

Design Brief

About the company

*Company Name/أسم الشركة: Pinocchio

*Factory Location/عنوان المصنع: 1st Industrial zone, New Damietta, Damietta, Egypt

*About the company/نبذة عن الشركة:

In 1989, Reda Orensa & Osama Orensa started a woodworking business in a small workshop in Damietta that grew into several workshops then was moved in 1995 to a 4370-square-meter modern factory in the industrial zone in New Damietta. Approximately 3300-square-meter of manufacturing and 730 square-meter of warehouse space. Headquartered in Damietta - the center of furniture industry in Egypt - Pinocchio wooden products is a leading designer and producer of ready-to-assemble furniture. Pinocchio produces more than 25 distinct modern ethno residential furniture collections including bedrooms, living rooms, and dining rooms. Pinocchio wooden products Co. is a privately-held, second generation, family-run business. Pinocchio employs a diverse work force of about 130 team members to support its operations.

*Our product style/طرز المنتجات:

- Classic/كلاسيك Modern/حديث Contemporary/معاصر Ethnic/عربي
 Others/اخرى (please specify):

*Our product range/نوع المنتجات:

- Residential/سكني Office/مكتبي Outdoor/حدايق-خارجي Public Area/مناطق عامة
 Restaurant/مطاعم Educational/تعليمي Hotel/فندقي Kitchens/مطابخ
 Lighting/إضاءة Upholstered Chairs & Sofas/تنجيد-كنب-كراسي

Others/اخرى: _____

*Target audience/السوق المستهدف: Egypt

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*Our main characteristics/الخصائص و الصفات التي تميز الشركة و المنتج/

Using ethnic patterns in the design. Simple design, sleek with an ethnic touch.
Very practical. Good value for money.

*List 4 products that best describe the identity and character of the company (attach photos and description):

*يرجاء إرسال صور لأربع منتجات تعبر عن هوية الشركة مع توصيف لهذه المنتجات:



Andalusia bed and bedside table. This bedside table is decorated with simple Andalusian pattern and backlit with LED light as a substitution for a table lamp.

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Arabella dresser was designed with the storage needs in mind. This design respects the customer's need for storing accessories, makeup and perfumes. It is decorated with UV printed medieval patterns. The wooden handle gives this design its sleek look.



The Arabian-looking geometric pattern gives Moon wardrobe handle its character. The design of this wardrobe is merely a handle design, nothing more and it is totally enough.

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Ibrim shoe cabinet is decorated with Nubian motifs. The marble top gives it a rich look.

About the requested product

*Product Description/ وصف المنتج: Modern ethno shoe cabinet

*Product Function/ وظيفة المنتج: Shoes storage. Storing cleaning tools is a plus.

*Product Character/ شخصية المنتج: (e.g. Fun, serious, luxurious or minimalistic and so on) Light

*Target audience/ العميل المستهدف: Couples getting married in Cairo. Age group 20-30 females and 25-35 males. Class A and B+.

*Requested materials (If any)/ الخامات المطلوبة إن وجد: Egger melamine boards with MDF core. Other materials like glass, marble, compact laminate can be used. Beech wood or MDF coated with pigmented paintings can be used as decorative parts.

*Preferred colors (If any)/ الألوان المفضلة إن وجد: Light colors. Avoid bright colors.

*Success Criteria/ مقومات النجاح: Material cost shouldn't exceed 1500 EGP. The shoe cabinet can store minimum 25 pairs of shoes and 5 pairs of boots. Maximum width 1250 mm. Maximum depth 350 mm.

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*Additional Inputs/ إضافات:

*Agree to create a complete family from the product/ هل ترغب في تصنيع مجموعة كاملة من المنتج:

Yes

No

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Chamber of
Woodworking
& Furniture
Industry

