



MOHN.

COMPANY**PROFILE**



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MOHN

COMPANY**PROFILE**

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Chairman's introduction

WELCOME TO MOHM

Having a legacy of 50 years of manufacturing, believing in Egypt and in Egyptian industry where our dedication to excellence knows no bounds as we passionately uphold the highest standards of quality, innovation, and customer satisfaction in the furniture industry. With a relentless focus on exceeding expectations and delivering exceptional products and services, we continuously push the boundaries of what is possible.

At Mohm, our valued customers are partners in our journey towards perfection. Their satisfaction is our driving force, inspiring us to set new benchmarks and create lasting impressions that resonate with them. We understand that every piece of furniture holds a story, and we strive to make that story a beautiful one for each and every customer.

Sincerely,
Eng. Eslam Abdel Hady
Chairman



A WORD FROM THE CEO

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. Our focus on customer satisfaction and innovation propels us towards achieving our goals and solidifying our position as a leader in this industry.

Our success at Mohm is driven by our unwavering commitment to excellence, innovation, and customer satisfaction. Over the past decade, we have witnessed significant evolution in the furniture industry in middle east.

At Mohm, we have embraced a design concept that places us at the forefront of design and color trends while ensuring unrivaled quality and overall value in our products. With a dedicated team of more than 1000 members, we are confident in our ability to excel in both local and regional markets, with a strong determination to expand into the international market as well.

Sincerely,
Eng. Shereef Abdelhady
CEO

company profile

company

HISTORY

CRAFTING INNOVATION SINCE 1974

Company timeline

BUILDING BLOCKS TO STYLE

INNOVATIVE TRANSFORMATION
GENERATIONAL EVOLUTION

MOHM IDEOLOGY

DELIVERING INSPIRING WORKPLACES

Our team

PEOPLE POWERED SUCCESS STORY.



company

HISTORY

CRAFTING INNOVATION SINCE 1974

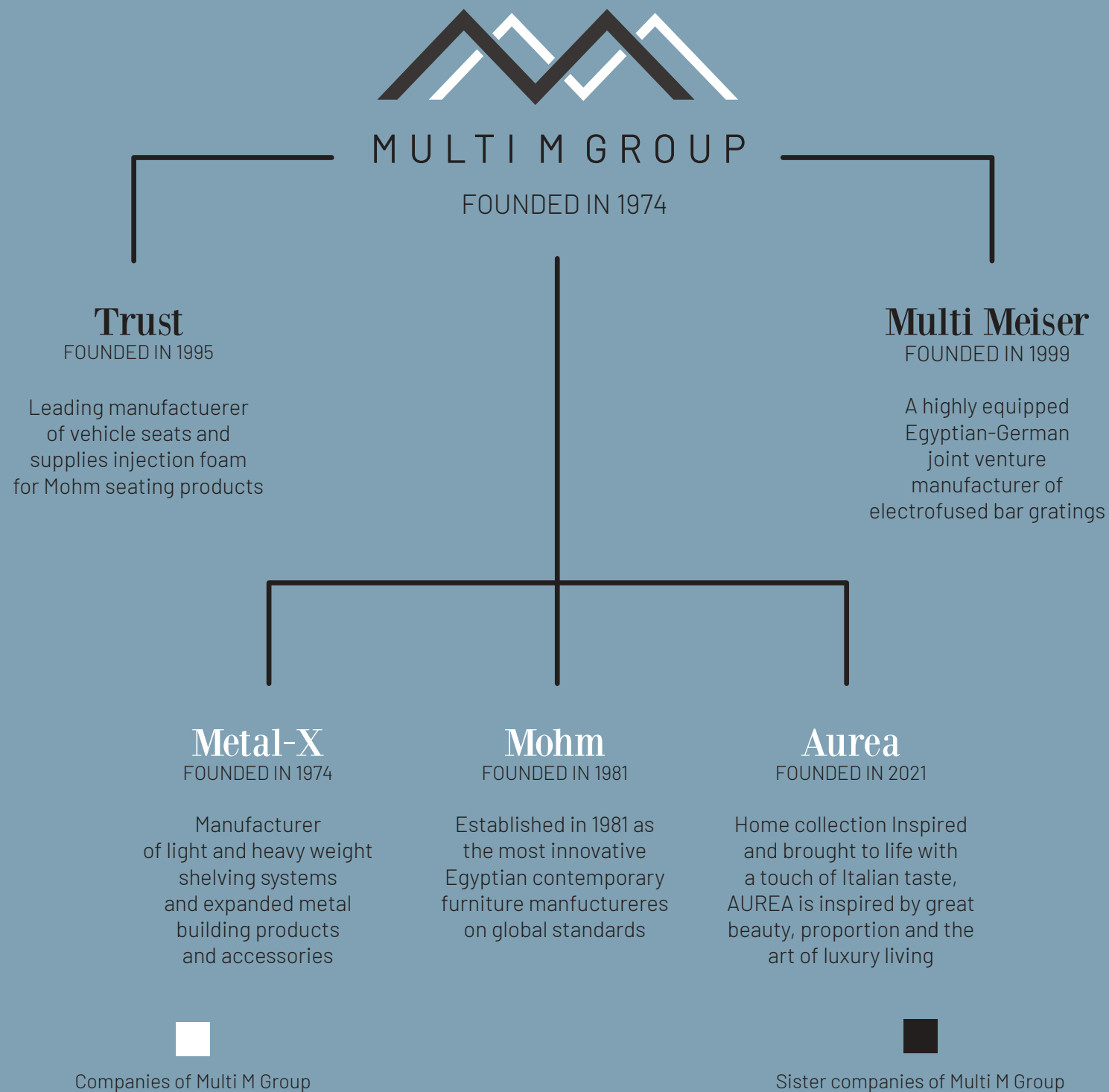


Eng. Abdelhady Abdelmoneim and Eng. Samy Fahim began Multi M Group in 1974. From humble beginnings in a rented workshop in east Cairo, came an engineering works that was to prove a trailblazer. In the same year, Metal-X was launched, offering a range of complimentary construction materials and engineering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

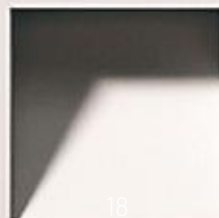
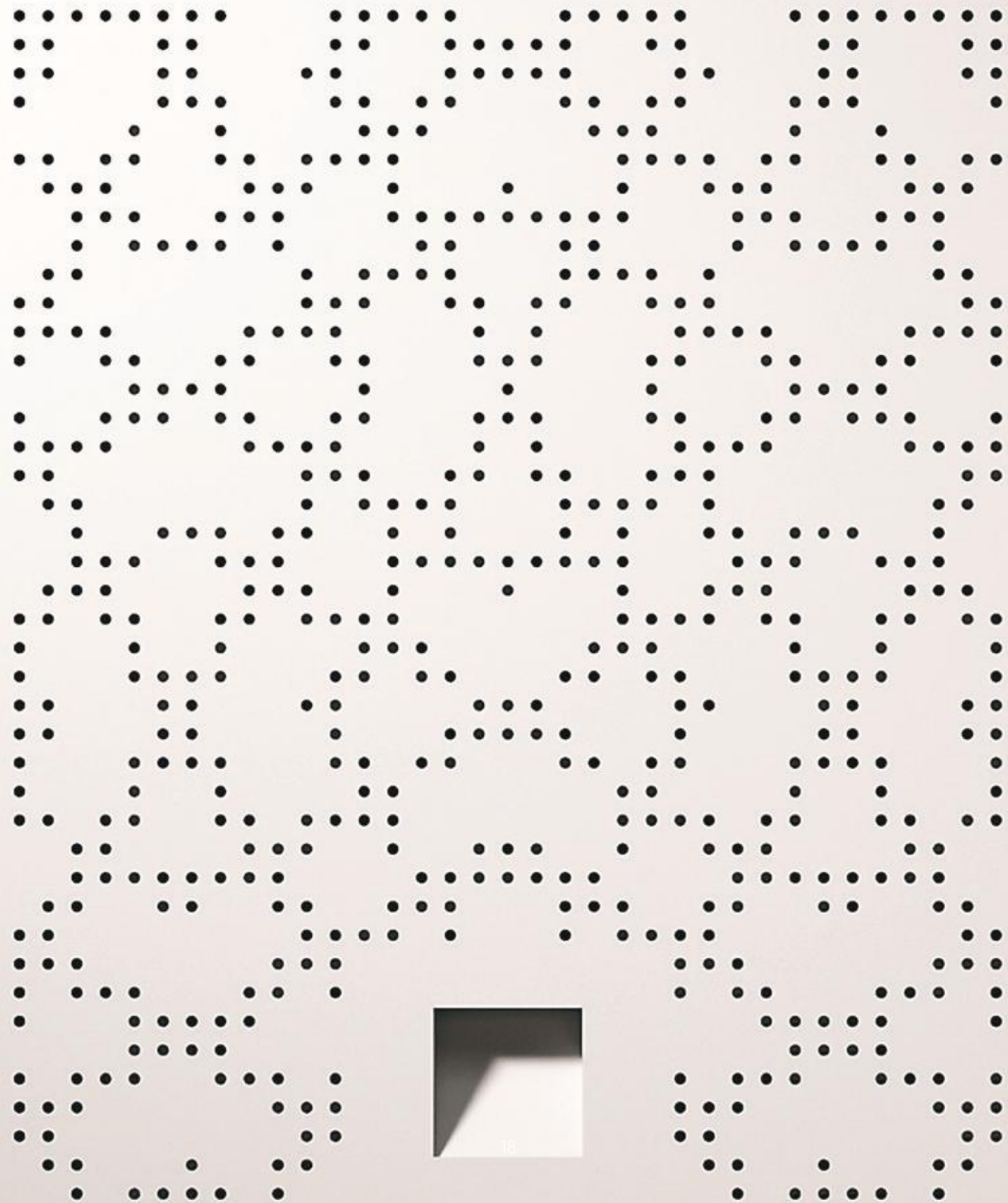
The furniture was designed to be durable yet economical, but it was more than that, because it was stylish too.

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.



Company timeline

BUILDING BLOCKS TO STYLE



company

INNOVATIVE TRANSFORMATIONS



GENERATIONAL EVOLUTION

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, which reflect the changing approach to office work. New designers continue to join in 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.



company

MOHM IDEOLOGY

DELIVERING INSPIRING WORKPLACES

Working space today, is not just an office in a company, the business culture has evolved enormously, reflecting a dynamic generation, driven by individuality, passion, innovation and flexibility, capable of creating successful achievements remotely and on site, but on one condition, feeling comfortable and in unity with their surroundings. MOHM provides what mirrors and supports this era, flexible explicitly designed office furniture, customized to create working spaces that signify innovative individuals where they feel they belong.




company

Our team

PEOPLE POWERED SUCCESS STORY

Our reputation hinges on our dedicated team of more than 1,000 staff who ensure top-notch quality in furniture from design and manufacture as well as after sales customer care. With diverse backgrounds and experiences, Mohm team fosters creativity and innovation, all while cultivating a supportive and inclusive culture that values collaboration and continuous learning. We prioritize continuous improvement, encouraging our team to constantly seek ways to enhance their skills and contribute to the company's growth. We are an equal-opportunities employer, offering support for all team members and a sustainable work environment. Our customer-centric approach is upheld by both employees and management. To enhance staff proficiency, we provide various training programs to our most valuable asset: our people.



company profile

products

PRODUCT COLLECTION
CREATING SPACE INNOVATIVE SOLUTIONS



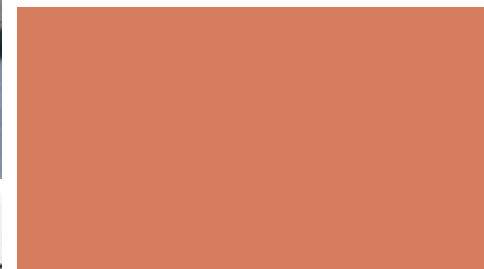
products

PRODUCT COLLECTION

CREATING SPACE INNOVATIVE SOLUTIONS

We are always innovating and reinventing our collection to design creative solutions to the workplace's many challenges. We provide "space innovative solutions". As offices evolve so does our collection. Our collections include the Executive range, created to enhance the entrepreneur's work environment into a complete and luxurious space. The middle management range is designed to cater to the needs of middle managers in office settings. This collection features sleek and modern designs that blend functionality with style, providing a comfortable and productive workspace for middle management professionals. The operative collections provide harmonious productive environment where people love to work at. Space refining collection of workstations and desks inspire progressive, determined working mindset with studied cabling solutions to maximize work efficiency.

Casual Meetings and Breakouts Collection features comfortable and versatile pieces designed for collaborative spaces. With focus on creating a relaxed and inviting atmosphere, the collection is perfect for meetings, brainstorming sessions, or simply taking a break from the daily grind. Reception and waiting areas collections designed to cater to both executive waiting areas and casual young waiting areas. From luxurious and elegant designs to fresh and modern styles, this collection provides options to suit any aesthetic preference and to create a sophisticated ambiance or a vibrant and youthful atmosphere. Mohm offers wide range of ergonomic office chairs designed for executives, operatives and everyone in between. Each chair undergoes rigorous testing to ensure optimal comfort, support, and durability. Elevate your workspace with these innovative and tested ergonomic office chairs.



company profile

designers

DESIGNERS

FANTASY. FLAIR AND FORM

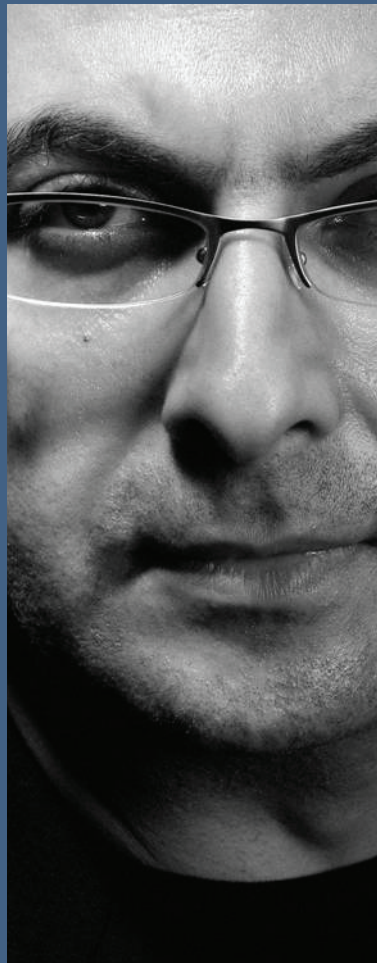
DESIGNERS



NIKOLAS CHACHAMIS



KARIM RASHID



KARIM MEKHTIGIAN



SHINICHIRO OGATA

designers

FANTASY, FLAIR AND FORM

NIKOLAS CHACHAMIS

Nikolas Chachamis was born in Greece but later moved to Italy, where he graduated in Architecture at the Polytechnic 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 number of lines to the Mohm catalogue, including Rondo – a modern take on the traditional office chair, available in high

and low back; Aria Collection; Attiva Collection and the Classica Collection. He is also the Art Director of Mohm and 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 Egyptian flair with modern-day 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, his Concept 1 line of office furniture brings the fantastical to the workplace, with curvaceous lines combined with strong, geometric designs.

KARIM MEKHTIGIAN

Karim Mekhtigian was born in Armenia, brought up in Cairo and studied in Paris before

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

Born in Nagasaki Prefecture. Established Simplicity Co., Ltd. in 1998. Pursuing the concept of redefining the next generation of Japanese culture and design, Ogata has developed his own establishments including the Japanese dining club and

tea house yakumo saryo, 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 Aēsop's stores "Aēsop Kyoto" and "Aēsop Shinsaibashi," and for Hyatt Hotel's Andaz Tokyo Toranomon Hills.

company profile

production

Mohm Factories

PRODUCTION AND INNOVATION
COME TOGETHER

PRODUCTION
FACILITIES

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

MATERIALS AND RAW MATERIALS

STRONG, SUSTAINABLE, STYLISH

Iso Certified

GLOBAL STANDARDS GUARANTEED

Eco Friendly

AS NATURE INTENDED



production

Mohm factories

PRODUCTION AND INNOVATION COMES 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 CNC multi-punching machines, CNC multi-bending machines and automatic Electrostatic powder-coating lines. The Wood Factory operates two production lines, panels and solid wood processing lines. The factory is equipped with the very latest CNC multi-drilling machines, board cutting and paint lines as well as the latest edge-banding machine. Mohm's Pipes Processing Unit is equipped with CNC tube bending machines and the latest welding CO2 equipment and electro static powder coating line to ensure rapid, constant production. 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 Upholstery Factory is equally equipped with high technology machines and skilled artisans to provide quality finishes to all Mohm upholstered lines.



production

PRODUCTION FACILITIES

STATE-OF-THE ART CREATES ARTISTIC STATEMENTS

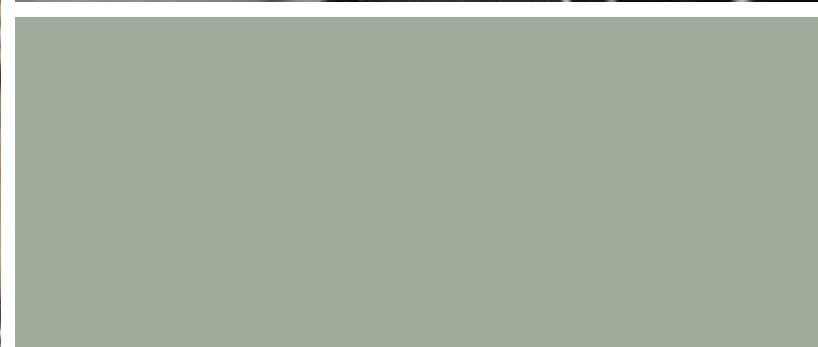
Located in East Cairo, Mohm operates on 78,000 m² production facilities run, with the highest technologies, operated by a team of highly experienced engineers, operators, and craftsmen, producing more than 250,000 office units each year from scratch, crafted from the finest raw materials. MOHM sophisticated system guarantees smooth operation between the factories and the warehouses, utilizing the latest computerized technology, and warehouse control, creating precision-built items and customized products for projects on a variety of scales, with the ultimate purpose of delivering products to our customers at their best convenience and satisfaction.



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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.

ISO Certified

GLOBAL STANDARDS GUARANTEED



ISO 9001



ISO 45001

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.

production Eco Friendly

AS NATURE INTENDED



ISO 14001

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 – 45001 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.

company profile

logistics

LOGISTICS & FLEET

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

DISTRIBUTION SYSTEM

MADE LOCALLY, EXPORTED GLOBALLY STATEMENTS



logistics

LOGISTICS & FLEET

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

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.

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.

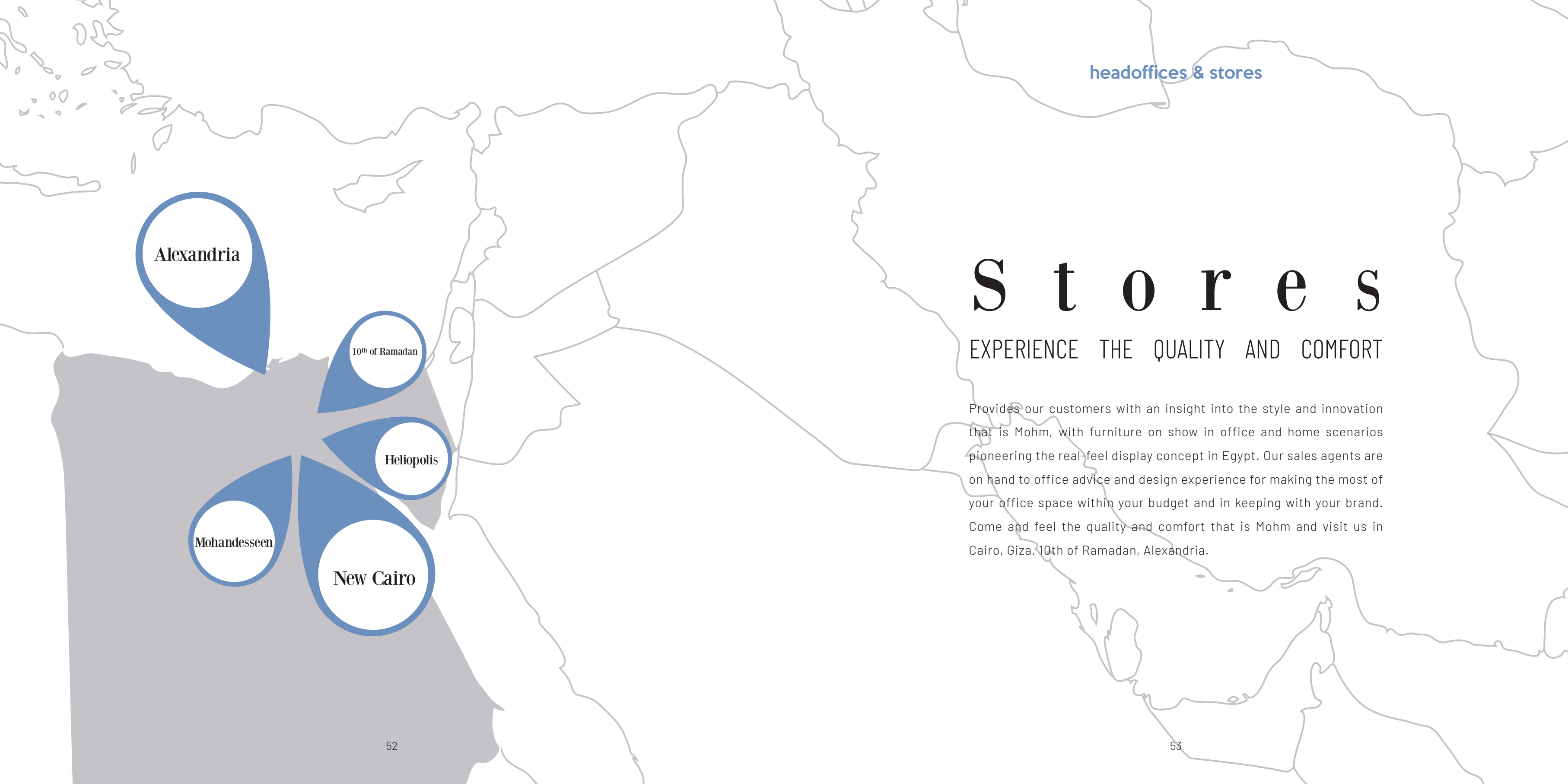
company profile

stores & sales tools

Stores

EXPERIENCE THE QUALITY AND COMFORT

SALES TOOLS
EMPOWERING CUSTOMERS

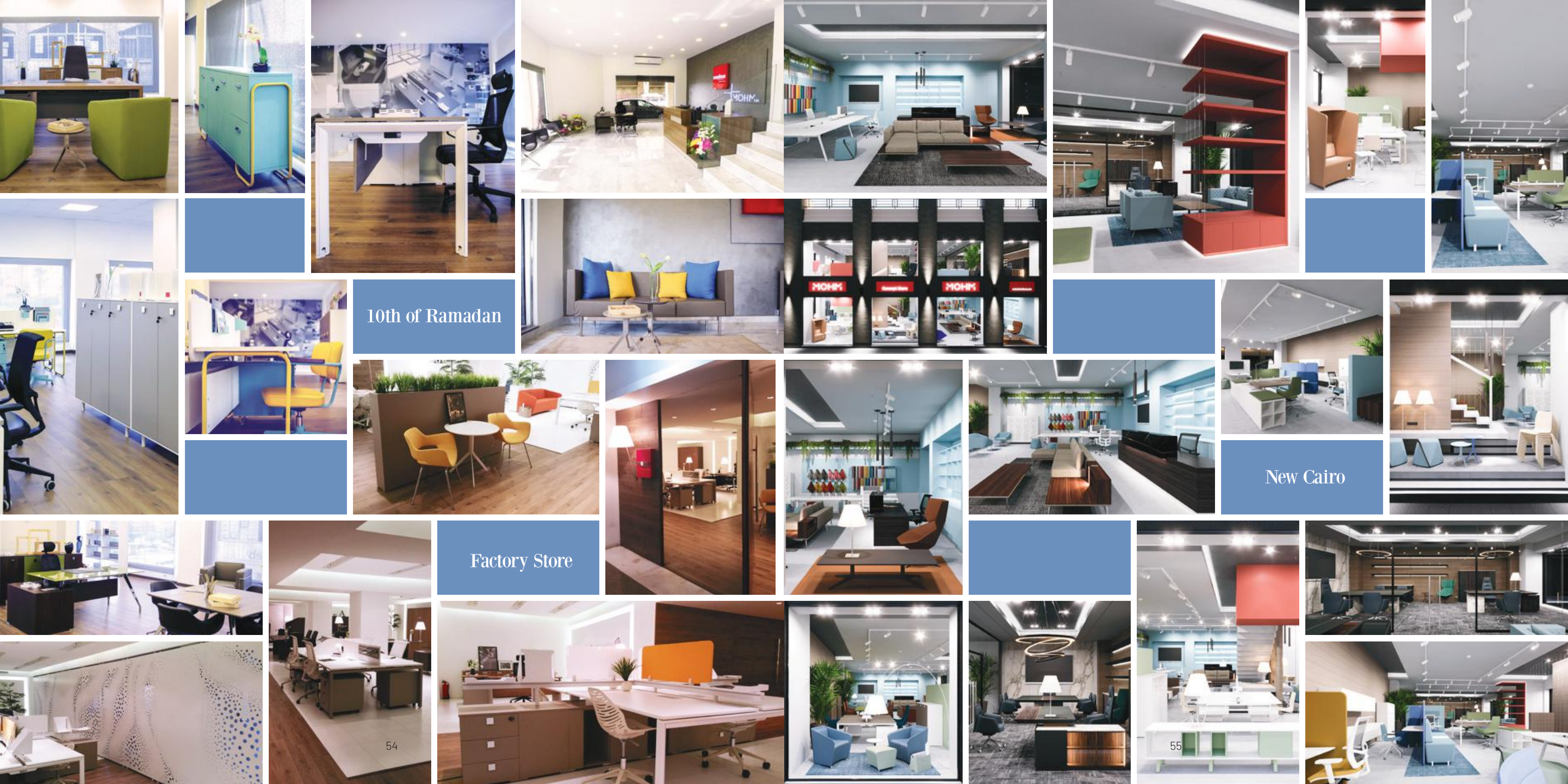


headoffices & stores

S t o r e s

EXPERIENCE 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 offer 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.

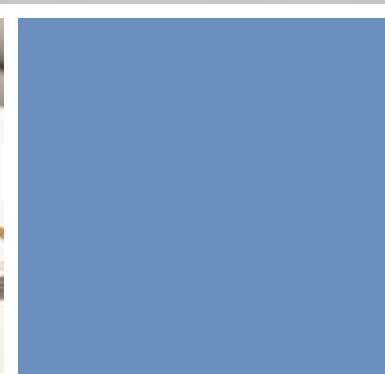


10th of Ramadan

New Cairo

Factory Store





headoffices & stores

SALES TOOLS

EMPOWERING CUSTOMERS

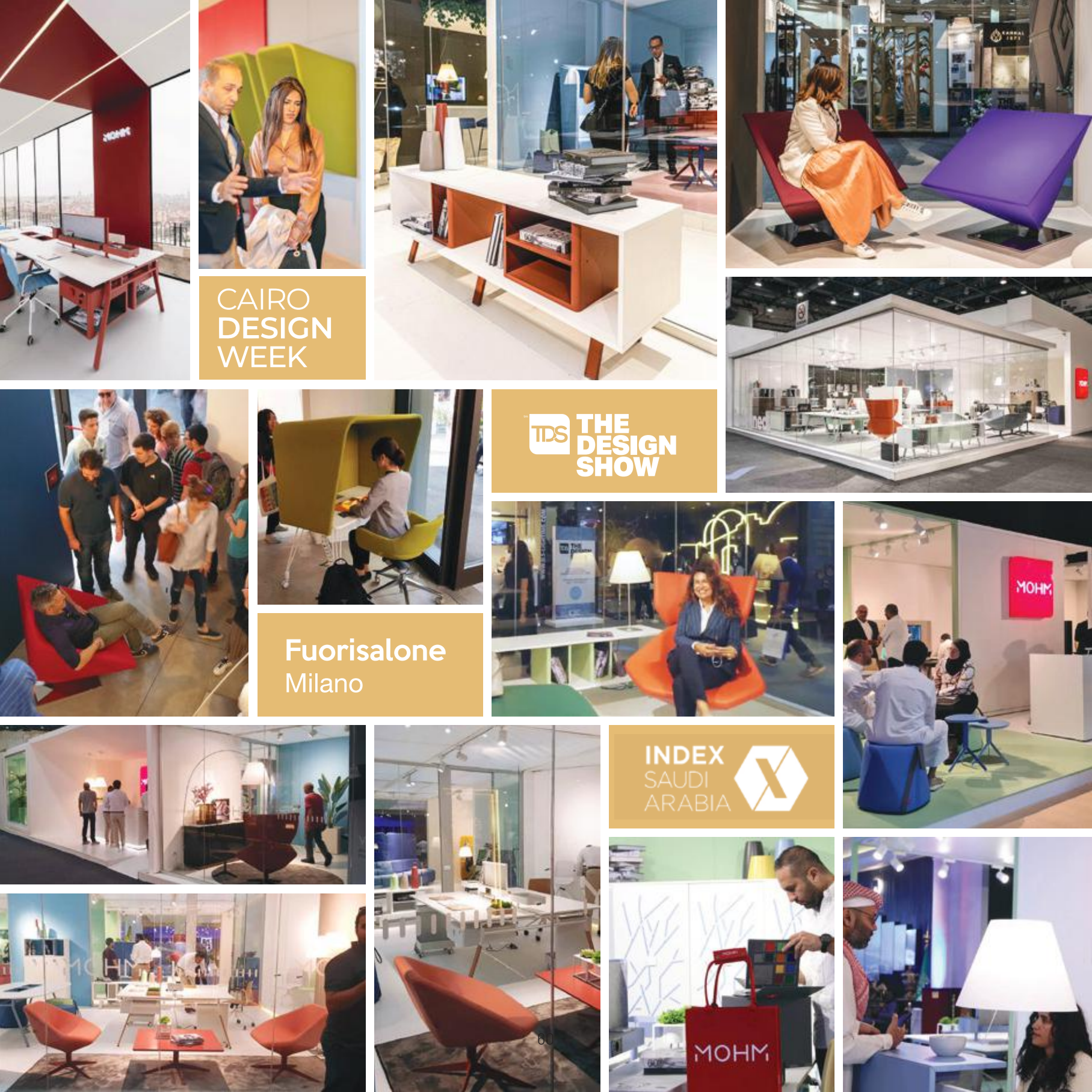


company profile

communication & events

**COMMUNICATION
& EVENTS**

GETTING IN TOUCH, GETTING CLOSER



communication & events

COMMUNICATION & EVENTS

GETTING IN TOUCH, GETTING CLOSER



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.

company profile

references

References

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



Bibliotheca Alexandrina



Bella Vita Clinic



Deloitte Middle East



FedEx Egypt

references

References

EXPORT

Yemen
KSA
Libya
Qatar
Uganda
Kenya
Ghana
Senegal
France
Cyprus

Afghanistan
Sudan
Italy
Iraq
Lebanon
Greece
UAE
USA
Germany
Syria

LOCAL (GOVERNMENTAL SECTORS)

Bibliotheca Alexandrina
Council of Ministers
President of the Republic
Public Authority for Educational Buildings
Adult Education Authority
Ministries
Ministry Of Foreign Affairs
Ministry Of the 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
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
Doctors Syndicate
New & Renewable Energy
Atomic Energy
multinational forces
Electricity
Radio and TV
Public Authority for Biological Products
National Postal Authority
Public Authority for Investment
Engineers Syndicate
Governmental Organizes
General Sales Tax
Customs
The Production Sufficiency
Embassies
British Embassy
U.S. Embassy
Embassy of Pakistan
South African Embassy
Embassy of the Russian Federation

BANKS

CréditAgricole Bank

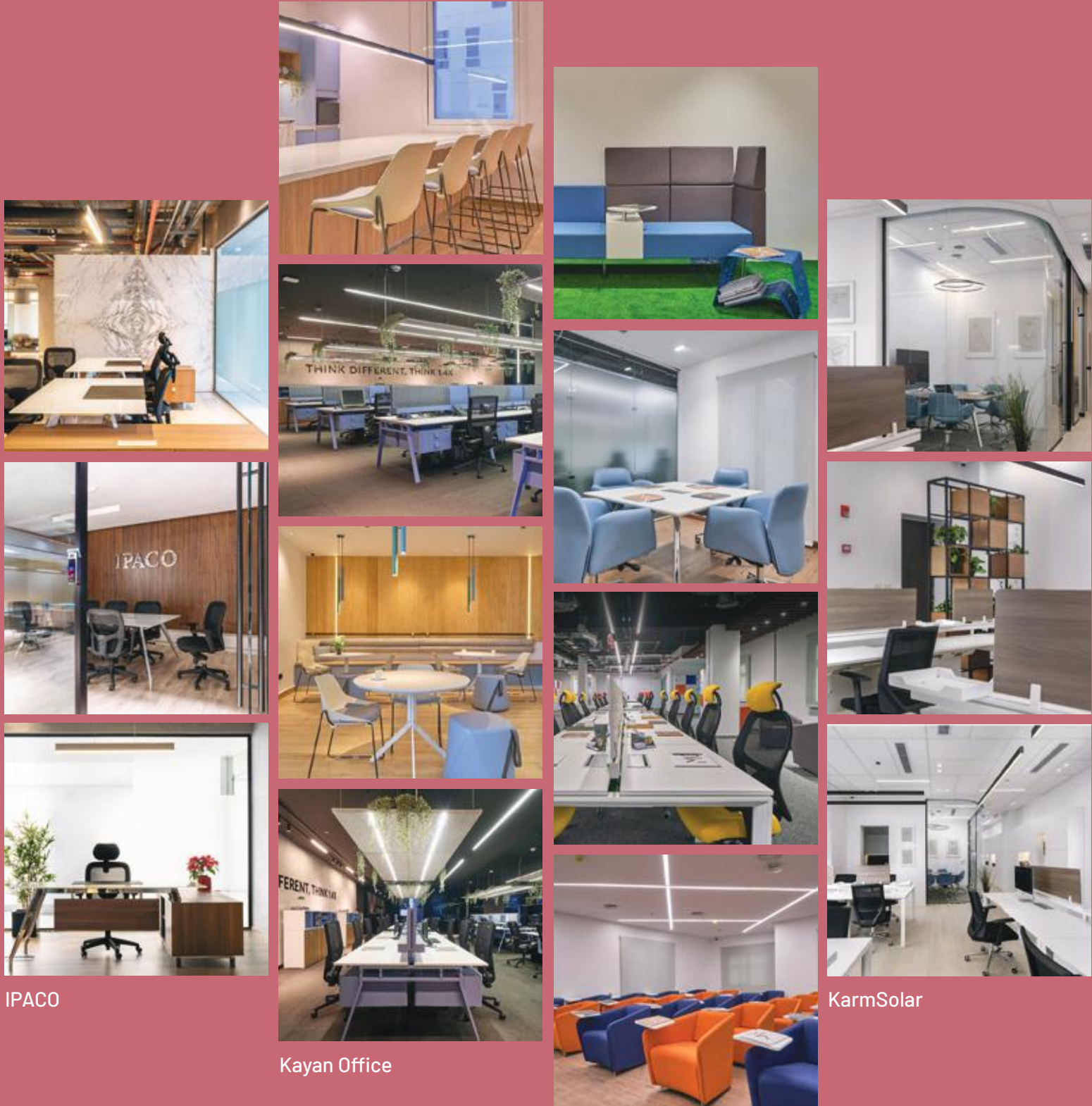
Industrial Development Bank
Barclays Bank
NBE
BanqueMisr
BNP Paribas
Development and Agricultural Credit Bank
American Express Bank
HSBC
Union Bank
Central Bank
NSGB Bank
Egyptian Gulf Bank (EGBE)
Banque Misr " Digital Innovation"

CONSULTING FIRMS

Deloitte Middle Est
IPACO
Studio 06

EDUCATION

Ain Shams University
Cairo University
Alexandria University
Military Technical University
Azhar University
Assiut University
Menoufia University
Suez Canal University
Minya University
October 6 University
South Valley University



IPACO

Kayan Office

KarmSolar

Banque Misr " Digital Innovation"

references

Egypt Science and Technology
University
October of Modern Science
University
Mansoura University
British University
American University
Sur University(Oman)
Turkmenistan University
Nursing College
Engineering College
King Marriott Academy
Alexandria Medical Research Institute
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 University
Baraem Misr
Orman Schools
British Columbia Canadian
International School
Metropolitan
Administrative Prosecution

JOURNALISM

Al-Ahram
AkhbarElyom
Algomhuria
Al-Ahaly
Al-Wafd
Rosalyousef
Tahrir
AlamAlyawm
Shorouk
October

HEALTH SECTORS (HOSPITALS)

KasrAlainy
Husien University Hospital
Zagazig University Hospital
Ain-Shams
Ismailia University Hospital
Wadi El Nil
Insurance Hospitals
Assuit University Hospital
HelalAhmar 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
Bella Vita Clinic

HOTELS & TOURISM SECTORS

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

ENERGY INDUSTRY

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



Oppo



Studio 06



Beko



Worxpace

references

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

MISCELLANEOUS

Dream-Land
Orascom
Samsung
Dary
Juhayna
Kabnoury
CMB Center
Tarek-Nour
Chloride
Arab-Cont.
Kajima
Unionaire Group
Toshiba
MoharramBakhom
Asfour Crystal
Cleopatra Ceramics
Gemma Ceramics
Binladin
GlaxoSmithKline
Oriental Weavers

Pfizer
Medicap
Hassan Allam Sons
Tasty Foods
Hi-TEK
Pierre Cardin
Eastern Company Egypt
Gold-Star
Euroquarzo
Arab Finance
Siemens
NahdetMisr For Cinema
Abu-qir
Safmarine Shipping
El-Marasem
Fedeco
WadiDegla (Maadi)
WadiDegla(6th of October)
WadiDegla (Sheraton)
Management Consulting Services
El-Morshed
El-Ameen
International Cables Co. (ICC)
Sanofi Aventis
Orascom B
Egyptian French Joint Venture
Mobinil
Teleperformance
L'oreal
The New Museum Project
Cleopatra Touristic Investment
Shell
Aramex
Amriya Pharm
AlexFert
Pharmaplast
The UN Refugee Agency

British Council
American Culture Center
Kwbwsh for packaging
Tolip Royal Hotel
Al-Abd
Sidi Krir Generating Company
Lecico for Ceramics
Degremont
Nile Projects & Trading
Pirelli
Arab Company for Pharmaceutical Products
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 Rizq Jameel
Federation of Egyptian Industries
Travco Group for Engineering & Construction
Advances
Bupa Intl(Health Insurance)
Cleopatra Media Group (El-Balad TV)
Arabia for Housing and Reconstruction
The National Council for Women
Oppo
Beko
FedEx Egypt

company profile

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www.mohmfurniture.com



company profile

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Nikolas Chachamis

Graphic Design & 3D
Archimedia

Printed
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