

**PRO** **FINE**<sup>TM</sup>

Smartofis



# Design Story

Today's Workplace is not about a physical place, but about establishing community, Synergy and creativity. Presenting the New Smart Ofis! Specially designed for Entrepreneurs, start ups, co working spaces, IT houses and organizations where creativity and inspiration is cultivated.

# Introduction

We have a legacy of four generations since 1867. Profine is a specialized brand offering a complete range of premium yet affordable collections for your everyday home and business needs. We deal in the office, home, kitchens and wardrobes.

Our focus has always been on customers' requirements with a keen interest towards new ideas, innovation and customization at affordable prices.



A Hundred and Fifty  
Year Legacy



Expertise in Corporate  
and Home furniture



50,000 sqft. State-of-the-Art  
Production Facility



Quality that Always Exceeds  
Your Expectations.



ISO 9001-2015 Certified  
Quality Management System



## Mission

Inspire the masses as well as small and medium sized organizations to become the users of branded furniture.



## Vision

To be the first and only furniture brand chosen for our innovation, customized solutions, durability, customer services, and affordable prices.



## Values

- Customer Excellence
- Innovation
- Communication
- Results Orientation



## Quality Policy



Provision of high quality  
products & services



Total customer  
satisfaction



Achieving excellence  
in product and services



Honesty with customers,  
employees and business community



System and continuous  
review of the objectives



Compliance with all applicable  
regulatory & statutory requirements



Development, implementation & continuous  
improvement of quality management



# Reasons to choose Profine



Promising strength and long lasting finishing stays upto 10 years



100% modular technology, knock down installation, can be shifted easily



Excellent after sales service ensure timely maintainace if required



Innovative and Harmonized Designs



Free layout planning of your office from our interior experts



High Quality Materials and Trendiest Designs









Channel authority in your office with an executive desk that truly stands out. Built for function and elegance, designed for seniority. For the Entrepreneur in you. In the game of shapes, this table triangles its way to a thriving workspace. Its pieces represent openness, emulating the principles of simplicity, common sense and peaceful aesthetics.

Table Size: L66"xW36"xH30"

EXECUTIVE



Side Rack Size: L42"xD18"xH26"



Credenza Size: L66"xD16"xH36"







Enterprises must adapt. Spaces must adapt to people and projects. Specifically designed for people who want their tools to look as good as they feel. Solid, practical, and refined. And you have the control. Over the look, the feel, the flow. Perfect for a world dominated by collaboration and shared spaces, Smart Manager is more relevant than ever offering unique and elegant design without Sacrificing performance.

Table Size: L60"xW48"xH30"

MANAGER



Also Available in L48"xW48"xH30"





There is **NO**  
elevator to  
**SUCCESS.**  
You have  
to take the  
**STAIRS.**





Smart desk offers the right balance between functionality and elegance. It creates a natural and cosy atmosphere in the office, ideal to foster creativity, concentration and/or collaboration of workers. The multiple features of the desk allow users to benefit from a fully functional working space. Its system makes it so adaptable and easy to use that your setup will feel effortless and smart.

Table Size: L48"xW30"xH30"

OFFICER



Also Available in L48"xW24"xH30"



Basic Side Rack: L36"xD16"xH26"







Visually appealing. Functional, with purpose — A modern conference table is the focal point of every boardroom — Find the centerpiece of your meeting space with the help of Smart Meeting Table. Designed with teams in mind, this brings insight-led simplicity to modular, reconfigurable. It takes you to a time of simple prosperity. Clean lines that make you feel at ease and ready to monetize your creative gifts.

Table Size: L96"xW48"xH30"

MEETING



Brush Grommet for Wire Organizing



Available in Customized Sizes









Smart Workstation offers it all: a fully-loaded desking system minus the complexity. One frame. One assembly tool. Countless work-flow options. For individuals or teams. Sitting or Grouping. Workstations or lounge settings. With its many colors, innovation, and accessories, Smart Workstation provides a palette of self-expression for every employee. Step away from sameness. Into something distinctively yours.

Partition Size: W46"xH15"

# WORKSTATION



Workstation Size: L48"xW24"xH30"-15"



Workstation Size: L48"xW24"xH30"







A good design does not exhaust itself in an appealing look, but must also convince with inner values. As with the table system Smart Cubical, which impresses with elegant simplicity, flexibility and function. Whether as a new start for the beginner or as an expandable system for the professional – Smart Series makes setting up easy.

# CUBICAL

Partition Size: L46"xH15"



Unit Size: W16"xD16"xH26"



Workstation Size: L96"xW96"xH30"





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DESIGN IS THE  
SILENT  
AMBASSADOR  
OF YOUR BRAND.  
Paul Rand

DESIGN  
HOTELS  
YEAR  
BOOK  
090



Modern workspaces need to accommodate fluid work styles while offering quick access to every day essentials. Team Work is a suite of accessories, giving you the ability to tailor to your tools to the unique needs of every individual. Your work environment needs greater flexibility as it grows or contracts and requires simple yet effective table solution.

Partition Slider for Accessories

# TEAMWORK



Workstation Size: L96"xW48"xH30"



Also Available in L72"xW48"xH30"









Smart Huddle is a versatile solution for open plan spaces. With a combination of spines, seating, and tables, it provides the ability to configure a solution that is comfortable for sitting, leaning, standing, and perching. Interact, focus, power up, or touch down with Smart Series.

Table Size: L36"xW36"xH30"

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Chair Size: W17"xD19"xH31"



Also Available in L48"xW48"xH30"









The best ideas in business aren't made in the boardroom. They are made in that chat over coffee with a colleague — brainwaves are often the result of a particularly satisfying bite of lunch. These flexible solutions are as beautiful and functional as they are future-proof.

Table Size: L36"xW36"xH30"

# DINING



Chair Size: W24"xD24"xH34"



Available in L48"xW48"xH30"







Bring soft seating to any space with the Vantage Freestanding Seat. This modern lounge alternative provides comfortable, durable seating in three sizes. Designed to integrate with any workspace, Sophisticated, sleek and with an echo of minimalist design, Vantage is a bold new addition to the smart series ideally suited to corporate reception and executive lounge areas.

Single Seat: W35"xD30"xH36"

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Double Seat: W56"xD30"xH36"



Triple Seat: W79"xD30"xH36"













Size: L30"xW30"xH16"

23 Coffee Table





Dare to stand out with a statement office coffee table. Create an industrial feel with wooden detailing or establish earthy energy with real wood features. Find coffee tables for the office that pop with personality. A look that offers a stylish alternative to traditional tables.

Table Size: L48"xW24"xH16"

## COFFEE TABLE




Available in Different Colors



Table Size: 24" Dia





Size: L72"xD24"xH45"

25 Smart Reception





Smart Mobile Pedestal W16"xD16"xH26"



Smart Credenza L66"xD16"xH36"



Smart Basic Siderack L36"xD16"xH26"



Smart Executive Siderack L42"xD18"xH26"

# STORAGE



Smart Full Height Cabinet  
W36"xD16"xH67"



Smart Small Height Cabinet W36"xD16"xH36"



# ACCESSORIES



Aluminium Channel



Stationery Holder



Pen Holder



Name Plate



Krono Executive



Glory Executive



New Scoop Revolving Chair



Smart Revolving



Smart Visitor



Freedom Chair



New Scoop Chair



**Shop Online**

profine.pk



ISO 9001- 2015 Certified  
Quality Management System

**Profine Furniture Industries(pvt) Ltd.**

**LAHORE DISPLAY:** 65 A Main Boulevard, Gulberg 2, Lahore, Pakistan

**ISLAMABAD DISPLAY:** Building No. 45, Ground Floor, GA Plaza, Main Service Road, Golra Mor, Sector H-13, Islamabad

**FACTORY ADDRESS:** Plot no. 214, sunder industrial estate, lahore

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