



CASUAL[®]

2024 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
Údarás 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.

Distributorship

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

Test Center

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

Cooperation

Started cooperations
with 5 countries

2007

2009

2015

2017

2020

2021

2022

2023

Brand

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

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.

I-Size

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

Cooperation Year

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



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

TRONA PLUS

0-13 KG

CASUAL®



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

Stylish appearance with extra ABS material belt guide covers

Foot cover for protection in cold weather

ECE
R44/04



**TRAVEL
SYSTEM**



**SHOCK
ABSORBING
EPS FOAM**



**LARGE
INTERNAL
VOLUME**



**3.2
KG**

COLORS



BLACK



ANTRACHITE



GREY



BLUE



PURPLE



ROSE GOLD

goldfix^{eco}

76cm - 150cm
≈9kg - ≈36kg





I-SIZE 76-150 cm

Easy Installation to the Vehicle with
Smart Isofix System

More Safe Space

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



ANTHRACITE



GREY



PURPLE



BLUE

goldfix^{pro}

76cm - 150cm

≈9kg - ≈36kg



 **CASUAL**[®]

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^{plus}

76cm - 150cm

≈9kg - ≈36kg



CUPHOLDER



CASUAL®

12



SHOULDER
PAD

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 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

GOLDFIX FAMILY PRODUCT COMPARISON TABLE

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



GOLDFIX ECO



GOLDFIX PRO



GOLDFIX PLUS

RANGE OF USE	76 - 150 CM / $\cong 9 - \cong 36$ KG	76 - 150 CM / $\cong 9 - \cong 36$ KG	76 - 150 CM / $\cong 9 - \cong 36$ KG
SAFETY			
I-SIZE ECE R129/03 CERTIFICATE	✓	✓	✓
4TH CONTACT POINT (SAFE GUARD)		✓	✓
SMART ISOFIXES / V-TOP TETHER 5 POINT HARNESS	✓	✓	✓
EASY INSTALLATION WITH SMART ISOFIXES	✓	✓	✓
EASY RECLINE EVEN WHEN V-TOP TETHER FIXED	✓	✓	✓
REINFORCED HEADREST WITH PATENTED EXTRA STEEL	✓	✓	✓
IMPACT ABSORBENT EPS FOAM THAT FULLY COVERS THE BODY	✓	✓	✓
SHOCK ABSORBENT MEMORY FOAMS ON THE HEADREST	✓	✓	✓
REINFORCED SIDE CHANNELS & EXTRA SIDE IMPACT PROTECTION SYSTEM(SIP)	✓	✓	✓
MORE SAFE SPACE	✓	✓	✓
ANTI-SLIP PERFORMANCE BELT PADS		✓	✓
COMFORT			
SPEAKER SYSTEM			✓
ADDITIONAL SHOULDER PAD			✓
ADDITIONAL CUP HOLDER			✓
EASILY REMOVABLE COVER	✓	✓	✓
BELT HOLDERS		✓	✓
SAFETY BELT GUIDES	BLACK	BLACK	GREY
AIR CIRCULATION SYSTEM	✓	✓	✓
PANORAMIC VIEW	✓	✓	✓
EXTRA FILLED INNER PAD		✓	✓
LOGOS AND PRINTS	WHITE	CAMEL	REFLECTIVE GREY

eco
sport

100cm - 150cm
≈15kg - ≈36kg



I-SIZE 100-150 cm

Easy Installation to the Vehicle with belt

More Safe Space

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**



RECLINE



HEADREST



SIP



CASUAL TV



ANTHRACITE



GREY



PURPLE



BLUE

classfix^{eco}

100cm - 150cm
≈15kg - ≈36kg



 CASUAL®

18



I-SIZE 100-150 cm

Easy Installation to the Vehicle with Smart Isofix System

More Safe Space

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



PURPLE



BLUE

classfix^{pro}

100cm - 150cm
≈15kg - ≈36kg



 **CASUAL**[®]



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^{plus}

100cm - 150cm

≈15kg - ≈36kg



CUPHOLDER

 **CASUAL**



SHOULDER
PAD

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 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 ECO



CLASSFIX PRO



CLASSFIX PLUS

RANGE OF USE	100 - 150 CM / \cong 15 - \cong 36 KG	100 - 150 CM / \cong 15 - \cong 36 KG	100 - 150 CM / \cong 15 - \cong 36 KG
SAFETY			
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	✓	✓	✓
COMFORT			
SPEAKER SYSTEM			✓
ADDITIONAL SHOULDER PAD			✓
ADDITIONAL CUP HOLDER			✓
EASILY REMOVABLE COVER	✓	✓	✓
SAFETY BELT GUIDES	BLACK	BLACK	GREY
AIR CIRCULATION SYSTEM	✓	✓	✓
PANORAMIC VIEW	✓	✓	✓
LOGOS AND PRINTS	WHITE	REFLECTIVE GREY	REFLECTIVE GREY

NEW

Car Accessories



**Car Organizer
Car Seat Protector
Car Seat Accessories**

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

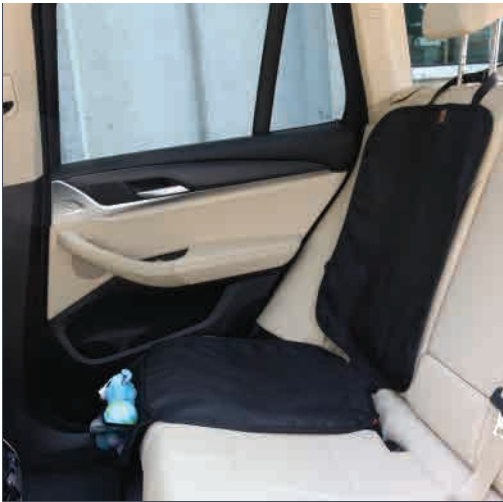
Car Seat Protector



Car Seat Protector Maxi



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 604

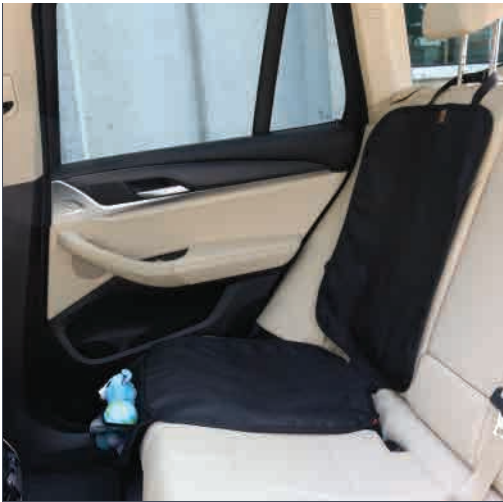
Car Seat Protector



Car Seat Protector Maxi 2 Pack



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 704

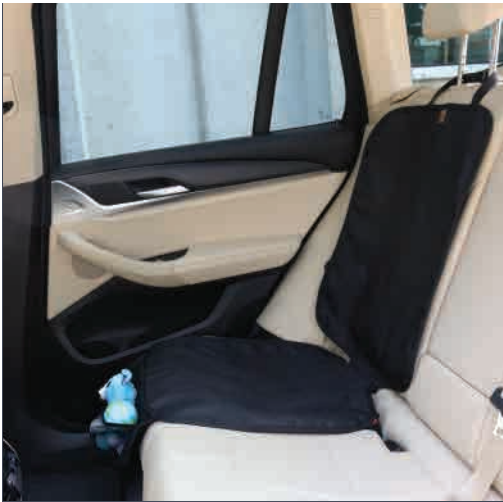
Car Seat Protector



Car Seat Protector Maxi 3 Pack



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 507

Car Seat Protector



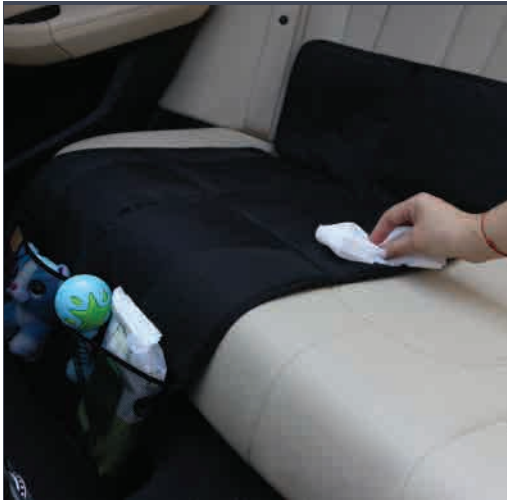
Car Seat Protector Mini



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 607

Car Seat Protector



Car Seat Protector Mini 2 Pack



Mesh pocket for storage



It can fit most cars



Easy to clean



CSL 707

Car Seat Protector



Car Seat Protector Mini 3 Pack



Mesh pocket for storage



It can fit most cars



Easy to clean

CSL 509

Car Seat Protector



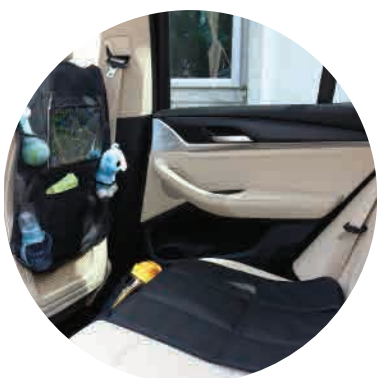
3 In 1 Tablet & Telephone
Car Seat Protector & Organizer



Clear touch screen
tablet holder



Rearward facing use



It can fit most cars



CSL 609

Car Seat Protector



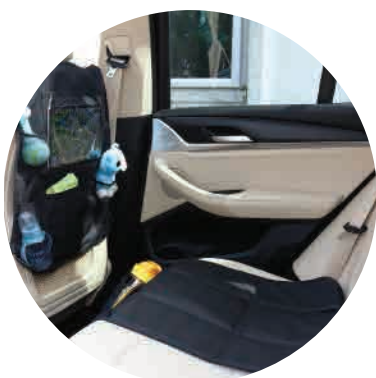
3 In 1 Tablet & Telephone Car Seat Protector & Organizer 2 Pack



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

CSL 511



Car Seat Protector



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

CSL 611



6 In 1 Premium Foot Rest
Tablet & Telephone
Car Seat Protector & Organizer2 Pack



NEW

Car Seat Accessories

Car Seat Accessories



CSL 800



Baby On Board Sign

CSL 801



Car Seat Universal
Shoulder Pad

CSL 802



Advanced Technology
Car Seat Pad

CSL 803



Car Seat
Isofix Guide

CSL 804



Car Seat
Extra Cup Holder

CSL 805



Car Seat Extra
Side Impact Protection System
(SIP)

CSL 806



Car Seat Fabric Cover
76-150 cm / 9-36 kg

CSL 807



Car Seat Fabric Cover
100-150 cm / 15-36 kg



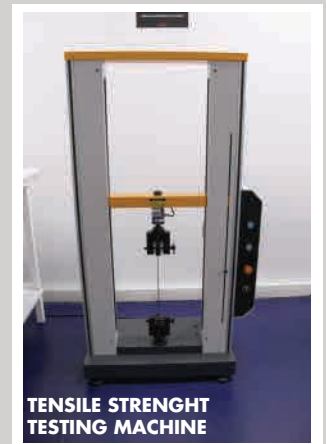
TESTING AND CENTER OF EXCELLENCE

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

