DESIGN

This is our beloved company profile, it holds some of our best works, please handle with care

Edition 001

Company Profile by Michel El Mouallem



Manufacturing My Design



A LETTER FROM THE CEO

As a Wood design and execution industry leader in the Middle East, I take great pride in standing out in the wood industry. My goal is to provide my clients with the most organized and efficient projects, thus delivering the highest quality finished designs. I have established a strong team of master craftsmen and I believe in extensive training, education and innovation for not only my team, but my clients as well. I accredit my success and satisfaction with my projects and products through the involvement of clients starting from project inception to completion. I find that working together through the specification stages results in creating an execution that exceeds expectations in all regards, notating special attention to longevity, wear and ease of maintenance. I offer the finest wood products available in a variety of colors, species, finishes and formats. We offer a variety of wood options in our innovative design lab at our VIP showroom where clients work with either myself, or my master finisher hands on and then we mill in our facility.

My company has grown through word of mouth. I have valued relationships with clients, architects, builders, designers and developers and I truly believe in understanding the importance of being a team player. I appreciate the work my current clients give to us, and in turn always do my best to represent them in the best fashion possible.

Here at MM Design, we believe that the reward comes only to those who have truly paid the price to excel and "Good" is never good enough to us!

Michel El Mouallem, CEO

Michelle

WELCOME

MM Design has been in wood business and industry since 1966, offering you 53 years of comprehensive expertise in the field of wood products.

MM Design includes a family of highly organized, professional and dedicated management members, authentic craftsmen, technical operators and specialized laborers.

Our managers, experts, and laborers have decades of expertise, theoretical visions, and practical experiences in wood, furniture and architectural fields.

Our company's massive and immense theoretical and practical expertise springs from our personnel accumulative work and effort over different regions in the globe, from Australia to Nigeria to Iraq, to Saudi Arabia, to United Arab Emirates and Lebanon.

MM Design diverse and cosmopolitan schools and cultures of architecture and wood/furniture production is based and centered upon the two axis of integrity and perfection of work that targets customers' satisfaction, since customers' satisfaction is the only way to achieve our company's goals and interests.

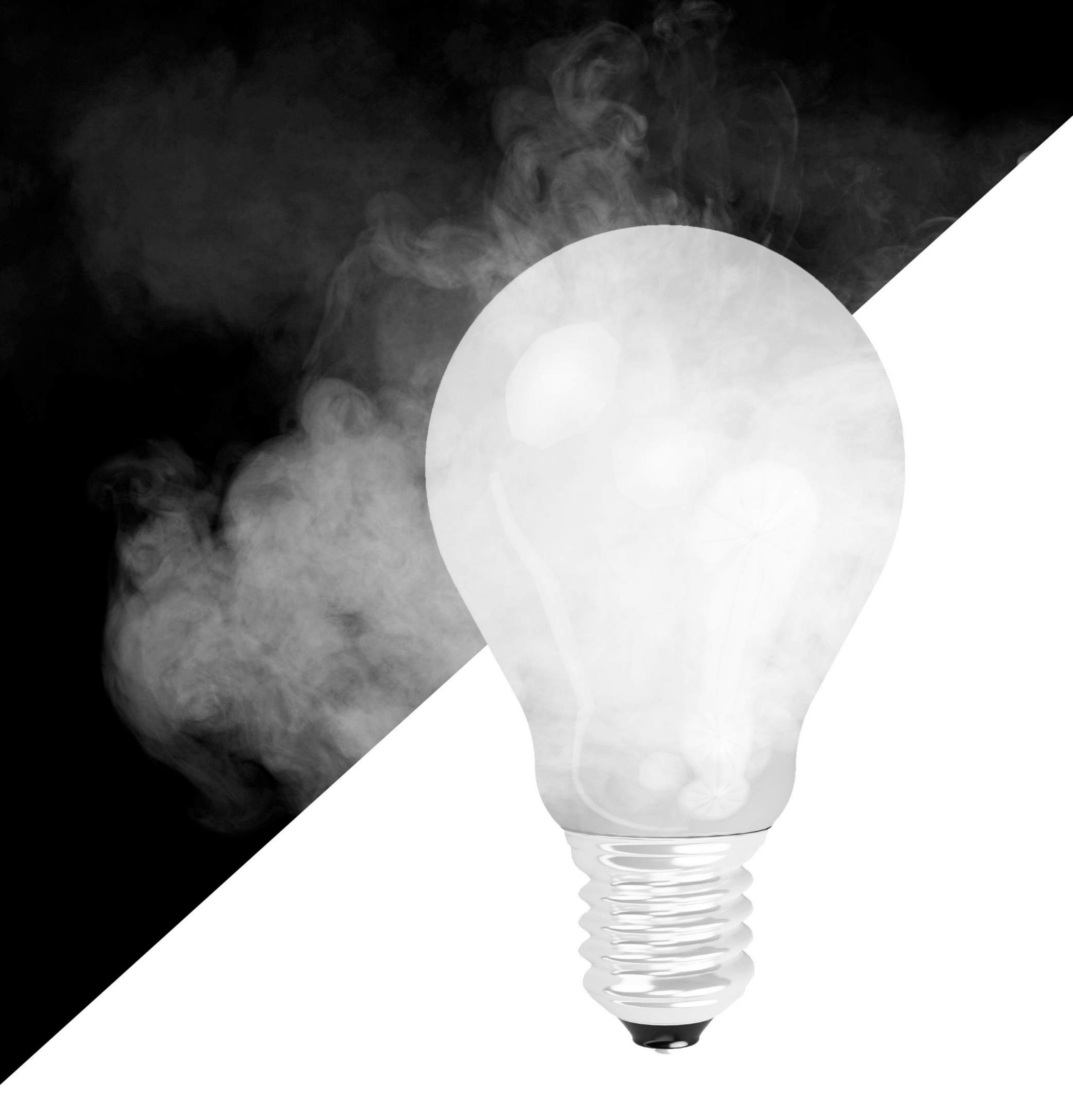
HISTORY

MM Design was established in 1966 in Koura region, North Lebanon. In its beginnings and during its formative years, MM Design was constructed to perform as a small carpentry and as a small furniture manufacturer and workshop. During the 1960's and 1970's MM Design fundamentally focused on completing residential projects in Koura and North Lebanon area. The company's developmental shift from a local workshop to a national company took place in 1980s, 1990s, and early 2000s, during these decades MM Design radically expanded in capital, machinery, property, workforce and other financial, technical and human resources and capabilities.

The abovementioned progress allowed MM Design to expand into new product lines and new geographies, since the company was able to cover all Lebanese territories, parts of Middle Eastern countries in addition to exporting a significant part of its products to markets such as USA and Australia, but on a moderate scale ratio.

MM Design recent development and evolution took place in 2012-2013 when the company was able to establish a second branch in Halat industrial area, this achievement and progress marked MM Design transformation from a national company into a regional/international highly technologized mass production factory and establishment.





OUR SLOGAN

MM Design stands for Manufacturing My Design, an original concept introduced by Michel El Mouallem, using the first initials of his own name to make an inspirational concept in the world of wood manufacturing and interior design.

OUR MOTTOS

- I- MM Design is a pioneer in
 - Intense Quality Productions
 - Captivating and Gorgeous Designs
 - Affordable and Purposeful Fabrication

II- Customer's Satisfaction, Service & Support Sustain our Success

III- Pamper yourself, indulge in our products, and enjoy the essence of quality, beauty and punctuality.

IV- Following new trends and experimenting new techniques



OUR PRODUCTS

MM Design, in its two branches, the Koura workshop and Halat factory, provides furniture and wood products and services in the areas and fields of:

- Doors, windows, sills, banisters, stair rails

- Kitchens, bedrooms, salons, dining rooms, living rooms, offices, gazebos

- Floorings and ceilings

- Closets, cabinets, racks, libraries, wall units

In general, any wood item, element or structure.



RECYCLED MATERIAL

MM Design, strive to care about nature and take the environment cause very seriously. That is why we've created handmade innovative recycled products, that capture the beauty of the handmade craftmanship and the uniqueness of the item, following pure art in the making. We have made a tremoundess list of handmade recycled items similar to doors, chairs, beds, tables, ... and the list goes on.

Each recycled item takes so much effort and time to execute a rustic vintage look that can never be reproduced twice in the making. We are so proud of this process that not only we take part in our environmental cause, but also we create unique pieces of art that thrills our clients with elegance and beauty.

Finally, we are a part of a larger environment and community to which we act in a moral and responsible way, through helping in protecting our environment, providing economic opportunities and working safely and efficiently on all levels and aspects.



OUR RECYCLED PRODUCTS

Remarkable creations come with hardwork and determination.

This is a handmade chair with more than 100 pieces of different recycled fabrics in order to create this special vintage look with an outstanding unique harmonious style,

This is also how we care for our environment and love of our job!

OUR CUSTOMERS

Our architectural-design and furniture-wood production capabilities are able to cover small/medium size to huge size projects and ventures including offices, residential, hotels, and any kind of buildings or compounds.

Here is a small list of few clients:

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- Project 237-Ashrafieh
- Project 7343- Fern Shebbek
- Sahyoun project-Nahr Ibrahim
- Project 1836- Kornet Shehwen
- Projects 781 and 873-New Sheily
- Project 1573-Aajaltoun
- Appartments in Damac by Versace Design-Downtown
- Appartments in Saifi Crown-Downtown
- Appartement in Sleit tower-Ein Mreisseh
- Mr.Ramzi Deeb apartment-Ashrafieh
- Doctor Christian Khoury apartment-Bseba
- Doctor Mazen Moufarrej apartment-Kfarhbeb
- Doctor Mazen Jabre apartment-Jbeil
- Doctor Mardelli apartment-Ashrafieh
- Consul Jean Daniel apartment-Ashrafieh
- Farjallah residence-Saifi Crown
- El Hajj residence-Mar Takla Hazmieh
- Dagher residence-Mar Takla
- Dagher residence-Rabieh
- Mr. Johnny Khoury residence-Naccache
- Mr. Gerar Papazian residence-Rabieh
- Nouwaihed residence-Rawshe
- Richmani residence-Berbara
- Gebran residence-Chemet
- Villa Semaan-Aajaltoun
- Villa Fadel-Koura
- Villa Shammas-Koura
- Villa Kassab-Aabadieh
- Draga jewelry-Bayada
- IS School-Koura
- Orthodox school-Tripoli
- Napoli restaurant-Koura

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OUR MISSION

Our mission statement is to provide our customers with the best quality products, at affordable costs, and punctual delivery time.

Our deep and comprehensive historical experience combined with our technological seniority and superiority enable us to make whatever the customer wants in laminated production and wood work products, and this in its turn allows us to be the leader in production of laminate components and wood products.

MM Design Company is structured upon the philosophy that there is an essential and intrinsic artistic value and a materialistic/financial reward and profit in designing and producing wood products that exceeds our customers' expectations and demands.

OUR VISION

Our vision for the future as a woodwork company is to stay a leader in wood products design, production and technology and to supply for all our customers on local, national and international levels.

WHAT WE DO

We make sure to meet with our clients in our VIP department in order to establish their decor needs. Therefore, we use autocad & assemble moodboards to create 3D pictures rendering as we innovate custom project proposals in alignment with client budget, tastes and timeframes. Then, we prepare all the assets with a clear presentation of the project ideas, to showcase our vision as a 1rst draft in order to please the eyes of our clients before proceeding to the final execution of our project.

Our strength is that we provide our customers 2 significant ways; we either create a concept from scratch, or simply execute any concept imagined or sketched. Also, we gather a large understanding of design styles and trends, thus we carefully listen to assess every need to every character we meet in our customers. And some of these are:

- classic (ornamental designs)
- neoclassical modern designs
- minimal (geometrical designs)
- industrial (integration of metal & wood)
- rustic (vintage designs)





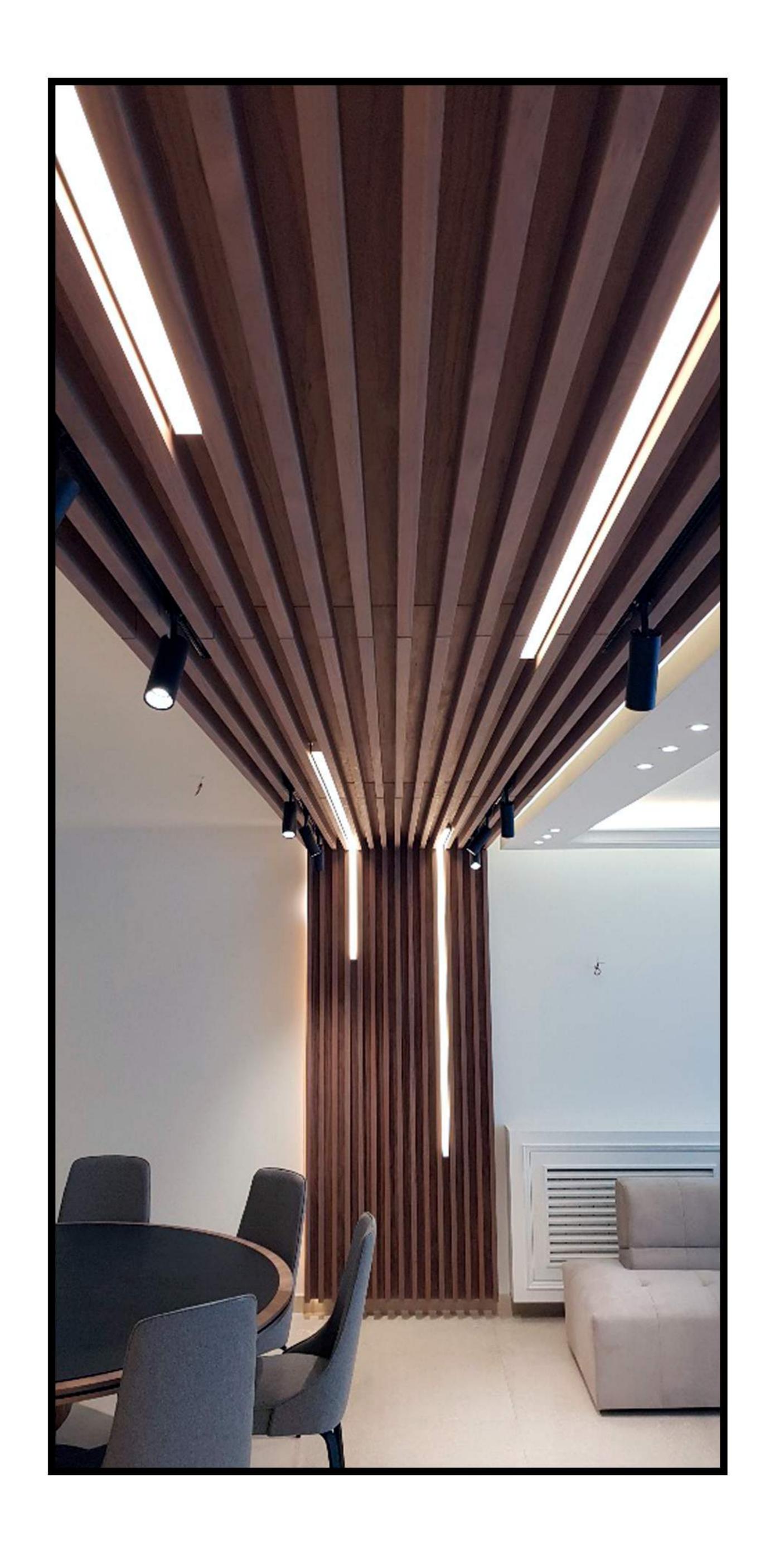
OUR SERVICES

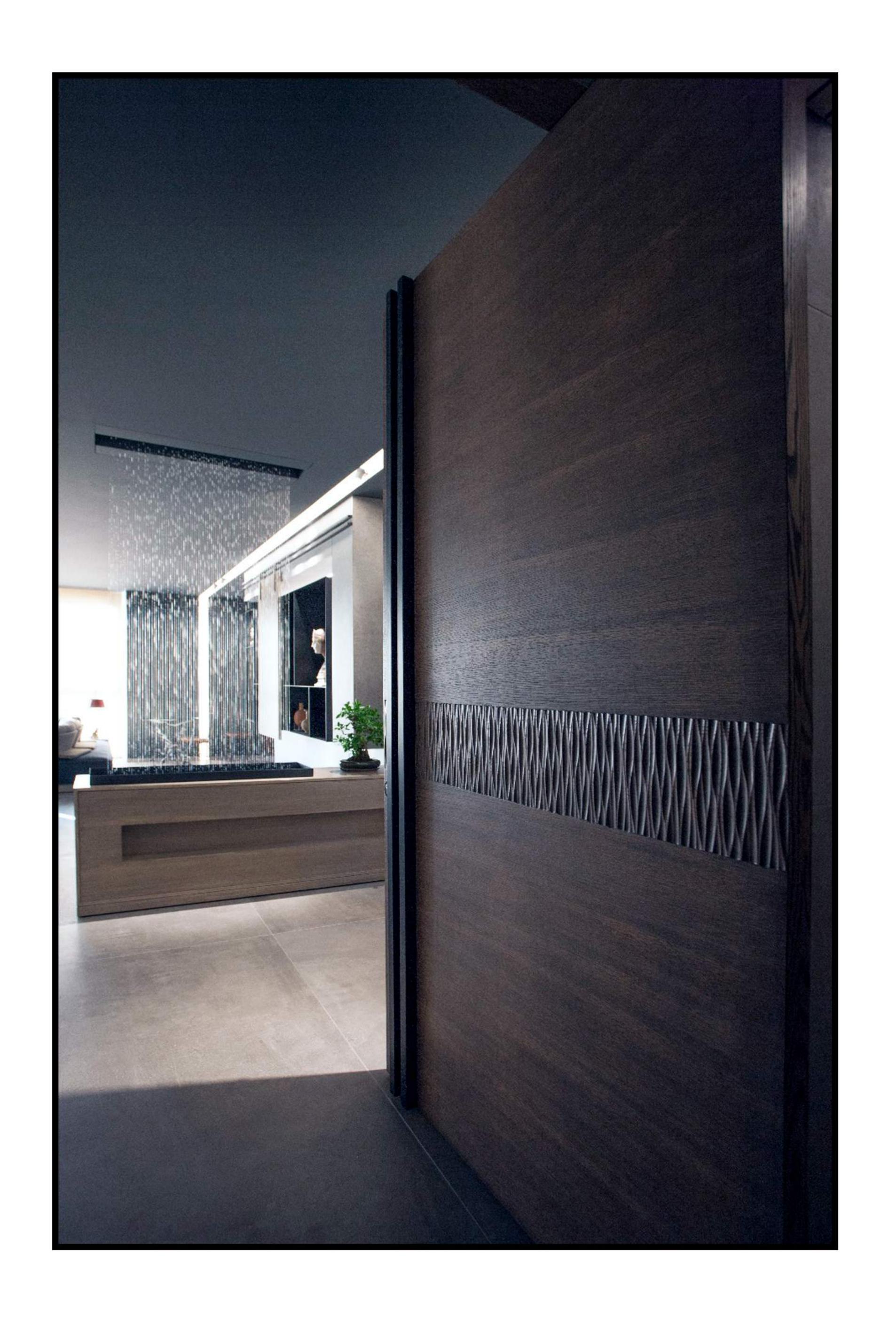
- . Specialize in the production of high quality laminate components and wood products.
- . Design assistance upon request.
- . Deep intensive experience in all colors and types of wood products and laminate.
- . Straight cut and contoured RTA components to exact customer specifications.
- . Broad flexibility in drilling patterns.

TECHNOLOGICAL INFRASTRUCTURE

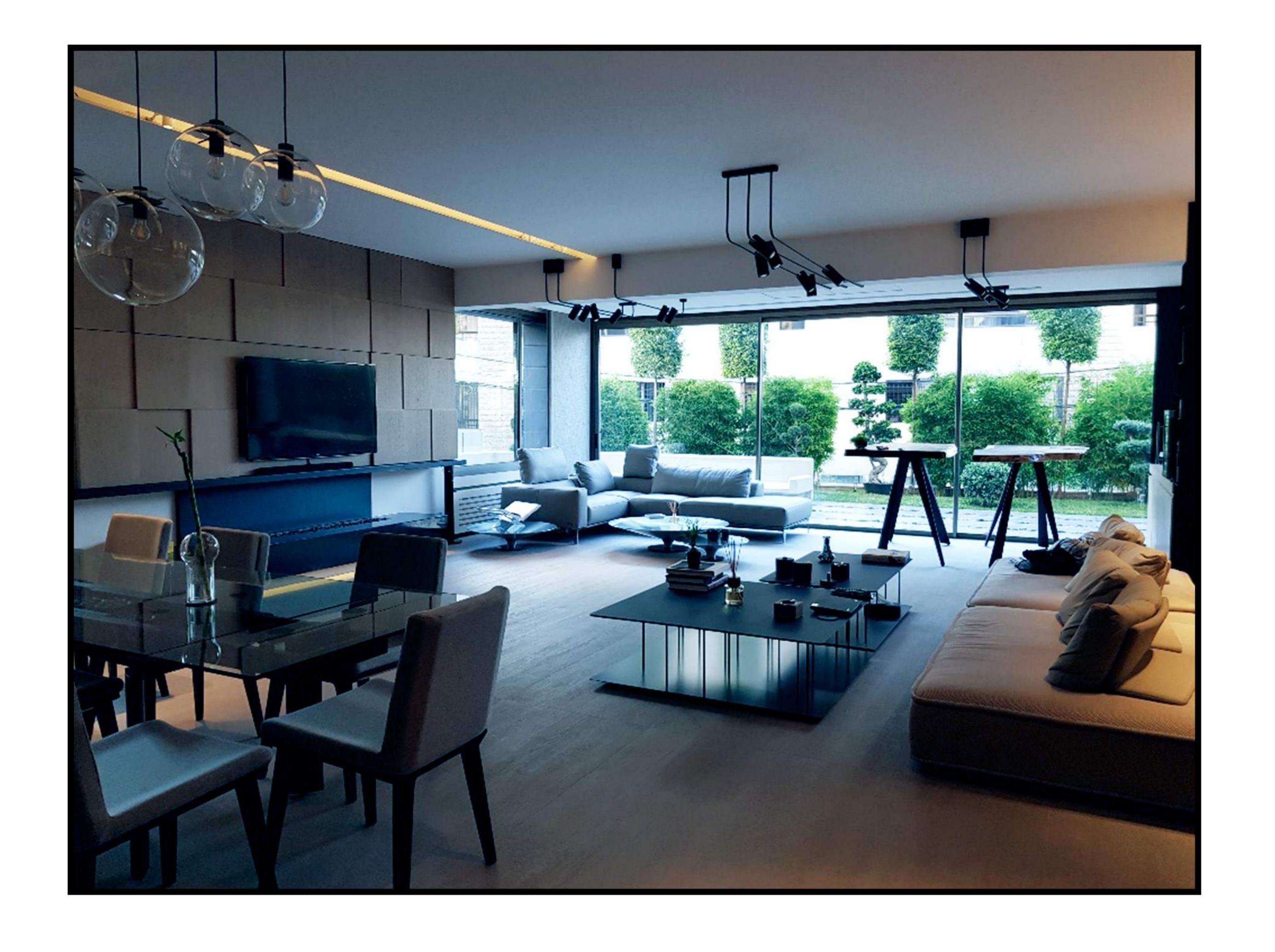
MM Design maintains and develops a technological impulse and focus; our company is totally interested and has invested in leading technological equipments and programs that will allow us to fulfill any requirement or specification demanded by our customers. We use the most advanced technological machines in our field to make sure we execute a very fine final result to our clients.







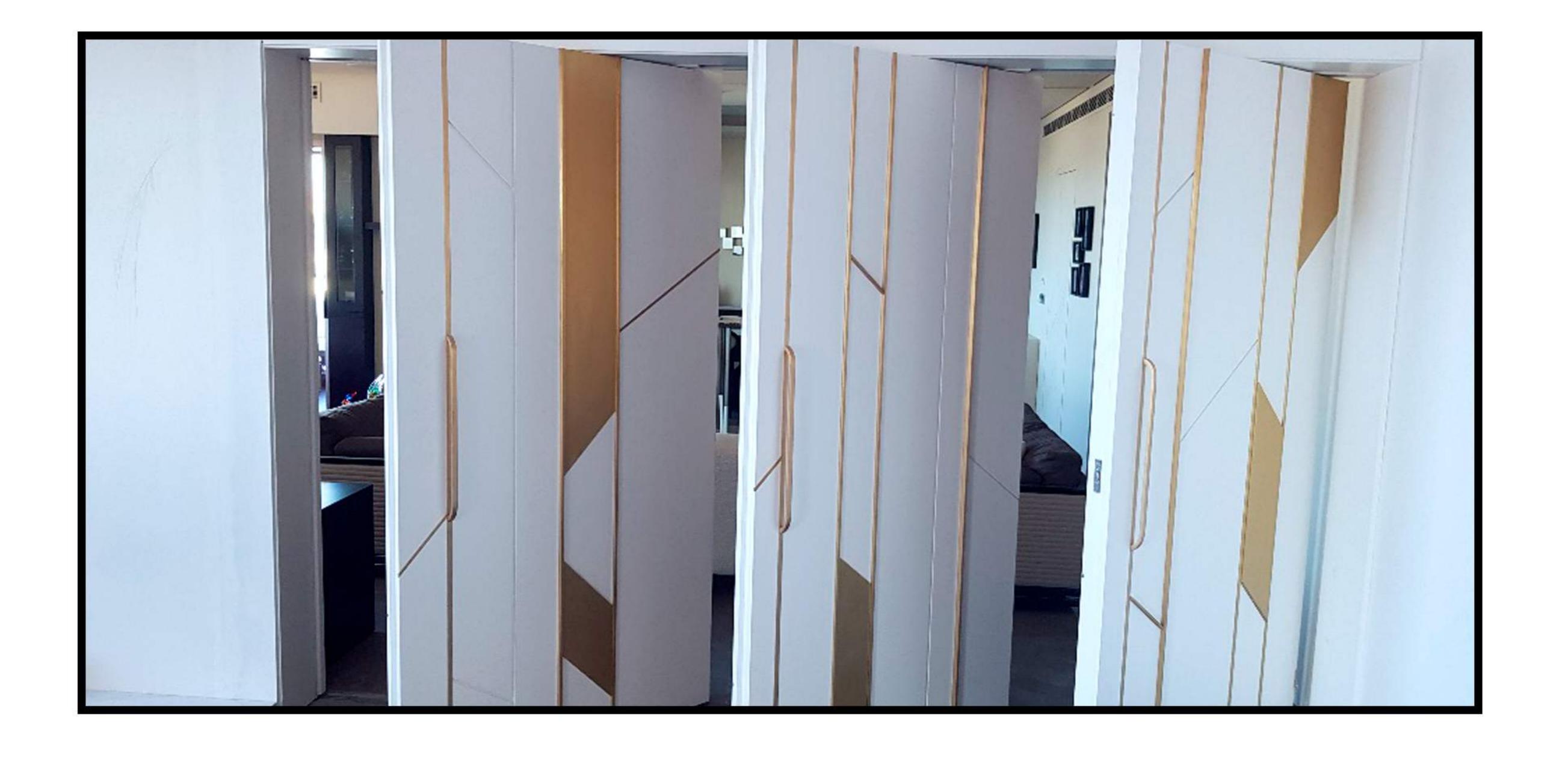


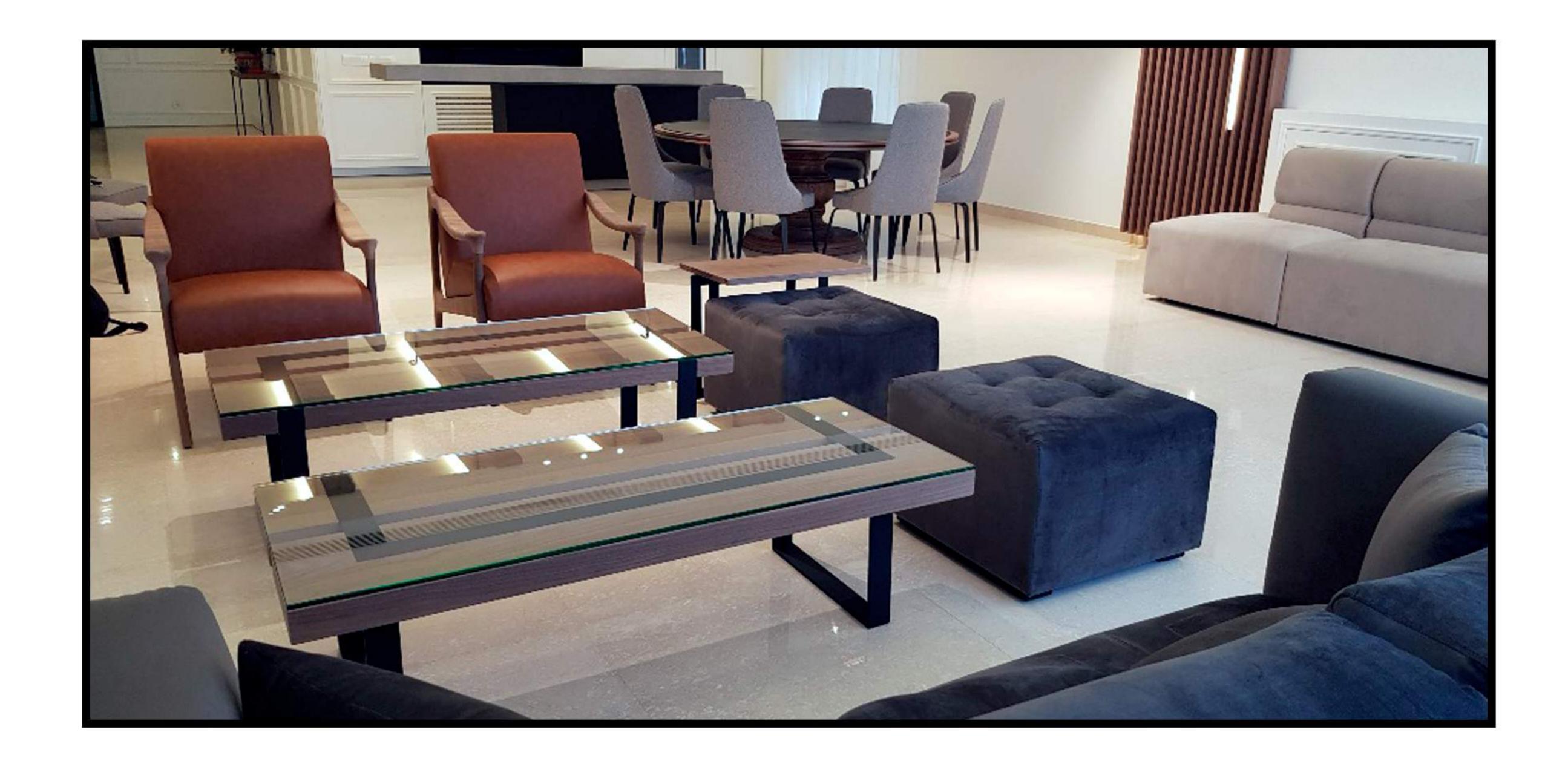








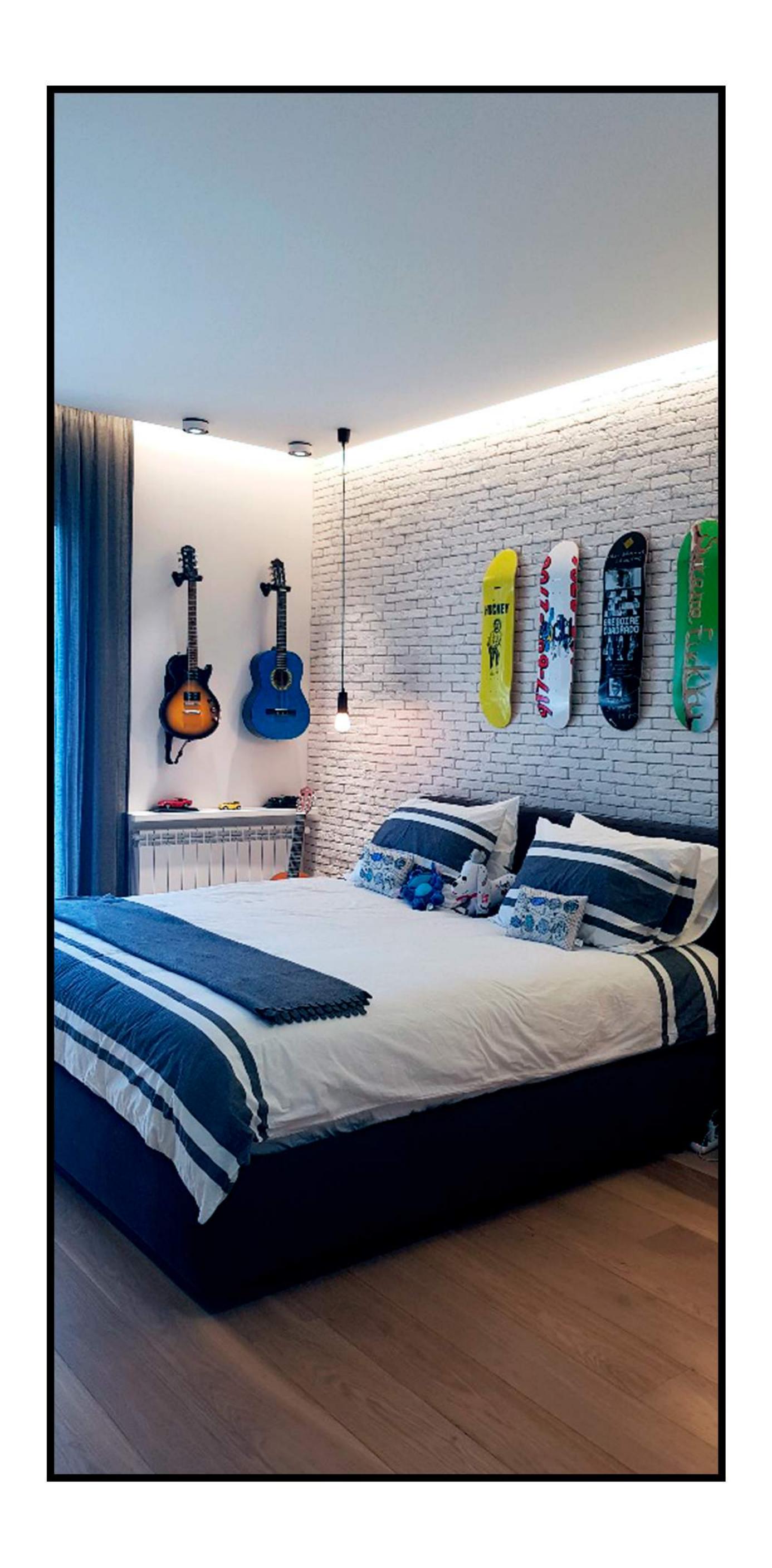






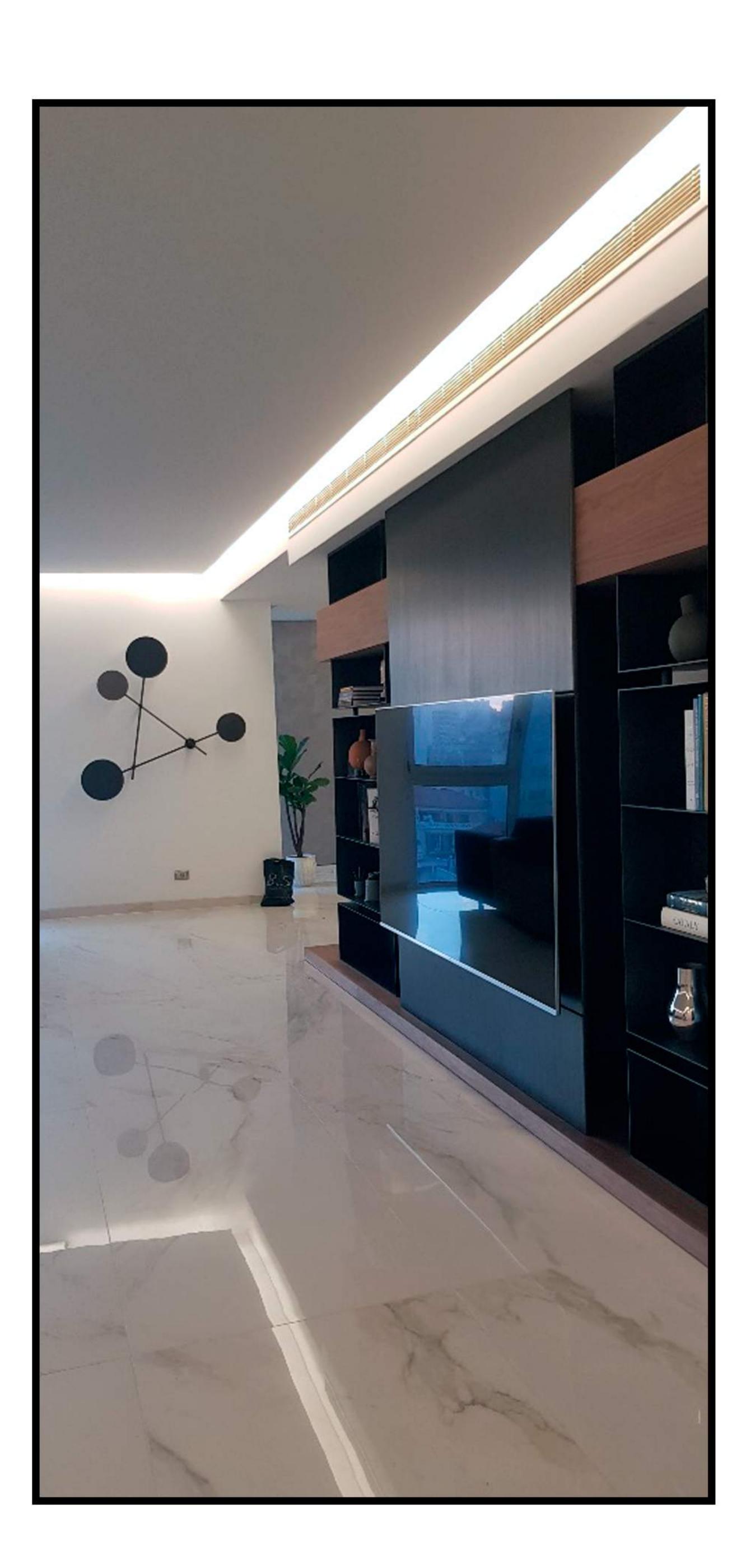


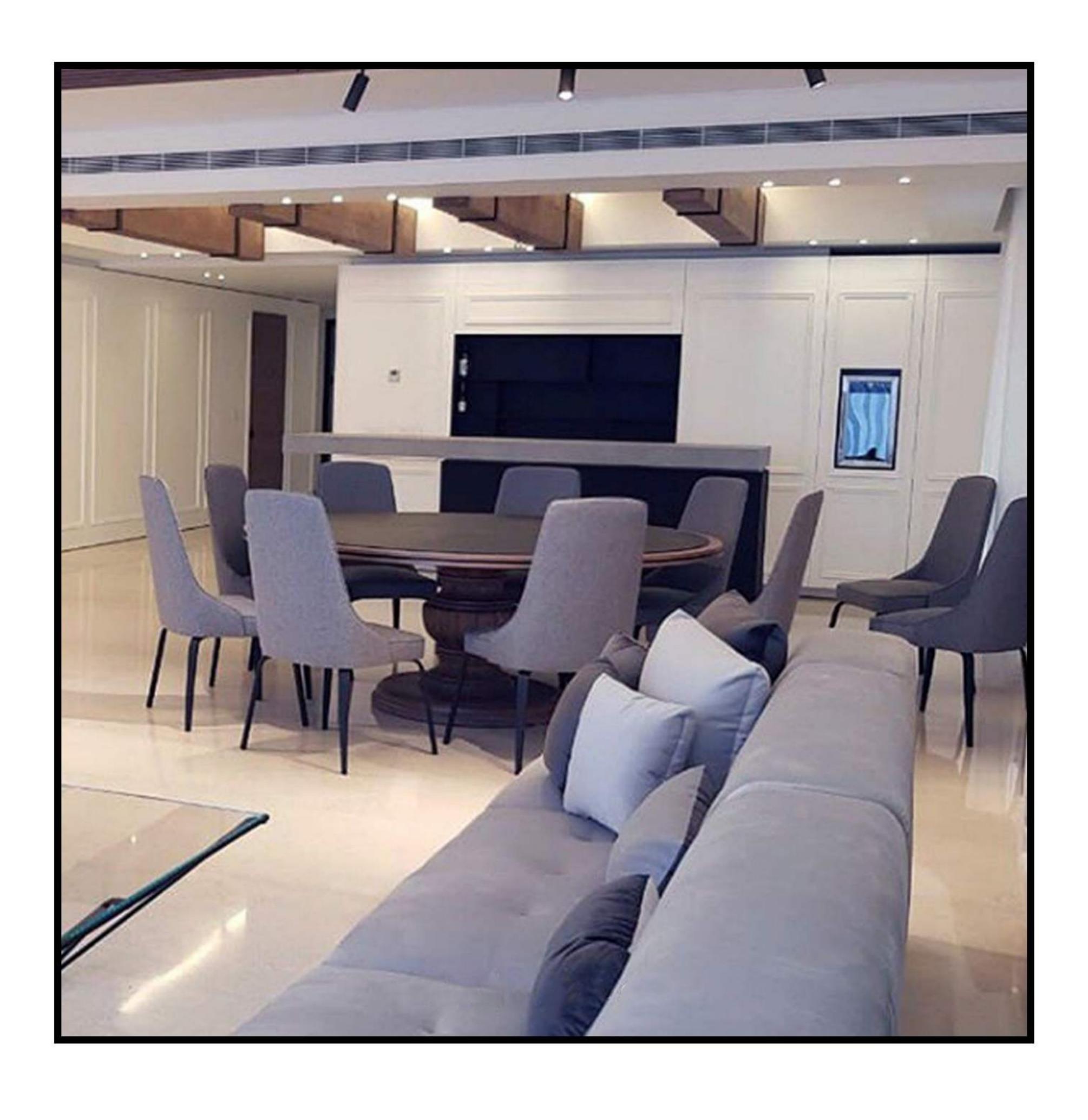


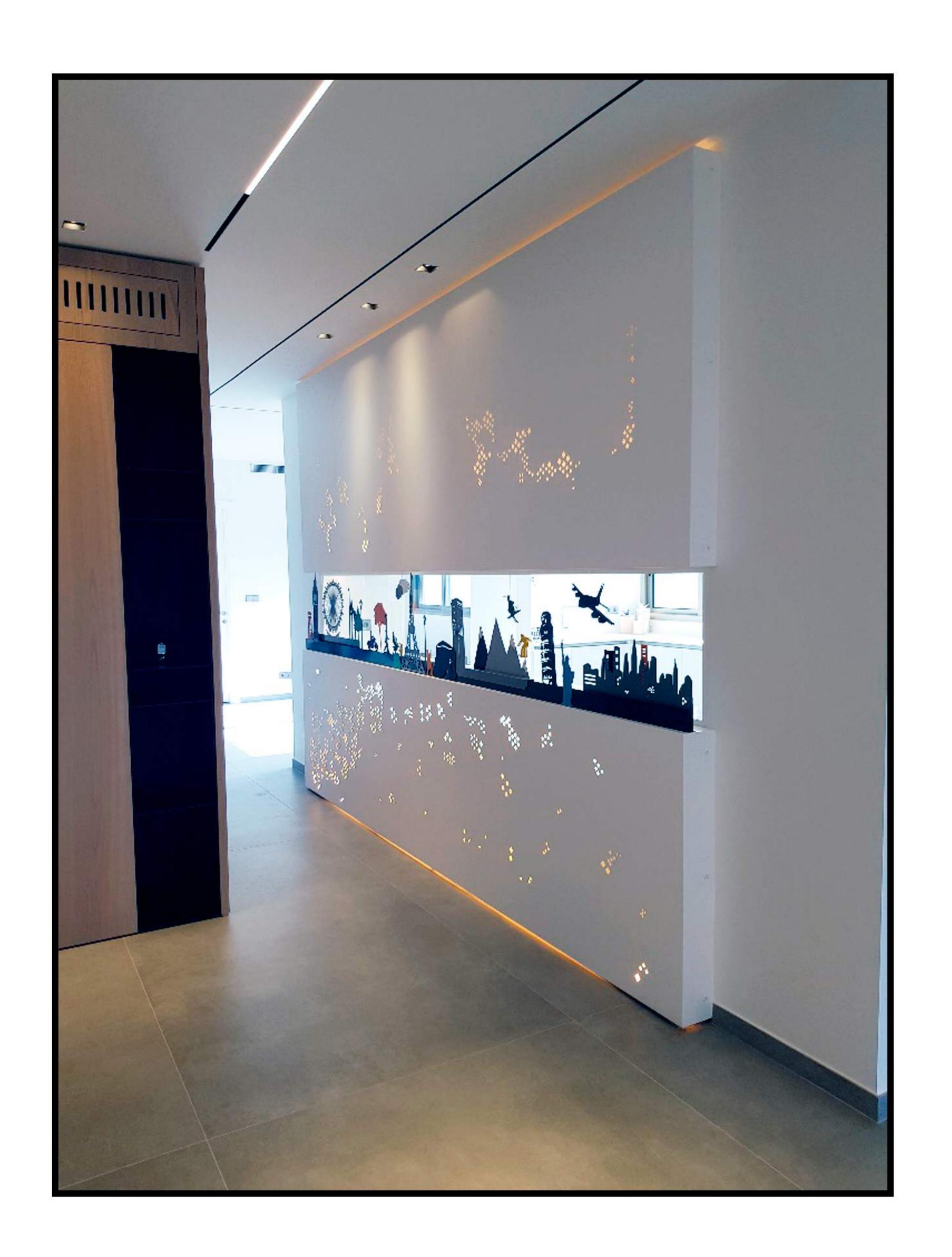








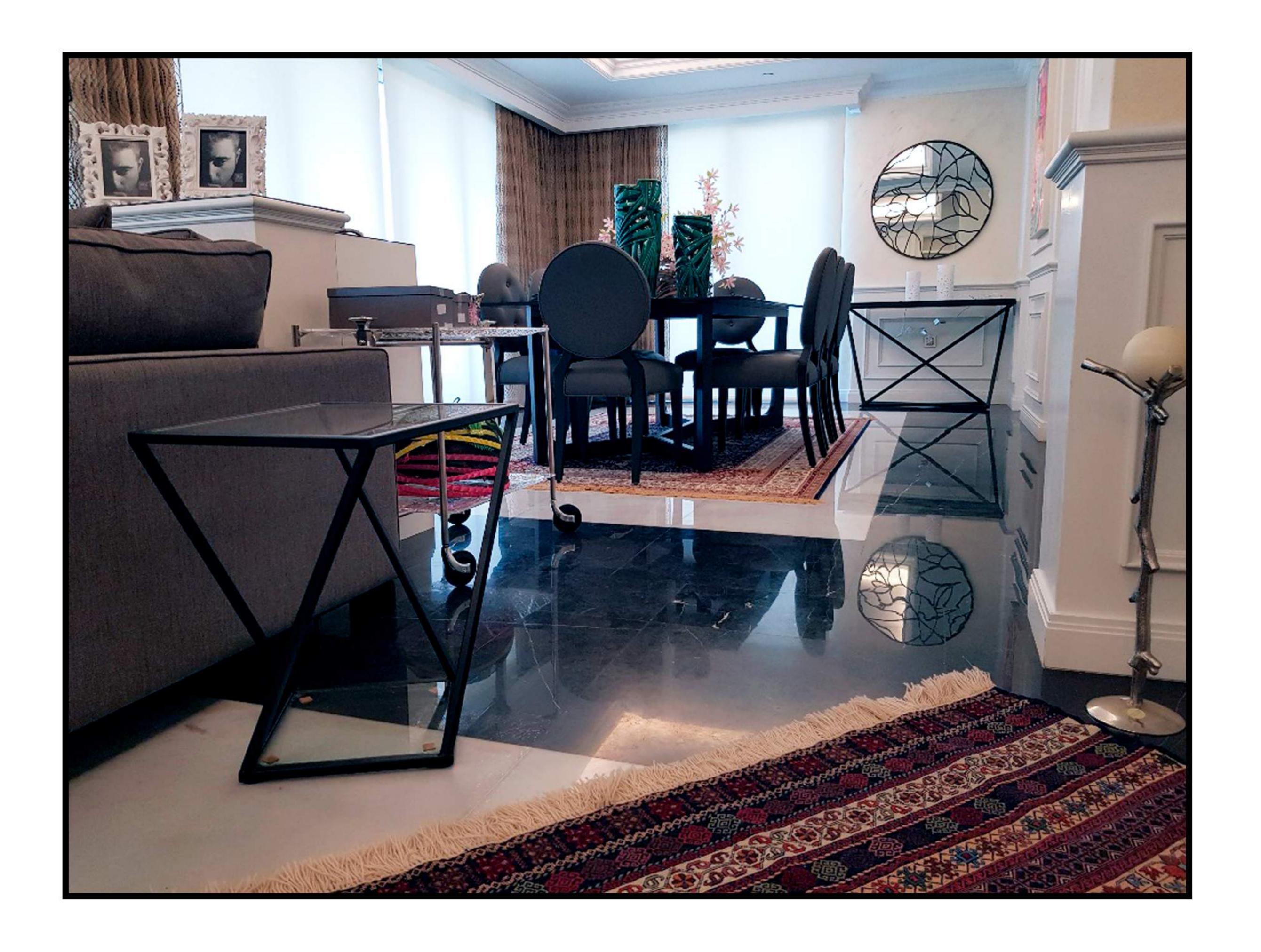




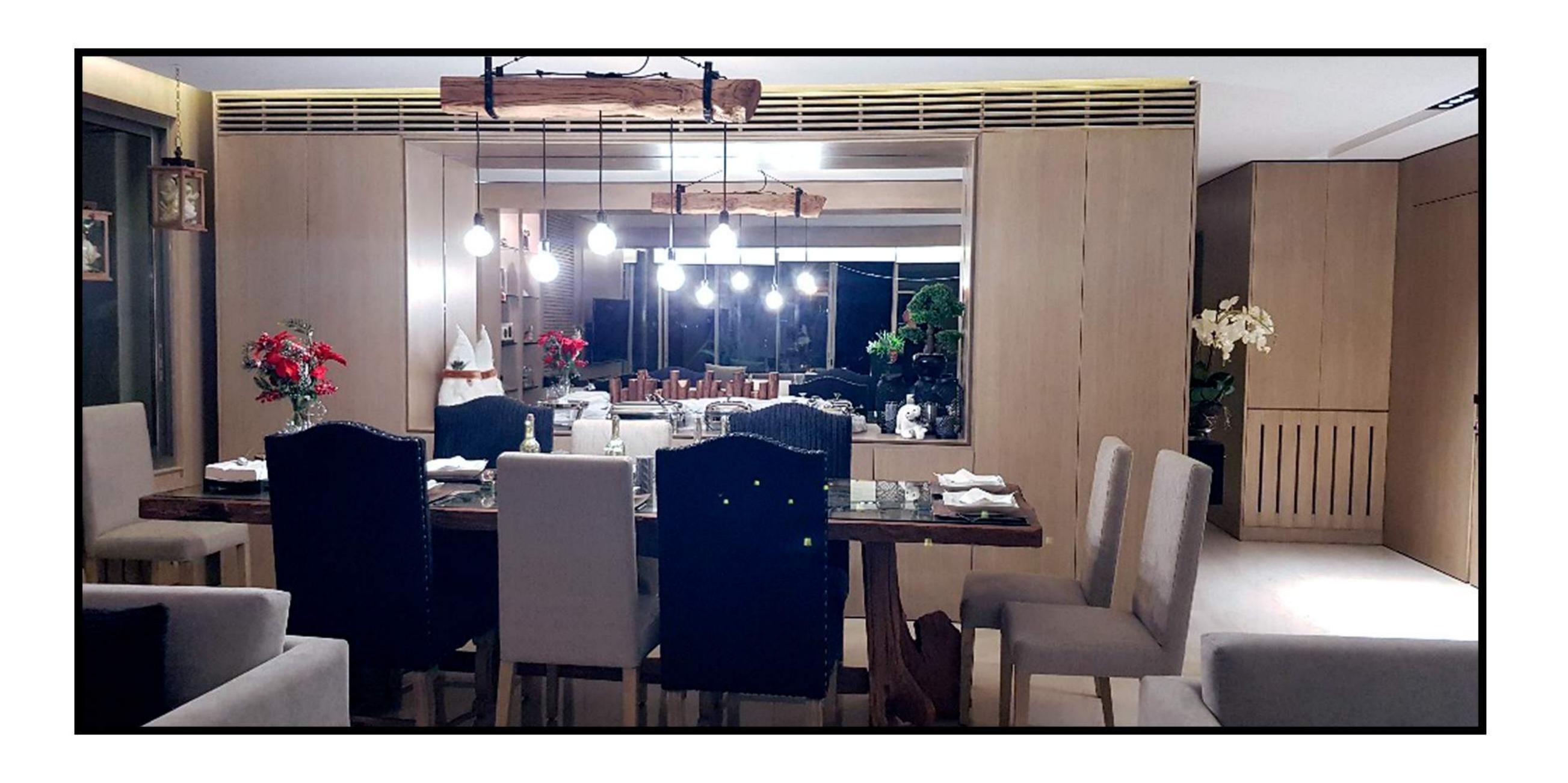






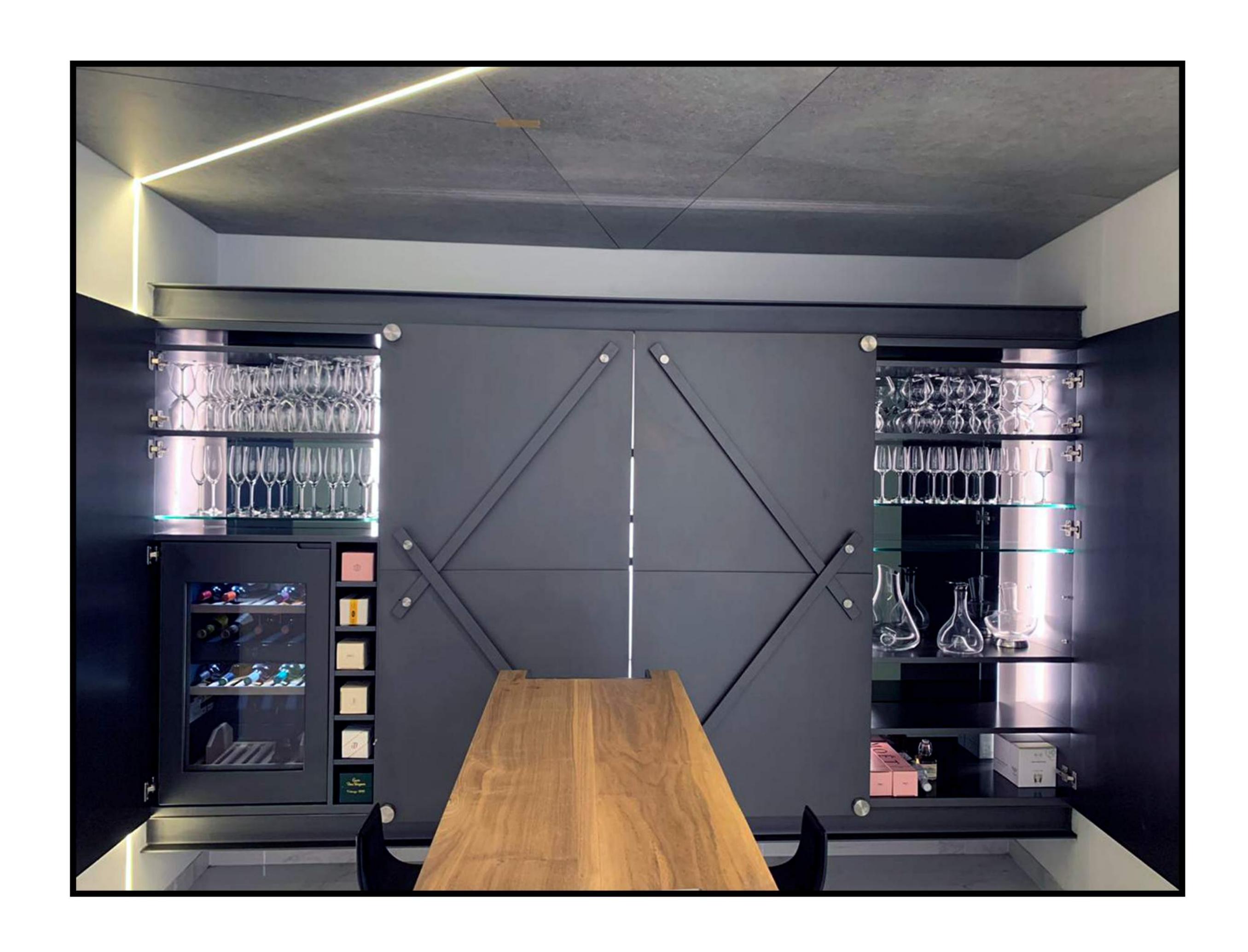


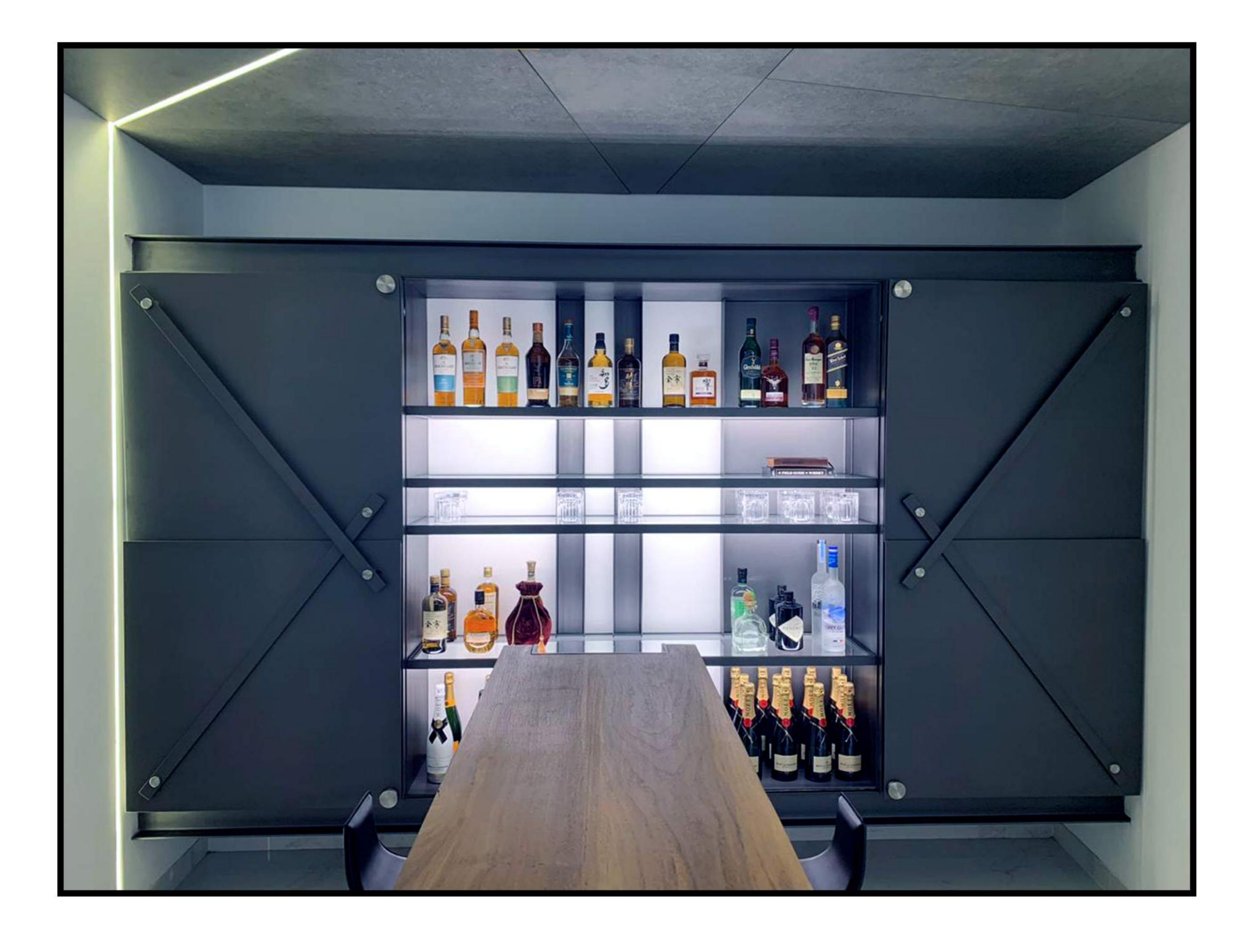












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MANAGEMENT DIRECTORY

Michel Y. El Mouallem:
 Chief Executive Officer

- Claudine Abboud El Mouallem: Executive Manager

A special thank you to my inspiration, my motivation and my idol, i wouldn't have done it without you father,



