



LA ROCHE
FURNITURE

WELCOME TO



IDENTITY

La Roche Furniture is one of Egypt's leading companies in the field of luxury home furnishings. We specialize in the design and manufacturing of contemporary home and hotel furniture, with a global reach that spans international markets.

Founded in 1984, our beginnings as a family-owned business with a humble production facility of 700 sqm has now grown to a substantial size of 11,000 sqm. Our factories are equipped with advanced technology and machinery, everything we'd need to bring our unique vision to your doorstep.

A showcase of contemporary living

The La Roche brand is synonymous with luxury hotels. Over the course of the company's history, we have furnished hotels and resorts in a range of styles and tastes, ranging from modern chic to high-end luxury, all over the world. We take pride in what we have accomplished in partnership with some of the biggest international hospitality brands. Having a meticulous quality-oriented culture throughout our entire business process has boasted and cemented our reputation in the hospitality world.

FACTORY

Pioneers in the industry; the purveyors of quality, at La Roche we know that creating unrivaled quality of furniture only happens when experienced professionals are combined with modern day technologies.

The Factory is equipped with a high precision automated German production line that is fully integrated with our very own in-house studio, run by our talented designers.

The factory

All of our equipment is powered by computer aided design software, affording us great flexibility to produce a wide range of products ranging from small individual batches to large production runs.

SPECIALIZATION



HOTEL FURNITURE
FF&E PACKAGES



FIRE RATED DOORS
& STANDARD DOORS



WALL PANNELLING



LUXURY
CONTEMPORARY FURNITURE

Hid'n
BY LA ROCHE

PRACTICAL HOME FURNITURE LINE
HID'N BY LAROCHE



Hid'n

BY LA ROCHE

Hid'n furniture is built on the advanced production lines of La Roche.

Only certified high grade materials are used and manufactured under strictest quality controls to guarantee a strong and durable product.
All Hid'n items are proudly designed and made in Egypt.





FACTORY

Our planning, production and warehouse processes are also run and monitored by ERP software. This ensures efficient production

flow, adherence to product specs and proper management of materials, reducing waste and ensuring high quality, at low cost.



CNC MANUFACTURING

The factory is equipped with high precision automated production line securing our position in the future where digital factory dominates

the high speed CNC drilling and processing machinery are designed for complex operations for large production batches.



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 is one of the leading egypt furniture providers for some European furniture brands.



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 in carry piece.



STAFF

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 & 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.



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.



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 ERP (SAP). Precise and accurate reports and information are available on demand.



MANAGEMENT SYSTEM



Our planning, production and warehouse processes are also run and monitored by ERP (SAP) software. This ensures efficient production flow, adherence to product specs and proper management of materials, reducing waste and ensuring high quality, at low cost.

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



CLUB
BEECH WOOD FRAME

Headboard	340x120
Nightstand	75x48x55H



TOWN
BOURBON OAK

Headboard	370x110
Bed base in leather	180x195
Nightstand with stoned top	60x40x55



AUBERGE
WALNUT LAMINATE

Headboard with upholstered back	310x215
Bed base in leather	180x195
Nightstand	55x45x50
Dresser	200x40x40



IMPERIAL
HIGH GLASS FINISH

Headboard with upholstered back
Bed base in leather
Nightstand
Dresser

340x160
180x195
60x45x50
140x45x73



HARLEY

Headboard genuine leather

310x100

Bed base in leather

180x195

Boston nightstand

60x48x48

White desert dresser

240x50x120



WEST
SOLID OAK

Table 280x128
Buffet 280x51x98H
West chair



DUERO
HIGH GLOSS WALNUT FINISH

Table	180x180x75
Display cabinet	70x45x170
Buffet	260x50x83
Alter chair (x8)	



ROYAL
SOLID ASH FRAME

Table
Park side chairs
Park arm chairs

550x200x75



BLAZE
WITH GOLD PVD STAINLESS STEEL

Table 260x130x75
Buffet 240x50x84H
Blaze chair



SPARK
SOLID ASH LEGS

Table with stoned top
Buffet
Spark chair

260x110
42x52x65H



WEEKEND

Wall unit as display	400x47x120H
Left or right end unit	100x47x50.5H
Center unit	100x47x50.5H
Upper unit	100x30x30H



MOSAIC

Glass Door Cabinet	60x40x192H
Open Cabinet	30x32x192/90H
Base Drawer Unit	180/120x40x32H
Separating Unit	60x32x32H
Leaf Cabinet	60/30x40x90H
Hanging Shelf	180/120x3.6x32H



VOGUE

350x128x82



ROUND

225/180x90x76H



FLORENCE

335x275x98
350x2.5x98



LIDO

350x150x75



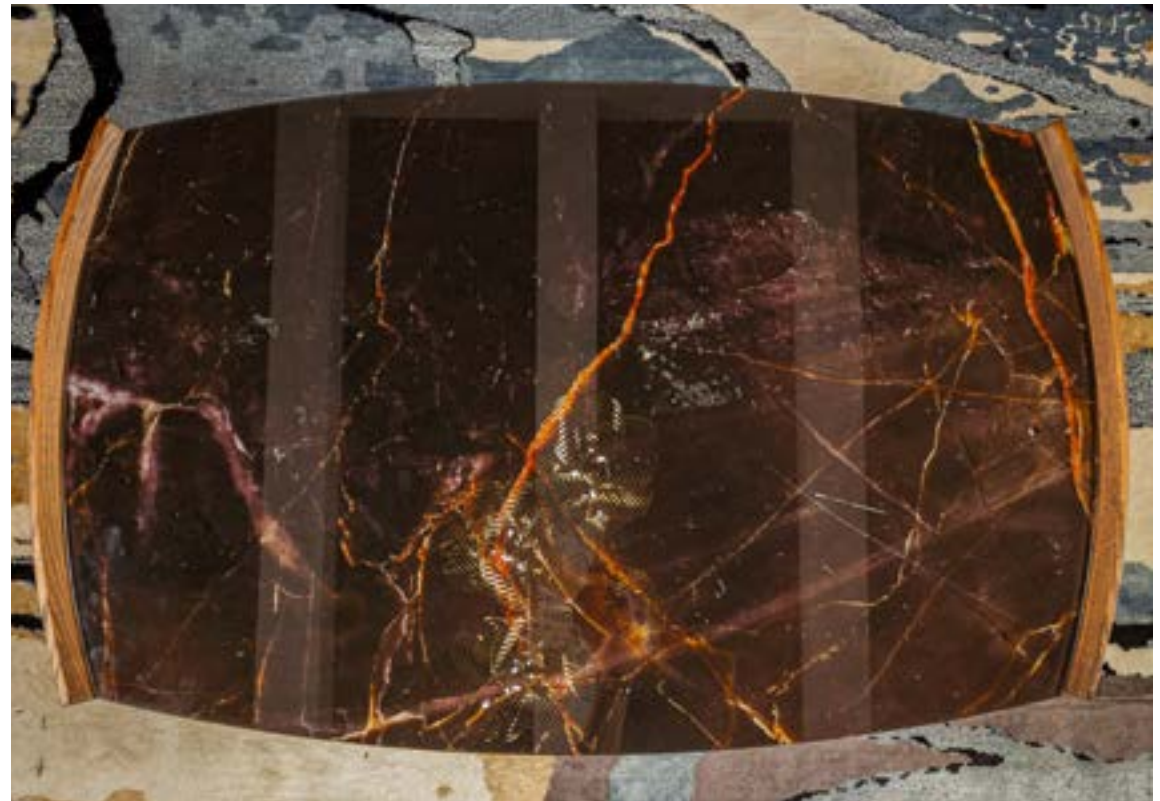
BLISS
150x40x85 H



STAINLESS STEEL
GOLD PVD
198x46x85 H

MOOD

Grey glass top and metal bass in antique gold hair line finish.



LATTE

Table in solid ash with printed glass top.



CLOSET SYSTEMS

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

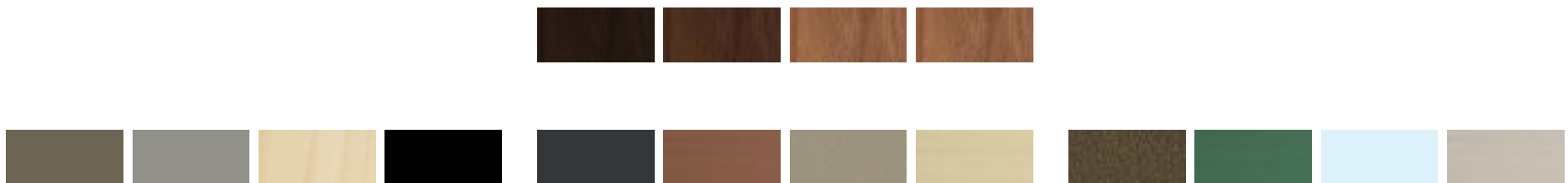
10 INTERNAL
DESIGNS

9 DOORS
DESIGNS

35 DIFFERENT
FINISHES

FINISHES

Natural Materials
Innovative Laminates
Matt & High Gloss Finishes



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



INTERIOR

The 45, 50, 60, 90, 100 and 120 cm units, the intelligent modularity of the 11 interior subdivisions.





SAHARA

“Type 1”

the Type 01 Sahara closet combines all the characteristics of a traditionally designed closet with the unique sensibilities of La Roche.

A vertical metal handle adorns each of the pairs of closet doors, while sturdy wooden doors and interior shelving mean you can never go wrong with this classic piece.





SAHARA

"Type 6"

Made of natural ash wood, the Type 6's elegant design utilized grey tinted glass panels suspended within ash wood frames





SAHARA

“Type 9”

Built to be unique, this closet’s massive walnut handle combines functionality and a character that’s delightfully modern. With a glossy finish, as well as angular geometric edges, the closet’s flat, minimalistic design sparks serenity.





WALK IN CLOSET

“Dressing room”

Meet the ultimate solution to all of your dressing and storage needs.





FLUTE

Available in three options:
240, 280, 340

The two-panel sliding closet features grey metal handles which sit vertically along the door's edge.

The Flute's doors are made of a sublime walnut finish with a linear design that adds flair and contemporaneity to an otherwise minimal design.





CRYSTAL

The distinctive interior design of the Crystal closets is highlighted through its tempered glass doors.

Inside, elegant glass and metal shelves are accented with built-in lighting fixtures, and set in a wooden walnut interior.



PROJECTS

OUR CLIENTS

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.



PRODUCT NAME	LOCATION	SCOPE OF WORK	YEAR
Reef Oasis	Marsa Alam - Egypt	300 Guest Rooms	2022
Uptown Cairo The Street of dreams	Cairo - Egypt	12 V Doors & Wardrobes	2022
S2 Marassi	Marassi - Egypt	1100 Doors	2022
City Sharm Hotel	Sharm El Sheikh - Egypt	120 Guest Rooms	2022
Greek Village Marassi	Marassi - Egypt	2300 Doors	2022
MZ Alamein	Alamein - Egypt	3 Villas - All Wooden work	2022
Uptown Cairo Golf Residence	Cairo - Egypt	200 Wordrobe	2021
Uptown Cairo Celesta	Cairo - Egypt	101 V Doors & Wardrobes	2021
Abu Tig hill	Cairo - Egypt	80 APT	2020
Tawila Island	Cairo - Egypt	200 Doors	2020
Reef Oasis	Sharm El Sheikh - Egypt	1000 Cladding	2020
Marina West R2	Cairo - Egypt	2000 Doors	2020
The G Hotel	Cairo - Egypt	120 Rooms	2019
Marina West R	Cairo - Egypt	2200 Doors	2019
Paul & Shark Showroom	Cairo - Egypt	-----	2018
Vida Al Alamin	Cairo - Egypt	12 Villa	2018
Golden Plaza Hotel	Cairo - Egypt	111 Rooms	2017
St. Regis	Cairo - Egypt	88 Apartments	2017
Best Western Winsconsin	USA	14 Rooms	2017
Rotana Hotel Ras Al Khaima	Ras Al Khaima - UAE	150 Rooms	2016
Cairo Sheraton Wodeen Works	Cairo - Egypt	270 Rooms	2014 - 2015
Forty West Sodic Aprtments	6th October - Egypt	450 Rooms	2013
Kempinski Hotel	New Cairo - Egypt	250 Rooms	2013

PRODUCT NAME	LOCATION	NO. OF ROOMS	YEAR
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
Fairmont - Heliopolis	Cairo - Egypt	585 Rooms	2010 - 2011
Radisson	Addis Ababa	209 Rooms	2010
Club Med	Taba Heights - Egypt	404 Rooms	2010
Fairmont - Nile City Towers	Cairo - Egypt	266 Rooms	2009
Pierre et Vacances	Paris - France	300 Rooms	2008
Westport	Ireland	80 Rooms	2008
Hailey	UK	80 Rooms	2007
Amirandes	Crete - Greece	160 Rooms	2007
El Maqam	Makkah - Saudi Arabia	200 Rooms	2012
Mercure	Bristol - UK	260 Rooms	2007 - 2008
Glen Eagle	Scotland	150 Rooms	2007
Jurys Inn	Ireland	300 Rooms	2006 - 2008
Cartoon House	Ireland	170 Rooms	2006
West Grove	Ireland	90 Rooms	2006
Holiday Inn	Ireland	400 Rooms	2005 - 2007
Green Isle	Ireland	160 Rooms	2005
Sindbad	Hurgada - Egypt	300 Rooms	2003
JW Marriott	Cairo - Egypt	128 Rooms	2002 - 2009
Serenade	Cairo - Egypt	80 Rooms	2000
Sun Goddess	Cairo - Egypt	80 Rooms	2000
Nile Goddess	Cairo - Egypt	120 Rooms	2000

FAIRMONT HOTEL

“Nile City Towers”

Egypt’s most prestigious hotel, a live 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 used veneer is natural Oak veneer stained to Wenge.



KEMPINSKI HOTEL

“New Cairo”

A 5-stars hotel New Cairo, Egypt.
245 guest rooms and suites as private retreats, the focus of the design is an comfort and elegence.



JW MARRIOTT

“Mirage City”

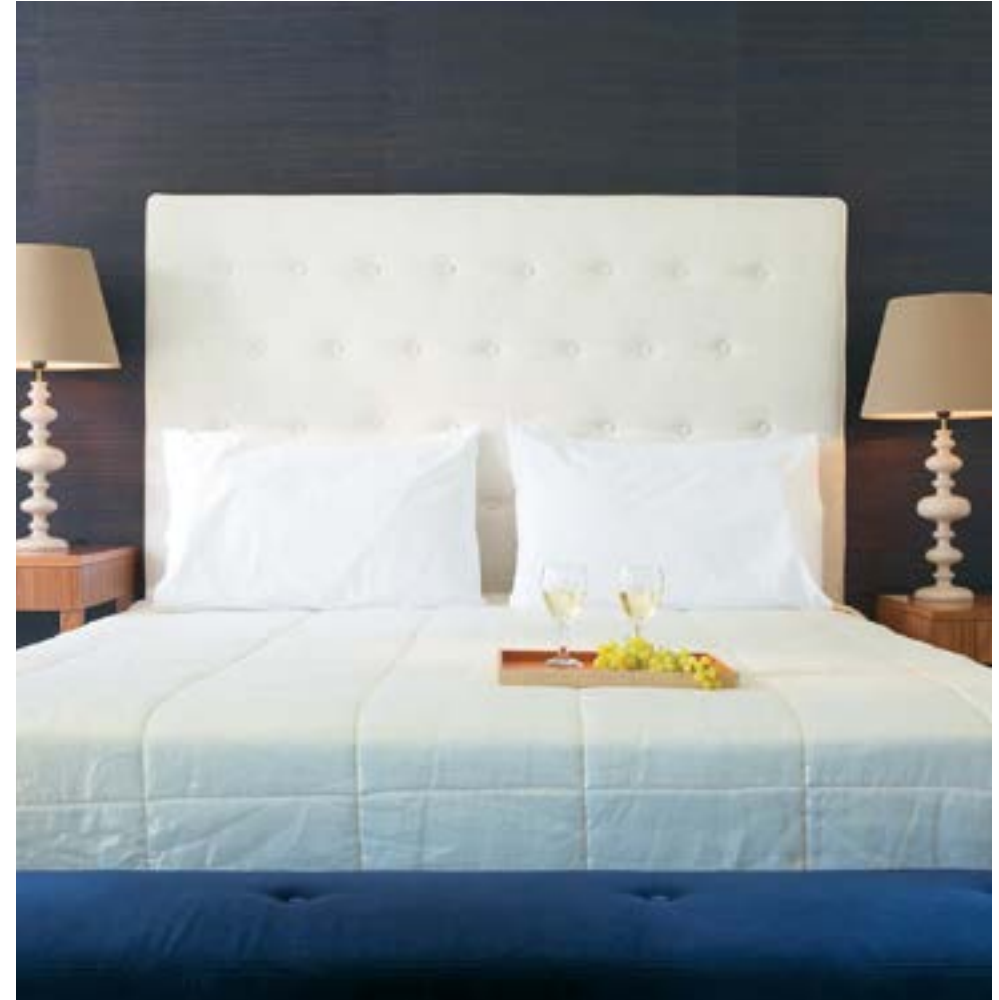
A luxury 5-stars hotel and Cairo corporate resort, is nestled in the prestigious new Cairo area .



AMIRANDES GRECOTEL 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.



RADISSON HOTEL

“Addis Ababa”

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



RENAISSANCE HOTEL

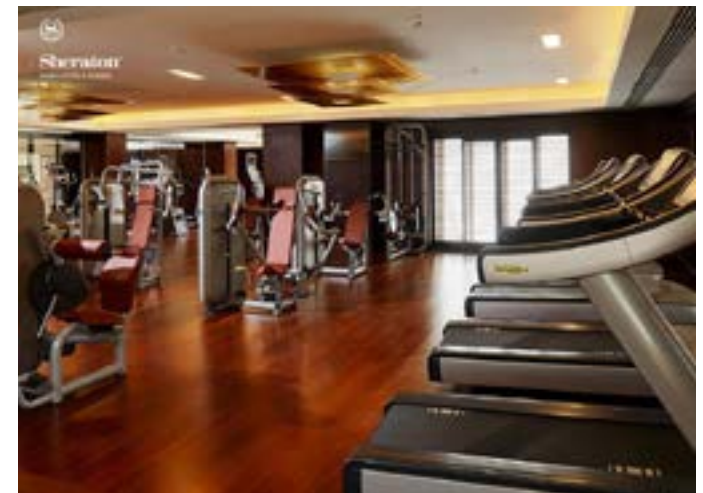
“Cairo Mirage City”



CAIRO SHERATON HOTEL

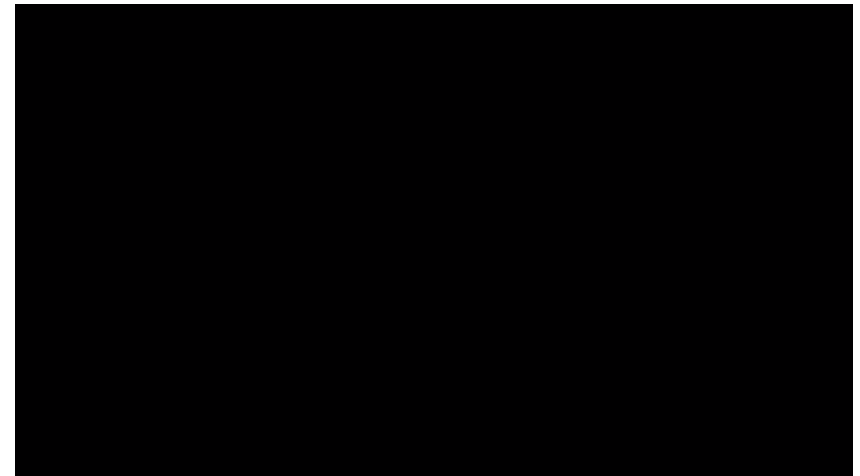
“Galae Square”

A luxurious 5-stars hotel. Guest rooms furniture and corridor cladding using veneer ia natural Walnut veneer.



VIDA EL ALAMIN HOTEL

“Sedi Abd El Rahman”



THE G HOTEL

“Sea Shell North Coast”



ABU TIG HILL

“El Gouna”



ST. REGIS SERVICE APARTMENTS *“Cairo”*

Designed by michael grave



REEF OASIS RESORT

“Marsa Alam”



THE COVE ROTANA RESORT

“Ras Al Khaimah UAE”

Designed by Serapioni Progetti



DOORS

FR doors and non fire doors



intertek



Fire rated at 30 to 120 minutes' fire resistance, our range of internal fire door blanks includes optima, prima and our even greener

prima plus alternative. also made from halspan's unique 3-layer particle board, veria is our internal non-fire door blank.



DOORS

The distinctive interior design of the Crystal closets is highlighted through its tempered glass doors.

Inside, elegant glass and metal shelves are accented with built-in lighting fixtures, and set in a wooden walnut interior.



DOORS PROJECTS

“Golf Residences”



“Greek Village”



The Street of Dreams



“Marina West”



“Uptown Celesta”





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