



al warsha
الورشنة furniture

COMPANY PROFILE



ABOUT AL WARSHA

Established in 2010, Al Warsha Furniture has become a recognized name in the Egyptian woodworking industry. The company has developed from a small upholstery workshop in the Maadi area, into an integrated woodworking and upholstery manufacturer with over 70 full-time craftspeople, modern machinery, and an unshakable commitment to quality.

A dining room with a round wooden table, white chairs, a gold chandelier, and a large window. The room is well-lit and has a modern, clean aesthetic.

Vision

Our vision is to become the “maker” of choice for the Egyptian residential, commercial and hospitality markets.

Mission

Our mission is to build lasting and solid relationships with our clients by providing consistent quality and personalized service on time and on budget for every single project.

Approach

Our approach is simple: Premium raw materials, efficient production, and rigorous quality control together with personalized customer care at competitive prices.

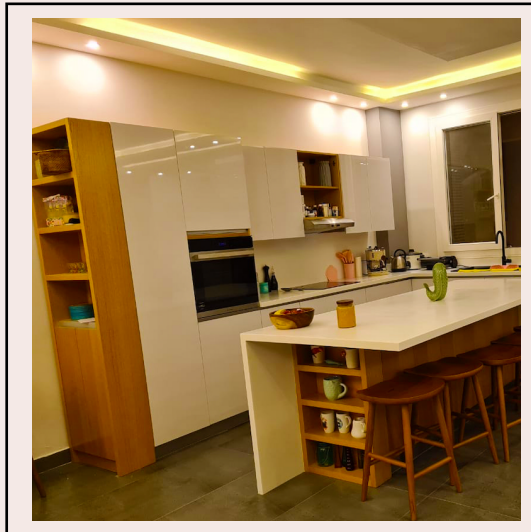
Upholstery



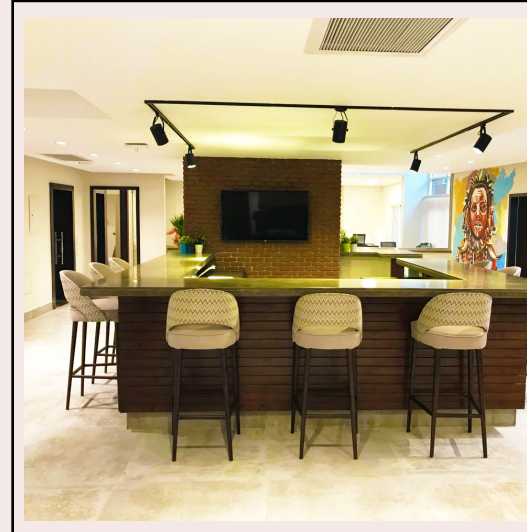
Carpentry



Cabinetry & Cladding



Refurbishment

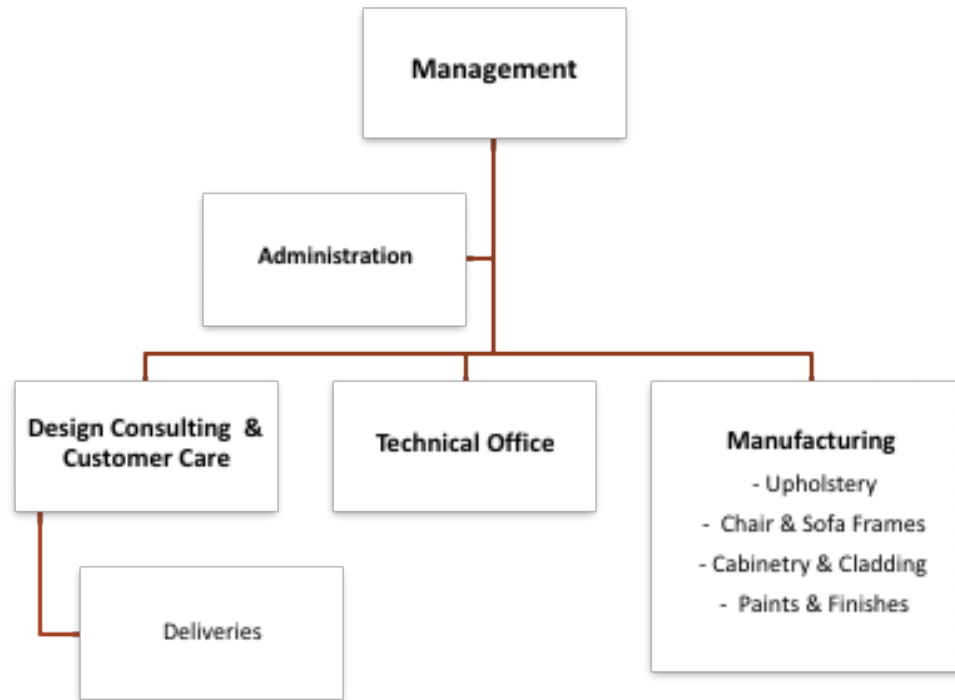


PRODUCTS & SERVICES

We provide a range of products and services for clients ranging from individuals furnishing one room to construction companies and real estate developers requesting complete fit-outs of residential, retail, or commercial spaces. All our wood products can be customized using a wide variety of paints & finishes to client specifications.

STRUCTURE

- 70+ full-time motivated and dedicated employees.
- Our team includes highly qualified woodworkers, upholsterers, design consultants, installation technicians, production managers, engineers, and customer care specialists.



Design Consulting & Customer Care

This department is our client point of contact. Our design consultants sit with clients, understand their needs our customer care officers coordinate delivery and follow up to ensure client satisfaction and translate their vision into implementable design concepts. Once the products are ready

Technical Office

The technical office acts as a liaison between our design consultants and the manufacturing division. Our engineers take the design concept, develop shop drawings, identify design flaws, and adjust the design as needed in cooperation with the design consultant and client. They also determine the optimum manufacturing strategy and select appropriate materials and finishes.



Manufacturing

This is the largest division in terms of workforce with over 60 full-time craftspeople expert in various disciplines. We constantly seek to upgrade our capabilities to increase capacity and improve efficiency. Over the past year, we have extensively expanded our machinery base which now includes the following:


Computerized Numerical Control (CNC) Machines

CNC Router: This helps in the accurate cutting and horizontal boring of machined parts as well as with some engraving work.

CNC Lathe: Our two-head CNC lathe is one of the most advanced in the market allowing us to manufacture shapes that were otherwise outside our capability.

Cutting Machines

Panel Saw: Our panel saw has a twin blade system allowing for high production rates and accurate and smooth cuts

A photograph of a modern dining room. In the foreground, a large, light-colored wooden dining table with a curved edge is set with two long, upholstered wooden benches. The floor is covered in a patterned tile with various geometric and floral designs in shades of blue, green, and beige. In the background, there is a dark wooden cabinet and a white refrigerator. A potted plant sits on the table.

Miter Saws: Four high-quality miter saws allow our workers to make accurate miter cuts as well as straight cuts.

Veneer Guillotine: This allows us to make straight veneer cuts in preparation for pressing on wood and substrate boards

Veneer Stitcher: This stitcher makes strong, seamless veneer joints.

Thickening and Sanding Machines

SCM Wide Belt Sander: Our newest acquisition is one of the newest, most advanced sanders in Egypt allowing us to produce highly calibrated boards with the best surface finish.

SCM Thicknesser: Our S63 is a workhorse machine known for high volume, accurate production.

Boring Machines

Blum Minipress pro: Manufactured by the Austrian hinge and drawer slide manufacturer, this machine gives us the advantage of fast and accurate hinge boring and insertion.

Horizontal and Vertical boring machines: Fast switching between horizontal and boring functions give our shop floor an added advantage.

Press

Hot Press: Our newest arrival from Italy, allows us to press not only solid wood boards and doors, but also allows us to press high-pressure laminates and other surface finish materials.

Edge Bander: Our newly acquired 9 stage edge bander gives us the best possible finish for finished edges

Paints & Finishes

Finishing Rooms: 3 finishing rooms with full water curtains and overspray systems allow for high quality paints and finishes.



OUR TEAM



Ramy Moftah - Founder and Chief Executive Officer

Mr. Moftah founded Al Warsha when he saw a clear gap in the Egyptian market for high-quality, bespoke wood and furniture products manufactured at commercial levels. In a brief period of time, he has grown the company from a small carpentry and upholstery workshop to a full-scale furniture manufacturer with annual turnover of over EGP 15 million and a staff of over 70 dedicated professionals including designers, artisans, and other professionals. Prior to founding Al Warsha, Mr. Moftah had acquired extensive financial, management and entrepreneurial experience and has successfully founded and managed companies in Egypt, China, and Ethiopia. Mr. Moftah has also worked for some of the top investment banks in both Egypt and abroad including Dean Witter Reynolds, Mega Vest International, CI Capital, AL Hamd Financial and Management Services and Lamborne Securities. He has also worked both as an employee and as a consultant with several development agencies including the Near East Foundation, the Center for Development Services, DFID, GTZ and UNIDO.

Angela Cressaty - Chief Operating Officer

Ms. Cressaty is the Chief Operating Officer at Al Warsha and is responsible for organizing, managing, and tracking daily operations within the company. Her outstanding organization, negotiation and interpersonal skills accompanied with the ability to relate effectively to a multitude of individuals on all levels have been instrumental in Al Warsha's growth. As part of her mandate, she liaises with clients, advises them on optimal design and material choices, and ensures that their vision is communicated to the design department. She consistently develops and refines management processes to improve efficiency, reduce project costs, and ensure smooth workflow throughout the project cycle, from inception and design through to production, delivery, installation, and client follow-up. Prior to joining Al-Warsha, Ms. Cressaty was the Marketing Director at SANO Restaurants and Food Catering, one of the leading event management companies in Egypt.

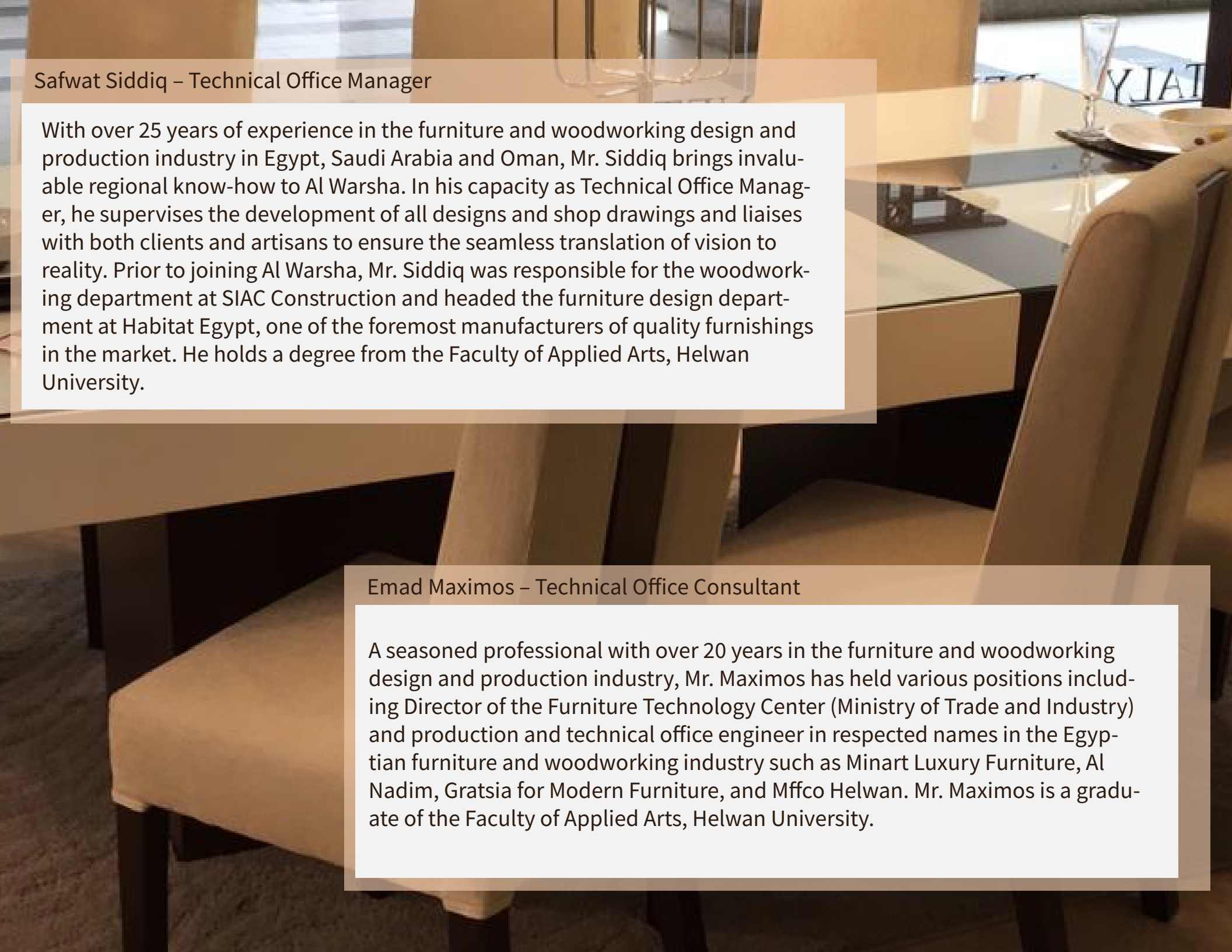


Maha Saba – Head of Design and Client Services

Ms. Saba has worked with a number of high-profile companies such as Amr Helmy Designs, Living In Interiors, and Shewekar. She has been exposed to some of the top notch international and local designers and contracting companies during her career, including designers from France, Greece, and the US. Over the course of her career, she has worked on projects such as the renovation of the Semiramis Intercontinental Cairo, La Maison Blanche, and Indigo Restaurant and Bar at the Four Seasons. She was also the project manager on the fittings and furnishing of Deraya University New Minya and One More Creation Coffee Shop in Zayid City. Ms. Saba is a graduate of the Faculty of Fine Arts, Helwan University.

Yasser Al Sawy – Production Manager

Mr Al Sawy is responsible for management of the shop floor. He brings over 25 years of experience in the furniture and woodworking industry both in Egypt and in the Arab Gulf to Al Warsha. Prior to joining the company, Mr Al Sawy worked with some of the foremost names in the Egyptian and regional furniture industries including Ivanco, Inco Contracting, Art Group Dubai, CAT Architecture, and Al Moussa KSA. He was instrumental in the production of furniture, cladding, doors, windows, etc., for projects including Mivida by Emaar, Marmina Church, Dar Al Salam Church, Al Tahona Church, Golden Coast Hotel, and the Meridien Pyramid hotel. Mr Al Sawy is a graduate of the Faculty of Applied Arts, Helwan University.




Safwat Siddiq – Technical Office Manager

With over 25 years of experience in the furniture and woodworking design and production industry in Egypt, Saudi Arabia and Oman, Mr. Siddiq brings invaluable regional know-how to Al Warsha. In his capacity as Technical Office Manager, he supervises the development of all designs and shop drawings and liaises with both clients and artisans to ensure the seamless translation of vision to reality. Prior to joining Al Warsha, Mr. Siddiq was responsible for the woodworking department at SIAC Construction and headed the furniture design department at Habitat Egypt, one of the foremost manufacturers of quality furnishings in the market. He holds a degree from the Faculty of Applied Arts, Helwan University.

Emad Maximos – Technical Office Consultant

A seasoned professional with over 20 years in the furniture and woodworking design and production industry, Mr. Maximos has held various positions including Director of the Furniture Technology Center (Ministry of Trade and Industry) and production and technical office engineer in respected names in the Egyptian furniture and woodworking industry such as Minart Luxury Furniture, Al Nadim, Gratsia for Modern Furniture, and Mffco Helwan. Mr. Maximos is a graduate of the Faculty of Applied Arts, Helwan University.



Hoda Nabil – Technical Office Engineer

Ms. Nabil is part of our technical office team. Her responsibilities include producing detailed shop drawings and material lists and preparing cutting lists and production method reports. She works closely with other departments and represents Al Warsha in technical meetings. Ms. Nabil is a graduate of the Faculty of Applied Arts, Helwan University.

Sameh Zakaria – Manufacturing & Delivery Supervisor

Mr. Zakaria has extensive experience both on the shop floor as well as in the technical office. Having started on the production floor, and then worked in a supervisory role both on the shop floor as well as in the technical office, he provides a wealth of experience and knowledge invaluable to the production, delivery, and installation process.

CLIENT PORTFOLIO

Developers



Furniture Retailers



Interior Decorators & Designers

SHEWEKAR TAREK SHAMMA



Commercial Clients



Abercrombie & Kent

Al Warsha boasts an impressive list of commercial clients in addition to its thriving business for individual clients. These include some of Egypt's most well-known furniture stores, property developers, interior decorators, and designers.



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