



T: (+973) 77 023 232
F: (+973) 77 023 233
M: (+973) 39 411 008

W: www.websiteofmine.com
E: info@websiteofmine.com
CR:69040

Press Kit

Mine Trading W.L.L. is the first and only company in Bahrain to specialize in customized furniture and décor for teen, tween, and tots.

Mine's founder Mayssa Al Ghawas started the company after finding a great need in the market for creative and non generic children's furniture and bedrooms. Her artistic talents, love for design, inner child and entrepreneurial spirit led her to partner with Tariq Al Kooheji Group furniture company and create the company Mine.

The name: MINE represents the feeling most kids have of wanting things to belong to them, it's the feeling a child or a teenager should have about his/her room: finally! A room of MINE, it is custom made to suit their tastes, to make a statement, to show the world who they are, and who they can be.

Mine's mission: To design and expertly craft from the finest materials a child's room where furniture and décor come together to create best childhood memories, show the parent's love through the details, customized to suit their child's unique personality, and with a careful regard for child safety standards.

Mine's vision: To be the No.1 destination for parents, children, schools, medical facilities, malls, and banks, airlines that seek unique, creative, safe, high quality and great value products and services in the child care industry.

MINE is a company created for parent's who want to give their kids everything they wish they had in their own childhood, provide them with more than just peaces of furniture, rather a room that stimulates their imagination, a place to relax, play, learn, dream and grow. We aspire to give them a room that is more like their kids: unique, stands out, one of a kind. Our greatest joy comes from watching the expression the kids and their parents have when they see their room for the first time.

Mine provides lighting solution, flooring, wall design, customized accessories, curtains and linens, and furniture that can be fully customized or chosen from its semi-customized collection, where customers can choose from different available collections, that are convenient and specially priced furniture pieces that are manufactured and stored, ready for assembly, but not painted yet, this provides the customers with different color options, and a faster delivery. Currently five collections are available:

- Once upon a time (fairytale ambiance)
- Fairest one of all (feminine & romantic)
- Principles (somber and practical)
- Inspire(modern and chic)
- Vivid dreams(colorful cartoonish cool)

Or it can be fully customized: where customers can sit with our design team to come up with a design, or can bring any design they want to be manufactured for them.

Mine has been opened and accepted orders unofficially in June 2009, testing the market even with little to non marketing the success was almost immediate and affluent customers attest, Mine is launching officially May 2010.