **10.500.1400** W45 H40 D27



■ Bookcase **10.500.1500** W91 H170 D30



■ 3 Doors Wardrobe **10.500.1001** W165 H205 D68



# CROWN

Freedom is being able to throw smiles without any reason and sharing in the joys of others.

newjoy®  
BABYKIDSYOUNG





CROWN

# CROWN

**Crown combines the perfect harmony of pink and white fit for royalty.**

The soft headpiece and the plain design will carry your room beyond perfection.

- LED illuminated functional wardrobe with UV pattern
- Fabric covered headpiece UV patterned bedstead
- Chest of drawers and study desk with an accessory drawer
- Product modules that feature doors with stoppers and drawers







■ Bed (90x200) **10.512.1100** W99 H115 D215



■ Bed (120x200) **10.512.1102** W129 H115 D215  
 ■ Nightstand **10.512.1300** W55 H32 D42



■ Dresser **10.512.1200** W119 H82 D48  
 ■ Mirror **10.512.1201** W87 H74 D16



■ Study Desk **10.512.1401** W126 H78 D63  
 ■ Top Module **10.512.1400** W125 H78 D23



■ Bookcase **10.512.1500** W91 H170 D50



■ 3 Doors Wardrobe **10.512.1001** W144 H204 D66



# TREND CITY

Freedom is about witnessing the beauty of life and adding your personal touch to it.

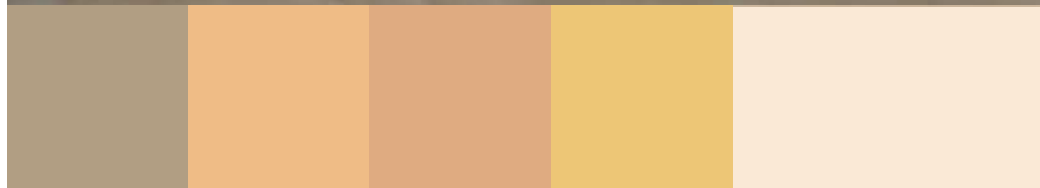
newjoy®  
BABYKIDSYOUNG

# TREND CITY



**It is the new trend in teen rooms!**

The elegant and functional Trend City is ready for you to live freedom to the fullest.





# TREND CITY



- Push to open drawers and doors
- Tempered glass doors
- UV-printed, profile-legged bedstead
- Study desk upper modules that can be hung on the wall
- LED illuminated cap modules
- TV stand modules with drawers
- Product modules that feature doors with stoppers and drawers
- Aluminum handle feature



■ Bed (90x200) **10.519.1100** W115 H90 D202  
 ■ Bed (120x200) **10.519.1102** W145 H90 D202  
 ■ Nightstand **10.519.1300** W59 H90 D43



■ Study Desk **10.519.1401** W128 H75 D65  
 ■ Top Module **10.519.1400** W128 H78 D25



■ TV Stand **10.519.1501** W90 H35 D42  
 ■ Tv Stand Top Modul **10.519.1500** W90 H118 D25



■ Dresser **10.519.1200** W100 H89 D46  
 ■ Top Module **10.519.1201** W100 H68 D15



■ 4 Doors Wardrobe **10.519.1007** W183 H200 D57



■ 3 Doors Wardrobe **10.519.1001** W139 H200 D57





# BELLA

Have your unique point of view in life to realize that it is indeed you who is within the breathtaking moments of life.

newjoy®  
BABYKIDSYOUNG

BELLA







# BELLA

**We bring you the freedom of pastoral life! Modern, plain and smart...**

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

- A functional study desk
- LED illuminated functional wardrobe
- Product modules that feature doors with stoppers and drawers





■ Bed (90x200) **10.515.1100** W99 H114 D207  
■ Underside Bed (90x190) **10.507.1111** W95 H26 D198



■ Bed (120x200) **10.515.1102** W129 H114 D207  
■ Nightstand **10.515.1300** W54 H49 D45



■ Dresser **10.515.1200** W102 H96 D48  
■ Top Module **10.515.1201** W102 H77 D5



■ Study Desk **10.515.1401** W125 H75 D63  
■ Top Module **10.515.1400** W125 H96 D26



■ Bookcase **10.515.1500** W87 H191 D35



■ 3 Doors Wardrobe **10.515.1001** W138 H215 D65





# KIDS

THE FREEDOM YOU DREAM ABOUT!

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG

# Designing and manufacturing for Kids is our job and we make sure that safety and high quality standard are adhered to.

Their safety and health are our most important criteria. So, in our products, we use as smooth and transient lines as possible, instead of sharp and hard lines. In our special products, we apply special UV printing and stained glass drawing techniques and make sure that hazardous materials that could adversely effect their health are not used at all.

Pursuing elegance and quality, bringing furniture to life with modern designs, checking the furniture products for their compliance with the highest standards of safety and quality and ensuring sustainability are among the basic principles of our production mentality. Before stepping into the field of design we empathize with the users to make sure that each detail is designed in accordance with their needs. We have a series of successful designs thanks to our empathizing approach that take into account their expectations, their likes and world of dreams.





newjoy®

B A B Y K I D S Y O U N G





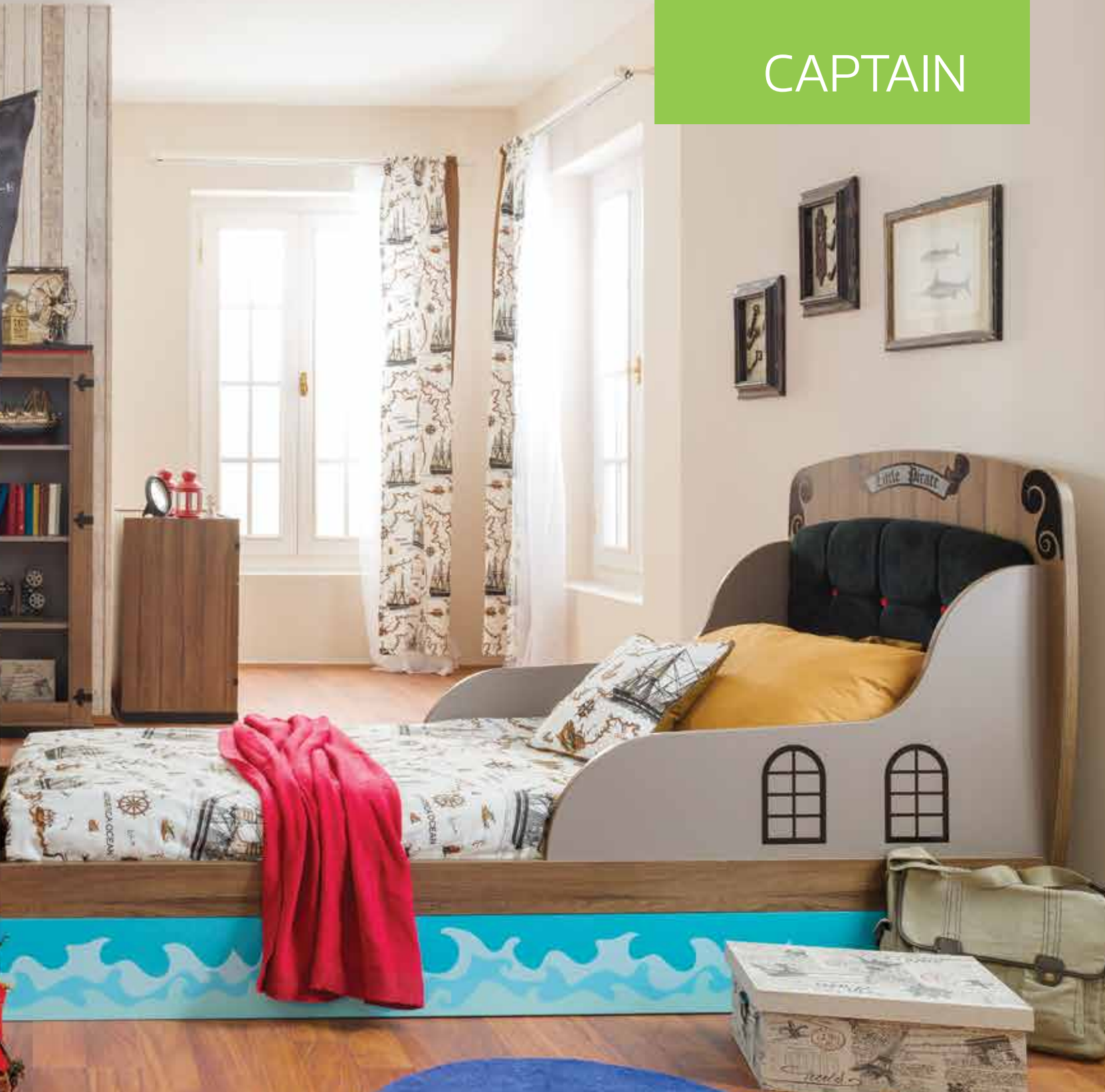
# CAPTAIN

Time to set sail towards freedom!

newjoy<sup>®</sup>  
BABYKIDSYOUNG



# CAPTAIN



# CAPTAIN



**Captain has a quite different and exclusive line compared to other models.**

It displays the theme of a pirates' ship and their life, with a bed in the shape of a ship, the walnut based material, antique looking handles and hinges, and the images used on the product. With its large wardrobe and drawers Captain is there for children who are a free-spirit

- LED illuminated functional wardrobe with UV pattern
- UV patterned bedstead and nested lower bed in granite.
- UV patterned chest of drawers with accessory drawer
- Product modules that feature doors with stoppers and drawers



■ Bed (90x200) **10.304.1100** W105 H109 D209  
 ■ Headboard & Footboard **10.304.1103** W106 H190 D37



■ High Bed (90x200) **10.304.1111** W109 H132 D206  
 ■ Underside Bed (90x190) **10.507.1112** W95 H26 D198  
 ■ Headboard & Footboard **10.304.1103** W106 H190 D37



■ Bed / Eko **10.304.1116** W105 H106 D208  
 ■ Underside Bed (90x190) **10.507.1112** W95 H26 D198



■ Study Desk **10.304.1401** W130 H75 D70  
 ■ Top Module **10.304.1400** W130 H95 D24



■ Bookcase **10.304.1500** W60 H151 D33



■ Dresser **10.304.1200** W100 H84 D49



■ 2 Doors Wardrobe **10.304.1002** W121 H212 D64





## THE MEANINGS OF COLOURS AND THEIR PSYCHOLOGICAL IMPACT

Colors do not just add shine and glamor to our lives; they influence our emotions, make us calm, make us think more positively and feel much better about ourselves. Colors also play a key role in the development of personality.

## WHY IT IS IMPORTANT TO PICK WARM AND VIBRANT COLOURS

The warmer the colors, so much the better it is. However it doesn't necessarily mean that all walls must be coated with very vivid colors. For instance, bright beige looks much better on the walls of the rooms of the babies or the young children than glossy red or bright pink.

A well-balanced room in terms of design and style may work a positive impact on the occupants' sense of order and help them cultivate an awareness of shapes and colors from an early age.

One should keep in mind that excessively bright colors can cause uneasiness and discomfort whereas dark colours can give off a bland and gloomy ambiance. Pastel tones reminiscent of the sun yellow, pastel blue tones reminiscent of the sky, or a light green is also very suitable colors that could generate a positive impact.

### IMPACT OF WARM COLORS



**Red:** a live and stimulating color.



**Orange:** a color that stimulates emotions.



**Yellow:** the most cheerful color of all.

### IMPACT OF COOL COLOURS



**Green:** a balancing and calming color.



**Blue:** the color of peace and rest.



**Violet:** a soothing and peaceful color.



# NAUTICA

You are keeping company with searing sands and a cool breeze...  
Walk with conviction; the world is your oyster so live freely!

newjoy®  
BABYKIDSYOUNG

# NAUTICA



The sophisticated shades of red and dark blue meet the radiance of white. Nautica differentiates itself from other models by its cubical design and the navy theme.

The space allocated for clothes was expanded with the option of a wardrobe with 3 doors and a partition with shelves designed inside the wardrobe.





# NAUTICA



- LED illuminated functional wardrobe with a stained-glass and UV pattern
- Fabric covered headpiece UV patterned bedstead
- UV printed bedside stand and chest of drawers with stopper
- Study desk with a wall hanger and a lifting cover
- Product modules that feature doors with stoppers and drawers





■ Bed (90x200) **10.506.1100** W97 H110 D214



■ Bed (120x200) **10.506.1102** W127 H114 D214  
 ■ Nightstand **10.506.1300** W55 H63 D48



■ High Bed (90x200) **10.506.1111** W97 H139 D207  
 ■ Underside Bed (90x190) **10.507.1111** W95 H26 D198



■ Study Desk **10.506.1401** W136 H108 D63  
 ■ Top Module **10.506.1400** W45 H35 D24



■ Bookcase **10.506.1500** W91 H165 D49



■ Dresser **10.506.1200** W96 H102 D48



■ 3 Doors Wardrobe **10.506.1001** W136 H202 D60



■ 2 Doors Wardrobe **10.506.1002** W90 H190 D60





# VENTO V10 RED

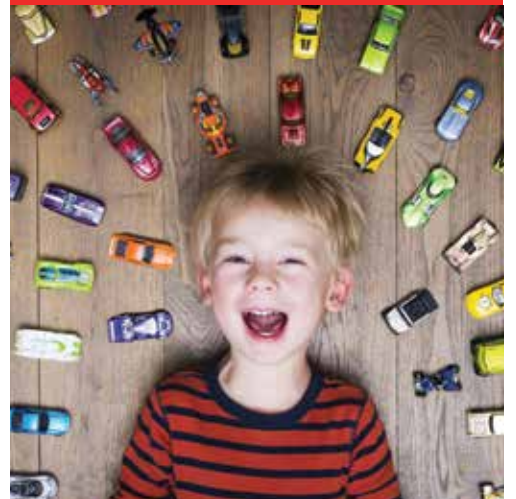
Freedom is knowing that dreams are not confined by any boundaries.

**newjoy**<sup>®</sup>  
BABYKIDSYOUNG





# VENTO V10 RED



**Vento V10 Red gives you the freedom to live your dreams! Vento V10 Red is an exciting choice for fast growing children.**

It's a real race car experience with ABS radiant material used on wheels and rims.

# VENTO V10 RED

- A sliding light and an original LED headlight system. ABS glossy material has been used in the making of the product including the wheels and rims. Besides the lath lower bed system, the lights and sounds can be remotely controlled.
- 4 different sound options that can be controlled by a remote controller





■ Vento V10 Bed 10.306.1105 W132 H60 D230



■ Dresser 10.306.1200 W89 H80 D51



■ Study Desk 10.306.1401 W129 H93 D64  
 ■ Top Module 10.306.1400 W126 H34 D32



■ Bookcase 10.306.1500 W74 H165 D47



■ 3 Doors Wardrobe 10.306.1001 W139 H198 D69



## SMART ROOMS FOR SMART YOUNGSTERS!

We are living in the fast lane as we never did before with continuously advancing technology and an overwhelming flurry of technical innovations. These advancement have inevitably introduced new concepts into our lives.


One of these is the concept of "smart" which we see everywhere. Mobile phones, tiny smart gadgets, intelligent and capable robots which we cannot seem to do without...

So, how much of an influence do these concepts have on our living spaces?

This is exactly the question which gave birth to the brand-new concept of the Smarts series. The Smarts series, developed as a result of long R&D efforts and designed exclusively for teenage rooms, is made up of seven teenage rooms.



 **Smart**  
Newjoy Smart Rooms



The shelf has a selection of 7 different colors. You are free to choose the color you wish to have and locate the shelf wherever you like in your room.

You can also use the shelf wherever you like for your books or hobby materials.

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





# Smart

Newjoy Smart Rooms



3-compartment wardrobe has a lot of room for your clothes. If your room is small you can ask for the double compartment.

If you think two drawers are not enough for you, you can freely add new drawers and choose different colors. In fact, you can separate it from the wardrobe and use it as a dresser.

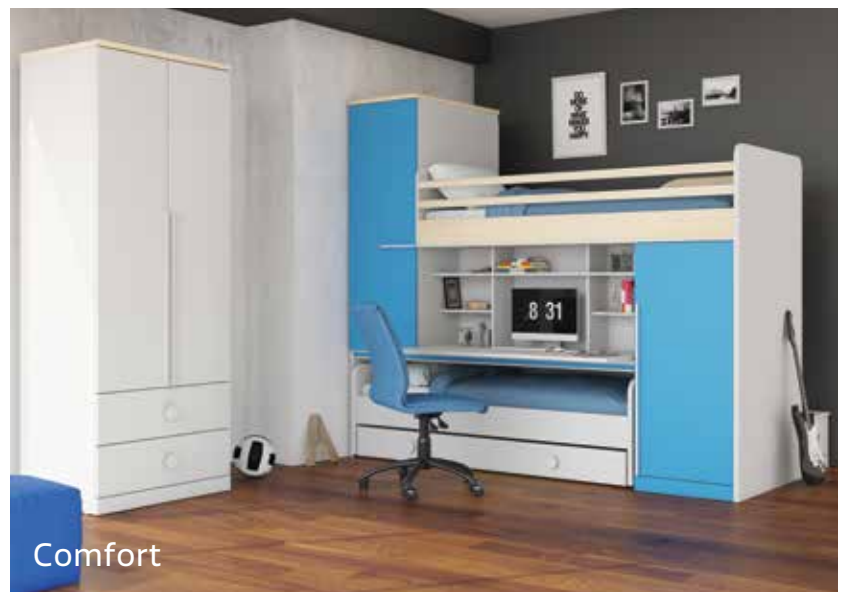


Puzzle

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



City Life



Comfort

 **Smart**  
Newjoy Smart Rooms



Flexi



Oxford

The Smart series can be configured according to different needs, and has wide areas of usage as well as the add/remove feature, which gives youngsters the opportunity to decorate their rooms as they wish. Youngsters, who seek comfort and innovation in their rooms, enjoy the privilege of using their rooms freely thanks to Smart series; a great innovation in the furniture industry.



New Tower



Genesis

### Why Should I Choose Smart Series?

- 1 Its functional modules, which can be customized 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 wardrobe into a dresser.
- 2 When you choose your room, you are free to include whatever module you like into the assembly depending on the size of your room.
- 3 You have the option to choose among various colors for each assembly and module. Choose your favorite colors and add glamour to your room freely.
- 4 The series have been designed to answer all your needs. Everything has been thought out to the last detail for your books, clothes and hobby materials.
- 5 Create as much space in your room as you can and move around freely thanks to adjustable modules.



# BUNK BEDS

Choose your Dream Live your Joy

newjoy®  
BABYKIDSYOUNG

# SWAN

## Start the Dance!

The Music playing at the Party and your dance makes everybody admirer.

You are also enjoying being free and happy like Swans ...





■ Bunk Bed with Play Area Lower Module **10.801.1901**  
 Bunk Bed with Play Area Upper Module **10.801.1902**  
 W122 H151 D208

■ Double Mattress Bunk Bed - Lower Module **10.801.1900**  
 Double Mattress Bunk Bed - Upper Module **10.801.1902**  
 W127 H181 D208

■ Swan Textile **11.801.2152**

# LULU

## Dreams Land

Hurry Up Princess because its about to start the prom.

All your dreams may become true with Lulu as much as you dream in your room.







■ Double Mattress Bunk Bed - Lower Module **10.801.1900**  
 Double Mattress Bunk Bed - Upper Module **10.801.1902**  
 W127 H181 D208

■ Bunk Bed with Play Area Lower Module **10.801.1901**  
 Bunk Bed with Play Area Upper Module **10.801.1902**  
 W122 H151 D208

■ Lulu Textile **11.801.2153**

**newjoy**<sup>®</sup>  
 BABYKIDSYOUNG

# RAPID

## Start Racing!

If you are ready for an excited journey, Rapid is for exactly for you!

You will join to your dreamed Racings and will show everybody that you are the best .





■ Bunk Bed with Play Area Lower Module **10.801.1901**  
 Bunk Bed with Play Area Upper Module **10.801.1902**  
**W122 H151 D208**

■ Double Mattress Bunk Bed - Lower Module **10.801.1900**  
 Double Mattress Bunk Bed - Upper Module **10.801.1902**  
**W127 H181 D208**

■ Rapid Textile **11.801.2151**

# SAILOR

## Start the Adventure!

Many adventure waits you with Sailor.

Turn your rudder to the endless blues. Dont forget the Captain of these adventures only you.





■ Double Mattress Bunk Bed - Lower Module **10.801.1900**  
 Double Mattress Bunk Bed - Upper Module **10.801.1902**  
 W127 H181 D208

■ Bunk Bed with Play Area Lower Module **10.801.1901**  
 Bunk Bed with Play Area Upper Module **10.801.1902**  
 W122 H151 D208

■ Sailor Textile **11.801.2155**

# ASTRO

## Start the Journey!

Do you think that the stars lighting far away may be a signal for us?

Many kind of excited journeys and discovery waits for you with your Astro Bunk Bed.



**newjoy**<sup>®</sup>  
BABY KIDS YOUNG



■ Bunk Bed with Play Area Lower Module **10.801.1901**  
 Bunk Bed with Play Area Upper Module **10.801.1902**  
**W122 H151 D208**

■ Double Mattress Bunk Bed - Lower Module **10.801.1900**  
 Double Mattress Bunk Bed - Upper Module **10.801.1902**  
**W127 H181 D208**

■ Astro Textile **11.801.2154**





# ACCESSORIES

- ROSE & LAURA ACCESSORIES ■ MATTRESS
- BED BASE & BED HEADBOARDS
- BED COVERS ■ CARPETS ■ CHAIRS
- PUFFS & COFFEE ■ COFFEE TABLE ■ LIGHTINGS

**newjoy**<sup>®</sup>

B A B Y K I D S Y O U N G

# ROSE ACCESSORIES



**Rose** Mosquito Nets  
11.700.2108



**Rose** Bed Covers  
90 cm Bed Cover Set 11.700.2300  
120 cm Bed Cover Set 11.700.2301



**Rose** Chair  
11.700.1800 W47 H97 D55



**Rose** Bergere Chair  
11.700.5000 W60 H85 D75



**Rose** Josephine  
11.700.6000 W125 H70 D63



**Rose** Pouf  
11.700.2700 W87 H49 D43



**Rose** Ceiling Lamp  
10.520.1700



**Rose** Desk lamp  
11.500.1701

# LAURA ACCESSORIES



**Laura** Mosquito Net  
100 cm Mosquito Net with Legs 11.701.2110 W115 H200 D208  
120 cm Mosquito Net with Legs 11.701.2111 W135 H200 D208



**Laura** Bed Covers  
100 cm Bed Cover Set 11.701.2302  
120 cm Bed Cover Set 11.701.2301



**Laura** Chair  
11.701.1800 W47 H97 D55



**Laura** Heart Shaped Chair  
11.701.5000 W75 H70 D72



**Laura** Josephine  
11.701.6000 W125 H70 D63



**Laura** Pouf  
11.701.2700 W87 H49 D43



**Laura** Ceiling Lamp & Desk lamp  
11.501.1700 - 11.501.1701

# MATTRESS

**Orthopedists and development professionals maintain that young people need sleeping surfaces that protect their backbone for a healthy and balanced growth.**

## Why?

Besides allowing for a balanced support of a young person'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.

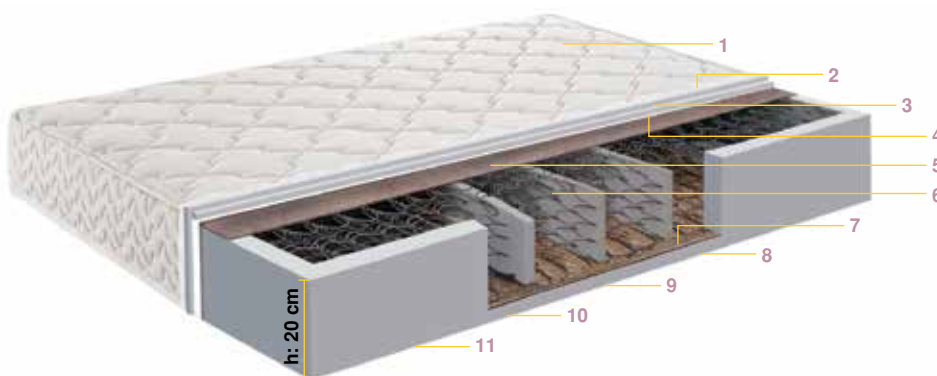
## Well exactly at this point...

And that is where our GUSTO STAR, whose design bears the distinctive mark of health care professionals, comes into play to give your child full body support. The specially designed bed features an orthopedic Bonnell Plus spring system with wedge sponges supporting the head, waist and the legs. Ergonomic and hygienic materials used in the making of GUSTO STAR will help your young child grow stronger bones by supporting their backbone structure.



## GUSTO STAR MATTRESS

- ✓ Bonnell Spring 11.507.2804 (90x190x18 cm)
- ✓ Elegant Handle 11.507.2805 (90x200x18 cm)
- ✓ Homogeneous Sponge
- ✓ Anti-allergic and anti-bacterial 11.507.2813 (100x190x12 cm) -Newjoy Mattress
- ✓ Elegant Ventilation Capsule 11.507.2811 (100x200x20 cm)
- ✓ Bonnell Plus Spring
- ✓ Non-sweaty Knitted Fabric 11.507.2806 (120x200x18 cm)



- 1 Knitted fabric
- 2 250 gr/m<sup>2</sup> anti-bacterial fibers
- 3 2x10 mm highly resistant sponge layer
- 4 Highly resistant spun-bonded lining
- 5 Shock absorbing thermo felt layer
- 6 2.20 mm wire radius Bonnell Plus spring system
- 7 Shock absorbing thermo felt layer
- 8 Highly resistant spun-bonded lining
- 9 2x10 mm highly resistant sponge layer
- 10 250 gr/m<sup>2</sup> anti-bacterial fibers Knitted fabric

# BED BASE & BED HEADBOARDS



**NEWJOY** Bed Base  
11.507.2807 W90 H38 D190



**Railing**  
10.507.1104



**Jasmin** Bed Headboard  
120 cm 10.514.1110



**Rose** Bed Headboard  
100 cm 10.520.1109  
120 cm 10.520.1110



**Laura** Bed Headboard  
100 cm 10.501.1109  
120 cm 10.501.1110



**Sailing** Bed Headboard  
100 cm 10.516.1109  
120 cm 10.516.1110



**Solid** Bed Headboard  
100 cm 10.510.1109  
120 cm 10.510.1110



**New Land** Bed Headboard  
100 cm 10.505.1109  
120 cm 10.505.1110



**Nautica** Bed Headboard  
100 cm 10.506.1109  
120 cm 10.506.1110



**White Life** Bed Headboard  
100 cm 10.517.1109  
120 cm 10.517.1110



**Summer** Bed Headboard  
120 cm 10.518.1110



**My World** Bed Headboard  
120 cm 10.500.1110



**Crown** Bed Headboard  
100 cm 10.512.1109  
120 cm 10.512.1110



**Captain** Bed Headboard  
100 cm 10.304.1109



**Bella** Bed Headboard  
100 cm 10.515.1109  
120 cm 10.515.1110



**Ocean** Bed Headboard  
100 cm 10.523.1109

# BED COVERS



**Jasmin** Bed Cover Set  
90 cm **11.514.2300**  
120 cm **11.514.2301**



**Rose** Bed Cover Set  
90 cm **11.700.2300**  
120 cm **11.700.2301**



**Golf Star** Bed Cover Set  
90 cm **11.522.2300**  
120 cm **11.522.2301**



**Laura & Butterfly**  
Bed Cover Set  
100 cm **11.701.2302**  
120 cm **11.701.2301**



**Solid** Bed Cover Set  
90 cm **11.510.2300**  
120 cm **11.510.2301**



**New Land** Bed Cover Set  
90 cm **11.505.2300**  
120 cm **11.505.2301**



**White Life** Bed Cover Set  
90 cm **11.517.2300**  
120 cm **11.517.2301**



**Summer** Bed Cover Set  
90 cm **11.518.2300**  
120 cm **11.518.2301**



**My World** Bed Cover Set  
90 cm **11.500.2300**  
120 cm **11.500.2301**



**Crown** Bed Cover Set  
90 cm **11.512.2300**  
120 cm **11.512.2301**



**Trend City** Bed Cover Set  
90 cm **11.519.2300**  
120 cm **11.519.2301**



**Bella** Bed Cover Set  
90 cm **11.515.2300**  
120 cm **11.515.2301**



**Captain** Bed Cover Set  
90 cm **11.304.2300**



**Nautica & Sailing & Ocean**  
Bed Cover Set  
90 cm **11.516.2300**  
120 cm **11.516.2301**



**Vento V10 Red**  
Bed Cover Set  
90 cm **11.306.2300**

# CARPETS



**Jasmin** Carpet  
11.514.2900 (120x180)



**Rose & Butterfly** Carpet  
11.520.2900 (120x180)



**Golf Star** Carpet  
11.522.2900 (120x180)



**Laura** Carpet  
11.501.2900 (120x180)



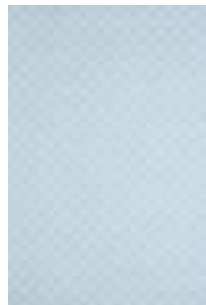
**Sailing & Nautica  
& Ocean** Carpet  
11.516.2900 (120x180)



**Solid** Carpet  
11.510.2900 (120x180)



**New Land** Carpet  
11.505.2900 (120x180)



**White Life** Carpet  
11.517.2900 (120x180)



**Summer** Carpet  
11.518.2900 (120x180)



**My World** Carpet  
11.500.2900 (120x180)



**Crown** Carpet  
11.512.2900 (120x180)



**Trend City** Carpet  
11.519.2900 (120x180)



**Bella** Carpet  
11.515.2900 (120x180)



**Captain** Carpet  
11.304.2900 (120x180)



**Vento V10 Red** Carpet  
11.306.2900 (120x180)

# CHAIRS



**Rose** Chair  
11.700.1800 W47 H97 D55



**Laura** Chair  
10.506.1100 W98 H38 D190



**Atlas** Flower Chair  
11.507.1800



**Atlas** Pink Chair  
11.507.1802



**Life** Chair  
11.507.1807



**Somia** Chair  
11.507.1806



**Pink** Turnable Chair  
11.507.1805



**Grey** Turnable Chair  
11.507.1801



**Brown** Turnable Chair  
10.507.1804



**Blue** Turnable Chair  
11.800.1809



**Powder Pink** Turnable Chair  
11.800.1810



**Mustard** Turnable Chair  
11.800.1811



**Red** Turnable Chair  
11.800.1812

# POUFS & COFFEE TABLE



**Wendy** Pouf  
11.507.2703



**Samia** Pouf  
11.507.2701



**Life** Pouf  
90 cm 11.507.2704 - 120 cm 11.507.2702



**Service** Stand  
11.507.1700

# LIGHTINGS



**Jasmin** Ceiling Lamp  
11.514.1700



**Jasmin** Desk Lamp  
11.514.1701



**Butterfly** Ceiling Lamp  
11.524.1700



**Butterfly** Desk Lamp  
11.524.1701



**Rose** Ceiling Lamp  
10.520.1700



**Rose** Desk Lamp  
11.500.1701



**Ocean** Ceiling Lamp  
11.523.1700



**Ocean** Desk Lamp  
11.523.1701



**Golf Star** Ceiling Lamp  
11.522.1700



**Golf Star** Desk Lamp  
11.522.1701



**Laura & Crown** Ceiling Lamp  
11.501.1700



**Laura & Crown** Desk Lamp  
11.501.1701



**Sailing** Ceiling Lamp  
11.516.1700



**Sailing** Desk Lamp  
11.516.1701



**Solid & New Land** Ceiling Lamp  
11.505.1700



**Solid & New Land** Desk Lamp  
11.505.1701



**White Life** Ceiling Lamp  
11.517.1700



**White Life** Desk Lamp  
11.517.1701





**Summer** Ceiling Lamp  
11.518.1700



**Summer** Desk Lamp  
11.518.1701



**My World** Ceiling Lamp  
11.500.1700



**My World** Desk Lamp  
11.500.1701



**Smart Serisi** Ceiling Lamp  
11.502.1700



**Smart Serisi** Desk Lamp  
11.502.1701



**Trend City** Ceiling Lamp  
11.519.1700



**Trend City** Desk Lamp  
11.519.1701



**Bella** Ceiling Lamp  
11.515.1700



**Bella** Desk Lamp  
11.515.1701



**Captain** Ceiling Lamp  
11.304.1700



**Captain** Desk Lamp  
11.304.1701



**Nautica** Ceiling Lamp  
11.506.1700



**Nautica** Desk Lamp  
11.506.1701



**Vento** Ceiling Lamp  
11.306.1700



**Vento** Desk Lamp  
11.306.1701

# newjoy®

B A B Y K I D S Y O U N G



## 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 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 advanced quality and safety standards in its products. This Certificate certifies that Newjoy has been proved already to have the necessary abilities for this purpose.



## TSE EN

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



## GS (Geprüfte Sicherheit) QUALITY CERTIFICATE

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

# E1

## 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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**newjoy**<sup>®</sup>  
BABYKIDSYOUNG

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**ÖNER MODÜLER MOBİLYA  
SAN. ve TİC. A.Ş.**

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