

WE DESIGN YOUR DREAMS

ARSHIA **FURNISHINGS LLC**

INTERIOR DECORATION - FURNISHING & CONTRACTING



COMPANY PROFILE

ARSHIA FURNISHINGS LLC

Trade Licence No.: 834197

Legal Type: Limited Liability Company (LLC)

Register No.: 1413432

VAT Registration No.: 100444005100003

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www.arshiagulf.com

who are we



Arshia Furnishings LLC (AF) is a leading and fast growing interior trading and contracting company in Dubai and operating in the UAE. AF and its associated companies have participated in a number of major projects in the UAE. All with excellent know how in designing, supervising & executing the work in line with the clients requirement.

AF was formed by qualified and capable people with more than a year experience in the market. Today, we have grown to become a premier interior fitout company serving our customers from small to big organization.

The collaborative culture at **AF** enables our firm to continually review, incorporate and enhance best practices and technological capabilities. The experience and insight gained through company-wide cooperation also allows our professionals to learn and develop throughout their careers by working side-by-side with industry leaders and innovators. Our professionals are experts in their fields, harmonizing with clients to anticipate opportunities on the horizon rather than react to short-term competitive pressures.

Since the founding of **AF**, everyone has been striving to provide the best services that makes us a “Real Partner” for our esteemed customers. No matter how difficult the challenges or how long the process, we thoroughly examine our client’s issues to enable them to achieve their goals, based on our professional experience and knowledge.

We shall continue to serve as the one and only “Real Partner” for our customers with the aim of assisting such customers pursuing business operation in the Gulf. Our innovative, quality oriented and competitively priced projects not only looks appealing but are also designed to take into account all your diverse organization

The Company Maintans sizeable stocks to meet the day today demands of its clients thus meeting the goals of quick response and full commitment to play the role it deserves in the UAE market.



our vision

AF's vision is to become one of the largest interior supplier, contractor as well as a full fit-out company in order to facilitate the growth and prosperity of business in the region. We believe in continued growth and increasing the value of our company and service by providing the opportunity for businesses to work with highly motivated individuals. We provide a comfortable boutique style alternative with a personalized, hands-on approach.

Furthermore, our aim is to expand into the other GCC countries as well as to create a new maintenance division.

The key to our business is communication, integrity and accountability - this is our guarantee to you.



our mission



AF's mission is to ensure that we provide the right resources at the right time to maximize our customer's business potential. To deliver the right interior solutions to our valued customers and to be able to continue growing in our specialized field. Our specialized services can transform your flooring and soft furnishings according to your exact specifications and needed requirements.

AF is proudly growing along with the development of the Gulf and setting new standard of Quality, Reliability and Competitiveness.

We strive for excellence and willing to be the best instead of the biggest. However, AF is guided in all aspects of its business by its mission.



our mission (continued)

employees

AF employees are the company's most valuable contributors. The company respects all employees and fosters, encourages and rewards teamwork, self-improvement, creativity, continued learning and professionalism. Ultimately, the existence and success of the company is directly related to the employees.

customers

AF's success as a firm can only be measured by customer's satisfaction. It is the company's mandate to provide best flooring and soft furnishing solutions in the most effective and efficient manner possible.

our values

The success of any organization depends upon the efficient management of its resources and assets. We believe that cooperation, trust and shared values are vital to our success. Through each of our practice areas, we bring together our knowledge, vast array of skills and resources to help our clients not only survive, but also thrive. That is why our values are based on the following pillars:

- 1. On Time/Budget Delivery** - Extensive pre-planning & distinguished attention to detail keep our projects on-time and within budget.
- 2. Strong Client Relationship** - With the support of friendly and knowledgeable staff focussed on delivering an honest experience, we build stronger relationships with our clients.
- 3. Craftsmanship** - As committed artisans, our people consistently produce quality results in their projects.
- 4. Peace of Mind** - By treating your project as if it were our own, we work to ensure your experience is as calm, clean, and comfortable as possible.
- 5. Start to Finish** - With the help of our designers, skilled contractors and detailed project managers, we recognize your dream and realize it in the project at hand.

By demonstrating to stakeholders that we meet high ethical standards in all aspects of our work, and we are committed to helping address challenges, we can maintain their support.

our policy

management



AF distinguishes and takes on the responsibility as an employer to protect health and well being by providing a safe and hygienic work environment to employees, committed to the protection of the environment and prevent pollution.

The **AF** management shall adopt a practical approach in all its HSE management system and endeavours to achieve HSE results comparable to international standards.

Implementing **AF** Health, Safety and Environmental Policy is the direct responsibility of the management through to each and every employee which includes the following:

- Responsible for all company affairs and HSE matters.
- Ensures HSE requirements are fully implemented and all non-compliance are corrected.
- Ensures and assists in implementing, revising/reviewing HSE plan and procedures.

There are many risk related to installation works which can be physical, hygiene and chemically based.

It is imperative that we are apprehensive of these hazards in order that we can apply the necessary safety provisions to avert injury to ourselves and other people of the premises. Failure to recognize such precautions can result in accidents.

If you are aware of potential hazards, we can apply the provisions to avert accidents occurring. Management have created Safety and Health guidelines that are available to all sites. Safety and Health manuals will be held by supervisors as well as in the main office.

These documents would be made aware to all staff and personel upon hiring and are part of their duties and responsibilities.



our policy

on quality

AF 's is committed to quality. Our objective is to deliver 100 percent complete installation projects that meets all contract and customer expectations at first time, every time. Our commitment to quality means:

- Every AF employee is responsible for fully implementing and complying with all provisions of AF quality system.
- Our quality standards meet or exceed all applicable regulations, codes, industry standard, and manufacturer's specification as well as with our customer's contract and individual requirements.
- We stand behind our work. We inspect every work task to ensure conformance to the project requirements. Should problems be found, we correct them.
- We control material wastage level not exceeding the budgeted/specified allowable quantities for the project
- We are always improving. All employees receive regular training to make systematic improvements to remove quality risks and enhance quality performance

We conduct our work with dignity and respect for the customer, our subcontractors and supplier partners, and ourselves.



our policy

on health and safety

The policy of Arshia Furnishings LLC, "AF", is to conduct its operation in a way as to avoid harm to its employee, contractors, and all others who may be affected directly or indirectly by its activities and giving prime importance to maintain the highest standard of Health and Safety.

The company provides a safe work place for all of its employees by tacking such reasonable steps as are necessary to eliminate hazards to health and potential causes for foreseeable accidents.

We provide proper facilities, equipment and sufficient training to enable employees to perform their work safely and efficiently. Furthermore, additional special training will be given where appropriate.

The Company shall ensure the use of Personal Protective Equipment and clothing as provided to its employees and monitoring the conservation of Health & Hygiene in site and camp.

We believe that safety is synonymous with quality. Since we are committed to excellence, it follows that minimising risks of injury to people and damage to equipment and products is inseparable from our overall objective.

To achieve this and to ensure that the avoidance of accidents and the promotion of safe and healthy work places is a common objective for the Company and every member of its staff, a Safety Manual and Safety Procedures have been established.

AF shall comply with all laws and regulation of the United Arab Emirates in regards to Health and Safety issues.

our policy

on environment



AF is fully committed to achieving the highest standards with regards to the environmental matters arising from its activities. We have the responsibility under this policy to be aware of the environmental impact of the duties which we perform and the appropriateness of the products and equipment we use.

AF 's environmental policy aims are: to use products which are environmental friendly; minimise the amount of waste created during installation of products; dispose of any waste on the designated waste disposal areas; integrate environmental management with health and safety management; comply with all legislation in respect of environmental issues.

AF 's environmental policy objectives are:

- To reduce the environmental impact of our activities through risk assessments, effective project planning and product selection.
- Ensure of our awareness on the environmental impact of the activities in accordance with the general statement of policy.
- Ensure a continuous improvement toward environmental awareness is developed and regular review of the objectives and set targets for environmental improvement.

AF shall comply with all laws and regulation of the United Arab Emirates in regards to Health, Safety and Environmental issues.

our services

AF provides various services in the domain of interior decoration. We offer our clients a broad spectrum of services, which are project specific and sensitive to the budgetary and programming requirements for the job.

Below is a list of our services:

carpet flooring

● Wall to wall carpets

- Machine made (tufted, woven axminster, wilton carpets and colortec)
- Hand tufted carpet (plain or with carving)

● Carpet tiles

- Tufted or Axminster tiles

● Carpet Rugs

- Machine made (tufted, woven axminster, wilton carpets and colortec)
- Hand tufted carpet (plain or with carving)
- Hand knotted carpet rugs
- Hand weaved carpet rugs

wood flooring

● Solid Wood Flooring

- Planks or parquet from different variety of wood species available on different styles, grades, and finishes as per client's requirement.

● Engineered / Multi-Layered Wood Flooring

- Planks or parquet consisting of at least two or three layers made up from various wood species or different grades or the same wood stacked and glued together under heat and pressure.

● Laminate Wood Flooring

- Planks or parquet with a protective overlay and decor paper laminated on a HDF or MDF base-board and a stabilising layer at the bottom.

● Wood Veneer/Veneer Wood Flooring

- Planks or parquet consisting of an approx. 0.6mm wood veneer laminated on a HDF or MDF base-board with a counteracting balancing layer.

our services (continued)

AF provides various services in the domain of interior decoration. We offer our clients a broad spectrum of services, which are project specific and sensitive to the budgetary and programming requirements for the job.

Below is a list of our services:

resilient flooring

● Vinyl Flooring

- Sheet Vinyl (Homogeneous / Heterogeneous / Anti-static /Conductive/Acoustic/Anti-slip)
- Woven Vinyl Flooring
- Vinyl Tiles
- **Luxury Vinyl Tiles (LVT)** - high end vinyl flooring offering a more affordable option to costly flooring materials such as natural stone and wood.

● Rubber Flooring

- Sheet Rubber Flooring
- Tile Rubber Flooring

composite flooring

● Wood Plastic Composite (WPC)

- WPC is composite material made up of thermoplastic, calcium carbonate and wood fibers with “uniclick” system, waterproof and scratch resistance.

● Stone Plastic Composite (SPC)

- SPC is an upgrade of LVT specially designed with “uniclick” locking system. It is 100% waterproof and formaldehyde free product, selected from variety of colors, patterns and design.

outdoor floor decking

● Wood Plastic Composite (WPC)

- Composite deckings are hollow or solid planks manufactured from wood fibers and plastic that requires less maintenance, natural-looking and with a longer lifespan than natural wood decking.

our services (continued)

AF provides various services in the domain of interior decoration. We offer our clients a broad spectrum of services, which are project specific and sensitive to the budgetary and programming requirements for the job.

Below is a list of our services:

raised access flooring (full access)

● Stringer-less Cross Head System - Light and Medium Grade

- Ideal for general office and light duty application with finished height not more than 300mm.

● Stringer Grid Understructure System - Heavy and Extra Heavy Grade

- Recommended for greater finished floor height and heavy duty application including higher rolling loads.

● Double Nut Stringer Grid Understructure System - Heavy and Extra Heavy Grade

- The recommended understructure for calcium sulfate and woodcore panel for standard heights and heavy duty application. This is applicable height can range from 100mm to 2000mm.

● *Panel finished available in antistatic high pressure laminate, antistatic vinyl and multi layered vinyl.*

flooring underlay

● Carpet Flooring Underlay

- Felt underlay for stretch-fit
- Sponged Rubber underlay for stretch-fit
- Crumb Rubber underlay for double stick

● Wood Flooring Underlay

- Bonded Polystyrene foam underlay for floating wood floor installation.

our services (continued)

AF provides various services in the domain of interior decoration. We offer our clients a broad spectrum of services, which are project specific and sensitive to the budgetary and programming requirements for the job.

Below is a list of our services:

wall coverings (commercial)

Commercial wallcoverings specifically used for hospitality, apartment buildings, office buildings and schools manufactured to meet the requirements for flammability, tear strength, washability and stain resistance.

● Vinyl Coated Paper

- Wallcovering with paper substrate and decorative surface sprayed/coated with acrylic type vinyl or PVC.

● Fabric Backed Vinyl

- Type I: Light duty commercial grade WC on scrim or non-woven backing (7-13 oz/y²).
- Type II: Medium grade commercial WC on osnaburg, drill or non-woven fabric backing (13-22 oz/y²).
- Type III: Heavy duty commercial grade WC (>22) on drill fabric backing.

● Murals

- Wall covering with pictorial design on digital prints

● Textile Wall Covering

- Ceiling to floor carpet fixed directly on wall.

our services (continued)

AF provides various services in the domain of interior decoration. We offer our clients a broad spectrum of services, which are project specific and sensitive to the budgetary and programming requirements for the job.

Below is a list of our services:

window treatment

● Curtains and Draperies

- Plain
- Dressed
- Sheered Curtain
- Black-out Lining

IDF caters for all styles of curtains ranging from pencil pleat, double pleat, tripple pleat, gathered heading, tap top, eyelet curtains, rod pocket curtains, flat curtain panel and wave curtains.

● Fabric Blinds

- Roman Blind
- Austrian Blind
- Festoon Blind
- Roller Blind

● Aluminum and Wooden Blinds

- Venetian Blind
- Vertical Blinds
- Roll-up Shutters

All items mentioned above can be supplied in both manual and electric operated mechanism.

soft furnishings

● Fabrics and Upholsteries

● Furnitures

our products

Below are the manufacturers / companies we deal with and are agents or associates:

Radici Pietro Industries & Brands, S.p.a. - Italy

Newhey Carpets - United Kingdom

Imperial Carpets - Spain

ege Carpets - Denmark

Bitex Curtains - Spain

Teka & Plyquet Parquet - Germany

KDF Sports Flooring - Greece

Interfloor - Underlay and Accesories - United Kingdom

S-Plasticon - Partitions, Furnitures and Facades - Greece

Domogroup - Woodworks and Deckings - Belgium

Piedmond Carpets - U.S.A.

Gapa MB, s.r.o. - Czech Republic

Fidelity Industries - U.S.A.

Bright Lighting Fixture - Greece

PerfilStar - Spain

The Fabulous Group - Greece

Hebei Hayan Furniture - China

Tangshan Dushibao Industrial Co. - China

Top Joy - Rubber Flooring - China

Pridon Flooring - China

Zhejiang Eco New Materials - China





our expertise

AF is a key regional player in interior decoration and furnishing field within the UAE. Our daily challenges are acquiring the most up-to-date knowledge to maximize the value-added services to our customers.

AF provides a complete design, supply and installation services. You will have one point of contact who will manage your project from conception to completion, delivering on-time and within your budget. Our customer service is second-to-none and we look after every detail so you end up with a quality office fit-out that is design for success.

Persistently working toward continuous improvement, and stretching our potential, we have succeeded in developing models and tools that serve to identify our customer's specific requirements and cater to addressing them in the most effective and efficient manner. We believe that this represents our main competitive edge, and as such we strive to constantly upgrade and fine-tune these methodologies to remain in line with local and regional business environment.

We believe that our customer's success is our success. We believe in professionalism, we consistently maintain high standards for service and always brings the best team of professionals to bear on every single project.

We understand our customer's business needs, we comprehend their business specific language, thus we live the way they live.

The company being environmentally oriented is using environmentally responsible products that can be recycled. Our wood product manufacturers are meeting in full all the requirements set by the FSC (Forest Stewardship Council). We are very much aware that only by doing so, we will achieve this prime objective and continue into the success that has been built during the years.

our **OUR** projects projects

Below is the list of projects successfully concluded by AF.

SL. NO.	PROJECT NAME	GEN. CONTRACTOR		CLIENT
1	Dutco Tennant LLC		CARPET	EMAAR
2	Abanos Interior Fitout		Self levelling	Hamdan auditorium
3	Double tree by HILTON		Parquet Flooring	Hilton
4	Dubai Oceanstar International	Ocean Star	CARPET	
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our clients



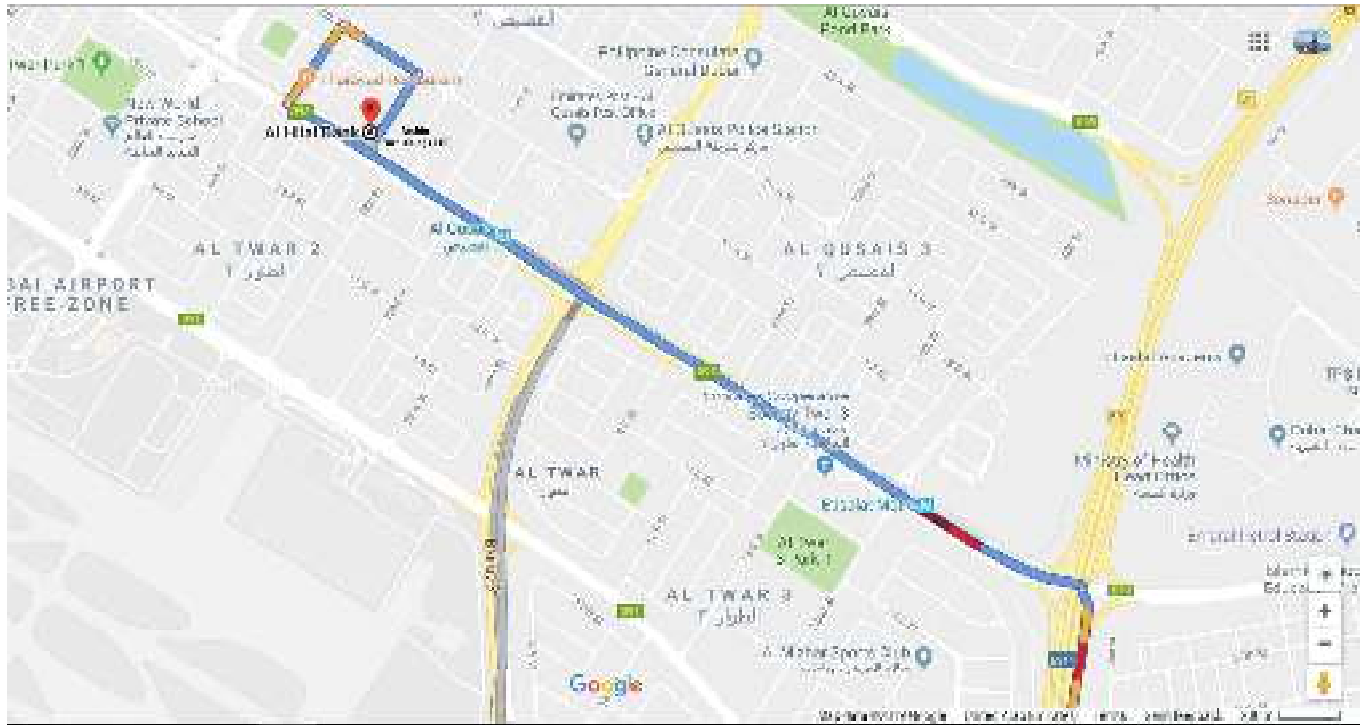
DOUBLETREE
BY HILTON™



ABANOS
INTERIOR FIT-OUT & JOINERY

DT DUTCOTENNANT LLC

LOCATION MAP



OFFICE ADDRESS

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