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# Before we put the quality of detail

Going on its business life with the name of Nil Textil, our firm has been trading on whole-sale curtain, tulle and home textile accessories with the experience of 22 years. Our firm has been doing business mainly with the sector firms in Russia and Russian Federation states. In parallel with both the economical growth of Turkey by the recent years and the change and the tendency of growing out policies in the world; we have included African and Middle East Countries in our sales and marketing net. In accordance with our new sales and marketing strategy, our firm has taken out a map of requirements of those regions by attending the home textile fairs there; and has taken a good place with its rich collections prepared considering those requirement criterias.

With our leading and innovative role, we aim at providing the best customer satisfaction by supplying our customers fabric and accesories produced in the modern factories with high quality standards. All these products have colours and desings suitable with modern and classical pleasures of our day. Since the fifth year of its establishment, with its experince in the sector, Nil Textile has given its concentration on preparing collections, and in order to supply relatively less demands "cutting" system has also been put in service.

Our collections have been classified under 5 names as: Exellent, City Style, House Beautiful, Eternity and Nil. Also we have printed product collection named "Eternity Print" and accessories and string curtain collection named "House Beautiful Celebrity". All our collection are consisting of basic, armur, jakard, embroderier, print, burn out fabric and various colours of the m .

Especially considering that our customers are doing business in same cities and stores near eachother, we tried to have much more collections so that our customers can sell in a rich variety of products and colours without going in an unneccessary competition. In order to provide our customers a faster and quality service, we have show-rooms and stores in Kiev and Moscow. By this way we are able to supply the whole-sale demands and lesser orders by "cutting" system. By using the communication technologies of today, we are taking our customers recomendations and complaints and producing possible solutions immediately.

In order to keep our collections in accordance with the fashion trends of the day, and to make them populer for the customers, every year we omit 15-20 designs which are out of fashion or not selling well enough and we add new designs by informing our customers at least 2 months ago. In this way, our present collections are constantly renewed, and so they are always in fashion. We beleive that we will help our dealers to gain new customers each day with our design and accessory updatings.





the colour of life...











a little

touch, the beginning of  
a great emotion.















patterns in the way our souls

















Housebeautiful  
homefashions

eternity<sup>®</sup>  
homefashions

EXCELLENT<sup>®</sup>

City Style