

About Asam Art & Business

ASAM Art & Business started its activities in 2017, with the aim of making a revolutionary change in the field of interior decoration supplies. In the same year, based on the brilliant activities and achievements of the founders in the field of interior decoration, foreign trade and marketing, the company started its cooperation with Rasch: A German-Based Brand.



ASAM Product Collection

The ASAM product range comprises a diverse selection of well-known domestic and international brands.

This includes a variety of products such as wallpapers,

fabric wallcovering, curtains and upholstery fabrics.

This selection is carefully made on the basis of

informed market needs in the field of interior design.

Respecting customer preferences is a fundamental

value at ASAM, and therefore we consistently prioritize

diversifying our portfolio of brands and products to

meet a variety of tastes and desires.



















Asam's competitive advantages

- Offering a portfolio of reputable brands, genuine and distinctive products and excellent and differentiated services.
- O Providing recognised brands that are accepted by Iranian consumers,
- O Complying with environmental standards and ensuring high quality
- O Eliminating intermediaries in sourcing, distribution and product delivery
- O Maintaining a significant inventory within the country.
- O Enabling direct import of foreign products from international suppliers
- O Negotiation Possibility for Turnkey Contracts in Mega Construction Projects



Learn More About WallCovering Brands

Asam Art & Business Company, with the aim of expanding direct access for customers and project stakeholders to wall covering products, has undertaken the procurement of reputable wallpaper brands. In the following, each of them is briefly introduced.



TEXAM

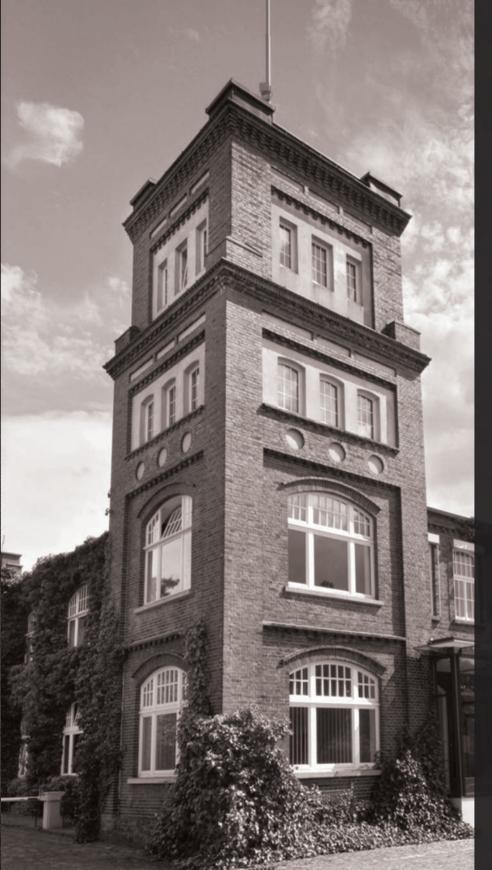












About Rasch

Rasch, based in Bramsche in the Osnabrück region of Germany, has been producing unique wallpapers since 1861.

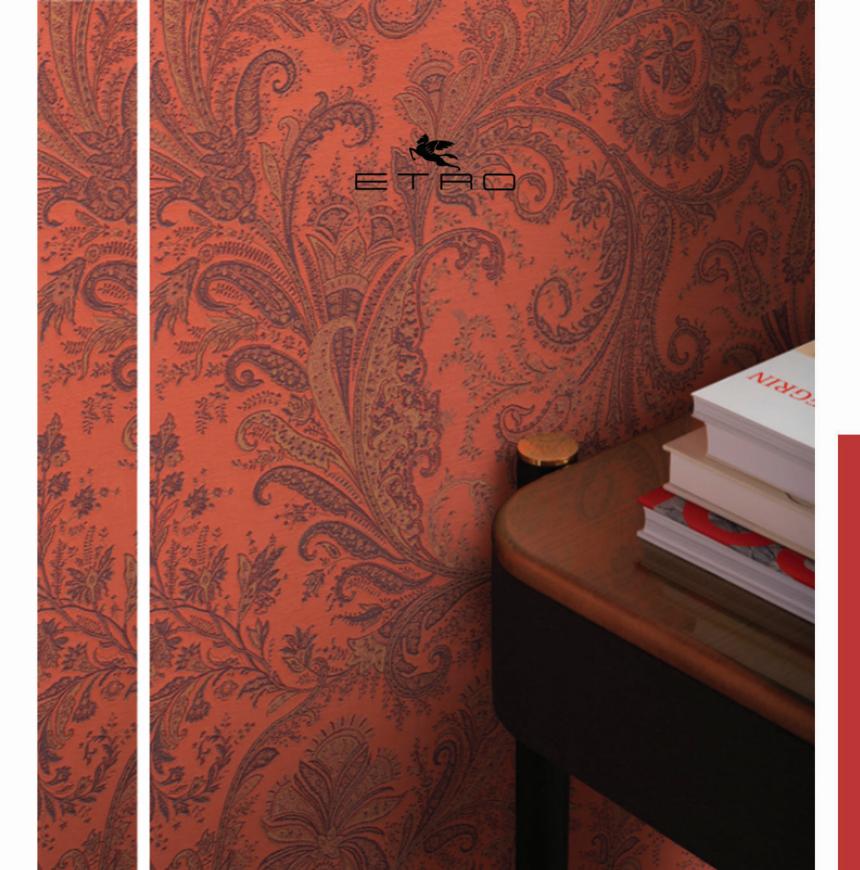
Over the past 150 years, the Rasch name has become synonymous with quality wallpaper throughout the world. The dedicated efforts of a skilled team of 430 professionals at the group's head office have maintained and promoted this philosophy with unwavering commitment and enthusiasm. In addition to Germany, the Rasch Group has manufacturing facilities in Poland and the Ukraine and official sales offices in Russia, Belgium, the Netherlands, France, the UK, China, Poland and the Ukraine.

Rasch Products

Ever since Rasch began decorating walls with decorative posters in 19-4, the company has been committed to producing the most modern and highest-quality wallpapers available. To this day, Rasch remains steadfast in its commitment to customers.

The Rasch brand is synonymous with superior quality, skillful designs, and a constant pursuit of the latest technologies and artistic advancements in the wallpaper industry.

On this basis, the company has consistently pursued new patterns, identified emerging tastes among customers, and, on the one hand, followed new trends while, on the other hand, creating unique patterns.

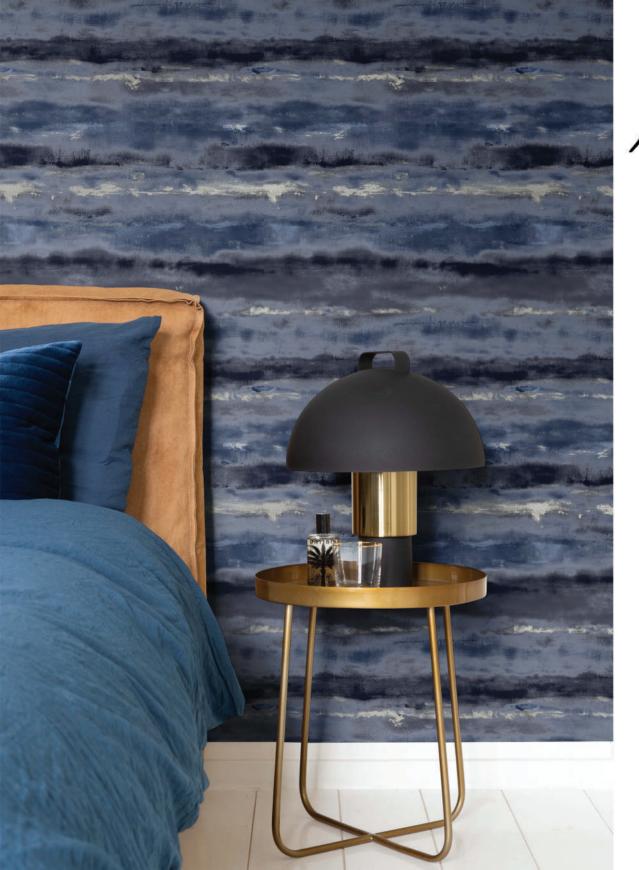




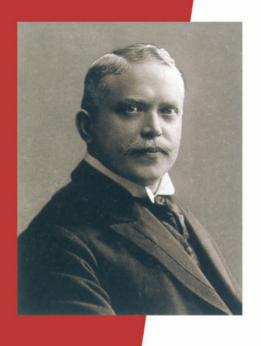








Rasch



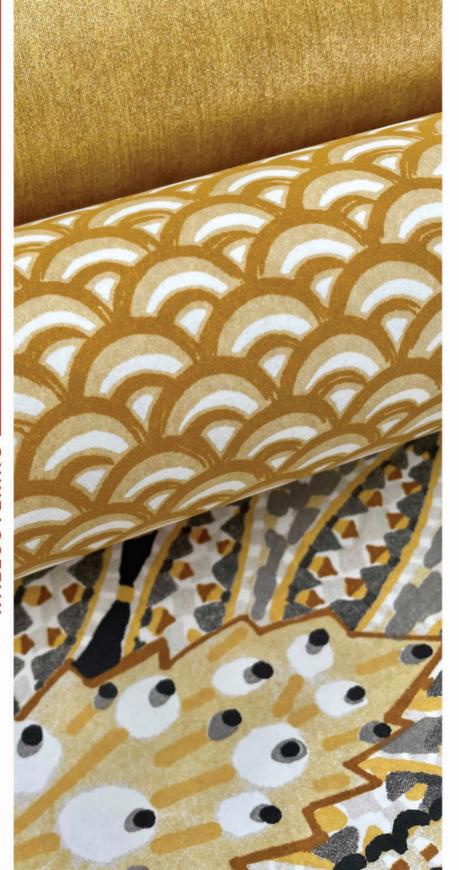


About Emil & Hugo

Emil Rasch and Hugo Rasch, the founders of the industrial development of Rasch Company, are pioneers in the European commercial production of wallpaper and wallcoverings on a mass scale.

These two brothers, sons of Hermann Rasch, a German entrepreneur from Bramsche and the founder of Rasch Company, expanded their father's initiative in hand-printed wallpaper into industrialization in the early 20th century. In the early 1900s, they established a factory that, in less than three decades, became one of the most famous and successful wallpaper factories in Europe. At that time, wallpaper was considered a luxury product, and not everyone could afford it. Emil and Hugo, by employing surface printing techniques, managed to produce unique and affordable wallcoverings for everyone.

Soon after the company's foundation, the Rasch brothers began to prioritise exporting their products to other parts of Europe and countries around the world, leading to the establishment of branches in Paris, Amsterdam and Copenhagen by 1901.



In the early 20th century, during the Art
Nouveau movement, new wallpaper designs
emerged. Today, the Emil & Hugo brand
continues this artistic tradition in its
collections.

The descendants of Rasch founders, staying true to the artistic style and design roots, present aesthetically pleasing collections under the Emil & Hugo brand.

Unique designs by an international team, using modern technologies and valuable hand-printing techniques, have created distinctive wallpapers.

These collections, inspired by the innovations of Emil Rasch and Hugo Rasch, give you the freedom to creatively design your spaces.





About Ravena

Ravena is a prominent wallpaper manufacturer in Turkey, operating with the investment of the international company Berkat Group. The production line of this company was launched in 2016 in Bandirma, Turkey, with the direct participation and supervision of Rasch, a German company.

Ravena's factory produces products using approved raw materials, identical to those used by Rasch, and adheres to the superior quality control standards of this German company. This ensures that Ravena delivers products of the highest quality to consumers in line with the standards of the wallpaper industry With over 20,000 colors and very specific guidelines for water-based color combinations, Ravena's productions not only pose no health risks but also have no adverse effects on the environment. They have successfully obtained CE, ISO9001, and TSE standards.







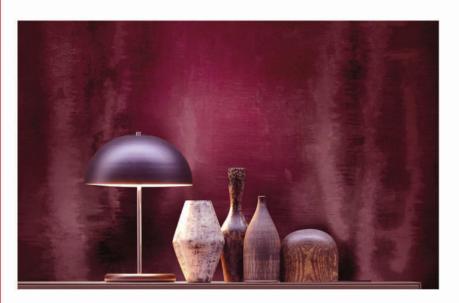














About Texam

Texam is an Italian family business with over 40 years of experience in the design and production of wallcoverings, dating back to the 1970s.

Texam wallpapers have made a significant impact worldwide, creating valuable architectural and design works and being chosen by various individuals.

Luxury halls, restaurants, hotels, and galleries throughout Europe and the world use this brand.

Nature's influence is visible in this collection, with patterns and colors inspired by the most authentic aspects of nature, which fits in with the company's global efforts to contribute to the well-being of the earth. Each design in this collection has been designed with simplicity and attention to detail in mind, ensuring that the product is compatible with any style of furniture and will appeal to a wide range of tastes.



COLLECTION OF CURTAIN AND UPHOLSTERY FABRIC BRANDS







Curtains are considered an emotive element of interior design and play a crucial role in enhancing the aesthetic appeal of both working and living spaces. Coordinating curtains with furniture, wall colors and wallpaper patterns can help create a more pleasant and beautiful interior. This is why the choice of curtain model and style is so important in interior design.

Asam Arts & Business Company has taken the initiative to officially represent and exclusively import, distribute and sell the Winbrella, Hespera, La Luxe and Winart brands in Iran with the aim of providing direct access to beautiful and authentic curtains for customers and those involved in construction projects.

Information on Tüzemen Brand

Tüzemen Tekstil Company was established in 2008 in Turkey and has since become a successful and modern industrial and commercial entity. The company offers four textile brands, including Winbrella, Advantage, La Luxe, and Vanilla, which have enhanced the beauty of homes and office spaces worldwide. Using their scientific expertise and industrial knowledge, this company produces a wide range of home textiles. Their products include coated curtain fabrics, bath textiles, tablecloths, bedding, mother and child products, and luxury hospitality accessories.





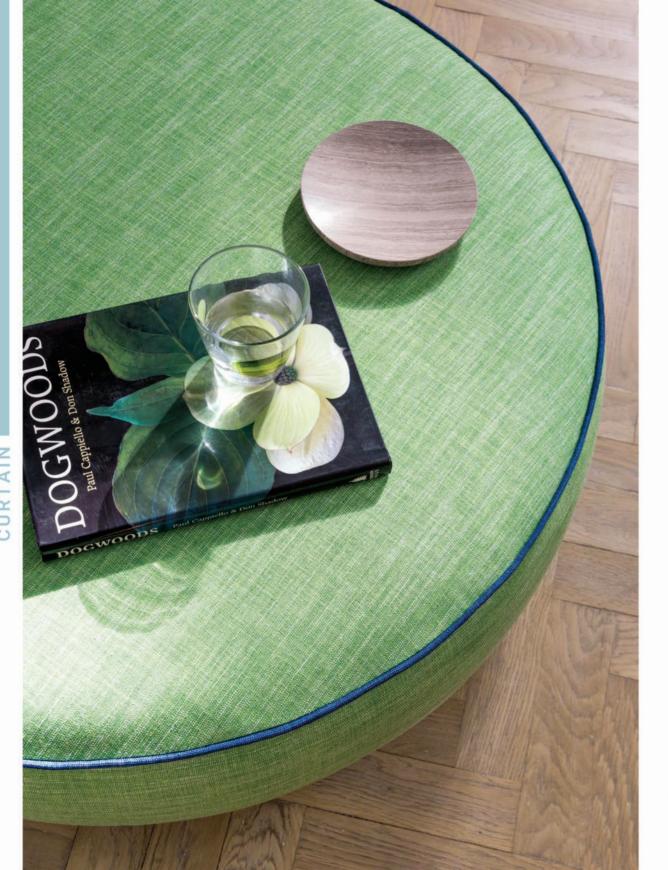




About Hespera

Homedekor Company is a prominent wholesale fabric supplier in Turkey, offering a wide range of fabric designs for curtains and upholstery under the Hespera brand.

The brand's fabrics are carefully selected by internal designers and specialized consultants to meet the diverse tastes of customers and follow global market trends. Supporting than 350 more retailers in Turkey, this collection has expanded its sales network within the country. In recent years, it has also extended its supply to the Middle East region.





Introduction the Winart Brand

Since 1976, Winart has been a pioneer in producing curtain accessories and peripherals. Winart products add unique and special beauty to your curtains. The company has gained recognition in many global markets thanks to its handmade collections. Winart offers over three thousand beautiful, stylish, and modern designs to its domestic and international customers. Our priority is customer satisfaction, which is why we provide comprehensive sales and after-sales services.



WINART since 1976

Representatives

Asam Art & Business Company is expanding its services throughout Iran and providing construction industry professionals with access to its products through a nationwide network in different cities.

Currently, this company offers its services through its distribution network, which has over 200 active representatives in various provinces of the country. Additionally, all orders from representatives are provided through the company's central warehouse and dispatched on a daily basis.

The Project Department, which has over 20 project partners in various provinces of the country, is prepared to provide services such as on-site visits to projects, showcasing product samples, conducting trial installations, presenting proposals, negotiating, and delivering key products, such as wallcoverings and curtains, at the best quality and competitive prices.

Asam Academy

Subsequently, ASAM Art & Business expanded its product portfolio with the exclusive representation and import of authentic interior products from Germany, Ukraine and Turkey.

Since 2019, the company has developed its own exclusive brands in areas such as wallcovering, fabric wallcovering, curtains and upholstery, while also offering a range of products from over ten reputable and authentic European brands in Iran.











Asam's Boot Camp

Educational bootcamp is Asam's other educational project. The first of which was held in 2019 at the Gajereh Hotel in the Dizin region of Alborz province, with the participation of Rasch Tribe members.

Rasch Tribe is a select group of Raschiran's ditribution network who have become business partners due to their commitment and loyalty.

Participants in this recreational-educational camp discuss challenges and improve service quality through intentional conversations with the goal of promoting expertise in the field of marketing and positioning.

This course's content includes retail marketing strategies, establishing an integrated marketing communications plan, and shop branding and development. It should be mentioned that upon completion of all of these courses, participants will be obtained certificates of participation in this course.







Events

In addition to launching the latest collections and introducing new items, these events aim to interact with the sales network, architects, and manufacturers.

It should be noted that all of these ceremonies are held by inviting and hosting the presence of each brand's manager in Iran, according with the brand's centrality.



Overview of Asam's New Year Event



























PROJECTS



Introduction of Asam Project Department

In 2018, Asam Art and Business Company established its Project Department with the aim of providing optimal services and supplying the necessary materials for interior decoration in construction projects. The main mission of this department is to identify, market and supply key items required in residential, hospitality and office projects, in addition to addressing the concerns of stakeholders in the construction, tourism and hospitality industries. The range of products provided by this department includes wallpaper, fabric wallcovering and curtains. With a keen understanding of the specific needs of construction projects and the concerns of key contributors to design, supply, and execution, this department offers specialized consultation, professional services, and premium products. Its focus is on providing distinct services to ensure peace of mind and create value in the projects of esteemed customers.

Completed Projects

Homa Hotel (Tehran)

Homa Hotel (Bandar Abbas)

Esteghlal Hotel (Tehran)

Qasr Al-Ziafat Hotel (Mashhad)

wisteria hotel (Tehran)

Tochal Hotel (Tehran)

Al-Zahra Hotel (Mashhad)

Parsian Suite Hotel (Isfahan)

Pardisan Hotel (Mashhad)

Aban Hotel(Mashhad)

Royal Palace Hotel (Tabriz)

Mizban Hotel (Babolsar)

Kowsar Hotel (Isfahan)

Ahuan Hotel(Chaboksar)



Esteghlal Hotel Project; Tehran

Project Scale: Floors 13, 14, and 15, including suites and the hotel hall

(Daryaye Noor Hall)

Area: 10,000 square meters

Year of Implementation: 2018

Albums: Trianon XI and Gentle Elegance







Wisteria Hotel Project, Tehran

Project Scale: Whole floors

Area: 16,000 square metres, including 100 bedrooms on seven

floors, along with seven royal suites and the hotel lobby

Year of implementation: 2020





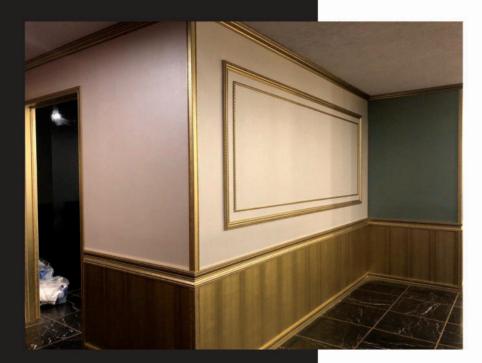
Kowsar Hotel Project; Isfahan

Project Scale: 20 Suites, Lobby, and Bedrooms

Area: 800 square meters

Year of Implementation: 2018

Album: Gentle Elegance





Project Scale: Zomorod Hall

Area: 250 square meters

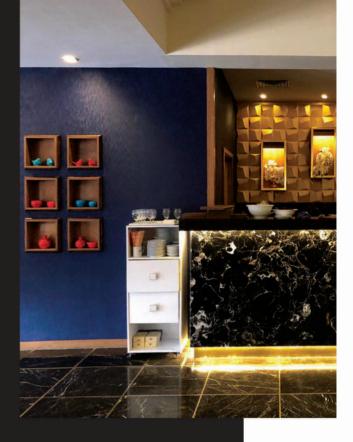
Year of implementation: 2018



Homa Hotel Project , Tehran

Project Scale: Hotel Lobby _ Area: 100 square meters

Year of Implementation: 2018











Homa Hotel Project; Bandar Abbas

Project Scale: Floors 6, 7, and 8

Area: 1500 square meters

Year of Implementation: 2018

Albums Used: Florentine II and Passepartout





Venus Hotel Project; Isfahan

Project Scale: Floors 4 to 8

Area: 28 bedrooms

Year of Implementation: 2019

Albums Used: Trianon XI and

Passepartout



Project Dimensions: Entire Floors

Area: 185 square meters

Year of Implementation: 2019







ASAM HOUSE



ASAM House is the exclusive showroom of Asam Art & Business, designed for lovers of authentic interior design brands. We focus on creating a unique experience for homeowners and interior designers.

Asam House focuses on creating a distinctive and exceptional experience for customers while curating and showcasing products from authentic interior design brands. Key aspects of this distinctive experience include assurance and trust in the authenticity of the brand, product quality, peace of mind during pre-sales, sales and after-sales services, as well as providing a private and exclusive space for product selection.

In our showroom and store you can discover a wide range of interior design products from world-renowned authentic brands.

- @ www.asamhouse.com

Competitive Advantages

What sets ASAM HOUSE apart from similar retail and showrooms is our relentless drive to raise the standards of selecting, sourcing, supplying, displaying, selling, delivering and installing quality interior design products and items.

Our ongoing commitment is to create a desirable, functional and artistic space in your living and working environment.



