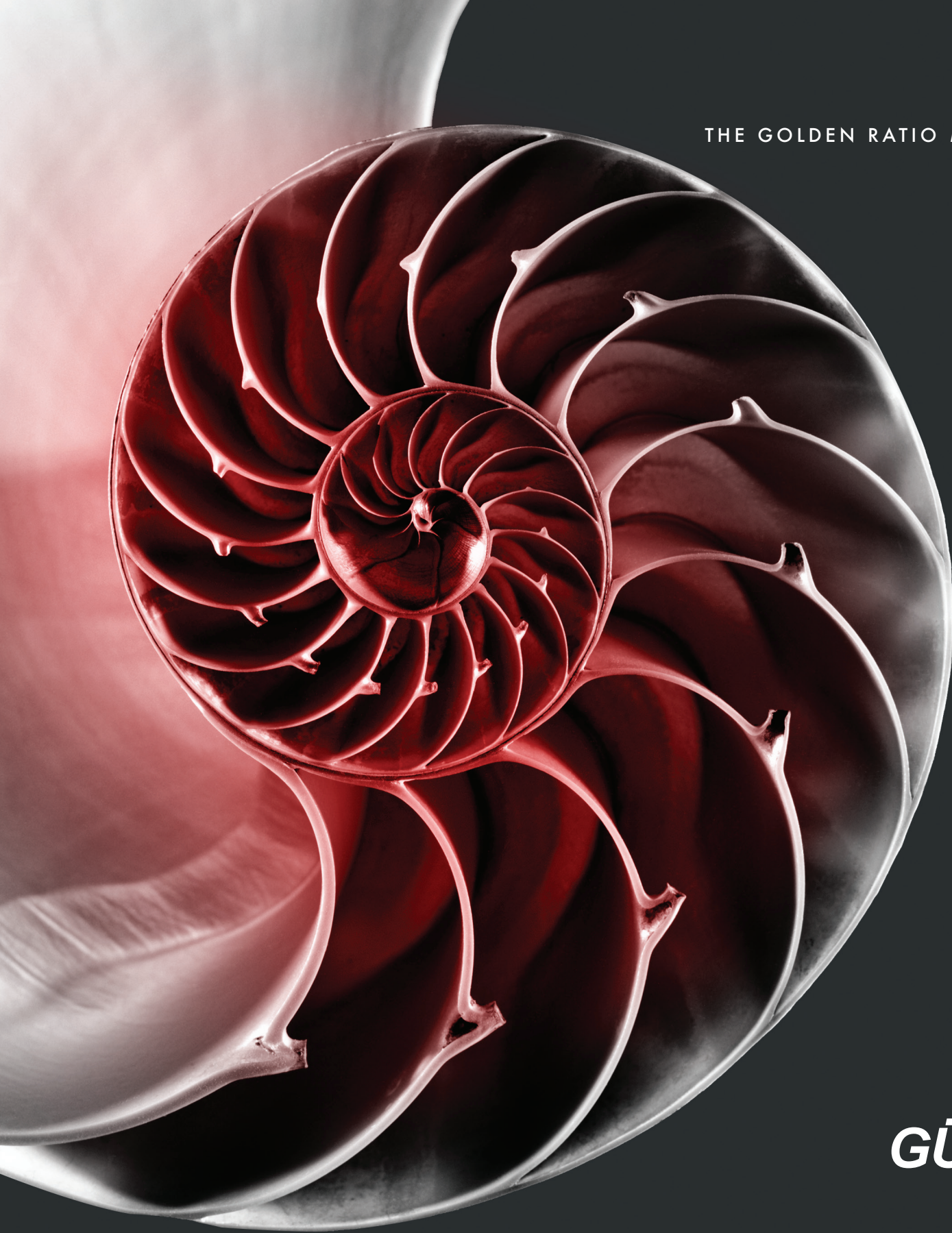


THE GOLDEN RATIO MANIFESTS ITSELF IN
DIFFERENT SHAPES...



GÜRELLER |

DISCOVER

INSPIRATIONAL LINE OF PERFECTION

ANKARA HEART OF THE COUNTRY, HEART OF THE QUALITY

Your love, your choices, your sharings, your fears and the joy filling your heart defines "YOU".



THOSE
RED LINES
ARE THE

ANKARA | TURAN GÜNEŞ



*V-ZUG, Ilve, Elica,
Novy, Miele, Siemens,
Smeg, WMF, Swisscave,
Kitchenaid, Falmec
and more...*

Your lines are drawn with
your smile, your gaze and
your colors.

You find out freedom with
blue, light with yellow, and
peace with green. But you
also have red. Those red
lines are the reflection of
you.

REFLECTION
OF
YOU

ANKARA | CAYYOLU



ABOUT US

GÜRELLER, was founded in 1956, and is the biggest distributor of the worlds most well-known and valuable brands of kitchen appliances more than 30 years.

GÜRELLER is the only distributor of the world's most well-known and luxurious brands of kitchen appliances as V-ZUG, Ilve, Elica, Novy and the dealer of Miele, Smeg, Siemens etc., and for more than 30 years has the highest sales volume in its sector in Türkiye.

GÜRELLER's showrooms are situated in significant locations in Türkiye. With its strong stock capacity, GÜRELLER has become the main distributor for many retailers.

More than 10,000 luxury lighting and home decoration pieces from Italy, Spain and Portugal are being displayed in GÜRELLER's 2,000 sqm showroom.

All products are imported directly from European manufacturers.

GÜRELLER's vision is formed by three ideas; leadership, innovation and excellency.

Since 1956, GÜRELLER offers trustworthy, environmental friendly and human-oriented solutions to the changing needs of its customers.

ISTANBUL HEART OF THE HISTORY, HEART OF THE LUXURY

*Experience the true meaning of **LUXURY**
HOME APPLIANCES that exemplify
extraordinary concepts ...*





*We look forward to
seeing you at our Levent showroom
to discover V-ZUG and
many more luxury domestic appliances.*

Our doors are now open Monday to Sunday.

LARGE HOME APPLIANCES

Enter a world of design and technology
with GÜRELLER: an exclusive collection
of high quality refrigerators, ovens, hobs
and domestic appliances.



elica

N O V Y



SIEMENS



falmec
Life inspired.



SWISS CAVE



PERFECTION THAT YOU CAN FEEL



Seamless Design

In recent years, the kitchen has become a space where people don't just cook, but live. So it's important to us that our appliances don't dominate the space, but fit in with the existing ambiance and kitchen architecture.

Our design standards

For us, design excellence is reflected in being pared back to the essentials, in intuitive operation and in the careful use of natural resources. This is what drives us to perfect the timeless aesthetics, user-friendliness and durability of our appliances down to the very last detail.



V-ZUG Harrogate, premium Swiss quality kitchen appliances designed to make your life easier whilst mixing in style and sustainability.

Timeless design and a cohesive streamlined, minimal

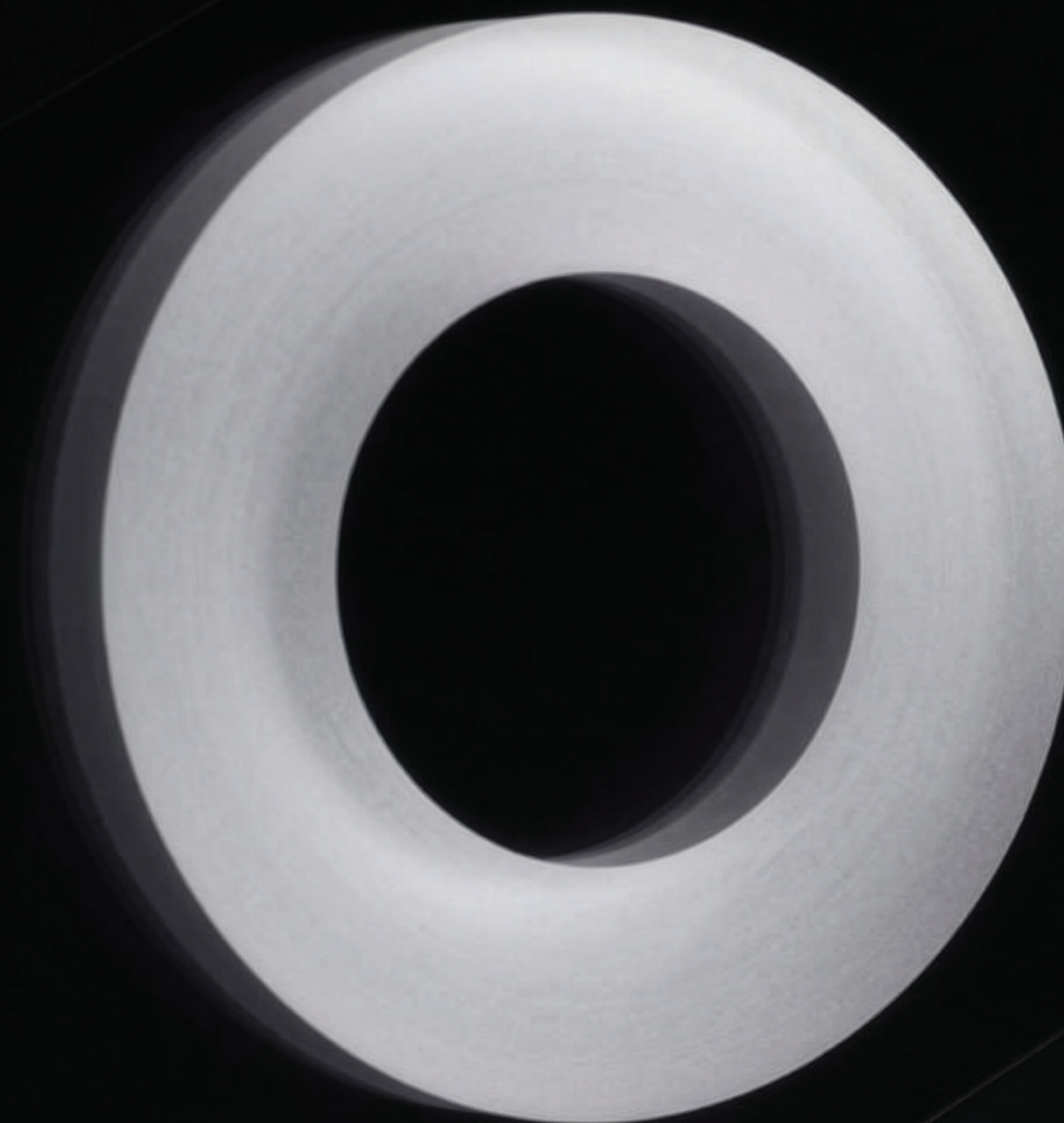
Excellence is the sum of every last detail.

Unbelievable precision, a distinctive yet sleek design, complex technology that's straightforward to use – now that's what we call magic. It comes about when all of the details are perfectly coordinated and excellence can be found in every last one.

aesthetic is combined with millimetre precision and master craftsmanship.

We invite you to step inside, and discover the world of V-ZUG.

For us, design excellence is reflected in being pared back to the essentials, in intuitive operation and in the careful use of natural resources. This is what drives us to perfect the timeless aesthetics, user-friendliness and durability of our appliances down to the very last detail.





BLACK, PLATINUM OR PEARL

New colours for even better integration

Our classic black mirror glass is now joined by the new, elegant Platinum version. This warmer tone is especially suitable for creating softer transitions in bright kitchens. Selected appliances with the highest convenience level are also available in the unique Pearl colour. The metallic champagne tone adds a unique touch to both bright and dark kitchens.



LIVE, COOK, LOVE



*The ovens:
grand size and
performance*

Any single or double combination oven you choose assures all the space you need, even when cooking large dishes.

*The taste of tradition,
with a modern twist*

A feeling that takes shape in the heart of the home, stemming from its roots, while seeking new balances between the past and the present. Nostalgie is the range of cooking systems that combines elegant retro aesthetic inspiration with cutting edge technologies: from induction hobs to blast chillers to sous vide cooking.



A tradition of the contemporary kitchen that continues over time.

It was during the fantastic 1960s that ILVE launched Panoramagic: the freestanding model that revolutionised the panorama of the domestic kitchen. Today, this tradition of Italian style

and technology continues to take charge and fascinate: in an updated form and with a full range of solutions to fit into any interior design.



elica

EXTRAORDINARY COOKING



*We always have
the best solution to
meet any demand*

The Elica product line encompasses both compact and large-sized models. We also offer downdraft and ceiling hoods, that offers a highly flexible install capability that allows multiple kitchen design configurations.

*The perfect hood
for everyone.*

At Elica, we believe that aesthetics, functions and technologies should be versatile and user-friendly, thus allowing anyone to enjoy their kitchen experience to the fullest, either when preparing a complex recipe or simply making coffee. Many are the elements that contribute to make this experience possible, among them the choice of a kitchen hood that is perhaps one of the most difficult appliances to choose! Our hoods can be wall, island, insert, undercabinet or downdraft.

elica



*Lhov.
The shape of
extraordinary*

LHOV is a hob, hood and oven in one single appliance: cooking has been reshaped. This product was born out of this desire, establishes a new category in household appliances. A true revolution making the best use of space in the home, a product that will reshape the cooking experience. Its name LHOV evokes three essential kitchen elements (Hob, Oven, Ventilation), but also the love that has led to combine them into one single, never-before-seen product, beyond even the most demanding customer's dreams. hobs to blast chillers to sous vide cooking.

ALL YOU NEED IS
LHOV

NOVY

YOUR KITCHEN'S SECRET INGREDIENT

*Novy Undercover.
The invisible induction hob*

The induction hob is invisibly integrated into the worktop. Only the subtle center points and LED indicators are visible. This sleek design effortlessly adds modern, timeless elegance to your kitchen.

The multifunctional worktop optimizes your kitchen space. Whether you're cooking, working or dining, it adapts effortlessly. The scratch- and stain-resistant Dekton surface makes cleaning easy.



NOVY

Power, silence and connectivity

We are the secret ingredient for your kitchen. The silent power of our experience is incorporated in everything we make. Our cooker hoods and hobs excel in silence and design minimalism, created to bring peace to the heart of

the kitchen. Powerful too, built with an eye for precision and perfection. And designed so that you can comfortably cook, thanks to smart technology that allows your kitchen appliances to communicate.





ALL YOU SEE IS CLARITY

BEST BRANDS IN CLASS PRODUCTS

*Güreller is proud to be a
trusted luxury brand
supplier.*

Miele

MIELE. IMMER BESSER.



*We do things
differently.
We do things
better.*



CRAFTSMANSHIP

SINCE 1899,
WE'VE NEVER BEEN SATISFIED
WITH THE BEST

For us, every ground-breaking innovation is more than a cause for celebration. It's a challenge to create something even better. That's why we craft our own parts, forge our own iron and even make the machines that make the machines. Because striving for perfection is in our DNA.

*We call it:
Immer besser.*

A modern laundry room with a large window, a round rug, and a Miele logo. The room features a large window with a view of green trees, a round rug on the floor, and a Miele logo in the top left corner. The laundry area is integrated into a wooden cabinet system with two front-loading machines. A woman is shown hanging laundry in a smaller inset image.

Miele



Proudly Building Appliances That Last

From our intensive testing and build quality, to the sustainability of our washing machines, Miele laundry appliances are an investment for your home – you'll save some serious money in the long-run.

Miele Washing Machines are ecological and consume only the amount of water and electricity needed for excellent cleaning and rinsing results.

And with Miele's exclusive honeycomb drum, which offers an exceptionally smooth surface, your laundry is delicately protected wash after wash. Enjoy the very best in performance while still being kind to your clothes.

REVOLUTIONIZE YOUR LAUNDRY EXPERIENCE

CRAFTED WITH QUIET EXCELLENCE

*Craftsmanship:
dedicated to excellence*

True creativity in the kitchen begins with freedom. Freedom to shape the space, to define rhythm, and to create moments that feel natural and unforced.

Crafted with care, intention and quiet excellence, this system reflects a refined understanding of material, proportion and detail. Every surface is considered, every element resolved — not to attract attention, but to express enduring quality.

Generous compositions allow the kitchen to adapt effortlessly to different ways of living, whether experienced as a single, continuous plane or as a carefully articulated architectural arrangement.





Designed for the Rituals of Living

A kitchen is more than a place to cook. It is where routines slow down, conversations unfold and moments are shared.

Integrated storage and wine solutions are designed to blend seamlessly into the architecture, preserving visual calm while elevating everyday rituals. Bottles are stored with care, always within reach, yet never disrupting the purity of the space.

This is an environment shaped for those who appreciate balance — between functionality and atmosphere, precision and comfort. A setting where design quietly supports the way life is lived.

CREATE YOUR
COHESIVE SURFACE





50s Style

True style icons, 50s Style appliances embody the glamour and rounded forms and colours synonymous with retro design.

Different Styles, Huge Range of Products

Smeg's extensive range of appliances, from built-in ovens & hobs through to dishwashers, cookers and fridges are all designed with performance and attention to detail in mind.





S M E G

DOLCE & GABBANA Blu Mediterraneo

A journey through the intensity of the Mediterranean sea: from the purity of white to the serene blue hues become the primary feature of the new range of small appliances from Smeg and Dolce&Gabbana.



DOLCE & GABBANA
smeg

Sicily is my Love

Dolce&Gabbana and Smeg join creative forces to create **Sicily is my Love**, a unique project **Made in Italy**. The small appliances collection produced by Smeg with the design of **Matteo Bazzicalupo** and **Raffaella Mangiarotti** (deepdesign) and an unmistakable **Dolce&Gabbana** touch.





SWISSCAVE



SIEMENS

Siemens

Home appliances engineered by Siemens guarantee sophisticated technology and design. Discover your new Siemens kitchen in Güreller showrooms.

Swisscave

Luxury wine cabinets with real capacity, stable dry climate, quiet operation and purist design. Developed together with collectors and winemakers — for perfect wine storage, daily enjoyment and long-term maturation.

Falmec Life Inspired

The best kitchens in the world have a new, intriguing and positive atmosphere, and it is all thanks to Falmec.

falmec
Life inspired.



SMALL HOME APPLIANCES

A complete range of premium major and small appliances to achieve professional results in your kitchen.



Big Green Egg



DEXART



WMF

staub
France



KitchenAid®



KitchenAid®

Explore the possibilities of making

From the iconic stand mixer to blenders, espresso machines, grain & rice cookers and an entire suite of cordless appliances, there's so many possibilities awaiting you.



Grill

To create a unique grill experience the GrillTastic® GR3495 has a real heating plate which covers the entire surface of the grilling plate.

QUALITY&DESIGN

COOK AND KITCHENWARE

The legacy of BergHOFF

Immerse yourself in the legacy of BergHOFF, where every kitchenware item is not just a tool, but a timeless symbol of culinary craftsmanship.



BergHOFF®

LAURASTAR
SWISS TECHNOLOGY | DESIGN



Dualit®



KUHN
RIKON
SWITZERLAND



Joseph
Joseph





ANKARSRUM

ZWILLING



What You Cook on Matters

Greenpan® revolutionized the cookware industry with PFAS-free ceramic nonstick, stunning designs, and innovative technology.



THE ORIGINAL GREEN PAN



Emile Henry FRANCE



NORDIC WARE SINCE 1946

Berndes



Miele

The Right Vacuum Cleaner for Your Home

We offer vacuum models for every type of household, regardless of size and flooring, with options to further personalize your vacuum based on your individual needs. Whether you need specific tools for pet hair, best-in-class HEPA filtration, or something small yet powerful...Miele has a solution for you.



Quality Time at Home

With OneTouch for Two for the ultimate in coffee enjoyment. Enjoy maximum protection with our Miele Extended Warranty. You can extend the warranty period for your appliance to up to 10 years.

**MADE IN
ITALY
ART
GLASS &
LIGHTING**



SERIP

Creates Sculptures Inspired by Nature

One of the great advantages of craftsmanship is the possibility of customization, a fact that gives the client the chance to make his project unique and custom-made. For Serip brand, it is very important that the customer feels that his product is exclusive, tailor-made, and filled with passion, giving to the illumination or other bespoke pieces a unique space in an interior design project, allowing it to be incorporated into the layout. In a present world mainly focused on symmetry, standard, and monotony - as a result of the industrial and mechanic production - Serip responds with

concepts such as difference, unevenness, uniqueness, and contrast, like nature's powerful distinguished elements. Serip's passion for organic forms and the search for design innovation provides a unique point of view in today's massified decoration market. Every produced piece is a singular and unique work of art, due to the almost entire absence of mechanic elements in the production process. Offering to a room the uniqueness, the exclusivity that every single design deserves.



PATRIZIA GARGANTI

*Luxury Lighting Design
Made in Italy*



GÜRELLER |

SHOW ROOMS

ANKARA | CAYYOLU



ANKARA | BEYTEPE

GÜRELLER



Miele





ANKARA | TURAN GÜNEŞ

AT GÜRELLER SHOWROOMS

Discover the Excellence

Inspirational products that are a joy to use and beautiful to look at.

GÜRELLER'S RED LINES ARE NOW IN ISTANBUL



ISTANBUL | LEVENT



GÜRELLER SHOWROOM IS NOW IN İZMİR

AT GURELLER SHOWROOMS

*Where Design Meets
Elegance*

Carefully curated pieces that combine beauty,
comfort, and functionality.

İZMİR | KONAK

ANKARA | PANORA GÜRELLER



ANKARA | KENTPARK



ANKARA | PANORA MIELE



ANKARA | ARMADA SIEMENS

GÜRELLER |

SERVICE CENTER





EXCELLENCE IN TECHNICAL SERVICES

Güreller provides high-quality, professional service solutions with a strong focus on reliability, technical expertise, and customer satisfaction. Service support is available at the Güreller Beytepe.



NATURAL
ELEGANCE
IN YOUR
KITCHEN



GÜRELLER

ANKARA	-	TURAN GÜNEŞ ÇAYYOLU BEYTEPE PANORA ARMADA KENTPARK
İSTANBUL	-	LEVENT KALAMIŞ
İZMİR	-	KONAK

"SELF-BELIEF
AND HARD WORK
WILL ALWAYS EARN
YOU SUCCESS."

GÜRELLER |

GURELLER.COM.TR

 GURELLER.OFFICIAL