

The logo for Rococo features the word "Rococo" in a gold, ornate, serif font. A thin gold horizontal line extends from the top of the letter "R" to the top of the letter "o". A small, gold, decorative crown or scrollwork emblem is centered on this line, directly above the letter "o".

Rococo

FIT-OUT AND FF&E SOLUTIONS

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**QUALITY IS  
NOT AN ACT,  
IT IS A HABIT.**

*Aristotle*

## SALIM & SONS GROUP



SALIM & SONS was established to consolidate the operations of its various divisions and streamline process in order to enhance the exemplary products and services we offer our distinguished clients.

Our entrepreneurial philosophy is anchored in a steadfast commitment to innovation and integrity. Our competency and dedication continually raise the bar and have helped us hone a reputation for unrivaled performance and value. This is achieved through relentless innovation, astute evaluation and management of resources, appreciation and encouragement of our human assets, substantial engagement with our customers and adoption of new technologies. All the companies within our network can access complimentary services and products leading to an immense financial advantage for our loyal customers.



**Salim Al Suwaidi**  
Owner and Chairman, Salim & Sons Group

## GROUP OPERATIONS

- ▶ THREE STARS FOAM FACTORY
- ▶ SLEEP FINE MATTRESSES
- ▶ PREMIER FURNITURE INDUSTRY (RESTONIC)
- ▶ FINE FURNITURE (SOFA FACTORY)
- ▶ TOP LINE (JOINERY WORKS)
- ▶ SGGT TRANSPORT AND LOGISTICS
- ▶ AL MUADALAH (CHEMICAL & OFFICE FURNITURE TRADING)
- ▶ DEYAR REAL ESTATE
- ▶ INDEX ONE

## OUR STORY



Rococo is the Fit-out and FF&E solutions subsidiary of Salim & Sons established in 1987. Operating over the years as the fit-out & FF&E solutions partner of major contractors, developers & operators Rococo has gained a wealth of experience in many sectors of the construction and hospitality industry.

Rococo continuously strives to exceed our customer's needs and expectations by delivering quality interiors, within budget and on time. We believe that collaboration with our clients establishes a sense of trust and transparency which leads to the lasting relationships and repeat business which we have enjoyed over the years. We believe in earning trust through reliability in our promise, quality of our product and operating to the highest level of safety.

**WITH BOTH A  
MANUFACTURING FACILITY  
AS WELL AS COMPLETE  
IN-HOUSE PROJECT PERSONNEL,  
ROCOCO IS THE PARTNER OF CHOICE  
WHERE PERFORMANCE AND  
QUALITY IS GUARANTEED.**

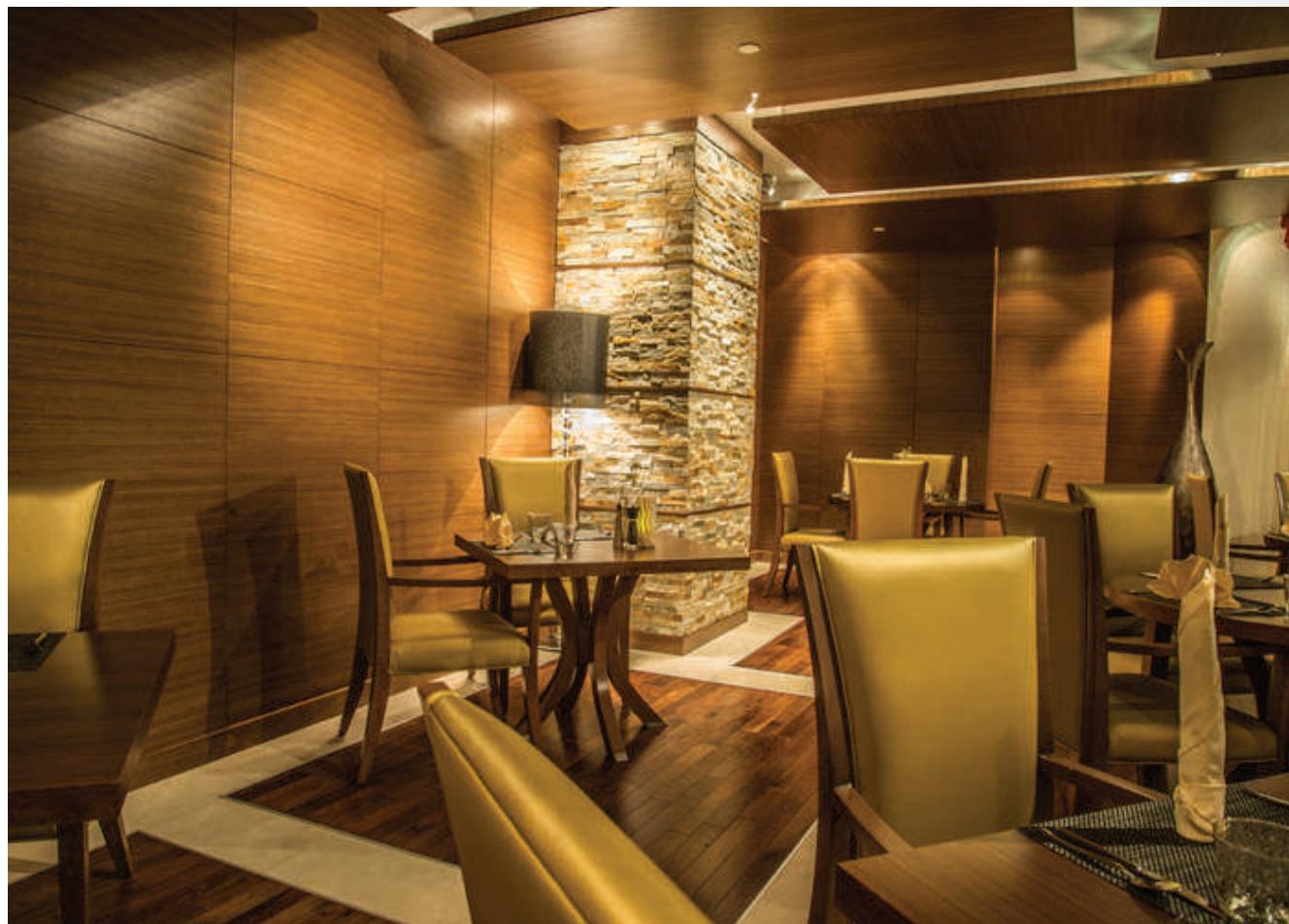
## FIT-OUT

Furniture industry in the UAE has become so competitive, and client's expectations are always on the rise, hence it demands from us in the Furniture field to be updated in the Furniture world trends in terms of updating machineries used or skills from the work force in the furniture and fit -work industry.

As a Fit out company in the UAE in the furniture design FF&E field, it is our responsibility to deliver exact customers' expectations or exceed it, to give accurate and smart solutions to clients, to make them feel the edge difference in service quality with Rococo compared with our counterparts in the market.

Interiors fit-out is a wide subject in terms of execution methods used, therefore qualified staff is key to success, Top Line takes a close look on the development opportunities to involve the staff in so they can enhance their expertise and exceed customer's expectations on constant basis.

Fit out works is such an interesting type of work that Rococo specialized Fit-out team execute with such a joy and extreme excitement.



Auris Plaza Hotel

## FF&E

Rococo specializes in the full – scope turnkey fit-out solutions, execution of a complete range of excellent interiors, furnishing of middle to high standard hospitality luxury hotels, residential and commercial towers, service apartments, retail shops and public facilities such as offices, banks, villas and hotels refurbishment services.

As a hotel furniture factory in Dubai durable furniture is the benchmark to any furniture products we produce, high quality furniture is tested through different stages at Rococo before dispatch and delivery process begins.

Our group has the capability of manufacturing customized loose furniture, soft furnishing, upholstery, kitchen cabinets, wardrobes and interior decoration as one stop solution in interior fit-out and FF&E, regardless of project scope, challenges and requirements, Rococo provides the right response with accurate solutions.

Astonishing presentation excellence in quality and faultless delivery is what our expertise made from.

Salim & Sons Group is considered to be a leading Furniture Factory in the UAE



Double Tree By Hilton

# HOTEL MATTRESSES

Mattresses are designed to provide optimum support that prevents the body from any posture pain. The multi-needed quilting provides long-term comfort and style, with greater durability that adapts to your unique body needs. To guarantee the highest hygiene and safety standards, all of our mattress covers are treated with "Hycare" again dust mites and "Actigard" bacteriostatic and fungistatic treatment and are fire retardant according to the "American Cigarette Ignition Test 16CFR".

Choosing a good mattress is not always an easy task and we are here to help you make the right choice and avoid misalignment of your spine. Our staff will assist you with all of these aspects so that you can bring home the perfect mattress.



**OUR IN-HOUSE MATTRESS  
MANUFACTURING FACILITY HELPS US TO  
PROVIDE PREMIUM QUALITY MATTRESS  
WITH THE SPECIFICATION AND DESIGN TO  
MATCH ANY HOTEL REQUIREMENTS.**

# SOFA & UPHOLSTERY



## OUR SERVICES



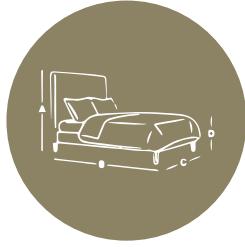
### SOFAS

Customized sofas,  
Hotel Standard sofas,  
Contemproray sofas, etc...



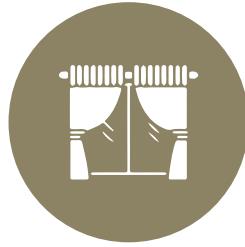
### REUPHOLSTER

Change to a new look  
according to your  
preferences.



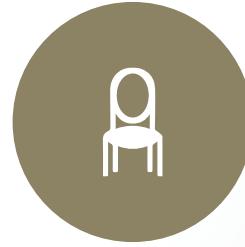
### WALL PANELING

Headboard upholstered  
with fabrics or leather,  
including bed base.



### CURTAINS

Standard Curtains , Roman  
Curtains, Wooden blinds &  
Glass Blinds etc...



### CHAIRS & BAR STOOL

Dinning Chairs, Antique  
Chairs, high & Low Bar  
Stools.

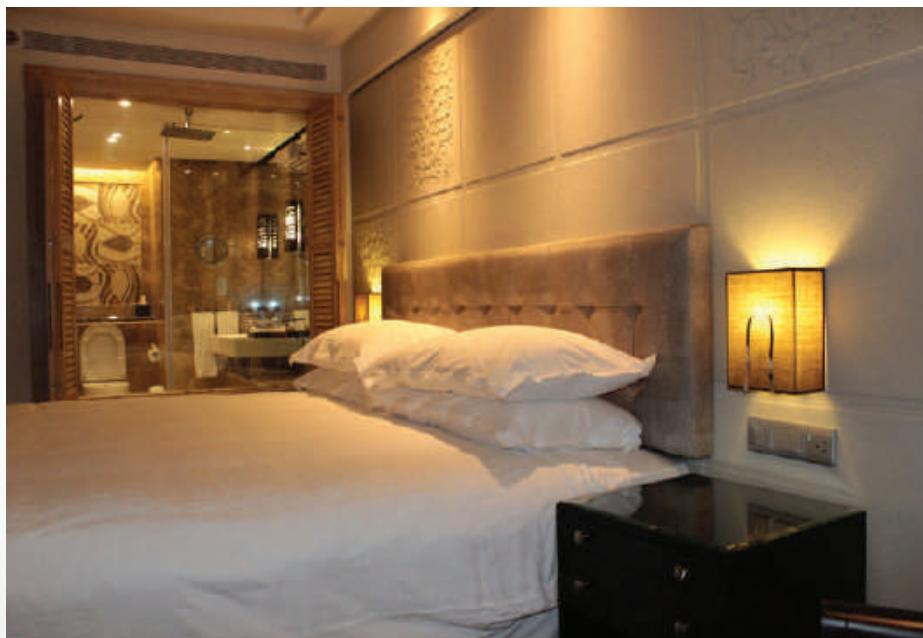
# PROJECTS

## HOTEL FURNITURE PROJECTS



**Sheraton®**

LAGOS HOTEL



**FOUR  
POINTS**  
BY SHERATON



# PROJECTS

## HOTEL FURNITURE PROJECTS

### VICEROY YAS ABU DHABI



**MIRAMAR**  
AL AQAH BEACH RESORT  
FUJAIRAH UAE



# PROJECTS

## HOTEL FURNITURE PROJECTS

**Radisson**  
ROYAL HOTEL  
DUBAI



**Holiday Inn Express**



# PROJECTS

## HOTEL FURNITURE PROJECTS



# PROJECTS

## HOTEL FURNITURE PROJECTS

  
**ROYAL TULIP**  
LUXURY HOTELS



  
**City Première**  
HOTEL APARTMENTS  
سيتي بريميهير  
للسقق الخندقية

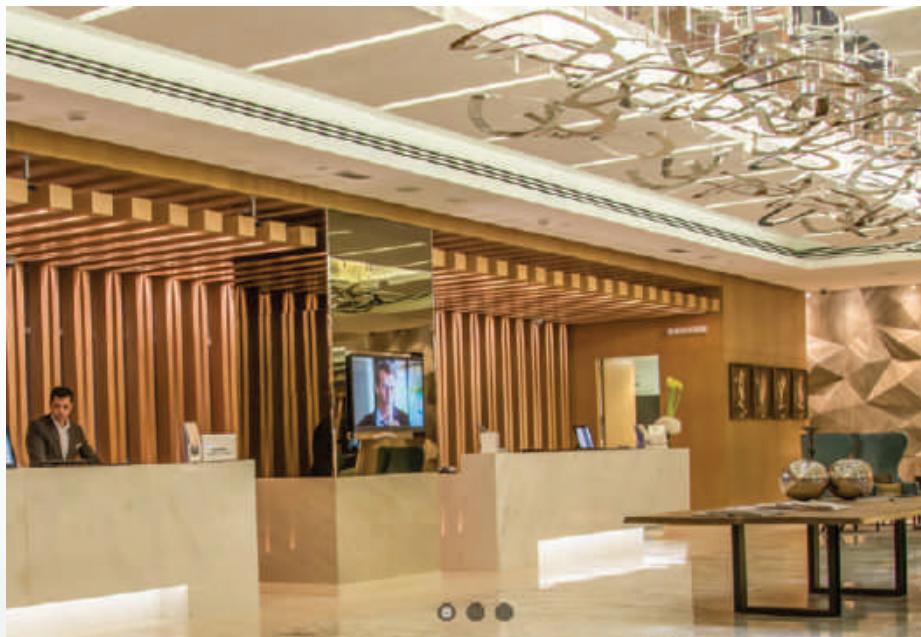


# PROJECTS

## FIT-OUT PROJECTS



DOUBLETREE  
by Hilton™



**AURIS**  
PLAZA  
DUBAI - AL BARSHA



# PROJECTS

## COMMERCIAL AND RESIDENTIAL PROJECTS



ABU DHABI EDUCATIONAL COUNCIL



DUBAI MUNICIPALITY



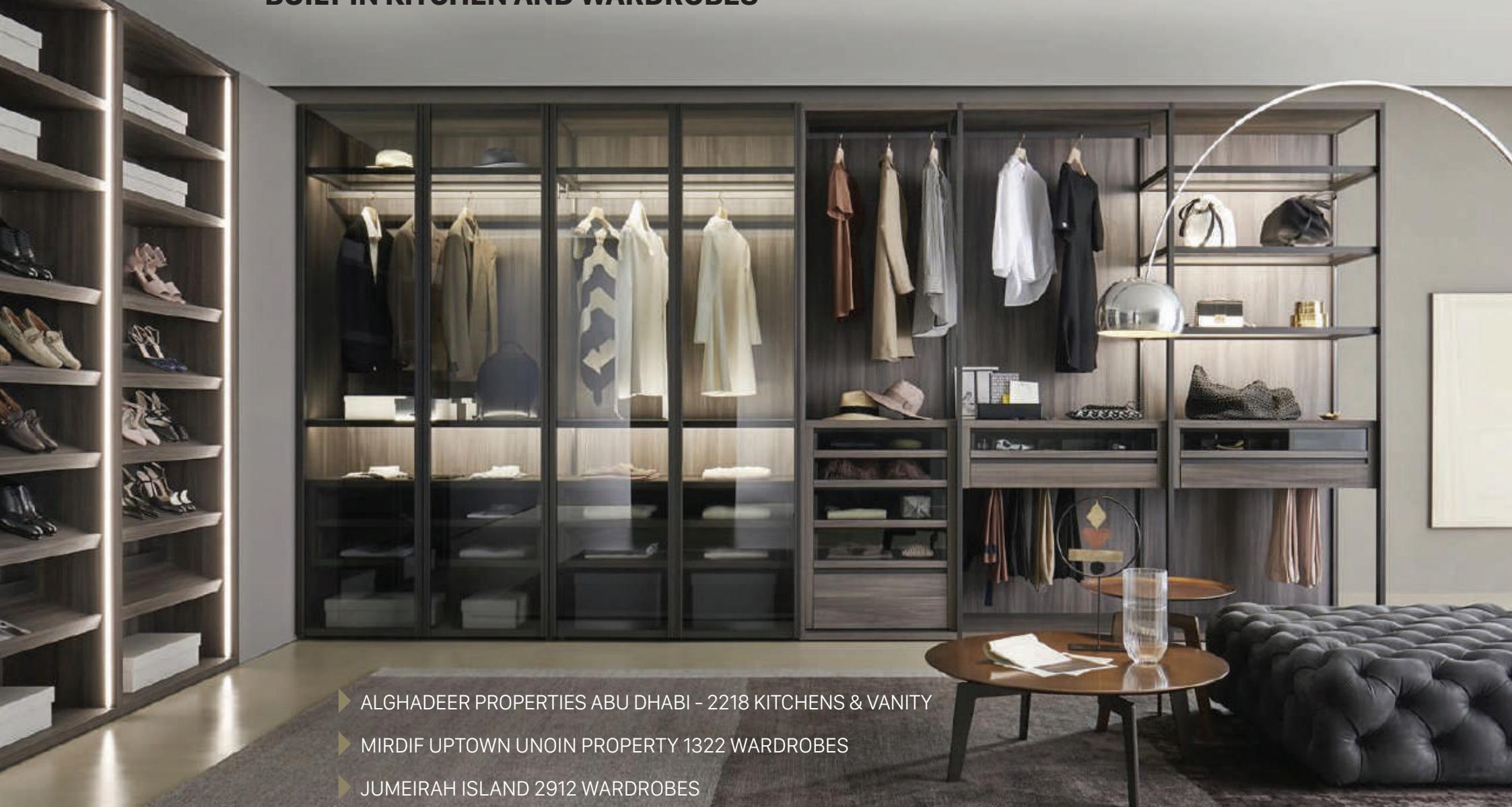
SEARTRUCK OFFICES DUBAI



AJMAN UNIVERSITY

# PROJECTS

## BUILT IN KITCHEN AND WARDROBES



- ▶ ALGHADEER PROPERTIES ABU DHABI - 2218 KITCHENS & VANITY
- ▶ MIRDIF UPTOWN UNION PROPERTY 1322 WARDROBES
- ▶ JUMEIRAH ISLAND 2912 WARDROBES
- ▶ J.B.R DUPLEX FLATS DUBAI



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