

The Ultimate Destination For Luxury European Kitchen And Outdoor Appliances



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Our Story: A Legacy of Excellence

Founded in 1957, Safi Home has been a cornerstone of Lebanon's appliance industry for over six decades. Our journey from a small family shop to a leading 4000m² showroom reflects our unwavering commitment to growth, innovation, and customer satisfaction. We have proudly introduced premium brands, shaping the local appliance landscape and setting new standards for quality and service.

Our Values: Customer-Centric Focus

At Safi Home, we believe that our customers are the heart of our business. We are dedicated to building lasting relationships based on trust, expertise, and exceptional service. Our team of highly trained professionals is passionate about finding the perfect appliances to elevate your kitchen experience.





Our Commitment: Delivering Excellence

We are committed to providing a comprehensive range of premium kitchen appliances, backed by exceptional service and support. Our commitment to excellence is reflected in our:

- Curated Selection of Brands: We partner with world-renowned brands to offer you the best in kitchen technology and design.
- Comprehensive Warranties: We provide comprehensive warranties on all our products, ensuring your peace of mind.
- Dedicated After-Sales Service: Our expert team is always ready to assist you with installation, maintenance, and repairs.
- Personalized Service: Our knowledgeable staff offers personalized recommendations to help you find the perfect appliances for your needs.
- Spacious Showroom: Our 4000m² showroom provides a welcoming environment for you to explore our products and receive expert guidance.

Our Market Position: Leading the Way

Safi Home is a pioneer in the Lebanese appliance market, renowned for our extensive product range, exceptional after-sales service, and unwavering commitment to customer satisfaction. We have established ourselves as a trusted partner for homeowners, interior designers, and professionals seeking premium appliances.

Our Offerings: Premium Brands and Services

- Extensive Product Range: Discover a wide array of top-tier appliances to suit every lifestyle and kitchen design.
- Expert Guidance: Benefit from our knowledgeable staff who offer personalized recommendations.
- Warranty & After-Sales Service: Enjoy peace of mind with our comprehensive warranties and dedicated support.
- Customization: Explore tailored solutions to match your unique preferences.



Our Showroom











FISHER & PAYKEL

Brand Story: A Legacy of Innovation

Founded in 1934, Fisher & Paykel is a New Zealand-based pioneer in kitchen appliance design. With a focus on user-centric innovation, they have consistently pushed the boundaries of technology and aesthetics.

Brand Essence: Where Design Meets Functionality

Fisher & Paykel appliances are renowned for their intuitive design and exceptional performance. They seamlessly blend style and functionality, creating kitchens that are both beautiful and efficient.

Brand Promise: Elevate Your Everyday

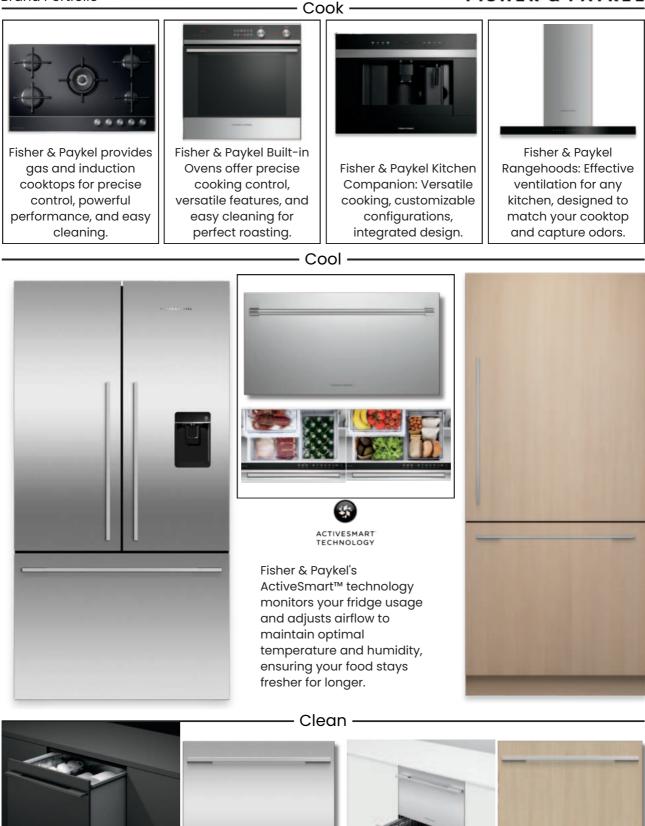
Fisher & Paykel empowers users to elevate their daily lives through innovative appliances that simplify cooking and cleaning. Their commitment to sustainability and eco-friendly practices further enhances their reputation.

Brand Identity: Modern Living, Simplified

Recognized globally for their sleek designs and intelligent features, Fisher & Paykel appliances embody the epitome of modern living. They offer a harmonious blend of style and functionality, catering to the discerning consumer.

Brand Portfolio

FISHER & PAYKEL



Fisher & Paykel DishDrawer™: • Innovative, ergonomic • Customizable dishwashing

 Customizable dishwashing for a seamless kitchen experience.





Italian Heritage, Modern Innovation



13

⟨i⟩ILVE

Brand Story: A Legacy of Culinary Expertise

Founded in 1969 in Italy, ILVE boasts a rich history of culinary expertise. They're renowned for pioneering iconic designs like the oversized built-in oven and the revolutionary Panoramagic range cooker.

Brand Essence: Where Design Meets Performance

ILVE appliances are a harmonious blend of form and function. Their unwavering commitment to quality and innovation results in products that are both visually stunning and exceptionally efficient.

Brand Promise: Elevate Your Kitchen Experience

ILVE strives to elevate the culinary experience by combining timeless Italian design with cutting-edge technology. Their vision is to make every kitchen a space for passion and creativity.

Brand Identity: Unmistakably Italian, Effortlessly Stylish

Recognized for their minimalist design and intuitive functionality, ILVE appliances make a statement. They represent the perfect blend of Italian heritage and modern innovation.

Customization: Tailor-Made Luxury

ILVE offers a range of models with the exciting option to customize the color with a vast array of RAL colors. Unleash your inner designer and create a truly unique culinary haven.

(i) ILVE

- Style ·



RAL

In perfect harmony with the interior design of your home, you can select one of the endless shades of the RAL range.



(i) ILVE

-Professional Plus Collection-







SIGNATURE

Brand Story: A Revolution in Kitchen Design

Born in 2007, Signature Kitchen Suite represents a fresh perspective on kitchen appliances. With roots in LG's rich heritage, they combine cutting-edge technology with a focus on design innovation.

Brand Essence: True to Food Philosophy

Signature Kitchen Suite is guided by the "True to Food™" philosophy, prioritizing respect for food and its journey from source to plate. Their appliances empower a mindful approach to cooking.

Brand Promise: Unleash Your Inner Chef

Signature Kitchen Suite offers precisionengineered appliances designed to elevate your culinary journey. Their intuitive features and exceptional performance unlock culinary creativity.

Brand Identity: Luxury Redefined

Signature Kitchen Suite embodies a sophisticated aesthetic with a focus on minimalist elegance. Their Wi-Fi-enabled appliances seamlessly integrate into modern smart homes, offering a truly connected kitchen experience.

- Refrigerator -





SIGNATURE

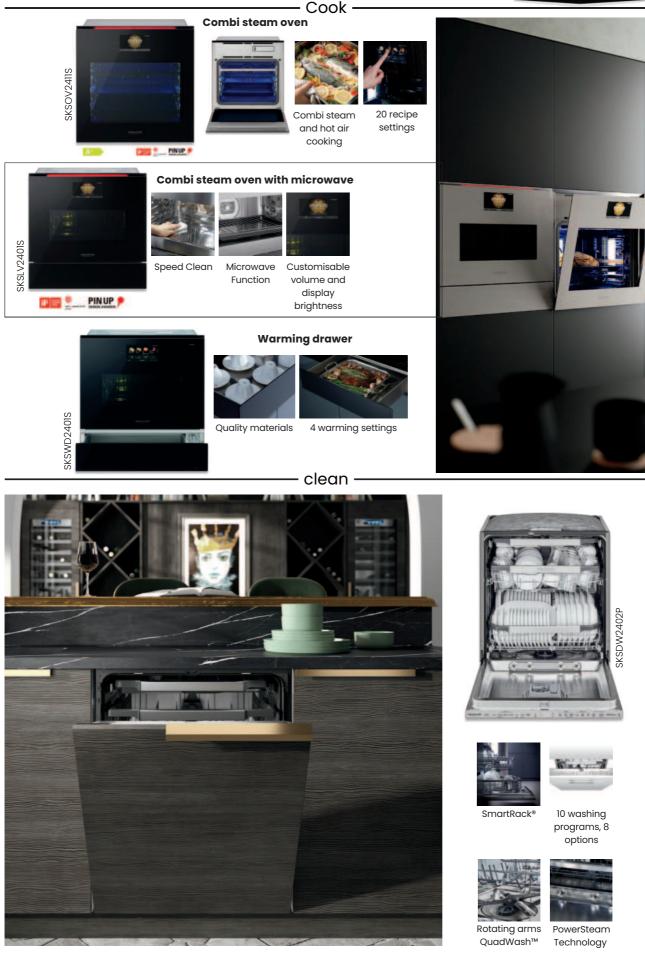


- Integrated Wine cellar -



Brand Portfolio











Brand Story: A Legacy of Excellence

Founded in 1668 in Alsace, France, De Dietrich boasts a remarkable legacy of craftsmanship and innovation. They are renowned for their pioneering spirit, having introduced the first ever domestic coalfired cooker in 1830.

Brand Essence: Where Heritage Meets Technology

De Dietrich appliances seamlessly blend timeless French design with cutting-edge technology. Their unwavering commitment to quality results in products that are both visually stunning and exceptionally durable.

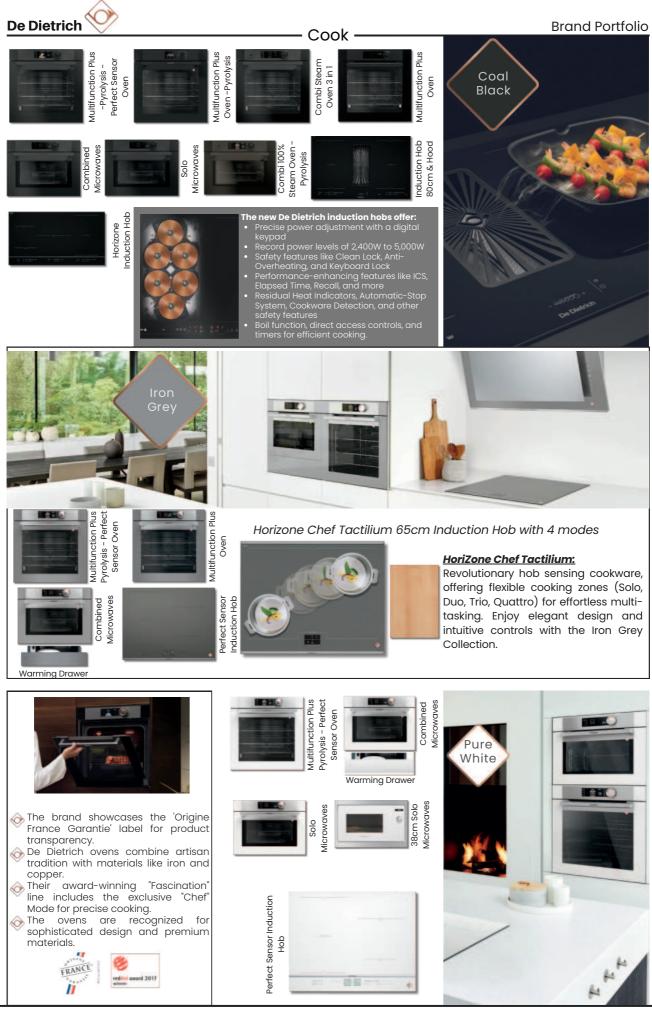
Brand Promise: The Art of Culinary Creation

De Dietrich elevates the kitchen experience by empowering users to create culinary masterpieces. Their focus on precision and performance ensures exceptional results for every dish.

Brand Identity: Unmistakably French, Effortlessly Modern

Recognized for their sleek aesthetics and intuitive functionality, De Dietrich appliances make a statement in any kitchen. They represent the perfect blend of French heritage and modern innovation.









90 cm

75 cm

60 cm







i0 mabe



Brand Story: A Legacy of Appliance Excellence

Founded in 2007, lomabe emerged from Mabe, a Mexican manufacturing giant with over 70 years of experience. This strategic alliance brought together American innovation and design expertise to create a unique blend of style and functionality.

Brand Essence: Spacious Storage, Advanced Technology

lomabe refrigerators prioritize ample storage capacity and cutting-edge features. Their American side-by-side design offers a perfect balance of form and function.

Brand Promise: Freshness, Convenience, and Style

lomabe empowers you to elevate your kitchen with spacious storage, advanced cooling technology, and customizable designs.

Brand Identity: Modern Design, Exceptional Performance

lomabe refrigerators are renowned for their sleek aesthetics and reliable performance. They are the perfect addition to any modern kitchen, offering a combination of style and functionality.

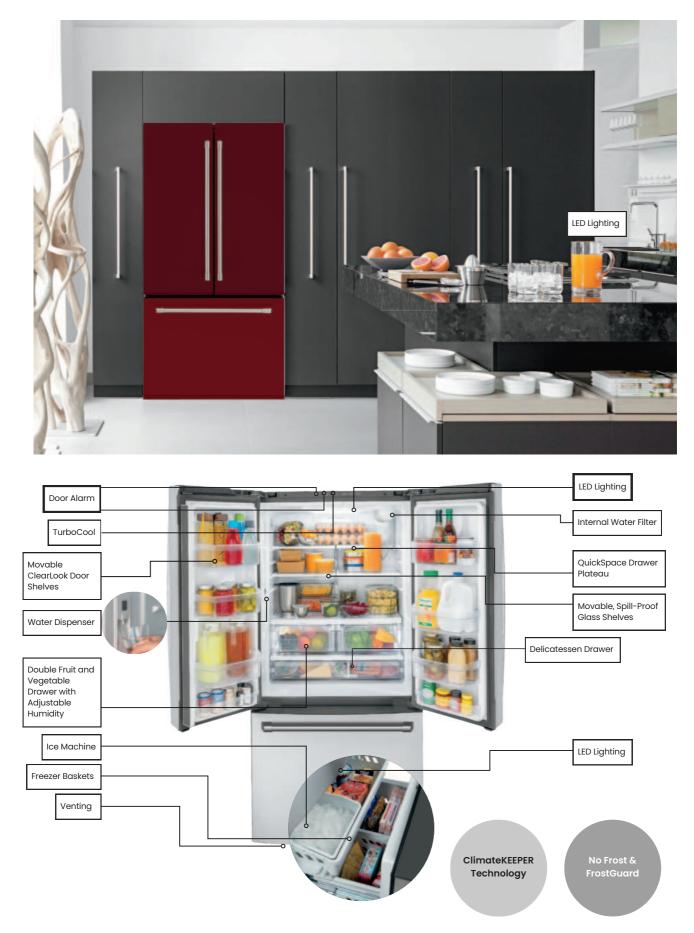
Customization: Tailor Your Refrigerator

lomabe understands the importance of personalization. Explore a wide range of finishes and configurations to create a refrigerator that perfectly complements your kitchen design.





- Functionalities 3 Doors -







Brand Story: A Legacy of Culinary Pioneering

Founded in 1945 near Milan, Italy, Fulgor Milano embodies a rich heritage of innovation. They were among the first to introduce gas cooktops and self-cleaning ovens, forever changing the landscape of the modern kitchen.

Brand Essence: Uncompromising Performance, Timeless Design

Fulgor Milano appliances are renowned for their exceptional durability, professional-grade features, and stunning aesthetics. They represent a commitment to uncompromising performance housed in timeless Italian design.

Brand Promise: Elevate Your Culinary Art Form

Fulgor Milano empowers chefs of all levels to elevate their culinary creations. Their focus on precision and power ensures exceptional results for every dish, inspiring culinary exploration.

Brand Identity: The Epitome of Italian Craftsmanship

Recognized for their sleek lines and premium finishes, Fulgor Milano appliances make a statement in any kitchen. They represent the epitome of Italian craftsmanship, offering a legacy of excellence for the discerning chef.



FULGOR

—— Cluster Line -



- Modern Design, Premium Materials. Sleek black glass and stainless steel. Unique handle and control panel. ٠
- ٠



Electric Oven 90*60cm





Electric Oven 60*60



Microwave Oven - 75*45cm



Microwave Oven - 60*45cm



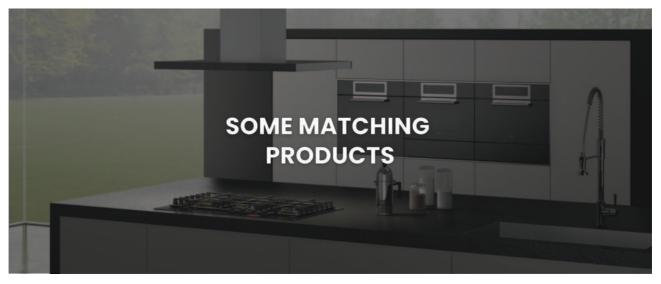
Coffee Machine - 60*45cm



Wine Cellar - 60*45cm



Blast Chiller - 60*45cm





Hybrid hob 90cm

- Black Glass Ceramic finish
- Touch Slider controls
- 4 cooking zones (2 vertical bridge zones)



Warming drawer 15cm

- Deep Black Glass finish
- 15 cm high front panel Adjustable thermostat



- Gas hob 90cm
- Black Glass Ceramic finish .
 - Halo Vision knobs
- Brass burners



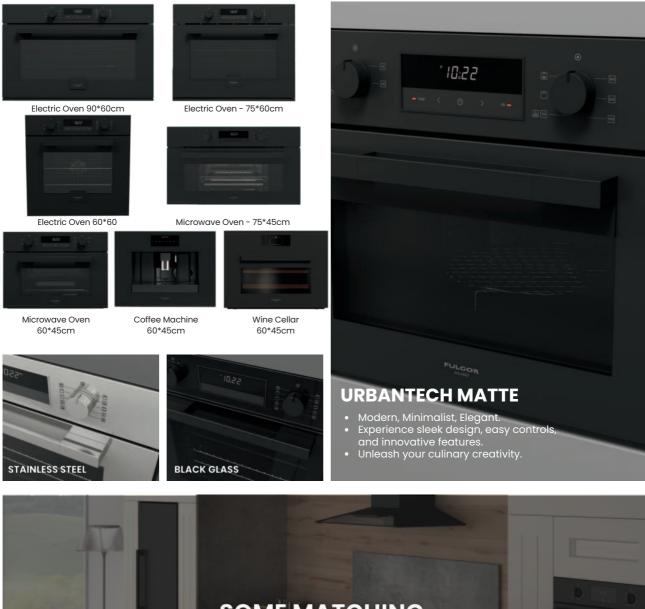
Island hood 90

- Black Glass finish
- Touch controls .
- . 4 suction levels

Brand Portfolio

- Urbantech Line -

FULGOR







- Gas hob 75cm
- Matte Black Metal finish
- Electronic ignition
- Matte black brass burners



Warming drawer 15cm

- Matte Black Metal finish
- 15 cm high front panel Adjustable thermostat



Aria+ Induction Hob 80 cm

- Black Glass Ceramic finish
- Multifunction Touch Control
- 4 cooking zones (2 vertical bridge zones)



Induction hob 90 cm

- Matte Black Glass Ceramic finish
- WAVE Touch Slider controls
- 5 cooking zones

FULGOR **Brand Portfolio** ------- Plano Line -Electric Oven 90*60cm Electric Oven 60*60 111 - 111 Electric Oven - 75*60cm Microwave Oven - 75*45cm Π' Microwave Oven Coffee Machine Wine Cellar 60*45cm 60*45cm 60*45cm **PLANO RANGE** Timeless Elegance, Modern Features Sleek designs, intuitive controls, and versatile finishes . WHITE GLASS BLACK GLASS **SOME MATCHING PRODUCTS**



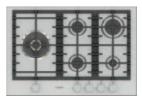
Gas hob 90 cm

- Stainless steel structure
- Electric ignition under the knob
- Burners with brass flame spreader



Warming drawer 15cm

- Stainless steel structure .
- 15 cm high front panel • Adjustable thermostat



- Gas hob 75 cm .
- Stainless steel structure .
- Electric ignition under the knob . Burners with brass flame
- spreader



Island hood 90

- Black Glass finish
- Touch controls
- 4 suction levels

Brand Portfolio

FULGOR



0





Brand Story: A Legacy of Innovation and Craftsmanship

CIARKO merges world-class design with precision engineering, delivering cooker hoods that combine superior performance with aesthetic excellence.

Brand Essence: Advanced Technology, Timeless Design

CIARKO merges world-class design with precision engineering, delivering cooker hoods that combine superior performance with aesthetic excellence.

Brand Promise: Purity, Power, and Elegance

Inspired by the mysteries of space, our hoods absorb pollution with unmatched efficiency, ensuring clean air and a refined kitchen experience.

Brand Identity: Innovation Driven by Passion

With nearly 1 million cooker hoods produced annually and exported to 48 countries, CIARKO stands as a global leader in kitchen ventilation —where technology meets artistry.

- COOKER HOODS ·

Brand Portfolio





Controlled by simple Quiet, brushless, and gestures or a remote –energy–efficient **BLDC GESTURE CONTROL** motor



Perfectly smooth surface resistant to scratches and fingerprints - ANTI FINGER PRINT®



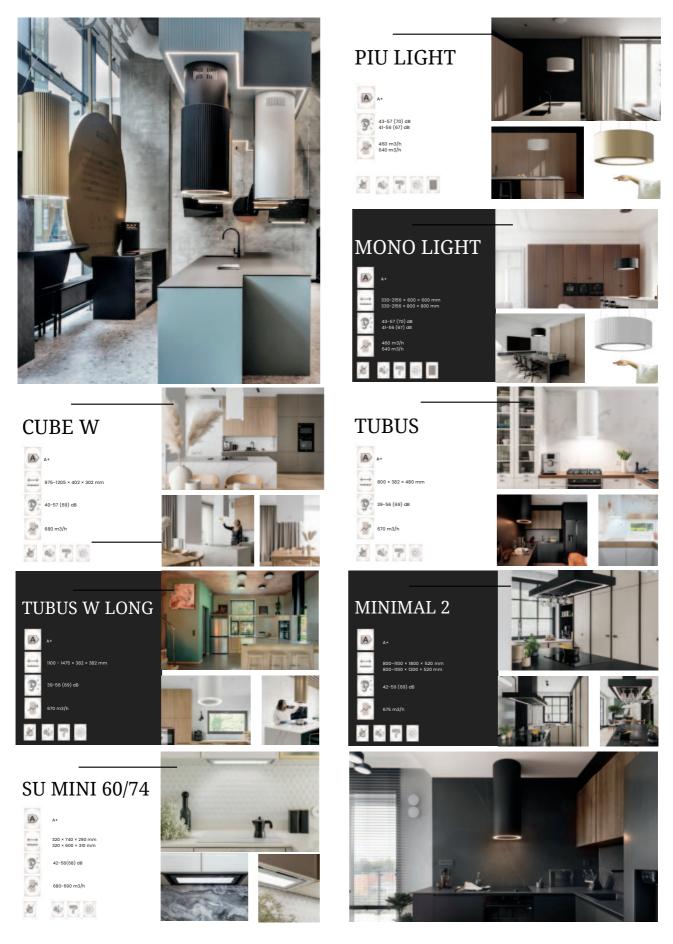
WARM2Cold LED adjustable lighting color temperature (2900 K - 6000 K)



Unique, riffled surface that makes us stand out in the market



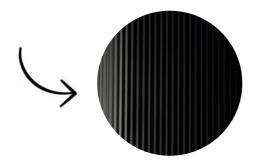


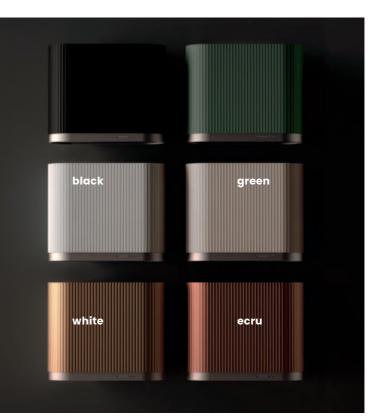




COLOR PALETTE

The hand-painted, three-layer **Anti Fingerprint**[®] coating protects against grease and dust, minimizing the need for cleaning the device.





DESIGN AWARDS

Ciarko Design products have been repeatedly awarded and recognized in both national and international design contests.









Unrivaled Extraction, Uncompromising Design

ΝΟΥΥ

Brand Story: A Revolution in Kitchen Ventilation

Founded in 1947 in Belgium, Novy has become synonymous with kitchen ventilation excellence. Pioneering peripheral extraction technology, they have revolutionized the way kitchens manage odors and vapors.

Brand Essence: Silent Power, Seamless Integration

Novy appliances prioritize silent yet efficient extraction, ensuring a comfortable and odorfree cooking environment. Their sleek designs seamlessly integrate into any kitchen aesthetic.

Brand Promise: Breathe Easy, Cook Freely

Novy empowers you to enjoy a more pleasant and healthy cooking experience. Their innovative extraction systems effectively eliminate odors and vapors, allowing you to focus on culinary creativity.

Brand Identity: Belgian Innovation, Award-Winning Design

Recognized for their cutting-edge technology and minimalist aesthetics, Novy ventilation hoods have garnered numerous international awards. They represent the perfect blend of Belgian innovation and timeless design.



5 Burners - 90 cm

3 Burners - 90 cm

3 Burners - 60 cm

1 Burner - 30 cm





Italian Stainless Steel Expertise

ARTINOX





Founded in 1985 in the heart of Italy's Prosecco Hills, Artinox boasts a rich heritage in stainless steel craftsmanship. They are renowned for their commitment to quality and innovation, using over 70% recycled materials in their products.

Brand Essence: Sustainable Luxury for Modern Kitchens

Artinox appliances seamlessly blend functionality with timeless design. Their focus on high-quality, recycled stainless steel offers a luxurious yet sustainable solution for modern kitchens.

Brand Promise: Elevate Your Everyday with Confidence

Artinox empowers you to create a more efficient and stylish kitchen. Their durable and easy-to-maintain appliances offer peace of mind and lasting value.

Brand Identity: Italian Design, Unwavering Quality

Recognized for their sleek aesthetics and exceptional craftsmanship, Artinox appliances showcase the best of Italian design. They represent a commitment to quality and sustainability, ensuring a lifetime of performance in your kitchen.



ARTINOX

Brand Portfolio











Brand Story: A European Vision

Firma, a European brand with a global reach, brings together a consortium of leading appliance manufacturers. They offer a curated selection of premium appliances, catering to diverse kitchen needs and design preferences.

Brand Essence: Freedom to Create Your Kitchen

Firma prioritizes flexibility, allowing you to mix and match appliances from various brands to create a kitchen that reflects your unique style and functionality requirements.

Brand Promise: Unparalleled Selection, Seamless Integration

Firma empowers you to choose from a vast array of premium appliances, ensuring compatibility and seamless integration within your kitchen space.

Brand Identity: European Craftsmanship, Tailored Solutions

Firma leverages European expertise to offer high-quality appliances known for their durability and performance. Their focus on flexibility allows for tailored kitchen solutions, catering to your individual needs.





Electric Ovens & Microwaves -



- Outdoor





Built-In Dishwasher -



– Built-In Counter Beverage Cooler ——







Brand Story: A Legacy of Culinary Innovation

Founded in 1902 in Italy, De'Longhi boasts a rich heritage of crafting innovative appliances. Their built-in collection builds upon this legacy, offering a seamless integration of timeless Italian design with cutting-edge technology.

Brand Essence: Luxury Within Reach

De'Longhi built-in appliances seamlessly blend premium functionality with stunning aesthetics. They offer a touch of Italian luxury for the modern kitchen, elevating your culinary space without compromising on performance.

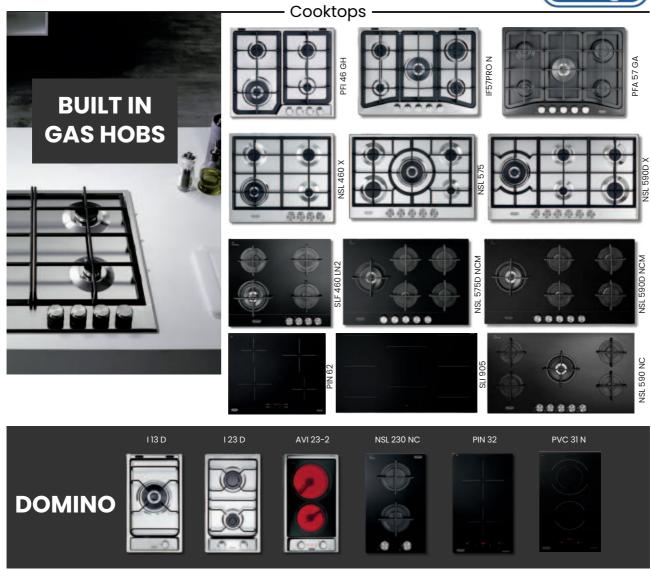
Brand Promise: Unleash Your Culinary Creativity

De'Longhi empowers you to explore your culinary passions with confidence. Their builtin collection features intuitive controls, exceptional performance, and a wide range of features designed to inspire creativity in the kitchen.

Brand Identity: Italian Design, Built-in Excellence

De'Longhi built-in appliances are renowned for their sleek lines, minimalist aesthetics, and seamless integration into modern kitchens. They represent the perfect blend of Italian design and innovative technology, offering a lasting statement in your culinary haven.





<complex-block>







– Built-In Refrigerator -

– Wine Cellar



- Dishwasher —



Available in 60cm and 45cm



52





Brand Story: A Legacy of Pioneering Appliances

Founded in 1946 in France, Brandt has become a household name for innovative home appliances. Their washing and refrigeration collections showcase this pioneering spirit, offering cutting-edge technology with a focus on efficiency and user-friendliness.

Brand Essence: Laundry & Refrigeration Redefined

Brandt appliances prioritize both high performance and convenience. Their washing machines and refrigerators are designed to simplify everyday tasks, allowing you to spend more time on the things that matter.

Laundry Excellence: Clean Clothes, Effortlessly

Brandt washing machines combine powerful cleaning with gentle fabric care and efficient water usage. Innovative features ensure spotless laundry with minimal effort.

Refrigeration Expertise: Freshness that Lasts

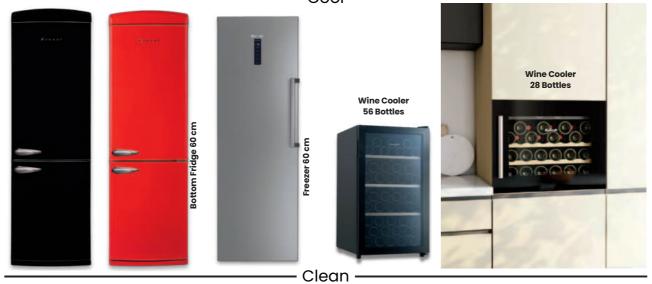
Brandt refrigerators prioritize optimal food preservation. Advanced cooling technologies extend the shelf life of your groceries and minimize waste.

Brand Identity: French Design, Everyday Reliability

Brandt washing machines combine powerful cleaning with gentle fabric care and efficient water usage. Innovative features ensure spotless laundry with minimal effort.

— Cool -







HYGIENE PROGRAM

Brandt developed a washing program that eliminates over 99.9% of viruses and bacteria, including coronavirus, without detergent. The program guarantees a temperature over 60°C for 30 minutes, tested for effectiveness against various pathogens by the Virhealth laboratory.





Machine Cleaning program at 90°C









Cuisinart



Brand Story: A Legacy of Innovation in the Kitchen

Founded in 1971 in the United States, Cuisinart has revolutionized the home kitchen with innovative appliances. Their product line empowers home cooks of all levels to create delicious meals with confidence.

Brand Essence: Performance Made Simple

Cuisinart appliances prioritize user-friendly functionality and reliable performance. Their intuitive designs and high-quality construction make them a trusted partner in the kitchen.

Brand Promise: Elevate Your Everyday Cooking

Cuisinart empowers you to simplify and enhance your culinary experience. Their appliances are designed to tackle everyday tasks efficiently, allowing you to focus on the joy of cooking.

Brand Identity: American Innovation, Everyday Essentials

Cuisinart appliances are renowned for their sleek aesthetics and user-friendly features. They represent the perfect blend of American innovation and practical design, making them ideal for the modern kitchen.

Cuisinart



RHB100E Cordless Hand Blender



FP8SE Easy Prep Pro Blender



CJK429E Jug Kettle









GRSM3E Grill, Waffle & Omelette

Maker



Precision Stand Mixer

FP1300BE Expert Prep Pro Food Processor & Mixer





GR47BE Griddle And Grill



Egg cooker





DCC780E Filter Coffee Maker Slate



CRC 400E Rice Cooker Cook & Steam



Cordless Hand Mixer

ECH4PE Mini Prep Pro Blender and Chopper



CJK429WE Jug Kettle



CPK17 Jug Kettle



The Art of Outdoor Culinary Excellence



Brand Story: A Legacy of Grilling Innovation

Founded in 1976 in Canada, Napoleon has become synonymous with premium outdoor grilling experiences. Their unwavering commitment to innovation has resulted in a comprehensive range of grills, designed to elevate the art of backyard barbecues.

Brand Essence: Power & Durability

Napoleon grills prioritize exceptional performance and long-lasting reliability. Their high-quality construction and innovative features ensure you can create delicious grilled meals year after year.

Brand Promise: Power & Durability

Napoleon empowers you to turn your backyard into a space for unforgettable culinary experiences. Their versatile grills cater to a wide range of cooking styles, from searing steaks to smoking ribs.

Brand Identity: Canadian Innovation, Unforgettable Grilling

Napoleon grills are renowned for their sleek aesthetics, innovative features, and exceptional durability. They represent the perfect blend of Canadian innovation and premium craftsmanship, setting the standard for outdoor grilling.

425SBPK

105SRPG1





25 DSIBPK- PHM

The Art of Wine Storage Perfected





Brand Story: A Passion for Preservation

Founded in 1905 in France, Avintage, a European brand with a deep appreciation for wine, crafts meticulously designed wine cellars to ensure the perfect environment for your prized vintages.

Brand Essence: Italian Design, Premium Performance

Avintage prioritizes the preservation and maturation of your wine collection. Their cellars provide optimal temperature and humidity control, safeguarding the integrity and flavor profiles of your wines.

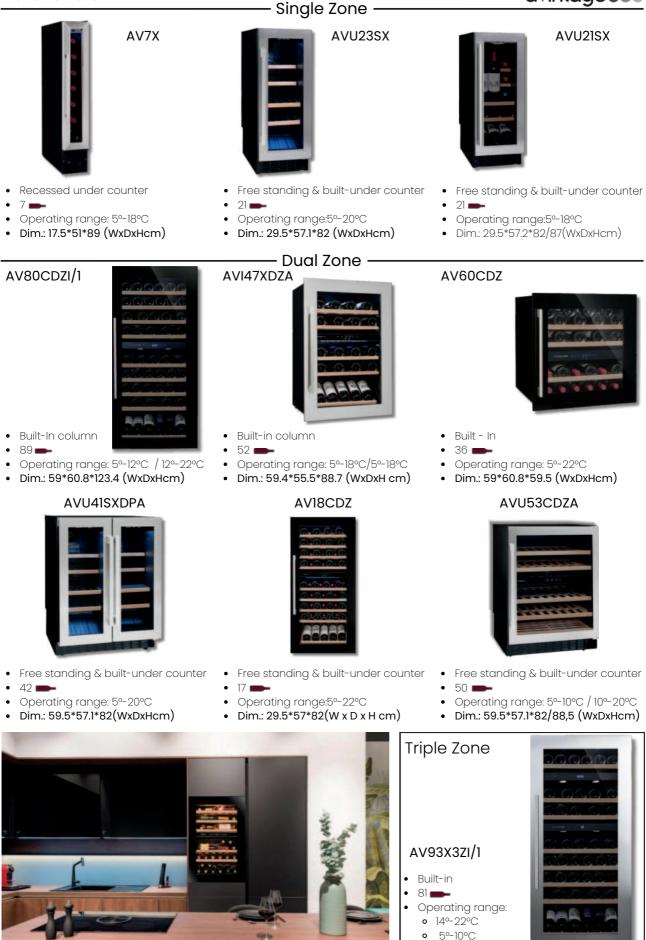
Brand Promise: A Haven for Your Wine Collection

Avintage empowers you to create a dedicated space for your wine collection. Their beautifully designed wine cellars offer a sophisticated and functional solution, allowing you to showcase and enjoy your wines to the fullest.

Brand Identity: Italian Design, Premium Performance

Avintage leverages Italian expertise to create high-quality wine cellars renowned for their exceptional craftsmanship and advanced technology. Their focus on aesthetics and performance ensures a seamless integration into any living space.





• 11º-13°C

Dim.: 59x60.8x123.4 (W x D x H cm)







Brand Story: A Heritage of Innovation

Founded in 1914, Kelvinator has a rich history of providing reliable and efficient home appliances. With a focus on practical solutions, they have consistently delivered products that meet the everyday needs of families.

Brand Essence: Quality for Everyday Life

Kelvinator appliances offer a perfect balance of performance and affordability. Their focus on user-friendly features and durable construction makes them a trusted choice for modern living.

Brand Promise: Simplifying Your Daily Routine

Kelvinator empowers you to focus on what matters most by providing dependable appliances that handle the everyday tasks. Their commitment to efficient performance and easy maintenance ensures a hassle-free experience.

Brand Identity: Dependable and Affordable

Kelvinator appliances are known for their reliability and value. They offer a range of practical and stylish options to suit various lifestyles and budgets.





True to food True to design True to nature

th A

www.fisherpaykel.com

www.ilve.com

www.signaturekitchensuite.it

www.dedietrich-electromenager.fr

www.iomabe.eu

www.ciarkodesign.com

www.Fulgor-milano.com

www.Novy.com

www.Artinox-sinks.com

www.firmakitchen.com

www.delonghi-cookers.it

www.brandt.com

www.cuisinart.eu

www.napoleon.com/en/us/grills

www.avintage.com

www.kelvinator.com.lb





Dear Valued Customer,

We at Safi Home would like to extend our heartfelt gratitude for your continued trust and loyalty. Your support has been instrumental in our growth and success as a leading appliance distributor in Lebanon.

We are excited to present our latest catalog, showcasing a carefully curated selection of our finest products. Please note that this catalog represents only a portion of our extensive range.

At Safi Home, we are committed to innovation and excellence. We continuously strive to bring you the latest and most advanced appliances available in the market.

We invite you to visit our showroom in Jounieh to explore our full collection and experience firsthand the quality and craftsmanship that Safi Home is renowned for. Our dedicated team is ready to assist you in finding the perfect appliances to suit your lifestyle and needs.

Thank you once again for your continued support. We look forward to welcoming you to Safi Home and providing you with the highest standards of service and professionalism.

Sincerely, Dory Safi CEO Safi Home

Siti



Invest in your kitchen, invest in your future, backed by our commitment to quality and service.

WE WOULD LOVE TO HEAR FROM YOU

CONTACT US:

For inquiries, product information, or to schedule a showroom visit, please contact us at:



— www.safihome.com —