



**CASUAL<sup>®</sup>**  
**2025 Collection**

# FACTORY



## INJECTION LINE



## CUTTING LINE



**ASSEMBLY LINE**



**SEWING LINE**



**LAMINATION LINE**



# ACHIEVEMENTS



E-Bebek  
"Best Travel System Baby Stroller"  
award in 2016



E-Bebek  
"Best Travel System Baby Stroller"  
award in 2017



Civil  
"Best Travel System Baby Stroller"  
award in 2018

# CERTIFICATES



**NSAI**  
National Standards Authority of Ireland  
Udarás Um Chaighdeán Náisiúnta na hÉireann



# EXHIBITIONS



Türkiye, İstanbul  
2009 - 2023



Germany, Köln  
2018 - 2023



Hong Kong  
2018 - 2022



Poland, Kielce  
2019 - 2024



Türkiye, İstanbul  
2022



Türkiye, İstanbul  
2022



England, Harrogate  
2022



Spain, BabyKid + FIMI  
2024

# TIMELINE

## Establishment

Vatan Çocuk Gereçleri established in 2007 in İstanbul.

2007

2009

## Brand

We launched our own brand under the name CASUAL in 2009.

2015

## Distributorship

Took over the distributorship of world famous brands all over the world. (Spain, France, China and Bulgaria) between 2009-2016

2017

## First Production

Start to produce infant car seat with ECE R 44/04 certificate in accordance with the European Union Safety Standard in its factory.

2020

## Test Center

Our Car Seat Testing and Center of Excellence was launched in the first half of 2020.

2021

## I-Size

It successfully passed the toughest crash tests and started to produce I-Size ECE R129/03 certified car seats.

2022

## Cooperation

Started cooperations with 5 countries

2023

## Cooperation Year

By the end of the year we have increased our export to 16 countries

# premium Safer

40 - 87 cm  
0-13 kg



## I-Size ECR129 Certificate

Rearward Facing

11-Level Height Position Adjustable Headrest

3-Point Harness System

3-Position Adjustable Handle

Removable Canopy Prevents Sunshine, Plastic Support Canopy

Can Be Fitted with a Base

Universal can be Fitted with Stroller

Injection Molding



I-SIZE  
ECE R129



3.9 KG

# plus Safer

40 - 87 cm  
0-13 kg



## I-Size ECR129 Certificate

Rearward Facing

11-Level Height Position Adjustable Headrest

3-Point Harness System

3-Position Adjustable Handle

Removable Canopy Prevents Sunshine, Plastic Support Canopy

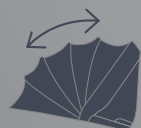
Can Be Fitted with a Base

Universal can be Fitted with Stroller

Injection Molding



I-SIZE  
ECE R129



3.9 KG



# COLORS



**BLACK**



**ANTRACHITE**



**GREY**



**BLUE**



**PURPLE**



# Safer

40 - 87 cm  
0-13 kg

CASUAL®



## I-Size ECR129 Certificate

Rearward Facing

11-Level Height Position Adjustable Headrest

3-Point Harness System

3-Position Adjustable Handle

Removable Canopy Prevents Sunshine, Plastic Support Canopy

Universal can be Fitted with Stroller

Injection Molding



I-SIZE  
ECE R129



3.7 KG



# COLORS



**BLACK**



**ANTRACHITE**



**GREY**



## ECE R 44/04 Certificate

The first car seat produced in Turkey that passed the European Safety Tests

Impact resistant special plastic body made of polypropylene material

Ultra large interior volume

Extra luxury inner pad

3 point seat belt

Shoulder protection pads on belts

New born lumbar support cushion

Removable washable cover



TRAVEL SYSTEM



SHOCK ABSORBING EPS FOAM



LARGE INTERNAL VOLUME



3.2 KG



# COLORS



**BLACK**



**ANTRACHITE**



**GREY**



**BLUE**



**PURPLE**

# bestfix

CASUAL®

40cm - 150cm  
0kg - 36kg

I-Size ECR129 Certificate

Can be Rotated 360°

Isofix System

Support Leg

9-Level Adjustable Height Position

Side Protection System

Level Reclining 5 Position

Storage for 5-Point Harness



I-SIZE  
ECE R129



HEADREST



ISOFIX



SIDE PROTECT



SUPPORT LEG



RECLINE



CAN BE ROTATED 360°



STORAGE FOR  
5-POINT HARNESS



# turnfix



40cm - 150cm  
0kg - 36kg

I-Size ECR129 Certificate

Can be Rotated 360°

Isofix System

Smart Top Tether System

9-Level Adjustable Height Position

Side Protection System

Level Reclining 5 Position

Storage for 5-Point Harness



I-SIZE  
ECE R129



HEADREST



ISOFIX



SIDE PROTECT



SMART TOP  
TETHER SYSTEM



RECLINE



CAN BE ROTATED 360°



STORAGE FOR  
5-POINT HARNESS



# goldfix<sup>plus</sup>

76cm - 150cm  
≅9kg - ≅36kg



CUPHOLDER



SHOULDER PAD

 CASUAL®

# goldfix<sup>plus</sup>

## SPEAKER SYSTEM



### I-SIZE 76-150 cm

Easy Installation to the Vehicle with Smart Isofix System

**More Safe Space**

Easily Removable Cover

**4th Contact Point (Safe Guard)**

Air Circulation System

**Strong Headrest Strengthened With Steel**

Impact Absorbent EPS foam that Completely Covers the Body

**Shock Absorbing Memory Foams**

High Technology Special Fabric

**Speaker System**

Shoulder Pad

**Cupholder**



**I-SIZE  
ECE R129**



**ISOFIX**



**HEADREST**



**SIP**



**RECLINE**



**CASUAL TV**



**BLACK**



**ANTHRACITE**



**GREY**



**PURPLE**



**BLUE**



# goldfix<sup>pro</sup>

76cm - 150cm  
≈9kg - ≈36kg



# goldfix<sup>pro</sup>



## I-SIZE 76-150 cm

Easy Installation to the Vehicle with Smart Isofix System

Belt Holders

More Safe Space

Easily Removable Cover

4th Contact Point (Safe Guard)

Panoramic View

Air Circulation System

Strong Headrest Strengthened With Steel

Impact Absorbent EPS foam that Completely Covers the Body

Shock Absorbing Memory Foams

High Technology Special Fabric



I-SIZE  
ECE R129



ISOFIX



HEADREST



SIP



RECLINE



CASUAL TV



BLACK



ANTHRACITE



GREY



PURPLE



BLUE

# GOLDFIX FAMILY HIGHLIGHTS



**INNOVATIVE  
RECLINING SYSTEM**



**EASILY  
REMOVABLE  
COVER**



**4TH CONTACT  
POINT  
(OPTIONAL)**



**SPEAKER  
SYSTEM  
(OPTIONAL)**



**SHOULDER PAD  
(OPTIONAL)**



**CUP HOLDER  
(OPTIONAL)**



**STRONG HEADREST  
STRENGTHENED  
WITH STEEL  
PATENTED**



**EASY INSTALLATION TO THE  
VEHICLE WITH SMART  
ISOFIX SYSTEM**



**AIR CIRCULATION  
SYSTEM &  
SHOCK ABSORBING  
MEMORY FOAMS**

# classfix<sup>plus</sup>

100cm - 150cm  
≈15kg - ≈36kg



CUPHOLDER



SHOULDER PAD

# classfix<sup>plus</sup>

**SPEAKER SYSTEM**



**I-SIZE 100-150 cm**

Easy Installation to the Vehicle with Smart Isofix System

**More Safe Space**

Easily Removable Cover

**4th Contact Point (Safe Guard)**

Air Circulation System

**Strong Headrest Strengthened With Steel**

Impact Absorbent EPS foam that Completely Covers the Body

**Shock Absorbing Foams**

High Technology Special Fabric

**Speaker System**

Shoulder Pad

**Cupholder**



**I-SIZE  
ECE R129**



**ISOFIX**



**HEADREST**



**SIP**



**RECLINE**



**CASUAL TV**



**BLACK**



**ANTHRACITE**



**GREY**



**PURPLE**



**BLUE**

# classfix<sup>pro</sup>

100cm - 150cm

≈15kg - ≈36kg





## I-SIZE 100-150 cm

Easy Installation to the Vehicle with Smart Isofix System

More Safe Space

Easily Removable Cover

4th Contact Point (Safe Guard)

Panoramic View

Air Circulation System

Strong Headrest Strengthened With Steel

Impact Absorbent EPS foam that Completely Covers the Body

Shock Absorbing Foams

High Technology Special Fabric



I-SIZE  
ECE R129



ISOFIX



HEADREST



SIP



RECLINE



CASUAL TV



BLACK



ANTHRACITE



GREY



PURPLE



BLUE

# CLASSFIX FAMILY HIGHLIGHTS



**WITH INNOVATIVE RECLINING SYSTEM**



**4TH CONTACT POINT (OPTIONAL)**



**EASILY REMOVABLE COVER**



**SPEAKER SYSTEM (OPTIONAL)**



**SHOULDER PAD (OPTIONAL)**



**CUP HOLDER (OPTIONAL)**



**STRONG HEADREST STRENGTHENED WITH STEEL PATENTED**



**EASY INSTALLATION TO THE VEHICLE WITH SMART ISOFIX SYSTEM**



**AIR CIRCULATION SYSTEM & SHOCK ABSORBING FOAMS**



# CLASSFIX FAMILY PRODUCT COMPARISON TABLE

Find the most suitable model for your child's safety.



CLASSFIX PRO



CLASSFIX PLUS

RANGE OF USE	100 - 150 CM / $\approx 15 - \approx 36$ KG	100 - 150 CM / $\approx 15 - \approx 36$ KG
<b>SAFETY</b>		
I-SIZE ECE R129/03 CERTIFICATE	✓	✓
4TH CONTACT POINT (SAFE GUARD)	✓	✓
EASY INSTALLATION WITH SMART ISOFIXES	✓	✓
WITH INNOVATIVE RECLINING SYSTEM	✓	✓
REINFORCED HEADREST WITH PATENTED EXTRA STEEL	✓	✓
IMPACT ABSORBENT EPS FOAM THAT FULLY COVERS THE BODY	✓	✓
SHOCK ABSORBING FOAMS ON THE HEADREST	✓	✓
REINFORCED SIDE CHANNELS & EXTRA SIDE IMPACT PROTECTION SYSTEM (SIP)	✓	✓
MORE SAFE SPACE	✓	✓
<b>COMFORT</b>		
SPEAKER SYSTEM		✓
ADDITIONAL SHOULDER PAD		✓
ADDITIONAL CUP HOLDER		✓
EASILY REMOVABLE COVER	✓	✓
SAFETY BELT GUIDES	BLACK	GREY
AIR CIRCULATION SYSTEM	✓	✓
PANORAMIC VIEW	✓	✓
LOGOS AND PRINTS	REFLECTIVE GREY	REFLECTIVE GREY

**NEW**

# Car Accessories



**Car Organizer  
Car Seat Protector  
Car Seat Accessorie**

**CSL 505**



Tablet & Telephone  
Backseat Organizer

# Car Organizer



**CSL 605**



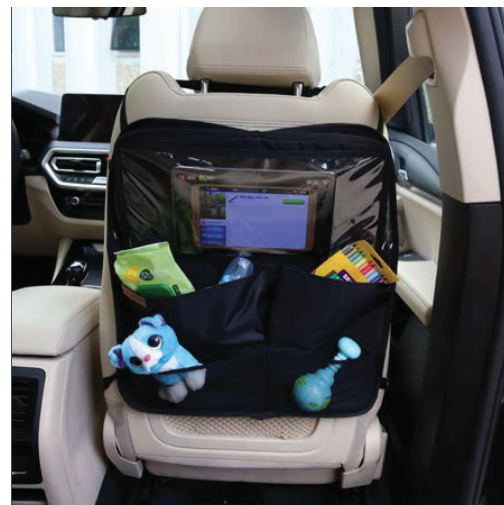
Tablet & Telephone  
Backseat Organizer 2 Pack



It can fit most cars



Clear touch screen tablet holder



Mesh pocket for storage

**CSL 506**



Tablet & Telephone  
Foldable Tray Organizer

# Car Organizer



**CSL 606**



Tablet & Telephone  
Foldable Tray Organizer 2 Pack



Foldable tray



Clear touch screen tablet holder



Multiple use table

**CSL 504**

# Car Seat Protector



Car Seat Protector Maxi



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 507

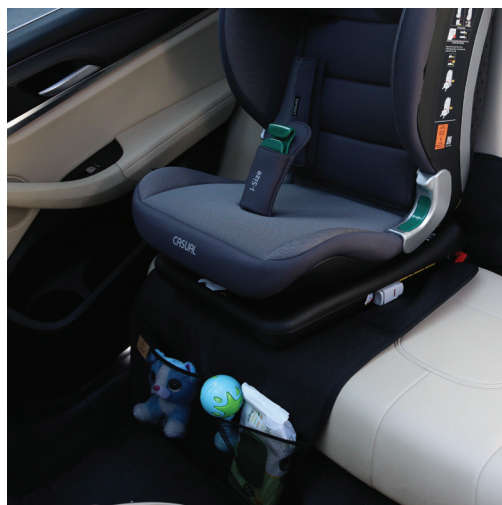
# Car Seat Protector



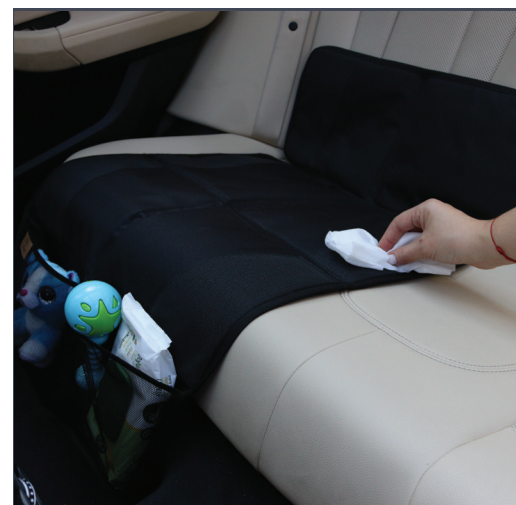
Car Seat Protector Mini



Mesh pocket for storage



It can fit most cars



Easy to clean

**CSL 509**

# Car Seat Protector



3 In 1 Tablet & Telephone  
Car Seat Protector & Organizer



Clear touch screen  
tablet holder



Rearward facing use



It can fit most cars



**CSL 511**

# Car Seat Protector



6 In 1 Premium Foot Rest  
Tablet & Telephone  
Car Seat Protector & Organizer



Clear touch screen tablet holder



Rearward facing use



It can fit most cars



1. Position foot rest



2. Position foot rest



3. Position foot rest



ÇEKME BASMA  
TEST CİHAZI  
(TENSILE COMPRESSION TEST DEVICE)

3 NOKTA BİRLEŞİM  
KIRILMA TEST CİHAZI  
(THREE POINT BENDING TEST DEVICE)

DİKKAT!  
YAKARICI DÜZELTİM

İNHAZ CİHAZI

# TESTING AND CENTER OF EXCELLENCE

Our Car Seat Testing and Center of Excellence was launched in the first half of 2020.

As of 2017, our company started to produce car seats which approved to international standards, is proud to be the first and only facility to produce with international tests.

In our center of excellence, our colleagues who are experts in their fields, use high-tech test devices to test the parts of the car seats, which will be produced from high quality materials, in accordance with the renewed European Safety Standards (I-Size - R129), which includes the toughest crash tests.

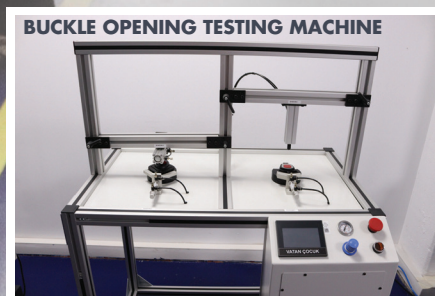
The aim of our Testing and Center of Excellence is to control the products manufactured in accordance with international standards by our engineers at every stage and to ensure continuous high quality.



**CLIMATE CHAMBER**



**TENSILE STRENGTH TESTING MACHINE**



**BUCKLE OPENING TESTING MACHINE**



**ISOFIX TESTING MACHINE**



**WEBBING ABRASION TESTING MACHINE**



**BUCKLE OPENING TESTING MACHINE UNDER LOAD**



# CASUAL®

[www.casual.com.tr](http://www.casual.com.tr)

  casualbebek  
 casualtv

