

**LA CUCINA**





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# WHO WE ARE

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LA CUCINA is part of Al Mashrabia Furniture Industry LLC (AMF). AMF was established in 1995 as a joinery division of the Easa Saleh Al Gurg Group to cater to inhouse projects. The company is approved and recognised by leading property developers, interior designers and main contractors, who sub-contract their joinery and other wooden works to AMF.



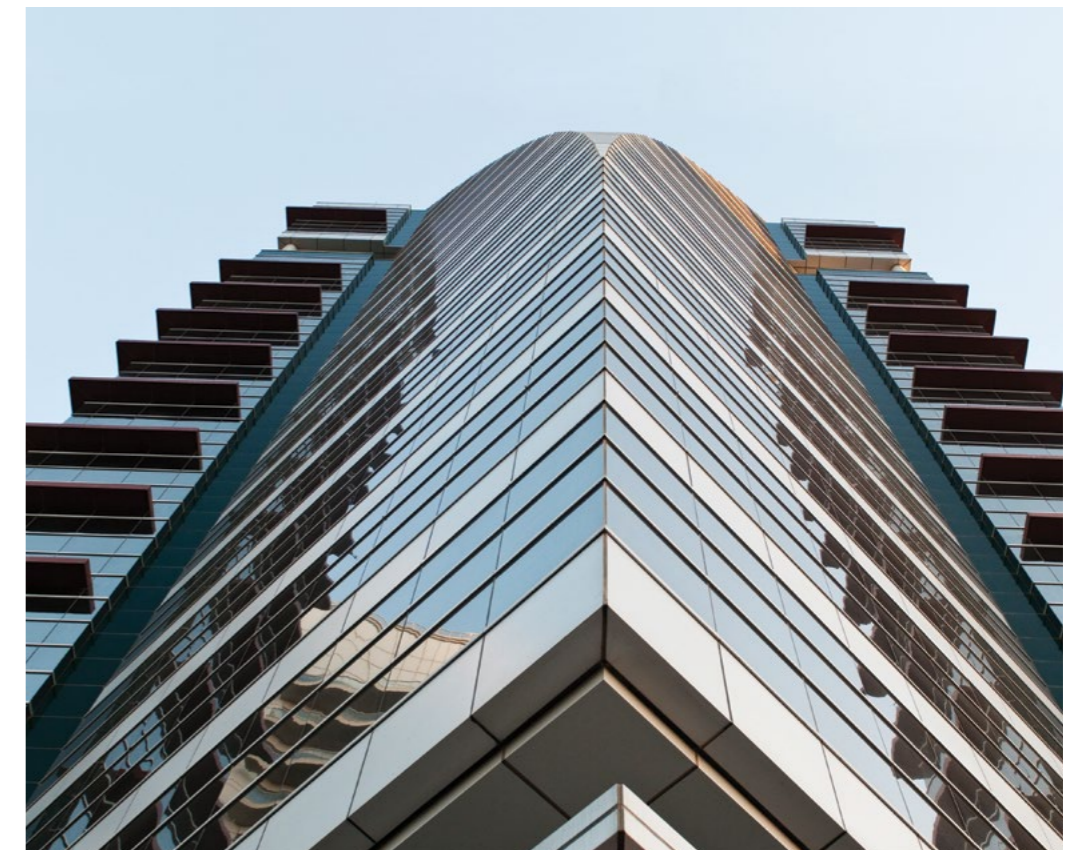


# ABOUT ESAG

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Founded in 1960, by H.E. Easa Saleh Al Gurg (KCVO, CBE) the Easa Saleh Al Gurg Group LLC is a multi-divisional conglomerate with over 27 companies.

The Group has a range of diverse product and business interests that predominantly include retail, building and construction, industrial and joint ventures. With an active presence throughout UAE, Oman, Saudi Arabia; its reach stretches across Asia, Middle East and the African continent, parts of America, Australia and New Zealand.



# LA CUCINA

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LA CUCINA was launched to provide home owners and contractors with bespoke kitchen solutions. Adhering to European quality kitchen standards combined with UAE-based manufacturing, we address every requirement ranging from materials, colours, trims, accents and size to deliver a kitchen that fits their persona and space with quick turnarounds.



# RANGES

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Catering to a diverse range of client requirements and details, we offer the NETTO, ELEGANTE and TAILORMADE ranges.



# LA CUCINA

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NETTO  
RANGE

# NETTO

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Our NETTO line aims to provide a completely functional and practical solution to the working area of any kitchen. We focus on easy-to-clean materials and modularity that allows the functioning area in the kitchen and spaces around it to be dynamic, aesthetically pleasing and systematic. The NETTO line includes the MINIMALISM and PATRIA kitchen styles.



# NETTO

## MINIMALISM

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MINIMALISM kitchens represent simple design and functionality. Designed in a wall to wall modular format, these kitchens take into account your space, size and convenience requirements.



MINIMALISM



# NETTO

## PATRIA

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PATRIA kitchens focus on modern designs and ease of use, catering to the tastes of millennials. With framed doors, no ornamentation and structured divisions, PATRIA combines sustainability with contemporary design.



PATRIA





**LA CUCINA**  
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**ELEGANTE**  
**RANGE**

# ELEGANTE

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High grade material quality, straight forward modularity, multi-faceted design and competitive prices. These characteristics define ELEGANTE. With a broad range of unit sizes and accessories to achieve the ideal kitchen design and functionality, this range currently includes MODERNO and COLONICA kitchens.



# ELEGANTE

## MODERNO

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Sleek design and a modern look, MODERNO kitchens have no handles or openings with grooves; in addition to open modules for various configurations, multi-functional elements and a variety of trims and colours.



MODERNO



# ELEGANTE

## COLONICA

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COLONICA kitchens strike a balance between client requirements. From a rustic appeal to creating a country home ambience, this line contains both clean-cut silhouettes and traditional features.



COLONICA





**LA CUCINA**

**TAILORMADE  
RANGE**

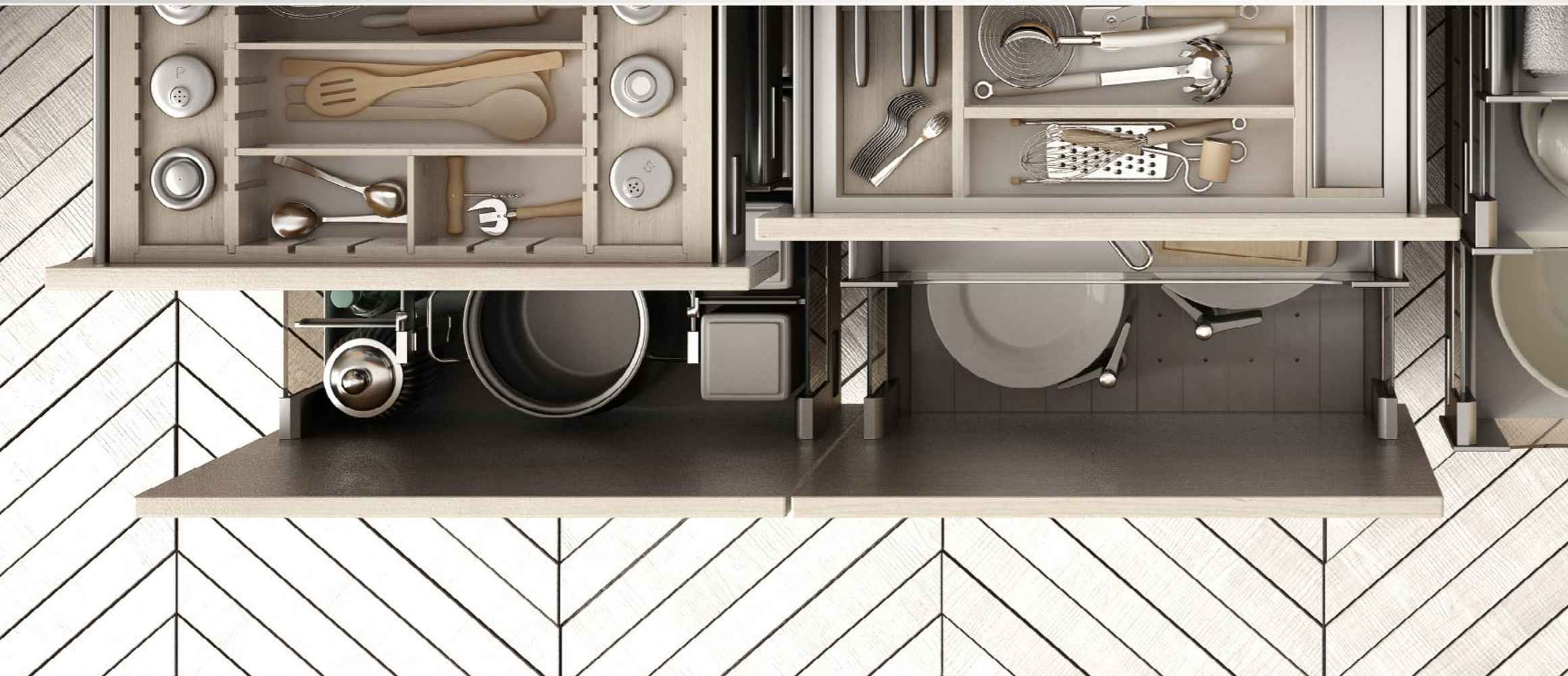
# TAILORMADE

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The TAILORMADE range is a customised line that offers a tasteful and rational take on all spaces. With a wide range of bespoke options, this line focuses on a variety of styles and concepts, providing a unique structure to any kitchen based on the client's exact requirements and needs.





LA CUCINA  
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SOLUTIONS

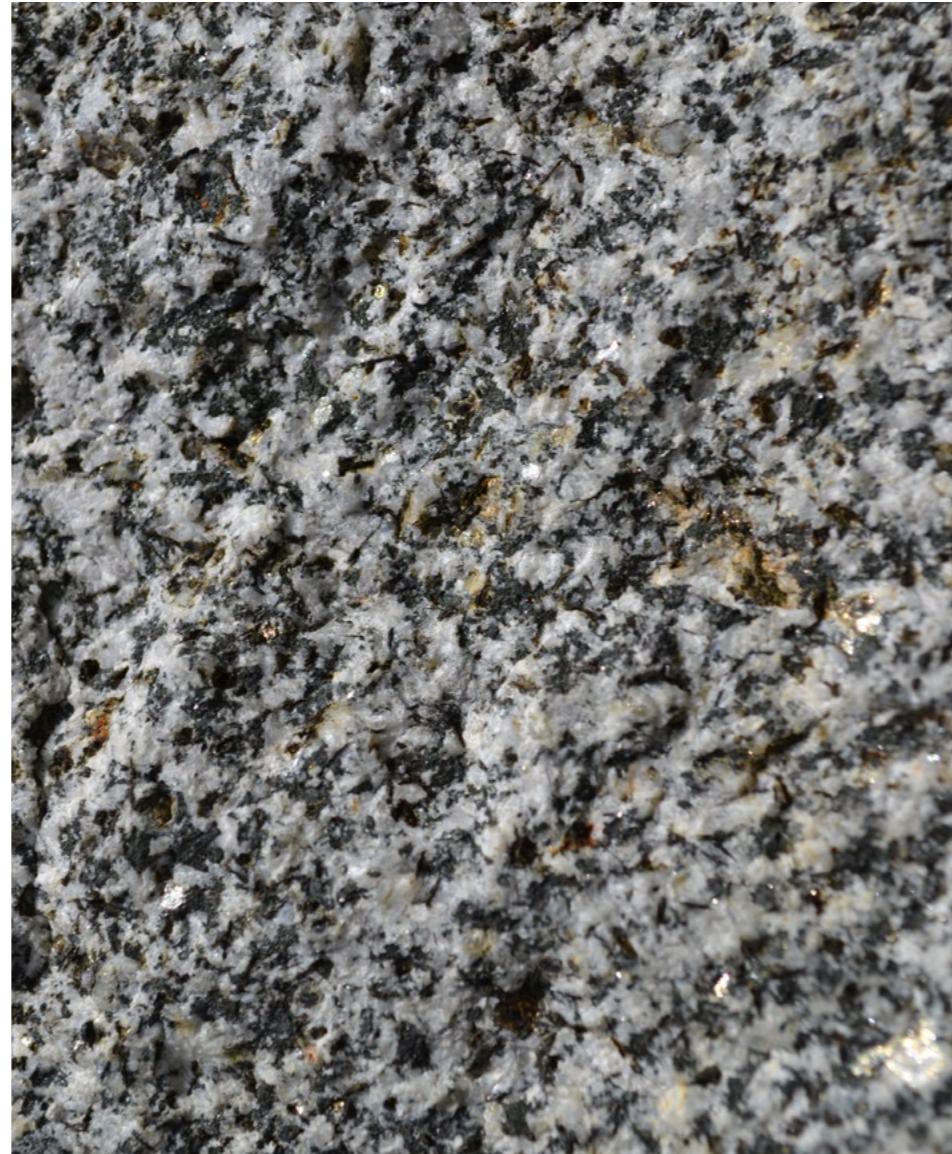
# SOLUTIONS

## MATERIALS

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Marble



Granite



Quartz

# SOLUTIONS

## FITTINGS

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Our fittings make opening and closing cabinets a functional experience, bringing enhanced user convenience to the entire kitchen.



# FITTINGS

## CABINETS AND DRAWERS

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Drawers

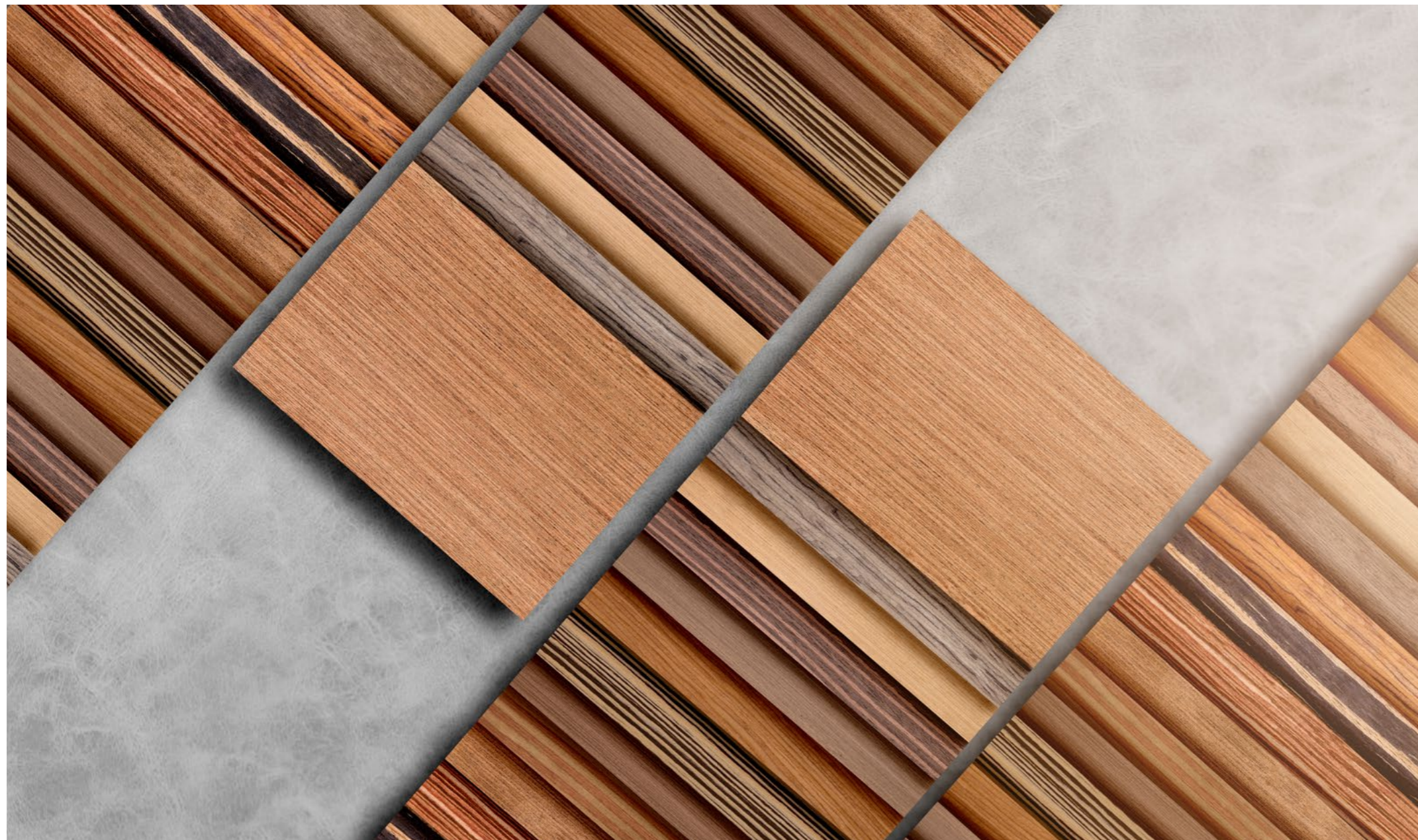


Cabinets

# SOLUTIONS

## FINISHES

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Laminates

Lacquers

Veneers

Melamine



# CONNECT WITH US



ESAG Design Hub,  
First floor, Building 1A



Better Life showroom,  
First floor



Better Life showroom,  
Ground floor



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AL MASHRABIA



A MEMBER OF  
**EASA SALEH AL GURG  
GROUP**