

mobica.
CLOSET SYSTEMS

Since 1979

mobica.

UPLIFTED IDENTITY

Having reached the 40th anniversary of the company, 2019 is a very special year for the mobica team. This notable forty-year mark demonstrates our strong commitment to the industry - both in Egypt and globally. As a celebration and as a response to our growing portfolio, we have uplifted our brand to better reflect our ability to adapt to change and to clarify the diverse industry segments we have penetrated.

Our logo has transitioned to feature lower case letters, reflecting our promise to always remain approachable no matter how many anniversaries are celebrated. The final dot at the end of our logo is to reiterate that we are here and we are here to stay. A strong graphical element using primary shapes and familiar colors has been infused into the identity in order to communicate a simple message of relatability. The newly shape- and color-coded divisions are titled WORK, LIVE, LEARN, HEAL, and MOVE - categorizing all of our interior offerings into the common stages of the cycle of human life.



live



learn



work



move



heal



live

Residential and hospitality solutions belong to the LIVE division, and are symbolized by an inviting red pentagon. This shape is visibly reflective of a structure that provides you with shelter, protects you, and make you feel secure - values that we hope are evident throughout this division.

Hip Pouf

mobica.

SILK SYSTEM

Silk

Adapting to the luster of splendid designs and seamless functionalities, the flawless SILK closet system provides the ultra-modern glimpse within dressing rooms in addition to creating highly customized walk-in-closets of aluminum structure and powder-coated finish. The system delivers the ultimate flexibility, simplicity, and transparency desired in bedrooms.

Closet Structure:

1. Lateral side:

Thickness 25.5 mm for aluminum profile and available in glass with thickness 4mm and wood with thickness 18mm.

2. Central side:

Thickness 30 mm for aluminum profile and available in glass with thickness 4mm and wood with thickness 18mm.

3. Back panel:

Thickness 8 mm in laminate or veneer wood while glass 6mm.

4. Top:

Thickness 32.5mm for aluminum profile and available in laminate or veneer wood with thickness 25mm while glass 5mm.

5. Base:

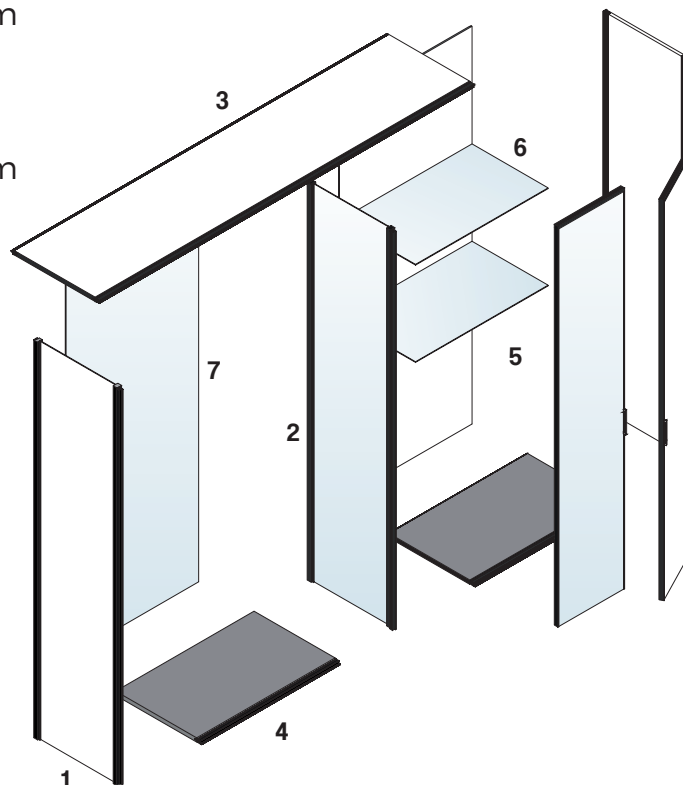
Wood only with thickness 25 mm in laminate or veneer wood.

6. Shelves:

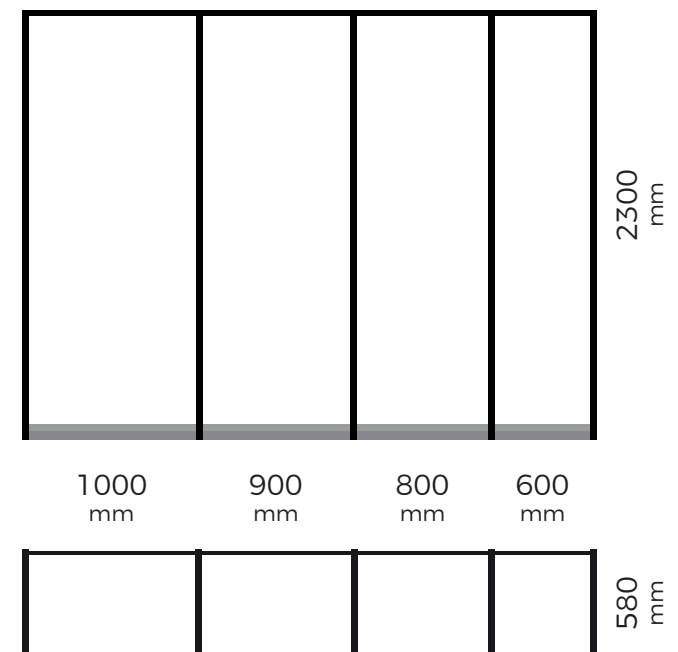
Glass shelves thickness 25 mm with painted aluminum frame and glass thickness 6mm with or without led system.

7. Leaves:

Aluminum door thickness 25.5 mm with glass thickness 4mm.



Dimensions



CLOSET SYSTEM
SILK

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CLOSET SYSTEM
SILK

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Price:

16,200 EGP per meter square
including basic components.

Additional accessories can be added to the basic
components with additional fees.

Price does not include LED system.

Basic Components:

- Shelves
- Three drawers
- Basic hanging



MANHATTAN SYSTEM

Manhattan

Manhattan closet system conveys contemporary modularity to the walk-in closet that is designed with advanced features from a wooden structure whether with laminate or veneer materials and a powder-coated aluminum profile. The versatile closet combines the practical design with a luxurious glance providing niche solutions for dressing rooms.

Closet Structure:

1. Lateral side:

Thickness 25 or 18 mm in laminate or veneer wood with led lighting system.

2. Central side:

Thickness 18 mm in laminate or veneer wood with led lighting system.

3. Back panel:

Thickness 18 mm in laminate or veneer wood

4. Top:

Thickness 25 or 18 mm in laminate or veneer wood.

5. Base:

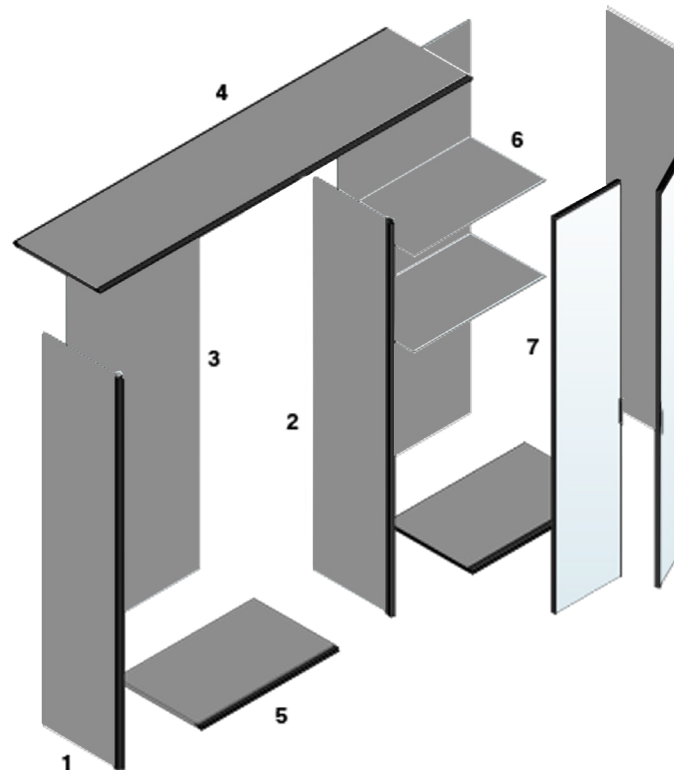
Thickness 25 or 18 mm in laminate or veneer wood.

6. Shelves:

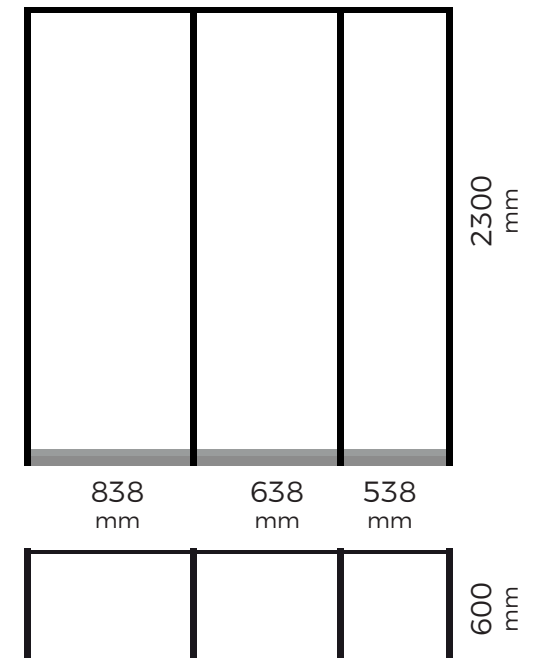
- Thickness 18 or 36 mm in laminate & veneer wood or laminate & veneer wood with painted aluminum front.
- Glass shelves thickness 25 mm with painted aluminum frame or wood.

7. Leaves:

Aluminum door thickness 25 mm with glass thickness 4mm.



Dimensions



CLOSET SYSTEM
MANHATTAN

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CLOSET SYSTEM
MANHATTAN

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Price:

14,500 EGP per meter square
including basic components.

Additional accessories can be added to the basic
components with additional fees.

Price does not include LED system.

Basic Components:

- Shelves
- Three drawers
- Basic hanging



CLOSET SYSTEM
MANHATTAN

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Price:

13,500 EGP per meter square
including basic components (with no leafs).

Additional accessories can be added to the basic components with additional fees.

Price does not include LED system.

Basic Components:

- Shelves
- Three drawers
- Basic hanging





live



learn



work



move



heal

THANK YOU

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