

**VISION / MISSION / INTRODUCTION / BENEFITS:****VISION:**

To be the leading provider of quality office furniture, kitchens, wardrobes and home and commercial interior products in Kenya, with a commitment to providing superior customer service, exceptional value, and innovative design solutions.

**MISSION:**

To provide our customers with high-quality furniture and interior products that meet their individual and commercial needs, while delivering superior customer service and exceptional value. We strive to be the preferred supplier in our market, continuously innovating and improving our products to meet the ever-changing needs of our customers.

**HISTORY:**

Newline has been established in Nairobi on **1998 by Turkish Investors**, with the objective of being one of the foremost office furniture suppliers in the Kenyan market. We introduced a new concept in modular furniture without compromising on quality.

Newline Limited is a Manufacturer of Office Furniture, Kitchens & Wardrobes and various home and commercial interior products in Kenya, for decades.

**THE BENEFITS (of being a manufacturer in Kenya)**

- Contribution to the economy of Kenya, by employing more than 100 local employees with the job opportunities created, and also contribution to the development of Kenya with the taxes paid.
- As a European manufacturer in Kenya, the highest quality furniture is provided for customers. The furniture is manufactured that meets the highest standards, products with local values, in accordance with the habits of use of the people of Kenya.
- Furniture is manufactured are customized to meet customers' needs and preferences, exactly.
- Manufacturing locally gives shortest lead time which means customers can get their furniture faster, which can be a huge advantage.
- Product selection, preparation of designs and plans, viewing of sample products, production, transportation and assembly activities, after-sales services... are all done under the same roof. Experience the advantage of meeting with a single company for all these.

## PRODUCTS: From DESIGN to MANUFACTURING and ASSEMBLY

- **Office Furniture Category;** Office Desks & Chairs, that range from Executive to Secretarial, Clerical, Filing Cabinets, Conference Chairs and Tables, Auditorium Chairs and Reception Area furniture.
- **Commercial Interior;** Our services include from design to manufacturing and assembly, under turn-key basis for furnishing, wall claddings, partitions, hospital, restaurants, lodges, lounges, dormitories, guest houses, complete hotel furnishing, school & University furnishing, Shop fit-outs.
- **Kitchen Cabinets, Bedroom Wardrobes & Bathroom Units** are designed, manufactured and assembled according to our customers' needs, fully customized. Wide range of **several brands** of Electric Appliances from worldwide are also supplied.
- **Home Furniture;** TV-Cabinets, units, wall units, Coffee Tables, Sofas, Sofa Beds, Bed, Bedside Cabinets, Shoe Racks, Dining Tables, Ottomans, Book Shelves, Dresser, Vanities, Ironing Tables, Baby Beds, etc. are some of home furniture items.
- **House Products;** Windows, Internal Doors, Laminated Floors.
- *Products are manufactured to meet Turkish (TSE), German (DIN) and Kenyan Standards (KEBS).*

## OFFICE FURNITURE

### 1- DESKS

- The desk panels are made of 18/22/25-millimeter thickness of Laminated Particle Boards, hi-quality 1/2mm PVC lipping. The desks are manufactured melamine or Laminate finish. The scratchproof lamination on the desks gives the benefit of not having to varnish or polish them.



## 2- CHAIRS

- Variety of chairs including Executive & Mid – Executive chairs, Secretarial & Cashier chairs, Visitor chairs, Reception chairs, Sofa seats, Restaurant seats, Auditorium Seats and Lounge seats are supplied with hi-quality finishes. They are made of polyurethane injected sponge, which retains its density for a lifetime. The chairs are molded to meet ergonomic requirements.
- There is a choice of fabric or artificial seat covers for the same cost; genuine leather chairs are also available on demand base.



## 3- CABINETS & PEDESTALS

- The Cabinets are produced using computer controlled CNC machines. This provides us with the possibility of smoothness, high precision joining in the finished product.



#### 4- PARTITIONS

- Variety of Screens /Partitioning for Workstations, desks and general office partitioning including;

**Full Board, Full Fabric, Fabric and Board Combination, Perspex Screens with Aluminum or Board Framing options are provided.**



## KITCHEN CABINETS, BEDROOM WARDROBES, BATHROOM UNITS

### KITCHEN UNITS

- 18-millimeter thick Grade E1 Melamine Board with shock resistant 1 / 2mm PVC Lipping/ Edge Band materials are used to manufacture the items.



## HOTEL ROOM FURNITURE, BEDROOM WARDROBES, BATHROOM UNITS, TV UNITS

- Hotel Room furniture including Beds, wardrobes, luggage racks and TV Wall Units are also manufactured and supplied.



## HOUSE PRODUCTS

### 1- DOORS

- Doors which are produced with the most advanced technology and best quality service available. With MDF as the raw material you get a more stable and modern look and durable door than wooden doors. It also provides cost advantages.
- The doors have a laminate finish with different color options.



### 2- WINDOWS

- uPVC windows that last long in the Kenyan climate with the benefits of heat and sound resistant.
- Also, New concept, **Foldable Windows**, which is an innovative Design system that provides durable enhanced mechanism without compromising on your scenery.
- Sliding and fixed windows, with or without shutters are also provided.
- Supplement Window systems and Stand-Alone **Aluminum Railing Systems**.



### 3- RAILING SYSTEM FOR BALCONIES, STAIRCASES.



### 4- LAMINATE FLOORS

- We offer laminated wooden flooring with different colour options which blends in well with most furniture colors.
- The laminate floors are manufactured in Turkey under the highest European standards.
- They are, unlike carpets, hygienic and do not cause allergies and are easy to clean.



### GUARANTEES / WARANTEES / BACK-UPS:

- 2 Year Back-Up Service Guarantee
- Our products come with a two (2) years assurance manufacturing quality. Any factory defect within this period will be repaired at no extra cost. T&C.s are applicable.

### LIST OF REFERENCES:

The list of some completed projects in Kenya, Uganda, Tanzania.

- (KCB) KENYA COMMERCIAL BANK
- (KWFT) KENYA WOMEN FINANCE TRUST
- KENYA AIRWAYS
- LOUNGES IN MOI AIRPORT
- JAMBOJET
- SAFARILINK
- EQUITY BANK
- OLD MUTUAL
- THE CO-OPERATIVE BANK OF KENYA LTD
- **PHENOM ESTATES**
- COMMERCIAL BANK OF AFRICA
- (KRA) KENYA REVENUE AUTHORITY
- (NBK) NATIONAL BANK OF KENYA LTD
- **PARKVIEW APARTMENTS, PARKLANDS**
- AFRIHOSPITALS, MERU
- UMMA UNIVERSITY
- ISAR BOARDING SCHOOL (Uganda)
- ALYA HOTEL
- CTM, ALL BRANCHES (Kenya, Uganda, Tanzania)
- **THE LOFT, KILIMANI**
- GRAND ROYAL SWISS HOTEL
- LOUNGES IN JKIA
- **DEER PARK VILLAS**
- **SIGNATURE RESIDENCY**
- **QUEENSGATE, KILIMANI**
- **LAVINGTON CREEK VILLAS**
- **NORTH COTE APARTMENTS**
- **COURTYARD APARTMENTS**
- **ABERDARE HILLS, NAIVASHA**
- **ALMASI TOWN HOUSES**
- **GALANA SUITES**
- **MAK APARTMENTS, PARKLANDS**
- **DICKWAYS CONSTRUCTION, KILELESHWA**
- **WEST POINTE APARTMENTS**
- **5<sup>TH</sup> PARK HEIGHTS**
- **BARAKA HOTEL**
- **CANARIES APARTMENTS**
- **THATELANE WAVES**

The **RED** ones are the residential Projects.

## CONTACT INFORMATION / ADDRESS / WEB / SOCIAL MEDIA

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## THE FACTORY

Manufacturing facility with high quality equipment and machinery and skilled, well-trained technicians. Production is carried out with the permission of Kenyan authorities, by fulfilling legal standards and requirements.



