

WEELYWALLY.



www.weelywally.com
**Finest quality
for our little
babies.**



the story of our collection.

It is an indispensable feeling that we want to be differentiated in our life, which is becoming identical almost in all areas. One of the major places where we can nurture this feeling is our living spaces. While creating our living spaces, we design with manners that reflect ourselves and touch our nerve endings. We would like a detail that reflects us in every corner. We want our little friends, with whom we share not only a part of our living spaces but also most of our hearts, to have this privileged elegance just like us. With this emotion, we present our collection, inspired by the iconic epic cities of the world, to the loving world of our little friends.

Weelywally's Story.

Designed by an artist & constructed by an industrial engineer, Weelywally brings you the highest quality products, for you and your pets.

Comfort, sustainable materials, and a unique aesthetic that any interior designer would be envious of define the Weelywally collection. This humanification of pet furniture is something that is unrivaled in the market.

Originally opened as a DTC brand, Weelywally realized success quickly in the European market and is now ready to expand into North America.

Wild Coast Services Promise.

Wild Coast Services was chosen to exclusively represent Weelywally in the North American Market.

We promise to match the production quality of Weelywally through our customer first mentality, reliable supply chain, and marketing strategy.

On behalf of Weelywally, we welcome you to see our collection of pet furniture and come with us as we expand our product categories in the coming years.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



INTERIOR VIEW.



sydney.

Inspired by the future.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



sydney.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.

Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests

Cushion: Recycled cotton woven fabrics of British origin.

The inside is washable with long life ball fiber filling.

Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.

Mounting elements: All mounting parts are perfectly matched. It can be easily installed with a single mounting switch supplied.

DESIGN:

Every corner and edge of the Sydney sleeping home is softened to prevent damage to your baby from bumps or rubbing. Ventilation holes are used to support air circulation, which allows your baby to breathe quality while sleeping. Light and strong alloys are used for easy transport. There is also a handle detail on the top for carrying with one hand.

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**"Fully personalized design.
But this time, our persons are a little different."**

ONURHAN DEMİR.
FOUNDER OF WEELYWALLY.





INTERIOR VIEW.



wien.

The warmth of wood.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



wien.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.
Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests.
Cushion: Recycled cotton woven fabrics of British origin. The inside is washable with long life ball fiber filling.
Fabric: Recycled first quality British cotton.

DESIGN:

Every corner and edge of the Wien sleeping home is softened to prevent damage to your baby from bumps or rubbing. Ventilation holes are used to support air circulation, which allows your baby to breathe quality while sleeping. Light and strong alloys are used for easy transport.



"We wanted to make the weelywally products look cute, unique and sophisticated."

BATUHAN GÜÇLÜ
INDUSTRIAL DESIGNER OF WEELYWALLY.



WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



INTERIOR VIEW.



volendam.

Timeless, iconic.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



volendam.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.

Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests

Cushion: Recycled cotton woven fabrics of British origin. The inside is washable with long life ball fiber filling.

Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.

Mounting elements: All mounting parts are perfectly matched. It can be easily installed with a single mounting switch supplied.

DESIGN:

Every corner and edge of the Volendam sleeping home is softened to prevent damage to your baby from bumps or rubbing. Ventilation holes are used to support air circulation, which allows your baby to breathe quality while sleeping. Light and strong alloys are used for easy transport.

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"Wellywally products are born of the work of many talented people."

ONURHAN DEMİR.
FOUNDER OF WEELYWALLY.



WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



INTERIOR VIEW.



oslo.
Timeless, iconic.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



oslo.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.

Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests

Cushion: Recycled cotton woven fabrics of British origin. The inside is washable with long life ball fiber filling.

Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.

Mounting elements: All mounting parts are perfectly matched. It can be easily installed with a single mounting switch supplied.

DESIGN:

Every corner and edge of the Oslo sleeping home is softened to prevent damage to your baby from bumps or rubbing. Ventilation holes are used to support air circulation, which allows your baby to breathe quality while sleeping. Light and strong alloys are used for easy transport. There is also a handle detail on the top for carrying with one hand.

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"Unique. This is how I can describe the Weelywally products."

KÖKSAL ATİK
MARKETING MANAGER OF WEELYWALLY.





INTERIOR VIEW.



odense.

Timeless, iconic.

WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



odense.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.

Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests

Cushion: Recycled cotton woven fabrics of British origin. The inside is washable with long life ball fiber filling.

Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.

Mounting elements: All mounting parts are perfectly matched. It can be easily installed with a single mounting switch supplied.

DESIGN:

Every corner and edge of the Odense sleeping couch is softened to prevent damage to your baby from bumps or rubbing. Light and strong alloys are used for easy transport. There is also a handle detail on the top for carrying with one hand.

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"We are using % 100 cotton fabrics in our products. Because we care about their health."

HANDAN ÜSTÜNDAĞ.
TEXTILE DESIGNER OF WEELYWALLY.



WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



montreal.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.

Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests

Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.

Mounting elements: No assembly required.

DESIGN:

Every corner and edge of the Montreal sleeping bed is softened to prevent damage to your baby from bumps or rubbing. Light and strong alloys are used for easy transport.



"Simplicity is the ultimate sophistication."

LEONARDO DA VINCI



WEELYWALLY.
FINEST QUALITY FOR OUR LITTLE BABIES.



toscana.

PRODUCT DETAILS.

COMPONENTS:

Aluminium: 2mm thick, ASTM International (American Society for Testing and Materials) specified, fully recyclable material.
Wooden: Plywood made of beech 18 mm long lasting, chemical-free odorless material treated against wood pests
Paint: GSB Master, Qualicoat - Class 2, WRAS, ISO 9001 certified, non-volatile chemicals (VOC) that do not generate any waste during production and consumption and thus do not cause air and water pollution.
Bowls: Purely handmade, ceramics and paints used are suitable for eating and drinking.

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"We wanted to make a unique difference."

ONURHAN DEMİR.
FOUNDER OF WEELYWALLY.





supply chain summary.

All of our pet furniture products are manufactured in Turkey. The products have been designed with shipping in mind, both in bulk and to the consumer. We limit the amount of shipping materials needed and are flat packed to limit logistics costs. These cost savings are passed on to our retailer customers, maximizing profitability.

Wild Coast Services specializes in partnering with some of the best freight forwarders and last mile shipping companies around the world. We can deliver products to you using your own shipping instructions or we'll take care of the hassle on your behalf. Our Lead Time on products is 3 months from purchase order to your DC/Store.

material details.



WOODEN PIECES DETAILS

MATERIAL

Birch plywood veneer with surface natural oak .
Finishing with danish oil to protect wood from stains.

DANISH OIL SPECIFICATIONS

Quick drying, odorless and no harm to health.
Even suitable for contact with food.
Protects the natural looking of wood.



ALUMINUM PIECES DETAILS

MATERIAL

2 mm aluminum sheets covered with static painting

STATIC PAINTING SPECIFICATIONS

Odorless and smooth surfaces.
No harm to health .
Not easily scratched.

material details.



TEXTILE PIECES DETAILS

MATERIAL

All the weelywally's textile parts are %100 cottons.
Using the first quality fiber balls in the cushions.



CERAMIC BOWLS DETAILS

MATERIAL

All of our ceramic bowls are handmade and
Made of materials suitable for food contact.



strategy & milestones

- 1 Introducing this Brand to the North American Market
 - 2 Building a stronger brand presence thru marketing & social media
 - 3 Launching new products & innovating existing ones
 - 4 Scaling manufacturing up to pass-thru cost savings our retail partners increasing their rofitability
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product pricing.

All Weelywally products use a 2.2 Markup ensuring you a gross **margin of 55%** before any trade discounts. Along with competitive pricing we feel this gives both the wholesaler and the customer great value for the price.

PRODUCT	WHOLESALE PRICE	MSRP
sydney.	\$181	\$399
wien.	\$177	\$389
volendam.	\$181	\$399
oslo.	\$227	\$499
montreal.	\$118	\$259
odense.	\$181	\$399
toscana.	\$59	\$129





As the Exclusive distributor of Weelywally in North America, Wild Coast Services is committed to serving our wholesale partners. This means not only will we provide an account manager dedicated to servicing your account, but we will also be an operational resource to ensure full compliance with your logistics, financial, sales, and merchandising requirements.

As we build the market in North America, all products are currently made to order. However, we are ready to build production capacity alongside our retailer partners. For us to be successful, you need to be successful, this is how we approach all of our relationships and look forward to working with you!



WHAT DID THEY SAY ABOUT US ?

VOGUE
BRITISH



VOGUE FEB 21



WEELYWALLY / Furniture Collection
Spoil your little fury bables with a couple of comfy spaces curated especially for them to just chill out. Weelywally, a young pet furniture brand, created by the award-winning designer Onurhan Demir, consists of a selection of little houses and beddings. With a Nordic style philosophy, these pieces will complement interior designs with their simple, unique and timeless aesthetic.

www.weelywally.com / [Instagram/weelywally](https://www.instagram.com/weelywally)

GALLERY / FOREVER YOURS



Medium



BEST PET PRODUCTS OF 2019 HAVE MADE SO MANY IMPROVEMENTS TO OUR LIVES

123 Design Follow
Jan 6 · 4 min read

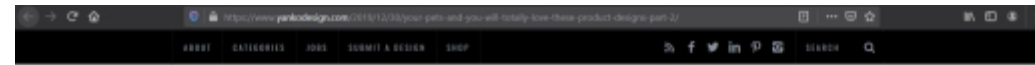


Product designer Onurhan Demir produced an accumulation of premium pet furniture, known as Weelywally. And also the small pet houses are a complete crowd pleaser! Mixing cloth, metal, and wood, the small houses really are a fresh vary from the boring old pet homes! Using wooden rods along with a slatted structure, all these pet homes can be simply dismantled for flat storage.

WHAT DID THEY SAY ABOUT US ?



YD
YANKO DESIGN



YD
YANKO DESIGN

PRODUCT DESIGN / TECHNOLOGY / AUTOMOTIVE / ARCHITECTURE / BEALS / RANDOM / SUBMIT / NEWSLETTER

YOUR PETS AND YOU WILL TOTALLY LOVE THESE PRODUCT DESIGNS: PART 2

BY SHIRLEY WICK / 10/28/2019



Product designer Ouarhan Demir created a collection of premium pet furniture, called *Woolyally*. And the mini pet houses are an absolute crowd pleaser! Combining cloth, metal, and wood, the mini houses are a fresh change from the boring old pet homes! Using wooden rods and a slatted structure, each of these pet homes can be easily dismantled for flat storage.

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YD
YANKO DESIGN

PRODUCT DESIGN / TECHNOLOGY / AUTOMOTIVE / ARCHITECTURE / BEALS / RANDOM / SUBMIT / NEWSLETTER

MINIMALISTIC STYLE MEETS COMFORT IN THESE PET-FRIENDLY FURNITURE DESIGNS!

BY SHIRLEY WICK / 10/28/2019



No matter how rough a day you or your pet are having, just entering back home to your beloved pet is sure to brighten up the remainder of your day! And what keeps your pet happy and cozy? That's right, a couple of comfy spaces created especially for them to just chill out and have a ball. Product designer Ouarhan Demir has created a collection of premium furniture items for your furry babies, called *Woolyally*. *Woolyally* consists of a selection of minimal wooden pieces with a metal or fabric patterned detail for your pets, ranging from little houses to an elevated feeder! Though they all maintain different functionalities, they share a very simple yet modern appeal. With an almost Japanese style philosophy, these pieces will complement any home with their organic and modern aesthetic. Created from natural wood, coated with pet-friendly varnish, and using 100% cotton the entire collection is completely safe for your furry babies, and devoid of any sharp edges for them to hurt themselves with!

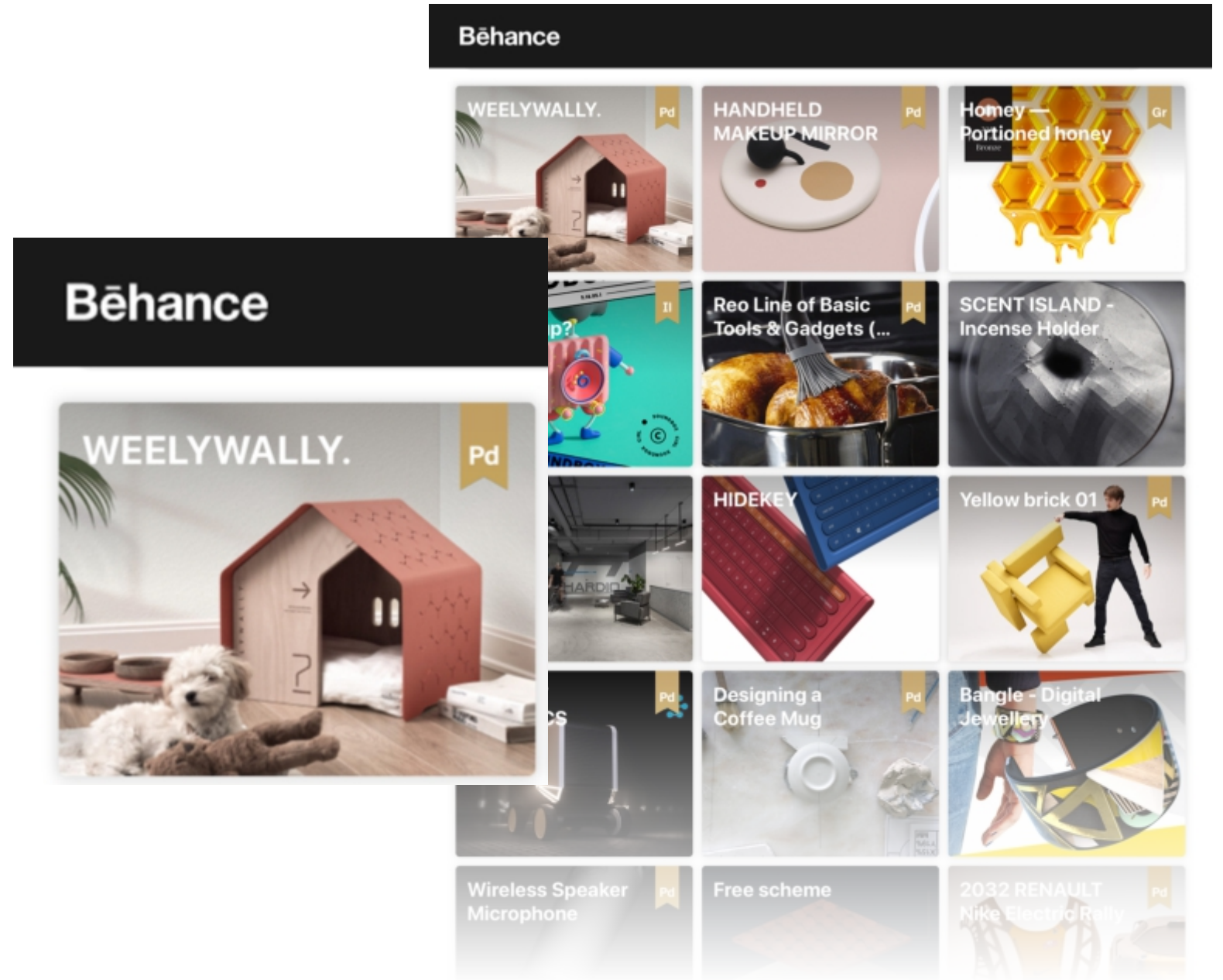
Designer: Ouarhan Demir of *Woolyally*



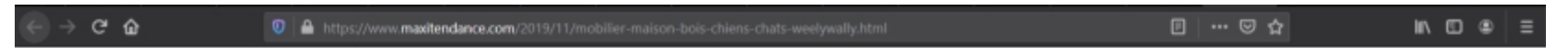
One of my favorites in *YD*! A handy side table that can accommodate books, lamps, magazines, and all your little, while functioning as a little resting space for your pet. The house-shaped covering provides a comfy entrance for your pet, allowing them to snuggle up in *Ode* with a couple of fluffy pillows. A perfect cozy nook is guaranteed!



Bēhance™



WHAT DID THEY SAY ABOUT US ?



Accueil » WeelyWally, Maisons pour Chats et Chiens au Design Cosy

DESIGN

WeelyWally, Maisons pour Chats et Chiens au Design Cosy

By Nat - 20/11/2019



Le designer turc Onurhan Demir du studio Weelywally vient de créer une collection pour chats et chiens de mobilier en bois au design minimaliste et cosy.

ARTICLES POPULAIRES



Zara TRF Femmes un Ete aux Couleurs Eclatantes et Ensoleillées



Le Coronavirus Vide les Rues de Shangai par Nicoco



Robert Bosch Dessine d'un seul Trait de

contemporist

The screenshot shows a web browser window with the URL <https://www.contemporist.com/weelywally/>. The page features the 'contemporist' logo in the top left and a navigation menu in the top right with categories: 'architecture • interiors • design • art • travel'. The main article title is 'WeelyWally Has Created A Line Of Modern Pet Furniture Including Houses And A Couch', dated 'November 19, 2019'. The article includes two images: the first shows a grey, house-shaped pet house with a cat inside, and the second shows a grey cat standing on a white pet couch. The text below the images reads: 'Designer Onurhan Demir of WeelyWally has created a collection of modern pet furniture that can be enjoyed by both cats and dogs. The collection includes a series of differently designed houses with names like Wien, Phuket, Sydney, and Olso.'



The screenshot shows a website layout for 'design-inspiration.net'. At the top left is the site's logo. The navigation menu includes 'News', 'Inspire Me', 'About', 'Categories', and 'Submit'. On the right side of the header, there are search and menu icons. A vertical sidebar on the left contains social media icons for Facebook, Twitter, YouTube, Pinterest, LinkedIn, WhatsApp, and Email. The main content area features a large image of a wooden pet house with a dog inside, a wooden feeding station, and a stack of books. Below the image is a breadcrumb trail: 'Design Inspiration - Industrial design / product design blog > Furniture Design > ONURHAN DEMIR - WEELYWALLY - premium furnitures for animals'. The article title is 'ONURHAN DEMIR - furnitures for animals', dated '04/05/2020'. The text describes the 'weelywally' as premium furniture for animals, made from specially treated natural wood with softened edges and corners, and also mentions it is made from stainless, lightweight aluminium with electrostatic painting. A small inset image shows a close-up of a white perforated metal component.

for sales inquiries contact:
sales@wildcoastservices.com

Follow us.



www.weelywally.com