



CASUAL[®]
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

Brand

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

2009

Distributorship

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

2015

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.

2017

Test Center

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

2020

I-Size

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

2021

Cooperation

Started cooperations
with 5 countries

2022

Cooperation Year

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

2023

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

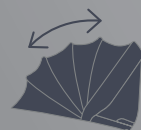
Can Be Fitted with a Base

Universal can be Fitted with Stroller

Injection Molding



I-SIZE
ECE R129



3.9 KG



COLORS



BLACK



ANTRACHITE



GREY



BLUE



PURPLE

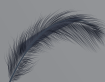
Safer

40 - 87 cm
0-13 kg

CASUAL®



I-SIZE
ECE R129



3.5 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

Universal can be Fitted with Stroller

Injection Molding



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



ECE
R44/04



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**



ISOFIX



HEADREST



CAN BE ROTATED 360°



RECLINE



SUPPORT LEG



SIDE PROTECT



**STORAGE FOR
5-POINT HARNESS**



BLACK



ANTHRACITE



GREY



PURPLE



BLUE

turnfix

CASUAL®

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

360°



**I-SIZE
ECE R129**



ISOFIX



HEADREST



CAN BE ROTATED 360°



RECLINE



**SMART TOP
TETHER SYSTEM**



**STORAGE FOR
5-POINT HARNESS**



BLACK



ANTHRACITE



GREY

goldfix^{plus}

76cm - 150cm
≈9kg - ≈36kg



CUPHOLDER



**SHOULDER
PAD**



CASUAL

13

goldfix^{plus}

**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^{pro}

76cm - 150cm
≈9kg - ≈36kg



 **CASUAL**

15

goldfix^{pro}



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^{plus}

100cm - 150cm
≈15kg - ≈36kg



CUPHOLDER



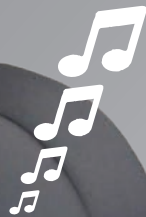
SHOULDER
PAD

 **CASUAL**

18

classfix^{plus}

**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^{pro}

100cm - 150cm

≈15kg - ≈36kg



 **CASUAL®**

classfix^{pro}



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**

NEW

Car Accessories

CSL 505

Car Organizer



Tablet & Telephone
Backseat Organizer



It can fit most cars



Clear touch screen tablet holder



Mesh pocket for storage

CSL 504

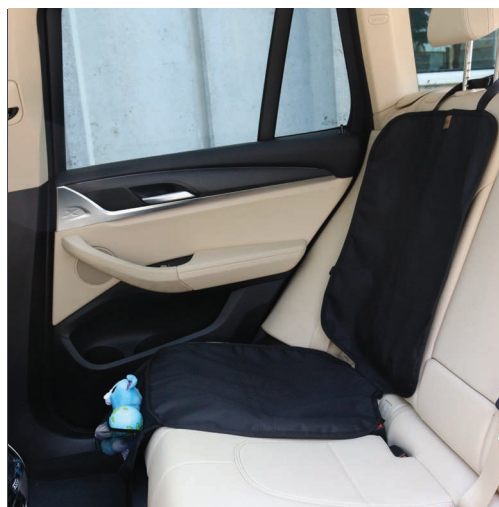
Car Seat Protector



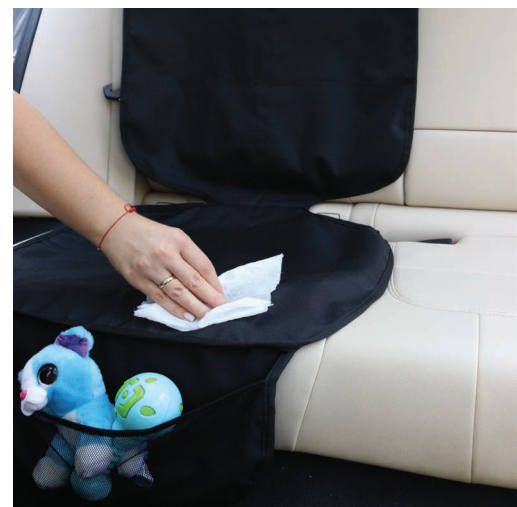
Car Seat Protector Maxi



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 507

Car Seat Protector



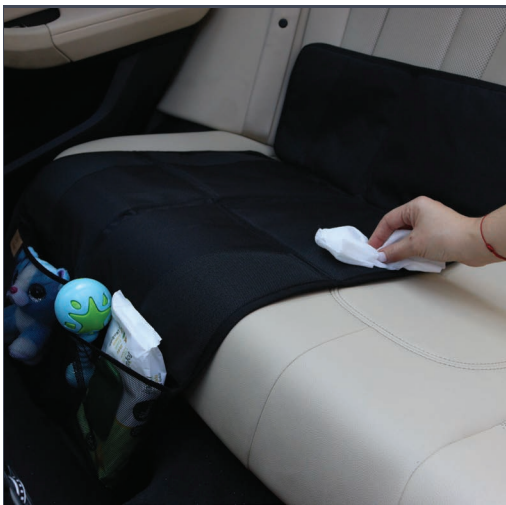
Car Seat Protector Mini



Mesh pocket for storage



It can fit most cars



Easy to clean

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.





CASUAL®

www.casual.com.tr

  casualbebek
 casualtv

