

Cilek Kids’ Room

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**GLOBAL JUVENILE FURNITURE LEADER CILEK KIDS’ ROOM ENTERS U.S. MARKET**

**CILEK WANTS TO “SPARK IMAGINATION” IN CHILDREN WITH ITS INNOVATIVE CAR BEDS**

**HIGH POINT, N.C.** – Cilek Kids’ Room, a leading Turkish juvenile furniture supplier, is making a significant strategic push into the U.S. market, opening warehouses in California and North Carolina, corporate offices and hiring a national sales force.

After dipping its toe in the water with temporary showroom space last year, the company has secured a permanent, 6,000-square-foot showroom in High Point at M-231 in the International Home Furnishings Center. Talha Cilek, president, sees the U.S. youth furnishings market as a prime growth segment for the company. To support and oversee the Cilek’s expansion, he has relocated to the United States with his family.

“Our products are fun, creative and designed to spark children’s imaginations,” Cilek said. “We see great opportunity here. With our warehouses in Riverside, Calif., and Lexington, N.C., Cilek will be able to meet all of the needs of our retail partners looking for a unique kids’ bedroom line that delights children while delivering the safety and storage features parents crave.”

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CILEK MAKES U.S. PUSH

PAGE 2-2-2-2

Backed up by a 212,000-square-meter lean manufacturing facility in Turkey, Cilek can produce 1,200 items daily ensuring adequate product flow into the U.S. retail market.

Cilek’s juvenile bedroom offerings in the United States include more than 100 SKUs across five different, whimsical lines. The company’s U.S. designs are perfect for children between the ages of 3 and 12.

Founded in 1995 in Turkey, Cilek has built a strong following in its home country with its famous GTI race car beds, thematic and functional children’s bedrooms and its smartdesks outfitted with Bluetooth connectivity, phone chargers and speakers.

“We’re looking to change the juvenile segment in the U.S. with our focus on kid-friendly and innovative designs” Cilek said. “Our growing office and warehouse presence gives us the ability to deliver our products in a timely manner for retailers looking for kids’ furniture that sparks the imagination and gives young people a space to call their own.”

Cilek Kids’ Room was founded in 1995 in Turkey. In 2015, Cilek USA Inc. was born to expand Cilek’s roots into the United States where president Talha Cilek sees great opportunity for growth. In 2004, the company started its Cilek Foundation to donate 10 percent of its net profit to under-privileged children in Turkey and neighboring countries. Cilek Kids’ Room boasts a world-renowned presence throughout 444 retail outlets across 66 countries, and employs 2,000 people worldwide.

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