

Company Profile







company profile



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Chairman's introduction



Having a legacy of 40 years of Industry, believing in Egypt and in Egyptian industry. Relying on innovation to design and develop our products, racing up for technology, having the passion for furniture, willing to work hard to produce a "Made in Egypt" product to invade and conquer the global market. Compromising is unacceptable to our hard core standards. Developing our team to be one positive family is what really Mohm is about. Our customers are our partners in success, which is why it is always a long term relationship that is built on trust, respect, and care. At Mohm, we do this, by creating products that meet the expectations and aspirations of customers who share the same values as we do.

WELCOME TO MOHM

Welcome to Mohm.

Sincerely, Eng. Eslam Abdel Hady Chairman

A WORD FROM THE CEO



Corporate offices has morphed dramatically in the last decade in Egypt, therefore, we foster a design concept that puts Mohm on the forefront of all design and color trends, yet we hold onto the uncompromised quality and overall value of our products. I am confident that with our team of 1,000 members, Mohm will keep an advanced position in the local and regional markets and with serious endeavors to reach out to the international market.

IN MOHM

In Mohm, we live up to a new challenge every day and it is my strong belief that the success of any organization depends on its capability to acquire the right talents on all ranks. Despite being in a diverse environment, we could establish a harmonious team of workers, employees, engineers and architects to work together to achieve the company's three-dimensional strategy: Design, Build and Value, with the customer always being in the focus of each.

> Sincerely, Eng. Shereef Abdelhady CEO

company profile

company

HISTORY CRAFTING INNOVATION SINCE 1974

Company timeline BUILDING BLOCKS TO STYLE

NEW PRODUCTION

NEXT GENERATION CONCEPTS

MOHM IDEOLOGY COMFORT AND INNOVATION IN ONE

Our team PEOPLE ARE BEHIND ALL OUR ASSETS







company

HISTORY CRAFTING INNOVATION SINCE 1974

Eng. Abdelhady Abdelmoneim and Eng. Samy Fahim began Multi M Group in 1974. From humble beginnings in a rented workshop in east Cairo, came an engineering works that was to prove a trailblazer. In the same year, Metal-X was launched, offering a range of complimentary construction materials and engineering works to the market.

Today, 'Metal-X' is a market leader in expanded metal sheets. Combining the steel-works talents of a master craftsman with modern engineering and an instinct for flair, the two ambitious engineers created a line of furniture aimed at young couples building their first home.

The furniture was designed to be durable yet economical, but it was more than that, because it was stylish too.

Always being ahead of the curve, Eng. Abdelhady was quick to notice the impact computers were having on the workplace in the 1980s, and from this was born Mohm; a line of stylish, durable and ergonomic office furniture manufactured to global standards.

	I G R O U P
FOUNDE	D IN 1974
Trust FOUNDED IN 1995	Multi Meiser Founded in 1999
Leading manufacturer of vehicle seats and supplies injection foam for Mohm seating products	A highly equipped Egyptian-German joint venture manufacturer of electrofused bar gratings
Metal-X:1974	Mohm:1981
Manufacturer of light and heavy weight shelving systems and expanded metal building products and accessories	Established in 1981 as the most innovative Egyptian contemporary furniture manufacturer on global standards
Companies of Multi M Group	Sister companies of Multi M Group

16



Company timeline BUILDING BLOCKS TO STYLE





NEXT GENERATION CONCEPTS

company



Multi M Group continues to re-invent and invigorate itself. When the second generation of management took over they brought in new and inventive concepts, and created new lines using fresh designs and materials. The result is the modern, clean-cut lines of Mohm and Mohm lab, which reflect the changing approach to office work. New designers continue to join in the Mohm story, bringing their expertise and a novel approach to old lines, blending them with the latest trends to create products that are both timeless and on-trend.



MOHM **IDEOLOGY**

company

COMFORT AND INNOVATION IN ONE

Mohm creates comfortable, stylish and innovating workspaces designed to inspire and motivate. Each item is produced to the highest standards using the latest state-ofthe-art manufacturing technology to deliver a product that is durable and comfortable. We understand that our end users spend a considerable amount of time using our furniture each day and we make it our responsibility to ensure their physical comfort at work. Style is as important as comfort; we want our furniture to inspire as well as support.

















best quality in furniture design and manufacture. The Mohm team comes from a diverse variety of backgrounds and experiences, and this keeps the creativity flowing. Mohm is an equal-opportunities employer. Our management is on hand to develop and encourage all team members, as well as provide a sustainable working environment. All Mohm employees and management operate with a customer-centric approach. To sustain this high level of our staff's proficiency, we encourage different training programs to be given to our primary asset: people.

company



Our reputation is only as good as the people that work for us, and that is why Mohm has built a team of nearly 1,000 staff all dedicated to ensuring the very

company profile products

> NEW PRODUCTS CREATING SPACE INNOVATIVE SOLUTIONS

MOHM LAB

BRINGING STYLE AND COMFORT TO THE WORKPLACE



NEW PRODUCTS CREATING SPACE INNOVATIVE SOLUTIONS

At Mohm, we don't just produce office cabling solutions to maximize work furniture; we provide 'space innovative efficiency. solutions'. As offices evolve so too do our From Mohm Lab comes the Islands Sofa Collection, offering a myriad of seating product lines. Our latest lines include the Aria Collection, options designed to bring comfort and providing a modern take on the design to casual meetings and waiting executive office desk. This eye-catching, areas. contemporary line looks stylish in any Also by Mohm Lab, Gilet offers a playful take on paperwork and periodicals office. Designed to evoke spontaneity and storage, providing a splash of colour to the exchange of ideas, the Attiva Sofa Collection offers a fresh take on the waiting the corporate world while Chai tables are available in a variety of colours, heights area set-up. Classica Executive Line brings elegance and shapes, offering a break from the norm and strength to the office, with a timeless when it comes to coffee tables, occasional design that is durable and discreet. tables and staff dining areas. Infinity offers an up-to-date take on the The Rondo range of office chairs and office desk cubicle, with low-level divisions benches completes the new Mohm Lab designed to promote concentration while line-up. With curved, ergonomic, colourful also cultivating a friendly work environment. shells, the Rondo range is designed to Similarly, Modula workstation offers an cater to a variety of uses within the modern intelligent desk space with integrated office.

products









Mohm Lab is the latest creation of Mohm. Introducing to the market a trendy product range with much of innovation in all processes; starting from design through production and to packaging. In Mohm-Lab, all ideas are welcomed, studied and refined for one purpose: trendy and practical office. The new sub-brand does not include traditional office items such as desks. Instead, it focuses on a range of chairs, sofas, occasional tables and unique storage options in eye-catching designs available in a variety of colors, heights and shapes. The aim is to bring a vibrant addition to the office set-up, to prompt casual meetings and provide sumptuous waiting areas. The designs always carry international trends, infused with the Italian taste and engineered meticulously to reach a seamless look.

products

MOHM LAB BRINGING STYLE AND COMFORT TO THE WORKPLACE







DESIGNERS

FANTASY. FLAIR AND FORM

DESIGNERS



NIKOLAS CHACHAMIS

Nikolas Chachamis was born and low back; Aria Collection; in Greece but later moved to Italy, where he graduated in Architecture at the Polytechnic the Art Director of Mohm and of Milan. In 1987, he entered the world of industrial design in Italy, working closely with many Italian and international companies. Between 2003 and 2005 he lectured as visiting professor at the Department of Industrial Design at the University of Applied Technologies in Greece. His works have been shown in exhibitions and trade-fairs and have been showcased in many publications and international magazines. Still based in Italy, this industrial designer is one of the most influential in modern-day office design at present. He draws his inspiration from the 1970s, with a fresh approach to minimalism and clean lines. Nikolas has contributed a KARIM MEKHTIGIAN number of lines to the Mohm Karim Mekhtigian was born in catalogue, including Rondo – a Armenia, brought up in Cairo modern take on the traditional

designed several products Born in Nagasaki Prefecture. Simplicity brought the fantastical to the Established 1998. workplace, with curvaceous Co., Ltd. in lines combined with strong. Pursuina the concept geometric designs. of redefining the next generation of Japanese culture and design, Ogata has developed his own establishments including the and studied in Paris before Japanese dining club and

designers

FANTASY FLAIR AND FORM

office chair, available in high Attiva Collection and the Classica Collection. He is also Mohm Lab.

KARIM RASHID

Karim Rashid is one of the world's most influential industrial designers and interior architects. Born in Cairo, Egypt, but brought up in Canada, he combines Equptian flair with modernday minimalism. One of the most prolific designers of his generation, he has more than 3,000 designs in production, 300 awards and work in 40 countries. For Mohm, he

returning to Cairo to establish his design studio. Pulling on his multicultural routes and international experience, yet staying close to home, he tries to subtly transpose the Cairene sensorial landscape into his designs. Mekhtigian co-founded the Egyptian Designers Forum (EDF) and works closely with the Egyptian Furniture Export Council (EFEC). He has contributed a number of table and chair designs to the Mohm line-up. including Taktouka, his take on the traditional coffee shop table in stainless steel and saturated colours.

SHINICHIRO OGATA

tea house vakumo sarvo, the Japanese confectionery brand HIGASHIYA, and the product line S[es]. In addition to his own company's brands, Ogata is responsible for the design and direction of a wide range of projects in architectural. interior, product, graphic, and packaging design. In 2004, he took charge of the architectural and spatial design for Sansou Murata in Yufuin. In 2008, he managed the direction and overall design for the paper tableware series WASARA. In 2011, he completed the interior and spatial design for the University Museum of the University of Tokyo's Intermediatheque and was appointed Affiliate Associate Professor. In 2013 and 2014, he was in charge of interior and spatial design for skincare brand Aesop's stores "Aesop Kyoto" and "Aesop Shinsaibashi," and for Hyatt Hotel's Andaz Tokyo Toranomon Hills.

company profile production



Mohm Factories

PRODUCTION AND INNOVATION COME TOGETHER



STATE-OF-THE ART CREATES ARTISTIC STATEMENTS

MATERIALS AND RAW MATERIALS

STRONG, SUSTAINABLE, STYLISH

ISO Certified GLOBAL STANDARDS GUARANTEED

Eco Friendly AS NATURE INTENDED

















desks and chairs.

production

Mohm factories PRODUCTION AND INNOVATION COME TOGETHER

Mohm operates six factories in Egypt, each fitted with the latest, state-of-the-art manufacturing equipment to ensure consistent, timely, quality production around the clock. The Metal Factory is equipped with latest high technology machinery, including three CNC multi-punching machines, two CNC multi-bending machines and two powder-coating lines. The Wood Factory operates two production lines, a panel line and a massive line.

The factory is equipped with the latest CNC multi-drilling machines, board cutting and paint lines as well as the latest edge-banding machine.

Mohm's school furniture factory is equipped with multi-bending machines and the latest welding CO2 equipment and a powder coating line to ensure rapid, constant production of

The Plastic Factory is equipped with a high technology plastic injection machine capable of creating the unique, custom designs that Mohm has become famous for. The firm's Upholstery Factory is equally equipped with high technology machines and skilled workers to provide quality finishes to all Mohm upholstered lines.





Mohm boasts one of the most modern, state-of-the-art manufacturing facilities in Egypt. Located in east Cairo, the company operates a 150,000 m² production facility run by a team of highly skilled and experienced engineers, operators and craftsmen. Utilizing the latest computerized technology to create precision-built items and customized products for projects in a variety of scales.

We employ a sophisticated system that ensures accuracy of information of raw materials required, items being produced and warehouse control. This system guarantees a smooth operation between the different factories and the warehouses. More than 100,000 office units are produced each year, built from the very best in raw materials, as thousands of square meters of wood, metal, plastic and fabric pass through the factories.

production

PRODUCTION FACILITIES

STATE-OF-THE ART CREATES **ARTISTIC STATEMENTS**

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production

MATERIALS **AND RAW** MATERIALS STRONG, SUSTAINABLE, STYLISH

At Mohm we source the best available materials and raw materials for use in our products.

Our furniture is manufactured from a range of quality materials, including wood, MDF and particle board with natural veneer, and HPL/melamine. This ensures our product line is as sustainable as possible.

Metal frames, metal perforated sheeting, mesh and wires are also used for many of our modern-day designs. These light, but hardwearing materials are well suited to the daily use of office furniture.

Our upholstery is crafted from the finest fabrics and leathers sourced from Italy to provide a touch of luxury to your workplace.



GLOBAL STANDARDS GUARANTEED



At Mohm we are always pushing the boundaries, looking to develop the best possible quality product for our customers and the highest standards to our employees. This is why Mohm is ISO 9001 certified. This guarantees to our clients and our staff that we are dedicated to providing the best-known standards in management, with a focus on sustainability and efficiency. As part of our environmental drive, Mohm factories are also ISO 14001 - 18001 certified. We embrace a paradigm of consistent quality and on-time delivery, with our quality inspectors on hand to ensure we meet and exceed what is expected from us. We believe in quality and durability.

Mohm is dedicated to upholding its eco-friendly commitments. An ISO 14001 certified company, we adhere to global standards of environmental management in order to minimize our negative impact on the environment, comply with laws and regulations related to environmentally friendly operations, and constantly seek ways to improve on the sustainability of our operations.

As such, we employ a comprehensive waste management system throughout all operations and we limit our use of natural resources and only use natural veneers rather than solid wood on our furniture. All our packaging is also recycled.

production

Eco Friendly AS NATURE INTENDED



company profile Logistics

LOGISTICS & FLEET

TO OFFICE. HOME OR SCHOOL - ON TIME. EVERY TIME

DISTRIBUTION SYSTEM

MADE LOCALLY, EXPORTED GLOBALLY





TO OFFICE, HOME OR SCHOOL - ON TIME, EVERY TIME

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logistics

LOGISTICS & FLEET

Mohm understands that every order has a strict delivery timeline and that our clients are often eager to receive their new units as soon as they come off the production line. This is why Mohm operates a modern fleet of nearly 70 vehicles, including delivery trucks of various sizes and specifications, to ensure a flawless and timely delivery for every order.

For overseas customers, we have developed strategic alliances with international and local shipping agencies to ensure that our export business dispatches as efficiently as our domestic business.

Whatever the order, big or small, you can be sure that we will carry it to your door with all the care and attention that we put into crafting it.



logistics

DISTRIBUTION SYSTEM

MADE LOCALLY, EXPORTED GLOBALLY

Demand for our furniture has expanded beyond the Egyptian market, and we now distribute on a global scale.

Our distribution network enables us to export a wide range of our products to various institutional and business organizations, with global clients including business complexes, banks and educational establishments. Serving the global market requires a great amount of flexibility and adaptability to cater for the changing demands and different tastes and trends.

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HEADOFFICES

INNOVATION ON SOLID GROUNDS

Showrooms

SEE AND FEEL THE QUALITY AND COMFORT







headoffices & stores

HEADOFFICES

INNOVATION ON SOLID GROUNDS

Mohm's headquarter is located in factories perimeter in Khanka City, Kalyoubia and Cairo's head office is located in Asmaa Fahmy street in Heliopolis where also the project sales is based. In our offices, too many meetings, calls and business transactions are on the move and what may sound too loud for some, for us is just a normal day.



headoffices & stores

SEE AND FEEL THE QUALITY AND COMFORT

Provides our customers with an insight into the style and innovation that is Mohm, with furniture on show in office and home scenarios pioneering the real-feel display concept in Egypt.

Our sales agents are on hand to office advice and design experience for making the most of your office space within your budget and in keeping with your brand.

Come and feel the quality and comfort that is Mohm and visit us in Cairo, Giza, 10th of Ramadan, Alexandria and Assiyut.







New Cairo Concept Store









headoffices & stores



& FACTORY STORE

company profile Communication & events



GETTING IN TOUCH, GETTING CLOSER



COMMUNICATION & EVENTS







Mohm believes in communication and active dialogue with customers and other entities. Therefore, Mohm has established a solid communication platform including different communication channels e.g., website, newsletters, social media and print media. Events and exhibitions are considered of great importance to showcase new products added to the portfolio. Thus, Mohm is keen to participate in international, regional and local exhibitions and bring the product range to an adequate exposure.



GETTING IN TOUCH, GETTING CLOSER



company profile references

References

EXPORT LOCAL (GOVERNMENTAL SECTORS) AUTHORITIES BANKS EDUCATION JOURNALISM HEALTH SECTOR (HOSPITALS) HOTELS & TOURISM SECTOR PETROLEUM SECTOR MISCELLANEOUS







Bibliotheca Alexandrina









Dorra







Lake view







Linguistic Assembly

EXPORT × /

Yemen	Afghanistan
KSA	Sudan
Libya	Italy
Qatar	Iraq
Uganda	Lebanon
Kenya	Greece
Ghana	UAE
Senegal	USA
France	Germany
Cyprus	Syria

LOCAL **GOVERNMENTAL SECTORS**

Bibliotheca Alexandrina Council of Ministers President of the Republic Public Authority for Educational Buildings EAEA

MINISTRIFS

Ministry of Foreign Affairs Ministry of Interior Ministry of Education Ministry of Higher Education Ministry of Defense (Information Systems) Ministry of Transportation Ministry of Public Works and Water Resources Ministry of Scientific Research

references

References

Ministry of Youth and Sports Ministry of Health and Population (Technical Support Sector) Ministry of Labor Force Ministry of Telecommunication Ministry of Agriculture

AUTHORITIES

Pharmaceutical Research Control Egyptian Medical Syndicate New & Renewable Energy Atomic Energy Multinational Force (UN) Electricity Authority Radio and TV Public Authority for **Biological Products** National Postal Authority Public Authority for Investment Engineers Syndicate Administrative Prosecution

GOVERNMENTAL ORGANIZATIONS Alexandria University

General Sales Tax Egyptian Customs Authority Productivity and Vocational Training Department

EMBASSIES

British Embassy U.S. Embassy Embassy of Pakistan

South African Embassy Embassy of the Russian Federation

BANKS

Crédit Agricole Bank Industrial Development Bank **Barclays Bank** NBE Banque Misr **BNP** Paribas Development and Agricultural Credit Bank American Express Bank HSBC Union Bank Central Bank NSGB Bank (Now QNB) Egyptian Gulf Bank (EGBE)

EDUCATION

Ain Shams University Cairo University Military Technical University Azhar University Assiut University Menoufia University Suez Canal University Minya University 6th of October University South Valley University Egypt Science and Technology







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Nile Projects









Sakan



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UNB Madinaty

October University for Modern Science & Arts Mansoura University British University American University Sur University (Oman) Turkmenistan University Nursing College Engineering College King Marriott Academy Alexandria Medical Research Institute October Arab Academy for Science, Technology & Maritime Transport Pharos University

SCHOOLS

B.B.C Nozha Language School Europa Schule Cairo Choueifat Orman Schools Al-Bayan St. Fatima Modern Education Sun Rise Futures Thebes Language School Cleopatra Greek School Nile Egyptian Schools Baraem Misr Orman Schools British Columbia Canadian International School Metropolitan

references

JOURNALISM

Al-Ahram Akhbar Elyom Algomhuria Al-Ahaly Al-Wafd Rosalyousef Tahrir Alam Alyawm Shorouk

HEALTH SECTORS (HOSPITALS)

Saudi German Hospital Kasr-Alainy Hussien University Hospital Zagazig University Hospital Ain-Shams Ismailia University Hospital Wadi El Nil Insurance Hospitals Assuit University Hospital Red Crescent Hospital Al-Shorouk Hospital Dar Al-Fouad El-Manial Specialized University Hospital Nile-Badrawi Hospital Damascus Hospital Railway Hospital Shatby Hospital Kids-Hospital Al-Rowad Eyes Hospital El-Katib Hospital Abulreish Hospital

HOTELS & TOURISM SECTORS

Marriott Hotel Oberoi Hotel Safir Hotel Pyramisa Intercontinental Royal Azur Baron Hotel Queen Sharm Sonesta Egyptian Tourism Beau Site Concorde Marina Plaza (Agaba-Jordan) Aghadeer(Morocco) Riad Salam Hotel (Morocco) Sheraton Cairo Airport

PETROLEUM SECTORS

Shell EPSCO Apache Shukeir Petro gas Petro GASCO **TECHNO-Petroleum** Belayim-Oil Company Petrojet Mobil Rashid Petroleum Petro-trade Egypt-Gas Town-Gas Sidpec







Saudi German Hospital







Zizinia







Japanese Pharma Company







Invensys

Elab Misr-petroleum Enppi Global Toyo Eprom El Hamra Oil Vehicles General Motors Hyundai Hashim Bus Mercedes-Benz Mitsubishi KIA Auto Egypt (Nissan Egypt)

MISCELLANEOUS

Dream-Land Orascom Samsung Dary Juhavna Kabnoury CMB Center Tarek-Nour Chloride Arab-Cont. Kaiima Unionaire Group Toshiba Moharram Bakhoum Asfour Crystal **Cleopatra Ceramics** Gemma Ceramics Binladin GlaxoSmithKline **Oriental Weavers** Pfizer Medicap Japanese Pharmaceutical Sakan Lake View

references

Dorra Hassan Allam Sons Tastv Foods Hi-TEK Pierre Cardin Eastern Company Egypt Gold-Star Euroquarzo Arab Finance Siemens Nahdet Misr For Cinema Abu-air Safmarine Shipping El-Marasem Fedeco Wadi Degla (Maadi) Wadi Degla(6th of October) Wadi Degla (Sheraton) Management Consulting Services (MCS) El-Morshed El-Ameen International Cables Co. (ICC) Sanofi Aventis **BESIX** Orascom Egyptian French Joint Venture Mobinil (Now Orange) Teleperformance L'oreal The New Museum Project Cleopatra Touristic Investment Shell Aramex Amriva Pharm AlexFert Pharmaplast The UN Refugee Agency British Council American Culture Center Kwbwsh for packaging

Tolip Roval Hotel Al-Abd Sidi Krir Generating Company Lecico for Ceramics Dearemont Nile Projects & Trading Pirellli Arab Company for Pharmaceutical Products & Gelatinous Farco Make Pharco Pharmaceuticals Unilever Talaat Moustafa Group Cargill lord Pharaonia Pharmaceuticals Academy of Arabic Language in Cairo Cedar Glass Nola Foods Sugar Gifts Scib Paints Rameda Pharmaceuticals Rich Bake Noor Eloyon Specialist Center Bab Rizg Jameel Federation of Egyptian Industries Travco Group for Engineering & Construction Advansys Bupa Intl (Health Insurance) Cleopatra Media Group (El-Balad TV) Arabia for Housing and Reconstruction The National Council for Women CBC Television Network

company profile

contact us

Head Office

2 Asmaa Fahmy st., Heliopolis, Cairo, Egypt Tel. (+202) 2417 5822/ 2417 1702/ 2417 0726/ 2417 0728 Fax (+202) 2690 3694/ 2291 9273 info@multimgroup.com

Factories

El Khanka City, Kalyoubia, Egypt Tel. (+202) 4469 8991/ 4469 6494 Fax (+202) 4469 8212 Customer Service (+202) 4469 6640

Showrooms

Heliopolis

69 Nabil El Wakad st., Ard El Golf, Heliopolis Tel./Fax (+202) 2419 1208 – 2419 3695

Mohandessin

55 El Nakheel st. from El Battal Ahmed Abdel Aziz st., Mohandessin Tel. (+202) 3338 7004/5 Fax (+202) 3338 7006

New Cairo

90th st., Plot 318, Second Sector, New Cairo Mob.+2010 999 67381

Alexandria

Saraya Style Bldgs., Next to 14 May Bridge, Smouha, Alexandria Tel. (+203) 9575 901 – 4297 281 Fax (+203) 4291 766

Assyuit

14 Mahmoud Rashwan st., beside Al Hayah Hospital – 1st floor Tel./Fax (088) 2310 252

10th of Ramadan Dinarene, El Mostashfa El Aam st., Al Ordonia Commercial Complex, 10th of Ramadan City Tel/Fax (015) 3622 73



mohmfurniture.com



company profile

A.D. Nikolas Chachamis

Graphic Design & 3D Archimedia

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part of



