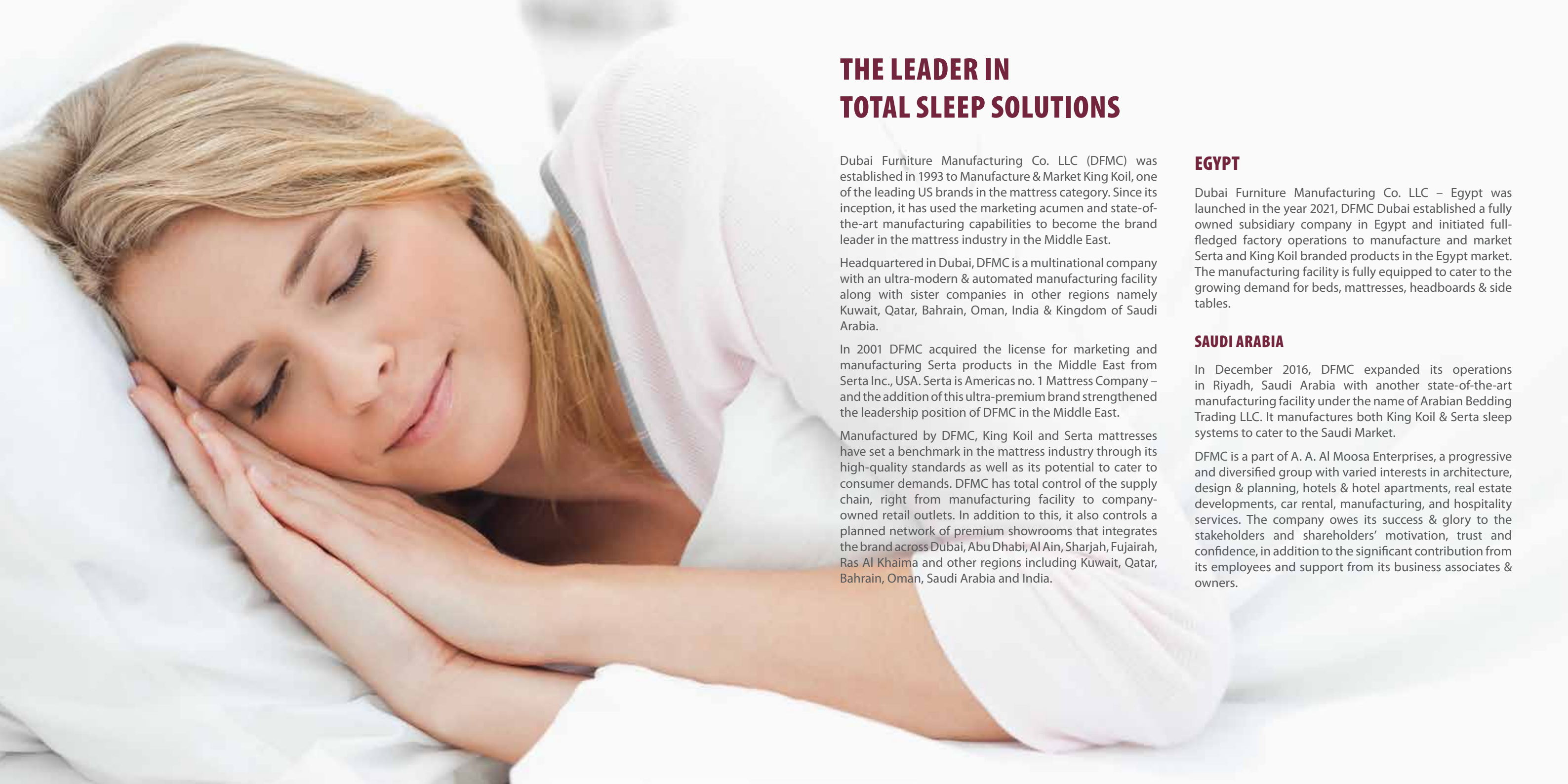




DUBAI FURNITURE
MANUFACTURING CO. LLC.

INNOVATION . EXCELLENCE . LEADERSHIP

An ISO 9001:2023 Certified Company



THE LEADER IN TOTAL SLEEP SOLUTIONS

Dubai Furniture Manufacturing Co. LLC (DFMC) was established in 1993 to Manufacture & Market King Koil, one of the leading US brands in the mattress category. Since its inception, it has used the marketing acumen and state-of-the-art manufacturing capabilities to become the brand leader in the mattress industry in the Middle East.

Headquartered in Dubai, DFMC is a multinational company with an ultra-modern & automated manufacturing facility along with sister companies in other regions namely Kuwait, Qatar, Bahrain, Oman, India & Kingdom of Saudi Arabia.

In 2001 DFMC acquired the license for marketing and manufacturing Serta products in the Middle East from Serta Inc., USA. Serta is Americas no. 1 Mattress Company – and the addition of this ultra-premium brand strengthened the leadership position of DFMC in the Middle East.

Manufactured by DFMC, King Koil and Serta mattresses have set a benchmark in the mattress industry through its high-quality standards as well as its potential to cater to consumer demands. DFMC has total control of the supply chain, right from manufacturing facility to company-owned retail outlets. In addition to this, it also controls a planned network of premium showrooms that integrates the brand across Dubai, Abu Dhabi, Al Ain, Sharjah, Fujairah, Ras Al Khaima and other regions including Kuwait, Qatar, Bahrain, Oman, Saudi Arabia and India.

EGYPT

Dubai Furniture Manufacturing Co. LLC – Egypt was launched in the year 2021, DFMC Dubai established a fully owned subsidiary company in Egypt and initiated full-fledged factory operations to manufacture and market Serta and King Koil branded products in the Egypt market. The manufacturing facility is fully equipped to cater to the growing demand for beds, mattresses, headboards & side tables.

SAUDI ARABIA

In December 2016, DFMC expanded its operations in Riyadh, Saudi Arabia with another state-of-the-art manufacturing facility under the name of Arabian Bedding Trading LLC. It manufactures both King Koil & Serta sleep systems to cater to the Saudi Market.

DFMC is a part of A. A. Al Moosa Enterprises, a progressive and diversified group with varied interests in architecture, design & planning, hotels & hotel apartments, real estate developments, car rental, manufacturing, and hospitality services. The company owes its success & glory to the stakeholders and shareholders' motivation, trust and confidence, in addition to the significant contribution from its employees and support from its business associates & owners.

VISION & MISSION

OUR VISION

It is our objective to sustain the leadership position in the premium segment of the mattress industry with quality, technology, and customer service as the basic foundation to achieve customer satisfaction.

OUR MISSION

Ensuring total satisfaction to:

- Customers by providing comfort solutions
- Stakeholders by protecting their interest and providing adequate returns on investment
- Employees by providing a conducive working environment for performance enhancement value addition and career progression
- Business associates, who can take pride in being a part of a growing company wherein partnership and contribution are recognized, valued and appreciated.

DFMC is committed to its corporate mission to offer the ultimate level of luxury and comfort; consistently striving to develop cutting-edge technology, superior bedding systems and sustain the leadership position in the premium segment of the mattress industry.



STATE-OF-THE-ART MANUFACTURING

DFMC's massive manufacturing facility is spread across 200,000 sq. ft. located in Dubai Investment Park – a prestigious manufacturing hub in Dubai. This new facility enables an enormous production of up to 1000 mattresses a day.



The facility is equipped with state-of-the-art machinery giving the company and its manufacturing unit a distinctive edge, facilitating the adoption of unique construction designs in the mattresses.

It's a fully automated manufacturing facility that minimizes manual handling, thereby ensuring consistency and quality finished products. This advanced and technologically superior manufacturing infrastructure enables DFMC to produce innovative and path-breaking designs. DFMC has been the pioneer in the Middle East market in introducing several latest mattress constructions such as pillow-top, box-top and flip free constructions. In addition to this DFMC also manufactures headboards, and with its impressive product line, it can deliver more than 700 SKUs per day.



The facility uses German Technology –one of its kind in the Middle East that is environment-friendly thereby

eliminating the usage of ozone-depleting substance - methylene chloride. In addition to this, the manufacturing facility is also equipped with specialized machinery imported from the UK & US with built-in security systems.

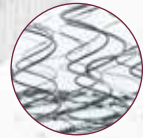
German Mega Foam Technology: The facility boasts of a German origin, a contemporary mega foam technology machine that produces the revolutionary mega foam. It is a new plant concept that adopts special manufacturing processes and uses specifically formulated raw materials for producing conventional as well as a wide variety of high-quality specialty foam. This technology gives the much-needed added features in the end product, thereby giving value-added benefits to the end-user.

Environment-friendly standards are a prime concern at DFMC – the mega foam manufacturing process eliminates the use of certain chemicals that can affect the environment. With this capital-intensive technology, DFMC enjoys the honor of being the first in the region to implement a novel revolutionary technology.

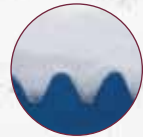


Since product quality is also paramount at DFMC, it uses patented technologies and high-quality materials to ensure its craftsmanship is far superior from its competitors.

TECHNOLOGIES



Posture Spiral Spring System (PSST) is imported from USA. It has Serta's patented technology made from continuous wire that runs from head to toe and provides as much as 80% more support than single-coil designs. Since the entire assembly is heat treated it gives a stable, intrinsically bound spring unit for strength and durability. PSST has continuous coil systems which work together to deliver correct support. The head-to-toe alignment of coils provides independent support. It transfers the change in weight distribution down the length of the bed to minimize the impact of disturbance caused by partner movements.



Advanced Comfort Quilt Technology (ACQ) is Serta's patented technology which blends in sophisticated convoluted layers of quilting to the mattress, creating specialized comfort zones. Each of these quilted types has a relatively denser zone in the centre one-third, providing additional support to the spine. Lush layers of polyester wadding pass through the Mega Foam convolutions to provide supreme comfort. The ACQ layers are unique due to plush, luxurious feeling and breathability. ACQ is developed keeping in mind health and comfort. It is aimed at giving superior comfort and a good night's sleep to keep you in pink of health always.



5 Zone Pin Core Latex is imported from Belgium. It is an ideal mattress for people suffering from any kind of back aches, etc. Our 5 Zone Pin Core Latex is manufactured by Dunlop process. The latex mattress incorporates a 5 zone design where the latex block comes with different hardness in different areas. These different density zones are designed to conform to individual weight zones of the human body, thereby providing appropriate support. Latex is also recommended by doctors.



Mega Foam Technology also known as 'The Green Foam Technology' is an advanced German technology for manufacturing foam which employs environmentally friendly manufacturing methods keeping in line with international environment-friendliness standards. All SERTA mattresses are equipped with this revolutionary Mega Foam for which, all the chemicals are imported from Germany. This technology requires state-of-the-art infrastructure.



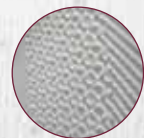
Cool Coat Technology New state of the art in gel technology, formulated and developed in Italy specifically for the sleep industry, it provides cooling effect on the mattress surface for a better sleep.



Smart Cushion Aero System provides enhanced air-flow and a buoyant sleep surface along with deep cushioning for a comfortable and a cool sleep experience.



Micro Support Gel Infused Visco Foam Micro-support gel beads are infused in memory foam to produce this unique micro-support Gel Infused Visco foam. The Gel beads open the cell structure within the foam so that there is free air circulation within the foam and thus provide an optimal temperature sleeping surface. The gel beads have inherent property of cooling and they gather around the body areas which require more support like the Shoulders and the hip and provide advance pressure relief, cooling and comfort.



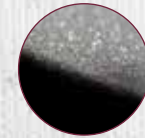
3 Zone Convoluted Foam is manufactured by the Mega foam technology process. It's a unique foam technology with convolutions on the surface and zoning. The convolutions trap air and provide additional cushioning and comfort to the body while the zoning provides support to the differential zones of the body in accordance to its weight.



Visco-Elastic Foam Also known as slow recovery foam or memory foam. This slow retracting high density foam intelligently molds and contours according to the user's body. The contouring effect evenly spreads body weight over the sleeping surface thus minimising uneven depressions (pressure points). It hugs the body and simultaneously provides comfort and support.



Graphinex is an advanced gel infusion technology that provides advanced pressure relief and additional support for a cooler sleep and unchanging comfort. Graphite is infused in visco elastic foam to manufacture this unique foam; graphite has an inherent property of thermal insulation (i.e. low rate of heat transfer) therefore it provides optimum temperature sleeping surface on the mattress, whatever the temperature of the room is.



Graphene Technology This technology assists in removing negative energy and static electricity away from the body. It helps minimize stress and exhaustion with superior conductivity features which results in anti stress sleeping comfort.



ICA (International Chiropractors Association) recommends King Koil Sleep Set to their patients as an excellent addition to post-adjustive care.



Visco Foam Gel Laminate Technology is the new state-of-the-art in gel technology developed specifically for the sleep industry to achieve a breathable surface to attain better sleep and better health. In addition to this, the technology makes the end product thermo regulated, washable and easy to quilt. Ahead of any other gel in the market this new patented formulation and technology has been created in Italy.



Body Cool Bio Balance Technology provides a cooler surface for sleeping and also helps to relieve stress, rejuvenate and regulate body's natural bio rhythm by improving intra-body communication.



iFusion - Cool gel cells are infused in Visco gel memory foam to manufacture this extraordinary Cool gel infused Visco foam, which provides an optimal temperature sleeping surface while conforming to every curve of your body.



APS - This system provides proper spinal alignment for anatomically correct support in the vital lumbar area and provides better quality rest by reducing tossing and turning.



High Resilient Foam has the ability to bounce back after being compressed, it was designed to push up as your weight pushes down, giving each part of your body individual support. Each tiny cell acts as a spring and because the cells are so resilient and strong it reduces partner disturbance. HR foam doesn't sag and it supports & breathes quietly. It is also a high-efficiency insulator, non-allergenic, dust & mildew resistance, and can maintain warmth in the winter or coolness in the summer.



Nanotex Fabric Technology: This fabric has water and dirt repellent properties. Advanced Nanotechnology has been used to transform the molecular structure of the fibers to offer unsurpassed performance and comfort. The inspiration for this technology comes from lotus flower. The petals of a lotus blossom are always free of dirt because it is difficult for dirt particles to hold on to the rough and textured surface of the petals. Similarly, Nanotex fabric repels liquids, resist stains and at the same time retains natural softness.



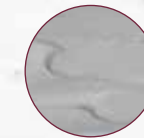
Horsehair is an organic material with natural antibacterial, antifungal and antimite properties that contribute to a healthy and hygienic sleeping environment. Few materials can match horsehair when it comes to constructing a bed. It comes with its own extremely effective features like built in Ventilation System, Free of Allergens and its Micro Spring Characteristics.



Cotton has been one of the best ingredients used for mattresses to make it Natural, Breathable and Durable. Since Cotton is the most durable material it is not only long-lasting but also provides a cooling effect for a good night's sleep. Being natural, it keeps your body at its natural temperature, aiding in a more restful sleep, thus making it breathable and keeping allergens away from you.



Pocketed Springs are softer springs housed in individual nonwoven fabric pockets. These barrel shaped rows of springs are connected by central gluing on full automatic equipment. This barrel shape allows them to work independently and profiling to the body's shape to prevent pressure points. Independent support means that there is little or no transfer of movement from one sleeping partner to another. Pocket springs are highly responsive to even the smallest changes in weight distribution, body shape and sleeping patterns, providing support where needed most without compromising on comfort.



Super Soft Foam is one of our plushest materials, making it an outstanding choice for a cozy mattress raw material. The contouring of super soft foam helps provide relief and alleviates pressure; it is particularly beneficial for those spending extended periods of time in bed or individuals with pressure and circulation issues due to the softness of the material.

BABY MATTRESS

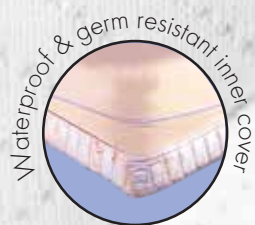
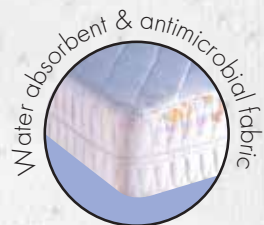
Sleep is critical, especially among infants who are in their growing stage. To ensure they have a sound and uninterrupted sleep they need a mattress that is soft with the right firmness.

Unique baby mattresses are designed to ensure the highest level of hygiene. The mattress' top surface can absorb and dissipate wetness. This baby mattress gives your child a super comfortable & healthy sleep.

Indeed this baby mattress from DFMC, characterized by innovative ideas, has been developed to provide your child with nothing but the best sleep experience! So, let your child fly to a new world of extreme comfort and excellent health. The baby mattress comes with a gorgeous baby crib.



FEATURES:



BABY MATTRESS CAPABLE OF ABSORBING UP TO 2 LITERS OF WATER. IS THIS POSSIBLE?!



Yah!
But I still need diapers



HOSPITALITY & DEALER NETWORKS

Real estate development is mushrooming with a number of prestigious projects being announced every day. In sync with this, the hospitality industry is also flourishing, with entire townships being created; hotels are a major part of this growth. DFMC is a leader in the hospitality segment in the Middle East and has supplied King Koil / SERTA bedding to all the prestigious Hotel chains, apart from catering to Furnished Apartments, Villas, and Palaces.

Within a short span of time, an impressive clientele has been built up uniformly within the hospitality segment across all GCC countries, including several 5-star properties.

DFMC has total control of the supply chain management. This helps to cater to the hospitality and retail industry with flexibility, customization, maintaining minimum lead time and minimum MOQ requirement. DFMC has an extremely strong and effective distribution network to cater to many names within the hospitality industry.

OUR CLIENTELE INCLUDES:



GOING RETAIL

DFMC's strategic decision enabled it to venture into the Retail Division. Further, it upgraded King Koil products in the market by introducing the APS (Advance Pressure Support System) for the dealer network, aimed to double up the volumes over a period of time. However, this was not the case as the dealer segment had a lot of limitations and therefore, DFMC consciously decided to enter the retail segment with intent to increase the volumes to achieve its high-set benchmark. In 2002, DFMC went retail with its first store opening in Za'beel, Dubai.

DFMC introduced the concept of 'Bed Quarters', the specialized mattress retail outlets displaying the entire range of mattresses and bedding accessories. Today, King Koil & Serta have more than 30 Bed Quarters along

with near to 100 retail outlets in the Middle East alone. These retail outlets are well known for their elegant décor, designer collection of mattresses and service par excellence.

In order to cater to the Retail Market, DFMC established a strong dealer network and company-owned exclusive showrooms for both Serta and King Koil. These showrooms are designed to offer the best shopping experience along with well-trained staff to guide the customers on complete Sleep Solutions and not just the products.

Despite being in a heavily credit-based market, in the current day, almost 95% of DFMC's business is through cash, and its business has grown six times in the last decade.





King Koil, a US brand has been offering industry's best mattresses for over a century. Today, the brand stands for its commitment to customer service and quality in every mattress that carries its name.

The tradition of excellence has expanded globally with a network of 40 manufacturing facilities providing 50 countries with the highest quality products. All factories operate under a common marketing approach and uniform product specifications.

Its unique patented technologies and associations including the Advanced Pressure Support System (APS), International Chiropractors Association (ICA) & FCER endorsements, ensure the best-in-class products to its clientele.



In the last decade, Serta has become the fastest growing mattress manufacturer. It is now America's No.1 Mattress brand and the world's largest manufacturer as well.

Serta stands for quality, innovation, and dedication to make the finest sleep products and the same has been its mission with DFMC. Serta has always managed to set precedents in the industry with its innovations such as ACQ, Posture Spiral Technology, Cool Action Gel Infused Visco Foam & 5 Zone latex being used in its mattresses.

Serta is truly a global brand with 27 manufacturing facilities in the U.S.A., 4 in Canada and 33 in other locations worldwide.



ACCESSORIES



Pillows



Linen Sets



Duvets



Specialty Pillows

Mattress Protectors



Mattress Toppers



DFMC introduced a retail concept for accessories back in 2009 offering a whole range of bedding accessories including Mattress Toppers, Mattress Protectors, Specialty Pillows, Duvets and Linen Sets.

There are more than 300 SKU's, thus providing adequate choice to the consumers to choose from. All products are meticulously crafted using high-end raw materials like Down/Feather, Micro Fibre, Visco-gel, etc., to provide a unique feel and comfort to its consumers.

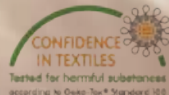
All the Down/Feather products are Ultra-Fresh treated and OKO Tex certified. This ensures safe manufacturing methods are followed along with anti-microbial treatment for each of the products.

The accessories range includes Specialty mattress toppers with the latest Visco-Gel technology and Down-feather combination fills. Specialty pillows are available in different ratios of Down and feather configurations that include pillows like the Three chamber pillow, Hungarian goose down pillow, Encased pillow, Body pillow and even Anti-

snoring pillow. Linen sets made of 100 % cotton are available in a satin finish and high thread counts. Specialty duvets are also available with natural and micro-fibre fills.

Each product is unique in its fill and construction. The double-chambered mattress topper has its top chamber filled with exquisite Down and has a feather in the bottom chamber, which makes it a unique product to provide optimal comfort and support. The Encased pillow has a Down-filled outer chamber with an inner fibre ball core, has an L-shaped zipper and a pocket inside to keep fragrance packs, all of it designed to provide high levels of comfort.

DFMC has also launched its range of Silk linen sets and duvet covers that are made of pure natural hand-woven Silk. This rich and lustrous natural protein has been hand woven into elegant offerings with designs meticulously created by interwoven yarns of beautiful colors.



PILLOWS

*From the people who
invented comfort.
Now reinvent luxury*

AN ASSORTMENT OF PILLOWS FOR DISTINCTIVE NEEDS

Pillows are synonymous with mattresses and DFMC gives adequate pillow choices for consumers to choose from. All products are meticulously crafted using high-end raw materials like down/feather, micro gel fibre, visco gel, PCM material etc., to give a unique feel and comfort to the consumers.

DFMC's pillows have evolved over the years and currently offer an extensive range of pillows to suit different consumer requirements, from down/feather fill to pillows with essential oils and neck support pillows. Few premium categories of pillows such as Temp Active Deluxe Classic Pillow, Temp Active Deluxe Shoulder Pillow, Smart Cool Classic Pillow, Climate Adjust U Pillow and many more, offer a cool/warm feel depending on the customer's preference.

PRODUCTS

- Hollow Fiber Pillow (polyester fiber)
- Micro Gel Fiber Pillow (synthetic fiber)
- Mirth Pillow (memory foam)
- Crest Pillow (Gel infused memory foam)
- Latex Pillow (latex material)
- Dual Comfort Classic Pillow (memory foam/microfiber)
- Reflexo Goose Down Dual Comfort Pillow (memory foam/goose down filling)
- Temp Active Deluxe Classic Pillow (memory foam)
- Temp Active Deluxe Shoulder Pillow (memory foam)
- Neck Support Pillow (memory foam)
- Smart Cool Classic Pillow (O2 porous foam)
- Premium Spring Pillow (pocketed spring/microfiber)
- Climate Adjust U Pillow (memory foam/yarn)
- 90% Down Pillow (down proof)
- Premium DSD Pillow (memory foam)
- Comfort Cool Pillow (microfiber filling)
- Alba Pillow (visco and high resilient foam)
- Marie Pillow (soft high resilient foam)
- Alena Pillow (resilient foam)
- Alena Cool Pillow (visco elastic foam)
- Fiber Ball Pillow (polyester fiber)
- Serene Pillow
- L Shaped Encased Pillow
- 75% Down Pillow (goose down)
- Gossamer Pillow – (95% goose down)
- Micro Gel Fiber Pillow (synthetic fiber)
- Latex Pillow (latex material)
- Hollow Fiber Pillow (polyester fiber)
- 5% Down Pillow (goose down)
- 25% Down Pillow (goose down)
- 3 Chambers Down Pillow (down proof)

Smart Cool
Classic Pillow
(50 X 70 Cm)



Climate
Adjust U Pillow
(43 X 62Cm)



Premium
DSD Pillow
(50 X 70 Cm)



DUVETS

Duvets, known as three-dimensional fabric boxes provide comfort through their fills, thickness and fabric, duvets are appropriately designed maintaining the right balance of all three features.

Thickness for duvets is maintained to the level where thermo regulation is effective, thereby adjusting to your body temperature during changing seasons. High quality, natural fabric is used to drape duvets to provide that extra comfort and soothing pleasures of sleep.

PRODUCTS

- Temp Active All Season Duvet
- All Season Goose Down Duvet
- Ultra-Premium Down Duvet
- Micro Gel Fiber (MGF) Duvet
- Jointed Duvet
- 75% Down Duvet



TOPPERS

Discover a range of mattress toppers to use on your existing mattress for that added comfort and luxury you always craved for including the unique visco-gel toppers with the sink-in feel, adjusting to every curve and contour of your body.

Mattress toppers consist of two chambers. The top chamber is filled with down feather simulating the feeling for weightlessness, while the bottom chamber has feathers to provide support and comfort to your posture.

PRODUCTS

- Temp Active Deluxe Topper
- Jointed Topper
- Visco Gel Topper
- 2 Chamber Down Topper
- Latex Pad



MATTRESS PROTECTORS

Every good mattress deserves a good protector. You will discover innovative protectors, each designed with a purpose & promise of lasting comfort.

Mattress protectors are not only water-resistant but are soft and luxurious at the same time, designed to suffice the consumer's expectations. They also offer an extra layer of soft cushioning, apart from being water-resistant and lightweight.

PRODUCTS

- Quilted Protector
- Bamboo Mattress Protector
- Pillow Buddy Pillow Protector
- Carapace Mattress Encasement
- Carapace Pillow Protector
- Sleep Cool Mattress Protector
- Micro Plush Mattress Protector
- Botanic Mattress Protector



LINEN SETS

100% Cotton Linen Sets

Linen sets are 100% cotton with a satin finish, available in a range of thread count from 230 TC to 600 TC assuring the same fresh finish even after more washes giving it a longer life than other linen sets.

A Linen set comprises of fitted sheet + flat sheet + 2 pillowcases. The fitted sheets come in all standard mattress sizes.

They are perfectly crafted to hug the mattresses and provide the right look and feel for your bed sets. These fitted sheets are provided with a fall of 35cm on all four sides, and an elastic apron to fit the mattresses tightly.

Fitted Sheets

Fitted sheets are available in Polly cotton and 100% Cotton options in various thread counts. It's available in all standard mattress sizes.

They are perfectly crafted to hug the mattresses and provide the right look & feel for your bed sets. These fitted sheets are provided with a fall of 35cm on all four sides, and an elastic apron to fit the mattresses tightly.







عبدالله احمد الموسى
A . A . ALMOOSA

Since 1898
KING KOIL®



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