

# SIMU



 VERSAILLES



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## ABOUT SIMU

### MISSION STATEMENT

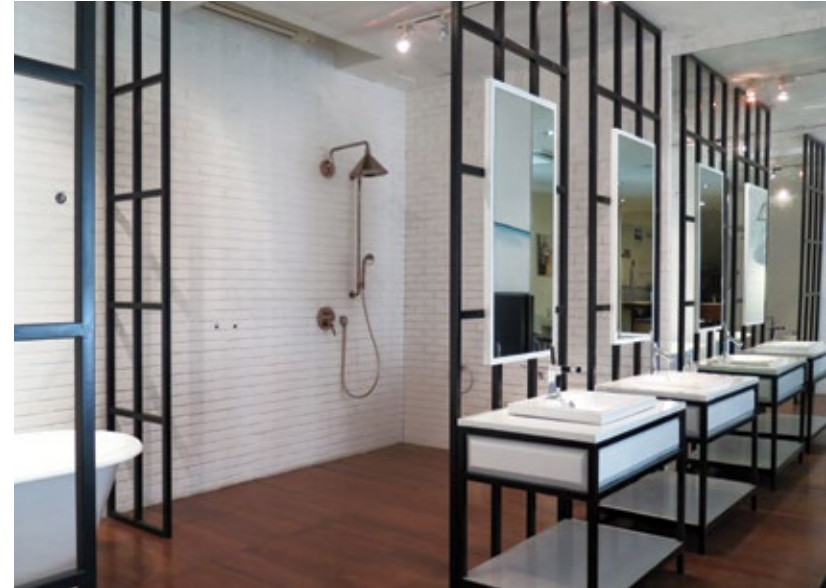
As the leading supplier of sanitary wares and ironmongery, our mission is to create an aspiring lifestyle within your daily living space. By listening to your needs, we transform your desires into the ultimate realisation. Through our wide range of quality sanitary and ironmongery products, we provide you with limitless possibilities and at a high level of service.

### HISTORY

Our company was established in 1980, initially providing quality antique ceramic products to the Indonesian market. Over the course of thirty years, the company has evolved and grew to keep up with the increasing consumer needs of luxury sanitary wares and ironmongery.

The Versailles showroom was established in 2003 on one of the main trading streets of Jakarta, jalan Panglima Polim Raya. The showroom is an evident refined establishment and it houses a wide variety of bathroom products suited for residential and non-residential spaces from houses, hotels, apartments, offices and many more. Displaying the latest, innovative products, and style trends; our showroom has long been considered as the leading and trusted source of sanitary and ironmongery products.

Our professional, friendly and knowledgeable staff provide our customers with a high level of service for today's experienced client. We also provide after sales service which includes technical advice for installation as well as maintaining product durability and product cleaning service.



LEFT — OUR COLLECTIONS  
RIGHT — SHOWROOM INTERIOR

### BUSINESS ACTIVITIES

#### Handling Product Line

Sanitary Ware / Bathroom Accessories /  
Ironmongery / Finished Hardware /  
Door Lock and Fitting / Accessories

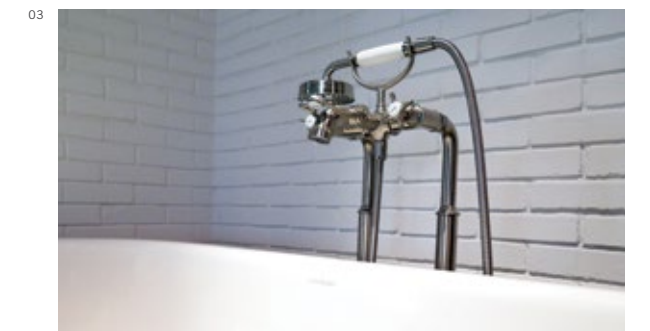
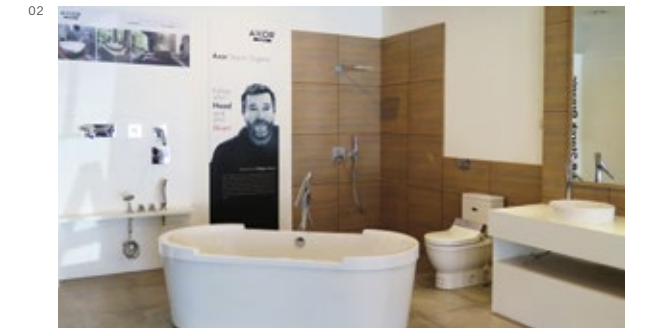
#### Service

Installation for Residential  
Installation Advising  
Maintenance  
Cleaning Service for Bathroom Fixture

#### Showroom

Display Space: 16,000 square feet  
(4 floors)

01 — KALDEWEI PRODUCT SHOWCASE  
02 — AXOR PRODUCT SHOWCASE  
03 — PRODUCT SHOWCASE



# PORTFOLIO

## HOTELS — JAKARTA

- Accasia Hotel
- Arya Duta Hotel
- Fairmont Hotel
- Grand Hyatt Hotel
- Hyatt Aryaduta Hotel
- Ibis Hotel
- J.W.Marriot
- Kemang Hotel
- Keraton the Starwood Luxury Collection
- Le Meridien Hotel
- Mandarin Oriental Hotel
- Mulia Hotel Jakarta
- Peninsula Hotel
- President Hotel
- Raffles Hotel
- Rekso Hotel
- Shangri-La Hotel
- Sheraton Bandara Cengkareng

## HOTELS — BALI

- Alila Ubud
- Alila Seminyak
- Alila Uluwatu
- Bali Cliff Hotel
- Bali Nikko Hotel
- Bvlgari Hotel Bali
- Chedi Sakala Hotel
- Hilton Hotel
- Imperial Hotel
- Intercontinental Hotel
- Kartika Plaza Beach Hotel
- Mulia Hotel Bali
- Nusa Dua Beach Hotel
- Ramada Benoa Hotel
- Uma Ubud Hotel
- W Villa and Spa

## HOTELS — OTHER LOCATIONS

- Biak Marraw Hotel
- Chedi Hotel
- Hyatt Hotel
- Hyatt Regency Hotel
- Junjuan Buih Hotel
- Laras Hotel
- Nihiwatu Resort
- Radisson Hotel
- Sheraton Hotel
- Tentrem Hotel
- Westin Hotel

- 01 — MANDARIN ORIENTAL HOTEL JAKARTA
- 02 — W HOTEL BALI
- 03 — KERATON HOTEL JAKARTA
- 04 — FAIRMONT HOTEL JAKARTA



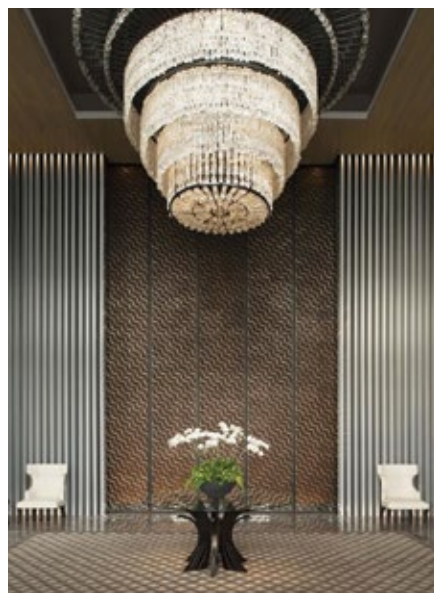
01



02



04



03

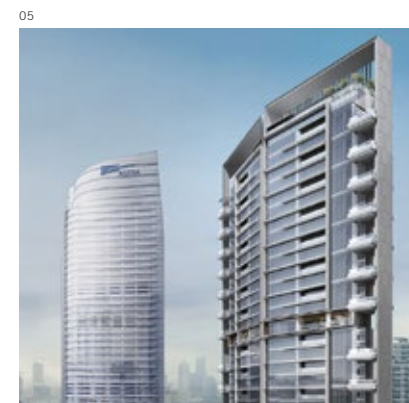
## APARTMENTS / TOWN HOUSE

- 1 Park Residence
- Ascott Executive Residences
- Arzuria Apartment
- Cikditiro Apartment
- Citraland Regency
- Dharmawangsa Apartment
- Four Season Apartment
- Fourwinds Residence
- Garden Residence
- Kemang Nirvana Apartment
- Kempinski Residence
- Kintamani Apartment
- Menteng Park Apartment
- My Home Apartment
- Pacific Place Apartment
- Pakubuwono Residence
- Pakubuwono Signature
- Pakubuwono House
- Permata Hijau Apartment
- Pondok Indah Residence
- Providence Park
- Raffles Residence
- Residence 8 Apartment
- Sahid Palace Executive
- Sea View Apartment
- Simpruk Terrace Apartment
- Syalendra Apartment
- Taman Anggrek Apartment
- Taman Rasuna Apartment
- Toyotsu Apartment

## OFFICES

- BRII Office
- Batavia City
- Condour Office
- Empire Tower
- Gudang Garam
- IDC Telkomsel
- Nusa Kirana
- Mulia Tower
- Office 8 Senopati
- Office Pasuruan
- Sampoerna Strategic Square
- World Trade Centre

- 05 — ANANDAMAYA APARTMENT
- 06 — PROVIDENCE PARK
- 07 — KEMANG NIRVANA JAKARTA
- 08 — 1 PARK RESIDENCE



05



06



07



08

# PRODUCT BRANDS

## BATH AND SAUNA



01



01 — DURAVIT  
02 — THE BOLD LOOK OF KOHLER  
03 — VICTORIA + ALBERT  
04 — HANSGROHE  
05 — AXOR HANSGROHE  
06 — GRAFF

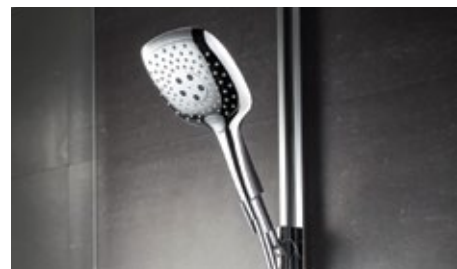
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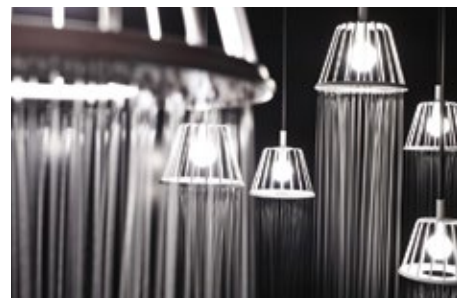
03



04



05



06



## DOOR HARDWARE



07 — WEST  
08 — BALDWIN ESTATE  
09 — OLIVARI  
10 — DIGILOCK  
11 — OLIVARI COLLECTION

07



08



09



10



11



# SELECTED PROJECTS

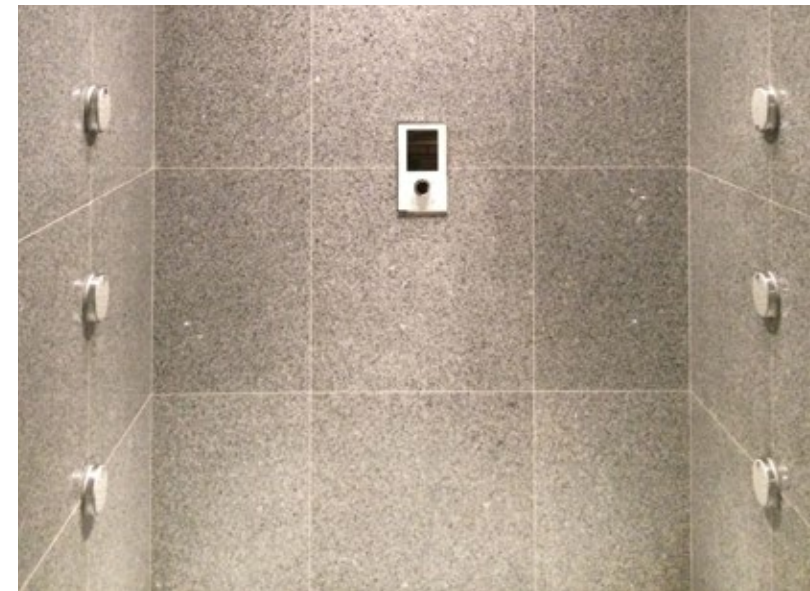
## W VILLA RESORT & SPA SEMINYAK, BALI

Client — W HOTEL  
Using — Duravit, Hansgrohe, Viega and Ameris



## FAIRMONT HOTEL JAKARTA

Client — KAJIMA, STS, TAIYO  
Using — Duravit, Hansgrohe, Kohler, Helo and Digilock



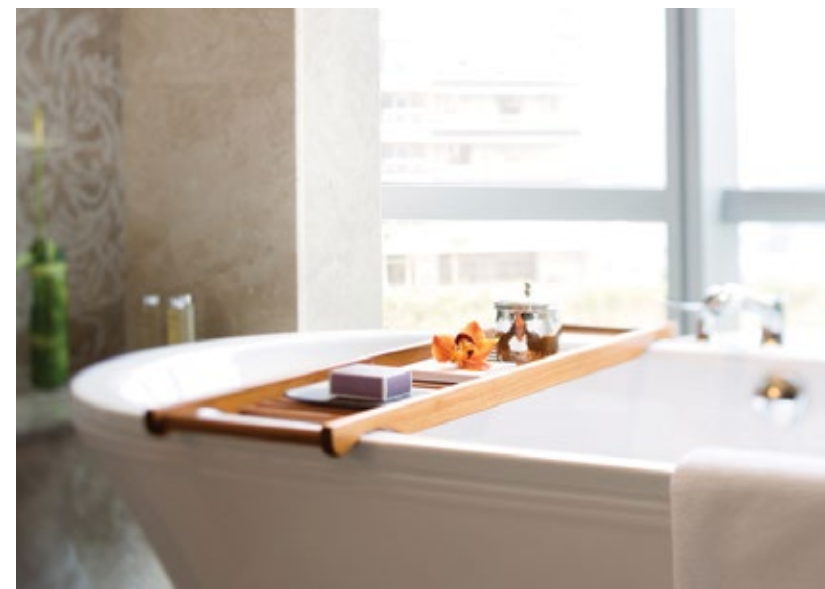
## MANDARIN ORIENTAL HOTEL JAKARTA

Client — MANDARIN  
Using — Hansgrohe and Viega



## RAFFLES HOTEL CIPUTRA WORLD JAKARTA 1

Client — CIPUTRA  
Using — Hansgrohe, Duravit, Kohler  
and Ameris



## RAFFLES RESIDENCE CIPUTRA WORLD JAKARTA 1

Client — CIPUTRA  
Using — Hansgrohe, Kallista, Duravit  
Kohler and Ameris



## ANANDAMAYA APARTMENT JAKARTA

Client — ASTRA  
Using — Hansgrohe and Viega



## KERATON HOTEL JAKARTA

Client — PLAZA INDONESIA  
Using — Custom Products and Ameris



## PREVIOUS COMPLETED PROJECTS

Keraton, The Starwood Luxury Collection, *Jakarta*

Mandarin Oriental, *Jakarta*

My Home Apartment, *Ciputra World Jakarta 1*

Tentrem Hotel, *Yogyakarta*

The Chedi, *Bali*

Kempinski Apartment at Grand Indonesia, *Jakarta*

Residence 8 Senopati, *Jakarta*

## ON-GOING PROJECTS

One Park Gandaria, *Jakarta*

Langham Residence Senopati, *Jakarta*

Fourwinds Permata Hijau, *Jakarta*

Providence Park Permata Hijau, *Jakarta*

Raffles Residence, Ciputra World, *Jakarta*

Anandamaya Apartment by Astra, *Jakarta*

Regent Apartment at Mangkuluhur, *Jakarta*

Arzuria Apartment by Tolaram, *Jakarta*

Park Hyatt, *Jakarta*

Waldorf Astoria, *Bali*

Mandarin Oriental, *Bali*





# simu

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 **VERSAILLES**