

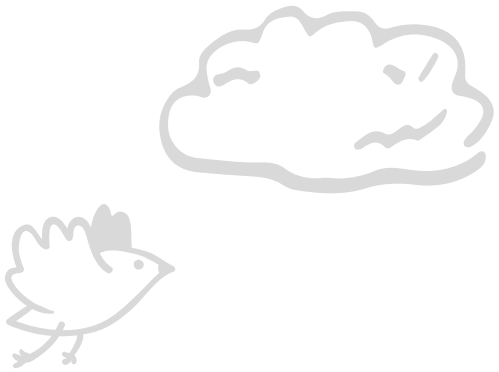
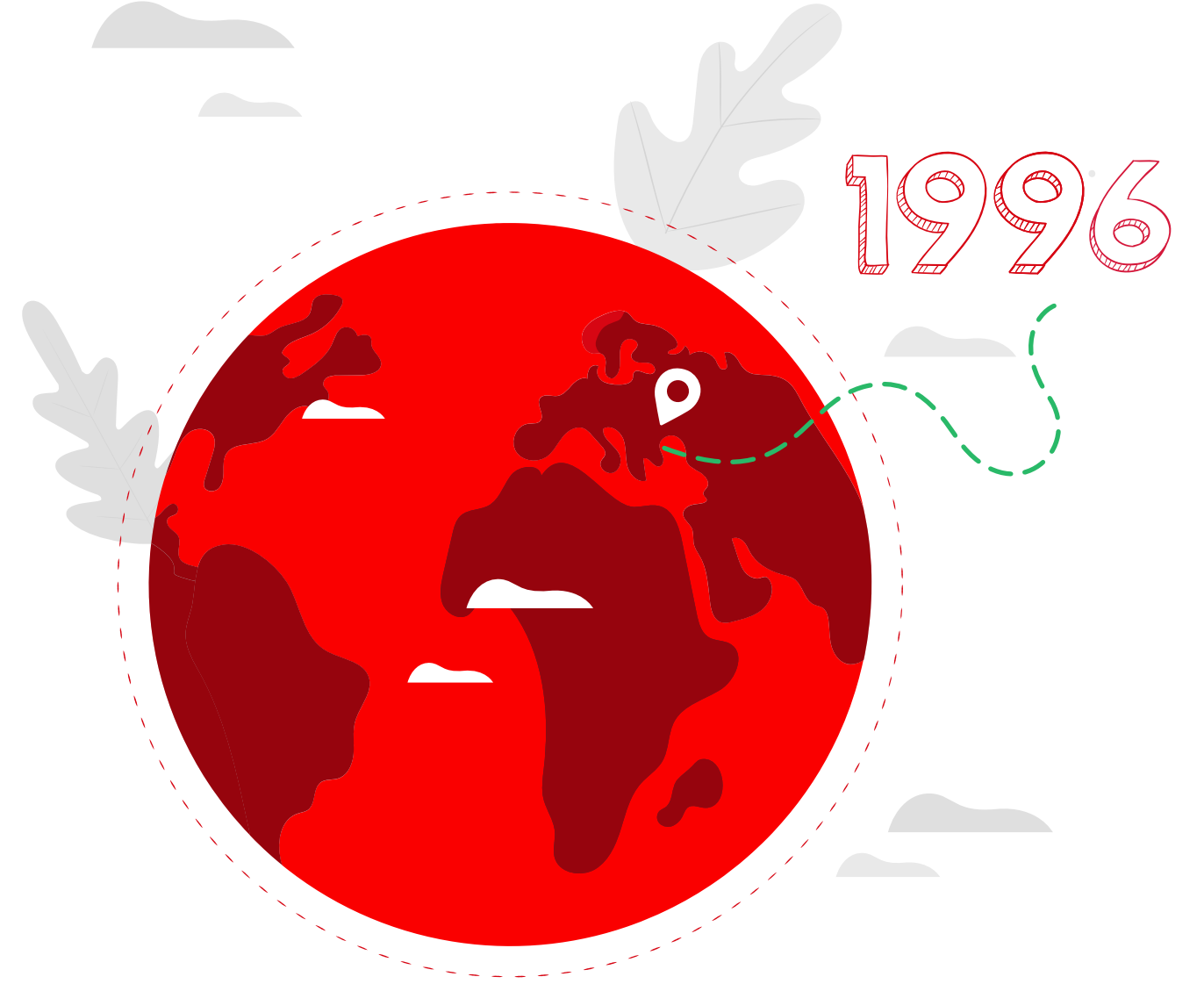


OUR STORY



Çilek is the most admired furniture brand of Turkey.

We don't only produce furniture; we've been producing "Imagination" for the last 25 years.





Çilek Germany

Established Çilek Germany company to get into EU market in 2018, constituted constant showroom and warehouse system.

SEGMÜLLER

Pfister

hofmeister

MÖBELRINGEN®

porta!

Hoff!

Wensing Meubelen
Kwaliteit sinds 1932

Leiner



Warehouse



Çilek Germany Office



cilekkidsroom.com

Çilek USA

Established Çilek USA company to get into US market in California in 2015, opened a sample store, started e-commerce sales and constituted warehouse.

EL DORADO
FURNITURE

amazon

COASTER

wayfair

Walmart

dico

CASA
DE LAS
LOMAS
MUEBLES

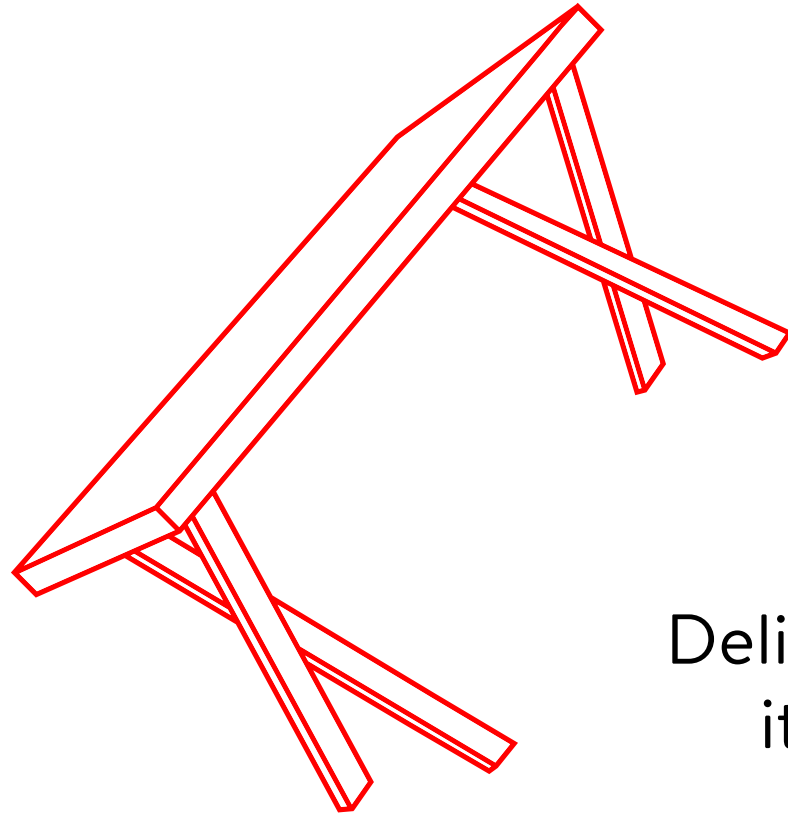
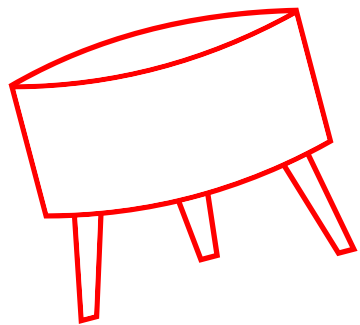
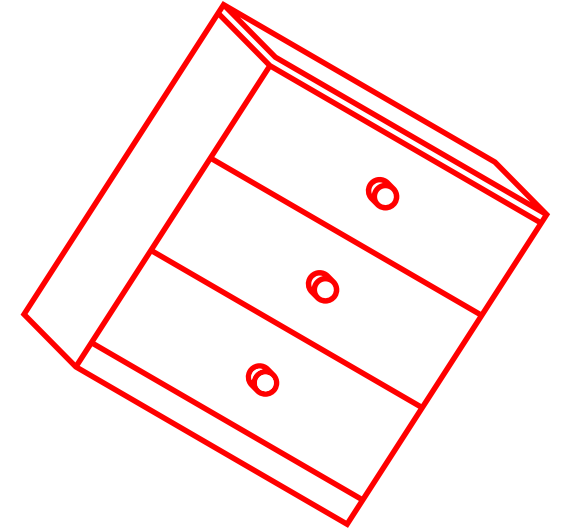
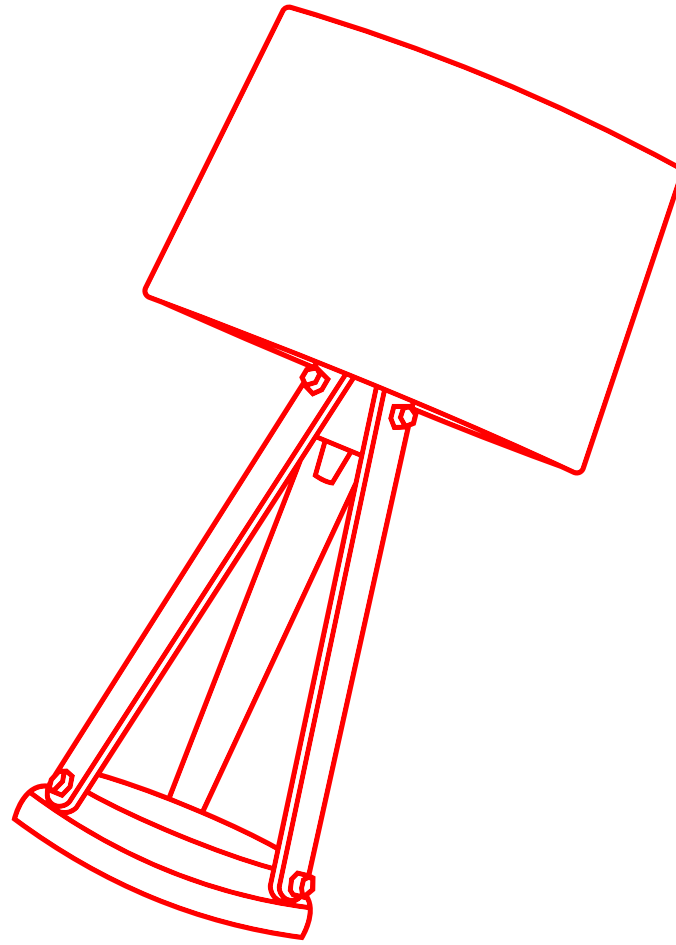
Liverpool





Vision

Becoming a unique and unrivalled Turkish brand in its field of expertise.



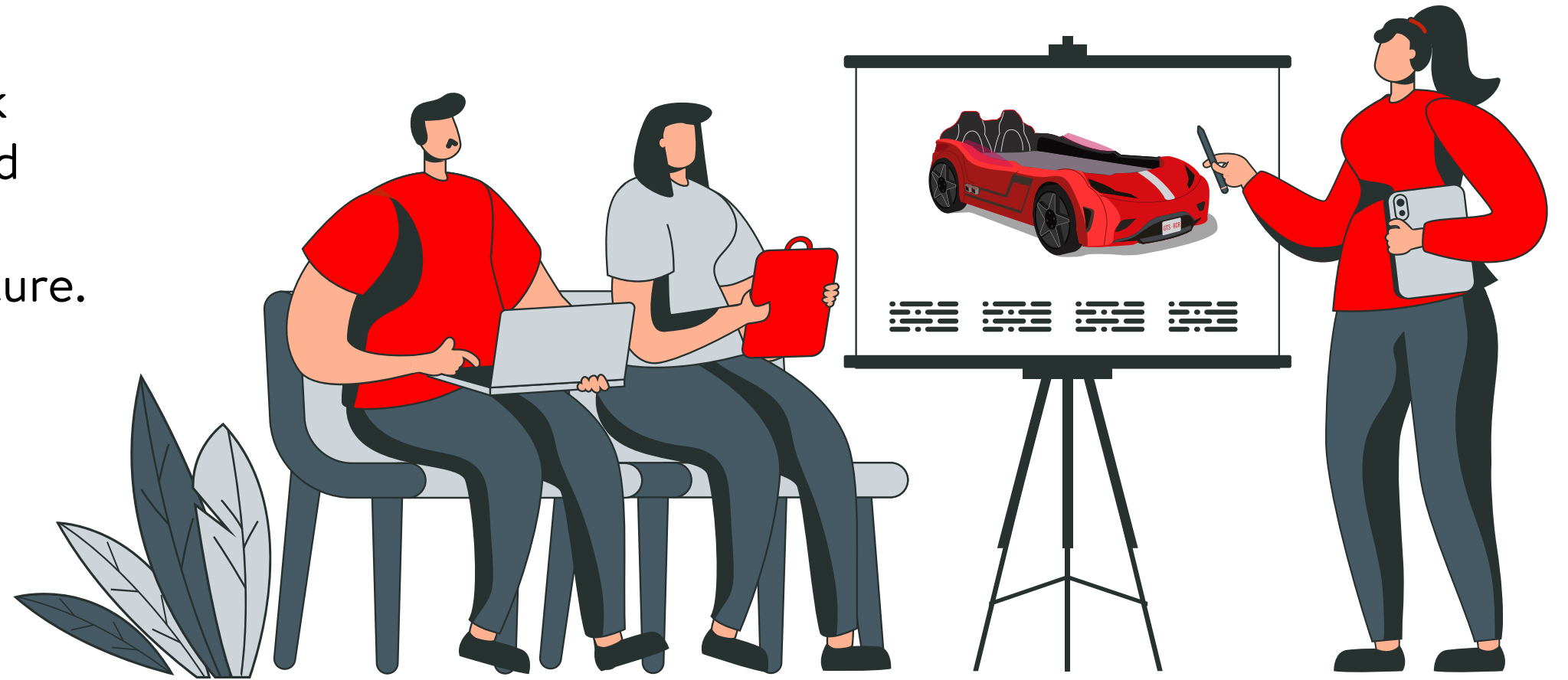
Mission

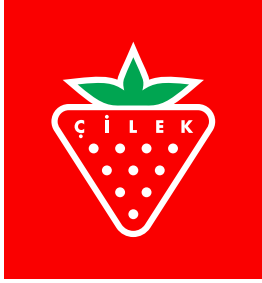
Delivering the safest, most functional and economical items and setting the standards anytime anywhere.



Brand Values | Expert

Since its foundation Çilek concentrated on one field and become an expert in baby, kids and teen furniture.





Brand Values | Quality

All Çilek products are produced with EU standards and with highest quality materials.

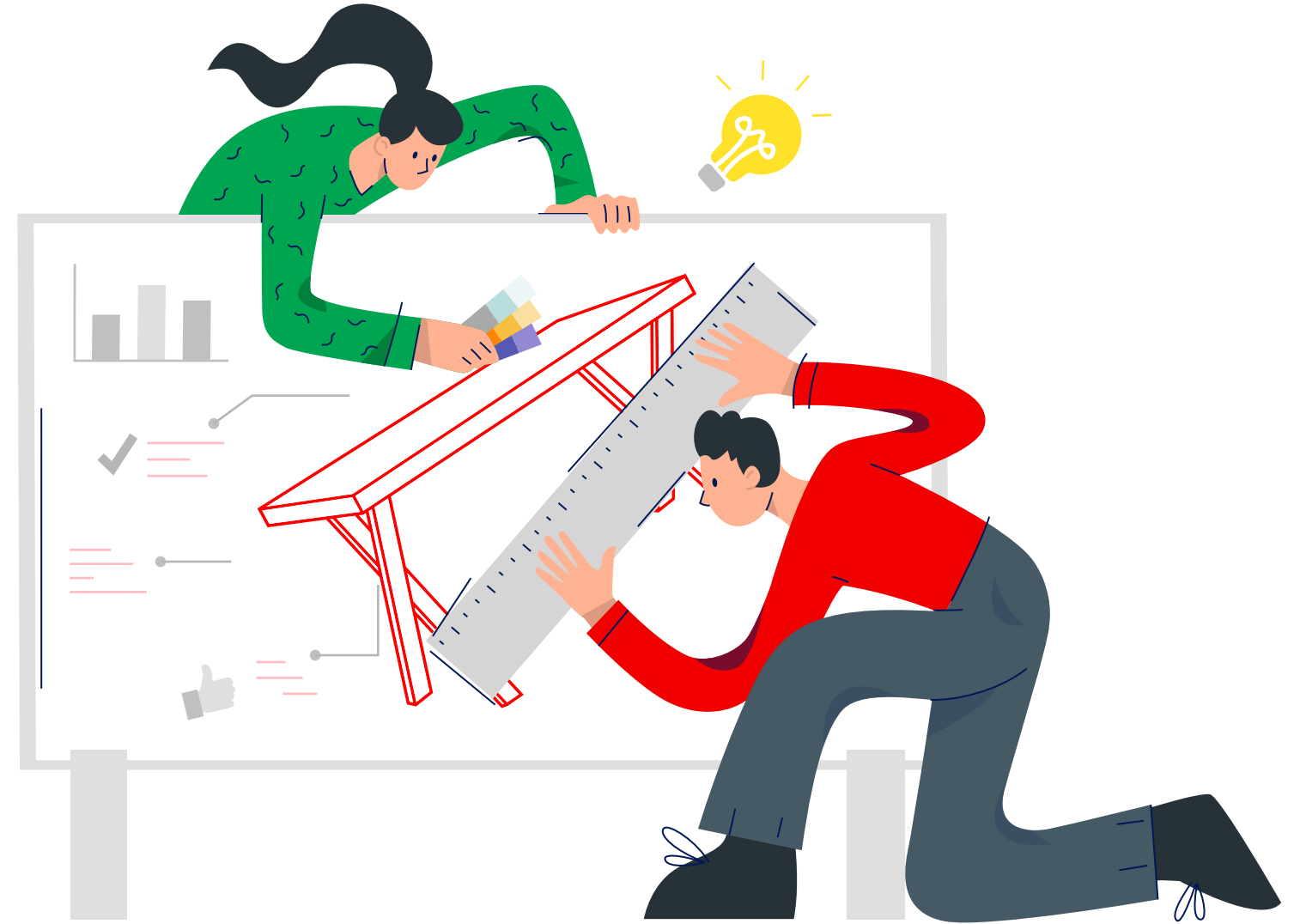




Brand Values | Innovative

Çilek placed the needs and the taste of children into the center of its design process.

By result we come up with innovative materials, reformist manufacturing techniques and adorableness





Brand Values | Safety

We have determined Child Safety as our utmost priority.

After applying maximum safety tests, we certificate all Çilek produce with **RoHS**, **CE** and **REACH**

safety.





Design & Innovation

Çilek is the first company in the world that transformed kids furniture into colorful, thematic, and innovative products such as car beds. Our Design and R&D Centers pursue the latest trends and technologies in order to create the best rooms for children.

Today along with accessories Çilek have 30 different furniture series and more than 730 SKUs for baby, children and young age groups.





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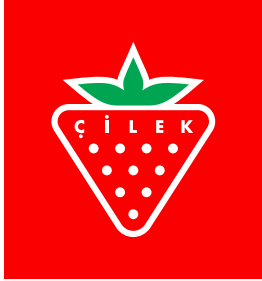




Production & Warehouse

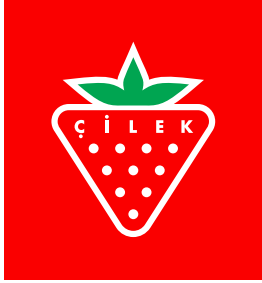


Çilek is the first company in its sector to implement **Japanese Lean Manufacturing Systems** to its philosophy. Today we produce more than **500.000** products in our **100.000 m²** production facility in İnegöl.



Stores

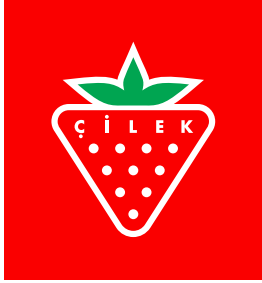




Stores



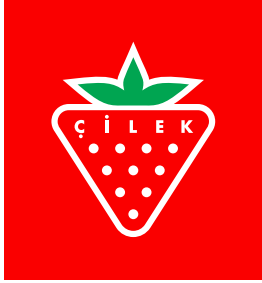
Çilek have **444** stores in **71** countries on **5** continents and decorates more than **5 million** children rooms.



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Awards



**Europe Industrial
Excellence Award**
Second Place



Industry and Trade Ministry
Company That Makes
Customer Satisfaction
its Principle

Capital

Capital Magazine
Turkey's Most Admirable Company
Favorite Children Brand



Turkish Exporters Assembly
Innovation Award
Innovation Lif Cycle



THE WORLD BANK

The World Bank
Çilek as A Global Brand
Internationally Known Brand

Marketing Türkiye

Marketing Turkey
Furniture Sector
Brand That Added Value to Bursa