



ROYSE

Spirited by Comfort™

Contents

01 About
Us

02 Polyurethane
Foams Range

03 Private
Labelling

04 Mattress
Range

05 Bedding
Accessories

06 Bed
Components

About Us

01

ROYSE



ROYSE

Royse is a proud member of the ISPA

A photograph of a man in a dark suit jacket and white shirt, seen from the back and side, looking out a window at a city skyline. The scene is bathed in soft, blue-tinted light, suggesting dawn or dusk. The text 'Our Leadership' is overlaid in a large, white, serif font across the lower half of the image.

Our Leadership

Our Leadership

Capturing the Legacy. Building the Future

From humble beginning in a single sofa joinery factory in 1991 to manufacturing plants and mills spread across the UAE. Royse Group embarked on the joinery that has transformed the furnishing industry in the UAE and India. We have successfully carved out a niche in manufacturing customised furnishing and home accessories to cater to a diverse clientele from 45 countries. Moreover, today Royse Group export to over 600 dealers in the GCC region. We are a member of the International Sleep Product Association (ISPA), USA. Royse Group also has an ISO 9001:2008 certification from UKAS for its quality management systems.

Our group gained a stellar reputation of being a leader in manufacturing polyurethane foam and mattress in the GCC region, utilising state-of-the-art machinery and employing 300 skilled artisans and employees.

Presently, Royse owns an optimised and interconnected supply chain with robust logistics that quickly provide turnkey solutions to its customers. We integrate quality, compliance, agility and on-time delivery to deliver value to our customers in every operational function.



Our Vision

Our Vision

Building the Vision.

- We envision a future with enterprise automation for the mattress and foam industry, where product-supply planning would be embedded in the principles of innovation and sustainability.
- We aim to enhance our digital capabilities, reinforcing our resilience and grant benefits both in the long term and short term.
- We aim to reconfigure our supply chain, adopt new technology, boost exports, build our portfolio and achieve geographic expansion.
- We empower our people to be our greatest asset. A meaningful and common purpose motivates us - The spirit of comfort drives us, and that's where we can create the most value.



Timeline

1996

Establishment of the Royse Group in Dubai, UAE

1998–

2005

Global Expansion

2009

New plant with 215,000sq. ft. built-up area with the latest technology - (Royse becomes the largest manufacturer of Foam, Bedding & Furniture in UAE)

2013

Operational expansion with forward vertical intergration, where manufacturing of 'Non-Woven Fabric' was added to the portfolio.

2016

Launch of the premium bedding product range.

2020

Setup of CNC machine for cutting 2D designs for a different type of mattress profiles

1997

Establishment of the Foam Factory + Operational expansion with backward vertical integration with a 'Foam Manufacturing Unit' in Ajman.

1999

Launch of Tape Mattresses Production and Distribution.

2012

Started production of Speciality & Technical Foams for various industries.

2015

Started private labelling for OEM Companies & big box stores.

2018

Installation of automated Bonnel / Pocketed spring unit.



Putting Our Values to Work

Agility



Agility shields in external volatility and helps in establishing an extraordinary degree of resilience toward unforeseen circumstances. We continually align and automate our structures and processes to stabilise speed and dynamism to obtain a high performing culture and a synchronised supply chain.

Governance



Agile, balanced and hands-on governance yields effective decisions, whereby performance stability, operational discipline, and excellent quality can easily be achieved. Governance grants us the opportunity to embrace uncertainty, fine-tune the overall business direction and outcompete competitors.

Clarity



Clarity and dynamism are central in driving business value. A clear vision and a shared purpose cultivate cohesion between people and processes. It allows us to maintain and sustain performance as our people feel emotionally invested.

Flexibility



We have optimised our supply chains to reduce operational costs. Our manufacturing plants have a flexible and scalable network of teams that continuously collaborate to provide the best quality. We leverage a standardised way of working to facilitate collaboration across all function and channels.

A photograph of two men in a warehouse. They are both wearing yellow hard hats and light blue shirts. One man is holding a yellow folder and the other is holding a tablet. They are standing in a aisle between tall metal shelving units filled with cardboard boxes. The lighting is industrial, with overhead fluorescent lights. The scene is captured from a low angle, looking down the aisle.

Our Exports

Exports

- 01 KSA
- 02 Oman
- 03 Kuwait
- 04 Qatar
- 05 Bahrain
- 06 India
- 07 USA
- 08 Thailand
- 09 Vietnam
- 10 Spain
- 11 UK
- 12 Netherlands
- 13 Malaysia
- 14 Greece
- 15 Czech Republic
- 16 Australia



Our Clients

Our Clients



Building the Vision.

We provide a diverse range of mattresses for wholesale, retail, hospitality and exports purposes to our clients. We help them improve their brands on an ongoing basis. Our clientele comprises established names in diverse enterprises and the industries we cater to are:



Hospitality



Packaging



Wholesale



Footwear



Furniture and Bedding



Automotive



Upholstery



Lamination

Polyurethane
Foams Range

02

ROYSE

Polyurethane Foams Range

Unlocking New Source of Value Creation.

We have technology integrated into every aspect of our manufacturing plants and facilities to support speed and flexibility. This allows us to unlock value and cater to diverse industries.

Polyurethane foams are used in multiple applications, from soft furnishing to insulation and are used across several industries such as bedding, furniture, upholstery, packaging, footwear, automotive and lamination.

We manufacture various high-quality speciality foams such as Memory Foams, Gel-Infused Foams, Soft Foams and Base Foams for a wide range of mattress and comfort products. The foams we manufacture are of different densities starting from 13kg to 50kg.



Filtration (Reticulated Foam)

This foam has 100% open cells made by thermal reticulation process. The foam blocks are placed inside high pressure reticulation chamber for charging with gas to convert it in different PPI (pores per inch) depending upon the customer needs.

Available in Ester and Ether based reticulated foam:

- Ester based reticulated foam are stable with petroleum products and thus can be used effectively to mop up and filter petroleum products
- Ether based reticulated foam are not affected by water and thus are ideal for water filtration
- Ester based automotive filters are technically superior than paper filters in terms of efficiency, life as well as reusability

Major Applications:

- Filtration & Pre-filtration of air, oil and water
- Ceramic Foam Filters
- Outdoor Furniture
- Microphones & Headphones
- Safety Fuel Tanks
- Ink Cartridges



Filtration (Reticulated Foam)

Grade	Nominal Density	Pores per Inch	Tensile	Applicable Standards	Colours
Polyester Based Foam					
R28-20	28 ± 2	20 ± 5	1.63	IS: 7888	Black
R28-20	28 ± 2	20 ± 5		ISO: 3386	Black
R28-20	28 ± 2	20 ± 5		ISO: 1798	Black
R28-20	28 ± 2	20 ± 5			Black, Yellow, Beige & Green
Polyether Based Foam					
R28-20	28 ± 2	20 ± 5	1.63	IS: 7888	Black
R28-20	28 ± 2	20 ± 5		ISO: 3386	Black
R28-20	28 ± 2	20 ± 5		ISO: 1798	Black
R28-20	28 ± 2	20 ± 5			Black, Yellow, Beige & Green

Private
Labelling

03

ROYSE

Private Labelling

Catalysing a Breakthrough Growth

Our expertise revolves around providing private labels for several retailers and OEM firms in the market. Through private labelling, we are capable of delivering a holistic experience to our clientele.

Mattresses	Protectors & Soft Surfaces	Hard Surfaces
01 Pocketed Spring Mattress	01 Mattress Topper	01 Beds
02 Bonnel Spring Mattress	02 Mattress Protector	02 Divan Base
03 Gel / Cool / Visco Mattress	03 Bedsheet	03 Headboards
04 Foam Mattress	04 Fitted Sheet	04 Duvet
05 Medical Mattress	05 Comforter for all sizes	05 Pillows
06 3-Fold Mattress		
07 6-Fold Mattress		

Mattress
Range

04

ROYSE

The Mattresses that We Offer:



Foam Mattresses



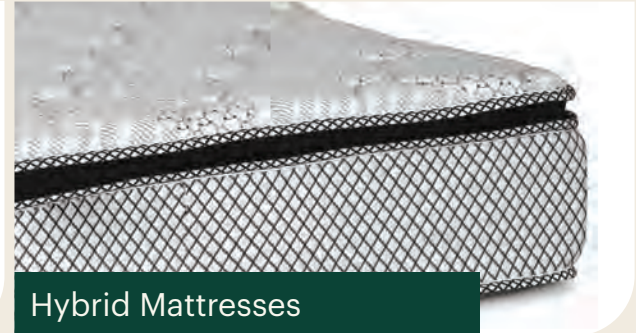
Medical Mattresse



Orthopedic Mattresses



Spring MAttresses,
Bonnel/Pocket



Hybrid Mattresses



Coir Mattresses



Gel-Infused Mattresses

Customised Mattresses

To meet the soaring demands of the consumer, we endeavour to provide quality foams and mattresses that offer the ultimate comfort solution to our end-users. We innovatively deploy existing technology for the creation of customised mattresses.

Our offerings are underpinned by state-of-the-art technology, which allows us to anticipate customer's needs, expectations and preferences beforehand. By amalgamating technology and the audience's tastes, we are one step ahead of our competitors. We can create customised mattresses based on the design and specification of our customers. The custom-made mattresses range comes with different feel and comfort level.



A woman with long dark hair is lying on her back in a bed, smiling broadly and stretching her arms. She is wearing a light-colored, short-sleeved shirt. The bed has white linens and a tufted headboard. The scene is lit with warm, golden light, suggesting sunrise or sunset. The text "Comfortable and Indulgent Mattresses" is overlaid in a large, white, serif font.

Comfortable and Indulgent Mattresses

CLOUD

Memory Foam Mattress

Height 19 CM

Non Woven Fabric

High resilient foam. Durable and comfortable. Bounce back immediately after compression. Designed to push upward your body despite your weight pushing down. Giving each part of your body individual support. Hypoallergenic



Mattress Specifications

01	Mattress Type	Foam
02	Height	19 cm
03	Feel	Soft
04	Mattress Construction	Standard
05	Fabric	Non Woven
06	Quilting Top	KS Fabric
07	Foam	23D



DELUXE PLEASURE

Foam Mattress

Height 30 CM

Cooler Fabric

Durable. Bounce back immediately after compression.
Designed to push upward your body despite your weight pushing down. Hypoallergenic



Mattress Specifications

01	Mattress Type	Foam
02	Height	30 cm
03	Feel	Hard
04	Mattress Construction	Standard
05	Fabric	Cooler
06	Quilting Top	Cooler Fabric
07	Foam	23D

DUREX

Bonnell Spring Mattress

Height 26 CM

Knitted Fabric

High resilient foam. Durable and comfortable. Designed to push upward your body despite your weight pushing down. Giving each part of your body individual support.



Mattress Specifications

01	Mattress Type	Bonnell
02	Height	26 cm
03	Feel	Med- Hard
04	Mattress Construction	Standard
05	Fabric	Knitted
06	Quilting Top	Ultra - Ritzy
07	Foam	25D



HAYWARD

Pocket Spring Mattress

Pillow Top One Sided

Height 29 CM

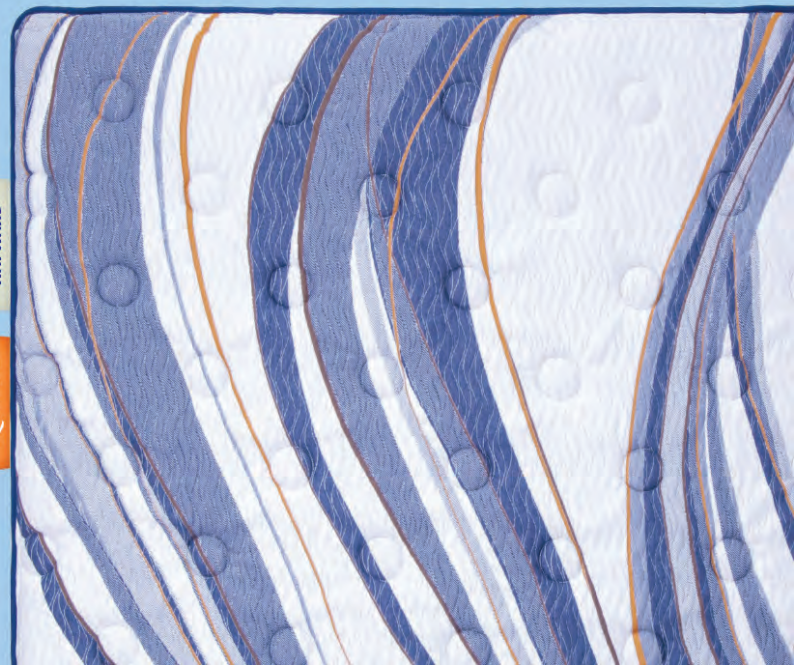
Knitted Fabric

Durable and comfortable. Bounce back immediately after compression. Designed to push upward your body despite your weight pushing down. Giving each part of your body individual support. Hypoallergenic



Mattress Specifications

01	Mattress Type	Pocketed
02	Height	29 cm
03	Feel	Soft
04	Mattress Construction	Pillow Top
05	Fabric	Knitted
06	Quilting Top	Knitted Fabric
07	Foam	23D



HOTEL COMFORT

Bonnell Spring Mattress

Pillow Top One Sided

Height 31 CM

Knitted Fabric

High resilient foam. Durable and comfortable.
Bounce back immediately after compression.
Giving each part of your body individual support.



Mattress Specifications

01	Mattress Type	Bonnell
02	Height	31 cm
03	Feel	Med- Hard
04	Mattress Construction	Pillow Top
05	Fabric	KJacquard
06	Quilting Top	Jacquard Fabric
07	Foam	25D



Mait Land

Pocket Spring Mattress

Height 26 CM

Knitted Fabric

High resilient foam. Durable and comfortable.
Designed to push upward your body despite your weight pushing down.



Mattress Specifications

01	Mattress Type	Pocketed
02	Height	26 cm
03	Feel	Soft
04	Mattress Construction	Standard
05	Fabric	Jacquard
06	Quilting Top	Jacquard Fabric
07	Foam	23D



RITZY

Pocket Spring Mattress

Pillow Top One Sided

Height 30 CM

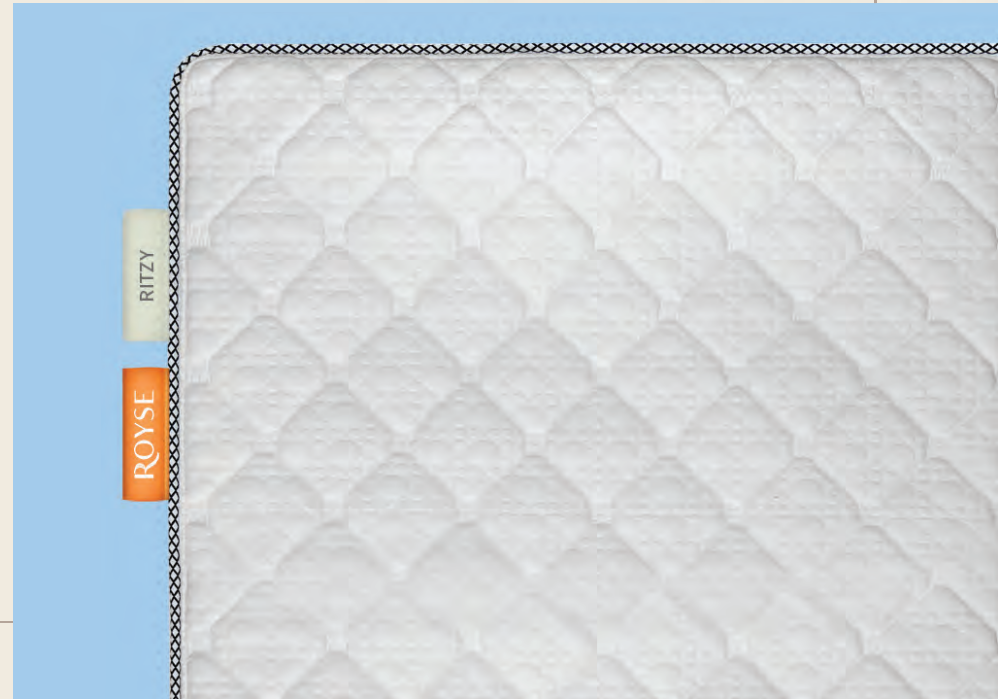
Knitted Fabric

Durable and comfortable. Bounce back immediately after compression. Designed to push upward your body despite your weight pushing down.



Mattress Specifications

01	Mattress Type	Pocketed
02	Height	30 cm
03	Feel	Soft
04	Mattress Construction	Pillow Top
05	Fabric	Knitted / Jacquard
06	Quilting Top	Jacquard Fabric
07	Foam	23D



ROYAL BT

Pocket Spring Mattress

Box Top One Sided

Height 35 CM

Knitted Fabric

High resilient foam. Durable and comfortable. Designed to push upward your body despite your weight pushing down. Giving each part of your body individual support.



Mattress Specifications

01	Mattress Type	Bonnell / Pocketed / Foam
02	Height	35 cm
03	Feel	Soft
04	Mattress Construction	Box-Top
05	Fabric	Knitted / Jacquard
06	Quilting Top	Jacquard Fabric
07	Foam	20D



VISCO GEL

Memory Gel Mattress

Height 24 CM

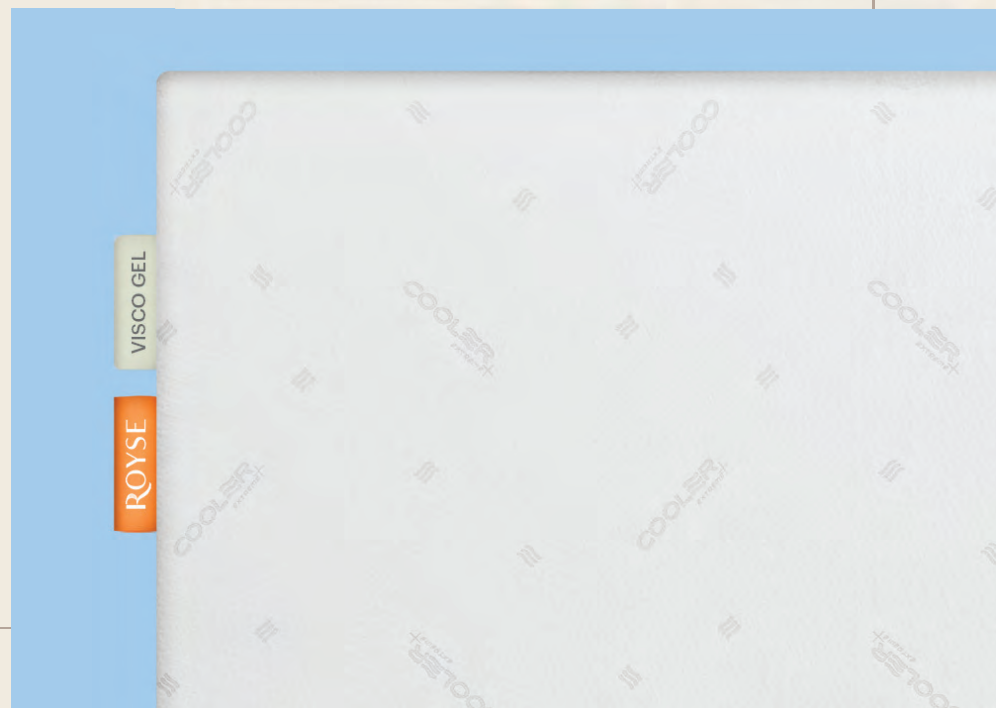
Knitted Fabric

High resilient foam. Durable and comfortable. Designed to push upward your body despite your weight pushing down. Giving each part of your body individual support.



Mattress Specifications

01	Mattress Type	Memory Gel Foam
02	Height	24 cm
03	Feel	Soft
04	Mattress Construction	Standard
05	Fabric	Cooler
06	Quilting Top	nil
07	Foam	40 D



Bedding
Accessories

05

ROYSE



In 2009, we introduced the bedding accessory range, which comprises mattress toppers, mattress protectors, speciality pillows, duvets and linen sets. The carefully considered raw materials like dacron, down, feather, micro fibre and viscogel, along with the 120 SKU's, offer consumers ample choices.

Bedding Accessories

Dacron Fibres

We provide bedding accessories to various clients. In our bedding division, we manufacture 'Dacron Fibres' of different grades.

They are used for indoor and outdoor upholstery like:



Cushions



Comforters



Duvets



Pillows



Bed Runners



Bed Skirtings



Mattress Toppers



Pillow Toppers

Bed Components

06

ROYSE

Headboard / Bed Models



Certifications & Awards

ROYSE



certificate of registration

GCAS certifies that the Quality Management System of

ROYAL GROUP OF COMPANIES

Royal Palace Furniture Industries Co. LLC, New Industrial Area, Ajman, U.A.E
Royal Palace Furniture Trading Co. LLC, New Industrial Area, Ajman, U.A.E
Royal Foam Factory Co. LLC, New Industrial Area, Ajman, U.A.E
Whole Sale Centre Royal Furniture LLC, Al Jurf Industrial Area, Ajman,
Marbute Furniture Trading LLC, Al Wahda Street, Sharjah, U.A.E
Royal Palace Furniture Trading Co. LLC, Al Wahda Street, Sharjah,
Royal Palace Furniture Trading Co. LLC, Al Qasabiyah, Sharjah
Al Hayat Furniture Trading LLC, Sheikh Toyota Showrooms, Sharjah, U.A.E.

has been assessed by GCAS and found to be in conformance with

ISO 9001:2008

The scope of registration applies to the:

**Design and Manufacture of Furniture and Accessories
Manufacture of polyurethane Foam and Dacron
Trading of furniture and accessories**



Certificate No.: ME/10/1208A
Date of Current Approval: March 30, 2016
Valid Until: June 30, 2018
Date of First Approval: April 14, 2010

GCAS Representative



THIS CERTIFICATE IS VALID ONLY IF YOU COMPLY WITH ALL THE REQUIREMENTS OF THE CERTIFIED STANDARD AND SUBSEQUENT TO THE TERMS & CONDITIONS. TO CHECK THE CERTIFICATE VALIDITY, PLEASE VISIT www.gcas.ae OR CONTACT P.O.Box 9881, Dubai, U.A.E. info.duba@gcas.ae OR VISIT OUR WEBSITE. FURTHER INFORMATION REGARDING SCOPE OF CERTIFICATE AND THE APPLICABILITY OF THE MANAGEMENT SYSTEM REQUIREMENTS MAY BE OBTAINED BY CONSULTING THE ORGANIZATION.



Transform Awards 2021

Royse and RUYA won a silver butterfly accolade at the Transform MENA Awards 2021 for the best visual identity from the retail sector. The juries appreciated our new branding, strategy and graphical representation efforts.



2021
transform
awards
mena

Best visual identity from
the retail sector

Gold

RUYA for its work with
Nostalgia



ROYSE