

PREPARED FOR

MOBICA

Product-to-Room Type Pairing Guide

The right Furniture & FF&E products for every hotel tier — from economy select service to ultra-luxury, matched by Mobica for Integrated Industries' product portfolio.

4

ROOM TYPES

24+

PRODUCTS MATCHED

16

ROOM PAIRINGS

12+

PARTNER BRANDS

STANDARD ROOM

FF&E BUDGET: \$3,000 - \$10,000 / ROOM



Holiday Inn Express, Hampton Inn, Fairfield Inn,
Courtyard by Marriott



STANDARD

WORK DIVISION

Operative Desk & Workstation

Standard Guest Room — In-Room Work Area

Material: **Laminate** Lead Time: **4-6 Weeks**

Why this pairing: Mobic's operative desks provide a durable, budget-friendly work surface with integrated cable management. Laminate finishes resist scratches and stains from high guest turnover while maintaining a clean, professional appearance.



STANDARD

WORK DIVISION

Connect Series Chair

Standard Guest Room — Desk Seating

Fabric: **Commercial Grade** MOQ: **20 Units**

Why this pairing: The Connect series offers comfortable task seating at an economy price point. Its compact footprint suits standard rooms, and commercial-grade upholstery withstands frequent use across high-occupancy properties.



STANDARD

INTERIOR SOLUTIONS

Tarkett Commercial Flooring

Standard Guest Room — Floor Covering

Type: **LVT Class 33** Warranty: **10 Years**

Why this pairing: Tarkett LVT flooring delivers the wood-look aesthetic guests expect at a fraction of hardwood cost. Class 33 commercial rating handles 500+ room turnovers per year without visible wear, reducing lifecycle replacement costs.



SUPERIOR / DELUXE

FF&E BUDGET: \$10,000 - \$25,000 / ROOM

Hilton Garden Inn, DoubleTree, Crowne Plaza, Marriott, Sheraton

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DELUXE

LIVE DIVISION

Tonon Dining & Lounge Chairs

Deluxe Guest Room — Seating Upgrade

Origin: **Italy** Lead Time: **8-10 Weeks**

Why this pairing: Tonon's contemporary Italian design elevates the guest experience from functional to aspirational. The refined silhouettes communicate a step up from standard rooms, justifying the premium room rate at this tier.



DELUXE

WORK DIVISION

Executive Desk with Veneer Finish

Deluxe Guest Room — Work Area

Finish: **Wood Veneer** Cable Mgmt: **Integrated**

Why this pairing: Upgrading from laminate to genuine wood veneer provides the tactile quality that distinguishes a deluxe room. Integrated cable management keeps the desk surface clean for both business and leisure guests.



DELUXE

LIVE DIVISION

Dauphin Premium Desk Chair

Deluxe Guest Room — Upgraded Seating

Origin: **Germany** Warranty: **5 Years**

Why this pairing: German-engineered Dauphin seating delivers ergonomic excellence expected at the deluxe tier. The brand recognition adds perceived value, and the 5-year warranty ensures low total cost of ownership.



EXECUTIVE SUITE

JW Marriott, Conrad, Waldorf Astoria,
InterContinental, Fairmont

FF&E BUDGET: \$25,000 - \$35,000 / ROOM

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EXECUTIVE

LIVE DIVISION

Poliform Bedroom Suite

Executive Suite — Master Bedroom

Origin: **Italy (Exclusive)**

Segment: **Ultra-Premium**

Why this pairing: Poliform's exclusive partnership with Mobicca delivers Italian luxury at this tier. The integrated wardrobe-bed-nightstand system creates a cohesive suite aesthetic that upper-upscale brands demand.



EXECUTIVE

LIVE DIVISION

Moooi Statement Lighting

Executive Suite — Living Area

Origin: **Netherlands**

Type: **Floor / Pendant**

Why this pairing: Moooi's design-forward lighting transforms the suite living area into a visual experience. These pieces serve as conversation starters, elevating guest perception and driving social media-worthy moments.



EXECUTIVE

LIVE DIVISION

Varaschin Lounge Furniture

Executive Suite — Balcony / Terrace

Origin: **Italy**

Use: **Indoor / Outdoor**

Why this pairing: Varaschin's indoor-outdoor furniture bridges the suite balcony and living area seamlessly. Weather-resistant materials maintain their appearance in MENA climates while delivering the luxury aesthetic expected at this tier.

PRESIDENTIAL / PENTHOUSE



FF&E BUDGET: \$35,000 - \$65,000+ / ROOM

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St. Regis, Ritz-Carlton, Four Seasons, Aman,
Mandarin Oriental, Park Hyatt

LIVE DIVISION

Full Poliform Interior System

Presidential Suite — Complete Furnishing

Scope: **Full Suite** Partnership: **Exclusive**

Why this pairing: The full Poliform system—bedroom, kitchen, wardrobe, and living—creates a residential luxury experience. Mobica's exclusive partnership ensures MENA availability and local installation support for these high-value suites.



PRESIDENTIAL

LIVE DIVISION

Edra Sculptural Seating

Presidential Suite — Living Salon

Origin: **Italy** Category: **Art Furniture**

Why this pairing: Edra's sculptural pieces function as both furniture and art installations. In a presidential suite, these statement sofas and chairs create the museum-quality environment that ultra-luxury guests expect, justifying nightly rates above \$2,000.



PRESIDENTIAL

LIVE DIVISION

MM Lampadari Chandelier

Presidential Suite — Grand Foyer

Material: **Murano Crystal** Custom: **Fully Bespoke**

Why this pairing: MM Lampadari chandeliers are the definitive luxury centerpiece. Custom-designed Murano crystal fixtures create an unforgettable first impression in the suite entry, setting the tone for an extraordinary guest experience.



PRESIDENTIAL

PRESIDENTIAL /



PENTHOUSE

CONTINUED

FF&E BUDGET: \$35,000 - \$65,000+ / ROOM

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St. Regis, Ritz-Carlton, Four Seasons, Aman, Mandarin Oriental, Park Hyatt

LIVE DIVISION

Gufram Avant-Garde Accents

Presidential Suite — Curated Art Pieces

Origin: **Italy**

Style: **Sculptural**



PRESIDENTIAL

Why this pairing: Gufram's iconic sculptural pieces—like the Pratone grass chair—add museum-caliber art to the suite. These collector-level design objects differentiate a presidential suite from merely expensive to genuinely extraordinary.

Cross-Tier Product Compatibility

Products from Mobica for Integrated Industries that work effectively across multiple hotel tiers, offering procurement flexibility and volume pricing advantages.

Live Collection Suites

Mobica's own branded hospitality line scales from 3-star to 5-star with finish upgrades. A single product platform with tiered specifications reduces procurement complexity.

STANDARD

DELUXE

EXECUTIVE

Tarkett Flooring Solutions

From economy LVT to premium wood planks, Tarkett covers every tier through Mobica. Volume purchasing across tiers drives significant cost savings on a per-room basis.

STANDARD

DELUXE

EXECUTIVE