

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's product portfolio.

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HOTEL TIERS

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PRODUCTS MATCHED

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ROOM PAIRINGS

10+

HOTEL BRANDS



STANDARD ROOM (3-STAR)

Holiday Inn Express, Hampton Inn, Fairfield Inn, Ibis, Best Western

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GUEST ROOM

Standard Bed Frame & Headboard

Standard Guest Room — Economy Tier

Material: **Melamine / MDF**

Price Range: **\$800-1,200/set**

Why this pairing: Durable melamine finish withstands high turnover rates. MDF core delivers consistent quality at economy price points. Matches brand standards for select-service chains requiring functional, clean-line furniture.



3-STAR

GUEST ROOM

Compact Work Desk

Standard Guest Room — Economy Tier

Width: **1000mm**

Price Range: **\$350-500/unit**

Why this pairing: Space-efficient design maximizes room functionality. Scratch-resistant HPL top handles heavy use. Integrated USB ports meet modern guest expectations without premium pricing.



3-STAR



SUPERIOR ROOM (4-STAR)

Courtyard by Marriott, Holiday Inn, Hyatt Place, Rotana Arjaan

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GUEST ROOM

Upholstered Headboard & Bed Frame

Superior Guest Room — Midscale Tier

Material: **Wood veneer + fabric**

Price Range: **\$1,500-2,500/set**

Why this pairing: Upholstered headboard adds perceived luxury. Wood veneer side panels elevate visual quality above economy tier. Matches upgraded expectations of Courtyard and Holiday Inn brand standards.



4-STAR

GUEST ROOM

Full-Size Work Desk with EUBIQ Rail

Superior Guest Room — Midscale Tier

Width: **1200mm**

Price Range: **\$600-900/unit**

Why this pairing: Full workspace meets business traveler demands. EUBIQ power rail provides flexible charging for multiple devices. Sustainably-forested wood veneer finish upgrades room aesthetics.



4-STAR



SUITE (4-5 STAR)

Hilton, Marriott, Sheraton, Kempinski, Rotana

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BEDROOM

Executive Headboard & Premium Bed Frame

Suite Bedroom — Upper Midscale

Material: **Premium wood + leather**

Price Range: **\$3,000-5,000/set**

Why this pairing: Premium materials create a bedroom sanctuary experience. Integrated LED reading lights with USB-C charging add modern convenience. Mobica's Italian leather options match 5-star brand expectations.



SUITE

LIVING AREA

Suite Living Room Sofa & Armchairs

Suite Living Area — Upper Midscale

Config: **2-seat + 2 armchairs**

Price Range: **\$4,500-7,000/set**

Why this pairing: Separate living area requires distinct seating zone. Mobica's Varschin collection provides designer aesthetics at contract-grade durability. Fire-retardant foam meets chain fire safety requirements.



SUITE



EXECUTIVE SUITE (5-STAR)

JW Marriott, Conrad, Waldorf Astoria, InterContinental, Kempinski

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EXECUTIVE SUITE

Italian Leather Headboard & Bespoke Bed

Executive Suite — Luxury Tier

Material: **Top-grain Italian leather**

Price Range: **\$6,000-10,000/set**

Why this pairing: Top-grain Italian leather headboard delivers tactile luxury. Hand-finished wood detailing creates unique character. Wireless charging integrated into bedside surfaces satisfies tech-savvy luxury guests.



5-STAR

EXECUTIVE SUITE

Executive Writing Desk with Stone Inlay

Executive Suite — Luxury Tier

Material: **Walnut + marble inlay**

Price Range: **\$2,500-4,000/unit**

Why this pairing: Natural stone and premium wood create a statement piece. Concealed technology integration (EUBIQ + wireless charging) maintains clean aesthetics. Matches luxury brand design language required by JW Marriott and Waldorf Astoria.



5-STAR



PRESIDENTIAL / PENTHOUSE

Four Seasons, Ritz-Carlton, Aman, Mandarin Oriental, Jumeirah

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PENTHOUSE

Poliform Bespoke Bedroom Collection

Presidential Suite — Ultra-Luxury

Brand: **Poliform (exclusive)**

Price Range: **\$15,000-30,000/set**

Why this pairing: Poliform designer brand integration creates globally recognized luxury. Bespoke sizing and finish selection ensures uniqueness. Mobica's exclusive distribution in MENA provides availability and local installation expertise.



PRESIDENTIAL

PENTHOUSE LIVING

Tonon & Gufram Designer Living Collection

Presidential Living — Ultra-Luxury

Brands: **Tonon + Gufram**

Price Range: **\$25,000-60,000/set**

Why this pairing: Iconic Italian designer pieces create conversation-worthy interiors. Art-furniture from Gufram adds bold personality suitable for signature suites. Tonon seating combines sculptural design with genuine comfort for extended stays.



PRESIDENTIAL



PUBLIC AREAS (ALL TIERS)

Lobby, Restaurant, Conference, Spa — across all hotel tiers

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LOBBY

Reception Counter & Lobby Seating

Hotel Lobby — All Tiers

Products: **Counter + sofas + tables**

Price Range: **\$15,000-80,000/lobby**

Why this pairing: First impression defines guest experience. Mobica's turnkey lobby solution covers reception, seating, and decorative elements in a coordinated design. Custom stone and cladding options match any brand identity.



LOBBY

RESTAURANT

Dining Tables, Chairs & Banquettes

Hotel Restaurant — All Tiers

Products: **Tables + chairs + booths**

Price Range: **\$20,000-120,000/venue**

Why this pairing: Complete F&B furniture package reduces procurement complexity. Stackable chairs enable flexible event configuration. Anti-wobble table system ensures guest satisfaction during dining service.



RESTAURANT

CONFERENCE

Conference Tables & Executive Seating

Meeting Rooms — All Tiers

Products: **Tables + chairs + folding**

Price Range: **\$8,000-50,000/room**

Why this pairing: EUBIQ power integration eliminates cable clutter in meetings. Folding/nesting tables allow rapid room reconfiguration. Executive chairs in Italian leather elevate boardroom prestige for MICE revenue.



CONFERENCE

SPA / WELLNESS

Spa Reception & Relaxation Lounge

Spa & Wellness — 4-5 Star

Products: **Lounge + reception + storage**

Price Range: **\$12,000-40,000/spa**

Why this pairing: Moisture-resistant materials withstand spa environments. Calming natural wood finishes support wellness ambiance. Modular locker and storage systems maximize changing



SPA

Cross-Tier Product Compatibility

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

Interior Door System (Fire Rated)

Fire-rated doors in FD30/FD60/FD90 ratings serve every hotel tier. Material finish and hardware grade scale with the tier while core construction remains standardized for volume savings.

ECONOMY MIDSCALE UPSCALE
LUXURY

Wall Cladding & Ceiling Systems

Interior cladding panels adapt across tiers through material selection: melamine for economy, wood veneer for midscale, natural stone and metal for luxury. Same rail-mount system throughout.

MIDSCALE UPSCALE LUXURY

Back-of-House Workstations

Staff office furniture serves identically across all hotel tiers. Administrative and management areas require the same ergonomic standards regardless of guest-facing tier. Ideal for chain-wide standardization.

ECONOMY MIDSCALE UPSCALE
LUXURY