



**YAAZ**  
beauty.nature.soul.

COMPANY  
**PROFILE**

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# COMPANY INFO



# COMPANY OVERVIEW

This simple phrase-Beauty Redefined-often slips from our lips when we witness the magic of a sunset, the gentle flow of a stream, or the captivating dance of a fire. Beauty is a deeper expression, a blend of grace and harmony that transcends the tangible. Our true calling is the pursuit of beauty-not just to see it, but to craft it, to inspire others, to inject joy and a sense of lightness into daily life.

For us, the creation of objects isn't just about design; it's about infusing them with positive energy, ensuring that every gesture in their making is connected to the heart. We prioritize quality and simplicity, aiming to create environments that offer a sense of relaxation and warmth. inspired by nature's ever-changing beauty, YAAZ captures this continuous cycle through sustainable designs that evolve throughout the year.



*We yearn for quality and beauty.*

## Mission and Vision

YAAZ is dedicated to transforming living spaces and enhancing people's lives.

Our mission is to enhance the quality of life by striking a perfect balance between aesthetics and functionality.

Our vision is to provide sustainable, innovative, and impactful designs that allow individuals to express their personal styles in every home and space.

At YAAZ, we aim to make living spaces more comfortable, aesthetic, and functional with our commitment to quality products and customer satisfaction focused services.

However, most importantly, it is the deep respect for ethics that guides all our actions, along with the desire and ability to build value.



## **OUR** Values

### **TIMELESS AESTHETIC, MODERN SOUL**

At YAAZ, we believe that true design doesn't shout; it resonates. Our values are rooted in a "Quiet Luxury" philosophy—creating pieces that are visually sophisticated yet inherently functional. We blend minimalist lines with innovative materials to ensure our furniture doesn't just occupy a space, but elevates the entire outdoor architectural experience.

### **HARMONIOUS INTEGRATION WITH NATURE**

Nature is our primary collaborator, not just our backdrop. We are committed to a design language that bridges the gap between indoor comfort and the Great Outdoors. This means selecting sustainable, weather-resilient materials that age gracefully, ensuring our products honor the environments they inhabit while providing a seamless transition to the open air.

### **UNCOMPROMISING CRAFTSMANSHIP**

Quality is our baseline, and precision is our signature. From the initial sketch to the final stitch, every YAAZ piece is a testament to meticulous engineering. We value the "Art of the Detail," ensuring that every texture, joint, and finish can withstand the elements without losing its refined touch, offering our clients a lifetime of enduring comfort.

# KEY Figures

25+

**Years**

Furniture  
manufacturing &  
distribution

40.000+

**Product varieties**

Introduced between  
2003 and 2025

57.000m<sup>2</sup>

**Production campus**

Large-scale manufacturing  
and storage footprint

30.000m<sup>2</sup>

**Indoor Space**

Manufacturing and storage  
areas

275+

**Employees**

Skilled teams across  
design, production,  
and logistics

150

**Countries served**

Delivery through land,  
air, and sea logistics

10+

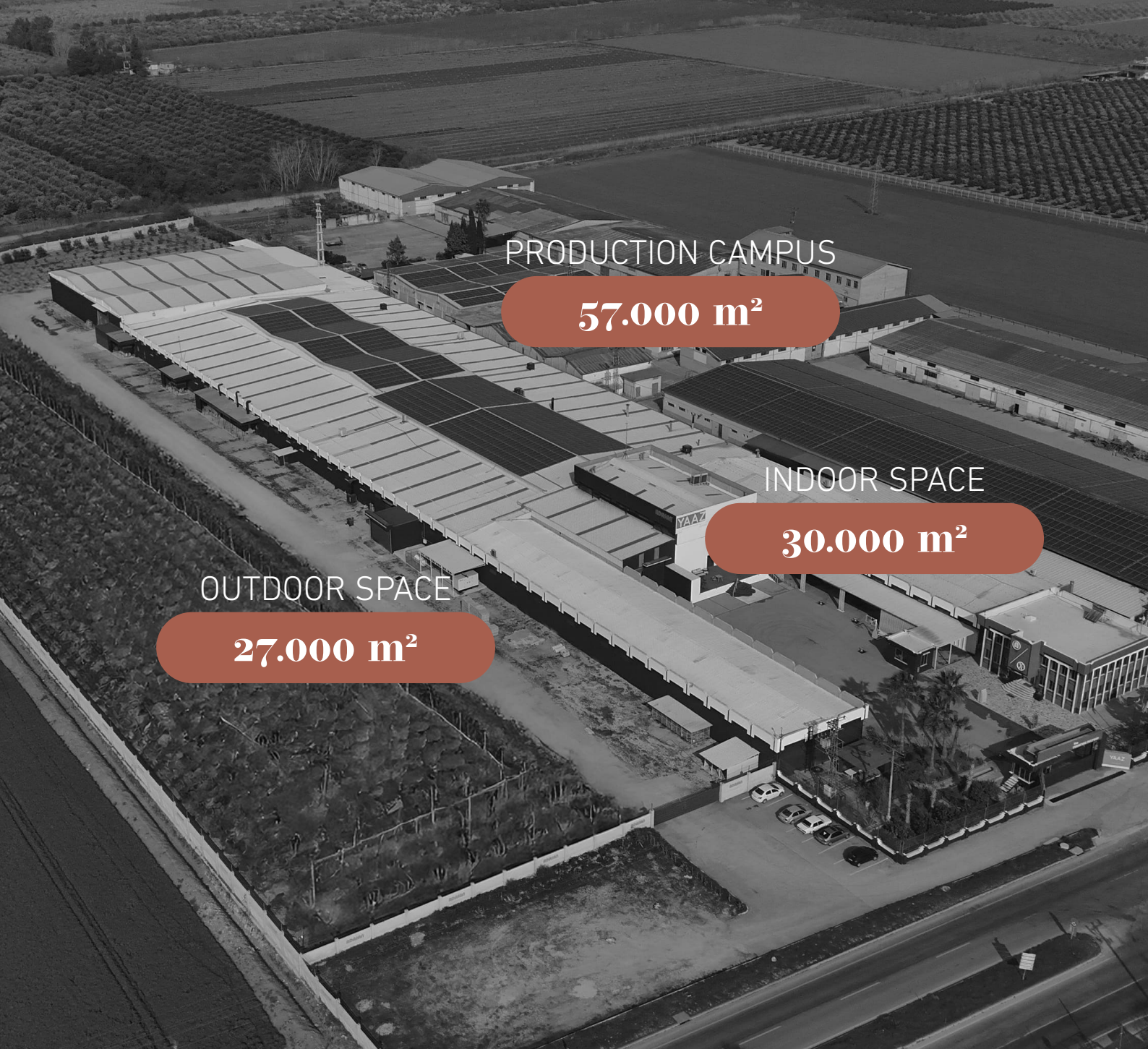
**Design awards**

Recognition from  
international  
competitions

3 years

**Warranty**

Support for structure  
and manufacturing  
quality



PRODUCTION CAMPUS

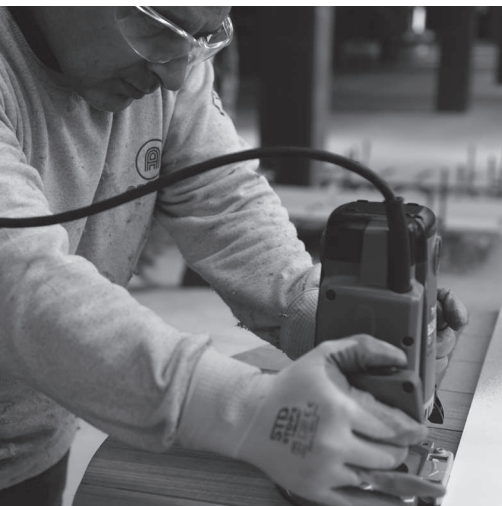
**57.000 m<sup>2</sup>**

INDOOR SPACE

**30.000 m<sup>2</sup>**

OUTDOOR SPACE

**27.000 m<sup>2</sup>**





30%  
of the employees are  
**FEMALE.**  
at every stage of production

# Materials & Craftsmanship

All types of premium materials are meticulously processed in our factory to guarantee the highest resistance to all weather and environmental conditions. Our core material palette includes:

## Raw Material Complements

**Teak:** Due to its durability, strength and durability, teak is the most suitable type of wood, especially for outdoor use.

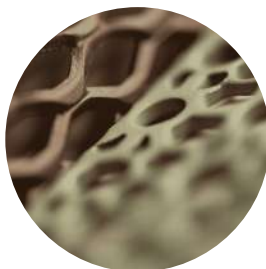
**Aluminium:** Aluminum is a lightweight and strong metal with an excellent strength-to-weight ratio and corrosion resistance. These properties make it an ideal material for outdoor furniture.

**Rope:** During production, with the use of additives and special pigments, the yarns in our YAAZ synthetic rope collection provide high protection against sunlight and weather conditions, as well as exceptional color fastness and strength.

**Fabrics:** Outdoor fabrics made from acrylic yarns are resistant to weather conditions, friction, tearing, and similar factors.

**Porcelain:** Among the types of ceramics, gains superiority as the most valuable product of your space due to its durability, special compactness, and resistance to external factors.

**Ment:** Paviment offer ample opportunities for diverse designs in spaces, particularly for outdoor use, with their resistance to color fading and unlimited color options, as well as a wide variety of sizes available.





# In House Production

All types of materials are processed in our factory.

Aluminum, teak wood, ceramic processing, rope and fabric upholstery.



## OUR Team

The foundation of our success is our team of talented individuals who actively participate in every stage of our operations.

This talented team, which works meticulously at every stage of the supply chain, ensures a smooth operation from the supply of raw materials to the delivery of products to the end user.

The contribution of our Italian art director AngelettiRuzza Design team by being present at the R&D stage of each product, the detailed follow-up of the production by our engineers and the contribution of the team producing digital materials to professional demands, the communication success of our Italy-based PR agency in international environments not only ensures the smooth flow of our operations, but also forms the basis of our brand's success in international projects.

YAAZ is a virtuous model shaped by the team spirit of individuals who share the same values and are determined to get one step closer to the common goal of bringing beauty to our lives and the lives of our customers.

# DESIGN Philosophy

Our design process integrates a range of global disciplines and methodologies, facilitating the development of innovative and functional products based on continuous improvement. We collaborate with internationally acclaimed visionaries to shape our collections:





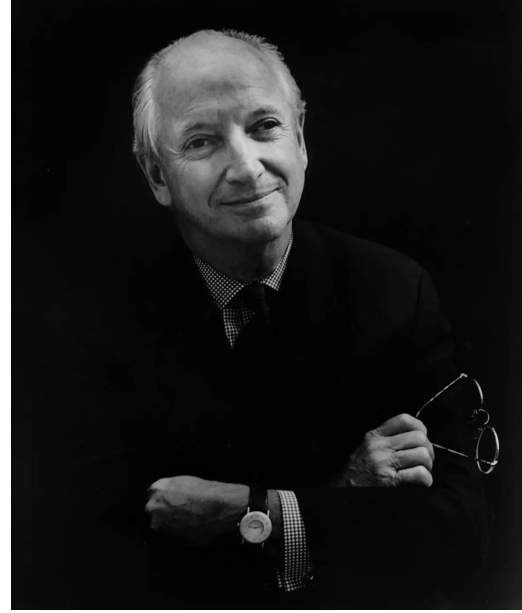
## AngelettiRuzza Design:

Silvana Angeletti and Daniele Ruzza, the Italian design studio behind many of Yaaz's collections, also serve as the brand's art directors. This esteemed Italian team continues to provide meticulous support during the R&D phase of our collections.



## Patrick Norguet

French designer Patrick Norguet, who has created iconic designs for many famous brands, has been contributing to the strength of the YAAZ brand with her original designs since 2024.



## Michael Graves Design:

The American team brings an ethical and scientific approach based on the wisdom of its founders. Our collaboration, which began in 2023, continues to develop.



## Raffaella Mangiarotti

Our collaboration with the Italian designer, who served as the Ambassador of Italian Design worldwide from 2017 to 2024, has continued since 2024.



## Seyhan S. Özdemir & Sefer Çağlar

The designers, who are the founding partners of Autoban Architecture, designed a special collection for YAAZ. Our collaboration, which began in 2025, continues to grow.

## *Sustainability* **STRATEGIES:**

**YAAZ's founding philosophy is to touch your life and the lives of future generations with love.**

This philosophy is the basis of the success our brand has achieved in a short time.



## We Love Our Planet

# Sustainability & Environmental Management

YAAZ's founding philosophy is to touch the lives of future generations with love. We shape the impact of our brand by rigorously managing our environmental responsibilities, proudly holding the ISO 14001:2015 certificate.

**Renewable Energy:** We power our 45,000 m<sup>2</sup> indoor factory area completely with solar panels.

**Green Logistics:** Forklifts and scooters used within the factory are fully electric.

**Zero Waste Program:** Waste generated during production is separated, stored for recycling, and targeted for zero-waste metrics.

**Digitalization:** We minimize paper consumption by digitalizing purchasing and sales processes.

**Carbon Footprint Reduction:** Regular annual carbon footprint assessments and transition to low-emission fuels.

**Afforestation Projects:** Continuous involvement in planting initiatives within our 30,000 m<sup>2</sup> reserved area to offset carbon dioxide emissions.

# Waste generated during production is separated and stored **for recycling.**

We power our 45,000 m<sup>2</sup> indoor factory area with **solar panels.**



Forklifts and scooters used within the factory and other vehicles allocated for company personnel **are electric.**



Waste generated during production is separated and stored **for recycling.**



**BiBO**

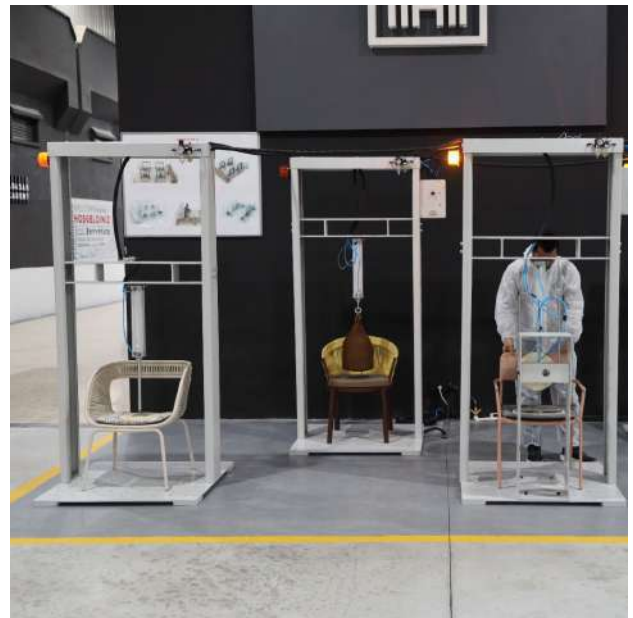


## Recycled Materials

Furniture upholstery scraps are given a new lease on life as BiBO. Because, in fact, nothing is waste...

# QUALITY CONTROL

At our factory's testing center, we measure the durability and capacity of our products. The results of these tests guide the R&D work developed for our collections.



# Certifications

Significant aspect demonstrating our commitment to quality standards and the reliability of our products.

Particularly, by partnering with reputable firms like Jotun, Akzo Nobel, Sunbrella, Serge Ferrari we ensure the use of high-quality materials and certified products.

These certifications validate that our products adhere to environmental standards, are safe and healthy, and meet the highest quality benchmarks.

Our close relationships with our partners allow us to continually enhance our quality control and assurance processes, reflecting our dedication to delivering the best products to our customers.



Our company can provide any requested tests and certifications regarding the properties of the fabrics we use.

**flooralytics**  
TEXTILE ANALYSIS / FLOOR TESTING  
719 century ave sw • grand rapids, mi 49503  
p. 616.369.5522 e. info@flooralytics.com

ACCREDITED  
CERT #714401

report number 4852  
revision level Original  
report date 4/17/26

**certificate of testing**

client ADASAN DAYANIKLI TÜKETİM MALLARI MOB. İMALAT TURİZM İEKS.İNŞ.SAN. VE TİC.LTD.ŞTİ  
Hayatlı Mh. , Karatop. Biv. 10.km. No:832/201 01375 Yüreğir / ADAANA

product identification YAPA

**nftpa 260**  
test method performed standard methods of tests and classification system for cigarette ignition resistance of components of upholstered furniture nftpa 260 – 2019: cover fabrics test  
date of test 4/17/26

test results

specimen	char length (in.)
1	9/10
2	8/10
3	8/10

notes  
test conditions 70 ±3.5%, 50 ±5% relative humidity  
ignition source sm1 196a  
sampling as received

acceptance criteria  
class i test specimen exhibits no ignition of any test assembly, vertical char length on any of the three specimens does not exceed 45mm (1.8 inches)  
class ii test specimen exhibits ignition of test assembly and / or char length of any of the three specimens exceeds 45mm (1.8 inches)

classification  
based upon the test results and acceptance criteria listed above, the product identified is  
 class i  
 class ii

certification statement by signing below, the lab certifies that the results were obtained after testing specimens submitted by the client in accordance to the procedures and equipment specified by the standard stated above. Statement of compliance made without factoring in effect of uncertainty unless otherwise specified.

approved by: **Greg Hadfield**

The membrane properties of **YAPA fabrics**, produced specifically for YAAZ, have been tested and certified using the NFPA 260 test method.

Standard methods of tests and classification system for cigarette ignition resistance of components of upholstered furniture **NFPA 260 – 2019:**

According to these test results, the classification of YAPA fabrics is **Class I**. That is; test specimen exhibits no ignition of any test assembly, vertical char length on any of the three specimens does not exceed 45mm (1.8 inches).

This report is confidential and prepared for the exclusive use of the client to whom they are addressed. It may not be reproduced or published without prior written approval. The results apply only to the samples tested and may not necessarily reflect product performance under actual use. The results are representative of similar goods only to the extent that the sample tested is representative of those goods.



## YAAZ Academy

In both our personal and professional lives, the principle of "Continuous Learning" is of great importance. Whether in production, sales, marketing or any other field, our workforce is the driving force behind our competitive advantage.

In this context, the development of our personnel, the increase in their performance and the training of talented and competent employees are extremely important.

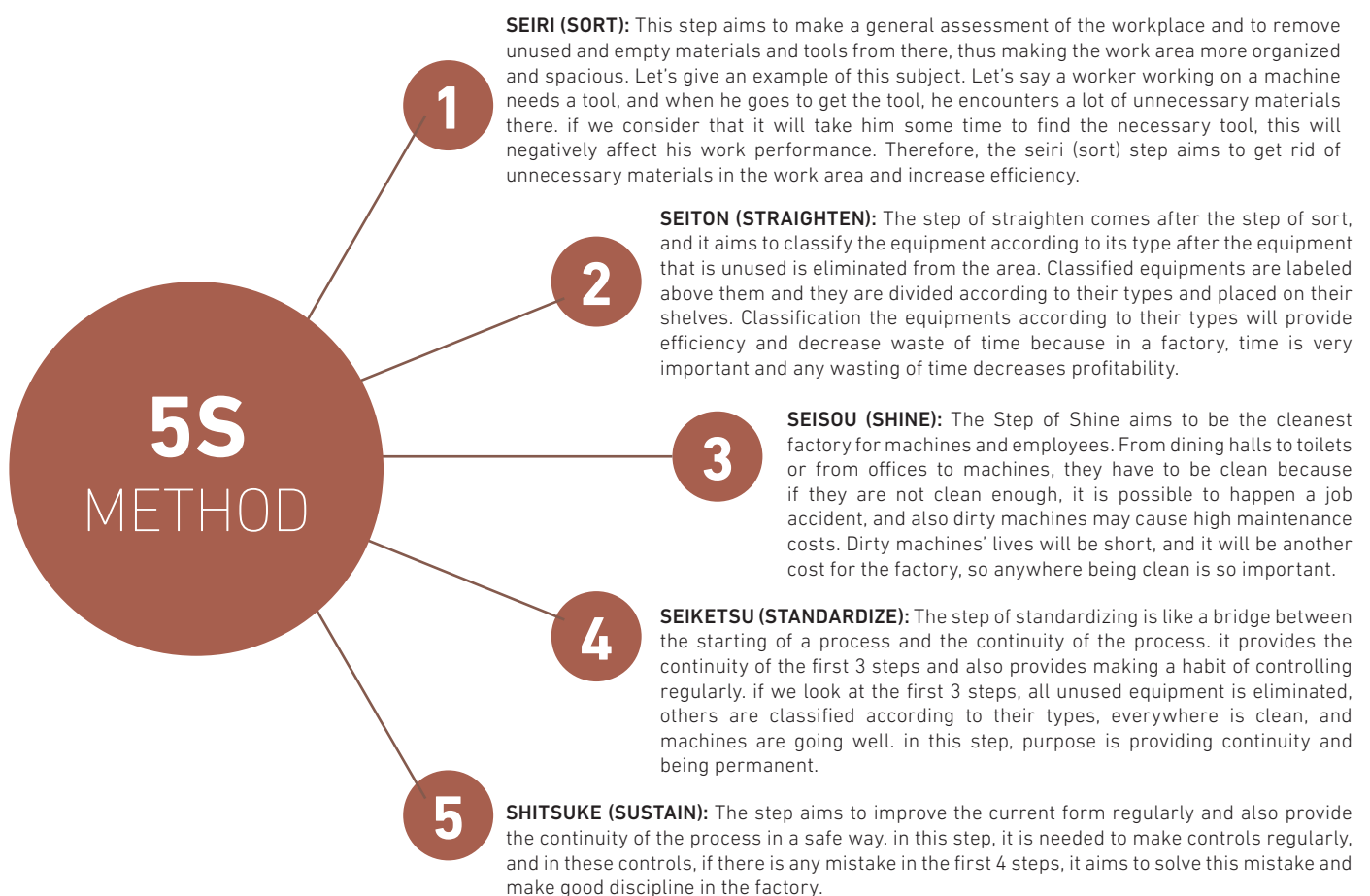
We believe in the power of education in production and provide training opportunities that will enable our employees to embrace their professions and ensure their personal development.

Considering the complementary and developing effect of our female employees, who constitute 30% of our personnel working in the production field, at every point in the field, we attach great importance to the development of their professional training so that women can take on more roles at the production level.

With the aim of creating a more successful team consisting of self-confident, talented, respectful, passionate and well-educated individuals, we established "Adasan Academy" to continuously offer these training programs within the company.



We implement the **5S method** to ensure efficiency and order in the workplace.





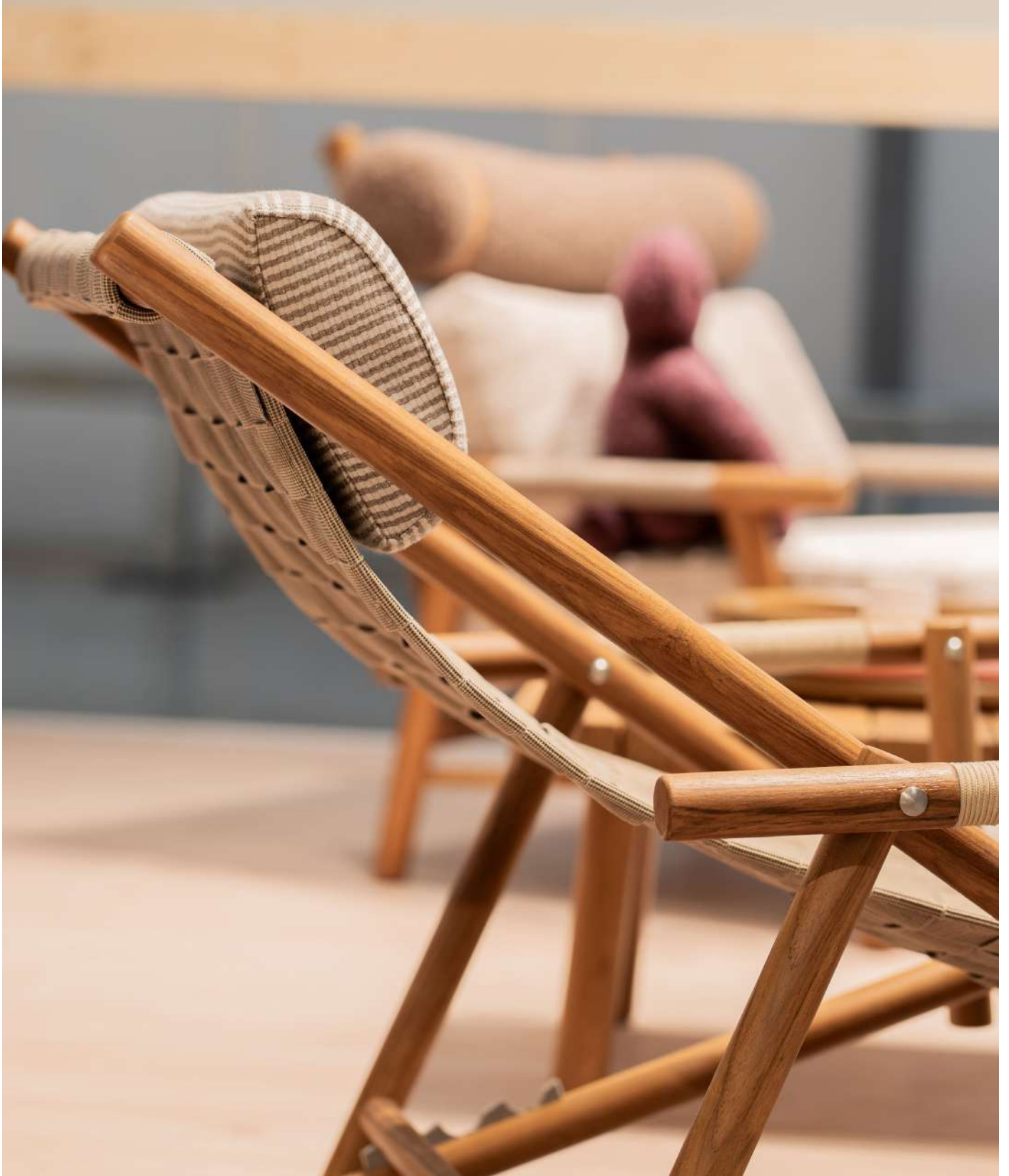
# Logistics

We provide fast and reliable delivery to our customers by using various transportation methods such as land, air and sea transportation to 150 countries worldwide.

We prefer insured transportation to ensure security during the transportation process. In this way, we guarantee that our products reach our customers safely and in the best conditions.

We follow the operations step by step throughout this process and inform our customers simultaneously. By managing the transportation operations correctly, we carry out a meticulous working process to ensure that the orders reach their destination in a healthy way.

# MARKETING INFO





## TRADE FAIRS



### Salone del Mobile.Milano

In 2022, under the artistic direction of angelettiruzza, we exhibited our first collections at Salone Del Mobile.Milano. Also that year, with the reopening of the ADI Museum, a significant point of interest for Design Week, we built another cheerful exhibition space with the 'Happy Garden' concept in the open area, and hosted a cocktail reception for the press and relevant architectural firms.

In the following years, 2023, 2024, 2025, and 2026, we continued to expand our stand area each year, securing our place at this most important fair.



2022



2022-ADI MUSEUM



**Brand Director's Note:**

"For us, Salone Del Mobile and Milan Design Week organizations is not just an exhibition, but a platform to present a manifesto on the future of living spaces. Our collections, resulting from new collaborations this year, prove that outdoor furniture is not just for the garden, but a way of life."



Salone del Mobile.Milano



## TRADE FAIRS

### MAISON&OBJET

For the 2024 Edition, we participated in the event for the first time in 2025, and after Italy, we managed to attract the attention of many European design enthusiasts.

In 2026, the interest at the Paris Maison&Objet exhibition, where we introduced a collaboration with Patrick Norguet, this time with a new designer and a new design concept, was even greater than the previous year.

Designed by the AngelettiRuzza duo, who manage the brand's style center, the exhibition space aims to convey a concept of well-being consisting of small everyday gestures, socialization, and harmony rediscovered in contact with nature, creating a focal opportunity for the launch of a new collection each year.





2025



2026



**Brand Director's Note:**

"Maison&Objet Paris is the perfect platform to showcase our vision for the future of outdoor living. We are particularly excited to present our new journey with Patrick Norguet, whose design language aligns perfectly with our commitment to quality and innovation."

**MAISON&OBJET**



## TRADE FAIRS



### hd expo+ conference

In 2023, we participated in the event for the first time, introducing the “Colorful Environment” concept to the US market. In 2024, our exhibition, highlighting our ability to offer bespoke solutions for luxury resorts and urban terraces, marked a significant milestone in positioning us as a preferred partner for North American architects and purchasing firms.

In 2026, we returned to the event, presenting our products specifically designed for the American hospitality market.

With this event, which we believe is very valuable for the American market, we created a showcase for Italian design and Turkish production capacity in the American market.





2023



2026



2024



**Brand Director's Note:**

"Our journey at HD Expo has been about more than just exhibiting furniture; it's about sharing our philosophy of 'Beauty, Nature, Soul,'" says the YAAZ Leadership Team. "From our roots in Turkey to the vibrant design community in Las Vegas, we are committed to creating outdoor environments that promote well-being and sensory comfort."

**hd** expo+  
conference



## TRADE FAIRS

# BD | NY

Our first participation in the event in 2023 was a launch event where we collaborated with American design studio Michael Graves and showcased the Fess Cabana for the first time.

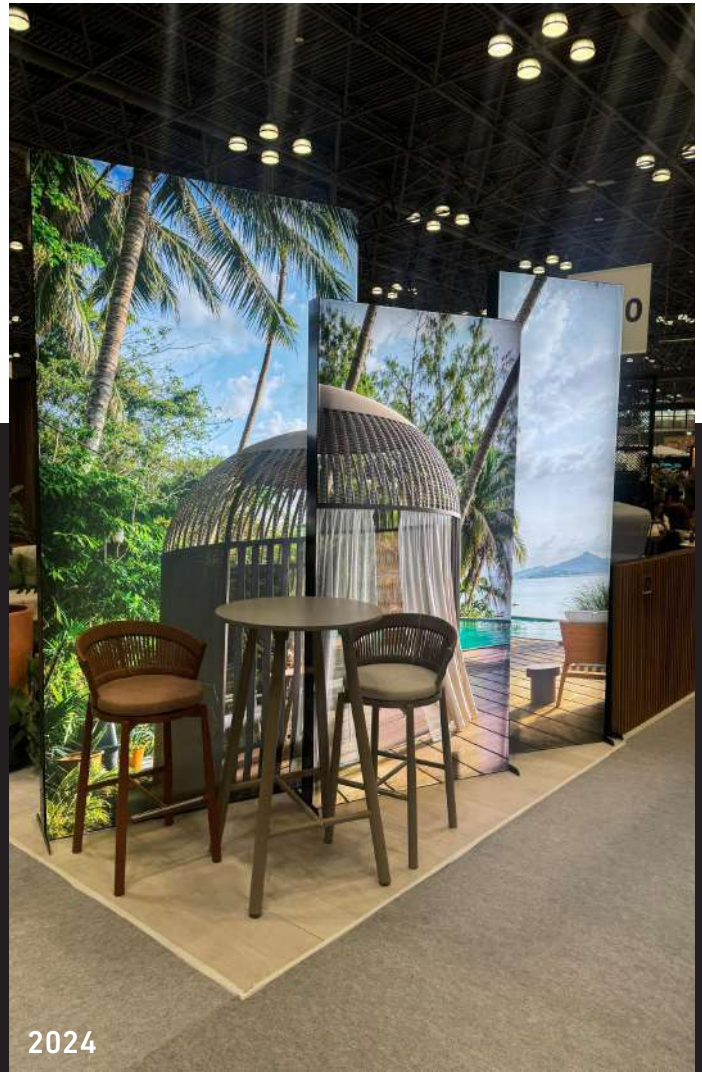
The relationships established the previous year were strengthened in 2024, focusing on the evolution of our core collections, reinterpreted to meet the challenging demands of hospitality trends.

Furthermore, our exhibition space was honored with the Best in BDNY award.





2023



2024



**Brand Director's Note:**

"Our presence at BDNY for two consecutive years marks our commitment to the American design community. We aren't just selling furniture; we are offering an outdoor lifestyle that respects nature and elevates the human experience."

**BD | NY**



## EVENTS **Milano**

**2024:** A cocktail reception organized at the office of our Italian PR agency, M&C SAATCHI, hosted a select group of journalists and interior designers. This event, which also featured our Italian designer angelettiruzza, served as a boutique showcase of our presence among European brands.



## EVENTS **New York**

**2025:** A dinner was held at Ai Fiori in New York, hosting prominent architects and purchasing firm executives from North America. A presentation about our brand was also given, aiming to strengthen the relationships of our American sales point.





## EVENTS Sochi

**2025:** Our Russian Agency, MARSHAN & MINGU, organized a cocktail reception at their showroom, bringing together renowned interior designers and members of the press from Russia.



# Interior Architects Office PRESENTATIONS

The Yaaz Marketing team visits leading architectural offices in target countries and gives presentations.

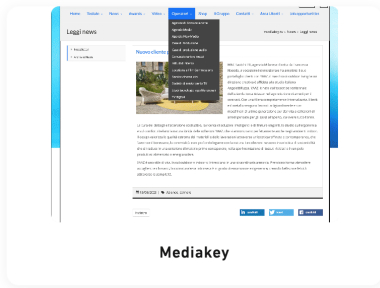
In the last 3 years, the team has given dozens of presentations in approximately 10 countries (Germany, Italy, America, Romania, Russia, France, BAE, Croatia, Serbia, Hungary).

The B2B approach of the team aims to increase the awareness of the YAAZ brand and to convey information about our production and design capabilities and our standards for participating in architectural projects.





Cose di Casa



Mediakey



Domus



Ein Presswire



La Repubblica



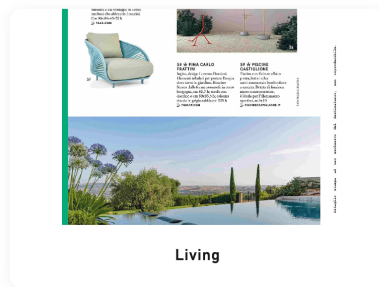
F Magazine



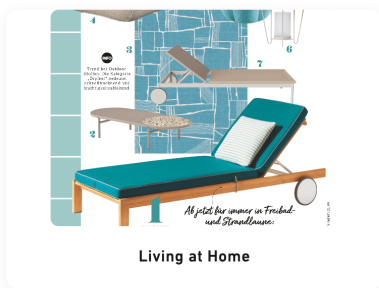
WGSN



Interni



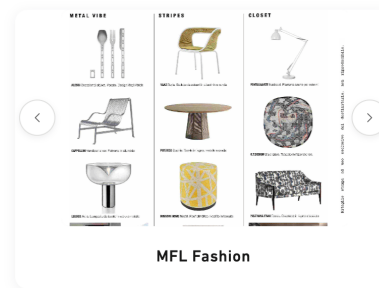
Living



Living at Home



Vivi Milano



MFL Fashion



Panorama Collezione



Pubbli.com Now



Places



Robb Report



Touch Point



Vanity Fair

PRESS some examples

# Digital Infrastructure

For a detailed overview of products and related information, we have a real-time updated database that provides up-to-date and comprehensive details.

## LIBRARY

Includes technical specifications of the products, photographs, dimensions, materials used, and customization options and more documents available.

Through this database, our customers can easily access detailed information about the products they are interested in and make more informed purchasing decisions. Continuously updated, this database aims to maximize customer satisfaction.



ALL IMAGES



DATASHEET



LOOKBOOK



TECHNICAL FILES



COLLECTION MATERIALS




CLEANING GUIDE

# CUSTOMIZE

Each product in our collection has a free area where users can customize it. Here, they can easily select and document the material colors and types assigned to the products.

## CONFIGURATOR


















**uz sunbed**  
angelettiruzza design - Code: Uz.17

3D IMAGE PDF SHARE REQUEST

HEADREST SEAT CUSHION STRUCTURE

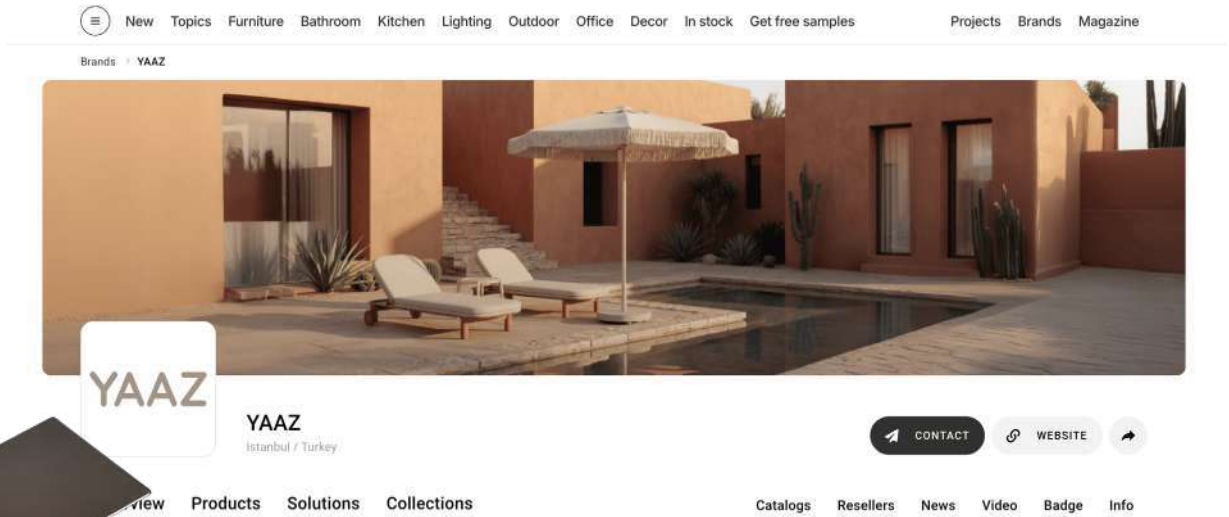
HEADREST

 Bloom Ginger	 Bloom Ladin	 Cast Lagoon	 Cast Mist	 Cast Sage
 Cast Silver	 Cast Slate	 Cast Teak	 Flow Agua	 Flow Fusion
 Flow Milk	 Flow Oak	 Flow Sand	 Flow Snice	 Heritane Char

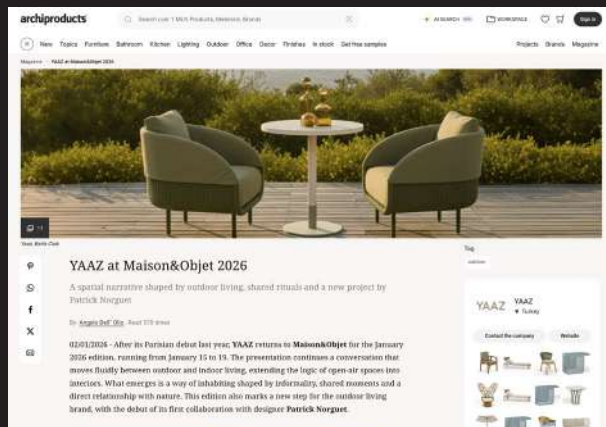
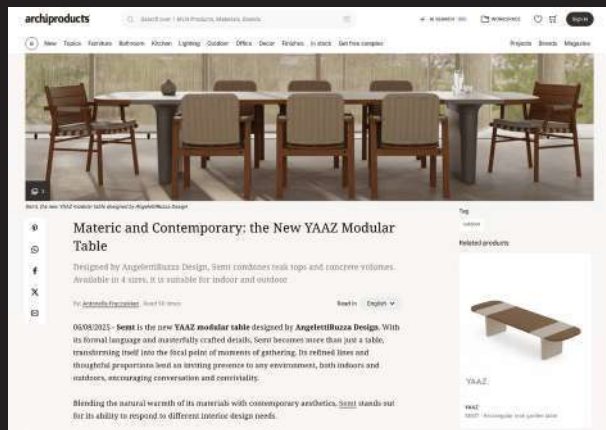
# ARCHIPRODUCTS | YAAZ

From the very first day our brand was founded, we opened ourselves to the world.

With our Archiproducts membership, we aimed to be accessible to architects and interior designers in the most remote corners of the world.



<https://www.archiproducts.com/en/yaaaz>





**archiproducts**  
DESIGN AWARDS



**archiproducts**  
DESIGN AWARDS



**GERMAN  
DESIGN  
AWARD**

# REFERENCES

MAXXROYAL  
RESORTS

divan

RÖNESANS HOLDING

Garanti BBVA

S

HOTEL SPLIT

MARRIOTT

RIXOS  
HOTELS

CHICKEN RANCH  
CASINO

HOTEL  
FLORA



Royal Caribbean Group

DOUBLETREE  
BY HILTON

REGNUM



THE RITZ-CARLTON



SHERATON

Hilton

swissôtel  
Hotels & Resorts

hillside  
BEACH CLUB

GRAND BOHEMIAN  
MOUNTAIN BROOK

ACCOR  
Live Limitless



MERIT  
INTERNATIONAL  
HOTELS & RESORTS

Hampton  
by Hilton

WESTIN  
HOTELS & RESORTS

THREE WATERS  
RESORT & MARINA

Red Sea  
Global



نيوم NEOM

RADISSON  
HOTELS

TITANIC  
HOTELS



REV  
BLUE  
ZONE  
VALIKAVAK

MEHMET

maki

BOND  
COFFEE CO.

SunDaze

Chops



Childress Hall

SOMERS POINT PADDLE CLUB



MORRISON  
CHANDLER

LUME  
mia

B

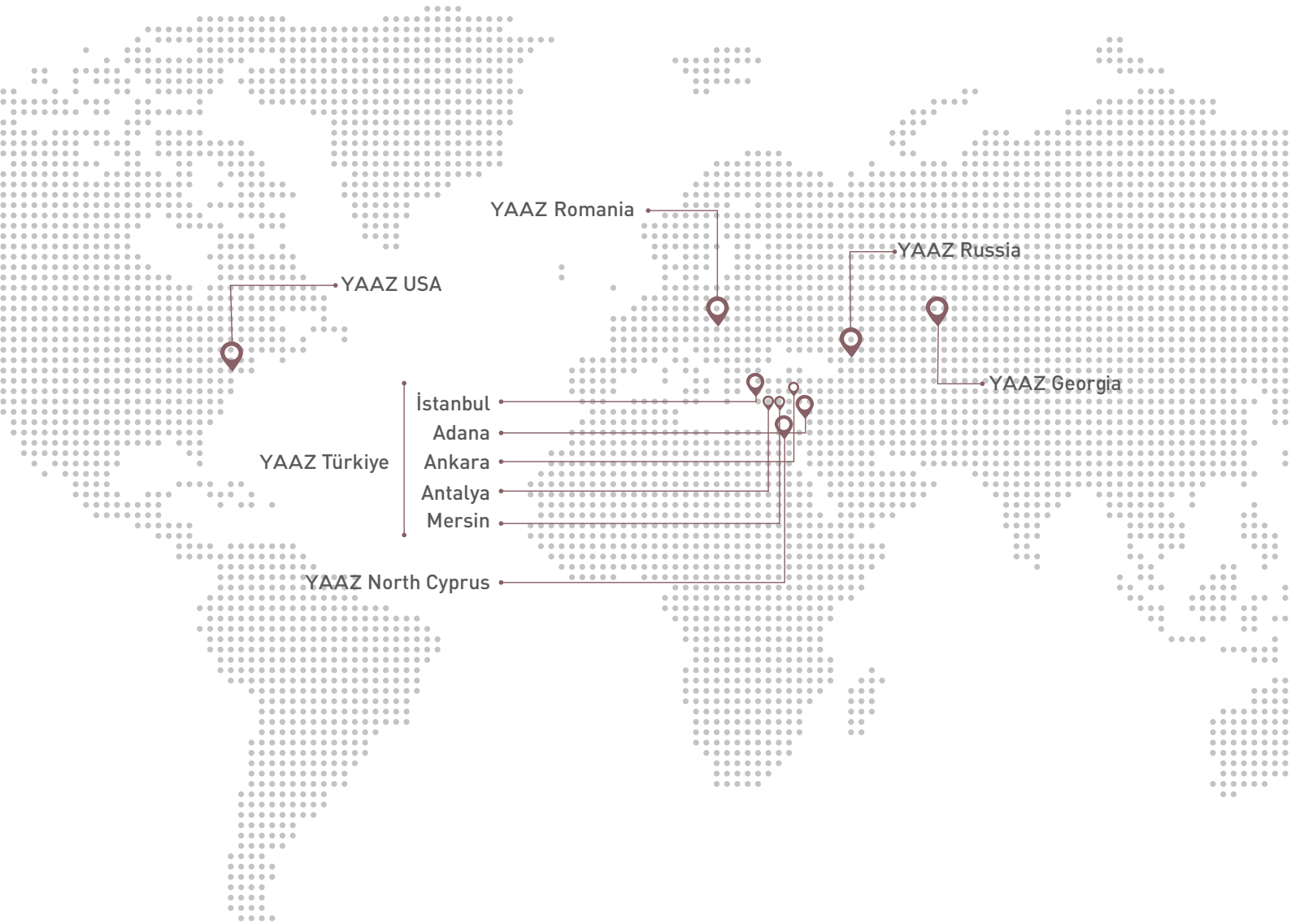
BLOOM ROASTERY  
بيوم روستري

PARAGRAPH  
Golf & Spa  
TABORI

Alp Pasa  
HOTEL

LES AMBASSADEURS  
HOTEL • CASINO • MARINA

MOXY  
HOTELS



## SUBCHANNEL Points

### DEALER

FACTORY SALES OFFICE  
 ISTANBUL MAIN OFFICE  
 EUROPE SALES OFFICE  
 US DISTRIBUTION CENTER  
 NORTH CYPRUS AGENCY & STORE  
 ROMANIA AGENCY & STORE  
 AGENT - RUSSIA  
 AGENT - GEORGIA

### CORNER

ENNE SKYLAND  
 ENNE KUZU EFFECT  
 ENNE ANTALYA  
 ENNE GERMANY

### RETAIL CORNER

NOSSA MERSIN  
 GK PARTNERS BODRUM



## Contact **INFO**

### **FACTORY & SHOWROOM**

Karataş Yolu 10.Km. No:832/A  
01375 Yüreğir ADANA  
T: +90 (322) 232 00 43 - 46

### **ISTANBUL MAIN OFFICE & SHOWROOM**

Yenibosna İstwest Sit. A1 Blok No:17  
34197 Bahçelievler İSTANBUL  
T: +90 (212) 472 22 58

[info@yaaz.com](mailto:info@yaaz.com)

yaaz.com

**YAAZ**

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