



# FURNITURE FURNISHING EQUIPMENT Profile

A subsidiary of Al Sabah General Electric Ltd., Kuwait

Join us as we work towards a more sustainable  
future, one piece of furniture at a time.



# Solutions

Established to provide valuable Furniture, Furnishing, and Equipment products and solutions to clients, including Hospitality, Office Spaces, Educational Facilities, Healthcare & Residential sectors.

We believe in mutual trustworthy, long-lasting relationships and have carefully selected our solutions to address both Quality and Budgetary Requirements.



# Services

Our team comprises senior and professional FF&E specialists in business, design, estimation, and project management to help clients streamline, procure and secure their assets.

We:

Study client area needs and wants,

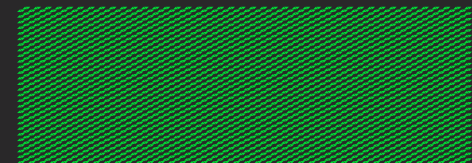
Propose clear and visual presentations,

Engage in estimation and budgeting,

Offer procurement services,

Execute installation of approved orders,

Facilitate after-sales services.





# Our Philosophy

An investment in the quality of the space will pay more than building the room itself.

A well-thought-of space will bring prosperity to the property owner and nurture a delightful presence in the room.

We are committed to this philosophy and closely collaborate with our local and international partners to meet the best possible outcome for our clients.



# Major Brands in partnership

- VS™ Furniture, Germany - a full range of education, healthcare, and office furniture
- ALEA OFFICE™ , Italy - office desks, workstations & meeting /other tables
- Arteco™ , Italy - office desks, workstations & meeting /other tables
- Diemme™, Italy - office, hospitality lounge furniture
- Haima™ Carpets, China- Axminster, wire Wilton woven, Wilton, Carpet tile, Printed, Piece-dye Tufted and Hand-Knotted carpets
- Foshan Yonso™ , China- Contract furniture – Office, Residential, Hospitality, Education
- Suminoe™ , Japan - carpets & LVT –luxury vinyl tiles
- Belgotex SA & Balsan™, France- carpets & LVT –luxury vinyl tiles
- Belka™, Turkey - astounding wall paint designs

# Projects Background of Our Team

Mr. Farrukh & his Team have a consistent track record of specifying and winning significant projects during the last 17 years, including:

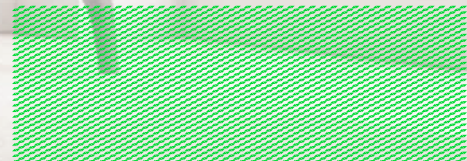
1. PAAET College of Basic Education Girls campus 2009: Interface carpet KWD 112 k
2. KUFPEC HQ Chairs 2010: Steelcase KWD 110 k
3. Kuwait National Library new Bldg. 2011: Interface carpet KWD 120 k (+ Mosque Carpet)
4. Sheikh Jaber Hospital Kuwait 2012: Steelcase furniture KWD 2.5 million
5. Central Bank of Kuwait new HQ 2013: Interface carpet KWD 250k (+ Auditorium broadloom carpet).
6. Ministry of Education new HQ 2014: Nucraft meeting tables KWD 148 k
7. KUCP College of Art & Education 2014: Lamm auditorium seats KWD 197 k
8. Capital Markets Authority & KCCI seating 2015: Herman Miller KWD 61k
9. New KOC Ahmadi Hospital FF&E 2015: HNI & Kimball hospitality. KWD 1.2 million
10. KOC new Al Tameer FF&E 2016: Herman Miller KWD 2.5 million project specification & management
11. Kuwait Chamber of Commerce & Industry Annexe Building FF&E 2017: complete package Herman Miller & others. KWD 115k
12. KNPC Workstations restructuring 2017: Herman Miller. KWD 20k
13. Burj Al Shaya seating 2017 indirectly through Herman Miller. KWD 1 million
14. Schlumberger new floor @ Al Hamra tower 2018: Herman Miller & others. KWD 150k
15. Saudia Sharq Office furniture 2019 KWD 11k



# Projects Background of Our Team

Mr. Farrukh & his Team have a consistent track record of specifying and winning major projects during the last 17 years, including:

16. Alghanim Cars showroom Ahmadi Furniture 2019 KWD 13k
17. Ministry of Defense Kuwait Fit Out & Sunon China Furniture 2021 KWD 7 k.
18. KAFCO Window blinds & kitchen setup 2022.
19. Alghanim Intl. Contractors Meeting Room Carpet 2022.
20. T1 Airport MOC Office Laminate Flooring 2023.
21. Jumeirah Messilah Beach Hotel & Spa Ballroom - Meeting Rooms – Foyers – Corridors Axminster Carpet Design & Procurement 2023.
22. GTC PIFSS Data Center Raised Floor Design 2023.



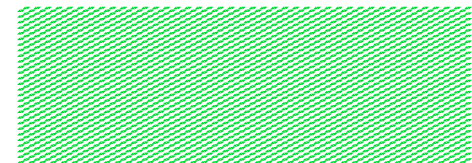


## We Care About Education.

United in the conviction that environment is our children's third teacher, we can begin anew a vital mission: designing today's schools for tomorrow's world.

### Education, Healthcare, and Office Furniture

As a full-service supplier VS Vereinigte Spezialmöbelfabriken covers the school sector and the office living and working space with intelligent furniture and integrative solutions.







VS Vereinigte Spezialmöbelfabriken GmbH & Co. KG  
Hochhäuser Str. 8 / D-97941 Tauberbischofsheim

## Education, Healthcare, and Office Furniture

Working does not mean to be sitting all the time. In a large open-plan area, fixed workstations are usually placed in double or four-block arrangements for space optimization. From an ergonomic point of view, it is sensible to have infinite electric height adjustment that enables easy and constant switching from sitting to standing height tables. Monitor swivel arms facilitate individualized adaptation. Screens serve as a visual and acoustic division for two-person workstations.

**Privacy for personal conversations.**

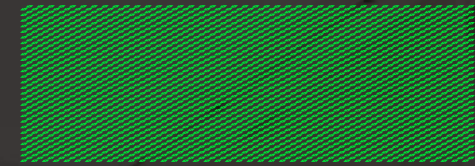




Since 1973, Alea has been an office furniture company specializing in design contract solutions.

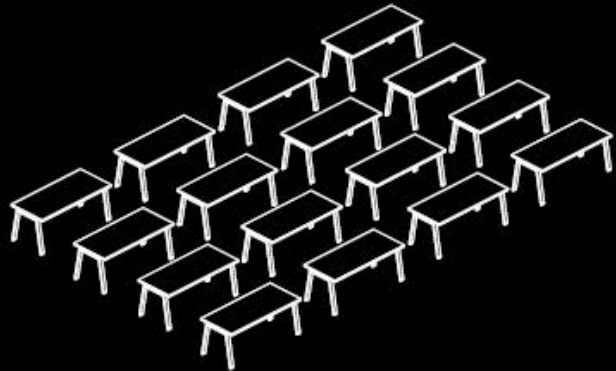
Alea Office comprises several departments in one Global Headquarters close to Pordenone in Northern Italy. Alea Office has a North American HQ in Miami, Florida, showrooms in Italy, Paris, and London, and many dealer-supported showrooms worldwide.

In more than 90 countries, there is a presence.





we manage  
**LARGE  
SCALE**  
projects  
as well as  
small orders



operations  
are set on  
**JUST  
IN TIME**  
basis

**WHAT  
WE  
DO**  
alea

We are **Italian industrial artisans** who design & build a wide range of contract furniture offerings. **Complete custom capability to standard offerings.** We design, engineer & manufacture cost conscious, midmarket to high end furniture solutions. **We truly help our clients enhance their brand essence and build healthy work environments.** It's all about our people, this is what makes us who we are, makes the difference to our clients each & every day.

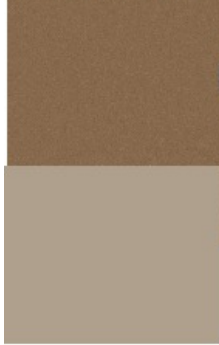
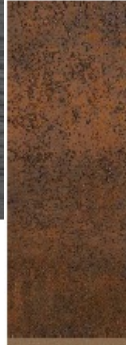
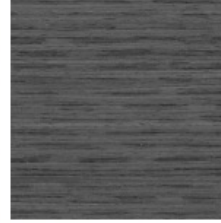
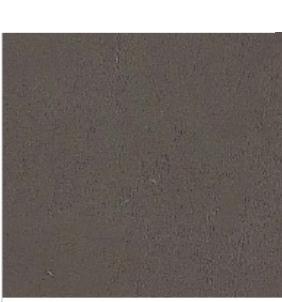


alea

QUALITY  
PRODUCTS  
+ A WORLD OF  
CHOICES



10 years  
warranty








# SALES INFORMATION

alea

Our production time is **3 to 5 weeks** from order entry. We handle small & add-on orders with the same care & attention given to larger projects. The continued success of our company is attributed to **qualities of the products** themselves in addition to the **superior customer service** we provide before & after the sale. **We have a multi-lingual in-house design team that creates furniture specifications based on the client needs**, & then submits the orders directly to the plant. Our turn around with **offers & drawings** is usually **less than 48 hours**.



A hand is shown holding a globe of the Earth. The background is a faded, grayscale map of a city, likely New York City, with street names and building outlines visible. The globe is the central focus, and the hand is positioned at the bottom, supporting it from underneath.

MAIN EXPORT DESTINATIONS:  
**EUROPE, USA, MIDDLE EAST,  
RUSSIA, LATIN AMERICA.** EXPORTS  
REPRESENT ABOUT **95%** OF TOTAL  
SALES VOLUME.

**WE ARE EXPORT EXPERTS.**

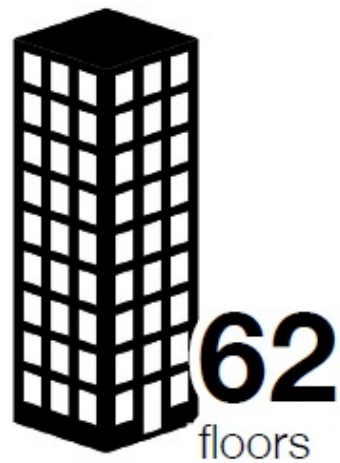
**alea**





custom made project  
in Abu Dhabi

**ADNOC**



**62**  
floors

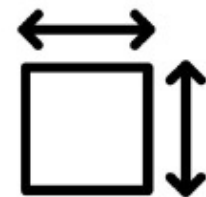
Created by Brad Avison  
from the Noun Project



**35.000**  
Furniture  
boxes



**2.000 m<sup>3</sup>**  
CARB 2



**200.000**  
Wood veneer  
square meters



**24.000**  
locks and  
cylinders



**100.000**  
screws

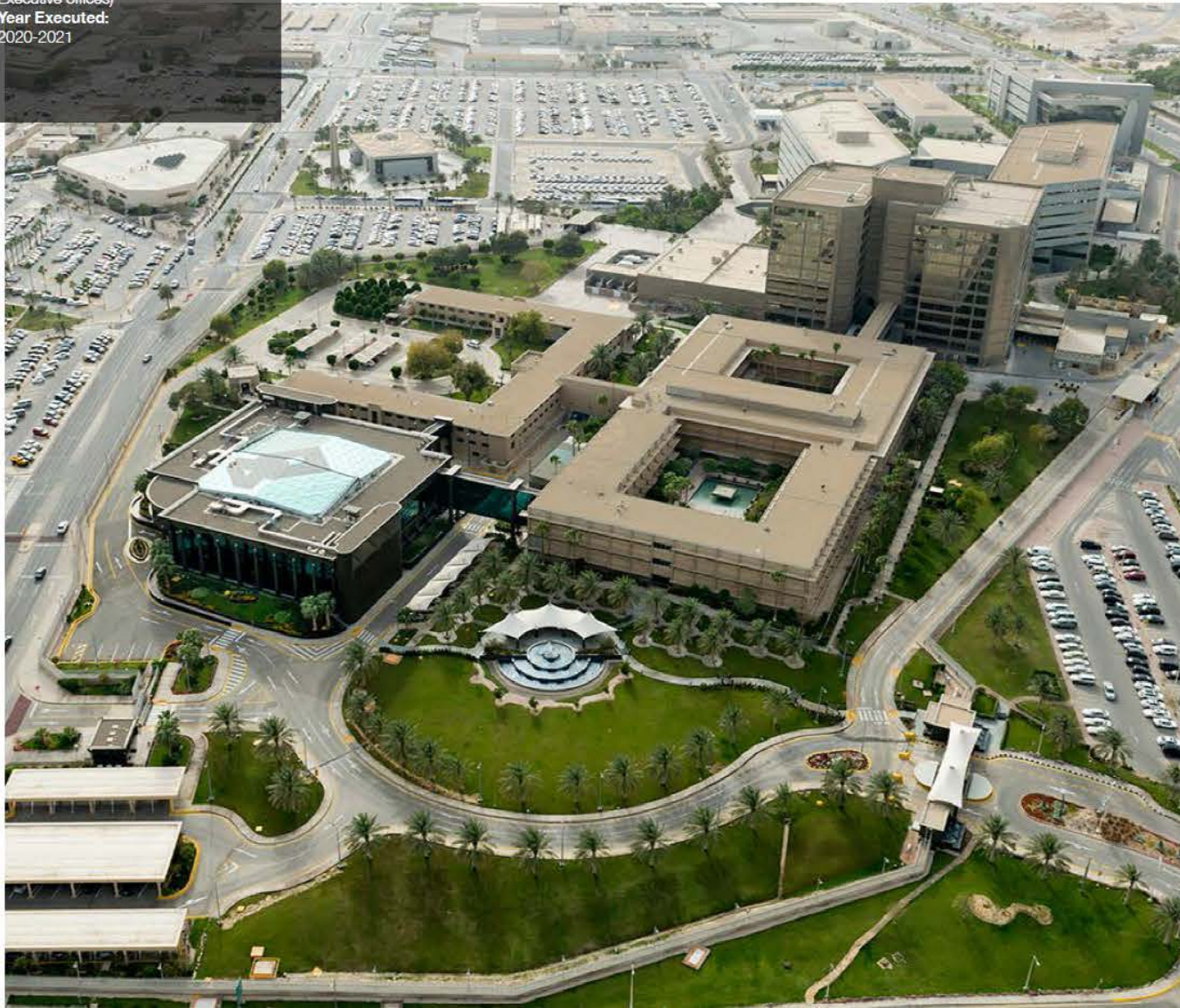


**80 km**  
extruded  
aluminium





**Project Name:**  
ARAMCO Saudi  
**Scope of Work:**  
FF&E Package - Supply & Installation  
of Wooden Furniture (several  
Executive offices)  
**Year Executed:**  
2020-2021



project  
in Al-Khobar

**ARAMCO**



## Bahrain

TRA - TELE COMMUNICATION REGULATORY AUTHORITY  
GULF HOUSE ENGINEERING  
MOSD MINISTRY SOCIAL DEVELOPMENT  
KFH Kuwait Financial House

## Dubai

EMIRATES DIPLOMATIC ACADEMY  
VELOQX  
DAEP  
DUBAI POLICE HEAD QUARTERS  
DUBAI POLICE / STATE SECURITY  
EMIRATES ISLAMIC BANK  
CLYDE & CO  
ALPHADATA

## Kuwait

KAZMA CAMP  
MINISTRY OF TRADING AND INDUSTRIAL  
KCB KUWAIT CREDIT BANK  
AL HABSHI CONSULTANTS  
WARBA BANK - VARIOUS BRANCHES  
COAE COLLEGE OF ARTS  
PAAET UNIVERSITY KUWAIT  
NATO Istanbul Cooperation Initiative (ICI) Regional Centre

## Jordan

HIKMA  
ZALATIMO INDUSTRIES  
EAGLE HILLS DEVELOPMENT HQ  
AJIB BANK

# REFERENCE

## Abu Dhabi

BOROUGE  
RULERS REPRESENTATIVE COURT  
ADNOC AGT  
ADNOC IGG  
MANAFTH  
ADNOC HQ TOWER  
PRESIDENTIAL PALACE  
ADCO SHINING TOWER  
ADCO Y BLOCK  
ARABTECH  
DAMAN INSURANCE  
ADFCA  
GASCO

## Qatar

QATAR ARMED FORCES  
MOFA  
SOCIAL & SPORT CONTRIBUTION FUND  
OLD DOHA PORT  
ISF - DUHILL  
COE - COLLEGE OF ENGINEERING  
NEW FINANCE DIRECTORY BUILDING  
HBKU HAMAD BIN KHALIFA UNIVERSITY  
MASRAF AR RAYAN BANK  
QAFCO QATAR FERTILIZER COMPANY  
ASHGAL  
QATAR ARMED FORCE  
HMC HAMAD MEDICAL CORPORATION  
MOI MINISTRY OF INTERIORS  
MOEHE MINISTRY OF HIGHER EDUCATION  
DOHALAND - MSHEIREB PROPERTIES  
BEIN SPORT  
VODAFONE  
UDC UNITED DEVELOPMENT COMPANY QATAR  
AL JAZEERA  
RIZON JET  
ASPIRE ACADEMY  
QATAR LUXURY GROUP  
MEEZA  
QINVEST  
QU WIRELESS INNOVATION CENTRE

## Saudi Arabia

SAMA  
SAUDI EXIM  
INTELMATIX  
SAUDI AZM  
JUFFALI  
BRICKLAB MATBOULI  
ARAMCO - EXECUTIVE FURNITURE  
SINEO INTERNATIONAL  
ASCEND ADVANCED HEALTHCARE  
AHB ABHA AIRPORT  
UMM AL QURA UNIVERSITY  
PEPSICO  
SANG NATIONAL GUARD HEALTH AFFAIRS  
KSU KING SAUD UNIVERSITY  
MINISTRY ON INTERIORS  
IPSO  
MINISTRY OF AGRICULTURE  
WILD LIFE AUTHORITY  
PRINCESS NOURA UNIVERSITY  
SUPREME COUNCIL OF TOURISM  
SAMBA HQ  
JONES DAY  
QASSIM UNIVERSITY  
TAKAFUL EDUCATIONAL  
ABBOTT JEDDAH / KHOBAR  
INMA BANK  
SONY  
DHL

## Oman

AHLI BANK  
OETC Oman Electricity Transmission Company  
BANK SOHAR  
CBO  
QNB OMAN BRANCHES  
MINISTRY OF INTERIORS  
NBO  
HAYA WATER  
PACA

## Lebanon

DANONE  
BYBLOS BANK  
MIDDLE EAST AIRLINES  
SOLIDERE





Arteco | 

Since 1985 in the world of office furnishing, the firm ARTECO Italy has distinguished itself for its quality and functionality of products, the immediateness of services, and availability in furnishing.

ARTECO, in these years, could expect the market's requirements: from this comes the offer of innovative design products with a linear and practical set of forms that has led the firm towards achievement and development. So meeting tables, desks, cabinets that can be combined according to the most various requests and, especially, products AVAILABLE FOR PROMPT DELIVERY, are points of force.



Arteco è conforme ai requisiti della norma per il Sistema di Gestione Qualità

*Arteco has been found to conform to the Quality Management System standard*

## CARB2

Per i nostri prodotti utilizziamo pannelli a bassa emissione di formaldeide certificati CARB P2 secondo la normativa americana

*For our products we use panels with low formaldehyde emission CARB P2 certified according to american legislation*



Particolare attenzione è posta alla sostenibilità ambientale usando pannelli certificati FSC® a base legnosa riciclata al 100%

*Special attention is paid to environmental sustainability using FSC certified panels 100% recycled wood-base*



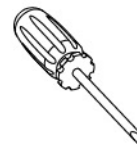
Prodotti realizzati nel rispetto dei criteri ambientali minimi

Products are made in compliance with minimal environmental criteria



Imballo in cartone riciclabile al 100% prodotto con materiale riciclato al 90%

*Packing with 100% recyclable cardboard produced with 90% recycled material*



Disassemblaggio rapido per favorire il riutilizzo o lo smaltimento del materiale

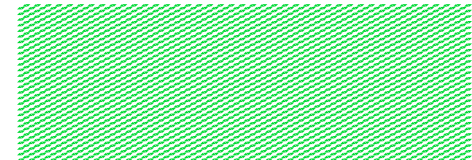
*Quick disassembly to facilitate material reuse or waste disposal*

Arteco





- U.A.E. ADIB BANK: U FORM DESKS, CABINETS
- U.A.E. EAD GENETIC PLAN: U FORM DESKS, ARKOS MEETING TABLES, CABINETS
- U.A.E. QFA: A FORM TABLES  
DUNKHAN AIRBASE - TYFOON: ARKOS DESKS AND MEETING  
TABLES, CABINETS
- QATAR EWEC PROJECT: FORTY DESKS, LEVEL UP DESKS, LED CL MEETING TABLES,  
CABINETS
- U.A.E. ABU DHABI EDUCATION COUNCIL: ARKOS AND U FORM DESKS, CABINETS
- QATAR QATAR STEEL: POWER AND ARKOS DESKS, CABINETS





# WE WORK WHERE WE BORN

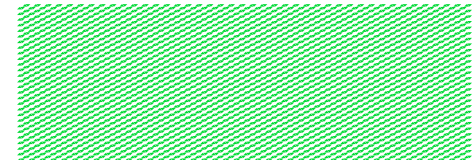
*We have never officially inaugurated Diemme, it would be like saying:  
"Mission accomplished ... job done ... time to relax".*

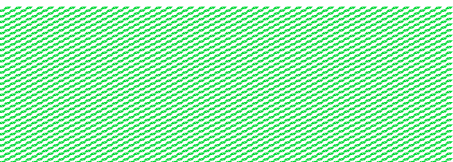
It would end up numbing us, when instead, to our way of thinking, Diemme is a project in continuous evolution, which we smother with our our dedication every day. After more than twenty years of activity, we feel at home.

# ORLY PARIS INTERNATIONAL AIRPORT

**Paris / 2021**

*Recently the Lounge area of the airline Corsair International at the Paris Orly International Airport has been completely renovated in its spaces and furnishings.*





### **Jaguar Land Rover Showrooms - United Kingdom**

Drektna Bank - Serbia  
Clinique Du Geneve - Switzerland  
Alawal Bank - Saudi Arabia  
AWJ Holding - Saudi Arabia  
Dr. Soliman Fakeeh - Saudi Arabia  
Food&Drug Saudi Authority - Saudi Arabia  
SASO - Saudi Arabia  
Tyco - Saudi Arabia  
Najran University - Saudi Arabia  
King Faisal University - Saudi Arabia  
Ryadh Bank - Saudi Arabia

### **Toyota - Saudi Arabia**

### **Hilton Hotel Baku - Azerbaijan**

BISB Bank - Bahrain  
NBB National Bank of Bahrain - Bahrain  
Al Ain Hospital - United Arab Emirates  
Emirates Global Aluminium - United Arab Emirates  
Emirates National Oil Company - United Arab Emirates  
Mediavest - United Arab Emirates  
Abu Dhabi National Oil Company - United Arab Emirates

Adecco - Austria  
Bulgarian American Credit Bank - Bulgaria  
Università di Zagreb - Croatia  
Anderson Hotel Copenhagen - Denmark  
Le Meridien El Cairo - Egypt  
Banque Casino - France  
Bla Bla Car - France  
BNP Paribas - France  
Breteuil Immobilier - France  
Cite Municipale Bordeaux - France

### **Iceberg Atelier Moda - France**

Best Western Hotel De La Paix - France  
Public Senat - France  
Tal Armor Novotel - France  
Meridien Etoile Hotel Paris - France  
OTCEX Group - France  
Linder Hotel - Germany  
Park Hotel Flora - Germany

### **Coca Cola Company - Greece**

Deloitte - Greece

### **Bank of Ireland - Irlanda**

O2 Telephone Company - Ireland  
EFSS Western Insutrial Estate - Ireland

Ministry of Economy - United Arab Emirates  
Ministry of Justice - United Arab Emirates  
Bin Omer Hospital - United Arab Emirates  
Sharjah Performing Arts Academy - United Arab Emirates  
Lebanese American University - Lebanon  
American University of Beirut - Lebanon

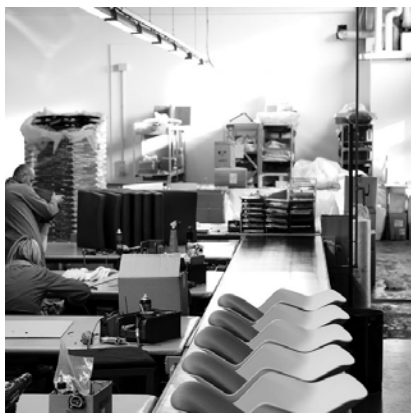
### **L'Oréal - Lebanon**

Salahalal Free Zone - Oman  
Royal Oman Police - Oman  
Aspire Academy - Qatar  
Barwa Bank - Qatar  
Cultural Village Building Doha - Qatar  
Minister of Foreign Affairs - Qatar  
Qatar Foundation - Qatar  
Qatar National Bank - Qatar  
Golf Administration Building - Qatar  
MOAD - Qatar  
Naufar - Quatar  
Qatar University - Qatar

### **Nestlé - Russia**

### **Heineken - Russia**

State Street Bank - Ireland  
KPMG Belfast - Ireland  
Banca Popolare di Bari - Italy  
ING Bank N.V. - Italy  
BCC - Italy  
BNL Italia - Italy  
Gruppo Saipem - Italy  
Laika Caravans - Italy  
Gruppo Sapio - Italy  
NGM - Italy  
Rotork - Italy  
Welcome - Italy  
Roccamare Hotel - Italy  
Arval - Italy  
Manetti Battiloro - Italy  
Roccamare s.p.a. - Italy  
Comitato Olimpico Nazionale Italiano - Italy  
Sofitel Thalassa Agadir - Morocco  
Feyenoord Pressroom - Netherlands  
**Harrods Estates Park Lane - United Kingdom**  
IGV Asticus Real Estate - United Kingdom  
Vue West Cinema - United Kingdom  
Le Meridien Hotel Piccadilly - United Kingdom







Software to facilitate projects.



Dialogue with the customer in the creative phase.



Fast and trouble-free delivery.



Production guarantee.



Customer care at all stages.



Trouble-shooting assistance.





## Haima Carpets, China

Established in 1958, Haima group has consisted of 6 subsidiaries with a global focus on the production of various carpet types, with an annual output of **10 million m<sup>2</sup>**, including:

- Axminster,
- Wire Wilton has woven,
- Wilton, carpet tile,
- Printed, piece-dye tufted
- Hand-knotted carpets.





YONSO FURNITURE

Since founded in 2013, Yonso Furniture produced and installed furniture for **offices, residential clients, and hospitality projects.**

Based in **Foshan City, China**, Yonso focuses on creating spaces and offerings furniture that liberates the mind and addresses client needs.



**SUMINOE** Suminoe Carpet & LVT, Japan

# Offering Amenity Spaces and Enriched Lifestyles

Founded in 1883.

As a textile manufacturer, Suminoe Textile Co., Ltd. will continue taking on challenges to create state-of-the-art living spaces.

## RESEARCH & TECHNOLOGY

### Development Philosophy / Our Technologies

Suminoe Textile aims to embody its development philosophy of "KKR+A," or Kenko (Health), Kankyo (Environment), Recycle and Amenity.

Introduced here are our unique technologies for fiber-related functional processing and resin compounding/molding.







### Customisation

**There is just a small step between ideas and reality!**  
Don't hesitate to take it by opting for Balsan's customisation tool, to **decorate your rooms differently.**



### Textile passion

**Balsan has had textile fibres running through its DNA for nearly three centuries.**  
Not only do our collections adorn your floors beautifully, **but they also convey precious know-how.**



### Eco-concept

**"Balsan, the green factory"**  
Balsan respects natural balance through its creations by combining **colours, designs and aesthetics** with respect for **the environment.**



### Design

**Carpet, more than a simple floor covering!**  
Boasting **limitless creativity** and a certain **graphic boldness**, there is an element of surprise in every Balsan creation.

*Balsan*  
**BALSAN**





*Balsan*  
BALSAN

 **MAGNA**

Manufacture Royale, was its ancestral home. As the cradle of a family's passion for the world of textiles, the Manufacture was originally created under Louis XV of France and produced carded sheets and uniforms.





**BELKA**  
The NEW art of NATURAL WALL DESIGN

BELKA's home décor system is based on a unique technology that allows several wall coatings to be used in domestic, trade, commercial, and industrial settings. The product is made from cotton and is environmentally friendly. It can be applied quickly over many existing surfaces without needing preparation.





**BELKA**  
The NEW art of NATURAL WALL DESIGN

The product is made from cotton and is environmentally friendly. It can be applied quickly over many existing surfaces without needing preparation.



# Thank you

We would love to hear more about your project, & share more stories about our partners.



Magna General Contracting CO.

7<sup>th</sup> Floor, Al Zumorrodah Tower, Ahmad Al Jaber Street,  
Kuwait, 17553 Khalidiya, 72456 Kuwait

Phone: +965 2 240 99 13 / 14 / 15 / 16  
Email: [sales@magna-kw.com](mailto:sales@magna-kw.com)

