

DUBAI · UNITED ARAB EMIRATES

DESIGN-DRIVEN PROCUREMENT FOR CONTRACTORS, DEVELOPERS & INDUSTRY **PROFESSIONALS.**

WSPR Group bridges design and supply, helping project teams source furniture, lighting, surfaces, sanitary ware, flooring, and FF&E with speed, clarity, and design integrity.

10+

YEARS IN DESIGN

200+

TRUSTED SUPPLIERS

FF&E

END-TO-END PACKAGES

UAE

HEADQUARTERED

ABOUT

BRIDGING DESIGN AND SUPPLY.

WSPR Group is a Dubai-based procurement and supply partner built for the architecture, interior design, construction, and real estate industries. We help project teams source the right products, compare supplier options, manage quotations, and protect the design vision from concept to execution.

Our role is not to replace your procurement team. It is to support it, strengthen it, and make it more efficient.

FOUNDER

ALI NOUREDDIN

Award-winning interior designer with over a decade of industry experience, combining design knowledge with commercial procurement expertise.

WHY WSPR

PROCUREMENT WITH DESIGN INTELLIGENCE.

01

Design Integrity

We protect the original design intent throughout sourcing, substitution, and supply.

02

Commercial Efficiency

We compare options, sharpen pricing, and source across qualities and budgets.

03

Industry Network

Trusted local and international suppliers, brands, and manufacturers.

04

Team Support

We enhance internal procurement teams — we do not replace them.

WHAT WE SOURCE.

Twelve disciplines, one coordinated partner. From single specifications to full FF&E packages — managed end-to-end.

  FURNITURE PROCUREMENT Contract-grade furniture sourced to specification, lead time, and budget.	  DECORATIVE & ARCHITECTURAL LIGHTING Curated lighting from European and regional manufacturers.	  TILES & SURFACE MATERIALS Porcelain, stone, and engineered surfaces across price tiers.
  SANITARY WARE Premium and value-engineered fixtures from trusted brands.	  HARDWOOD FLOORING Engineered and solid hardwood with certification and warranty.	  LVT & CARPET TILES Commercial-grade soft and resilient flooring solutions.
  CUSTOM FURNITURE Bespoke joinery and case goods produced to drawing.	  FF&E PROCUREMENT End-to-end FF&E packages for hospitality and commercial fit-outs.	  BOQ SOURCING Line-by-line sourcing against your bill of quantities.
  VALUE ENGINEERING Alternative options that protect intent and improve margin.	  SUPPLIER COORDINATION A single point of contact across multiple supplier streams.	  QUOTATION MANAGEMENT Structured comparisons, revisions, and approvals.

SUPPLIERS

BRANDS & SUPPLIERS.

A growing roster of trusted local and international manufacturers we represent or supply through.

AUDO COPENHAGEN	MINIFORMS	SANCAL	FLOU
VIBIA	PROLICHT	LODES	ADESTA

+ ADDITIONAL PARTNERS AVAILABLE ON REQUEST

CLIENTS

BUILT FOR PROJECT TEAMS.

We work alongside the teams that build, design, and deliver projects across the GCC and beyond.

- 01 Contractors
- 02 Real Estate Developers
- 03 Interior Designers
- 04 Architects
- 05 Consultants
- 06 Hospitality Groups
- 07 Commercial Operators
- 08 Procurement Teams

PROCESS

HOW WE WORK.

01

Send Your Inquiry

Share your BOQ, specification, reference, or project requirement.

02

We Source & Compare

We identify suitable suppliers, alternatives, pricing, and lead times.

03

You Review Options

Clear comparisons that balance design, budget, and availability.

04

We Coordinate Supply

We manage supplier communication, quotations, and follow-up.

GET IN TOUCH

LET'S SOURCE SMARTER.

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LOCATION

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