

LA ROCHE

FURNITURE INDUSTRIES S.A.E



PROUDLY MADE IN EGYPT SINCE 1984



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IDENTITY

"La Roche" one of the leading companies in today's Egyptian furniture platform, furnishing world leading hotels & also offering contemporary living solutions for a demanding modern generation setting for no less than an unmistakable lifestyle.

Founded in 1984, a family owned business with a humble production facility of 700 sqm, has reached a substantial size of 11,000 sqm today, by continually striving to produce top notch contemporary furniture and fitting using the finest materials from around the world.

Having our very own factory and custom made computer-controlled machinery enables us a lot of flexibility. We design products, using sophisticated software and equipment and durable materials, created for clients in search for pieces stating both differentiation and fondness.

La Roche sets the pace for contemporary furniture for Egypt & the region at large. Our unflagging quest for perfection to our furniture made by La Roche helped to turn the made in Egypt label into a seal of quality.



LA ROCHE

FURNITURE INDUSTRIES S.A.E

FACTORY

Creating unrivaled quality of furniture could only be done by experience and well trained professionals and the use of modern day technologies.

The factory is well equipped with the latest German production lines fully integrated with our very own in house studio run by our talented designers. Through computer aided design software, powering all equipment, it gives us great versatility and flexibility in producing our wide sophisticated range of products from small individual batches scaling to large production runs.



Factory at 10th of Ramadan City



CNC MANUFACTURING

The factory is equipped with high precision automated production line securing our position in the future where digital manufactory dominates the high speed CNC drilling and processing machinery are designed for complex operations for large production batches.

The processing center a factory on its own. This high capacity through feed computer controlled processing center can produce complicated workpieces at a blink of an eye. This is La Roche backbone when it comes to vast production batches needed in a short lead time.

AUTOMATIC LACQUERING LINE

This automated process can work on many materials whether with natural veneers or plain colored panels, achieves stunning finishing quality - all the time!



LA ROCHE
DESIGN IDENTITY



DESIGN CONCEPT

We create unrivaled furniture and fittings for highly demanding clientele who seeks attention to minor details, originality and exclusivity. With our made to measure furniture and designs in accordance to customer needs whilst maintain original design. Such a service makes our products unique and highlights the difference between a made to fit, and a cash 'n carry piece.

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STAFF

Our biggest asset are our staff whom have grown to be the La Roche big family. Our family has led us through a great adventure created our own path with wholeheartedness & professionalism. Our volumes indicate how we have developed into a trademark of distinctive design and quality on the Egyptian furniture landscape, by the talented sophisticated manual skills & innovative technologies performed by our experts.





QUALITY **3** & RAW MATERIALS

Our continuous hunt for high-end material that fit our unique designs are the key principles that have always driven our company to be innovative as it is.

LA ROCHE

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4

ACCESSORIES

The key to La Roche's distinguished & elaborated style lays in the accessories which compliments the unit without losing the artisan characteristic. We strive not only to source the best quality, but also the most innovative systems. Our accessories uniqueness have grown to give recognition to any La Roche piece.



5

CUSTOMER SERVICE

Clients enjoy a high level of service. Our staff makes it their daily business to produce exceptional products and satisfy clients; and empowering our employees is vital in reaching this goal. With the help of a sophisticated IT infrastructure powered by SAP, precise and accurate reports and information are available on demand.

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MANAGEMENT SYSTEM

We are certified to the ISO 9001 international working standards. Now after many years of mastering an efficient business cycle, our customers and staff enjoy the merits of competent and dynamic management.

PRODUCTS

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BEDROOMS

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Sahara

High Gloss Finish

Bed with night stand

330*215*100
310*215*100

Chest of dresser 4 drawers
Hanging dresser 3 drawers

91*47*88.5
190*47*19

Mirror

70*130

Panel / Shelf

80*60*20

Banquette

45*45*50



Sahara

Walnut Finish

Bed with night stand

330*215*100

Mirror

70*130

310*215*100

Panel / Shelf

80*60*20

Chest of dresser 4 drawers

91*47*88.5

Banquette

45*45*50

Hanging dresser 3 drawers

190*47*19



Imperial

High Gloss Finish

Headboard with upholstered back
Bed base in leather
Night stand

340*160
180*195
60*45*50

Dresser 140*45*73
Mirror 140*90



Imperial

Walnut Finish

Headboard with upholstered back
Bed base in leather
Night stand

340*160
180*195
60*45*50

Dresser
Mirror

140*45*73
140*90

Palm

Bed with frame
Night stand

Dresser

200*180
70*45*52
82*45*52
150*45*76 H

Mirror

150*0.5*85H





Concord
Ash Finish

Twin headboard
Night stand
Bed base in leather

320*180
65*45*50
120*195



Concord

Walnut Finish

Queen headboard
Night stand
Bed base in leather

320*180
65*45*50
120*195



Harley

Headboard genuine leather
Bed base in leather
Boston Night stand
White Desert Dresser

310*100
180*195
60*48*48
240*50*120

Auberge

King headboard
Bed base in leather
Surf dresser
Surf Mirror with light

310*215
180*195
200*40*42H
80*110

Surf Mirror with light
Mirror shelves
Bench
Sahara Closet Type 1

50*110
50*30
120*40*42H



Ohio

Headboard
(Available Sizes)

364*120 H
325*120 H
285*120 H
270*120 H
250*120 H
230*120 H

Bed base

120*195

Night stand

45*45*47

Central night stand

35*45*47

Dresser w/ back panel

160*50*190 H

Sahara closet type 2



Lounge

Headboard
Bed base in leather
Night stand

160 160*120
160*195
56*50*50H

Sahara 2 Hanging Drawers
Mirror

125*47*19
70*130



White Desert

Bed w/ night stand H80 bed
Dresser w/ mirror
Bench 2 drawers

335*80
240*50*120
160*40*40

White Desert

Bed with night stand H220 bed

360*220

340*220

Dresser w/ mirror

240*50*120

Bench 2 drawers

160*40*40

DINING ROOMS

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Royal

Table
Park side Chairs * 12
Park Arm Chairs * 2

550*200*75



Duero

Table
Buffet

180*180*75H
260*50*83H
200*50*83

Glass Cabinet
Alter Chair * 8

70*45*170H



Duero

Table

260*130*75H

240*120*75H

Buffet

260*50*83H

200*50*83

Glass Cabinet

70*45*170H

Mirror frame

200 199*70

Alter Chair * 8



Round

Table
Roda Chairs * 8

200*75



Mirage

Bali Table
Buffet
Alter Chair * 8

260*130*75
310*150*50



Bali

Table 240*120*75
Buffet 240*52*65
Display Cabinet 110*58*160
Pearl Chair * 8



Big Bali

Table
Buffet
Pearl Chair * 10

300*120*75
240*52*65



Blade

With Stone Top

Table with stoned top
Buffet wood top
York chair * 6

220*120
221*62*82



Blade

Table wood top
Spark chair * 6

220*120



Alter

Table
Buffet
Restyling Chair * 8

240*120*75
244*50*80



Nevada

Dining table
Console stoned top

220*100*76
160*50*78



Spark

Table with quartz top
Display Cabinet
Spark Chairs

260*110
322*50*212H



Quan
With Stone Top

Round table
Quan chair * 8

200*75 cm



Fulgini

Table
Chair (6)

270*50*140

WALL UNITS

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Weekend

Wall unit as display
Left or Right end unit
Center unit

400*47*120H
100*47*50.5H
100*47*50.5H

Upper unit

100*30*30H



Fulgini

Composition

360*50*230H



Teatro

Wall unit

400*40*170
340*40*340



Tower

Open units
without doors

25*50*244
60*50*244
50*50*244
40*50*244

TV / Bar unit
with flap doors

120*50*244

Closed units
with doors

30*50*244
40*50*244
50*50*244
60*50*244
70*50*244





Surf

Surf as displayed 320*40*40

A 2 Drawers 80 cm

B One drawer 80 cm

C Flap door 80 cm

L/R One drawer & one door 80 cm

E 2 drawer 40 cm

D One drawer 40 cm



Pure

Wall Unit

300*47*195

SOFAS

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Chateau |

Sofa
Arm chair

220*90*75H
220*90*75H



Lounge

Sofa
Arm chair

200*75*77H
71*75*77H



Plaza Corner

Corner sofa



Plaza Corner

With Back Cushions

3 seats	240*90
2 seats	200*90
Teatro Chair	



Palm

Sofa
Arm chair

220*86*67H
100*86*67



Alison

Corner Sofa

315*215*95



Country

Center unit with fabric

83*92*71



Florence

Corner sofa

335/275*98



Tuxedo

Sofa
Arm chair

180*80



Loft |

Corner sofa

300*280



Loft

Corner sofa

300*280

TV UNITS, CABINETS
& TABLES

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Revolving TV

TV Stand only available in
matt walnut veneer

120*45*108



Tray

Tray sofa table Lacquer finish matt or
High Gloss & Walnut veneer Or Oak Matt finish

36*46*57



Stainless Steel Console

| 200*46*86



Star |

Round side table

D50*60



Star

Square side table

50*50*60



SST coffee table |

Choice of lacquer or veneer, in matt or High Gloss finish

120*70



Miami

Coffee table Lacquered High Gloss

140*80*40



Twins

Coffee Table

60*120*40



Loft coffee table

Veneer matt Or High Gloss or Lacquer matt or High Gloss

120*80



Round |

coffee table Stone top

D 90*40



Setson

High Gloss black

100*35



Sphere

Coffee round Table

150*75



Boston |

Boston night stand walnut

60*45



Boston

Boston Magazine
100*30*66



Boston

Coffee table Wenge Walnut veneer
Or Oak Matt finish
140*80*38H



Sellette

Column table
35*35*76



Ellipse

Side round table
D60*61



Alter

Coffee table Walnut Matt
120*70*40H



Boston

Boston 4 drawers Walnut Matt finish
180*60*45

WARDROBES

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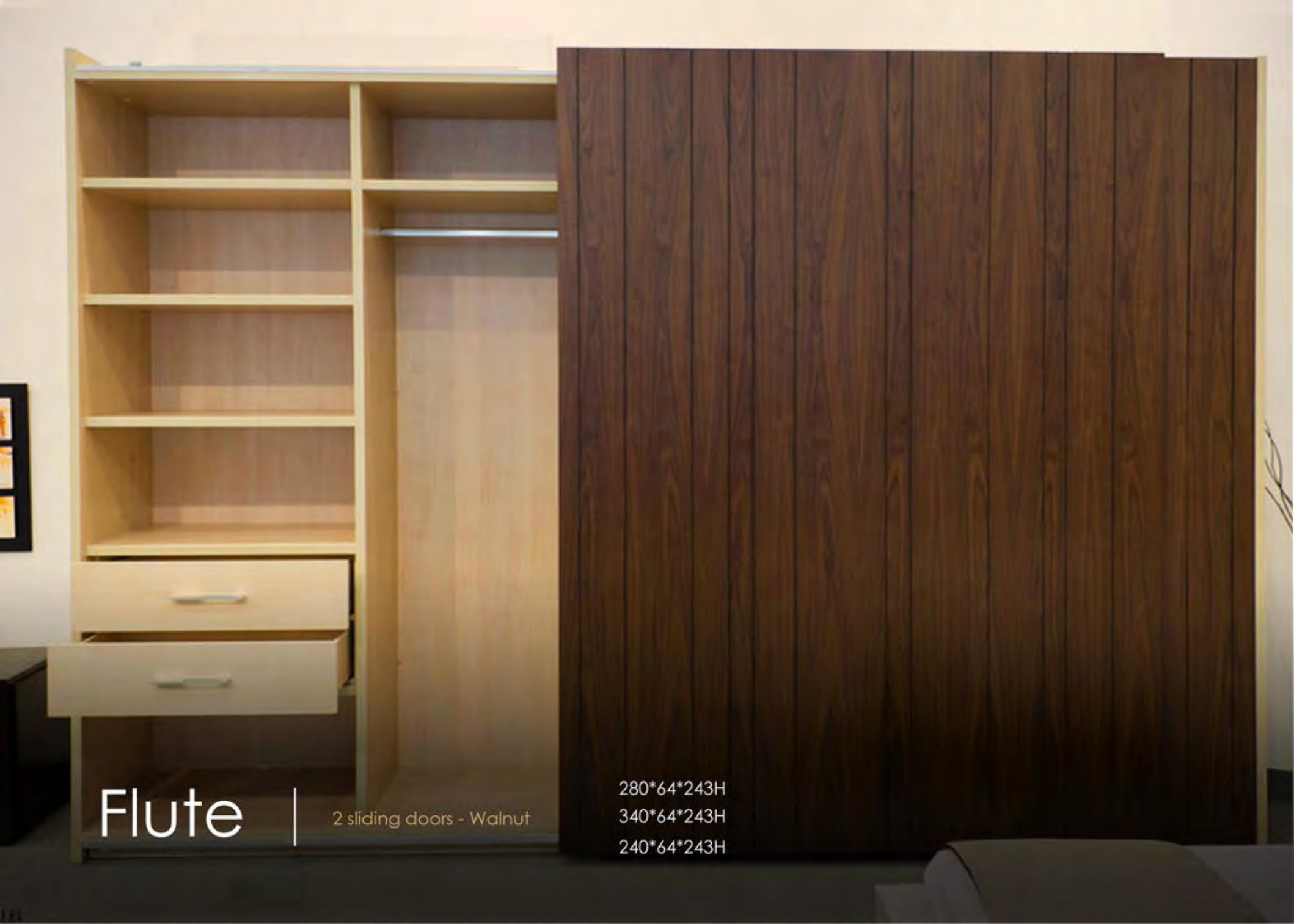


Ego |

Coplanar sliding system

280*64*243 H

240*64*243 H



Flute

2 sliding doors - Walnut

280*64*243H

340*64*243H

240*64*243H



Flute Glass

Glass sliding doors 280 cm
Glass sliding doors 240 cm

280*64*243
240*64*243

SAHARA
WARDROBE SYSTEM

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A Wardrobe system and a walk-in closet with a complete and evolved modularity which enables solutions for any space. Which allow the client to build their own designs.

180 UNITS'
DIMENSIONS

10 INTERNAL
DESIGNS

9 DOOR
DESIGNS

35 DIFFERENT
FINISHES

Finishes

Natural Materials
Innovative Laminates
Matt & High Gloss Finishes



All units are available in the 3 standard heights (243, 223 x 203 cm) except unit (L) and unit (R) available only in 245 cm Height



TYPE	A	B	L	E	F
WIDTH Cm.	120
	100	100	100	100	100
	90	90	90	90
	60	60	60	60
	50
	45



TYPE	G	H	I	J	R
WIDTH Cm.	120	120	120	120
	100	100	100	100
	90	90	90	90
	60	60	60	60
	50	50	50
	45	45	45



Sahara Door Type 1



Sahara Door Type 2

The image shows a wall composed of vertical wood panels. The wood has a warm, medium-brown tone and a visible grain. The panels are separated by thin, dark vertical lines. At the bottom of the wall, there are four solid black vertical bars of equal height and width, positioned in the center of each of the four main vertical sections. The wall is set within a white frame, and the floor is dark and reflective.

Sahara Door Type 4

A modern, minimalist door system consisting of four vertical panels. The panels are a light, neutral color. The second and third panels from the left feature a diagonal handle made of a dark material. The door is set within a dark frame against a light background.

Sahara Door Type 5



Sahara Door Type 6



Sahara Door Type 7



Sahara Door Type 8

DRESSING SYSTEMS

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E 1



A 7



A 6



A 5



A 4



A 3



A 2



E 2



B 6



B 5



B 4



B 3



B 2



B 1



Drawer
6 partitions

A dressing room system and a walk-in closet with a complete and evolved modularity which enables solutions for any space. Which allow the client to build their own design.

E 3

C 6

C 5

C 4

C 3

C 2

C 1



Drawer
12 partitions



E 4

D 6

D 5

D 4

D 3

D 2

D 1



Drawer
28 partitions



The standard unit width is 90cm, any other dimension is only applicable to the shelves and hangers unit.
The standard unit height is 270cm.







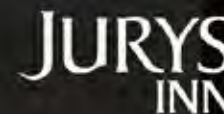


PROJECTS

LA ROCHE

FURNITURE INDUSTRIES S.A.E

Founded in 1984 chased trends and inspirations, we advanced to flourish our very own designs that gave us the edge to be recognized by national and worldwide brands. We have designed and manufactured furniture to leading hotels and enterprises.



FORTY WEST



PROJECT NAME	LOCATION	NO. OF ROOMS	YEAR
Golden Plaza Hotel	Egypt	111 rooms	2017
St. Regis	Egypt	88 apartments	2017
Cairo Sheraton Wooden Works(Public Areas)	Cairo - Egypt	270 rooms	2014 - 2015
Forty-West- Sodic Aprtments	6th October- Egypt	450 rooms	2013
Kempinski Hotel	New Cairo- Egypt	250 rooms	2013
Cairo Sheraton Guestroom	Cairo - Egypt	270 rooms	2011 - 2012
Marriott Renaissance	Mirage City - Cairo	320 rooms	2011 - 2012
Fairmont - Heliopolis	Cairo - Egypt	Corridors wall cladding	2010 - 2011
Club Med	Taba Heights- Egypt	404 rooms	2010
Fairmont - Heliopolis	Cairo - Egypt	585 rooms	2010 - 2011
Fairmont – Nile City Towers	Cairo - Egypt	266 rooms	2009
Sindbad	Hurgada - Egypt	300 rooms	2003
JW Marriott	Egypt	128 rooms	2002 - 2009
Nile goddess	Egypt	120 rooms	2000
Sun goddess	Egypt	80 rooms	2000
Serenade	Egypt	80 rooms	2000

PROJECT NAME	LOCATION	NO. OF ROOMS	YEAR
Best Western Winsconsin	USA	14 rooms	2017
Rotana Hotel Ras El Khaima	Ras El Khaima - UAE	150 rooms	2016
El Maqam	Makkah -Saudi Arabia	200 rooms	2012
Radisson	Addis Ababa	209 rooms	2010
Westport	Ireland	80 rooms	2008
Pierre et Vacances	Paris, France	300 rooms	2008
Glen Eagle	Scotland	150 rooms	2007
Jurys Inn	Ireland	300 rooms	2006 - 2008
Hailey	UK	80 rooms	2007
Mercure	Bristol - UK	260 rooms	2007 - 2008
Amirandes	Crete, Greece	160 rooms	2007
West Grove	Ireland	90 rooms	2006
Carton House	Ireland	170 rooms	2006
Green Isle	Ireland	160 rooms	2005
Holiday Inn	Ireland	400 rooms	2005 - 2007

FAIRMONT HOTEL

NILE CITY TOWERS



Egypt's most prestigious hotel, a five star deluxe 600 bedroom hotel overlooking the river Nile.
Used veneer is reconstituted Ebony veneer.

FAIRMONT HOTEL

HELIOPOLIS



A luxurious 5-stars hotel.
Guest rooms Furniture and corridor cladding Used veneer is natural Oak veneer stained to Wenge.

KEMPINSKI HOTEL

NEW CAIRO



A 5 stars hotel New Cairo, Egypt.
245 guestrooms and suites as private retreats, the focus of the design is on comfort and elegance.

MARRIOTT RENAISSANCE HOTEL

NEW CAIRO



A 5 stars hotel New Cairo, Egypt.
245 guestrooms and suites as private retreats, the focus of the design is on comfort and elegance.

JW MARRIOTT

MIRAGE CITY



A luxurious 5-stars hotel and Cairo corporate resort, is nestled in the prestigious new Cairo area.

AMIRANDES GRECOTEL EXCLUSIVE RESORT

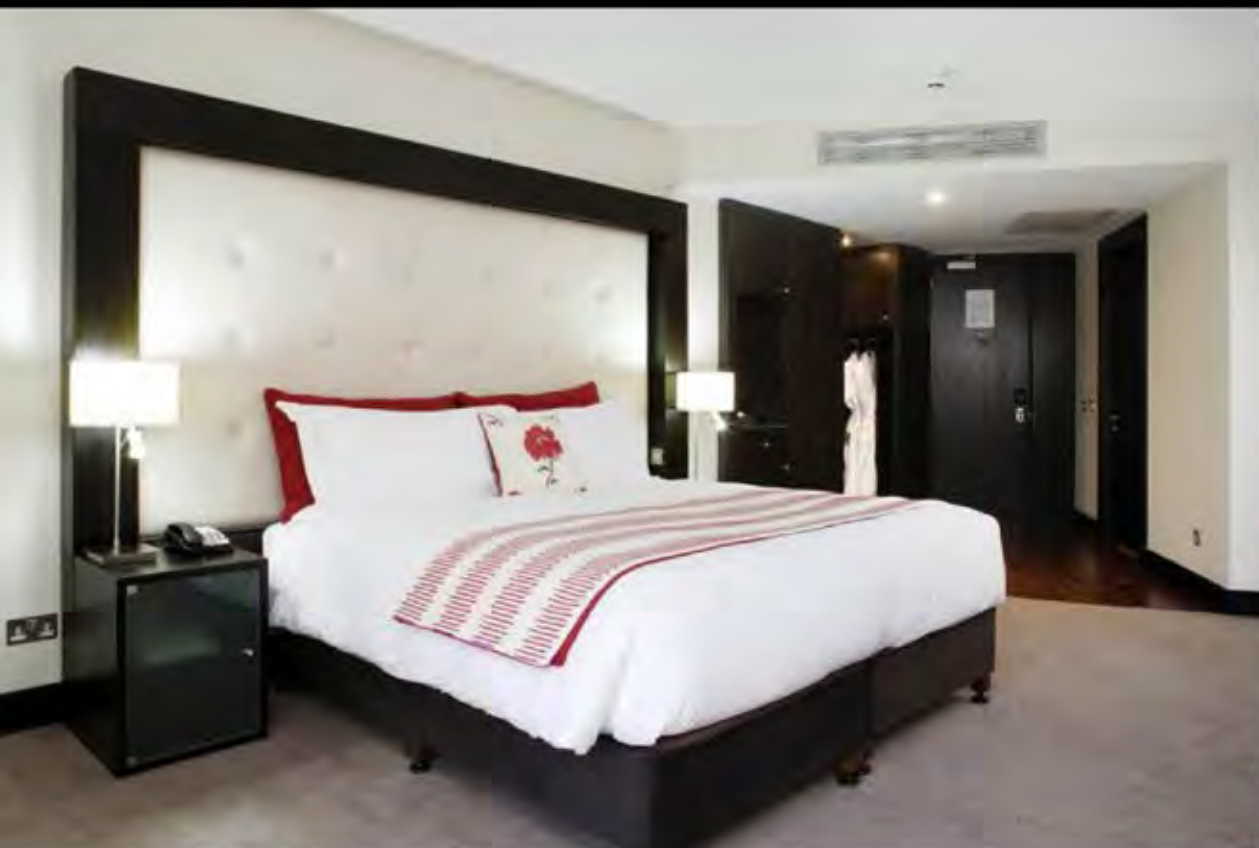
GREECE



5 stars luxury hotel, exclusive resorts features a world of elegance at Crete, Greece.

CARTON HOUSE

IRELAND



A 4-stars hotel in Kildare Ireland, is a beautifully restored historic mansion that has been discreetly converted in to a modern luxury destination - the first of its kind in Ireland.

MERCURE HOTEL

BRISTOL - UK



A 4 stars hotel located in a prime position on Welsh Back, a beautiful waterside location.

RADISSON HOTEL

ADDIS ABABA



A 220 room hotel, located in this growing African capital.

GLENEAGLES GOLF RESORT

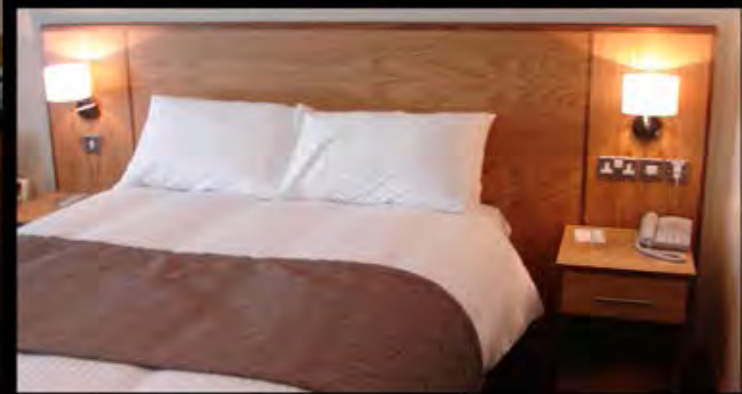
SCOTLAND



One of Scotland's most coveted 5 stars resorts with its very special location.

THE WESTGROVE HOTEL

IRELAND



A 4 stars hotel in Ireland, combining contemporary glamour with old world elegance.

For more information, please visit our showrooms

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