

# FRANCHISEE INTRODUCTION HANDBOOK

**[yatas]**<sup>®</sup>  
GROUP

**[ ] enza HOME**

**[ ] yatas<sup>®</sup> bedding**

 **Divan ev**

**puffy**  
yatas



## Welcome to the Yataş Group Franchise family!

As you explore the possibilities of joining the Yataş Group brands, consider the compelling motivations that have drawn entrepreneurs like yourself to become an integral part of our success story. From unparalleled brand recognition to a proven track record of excellence, our franchisees benefit from strong support infrastructure, established market presence, innovative product offerings with an aim to have a long term partnership. Together, let's turn your aspirations into achievements within the market.

This handbook serves as your comprehensive guide to navigating the exciting journey of entrepreneurship within our esteemed franchise system. Here, you'll find essential information, best practices, and the key principles that define our brands' success.

As you embark on this collaborative venture, guided by our unwavering vision of “Being among the top 50 industrial enterprises in the world, 1st in the country and among the top 20 brands in the world in the furniture and sleep products sector. To make Yataş Group an exemplary organization in its sector by exceeding the expectations of our customers and stakeholders, we are committed to providing the support and resources you need to thrive.

Let this handbook be your roadmap to achieving excellence and building a prosperous future with Yataş Group.

Sincerely yours,

**Selim DUMANİ**

**International Sales & Operations Director**



# THE THRIVE OF THE BRAND

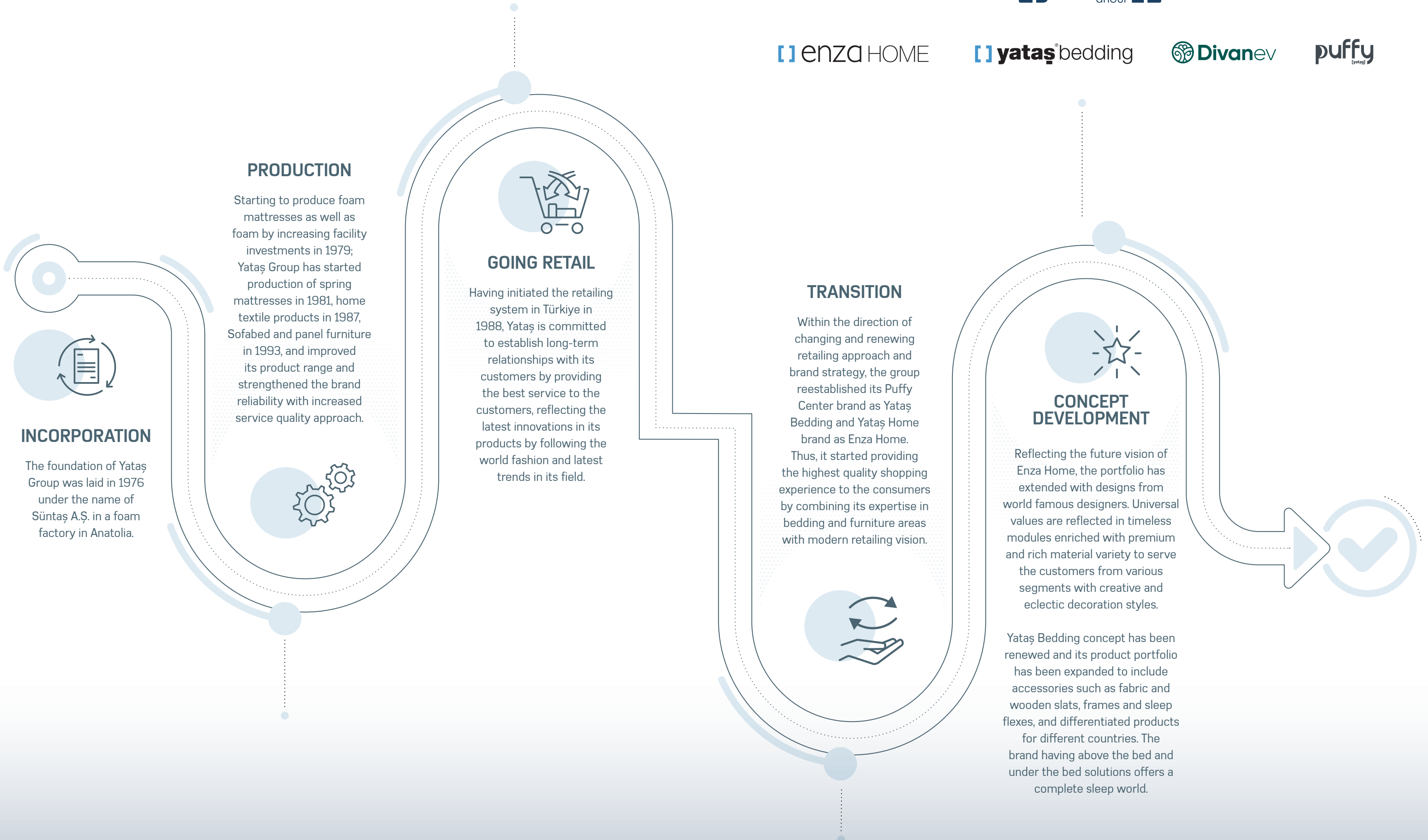


[ ] enza HOME

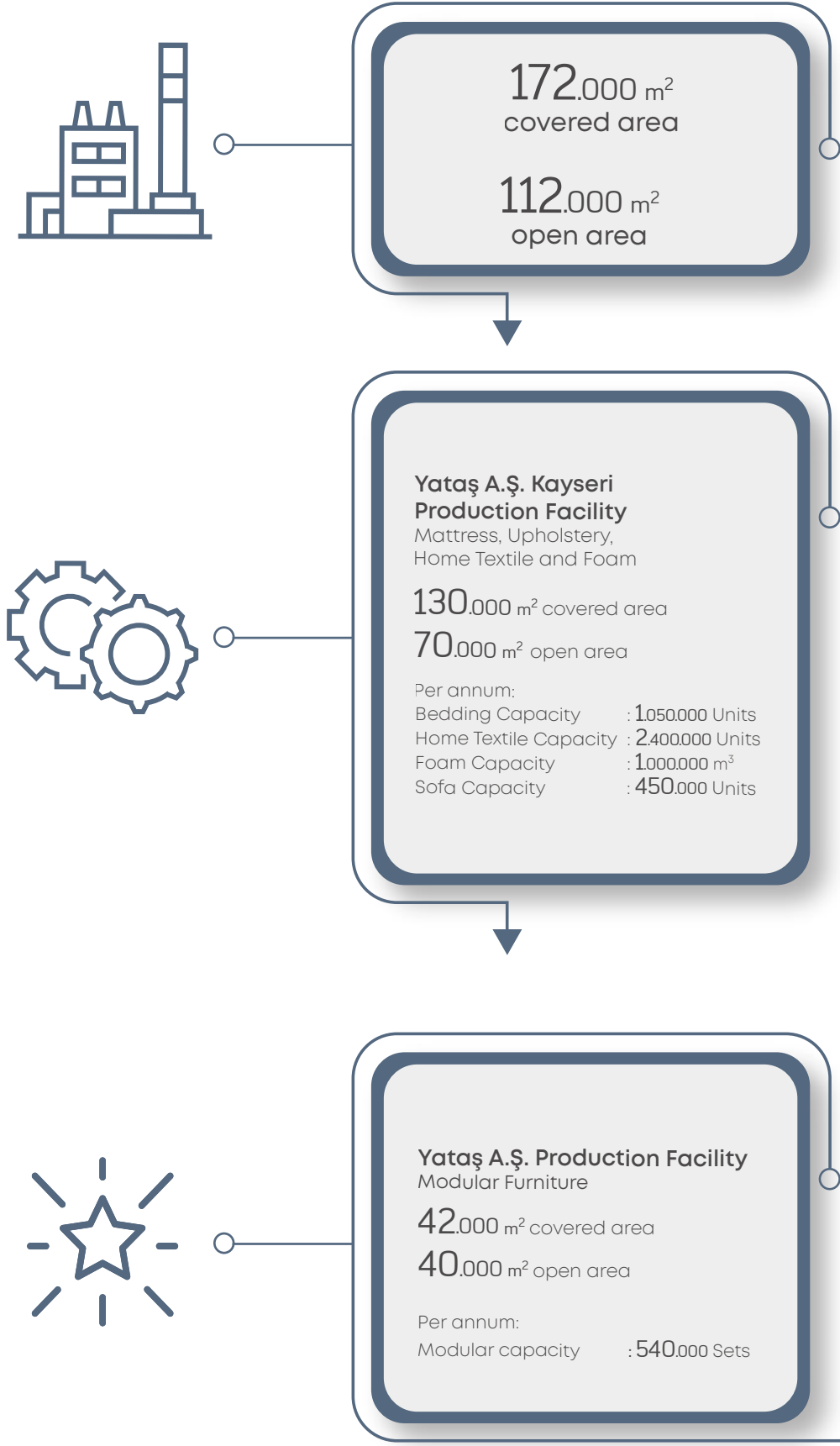
[ ] yataş® bedding

Divanev

puffy



YATAŞ - ONE OF THE LEADING  
MANUFACTURERS IN ITS INDUSTRY



**Investment for Kayseri Bedding Production Facility**

**New Production Line**  
The world's first automatic spring, quilt, border machines, automatic assembly lines.

**New Facility**  
28.000 m<sup>2</sup>

**Capacity of 1 Million**  
1 mattress per 22 sec.

**Shorter Deadlines**  
Less stocks, shorter deadlines

**Competitive Product Prices**  
30% more production with 30% less employees.

**Product Design without Limits**  
Unlimited design possibilities with new machines.

**Investment for Kayseri Foam Production Facility**

**New Production Line**  
State of the art manufacturing thanks to new generation of foam manufacturing, looper and CNC cutting, long block stocking and cutting system.

**Facility Construction**  
Construction of a new 50.000 m<sup>2</sup> covered production facility.

**Enhancing Manufacturing Periods**  
Shorter deadlines thanks to new generation cutting lines.

**Efficiency Increase**  
High efficiency and low costs through savings on labour. Competitive prices.

**High Quality**  
Quality level at world standards. New level foam, higher level of comfort.

**More Technological Manufacturing**  
Less employees, new generation of technology.

**Sofa and Textile Facility Investments in Kayseri**

**New Fields of Development**  
New R&D center, laboratory and new product manufacturing spaces. Manufacturing of various functional intermediate products within the facility.

**New Logistics Warehouse**  
16.000 m<sup>2</sup> covered area  
14.000 m<sup>2</sup> open area

**Quality Improvement**  
2% target for faults based on manufacture.

**New Term for Production Times**  
1 sofa in 30 seconds. 1 textile product in 5 seconds.

**Ankara Panel Modular Production Facility**

**New Production Line**  
Side conveyor robot, CNC boring, bore feeding station, carton cutting machinery.

**Additional Facility**  
Transition from 13.000 m<sup>2</sup> to 19.000 m<sup>2</sup>

**Improving Manufacturing Periods**  
1 dining room manufacturing in 18 minutes.

**Efficiency Increase**  
20% increase in efficiency, more competitive prices.

**High Quality**  
High increase in manufacturing quality level.

**More Technological Manufacturing**  
Less workload.



# WORLD MEETS QUALITY: YATAŞ

**YATAŞ GROUP CONTINUES TO  
BRING COMFORT, QUALITY AND  
ELEGANCE TO HOMES IN THE  
WORLD OF FURNITURE AND  
SLEEP.**

**IN 45 COUNTRIES MORE THAN  
1000 SALES POINTS.**

Since the day it was founded, Yataş Group has been taking firm steps towards becoming a world company with its developing technology and increasing quality, and continues its journey to break into foreign markets. It brings furniture and bedding products to consumers in more than 45 countries through its franchise stores, as well as in major brand chains.

**[ ] enza HOME**

**[ ] yataş bedding**

**Divanev**

**puffy**

**ALBANIA** : Shkodër, Tirana  
**ALGERIA** : Setif  
**AMERICA** : Florida, Georgia, Iowa, Kansas, Los Angeles, New York, North Carolina, Texas, Virginia  
**AUSTRIA** : Innsbruck, Linz, St.Pölten, Wien  
**AUSTRALIA** : Melbourne  
**AZERBAIJAN** : Baku, Sumqayıt  
**BELGIUM** : Anwerpen, Genk, Lokeren,  
**BOSNIA & HERZEGOVINA** : Mostar, Sarajevo, Tuzla  
**BULGARIA** : Burgas, Haskovo, Sofia, Tarnovo, Varna  
**CANADA** : Toronto  
**CARIBBEAN** : Bonaire  
**CONGO** : Brazzaville  
**CROATIA** : Zagreb  
**CYPRUS** : Kyrenia, Nicosia  
**DEMOCRATIC REPUBLIC OF THE CONGO** : Kinshasa  
**FRANCE** : Annecy, Saint-Brieuc  
**GAMBIA** : Banjul  
**GEORGIA** : Batumi, Tbilisi  
**GERMANY** : Berlin, Bockhorn, Bolzenburg, Düsseldorf, Essen, Firrel, Frankfurt, Fürth, Jemgum, Kleinostheim, Ludwigshafen, Münster, Neu Ulm, Neumünster, Neuvrees, Nürnberg, Stuttgart, Wardenburg, Wiesbaden  
**GUINEA** : Conakry  
**NETHERLANDS** : Rotterdam  
**HUNGARY** : Üllö, Batthyany, Budafoki, Budapest, Cegled, Csabai, Debrecen, Györ, Budaörs, Jaszbereny, Kecskemét, Komarom, Nagy Lajos, Nyiregyhaza, Sopron, Szeged, Székesfehérvár, Szinfol

**INDIA** : Delhi  
**IRAQ** : Basrah, Erbil, Sulaymaniyah,  
**IRAN** : Kish, Shiraz, Tehran, Tabriz  
**KAZAKHSTAN** : Shymkent, Astana, Atyrau  
**KENYA** : Nairobi  
**KOSOVA** : Ferizaj, Priştina  
**KYRGYZSTAN** : Bishkek  
**LATVIA** : Riga  
**LIBYA** : Tripoli  
**LITHUANIA** : Kaunas  
**MAURITIUS** : Bagatelle  
**MONGOLIA** : Ulanbataar  
**MONTENEGRO** : Bar, Bielo Polje, Podgorica, Tivat  
**MOROCCO** : Casablanca, Rabat, Salé  
**OMAN** : Muscat, Sohar  
**PAKISTAN** : Islamabad, Lahore  
**PALESTINE** : Ramallah  
**QATAR** : Doha  
**ROMANIA** : Brasov, Bucharest, Cluj,  
**RUSSIA** : Belgorod, Chelybinsk, Cherkessk, Ekaterinburg, Grozniy, Magnitogorsk, Mahachkala, Maykop, Moscow, Naberezhnye Chelny, Nalchik, Nishniy Novgorod, Omsk, Perm, Saint Petersburg, Sevastopol, Stavropol, Toliattiy, Tumen, Tver, Ufa, Volgograd, Voronezh, Y. Sahalin, Yakutsk, Yaroslavl  
**SOMALIA** : Mogadishu  
**SOUTH AFRICA** : Johannesburg  
**SWITZERLAND** : ST. Gallen  
**TAJIKISTAN** : Dushanbe  
**TURKMENISTAN** : Ashgabat  
**UAE** : Dubai  
**UK** : London  
**UZBEKISTAN** : Tashkent

**BRAND  
CONCEPTS**

**[ ] enza HOME**

Inspired by people in its designs, **Enza Home** designs furniture with high aesthetic quality. Adopting the principle of qualified craftsmanship, uncompromising attention to detail, and extraordinary material selection, Enza Home continues to collaborate with award-winning designers worldwide.

Enza Home offers a wide selection of products from bedrooms to dining rooms, corner sofa sets to living rooms, carpets to lighting and home textile products to complementary products.

One of the brand's the most exclusive features in the industry is that each product in the store is being displayed within its own concept from accessories to wallpaper, carpet to flooring materials. These concept presentations enable franchises to offer complete living space combinations to the customers and guide them in decoration.

**[ ] yataş® bedding**

A well-established brand specialized in sleep health, comfort, and bedroom elegance. It offers a wide range of mattresses using the most advanced technologies and carefully selected materials. The elegant and functional designs of bases & headboards create unique and functional bedrooms. Textile collections stand out with their innovative features and fashion-forward designs. Yataş Mini Series, developed with input from health professionals, brings the brand's expertise to the world of babies and children.

**Yataş Bedding** promises to serve customers with an innovative product portfolio based on collaborations with the world's largest technology manufacturers with a wide range of products received numerous awards.

 **Divanev**

Reinterprets traditional and modern design concepts for contemporary lifestyles. Based on the idea that good and quality home life is the right of everyone, **Divanev** aims to be a powerful alternative preferred in the furniture sector with its affordable and stylish designs, considering consumers' needs, expectations, and tastes.

Divanev offers a broad range of products from sofabeds to dining rooms and kitchen sets to accessories.

Divanev reflects the power of Yataş Group quality at all stages, from design to production, from store concept to after-sales support.

**puffy**  
[yataş]

**Puffy** reaches its consumers with mattresses, bases, headboards, white bedding products (pillows, quilts, mattress protectors), and colored textile products under the slogan of "Good Sleep Time". Based on the idea that a good sleep is needed by everyone, Puffy aims to offer quality sleep products to a wide audience at affordable prices.

Backed by Yataş Group's superior quality and design line in all areas, from materials to production, from the presentation of its products to after-sales support, Puffy continues to grow by gaining an important place in the sector with its quality product groups.



## [ ] enza HOME

Türkiye's global brand Yataş Group created the **Enza Home** brand in 2010 to build new life forms in the world of furniture and decoration, and bring comfort, quality and modern styles to homes.

In average 1,500 m<sup>2</sup> store concepts, furniture, carpets, lighting products, and Yataş Bedding brand products are also featured as a shop-in-shop. The integrity of these two brands has contributed to being the fastest-growing brand in the sector in the last 15 years.

### Product Segments

Enza Home has a wide selection of about 2000 different products from bedrooms to dining rooms, corner sofa sets to living rooms, carpets, lighting and accessories. Enza Home products that fulfil comfort and quality, durability and style, accessibility and design criteria, are empowered by the vast experience of Yataş Group.

### Accessible Decoration World

Enza Home carries the goal of trend leadership in active markets with its innovative, modern, urban, and accessible designs, offering consumers a world of decoration and providing guidance in decoration. Design, trend, and guidance concepts are important for the Enza Home brand.



Enza Design Team Turkey

## Italian Design Visions Series

As StudioMEMO, we were inspired by the Italian design tradition, which has always been highly respected throughout the world. In the Mundo Series, we wished to reflect the Italian spirit both on the workmanship and aesthetic side of the product. For this reason, we created our designs with a vision that both adapts to the environment in which they will be used and has spirit and function. Another very important source of inspiration for us was nature, which is full of design tips and suggestions, with its materials and forms that can always be used and incorporated into our works.

While designing the Visions Collection, we used materials such as unique woods and fabrics that carry their own texture along with appropriate shapes to give the objects the feeling of fitting into the environment best. With the feeling of fitting into this environment, consumers who choose these already familiar products will have an experience that will make them feel comfortable and enjoyable.

## Design Approach of Enza Home

Enza Home draws inspiration from people in its designs, creating aesthetic and high-quality living products that are an integral part of life. The **Enza Design Team**, committed to skilled craftsmanship, uncompromising attention to detail, and exceptional material selection, continues to collaborate with expert and award-winning designers from around the world.





# About Enza



## Affordable Luxury in Enza Home

**Enza Home**, with its innovative vision, consistently earns recognition through various awards in the world's most prestigious design competitions for products that uphold aesthetics and cater to human needs.

Being Türkiye's most internationally awarded mainstream brand, Enza Home has garnered prestigious design accolades, including A Design Award, German Design Award, EDIDA and many more.

Since 2011, Enza Home has been working with many famous designers to differentiate its product style and design concept from other brands.

Yataş Bedding being inside Enza Home with a shop-in-shop method, gives the consumer the chance to create even more combinations in the bedrooms and provides the opportunity to purchase mattress, textile and side decoration products from the same point.

For Enza Home Franchisee; a store with at least 1,000 m<sup>2</sup> area up to 3 floors within furniture market or pedestrian streets is recommended. Today, the products have a variety to cover 3,000 m<sup>2</sup> area.

With its variety of design and style, it offers the advantage of offering products suitable to your local customers, regardless of where you open the store both in terms of furniture or bedding products.

The price range of Enza Home addresses a very wide population, whether in terms of furniture or bedding concept products, without compromising from quality and design.

Besides retail sales, franchisees can receive offers from our brands for projected works and benefit from the advantages offered by Yataş to achieve the target price.

Franchisees have access to the Yataş Group Academy's staff training programs.





# Enza Home's Brand Identity



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## Positioning

Enza Home is a brand that inspires and adds aesthetic appeal to the homes of stylish individuals. Unlike other brands, Enza Home doesn't dictate a specific fashion sense but offers the trendiest products that allow users to express themselves.

Adding a statement to the homes of modern individuals who are fearless to be themselves and act authentically, Enza Home encourages self-expression and originality.

## Creative and Effective Brand Communication

Enza Home, with its exclusive photography studio, maintains its original and innovative design world, style and brand identity creatively and effectively through both offline and online channels, competing with the highest marketing investments in the market.

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# Specialization in Furniture Sales

The launch of a wide range of products with different features each year is the main feature that distinguishes Enza Home from other furniture brands in the same product segment. Enza Home has wide range of products, produced and delivered quickly, it also offers products specific to different points of sales.



## • Manufacturing Skill

Thanks to its facilities, design and manufacturing collaborations, it has the skill to produce products suitable for target markets.

## • High New Product Cycle

By renewing its product portfolio 25% each year, it remains fresh just like a clothing brand.

## • Flexible and Modular Structure

Enza Home is able to scale the product portfolio in accordance with the market it is operating and to add modules and fabrics.

## • Trend Leadership

As well as it is the most copied brand in domestic market, Enza Home also sets the trends. Most colour and textures used in the products are unique.

## • Regional Product Location

Enza Home provides product positioning based on the local markets it operates.

## • Affordable, Modern Designs

Enza Home provides innovative, contemporary, urban, trendy and affordable designs based on price/quality balance.

## • 5-in-1 Living Solutions

Enza Home is more than a furniture store with its furniture, carpet and lighting products and Yataş Bedding's over the bed and under the bed solutions.

## • Holistic Approach

All designs in Enza Home product portfolio provides a holistic approach in home design.

## • Wide Selection and Price Range

Serves to the widest population with its product selection and price range.

## • Design and Decoration Collaborations

Enza Home receives consultancy service from worldwide centers for trends, collaborates with 5 design offices every year and works with famous architects for decoration ideas.

## • Active Structure

Enza Home creates alternative sales campaigns during the 12 months of the year centrally in the main markets.

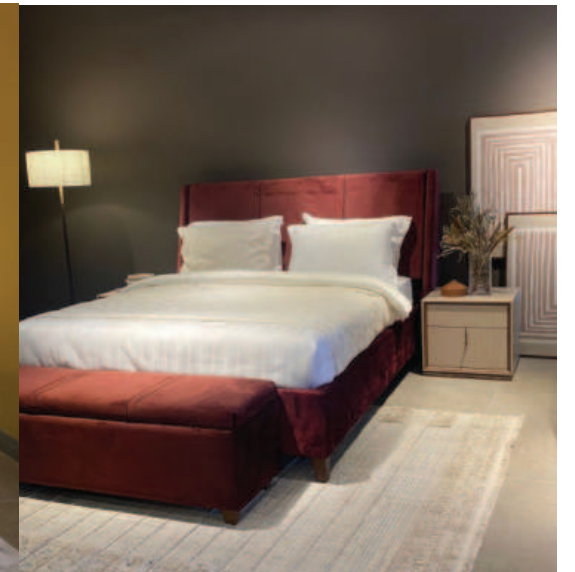




# Why should you invest in Enza Home?



- Leading modern furniture company in Türkiye based on sales and product range
- A total of 251 Enza Home points of sale in Türkiye and 126 abroad



- Return on investment in approximately 2 years
- Leading brand for sales point m<sup>2</sup> efficiency

- Extensive and fast logistics network with warehouses around the world
- Control of its full supply chain, quality control at every point



- Production using certified raw materials combined with the latest technologies in compliance with international quality standards



## [ ] yataş® bedding

Yataş Bedding is the selling point for

# Sleep Health & Bedroom Decoration World

At Yataş Bedding, mattresses, roll pack mattresses, storage beds, bedsteads, headboards, quilts, compatible accessories, pillows and colored home textile products are sold together. Yataş Bedding stores vary between 200 m<sup>2</sup> to 500 m<sup>2</sup> area. With product variability and pricing strategy, Yataş Bedding addresses a broad intended population.



### Well-Established Since 1976

With Yataş's quality and innovative brand theme that remains unchanged throughout the years, it offers comfortable products that focus on health.



### High Quality Wide Product & Price Range

Providing a wide selection of products and price ranges on mattresses, white bedding and home textile groups, Yataş Bedding is accessible for everyone.



### Sleep Solutions Innovation & Creativity

With Yataş's quality and innovative brand theme that remains unchanged throughout the years, offers comfortable products that focus on health.



### Product Variety for a Better Sleep

Composed of mattresses, roll pack mattresses, storage beds, bedsteads, headboards, quilts, compatible accessories, pillows and coloured home textile, Yataş Bedding provides wide range of product.



### Full Guarantee 10 Years Spring Warranty

All Yataş Bedding branded mattresses come with a 10 year spring warranty.



# Sleep Revolution in Yataş



## Sleep technology that makes a difference

Acting with the mission of the pioneer of innovation, Yataş Bedding offers everyone the perfect Yataş sleep experience with mattresses made of materials that are sensitive to human health and the environment as well as spring technologies exclusively developed for Yataş by focusing on the health of the spine. The spring technologies specially developed for Yataş for a healthy and comfortable sleep provide ideal spine support and offer the advantage of long-lasting use with its quality.

Yataş Bedding uses the American Spring Technology used in the best mattresses in the world. Yataş is committed to raising awareness that efficient and healthy sleep is related to choosing the right mattress and is constantly renewing itself and its technologies without being tied to traditional. Offering 4 new spring technologies and high quality products to its customers with the cooperation of Leggett & Platt, the world's largest spring manufacturer, Yataş aims to become a global brand by expanding all over the world with the Sleep Revolution it has initiated.

## Spine Health

The spring technologies specially developed for Yataş for a healthy and comfortable sleep provide ideal spine support and offer the advantage of long-lasting use with its quality.

### YATAŞ'S SPRING TECHNOLOGIES THAT MAKE A DIFFERENCE



#### Memory Spring System Memory Coil

World's first memory spring system Memory Coil provides the unique grip of visco technology with its advanced spring system and allows your mattress to breathe more by providing more air circulation than ordinary visco foams.



#### Wider Sleeping Surface Patented Edge Support Spring Technology

The edge support spring technology, which is developed exclusively for Yataş, creates a perimeter around the mattress and prevents collapses that may occur at the edges. Full HD mattress comfort is spread over the entire mattress surface.



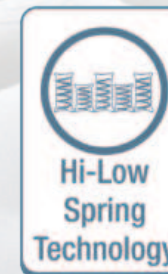
#### Special for Seekers of Firm Mattresses Propocket 2.1 Spring System

It is a spring system that moves independently of each other, each individually packaged in a fabric cover. The Propocket 2.1 spring system is formed by developing the Pocket springs and features thicker springs. This creates a firmer and stronger mattress surface. It is ideal for providing the right support, especially for the back and lumbar region.



#### The World's Smallest Pocket Springs! Posturflo HD

Posturflo HD spring technology, which consists of the world's smallest pocket springs with a height of only 2 cm and a diameter of 3 cm, has a high air permeability and due to its high elasticity, it embraces the body and supports all pressure points correctly.



#### Personalized Comfort Hi-Low

The Hi-Low spring system consists of one long and one short spring. Long springs gently meet the body and short springs take over as you lose height. All springs work simultaneously to provide flawless and customized spinal support for everybody's profile.



#### 2 Times Higher Quality Sleep Legget & Platt Spring Technology

Developed in collaboration with the world's most advanced spring technology experts American Leggett & Platt and Yataş, Ergocoil Spring Technology offers the American-type feel of springing silently with its knotless and endless spring structure.





## Navigating quality sleep with Yataş Board of Sleep

Yataş Bedding has established the Yataş Board of Sleep, a team of experts, to answer the questions the customers might have about sleep and sleep health, as well as beneficial insights and the most accurate recommendations.

This board includes experienced doctors covering diverse topics-from sleep apnea to healthy lying positions. The goal is to address customers' questions and provide valuable insights on sleep health. The videos featuring specialists like Dr. Berhan Bayram and Fundem Ece, offer detailed information on topics like scoliosis and post-trauma effects and many more.



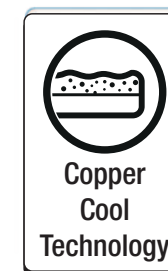
## YATAŞ'S DISTINCTIVE FABRIC TECHNOLOGIES

High-tech fabrics with high air permeability, which do not harbor dust mites and provide a clean sleeping surface, help maintain the ideal sleeping environment. These fabrics prevent the formation of moisture and bad odors and provide a hygienic and comfortable sleep environment in all seasons by balancing body temperature during sleep.



### 67% More Humidity Management Adaptive™

Men can sweat while women are cold in the same environment. Smart material and design award-winning Adaptive™ technology functions like a smart air conditioner, dissipating up to 67% more moisture and evaporating up to 25% faster. Because heat is evacuated along with this rapid moisture discharge, Adaptive™ technology offers a personalized sleep temperature.



### Cooling Technology Exclusive to Yataş Copper Cool Technology

Copper Cool technology, developed on the basis of the natural properties of the copper element, helps to reduce sweating by allowing the body heat to dissipate on the mattress surface by means of the copper molecules it contains, while shortening the time to fall asleep. Thus, it offers a more restful and comfortable sleep experience.



### Stop the Bad Odor Silver Ion Technology

Silver ion technology prevents bad odors in your mattress through silver ions in the mattress fabric and offers you fresh sleep.



### Effective Hygiene Management Fresche® Technology

Fresche® technology, a completely safe and environmentally friendly hygiene system, provides long-lasting hygiene, reduces the risk of allergies and helps reduce the formation of bad odors.



### No More Allergens Purotex Technology

Over time, bacteria and dust mites build up in all the mattresses. These allergens reduce sleep quality, directly affecting those with allergy sensitivity. The probiotic microcapsules in Purotex fabric are activated by body contact and provide a healthy and hygienic sleep environment.



### Excellent Moisture Management TENCEL®

Derived from eucalyptus tree fibers, Tencel® balances body temperature with excellent moisture management. The soft touch of Tencel® feels soft and smooth on the skin.





## New look, enhanced customer experience

As Yataş Bedding has been widening its range of products and creates an integrated sleeping world concept, company also renewed its look of stores. While Yataş Bedding has now an eye-catching face, it has also a new interior design. Yataş Bedding stores are more effective, more satisfying and more enjoyable with its new appearance, in order to provide better customer experience.

With this flexible, adaptive and interactive ambience, people who step in the Yataş Sleep World will feel the difference. Right from the start, customers will be able to find out a world that contains every details they need in their bedroom in an orderly manner.





# Why should you invest in Yataş Bedding?

- A total of 428 sales points as of the end of 2024.
- Yataş Bedding allows the return on investment in approximately 1 year



- High level of m<sup>2</sup> efficiency compared to other brands
- Yataş Bedding attracts more customers with its over the bed and under the bed sleeping solutions
- The brand offers the widest range of mattresses to the customers all around the world
- Yataş Bedding's products are produced to suit the consumer's needs







# The New Rising Star



Empowered by Yataş Group's 48 years of experience, Divanev started its brand journey in 2019. With a store concept of 1500-2000 m<sup>2</sup> in different sizes, the Divanev brand offers a wide variety of Puffy's bedding products with shop-in-shop format, in addition to furniture, carpets and lighting products.

Today, with 121 showrooms in 54 different cities in Türkiye and 21 showrooms in 8 countries abroad, it has reached a total of 142 sales points in a short time. Divanev, setting out from the idea that good and quality home life with accessible design is everyone's right, reflects the quality of Yataş Group at every point it touches from design to production and store concept to after-sales support.

Offering solutions for every taste and every budget with designs you will adore, Divanev adds value to your living spaces with its new collections. Setting up living homes with its product range that reflects the quality and design power of Yataş Group, Divanev transforms our most beloved place, namely our home, into a cozy nest.

Considering the needs, expectations and tastes of today's furniture consumers, it aims to be a preferred and strong brand in the furniture industry with innovative and stylish designs and to present good design to its buyers all over the world as well as in Türkiye.

While increasing the quality of the time spent at home through new collections developed with a focus on functionality and comfort, it contributes to your happiness at home with your loved ones for many years to come.

**Because with  
Divanev,  
every home is  
special,  
every home  
is new...**



# A New Story



Divan ev's logo is the clearest expression of all the concepts championed by Yataş Group which reflect the philosophy and values of the Group.

Embracing each other, the human figures form a stylized tree and describe the person (consumer) which constitutes the focal point of the Yataş Group and the bond the Yataş Group brands establish with their consumers.

Referring to the long-established corporate culture of Yataş Group, the tree represents life, continuity, vitality, devotion to traditional values and the person at the very center of life. The heart formed by two people embracing each other, is the expression of love, affection, happiness and family ties.

Divan ev, "a new story" reflecting a well-established culture and years of experience.





# A Redesigned Concept of Life

Divanev brings a breath of fresh air to the furniture industry with its new design approach created by collaborations between the world's prestigious offices and the own design team. It creates an original design line by interpreting traditional and contemporary design approaches from a unique perspective.

By combining different approaches of design, it achieves a variety of series where everyone is able to find items according to their own style. It aims to offer a more comfortable and happy life at home by combining aesthetic and stylish designs with functionality.



## Teen Rooms

Vivid, energetic, colourful and stylish teen rooms are in Divanev. Closely following the design approaches in the world, Divanev has 6 series of teen rooms in its portfolio, which are modern, comfortable, functional and inspired by the trends and the imagination of the teenagers.

## Carpets and Lighting

Divanev has an unlimited choice for carpets and lighting, which are indispensable parts of home decoration and allow consumers to create a free style. Carpets that stand out with their patterns and different fabric usage and unlimited form and variety of lighting products are at Divanev stores.



# Why should you invest in Divanev?



## Design for Everyone

Focusing on quality and accessible design, it offers innovative solutions for every taste and every budget.

## Functional Furniture

It adopts a need-oriented, easy-to-use design approach that offers both emotional and functional benefits.

## Home Decoration Expertise Under One Roof

It meets the decoration needs of a home under a single roof with its furniture, carpet, lighting, mattress and textile product groups and the sleep world created under the Puffy brand. It gives inspiration to home decoration sector with its store concept and communication tools.



## Alternative Solutions

It offers different size, color, fabric and material alternatives within the same series. It values interpreting needs in line with trends.

## Divanev Modernity

It aims creating modern, cozy and comfortable living spaces.

## Innovative Design Approach

In order to support its innovative design approach and make a difference in the sector, it utilizes global decoration trends, collaborates with different design offices and adds new products to its product range every year.

## Year-Round Communication

It aims to increase brand awareness and promote sales campaigns through year-round communication activities.

## Production Capacity

Its factories are able to manufacture products suitable for the targeted market through collaboration in design and production.

## Beyond Borders

It aims to introduce good design to buyers all over the world as well as in Türkiye.

## Effective and Dynamic Product Range

In the last two years, 65% of the product range has been renewed.

The product diversity of useful and storied products was increased in order to enhance the effectiveness of the product range.



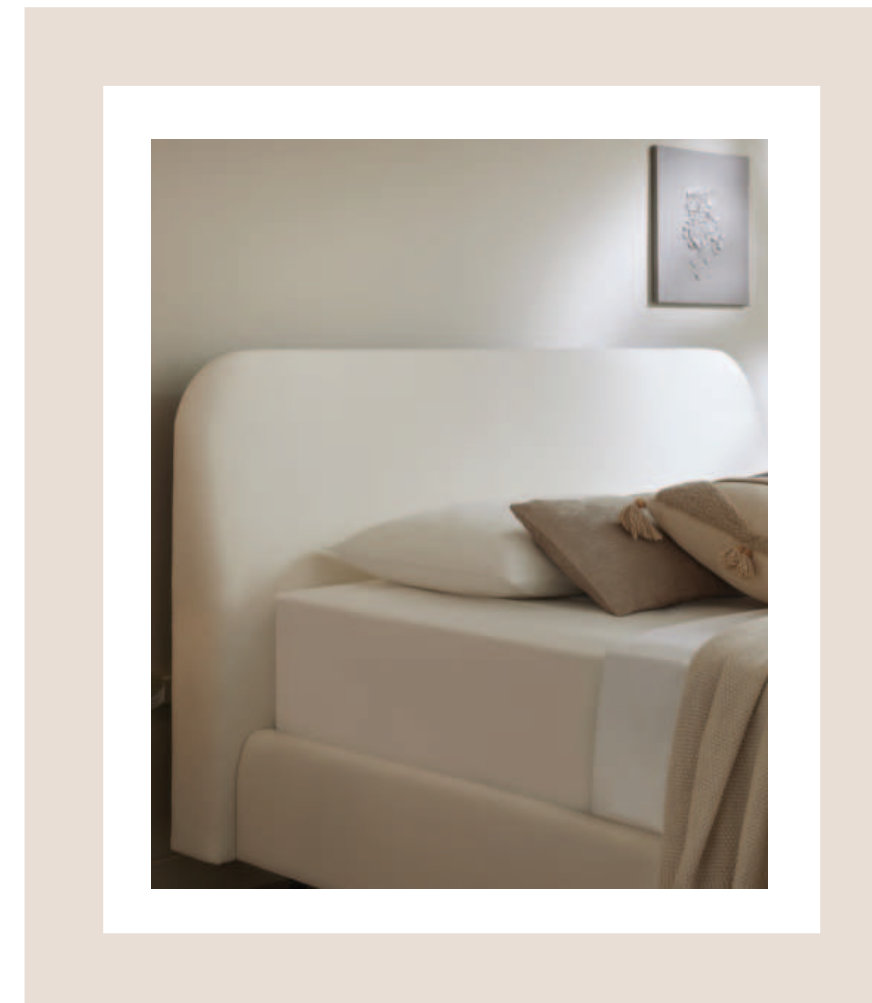
**puffy**  
[yatas]

# Time for a Good Night's Sleep!

Embracing modern store concepts, Puffy serves its customers in exclusive stores covering 200 m<sup>2</sup> as well as corner shops and shop-in-shop stores. The colored textile product range was added to this product group in June 2022.

Puffy quickly pulled ahead of its competitors with its strong product portfolio and extensive access network.

Puffy is the Yataş Group's new bedding products brand that officially began selling mattresses, bedsteads, headboards and household linens (pillows, duvets, under-blankets) in January 2021.





# Accessible World of Decoration

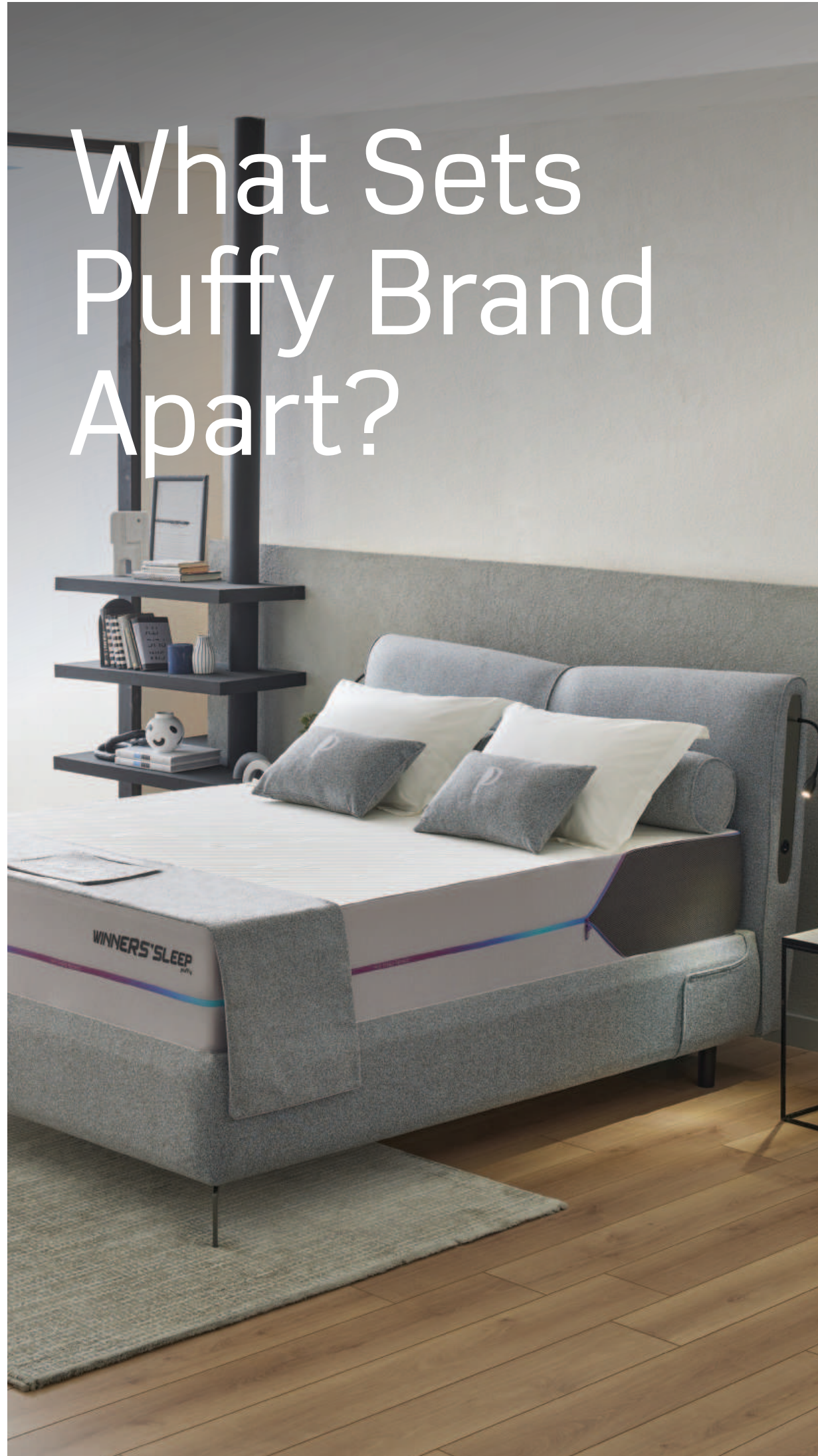


With its innovative, comfy, airy, and intimate designs, Puffy connects with customers, letting them know it cares. Puffy aims to stand out in the bedding sector and influence the market with its innovative products which put the customer first. Innovation, comfort, and originality make up the brand's dynamics.





# What Sets Puffy Brand Apart?



## DYNAMIC

Puffy is a quality, modern, and more accessible brand which embraces innovation.

## WIDESPREAD ACCESS

Puffy sales channels are not limited to street retailing. We sell through many channels, from strong furniture stores in different provinces to shop-in-shop sales points. In this way, consumers can easily reach our brand.

## COMPACT SOLUTIONS FOR A GOOD NIGHT'S SLEEP

As well as selling mattresses, frames, and headboards singly and in set, Puffy also has all the household linens (pillows, duvets, under-blankets) and colored textiles (duvet covers, bedspreads, blankets, wedding sets) you need for a good night's sleep, and all within easy reach.

## TEXTILE EXPERTISE

Most bedding brands in the sector are no expert when it comes to linens and colored textiles. The Puffy textile group gets its expertise from the Yataş Group's DNA.

## MULTI-CHANNEL STRATEGY

Puffy sells on its website as well as online market places. Puffy's multi-channel strategy serves its goal of growth on all online channels.

## INNOVATIVE PRODUCTS

Techno Therm (temperature adjustable heated mattress) and Winners' Sleep in Türkiye.





# Why should you invest in Puffy?



- Puffy is a quality, modern, and more accessible brand which embraces innovation.
- All of the bedding needs are under one roof.
- A multi-channel strategy that makes the Puffy products accessible.
- Technologies developed to meet customers' needs.
- Distinctive innovations through R&D investments.
- World's first and only mattress with personal temperature adjustment technology: Techno Therm.
- Winners' Sleep from Puffy, the first mattress with GelGrid technology in Turkey, is a world-class sports mattress worthy of champions.
- Puffy has **75** exclusive stores and **530** corners in Türkiye.



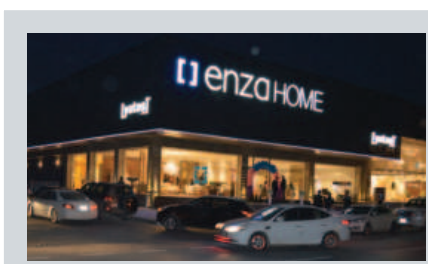
- Puffy not only sells mattresses, frames, and headboards both singly and in sets, it also has a range of Household Linens (pillows, duvets, under-blankets) and Colored Textiles (Duvet covers, bedspreads, blankets, wedding sets) offering everything you need for a good night's sleep, and all within easy reach.
- Most bedding brands in the sector are no experts when it comes to linens and colored textiles. The Puffy Textile group gets its expertise from the Yataş group's DNA.





# YATAŞ IN THE WORLD...

SOME OF THE COUNTRIES  
INTRODUCED TO  
YATAŞ QUALITY



Iraq



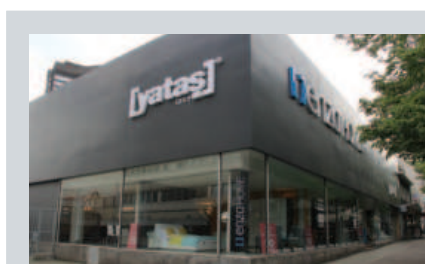
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Croatia



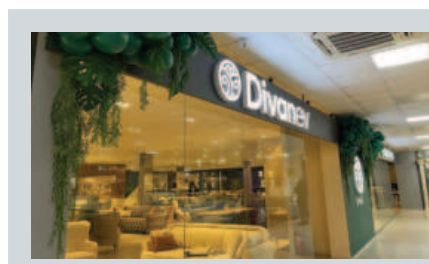
Iraq



Germany



Albania



Russia



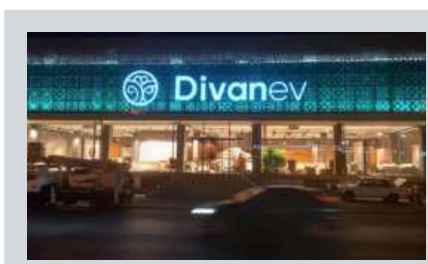
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Libya



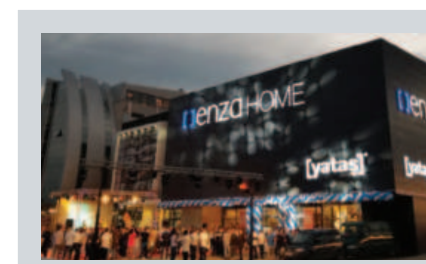
Azerbaijan



Dubai



Kazakhstan



Iraq



Hungary



**ADVANTAGES OF  
WORKING WITH  
YATAŞ**



**HAVE A WIDE PRODUCT AND  
PRICE RANGE PORTFOLIO**

Our franchisees from different countries can easily address their target markets as we offer wide range of products and prices.



**OWN THE BRANDS WITH THE  
HIGHEST ROI**

With efficient and profitable investments, our franchises grow fast and sustainably.



**TAKE ADVANTAGE OF LOGISTICS  
ADVANTAGES**

With our 5 continents logistics network, you can benefit from cost and time control.



**PROFIT IN A SHORT TIME UTILIZING ESTABLISHED  
BRAND AWARENESS**

Joining a franchise network that operates in more than 45 countries on 5 continents, our investors can make a profit in a short time.



**SELL FAST THROUGH OUR WEBSITE**

Our franchises using our website infrastructure can easily sell to more customers.



**GET EXPERT ASSISTANCE**

We stand by our franchisees with the support of our sales, marketing and training departments.



**BENEFIT FROM OUR ARCHITECTURAL SUPPORT**

Our architects provide end-to-end support to our franchisees in store openings.



**TURQUALITY® GOVERNMENT SPONSORED  
BRANDING PROGRAM**

Franchisees in certain markets benefit from incentives such as rent support, decoration materials support and marketing activities support.

## PROGRAMS AND GUIDELINES

### ENZA HOME STORE OPENING GUIDELINE



**[yatas]** enza HOME

Our franchisees run their operations smoothly with the guidelines we have prepared, from store opening and recommended campaigns to brand and social media guidelines that must be followed in marketing and communication materials.

### Enza Home International Blended Gallery Program & Floor Display Guidelines



2023

### FAST DELIVERY PRODUCT COMMUNICATION TOOLS

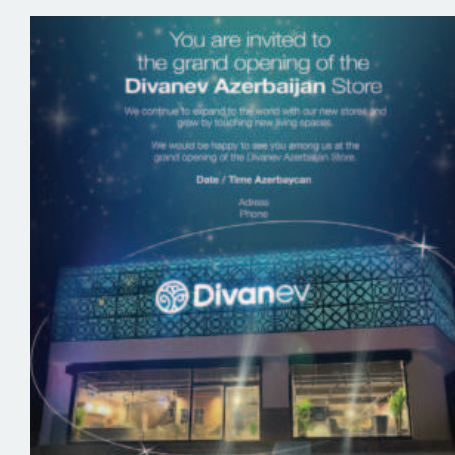
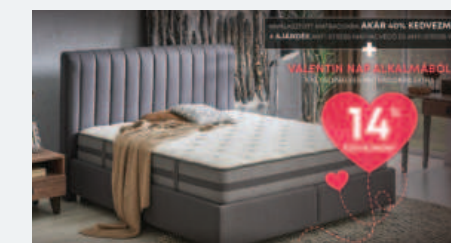
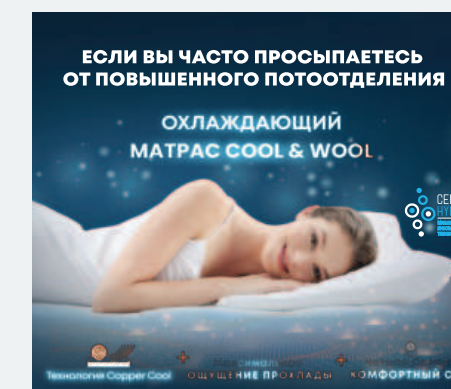
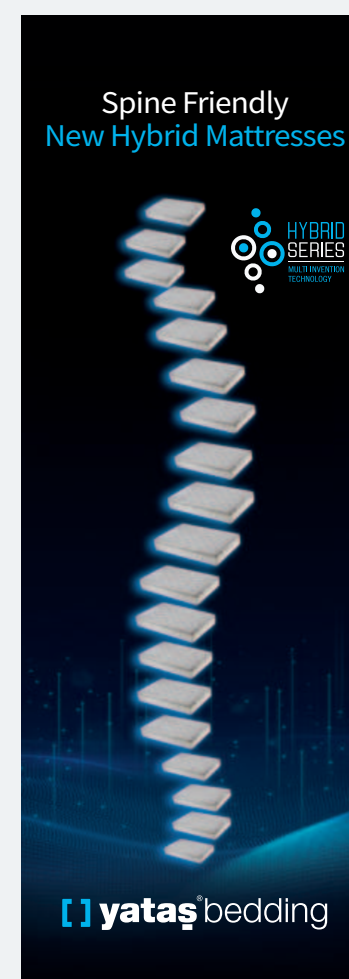
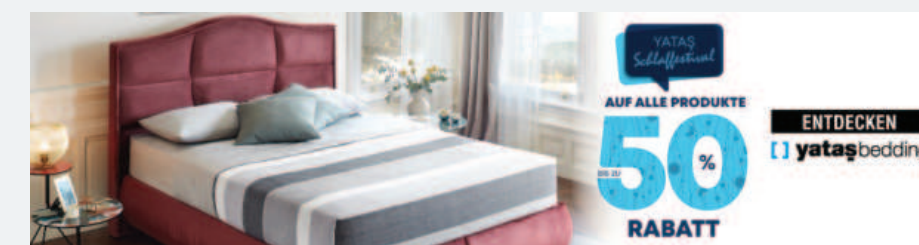
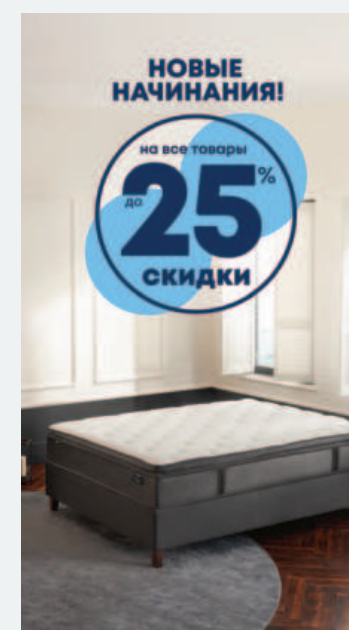
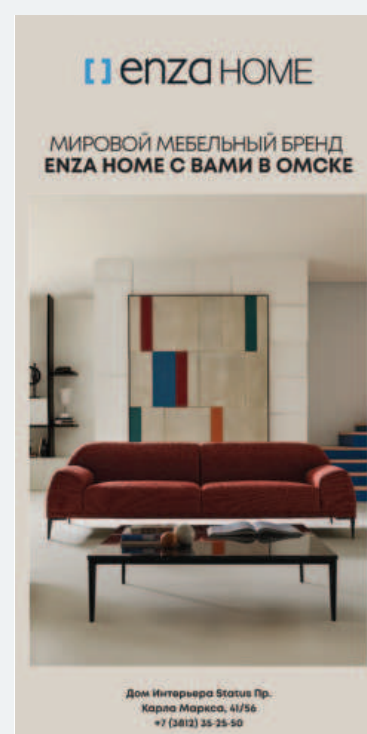
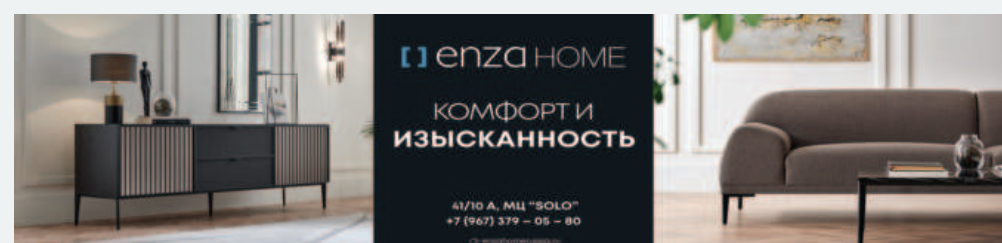
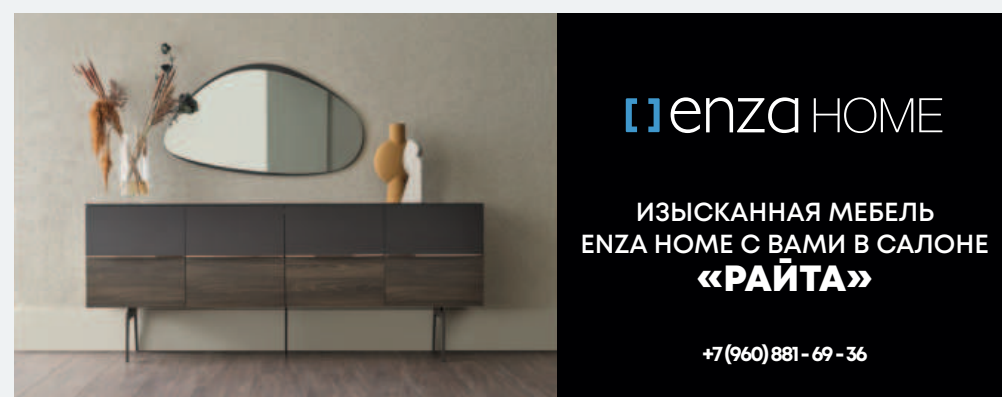


**[yatas]** bedding



## COMMUNICATION AND ADVERTISING SUPPORT

With its international expertise, **Yataş Group** shares its communication and advertising experience with its franchisees, guides them among the competition, and leads them to success. This communication experience includes digital, print and outdoor advertisement.





## AWARDS & CERTIFICATES

### enza HOME AWARDS



#### Brandverse

Enza Home was deemed worthy of an award in the "Furniture" category at Brandverse Awards 2023, Türkiye's most comprehensive brand and communication awards.



#### The One Awards

Enza Home was awarded as the most reputable brand of 2023 by The ONE Awards in the Furniture Category. Enza Home continues to dominate as the most reputable brand in the same category.



#### Elle Decor (EDIDA)

Enza Home, known for its innovative, stylish, and high-quality designs, was honored as the category winner in the Bedroom category with its 'Riga Bedroom' at the International EDIDA Awards. (2023)



#### A.L.F.A Awards

Enza Home was selected as the brand with The Best Customer Experience in the furniture category by the public jury at the A.L.F.A Awards 2023.



#### A' Design Awards

Enza Home was awarded in the 'Lighting Products and Lighting Projects Design' category for Astoria Lighting and in the 'Furniture Design' category for Dorian Headboard Base and Vienna Dining Table at the A' Design Award & Competition, where thousands of designs competed across more than 100 categories. (2021)



#### German Design Award

Enza Home's new sofa set, Swan, which stands out with its unique style, won the 'Special Mention' award in the Furniture category at the German Design Award, one of the world's most prestigious design competitions. (2023)



#### New York Design

Design Crowned with an Award! The Soho Armchair, featuring an iconic design, received the prestigious NY Design Award. (2023)



#### Muse Design

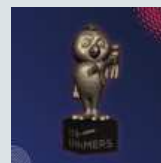
With the Berta Dining Table, which seamlessly combines contemporary decoration with modern style, we won the Silver Award in the Furniture Design category at the Muse Design Awards, adding our fifth global award to our portfolio. (2023)

### puffy AWARDS



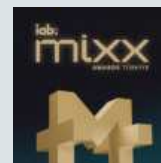
#### Brandverse Awards

Puffy won Silver and Bronze awards in the 'Social Media' and 'E-Commerce' categories with its campaign 'Warming Discounts for Colder Days' at the Brandverse Awards.



#### The Hammers Awards

Puffy was awarded the Gold Award for its digital marketing project 'Warming Discounts for Colder Days' in the "Best Real-Time Marketing Communication Team" category at the Mixx Awards Turkey.



#### MIXX Awards

Puffy was recognized with an award in the "Performance Marketing" category for its project "Warming Discounts for Colder Days" at the Mixx Awards Turkey.

Puffy received an award in the "E-Commerce" category for its project "Warming Discounts for Colder Days" at the Mixx Awards Turkey.

### [yatas] bedding AWARDS



#### Superbrands

Yataş Bedding has won the title of a 'Super Brand' for the 5th time in Superbrands Türkiye 2022 in 2022. Yataş Bedding received this title among 141 brands.



#### Istanbul Marketing Awards

Yataş Bedding has received an award in the "Performance Marketing Campaign" category in 2023. It has won its second award in the "New Product Packaging Design" category in the same year.



#### Tech Brands 2024

The Most Technological Mattress Brand in Turkey



#### Capital 2024

Ranked First Among the Most Admired Companies in the Business World.



#### Echo Awards 2024

Best E-commerce Experience Award in the Mattress Category



#### Felis 2024

Mini Heroes Growing with the Miracle of Sleep: Healthcare Services and Wellness Facilities

### [yatas] bedding CERTIFICATES



#### FSC

FSC certification ensures that Yataş products come from responsibly managed forests that provide environmental, social and economic benefits.



#### OEKO TEX Standard 100

OEKO TEX label secures that every component of this article, i.e. every thread, button and other accessories, has been tested for harmful substances and that the article therefore is harmless for human health.



#### CertiPUR-US Certificate:

It has been proven based on European standards that the foam layers used in the production of Yataş Bedding mattresses do not contain materials harmful to the environment or human health.



INTERIORS  
PURE NEW WOOL

#### Woolmark

The Woolmark certificate proves that product is made of natural, renewable and biodegradable wool and meets Woolmark's exacting quality standards.



#### IGR Certificate

The German Institute for Health and Ergonomics (IGR) certifies only products with high safety and quality standards after meticulous and detailed testing.

Our mattresses perfectly adapt to the user's anatomy with their ergonomic structures and which are certified by the German Institute of Health and Ergonomics IGR: Blue Star-Athletic-Orthopedic Support



WITH OUR 4 BRANDS AND MORE  
THAN 45 YEARS OF RETAIL  
EXPERIENCE, WE OPERATE IN  
NEARLY 60 COUNTRIES WITH  
OUR WIDE PRODUCT AND PRICE  
RANGE.

YATAŞ GROUP INVITES YOU TO  
JOIN AND GROW RAPIDLY AS  
PART OF OUR PROFITABLE AND  
PRESTIGIOUS FRANCHISE FAMILY.



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# FRANCHISEE INTRODUCTION HANDBOOK