



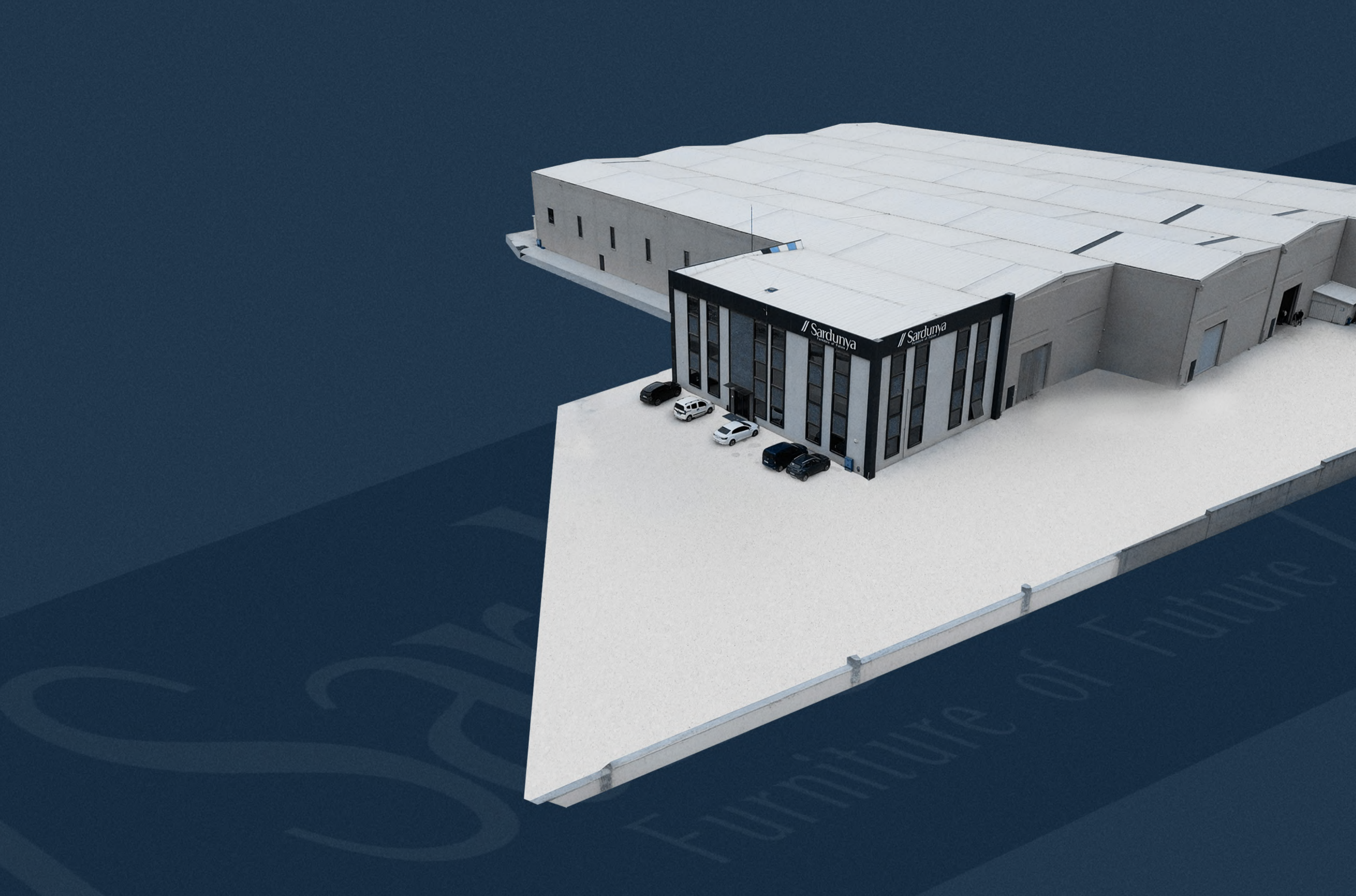
// Sardunya
Furniture of Future

miniforms
_ **simple**
and pure
shapes
|

// **Sardunya**
Furniture of Future

As Sardunya Furniture, we design aesthetic and functional furniture that adapts to every space by adopting a modern and minimalist design approach. By carefully combining natural forms and textures with sophisticated details; we focus on transforming living spaces and creating personalized spaces. Each piece in our collections offers both daily usability and aesthetic cohesion, promising not just a furniture experience but also a new lifestyle for our users

With this approach, we bring together aesthetics, comfort, and quality in a simple balance; designing a timeless style that will always remain up-to-date.



“We are working with all our strength to become a globally recognized Turkish brand.”

Sardunya Furniture began its journey in the furniture industry in 2009 in İnegöl, Bursa, as a partnership between Ümit Kırnak and Mehmet Yavuz. In 2014, Ferdi Özdemir, the region's most experienced R&D specialist in modern living room furniture, joined the company as a partner. Together, the three partners modernized Sardunya Furniture's product range and facilitated the brand's expansion into new markets.

Since our establishment, we have been combining unique designs with high-quality materials and fine craftsmanship, continuously enhancing our service standards to ensure maximum customer satisfaction. The interest shown in Sardunya Furniture from various cities in Turkey and from around the world reflects the appreciation our customers have for the collections we create with dedication and care.

*Ümit
Kırnak*



*Mehmet
Yavuz*



*Ferdi
Özdemir*

Every year, we meet with our customers at the International Istanbul Furniture Fair and at various industry fairs held in countries such as the United Kingdom, India, South Korea, South Africa, and the United Arab Emirates. As a visionary brand, our goal is to become one of the leading furniture manufacturers in Europe with all our experience in the furniture industry.

Today, as Sardunya Mobilya, we are working to transform our customers' living spaces with a modern perspective, offering inspiring collections at 45 sales points in Turkey and across 40 countries. On this journey of growth, change and innovation, we continuously expand our production capacity, employment and exports every day.

“We describe Sardunya Furniture’s story as a sustainable production journey where we design the living spaces of the future.”

İnegöl is a production hub synonymous with the furniture industry, where thousands of producers supply furniture to all corners of the world. The strong manufacturing identity of İnegöl in the furniture sector is unquestionable, known for its product quality and aesthetic designs.

In this city where furniture is a way of life, we describe Sardunya Furniture’s founding story as a sustainable production journey where we continuously advance with the right team and design the living spaces of the future.

We combine designs that meet the needs of modern living with high-quality materials suitable for years of use. By focusing on the balance between comfort and aesthetics at the heart of our collections, we offer the opportunity to create unique and comfortable spaces for our customers.

We extend our gratitude to all employees who contribute to the added value of our business on our branding journey, and we invite all interested parties to explore the inspiring collections of Sardunya Furniture.

Sardunya Furniture Board of Directors





Minions Simple and pure shapes



focus on
creativity
moon collection®2024

Export

We are a dynamic *export team* aiming for international growth.

As Sardunya Furniture, we see exports as one of the most important elements of our success and focus on international collaborations across different geographies. We are taking strategic steps to introduce our brand value to wider audiences and open up new horizons.

We believe that constantly creating value for our customers and business partners is the essence of our business. We combine quality and aesthetics in every product we produce and strive to maintain the highest level of customer satisfaction with this core value.

As the export team, we work not only in the domestic market but also meticulously to make our name known and expand our presence in global markets. We showcase the quality of Sardunya Furniture on the international arena with over 60 sales points in more than 40 countries. Our goal is to become a globally recognized and preferred brand through our innovative approaches and customer-oriented strategies.

40+
Countries



60+
Sales Points



With our innovative approaches and customer-focused strategies, we aim to become a globally recognized and preferred brand.

Erdal Çeliktan

CFO - Chief Financial Officer





Deniz
Alagoz

Selin
Amak-Darsun

Aylin
Coskun

Evren
Gulgan

“What we have achieved so far is just the *beginning* of reaching our goals.”

We analyze opportunities in existing markets and identify new export markets to expand Sardunya Furniture’s international presence. In this process, we take strategic steps by carefully examining market dynamics and customer demands. We aim to create a strong and sustainable presence in every geography by offering solutions tailored to local market needs.

Establishing long-term and strong collaborations with our international customers is among our top priority goals. We offer pre- and post-sales support services to provide fast and effective solutions to our customers’ needs and continue our mission of being a reliable business partner.

We manage an effective distribution and logistics network to ensure that our products reach global markets on time and smoothly. We ensure that our products are best represented in every region with the help of local distributors and business partners. We place importance on participating in global fairs and events to increase the international awareness of Sardunya Furniture. These organizations offer the opportunity to establish strategic partnerships by following current developments in the sector.

As the export team, while we evaluate the opportunities offered by the modern world, we are also prepared with a proactive approach against the threats we may encounter. We ensure sustainable growth in a globally competitive environment through strategic planning and effective action processes.



MOON

The Perfect Combination of Comfort and Aesthetics

With the Moon Collection, minimalist designs meet extraordinary materials, appealing to discerning users with its variety of forms. The color palette, dominated by natural tones ranging from gray to beige, creates an inviting warmth in living spaces with its textures and forms. It instills the comforting feeling of home, transforming any environment into a familiar place.

The Moon Collection combines an organic design language inspired by nature with innovative production technology, pioneering a new lifestyle. In each piece of the collection, the striking simplicity of the monochrome style is harmoniously intertwined with fluid forms that evoke a sense of movement.



R&D

We are at the point where quality and innovation meet.

As the R&D team, our most critical task is to meet constantly changing customer needs and expectations at the most ideal level. Therefore, we develop each piece of furniture to combine quality and functionality, adding value to users' lifestyles. We understand that creating brand loyalty depends on responding to diverse needs without compromising on quality.

Our furniture production process starts with detailed market analyses, research reports, and customer insights obtained in light of global trends.

By blending these insights with innovative ideas, we develop unique products that reflect Sardunya Furniture's design philosophy and brand values. Working in collaboration with the design team, we create prototypes of new products and conduct comprehensive testing processes.

Through constant improvement, we ensure our products are durable, comfortable, and aesthetic.

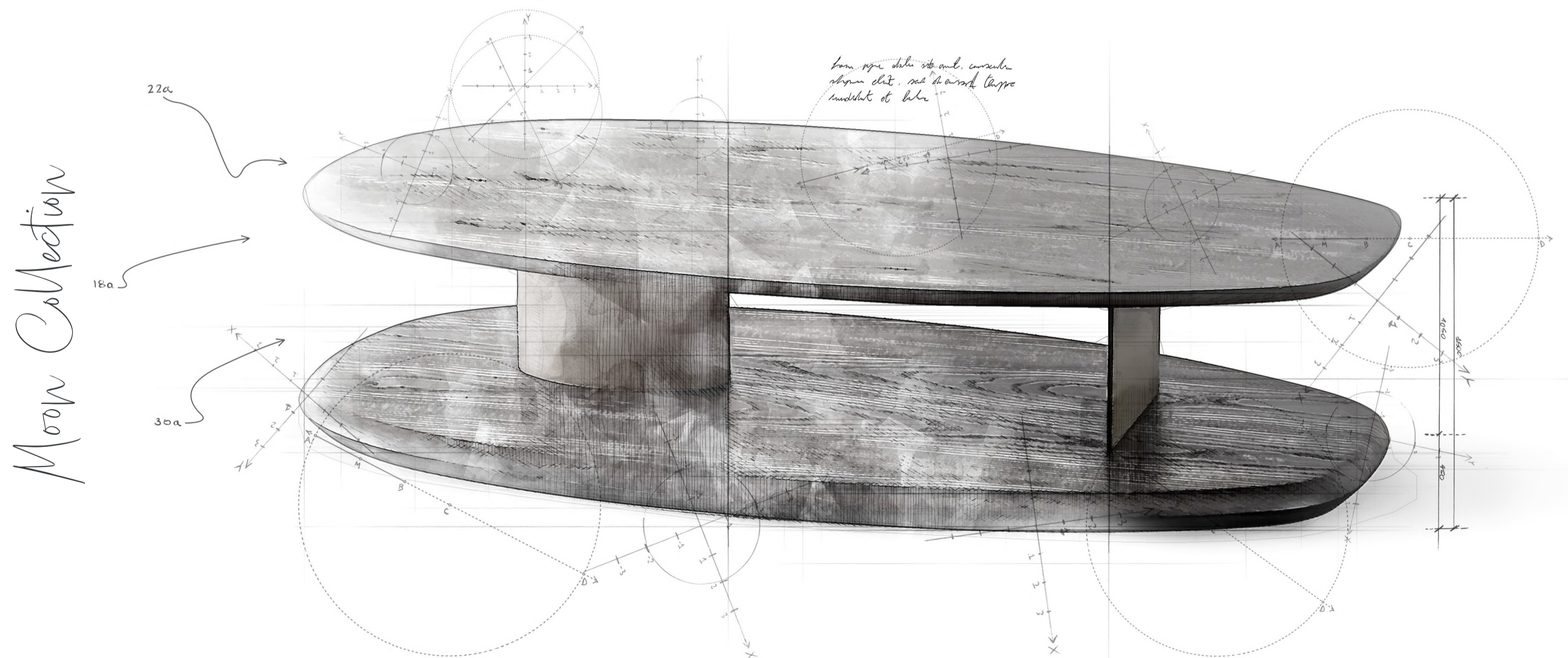
We meticulously carry out quality control processes to ensure our products comply with international quality standards and legal regulations. We focus on controlling all products at the component level, not just the final product. This approach ensures that we consistently offer the highest quality products to our customers.



“Our R&D Department forms the foundation of our *vision* to offer innovative products through its creative and *proactive* approaches.”

We aim to shape the furniture trends of the future by reflecting Sardunya Furniture’s innovative spirit and customer-oriented approach through our R&D studies. Brainstorming with experts from various disciplines allows us to develop creative and innovative solutions. We work meticulously to quickly adapt to constantly changing market conditions and always offer the best to our customers.

As the R&D team, we not only develop new products but also continuously improve our existing ones. To best meet the needs of our customers, we conduct material and technology research, integrating environmentally friendly and durable materials into our production processes. This ensures that our products possess ideal qualities in both aesthetic and functional aspects.





MOON

“The timeless design perception of neutral colors combined with simple forms re-transforms living spaces within the framework of organic minimalism.”

We discover authentic beauty free from details when we adopt organic minimalism in our living spaces. This discovery also reflects the timeless rhythms of nature. The Moon Sofa Set interprets modern aesthetics with inspiration from nature.

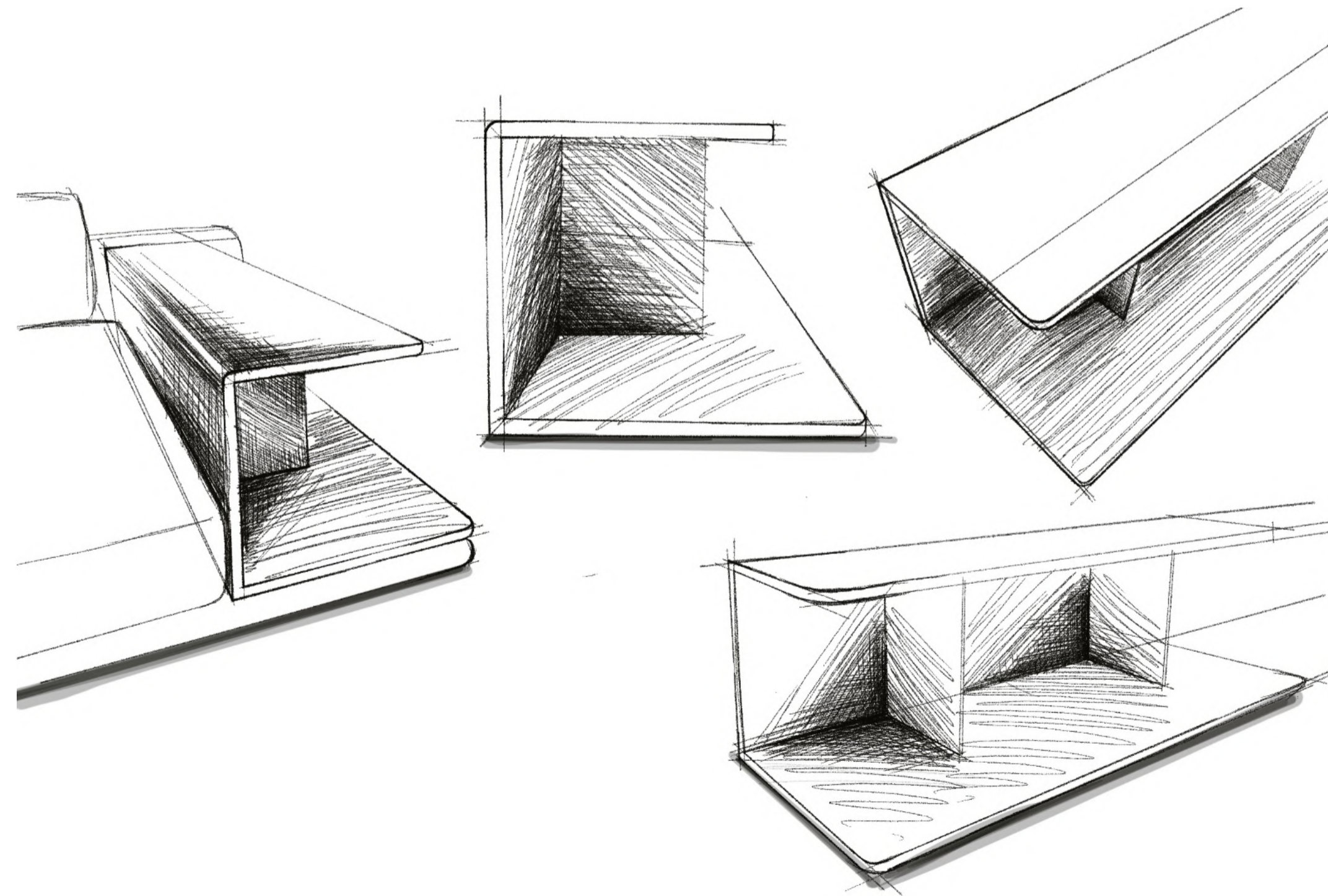
In the Moon Sofa Set, the right design combines with quality workmanship to create an inviting resting area that evokes a sense of relaxation. Unlike traditional angular designs, it offers a personalized experience for users with its curved silhouette inspired by natural forms and its extraordinary, sophisticated style.

Design Department

Timeless Designs That Challenge Ordinariness

Sardunya Furniture's design philosophy is to add value to living spaces by combining aesthetics and functionality. For us, there are two main factors underlying this philosophy: originality and ergonomic structure.

We aim to ensure that the furniture we design both appeals to the aesthetic tastes of the users and provides a pleasant and comfortable experience in their living spaces. In doing so, we ensure that each piece offers a personalized experience for our customers beyond the ordinary.





For us, every new collection is the beginning of a journey that starts with a dream and comes to life through different forms, colors, materials, textures, and fabric combinations. We aim to offer special and meaningful furniture to our customers by drawing inspiration from the resources, stories, and themes encountered along this journey.

“Each collection has its own story and features that make it *unique*.”

Whether inspired by nature, historical periods, or modern city life, we determine the details that will make each of our collections special.

These details are evident at every stage, from color choices to materials used, from forms to small touches. Therefore, we offer our customers not only furniture but also a lifestyle.

This process provides us with strong motivation to design the living spaces of the future.

Olca
Sen
Lead Designer



The space
of life.

bob armchair.



Bob Armchair,

Turning our home into a work of art and making every moment we spend there enjoyable is undoubtedly the biggest dream we all have regarding our living spaces. It is at this point that Bob Armchair enters your life, opening a subtle door that radically changes your understanding of comfort and aesthetics.

Bob Armchair, with its unique style, is a great option for spaces that inspire imagination and contain details waiting to be discovered.



Change Your Mood

Production

Qualified Workforce Supported by Technology

At Sardunya Mobilya, we specialize in sofa production and combine our expertise in this field with a strong team spirit. Our factory consists of six main departments, each meticulously handling a different stage of the production process: Skeleton, Cutting, Sewing, Painting, Upholstery, Quality Control, and Packaging. Each department combines a qualified workforce with modern technology in close collaboration.

The Production Department is where projects that have successfully passed the design and R&D processes are transformed into products. By being at the center of all processes, we offer strong collections that appeal to consumer expectations.

Our priority in production processes is to offer personalized and high-quality products in line with customer orders. Thanks to our flexible production structure, we meet customer expectations at the highest level by offering unique solutions to each customer.



“Our Production Department, which elevates our quality day by day, is at the heart of all processes as the driving force behind *perfect designs.*”

Arzu
Nazikoglu





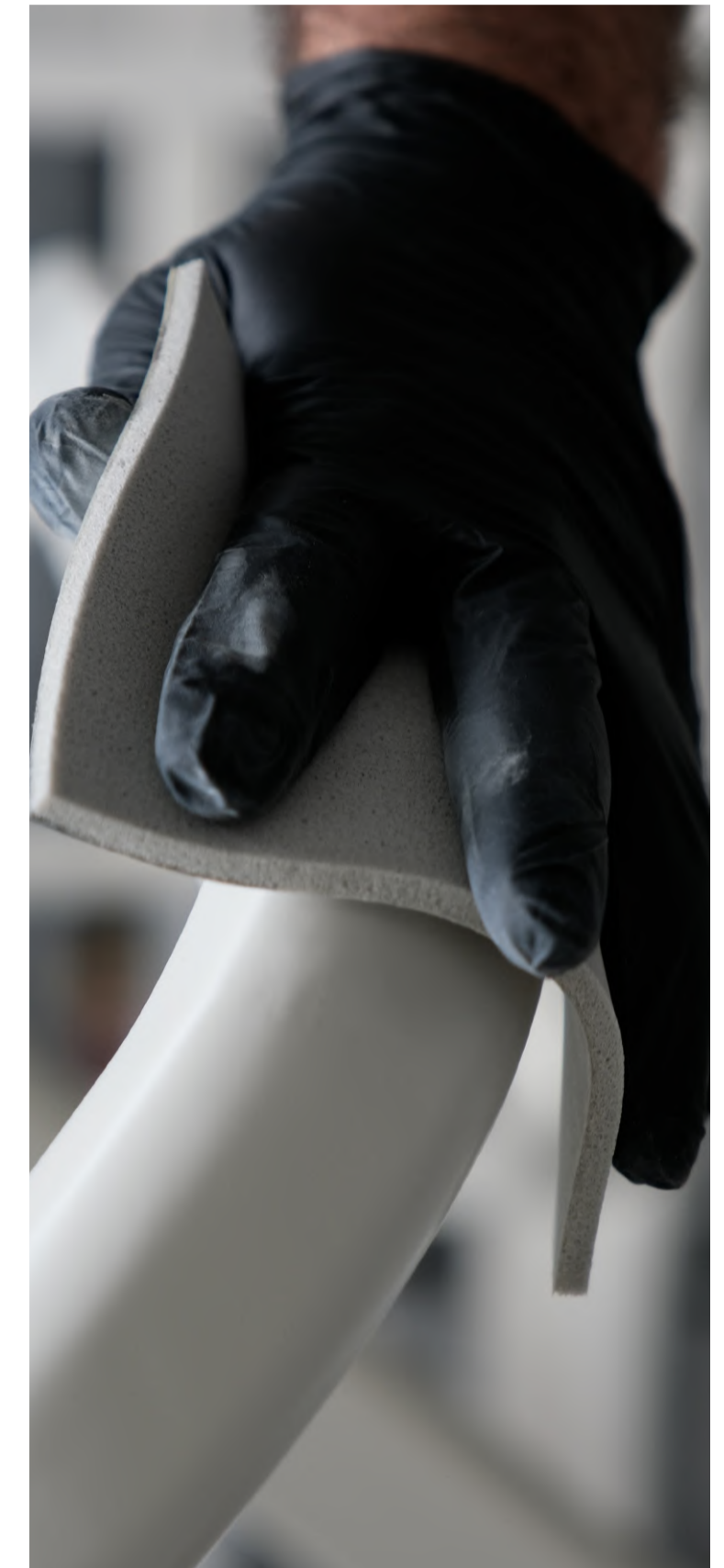
Inspirational Journey *of Wood+*

Our furniture masters handle the most crucial stages of our production processes with fine workmanship, combining labor and expertise.

By blending elegance and durability in each piece, our talented craftsmen add value to Sardunya Furniture through unique designs that transform living spaces.

On the other hand, we prioritize adopting innovative approaches that advance our business and investing in modern technology that supports a qualified workforce. We ensure the simultaneous monitoring of workstations by actively using the software programs integrated into our production.

Adapting to emerging new technologies in a timely manner is an important part of our business





Harmony

A Style Beyond Time

Harmony Collection brings together the soft tones of walnut wood with carefully crafted, refined details. It brings a new breath to home decoration by offering the perfect balance of magnificence and elegance.

The freedom reflected by the combination of different materials focuses on creating a unique harmony between space and pieces in the Harmony Collection. It creates a timeless style that will always remain up-to-date with its design line that brings together the colors and textures specific to the collection in a simple balance.

Each piece in the Harmony Collection displays impressive elegance; it finds its place in the triangle of aesthetics, comfort and personality.

Our Priority is to Provide a *Safe* Working Environment for Our Employees

We conduct regular occupational safety inspections to identify potential hazards and take precautions. We constantly monitor the effectiveness of safety equipment and procedures and identify areas for improvement.

We also create detailed emergency plans for our production lines and conduct drills to educate our employees on how to respond effectively.



Occupational safety in production lines is one of Sardunya Furniture's top corporate priorities.

Therefore, we develop various measures and practices to ensure occupational safety and engage in continuous improvement activities.

We aim to increase our employees' awareness of this issue by providing regular occupational safety training.

We ensure that our production line employees use the necessary personal protective equipment and conduct regular control and maintenance of this equipment.

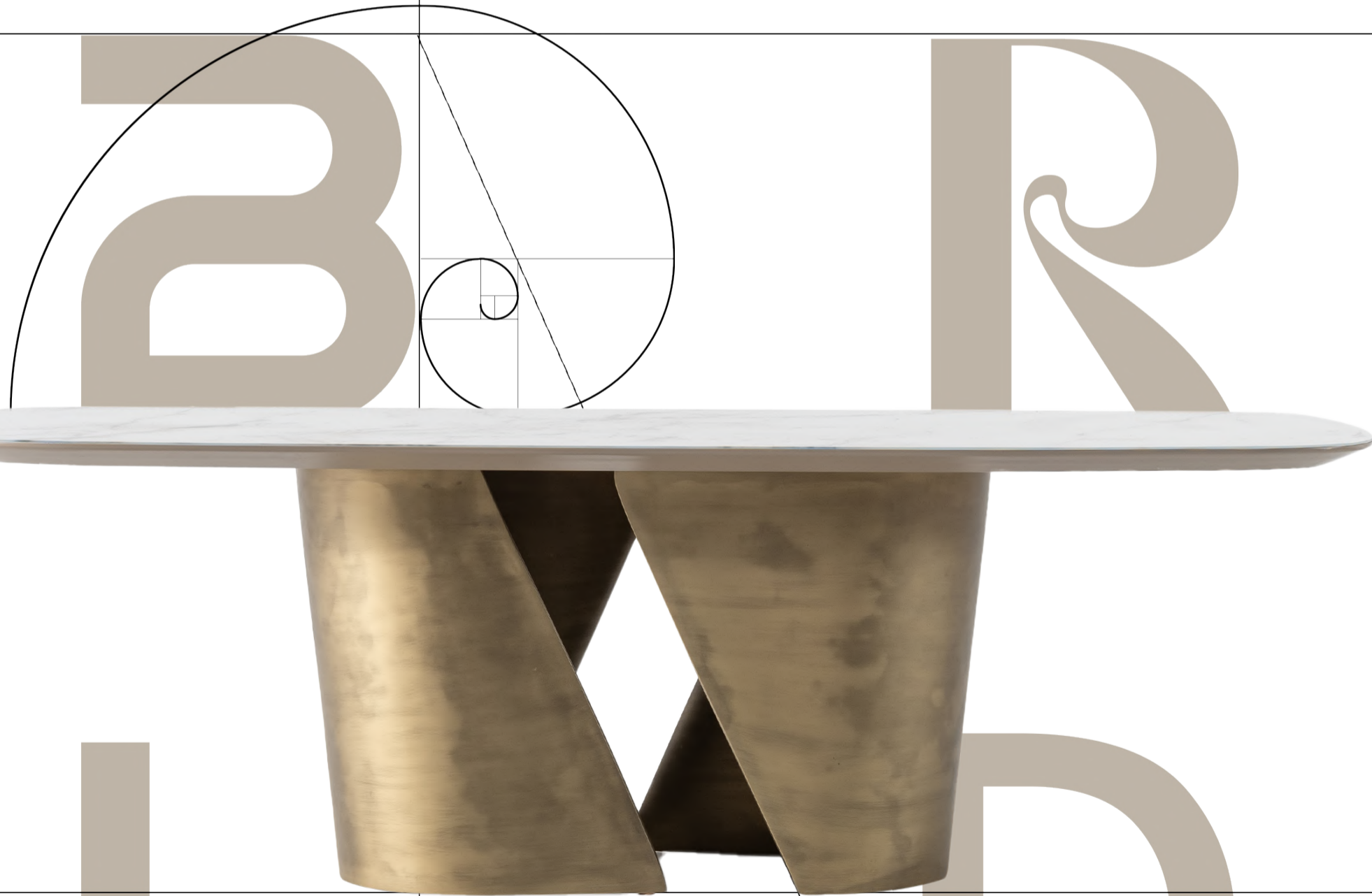
We create detailed occupational safety procedures for each department and ensure that these procedures are strictly implemented. We adhere strictly to special safety instructions for hazardous machines and equipment.

“In short, for us, occupational safety comes before all processes.”

Hi Y

the new
muse.

harmony hybrid.

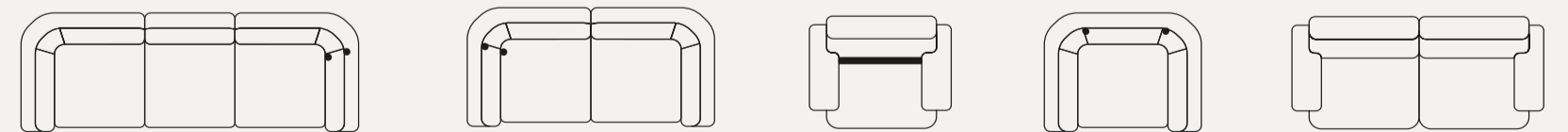


“Just close the door to dream, ponder, read, and have intellectual conversations.”

The Harmony Corner Sofa Set reflects a lifestyle for users rather than just a seating experience, thanks to its modular comfort and functional details. It offers the freedom to choose different modules to create the most suitable corner set, both spatially and functionally. Adapting modular comfort to living spaces, the coffee table and storage solutions of the Harmony Corner Set allow you to adapt to the flow of life.

The Harmony Corner Set, an example of the multifunctional furniture concept, seamlessly combines style and practicality, creating a timeless aesthetic that effortlessly complements any interior style.

*Just
For Your
Home®*



Purchasing

We Integrate Product *Quality* with Superior Service Performance.

As the Purchasing team, we believe that customer satisfaction is not only about the quality of the products; it is also directly proportional to the performance of the service we provide. Therefore, one of Sardunya Furniture's strongest promises is that the positive momentum of customer feedback increases day by day.

Another critical aspect of the purchasing process is ensuring the timely supply of raw materials for production after each order arrives at our stores. Thus, timing is as important as quality.

Given that global crises and supply issues can disrupt deliveries, we remain vigilant and prepared for any potential challenges.

Through our comprehensive research during the purchasing decision process, we aim to optimize the use of our company's resources and develop sustainable solutions.

Arzu Arslan



Nurdan Tanzanah



Mert Bayram

Gökhan Arabacılar



CR -O W .N

A Refined Originality

Crown Armchair brings a feeling of warmth and relaxation to modern living spaces with earth tones inspired by nature's color palette.

The wooden aesthetics that bring the peaceful rhythm of nature to the space are complemented by simple lines that focus on a minimalist approach.

Reflecting elegant craftsmanship, Crown Armchair creates a stylish and also comfortable perception of space in the living areas where it is placed, with its original details and material combinations.

crown armchair® 2024



Customer Relations Department

Our Brand Grows Together with *Our Customers.*

“The sustainable success of a brand depends on its ability to integrate product quality with the superior service it offers in customer relations.”

At Sardunya Furniture, we work to keep customer experience and satisfaction at the highest level. We believe that every customer is special and valuable, and we listen to their demands carefully.

We constantly interact with our customers to understand their needs and follow their feedbacks closely. This allows us to offer personalized solutions tailored to their needs.

Our product quality and reliability are the cornerstones of customer satisfaction. We produce each piece of our collections meticulously, adhering to our high-quality principles.

This way, we provide our customers with a long-lasting and satisfying usage experience.

We continuously improve our services and products by evaluating customer feedback. We focus on resolving problems quickly and effectively to ensure customer satisfaction. Additionally, by providing comprehensive after-sales support, we make our customers feel that we are always there for them.



Sustainable Success is Possible with the Right Team

At Sardunya Furniture, we know that sustainable success starts with the right team. The passion and experience that have brought us to this point, combined with a strong team spirit, transform into a long-term brand journey. We have included and will continue to include qualified professionals who work devotedly in our team, benefiting from the experience that this unity brings.

As a dynamic team that embraces our brand, we are determined to be a pioneer in the furniture industry with a visionary perspective that will propel Sardunya Furniture forward day by day.



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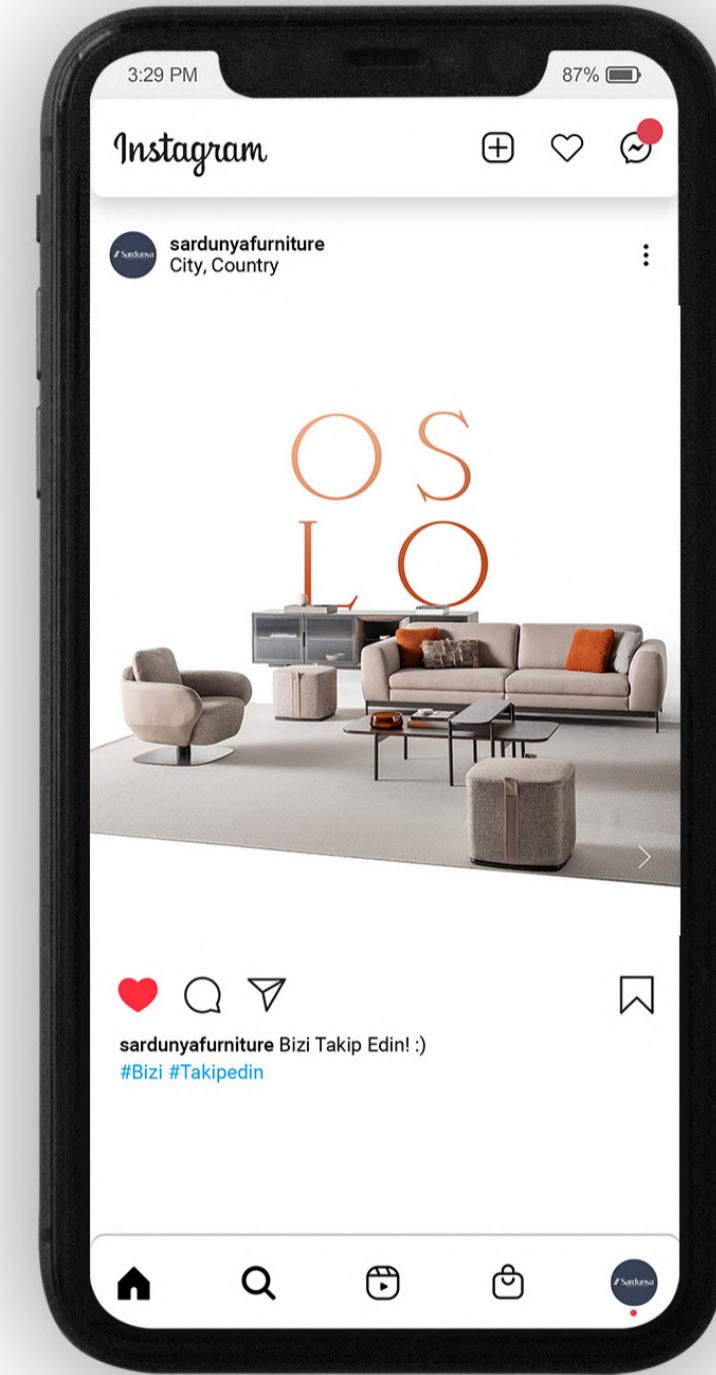
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Bizi
Takip Et!

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