

DECADES OF CRAFTSMANSHIP, DESIGNED FOR LIFE



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For the love of timber

We love the honesty of wood. Its imperfections, its incessant movement years after the tree has been cut down. We want to celebrate this beautiful material in our furniture and joinery. By paring it with clean lined designs or contrasting it with colour, we allow it to continue telling its story.



At New Punjab Carpentry, we believe that every space tells a story and we take great pride in being the storytellers through craftsmanship, creativity and commitment.

Since our humble beginnings in 2005, we have grown into a brand known for its unwavering dedication to quality and design excellence across the UAE.

Our journey has been defined by a relentless passion for detail, a deep respect for tradition and a constant drive to innovate. From custom-made furniture to complete interior fit-outs, we approach every project with the same core values: integrity, precision and client satisfaction.

What sets us apart is not just what we build, but how we build relationships with our clients, our team and our community. Our strength lies in blending timeless artistry with modern aesthetics, crafting spaces that are not only functional but also deeply inspiring.

I thank all our partners, clients and dedicated team members who have been an integral part of our journey.

Together, we will continue to shape exceptional spaces that stand the test of time.

Hani Ebrahim
CEO / Managing Director





Building with expertise, crafting timeless Interiors Since 1995

Established in 1995 in Umm Al Quwain, New Punjab Carpentry has grown into one of the UAE’s most trusted and respected names in carpentry, bespoke furniture and interior woodwork. A proud subsidiary of the reputable ESS GROUP, New Punjab Carpentry carries forward a legacy of craftsmanship, innovation and customer-centric excellence.

For nearly three decades, we have been at the forefront of designing, manufacturing and installing world-class furniture and turnkey interior solutions. From residential masterpieces to commercial landmarks, we’ve delivered prestigious, high-end projects across all seven Emirates, earning the trust of a diverse clientele.

Our strength lies in our fusion of traditional artistry and modern innovation. Whether it's sleek contemporary, refined modern, elegant classic, or charming vintage, our expert team of artisans, designers and craftsmen approach each project with a unique sense of style, functionality and precision. We specialize in a wide spectrum of interior woodwork solutions—custom furniture, decorative elements, wall panelling, wood flooring and full-scope wood interiors.

Every piece we create reflects a deep commitment to quality, originality and aesthetic brilliance. From concept to completion, we ensure meticulous attention to detail, on-time delivery and complete customer satisfaction.

At New Punjab Carpentry, we don’t just build interiors—we create enduring experiences and timeless environments. Whether you’re starting from scratch or reinventing a space, we are your trusted partner in bringing visions to life with artistry that spans generations.

Mission

To deliver exceptional woodwork and interior solutions that combine traditional craftsmanship with modern design, transforming spaces into timeless expressions of beauty, functionality, and individuality. We are committed to precision, creativity, and complete client satisfaction in every project we undertake.

Vision

To be the leading name in bespoke carpentry and turnkey interior solutions in the UAE and beyond, recognized for our innovation, quality, and ability to bring artistic visions to life with unmatched craftsmanship and reliability.

Core Values

- Craftsmanship
- Creativity
- Integrity
- Excellence
- Customer Commitment
- Innovation & Tradition



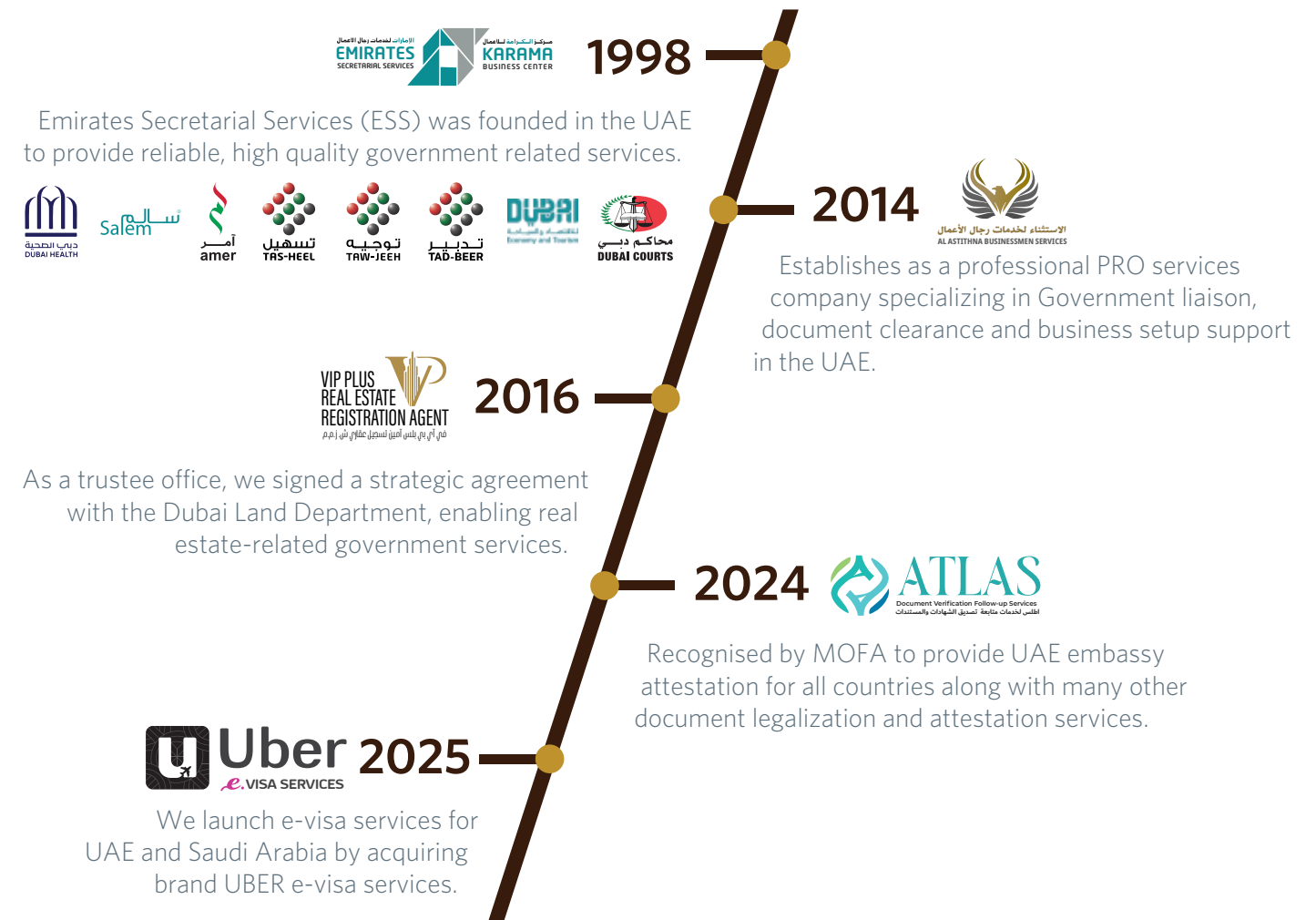
Together, we **shape spaces,** **inspire trust** and set new **standards** in **craftsmanship** and **service.**

New Punjab Carpentry proudly operates as a subsidiary of ESS GROUP, a well-established and diversified business entity based in the United Arab Emirates. Known for its credibility, integrity, and long-standing presence in the market, ESS GROUP is a name synonymous with excellence across multiple sectors.

With a multi-dimensional business philosophy, ESS GROUP has strategically expanded its footprint across key industries—ranging from Government and PRO services, to Real Estate, and Interior Solutions. Each division under the group is driven by a shared vision: to deliver value, innovation, and trust through every venture.

As part of this forward-thinking enterprise, New Punjab Carpentry carries the same ethos of excellence and professionalism. Backed by the strength and stability of ESS GROUP, New Punjab Carpentry continues to push the boundaries in bespoke furniture design and turnkey interior execution—making it one of the most trusted names in the UAE's carpentry and fit-out sector.

Together, ESS GROUP and New Punjab Carpentry are building more than just businesses—they are shaping environments, enabling possibilities, and setting benchmarks for quality and customer satisfaction.





Sameer Ali
Manager

A driving force behind New Punjab Carpentry's remarkable growth, Sameer Ali stands at the helm of operations with unmatched precision and passion. His hands-on leadership spans every aspect of the business—from sourcing premium raw materials and crafting pioneering design concepts, to steering client relations and securing high-impact projects.

With a clear vision and a relentless commitment to quality, Sameer has not only elevated the company's brand reputation but also scaled its presence across diverse sectors in Dubai and beyond.



Mariam Helmy
Assistant Manager

Mariam Helmy plays a key role in streamlining daily operations and ensuring seamless project execution at New Punjab Carpentry. With a sharp eye for detail and a proactive approach, she supports both client engagement and internal coordination, contributing significantly to the company's commitment to quality and timely delivery.

Mariam's dedication and organizational strength make her an integral part of the leadership team driving the brand forward.



Seeni Mohamed
Accountant

Seeni Mohamed oversees the financial backbone of New Punjab Carpentry with precision and integrity. From managing accounts and budgeting to ensuring compliance and financial reporting, his expertise ensures smooth and transparent financial operations.

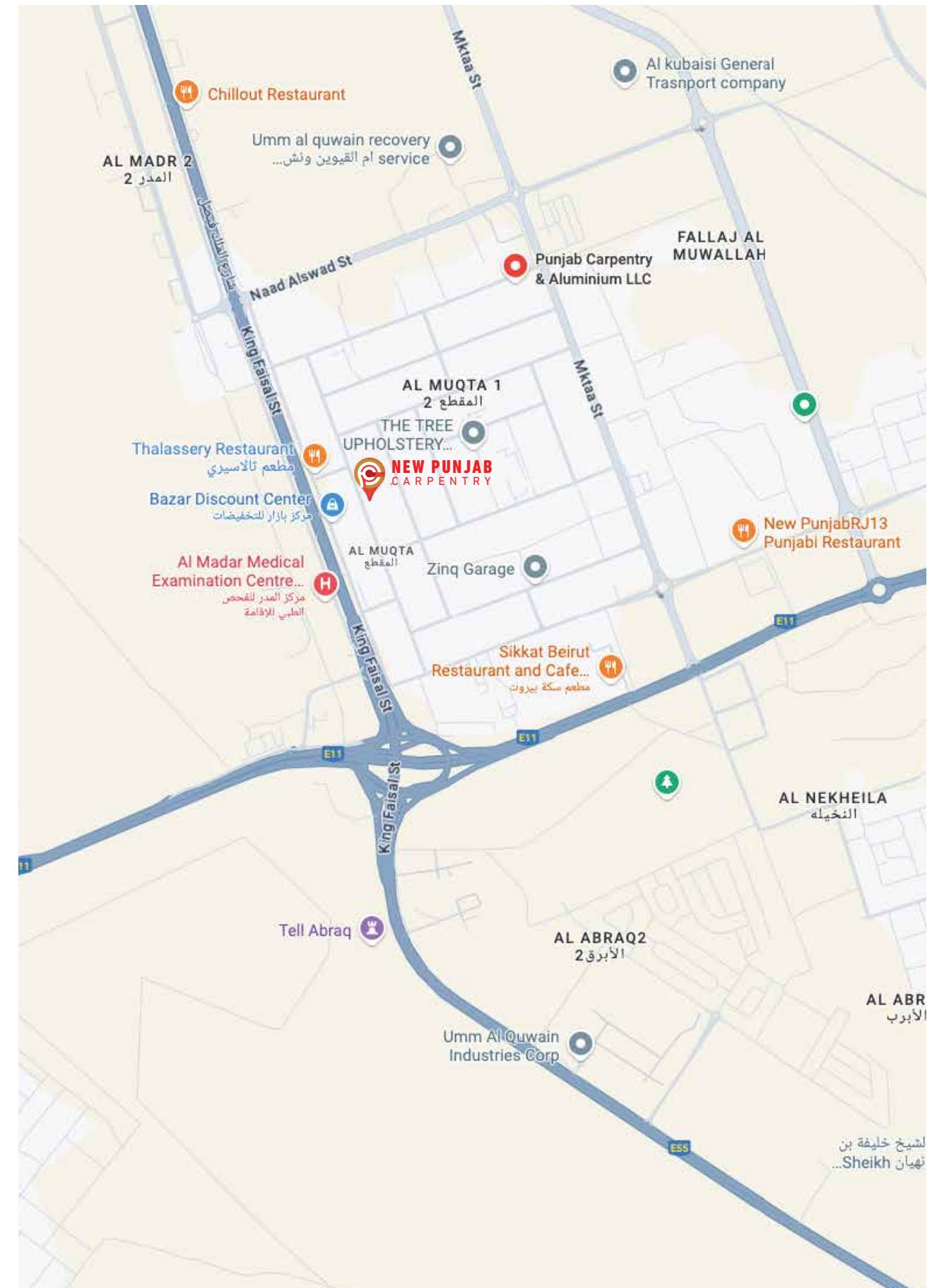
Seeni's accuracy, reliability and deep understanding of fiscal processes play a vital role in supporting the company's sustained growth and stability.



Narindar Singh
Sales Manager

He drives business growth through strategic client acquisition, relationship management and market expansion.

With an in-depth understanding of bespoke carpentry solutions, he identifies opportunities, builds strong customer networks and ensures seamless coordination between clients and production teams.



Bespoke Furniture

We create custom-designed furniture that's a perfect reflection of your style, seamlessly adapted to your space and functional needs. Every piece is thoughtfully crafted with precision, care, and a personal touch—bringing individuality and sophistication to your interiors.

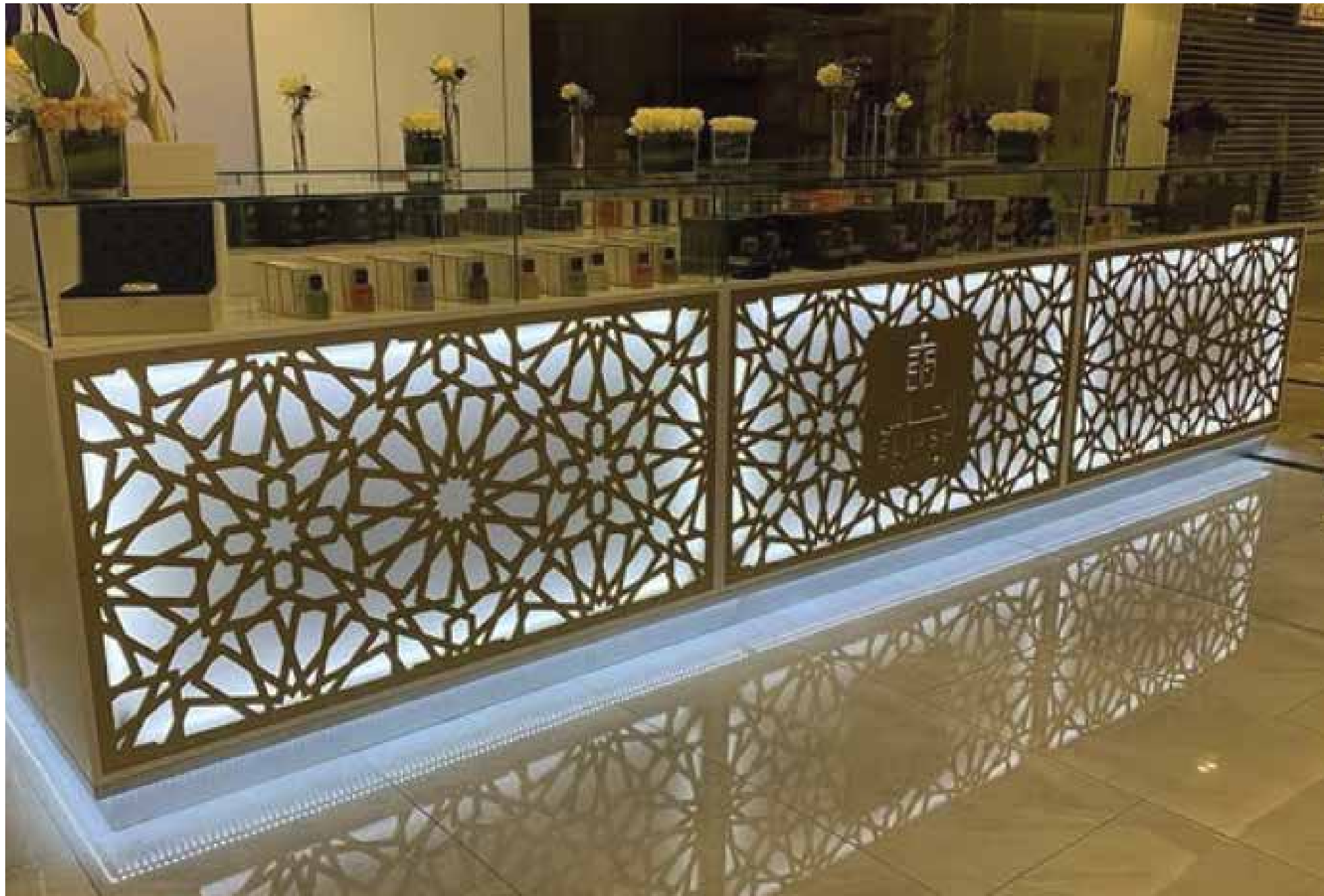






Decorative **Woodworks**

Our artistic wood detailing infuses every interior with a unique sense of elegance and character—ranging from timeless, intricate carvings that echo traditional craftsmanship to sleek, contemporary accents that elevate modern spaces. Each detail is a testament to refined design and expert craftsmanship, bringing warmth, texture, and individuality to your environment.







Wooden Flooring

Our premium hardwood flooring solutions are crafted to bring timeless beauty, natural warmth, and enduring strength to any space. Whether enhancing a classic interior or complementing a modern design, each plank is meticulously selected and finished to deliver unmatched durability, rich texture, and a sense of sophistication that only real wood can provide.







Cladding

Our premium wooden cladding enhances both interior and exterior spaces with natural warmth and durable protection. Crafted from high-quality timber, it offers excellent insulation, energy efficiency, and timeless style—perfectly blending beauty and function for lasting appeal.

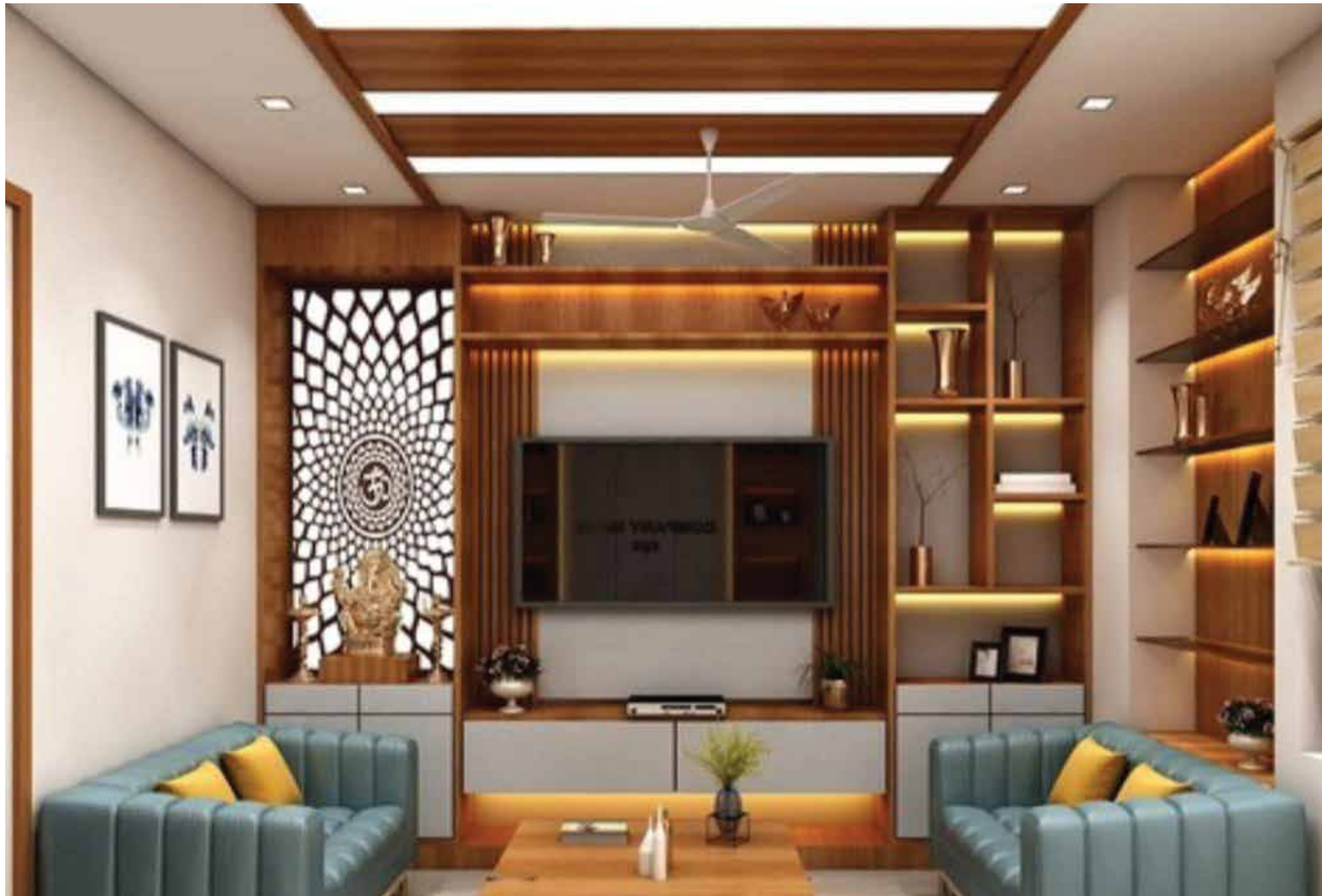






Interior Decoration

Our complete interior solutions blend beautiful design with practical function, tailored to your unique vision and lifestyle. From materials to layouts and smart features, every detail is customized to create elegant, comfortable, and inspiring spaces.



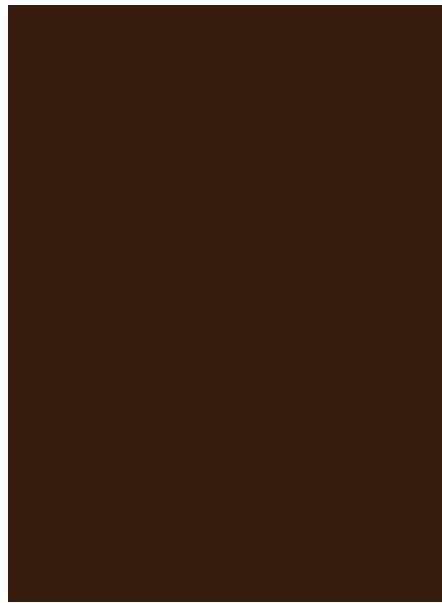




Kitchen Works

Custom kitchen cabinetry and fittings that blend modern design with smart functionality. Crafted to maximize space and style, featuring sleek lines, innovative storage, and premium finishes for a beautiful, practical kitchen.







Notes



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