

TUKASSA

STUDIO DE DESIGN DE MOBILIER

EXCLUSIVE
DEVELOPMENT &
PRIVATE LABEL
PROGRAMS



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WHO WE ARE

TUKASSA WAS BORN IN CASABLANCA WITH A SIMPLE CONVICTION: HANDCRAFTED FURNITURE CAN REACH INTERNATIONAL STANDARDS WHEN ARTISANS ARE EMPOWERED, VALUED, AND SUPPORTED BY A STRUCTURED PRODUCTION MODEL.

01

Craftsmanship With Purpose

- Each sofa, armchair or cushion is shaped by hand, giving your collections a unique, elevated character.

02

Structure & Reliability

- We combine artisanal production with clear workflows, quality checks, FOB documentation, and transparent communication.

03

Integrity & Long-Term Partnership

- We believe in honest pricing, respectful collaboration, and professional transparency. Our goal is not a single transaction but a relationship built on trust and continuity.

04

Human-First Production

- Our artisans are intrapreneurs. They earn based on their skill, the complexity of the pieces they create, and their contribution to the atelier's success.

05

Design Freedom

- Every model can be adapted. We don't impose limitations — we build around your vision.

PRODUCT RANGE OVERVIEW

TUKASSA OFFERS A COMPLETE RANGE OF HANDCRAFTED FURNITURE PIECES, DESIGNED TO SERVE THE NEEDS OF PREMIUM RETAILERS, INTERIOR DESIGNERS, AND HOSPITALITY BUYERS.

EACH PRODUCT IS BUILT IN OUR CASABLANCA WORKSHOP WITH SOLID PINE STRUCTURES, ADVANCED COMFORT SYSTEMS, AND COUTURE-GRADE UPHOLSTERY.

SOFAS & MODULAR SYSTEMS

Our core expertise lies in premium seating:

- 2-seater, 3-seater and 4-seater sofas
- L-shaped and U-shaped modulars
- Deep lounge sofas
- Architectural low-profile sofas
- High-back comfort-focused silhouettes
- Daybeds and chaise modules
- Hospitality-optimized seating for hotel rooms and lounges

Each model can be adapted in terms of comfort, dimensions, fabrics, and configuration.

ARMCHAIRS & ACCENT CHAIRS

A complete range of handcrafted seating pieces:

- Sculptural accent chairs
- Lounge armchairs
- Reading chairs
- Swivel armchairs
- Oversized "signature" pieces
- Occasional chairs for cafés, co-working or hotel lobbies

Designed to add character, softness and modularity to any space.

HEADBOARDS & BED FRAMES

Our workshop produces:

- wall-to-wall headboards
- modular upholstered panels
- floating or framed designs
- upholstered bed bases
- fully custom dimensions

Ideal for boutique hotels and premium residential projects.

PRODUCT RANGE OVERVIEW

POUFS, OTTOMANS & SOFT ELEMENTS

A versatile range:

- round, square, and sculptural poufs
- bench ottomans
- large-format soft modules
- custom size poufs for dressing rooms & entryways

Perfect add-ons for retail assortments or hospitality layouts.

CUSHIONS & DECORATIVE ACCESSORIES

We design and handcraft:

- premium decorative cushions
- large back cushions
- structural cushions
- soft cloud cushions
- custom shapes for designers and retailers

With European fabrics and tailored finishes.

CURTAINS & SOFT WINDOW TREATMENTS

We also produce made-to-measure curtains crafted with the same artisanal precision as our upholstery work.

Our offering includes:

- sheer curtains, lined curtains, double-layer curtains (sheer + main fabric)
- custom headings: wave, pinch pleat, pencil pleat, eyelet
- custom lengths adapted to all ceiling heights

Curtains can be colour-matched or coordinated with your seating fabrics for a cohesive interior finish.

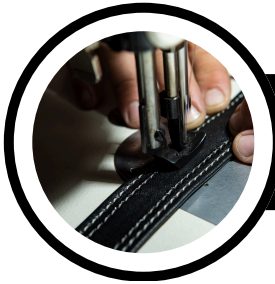
SPECIAL & CUSTOM CREATIONS

Our artisanal flexibility allows us to produce:

- designer prototypes
- signature pieces for retailers
- limited collections
- custom hospitality seating
- built-in seating (banquettes, booths)
- exclusive private-label models

If you can imagine it, we can build it — with the same standards that define TUKASSA.

WHY PARTNER WITH TUKASSA



1

HANDCRAFTED EXCELLENCE

Each piece is made individually, by hand.
Natural variations are part of the product's identity
and perceived value.

FLEXIBLE CUSTOMIZATION

Dimensions, comfort, fabrics, finishes —
your brand gets total creative freedom without
industrial constraints.

2



3

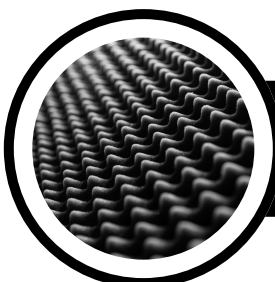
HIGH-QUALITY CONSTRUCTION

Solid pine frames, elastic webbing, premium foams,
couture-style upholstery.
Durable, premium, consistent

STRONG MARGINS FOR YOUR BRAND

Luxury craftsmanship at competitive costs.
High perceived value → protected retail margins.

4



5

FAST SAMPLING & ITERATION

Manual production means quick prototypes,
smooth refinement, and agile adjustments from
one model to the next.

WHY PARTNER WITH TUKASSA



6

DISCREET WHITE-LABEL PARTNER

Your designs remain exclusive.
Your brand stays front and center.
We stay invisible.

PREDICTABLE EXPORT PROCESS : FOB OR CIF

FOB includes all origin-side logistics handled by TUKASSA, while CIF extends our service to international freight and insurance, giving buyers flexibility depending on their supply-chain needs.

7



8

A RELIABLE HUMAN PARTNER

We combine artisanal know-how with professional discipline
for long-term, recurring, dependable production cycles.

CONSTRUCTION STANDARDS

ELASTIC WEBBING SUSPENSION

Crossed elastic webbing
installed manually for optimal
tension

UPHOLSTERY & FABRIC STANDARDS

high-quality textile sourcing :
mainly European fabric
suppliers known for durability,
color stability, and long-term
resistance.

COUTURE-STYLE UPHOLSTERY

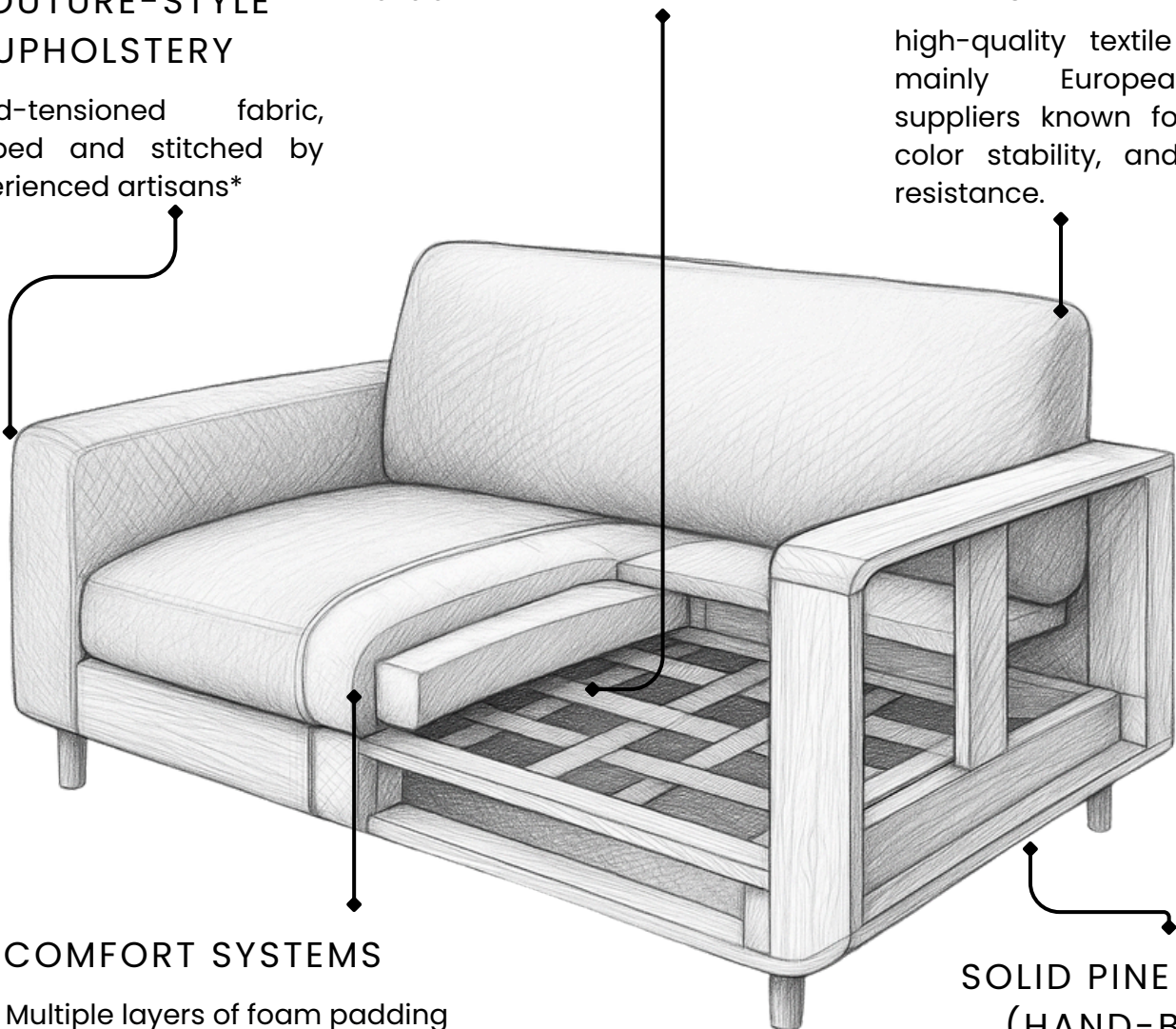
Hand-tensioned fabric,
shaped and stitched by
experienced artisans*

COMFORT SYSTEMS

Multiple layers of foam padding

SOLID PINE FRAME (HAND-BUILT)

Hand-assembled structure in
kiln-dried solid pine.
Consistent stability and long-
term durability.



SOFA COMFORT SYSTEMS – TECHNICAL COMPARISON

Comfort System	Technical Composition	Feel (Sensation)	Best For (Professional Use)
1. Standard PU + ABS/Souplex	• PU Foam 33–35 kg/m³ • ABS or Souplex light top layer	Firm / Semi-firm Structured, sharp tension	• Entry-to-mid retail • Modern, architectural silhouettes
2. PU/HR Hybrid + ABS/Souplex	• PU Foam base (33–35 kg/m³) • HR Foam top layer • ABS or Souplex finishing layer	Medium-firm, balanced, smooth top	• Hotels & hospitality • Restaurants & cafés • High-traffic commercial spaces
3. HR Comfort + ABS/Souplex	• 50% HR Foam (33 kg/m³) • 50% PU Foam • ABS or Souplex top layer	Elastic Rebound & supportive	• Premium retail collections • Daily-use residential seating
4. HR “Cloud Soft” System	• HR Foam core • Feather layer (soft-fill) for cloud-like comfort	Plush, cloud-soft feel with supportive base	• Deep sofas • High-end hospitality suites • Relaxed premium seating
5. Latex Comfort System	• Latex layer • HR Foam support base	Supple, buoyant, adaptive comfort	• Eco-forward brands • High-end retail • Hygienic, long-lifespan seating
6. Pocket Springs System	• Pocket spring core • HR Foam comfort layer	Mechanical bounce & supportive	• Luxury Hotels • Premium retail sofas
7. Pocket Springs + Latex	• Pocket spring base • Latex top layer	Elastic comfort with dynamic support	• Hospitality suites • Long-lasting luxury collections

The comfort systems above are listed from the most cost-efficient to the most premium. Pricing naturally varies depending on the materials and the level of engineering involved, but each option follows the same construction standards and quality controls that define TUKASSA. This transparent breakdown is designed to help professional buyers select the configuration that best aligns with their market positioning while relying on a supplier committed to consistency, reliability and long-term partnership.

OUR SOCIAL – PRODUCTION MODEL

**EMPOWERING ARTISANS.
ELEVATING CRAFT.
STRENGTHENING VALUE.**

AT TUKASSA, EVERY PIECE IS CRAFTED BY HAND IN OUR CASABLANCA WORKSHOP. THIS ARTISANAL FOUNDATION IS NOT JUST A PRODUCTION METHOD — IT IS A SOCIAL AND ECONOMIC ECOSYSTEM DESIGNED TO EMPOWER ARTISANS, REWARD SKILL, AND CREATE LONG-TERM STABILITY FOR THE PEOPLE BEHIND EACH PIECE.

A FAIR & TRANSPARENT COMPENSATION SYSTEM

Each artisan is remunerated according to the number of pieces produced, the complexity of the model, and the skill level required.

This system ensures:

- fair and merit-based income
- motivation aligned with quality
- true recognition of expertise
- higher earning potential than standard fixed-wage workshops

The more expertise an artisan develops, the more value he or she generates — and the more they earn.

INTRAPRENEURSHIP AT THE HEART OF OUR WORKSHOP

TUKASSA operates like a small ecosystem **of intrapreneurs**:

- artisans take ownership of their work
- each one is responsible for a part of the process
- performance is linked to craftsmanship excellence
- senior artisans mentor younger ones
- innovation and problem-solving are encouraged daily

This creates a workshop culture **driven by skill, autonomy, pride and accountability, not factory-style repetition.**

OUR SOCIAL - PRODUCTION MODEL

ETHICAL SOURCING, ETHICAL PRODUCTION

Our model minimizes:

- turnover
- overwork
- burnout
- underpaid labor

We operate with dignity, equity and transparency, giving retailers the assurance that their products come from a socially responsible supply chain — not a low-cost industrial system.

WHY THIS MATTERS FOR RETAILERS

A socially responsible workshop is not “nice-to-have”.
It directly impacts your business:

Better quality

Motivated artisans → more care, more precision, more consistency.

Better storytelling

Customers buy products with meaning, not copies without soul.

Better sales

Ethical craftsmanship increases perceived value → better margins.

Lower risk

A stable, respected team reduces production errors and delays.

Our social model is simple: empower artisans, value their craftsmanship, and give them the structure to grow.

The result is furniture that carries not only premium quality — but human depth, integrity and long-term reliability.

CUSTOMISATION SCOPE

AT TUKASSA, EVERY PIECE IS HANDCRAFTED, WHICH GIVES US THE FLEXIBILITY TO ADAPT EACH MODEL TO YOUR BRAND'S CREATIVE DIRECTION AND TECHNICAL REQUIREMENTS.

OUR CUSTOMISATION SCOPE HAS BEEN DESIGNED SPECIFICALLY FOR RETAIL CHAINS, HOSPITALITY GROUPS, ARCHITECTS, AND PRIVATE-LABEL BRANDS WHO NEED BOTH ARTISTIC FREEDOM AND SUPPLIER RELIABILITY.

DIMENSIONS & PROPORTIONS

We can adjust:

- seat height, depth, and width
- back height
- armrest thickness and shape
- module length for sectional sofas
- overall footprint for hospitality constraints (hotel rooms, small apartments, restaurant booths)

Why it matters:

You can keep the same silhouette while adapting ergonomics to different markets, room sizes, or hospitality standards.

COMFORT CONFIGURATION

Each model can be built with the comfort system of your choice:

- PU / HR / ABS / Souplex combinations
- Latex or Latex+HR configurations
- Pocket springs (high-traffic durability)
- Hybrid systems (springs + latex, HR + feather, etc.)

Adjustable parameters:

- firmness level
- sink-in sensation
- rebound type (elastic vs mechanical)
- top-layer softness

Your advantage:

One design → multiple comfort versions → multiple price points in your retail strategy.

CUSTOMISATION SCOPE

FABRICS & UPHOLSTERY OPTIONS

We work with:

- European fabric suppliers (long-lasting, premium textures)
- technical fabrics for hospitality
- bouclé, velvet, chenille, performance textiles
- **customer-supplied fabrics** (COM) at no additional cost

Customisable details:

- stitching type (visible, hidden, overlock, piping, French seam)
- edge finish
- tension level (softer vs sharper visual contour)

Because everything is hand-upholstered, we can adapt the tension and visual expression of the piece to match your brand aesthetic.

EXCLUSIVE DEVELOPMENTS (ON REQUEST)

For private-label partners, we can also:

- develop an exclusive silhouette
- create a custom comfort system
- adapt collections seasonally
- manage sampling

This gives professional buyers the flexibility to create signature pieces that exist only in their range.

Our customisation scope allows you to work with an artisanal workshop that behaves like a structured manufacturer: flexible, reliable, and capable of adapting each model to your brand's market, aesthetic, and price positioning.

TUKASSA gives you the freedom to design — and the consistency to scale.

SAMPLE PROCESS (PROTOTYPE & APPROVAL)

AVAILABLE EXCLUSIVELY FOR SERIES OF 5 UNITS OR MORE —
BILLED AT UNIT RATE AND FULLY DEDUCTIBLE FROM THE FIRST BATCH

DEVELOPING A NEW MODEL OR VALIDATING A CUSTOMISED VERSION REQUIRES CLARITY AND PRECISION.

OUR SAMPLE PROCESS IS DESIGNED TO GIVE RETAILERS, DESIGNERS AND HOSPITALITY BUYERS FULL VISIBILITY ON EACH STAGE — FROM INITIAL REQUEST TO PRODUCTION-READY APPROVAL — WHILE ENSURING THE FLEXIBILITY THAT DEFINES ARTISANAL CRAFTSMANSHIP.

WHEN A SAMPLE IS REQUIRED

A prototype is recommended for:

- series of 5 units and above
- new comfort configurations
- custom dimensions
- private-label or retailer-exclusive versions

For single units or small orders (<5 units), sampling is not necessary.

SAMPLE COST & DEDUCTION POLICY

Because each prototype requires full artisanal work — frame, comfort integration, upholstery and finishing — samples are billed at the standard unit price.

However, in order to support professional buyers:

★ **The full sample cost is deducted from the first production batch of 5+ units.**

This ensures:

- zero financial loss for committed projects
- filtering of non-serious requests
- a fair and transparent process for both sides

TECHNICAL ALIGNMENT BEFORE LAUNCHING THE SAMPLE

Before starting the prototype, we validate:

- final dimensions
- comfort system (PU, HR, Latex, Springs...)
- fabric choice (COM accepted at no extra cost)
- stitching details
- structural or ergonomic tweaks
- intended market (retail vs hospitality)

Outcome: clear, shared specifications and zero ambiguity.

SAMPLE PROCESS (PROTOTYPE & APPROVAL)

AVAILABLE EXCLUSIVELY FOR SERIES OF 5 UNITS OR MORE —
BILLED AT UNIT RATE AND FULLY DEDUCTIBLE FROM THE FIRST BATCH

PROTOTYPE PRODUCTION

Once aligned, we produce the prototype using the same standards as full production:

- solid pine frame construction
- chosen comfort system
- hand-upholstered finishing
- calibration of proportions, curves and tension lines

This ensures the sample reflects the true final product.

SAMPLE REVIEW: REMOTE, IN-PERSON OR SHIPPED

Once the prototype is completed, we offer three review options to suit the buyer's workflow:

Remote Approval:

- Full-angle photos, close-ups of stitching and finishing, comfort demonstration videos, and measurement references.

In-Person Review at Our Casablanca Workshop:

- Buyers may visit the workshop to test the prototype, assess comfort and proportions, and validate finishing details on site.

Sample Shipment:

- We can ship the prototype directly to the client for physical evaluation, testing and internal approval.

This flexible review process ensures clear validation before production, regardless of the client's location.

ADJUSTMENTS & FINAL APPROVAL

If required, we can adjust:

- firmness
- seat/back proportions
- silhouette tension
- minor dimension refinements

Once approved, we issue the Final Approved Sample Sheet (FASS) — the reference for the production batch.

Production timelines vary depending on the volume and the nature of the order.

PRICING & VOLUME CONDITIONS

OUR PRICING MODEL IS DESIGNED TO GIVE PROFESSIONAL BUYERS PREDICTABLE COSTS, HEALTHY MARGINS, AND FULL VISIBILITY ON HOW VOLUMES INFLUENCE FINAL RATES.

EACH MODEL FOLLOWS THE SAME CONSTRUCTION STANDARDS, WHILE MATERIAL CHOICES AND COMFORT CONFIGURATIONS DETERMINE THE FINAL PRICE.

BASE UNIT PRICING

Each piece has a base unit price that includes:

- solid pine frame
- elastic webbing suspension
- chosen comfort system (for Sofa)
- artisanal upholstery work
- standard finish

Fabric is not included in the price and can be:

- supplied by the buyer (COM) at no extra charge, or
- sourced through our partner suppliers upon request.

Prices are indicated as “from” because they depend on the final material configurations (comfort level, fabric, and details).

VOLUME-BASED DISCOUNTS

We apply tiered discounts to support retailers and hospitality groups purchasing in quantity.

Order Volume	Discount Applied
1–4 units	Standard unit price
5–9 units	–10%
10–15 units	–20%
+15 units	–25% (high-volume rate)

This structure helps our partners align their retail pricing and margin strategy with consistent, predictable cost reductions.

PRICING & VOLUME CONDITIONS

COMFORT SYSTEM IMPACT ON PRICING

Different comfort systems involve different material costs.
From the most cost-efficient to the most premium:

1. PU + ABS/Souplex
2. PU + HR
3. HR + ABS/Souplex
4. HR "Cloud Soft" (duvet layer)
5. Latex + HR
6. Pocket Springs + HR
7. Pocket Springs + Latex

Choosing a comfort system allows you to position a model across several price points without changing the design.

FOB & CIF TERMS

We offer two commercial terms:

FOB Casablanca

TUKASSA manages:

- transport from workshop to port
- customs export
- documentation
- port handling

CIF (on request)

Includes:

- international freight
- marine insurance
- delivery to destination port

Local delivery, import duties, and final freight are handled by the buyer.

PAYMENT TERMS

Standard payment terms:

- 50% deposit to launch production
- 50% balance before shipping

Payment via transfer (EUR or MAD)

PACKAGING STANDARDS & CBM INFORMATION

TUKASSA PROVIDES **STANDARD PROTECTIVE WRAPPING** FOR ALL ITEMS (FOAM, STRETCH FILM, CORNER PROTECTION) TO ENSURE SAFE HANDLING WITHIN OUR WORKSHOP AND DURING TRANSPORT TO THE PORT.

FOR EXPORT-READY PACKAGING (REINFORCED CARTONS, BRANDED BOXES, RETAIL PACKAGING, BARCODES, INSERTS), WE OFFER A FLEXIBLE APPROACH DEPENDING ON THE BUYER'S NEEDS:

OPTION 1 — CLIENT-SUPPLIED PACKAGING

Many professional buyers prefer using their own packaging standards.

In this case, clients may provide their cartons, labels or protective materials, and we will pack each unit accordingly.

OPTION 2 — BASIC PACKAGING PROVIDED BY TUKASSA

If no specific requirements are provided, we use standard non-branded packaging suitable for FOB shipments.

CBM INFORMATION

We provide the exact CBM (cubic meter) and weight for each unit or model so the buyer can calculate freight costs accurately.

This flexible system ensures that each retailer, brand or hospitality partner can maintain their own branding and logistics consistency while working seamlessly with our workshop.

WARRANTY & AFTER-SALES SUPPORT

WARRANTY COVERAGE

All TUKASSA pieces include:

12-Month Craftsmanship Warranty

Covering:

- structural integrity of the solid pine frame
- upholstery workmanship
- comfort system installation

If a defect appears due to craftsmanship, we take responsibility.

EXCLUSIONS (STANDARD INDUSTRY TERMS)

The warranty does not cover:

- normal wear and tear
- misuse or commercial overuse
- customer-provided fabrics (COM)
- damage during third-party transport
- exposure to moisture, sunlight or improper cleaning
- modifications not approved by TUKASSA

These are standard clauses across international suppliers.

REMOTE DIAGNOSIS (STANDARD FOR INTERNATIONAL EXPORT)

In case of an issue, we begin with a full remote evaluation via:

- photos & videos
- measurements & description of the situation

This allows our team to identify whether the issue is related to craftsmanship, transport, materials, or usage.

This method is the international standard in the furniture export industry.

★ Our Commitment

We cannot intervene physically in export markets, but we ensure:

- **fast and clear communication**
- **professional support & practical alternatives**
- **replacement materials when applicable**
- **guidance until the issue is resolved**

It is a transparent and internationally standard after-sales model for handcrafted export furniture.

The background of the image is a close-up of a brown, textured fabric, possibly silk or satin, with visible folds and a fine weave. Three vertical black stripes of varying widths run through the image, creating a modern, minimalist aesthetic. The text is centered horizontally and partially overlaid by these stripes.

TUKASSA

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