

PROJECT SOLUTIONS & CORPORATE SERVICES

ALFEMO[®] Project



AL[®]FEMO

“ Projects gain value through the right production culture. ”

AL[®]FEMO

ZEREN
GROUP

STRONG BRAND. INDUSTRIAL SCALE. RELIABLE PROJECT PARTNER.

Alfemo is a well-established furniture manufacturer combining contemporary design capability with advanced industrial production infrastructure. Supported by a widespread national and international sales network, the brand serves millions of living spaces across multiple markets.

Beyond retail operations, Alfemo operates as a structured and reliable solution partner for large-scale residential, hospitality, and mixed-use developments.

Backed by the financial strength and corporate infrastructure of Zeren Group, Alfemo's production, supply chain, and operational capabilities are built on a sustainable and scalable foundation. This structure enables long-term partnerships, controlled growth, and consistent performance across complex projects.

In project-based operations, success is driven not only by product diversity, but by scale management, continuity, coordination, and operational discipline. Alfemo delivers not simply products, but structured systems, measurable processes, and delivery assurance.



ALFEMO

sleeper
BYALFEMO

Kids & Teens

ZEREN
GROUP

A PRODUCTION & OPERATIONAL MODEL DESIGNED FOR PROJECTS

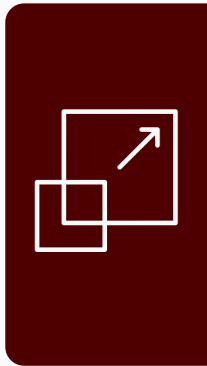
Project business requires far more than product supply. It demands:

- Timeline precision
- Volume planning
- Quality continuity
- Multi-phase coordination

By integrating retail collection strength with industrial production discipline, Alfemo ensures scalability and delivery reliability required for large-volume developments.



ALFEMO'S PROJECT APPROACH



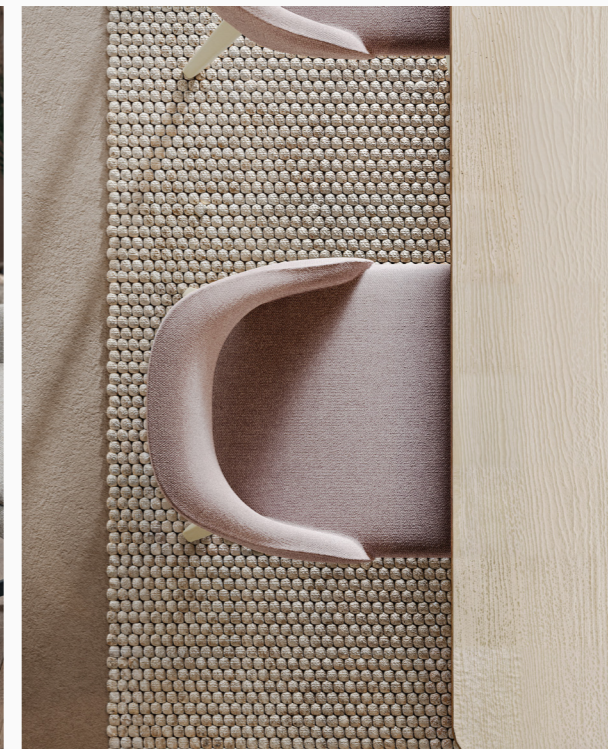
SCALABILITY

High-volume manufacturing infrastructure enables phased and multi-block production planning. Projects are structured sustainably, supporting long-term rollout programs.



VISUAL INTEGRITY

A collection-based design language ensures aesthetic consistency across residential units and common areas, strengthening the perception of branded living environments.



CUSTOM PROJECT MANUFACTURING CAPABILITY

Alfemo is not limited to standard collections. Products can be manufactured according to project-specific architectural measurements and technical specifications.



OPERATIONAL DISCIPLINE

Planning, production, shipment, and installation processes are managed through defined control points, ensuring traceability, transparency, and measurable performance.





INDUSTRIAL PRODUCTION POWER

Sustainable Lead Times for High-Volume Projects

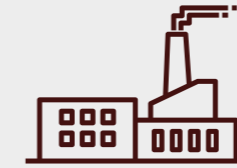
Annual production capacity allows large-scale orders to be executed in structured batches and phases rather than single bulk deliveries, reducing site congestion and inventory risk.

Quality Continuity & Repeatability

In large developments, the 500th delivered unit must match the first in every aspect. Alfemo's industrial system ensures standardization and repeatable quality.

Parallel Management of Multiple Product Groups

Bedrooms, seating groups, dining rooms, and sleep systems within the same development can be produced and delivered under separate timelines. Production scale enables this parallel workflow management.



FACTORY

200.000 m2
Total Area



**ANNUAL PRODUCTION
CAPACITY**

510.000
Units / Year



EMPLOYEES

500+
Office + Factory



EXPORT COUNTRIES

35
Country



city istanbul

Comfort that saves time in Istanbul's developing location.

The furniture and interior products used in this project are manufactured by **ALFEMO**

ZEREN
GROUP

ALFEMO

city ista

A life awaits you i
developing locat
you save time
compromising o

COLLECTION-BASED SOLUTIONS + CUSTOM PROJECT PRODUCTION

Alfemo offers two complementary models for project-based developments:

A) Collection-Based Package Solutions

Ideal for mass housing, rental, and serviced apartment concepts where speed and standardization are critical.

Advantages include:

- Apartment-type based package configurations
- Harmonized product combinations
- Rapid pricing and quantity planning
- Reduced implementation risk
- Controlled budget management

B) Custom / Contract Manufacturing

When required by architectural design or site conditions, products are engineered specifically for the project.

Capabilities include:

- Custom sizing (niches, variable ceilings, irregular spaces)
- Surface, material, and fabric adaptation
- Functional modifications (mechanisms, storage solutions, module changes)
- Compliance with project technical specifications
- Adaptation to usage scenarios (rental, high-traffic, hospitality, common areas)



sleeper

BYALFEMO

SLEEP SYSTEMS FOR HOTEL & HOSPITALITY PROJECTS

In hospitality and residential developments, sleep systems directly influence user satisfaction and brand perception.

Alfemo Project Solutions provides both serial production models and fully customized mattress, base, and headboard solutions tailored for project needs.

Product engineering considers:

- Intensive use performance
- Hygiene requirements
- Long-term durability
- Operational continuity



PRODUCTS SUITABLE FOR INTENSIVE USE

In hotel and serviced accommodation projects, durability and operational sustainability are as critical as comfort.

- High-density support layers
- Double-sided usage options
- Long-lasting foam and spring systems
- Stain and abrasion-resistant fabrics
- Easy-to-clean structural alternatives
- Multiple mattress size options
- Adjustable base height alternatives
- Custom headboard sizing
- Project-specific fabric and color selections

PROJECT DELIVERY PROCESS – END-TO-END MANAGEMENT

Success in large-scale projects depends on structured coordination. Alfemo manages project workflows through clearly defined stages:

Project Analysis

Evaluation of project type, unit mix, quantities, phasing, usage intensity, expectations, and budget framework.

Measurement & Technical Adaptation

Architectural measurements and site conditions are assessed. Necessary module, material, and dimensional adaptations are finalized.

Product Solution Development

Optimal product groups are selected. Collection-based sets and custom requirements are planned in integration.

Installation & After-Sales Support

Installation planning is structured when required. Post-delivery service and spare part support mechanisms are defined.

Production & Lead-Time Planning

Phased production planning is developed in alignment with the master project schedule. Batch-based delivery programs are established.

Shipment & Delivery

Block-based and phase-based shipment planning is coordinated according to site logistics and access conditions.

Sample & Approval

Mock-ups and samples are prepared when required. Color, material, and detail approvals are secured prior to serial production.



TECHNICAL & ARCHITECTURAL TEAM SUPPORT

Project execution requires integrated coordination between design, engineering, and implementation teams.

Within Alfemo Project Solutions, project managers, technical specialists, and architectural coordinators operate under a collaborative structure.

Direct communication with architectural offices and contractors ensures:

- Accurate adaptation to spatial constraints
- Technical compliance
- Controlled implementation
- Faster decision-making cycles

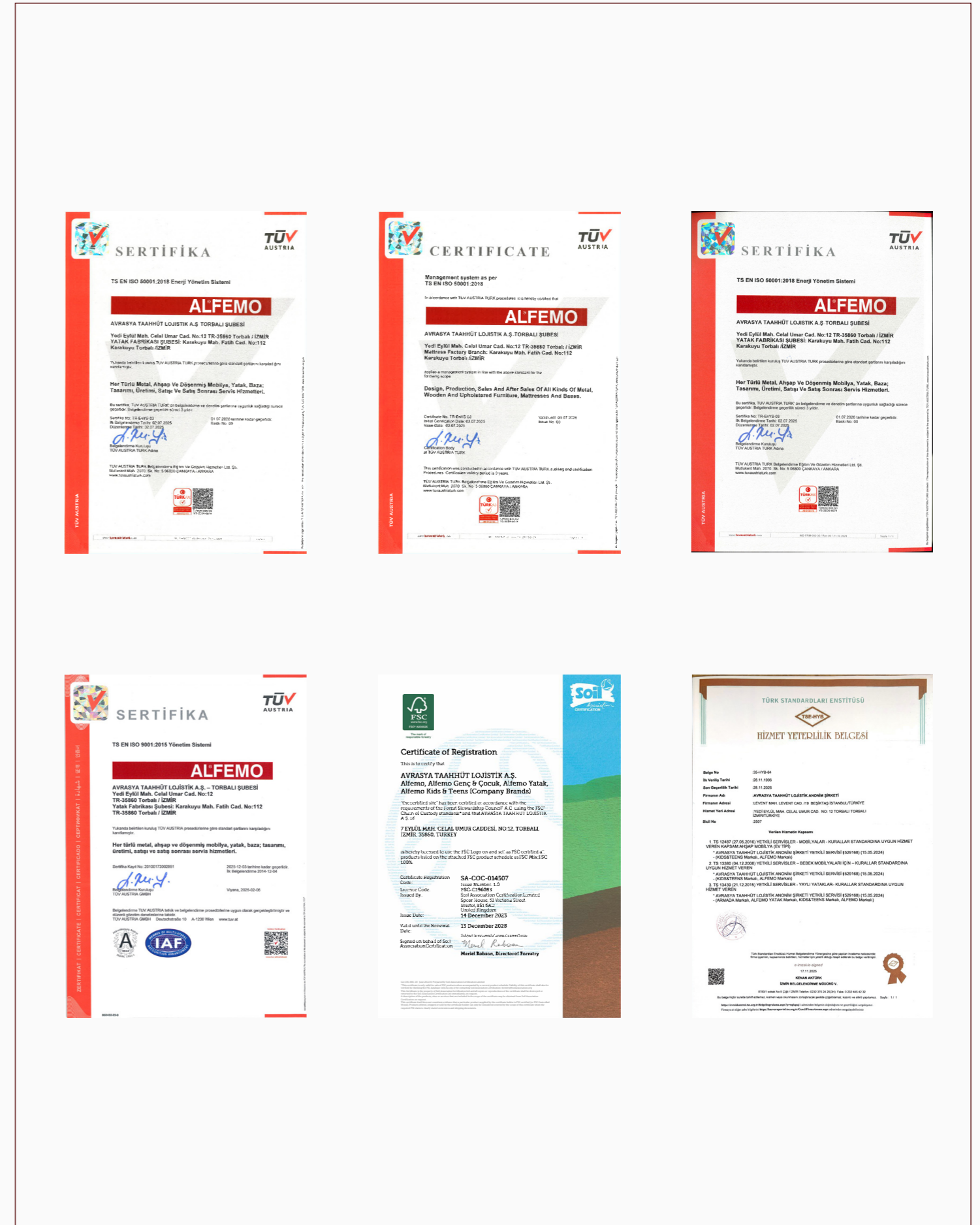
This integrated model minimizes risk and enhances execution reliability throughout the project lifecycle.

STANDARDIZED QUALITY AT PROJECT SCALE

In project-based works, quality is not defined by individual product performance alone. It is defined by maintaining identical standards across high-volume serial production.

Alfemo's industrial production system is built on:

- Dimensional tolerance control
- Batch-based quality inspection
- Shipment verification procedures
- Durability-focused material selection
- Intensive-use fabric and filling alternatives
- Packaging standards optimized for project logistics
- Quality consistency is ensured from the first delivered unit to the final shipment phase.



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