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I. Introduction

a. Who We Are

ABTech Trading, established in 2012, is one of the rising lighting and electric solutions companies in the UAE. The company operates out of Dubai and is mainly active in the LED business where it offers a wide array of products to the retail, commercial and industrial segments.

Despite being recently established, the company is well equipped with its experienced founders, who have been active in the lighting industry since 2005 through their partner companies in the Middle East and Asia. The company sources its products mainly through its founders' factories in China and other key markets.

The company is the sole agent of two high tier LED brands, Rafeed (powered by Tridonic). It also provides economical lighting solutions through its LED brand, Rafeed E-Series.

The company is a key provider of high quality and economical LED products and lighting solutions. It is an active lighting supplier in the UAE wholesale and retail lighting market. The company also provides various lighting solutions to key project owners in the UAE.

b. Why LED?

Economic:

Long life- outstanding operational life expectancy, sometimes 100.000 hours

Energy efficiency- 80% of the energy converted to light, 20% other forms, Halogen: 20% of energy converted to light, 80% converted to heat and other forms

Low voltage

1 light bulb saves material and production of 25 incandescent light bulbs

Durable in extreme weather, very hot and very cold summers and winters

Environmental:

Free of toxic chemicals 100% recyclable

Helps reduce carbon footprint by one third

Zero UV emissions.





c. Suppliers

whole lighting...one supplier

Our Brands and Supplier....









SOMETHING OF AB TECH EXECUTED WORK























Smart LED Lights Technology









NOBLES TOWER - THE HEART OF DUBAI



Lights of Fulfillment

Interiors





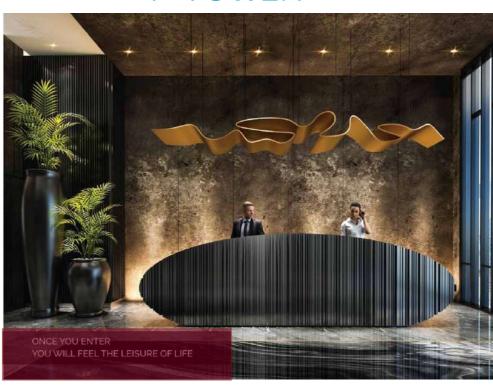








V TOWER











B L U W A V E S Tower



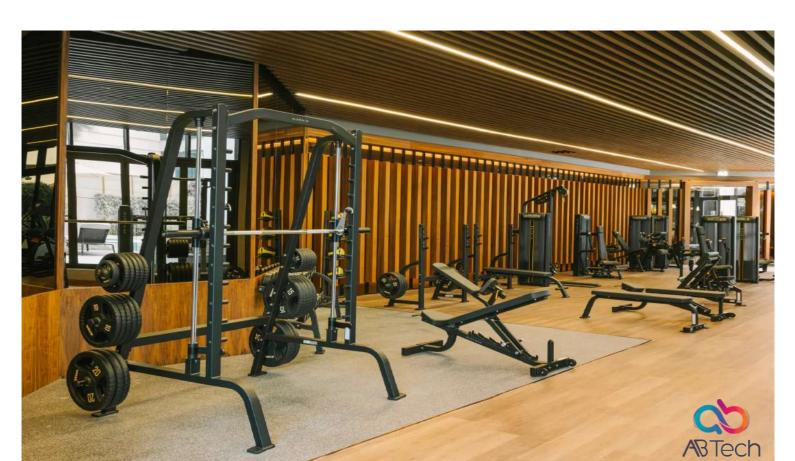








Give light to your Home











The New Generation of Lighting









Modern Lighting





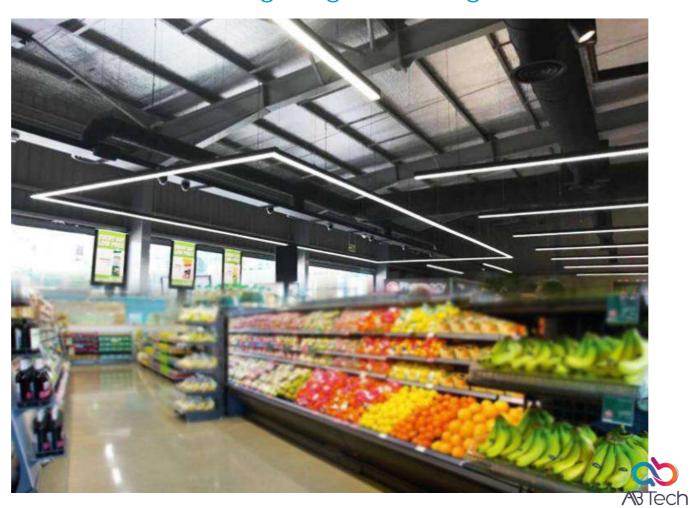
"We have all your needs"

Super Markets





Better Lighting Technologies





"Excellent quality, Lighting the future."



















LED Lighting Solutions Outdoor Indoor





















AKQYA OXYGEN

Akoya Oxygen Community Centre













II. Environmental

We have made significant steps towards meeting our **sustainability goals**.

with sustainability program (more light, less power)



We make sure that our products have low levels of carbon emissions, and seek to be 100% carbon neutral



80% of all our manufacturing waste is recycled.



Development of a technology to save electricity energy consumption at rates up to 88%.



Increasing the products lifespan to provide resources for future generations.



The trend towards smart life systems, for it has a leading role to Correct use of the product, prevention of extravagance & energy conservation.







III. Strategy

a. Vision Statement

We endeavor to be regionally recognized as a leading and constantly growing provider of lighting distribution and LED solutions. Furthermore, we aim to provide a more economic and environmental friendly alternative to the Middle Eastern household.

b. Mission statement

To be the first name in the UAE's lighting industry by harnessing our knowledge base, industry knowhow and relationships to achieve profitable growth, operational and organizational excellence.

c. Values

- Teamwork Build an experienced salesforce that adhere to the best of ethics and family spirit.
- Quality We take pride in providing well-made products and provide exceptional value-add services.
- Responsiveness We strive to be 1) progressive in our delivery of products and service, 2) accommodate requests and suggestions in a receptive, timely, and sensitive manner 3) provide consistency in everything we do.

d. Purpose

- To reach a league where we will matter beyond normal commercial objectives.

To become the standard for quality enterprise and to exude a winning attitude in order to make a difference in our environment.







IV. Business Concept

a. Products

Having the experience needed in the lighting industry, allows us to create the products tailored to the needs of our customers everywhere in the GCC.

Our product lines include commercial lights, outdoor and indoor lights, lighting accessories, street lights and many more.

b. Services

- Provide our clientele with the right product and lighting solution through quantifying their existing power usage and its cheaper alternative.
- We also tailor for specific client needs that requires creative solutions.

c. Business competitiveness

As a lighting manufacturer and an exclusive agent for key regional brands, we provide the best value for the most affordable price.







d. Brands

Our company have three brand lines, associated with three trademarks, each of them has qualifications and specifications to compete with other producers in the market:





We are distributor of High quality LED Modules and LED Drivers which offer unique Lighting Solutions for our valued customers, which starred through the past years wit its reliable products, with its 5 years guarantee. Indeed, it's now the most famous LED brand not only in Arab countries but in whole world.





The economic lighting solution; specifically for projects with limited budgets. Our products all come with a two year warranty and exhibit the perfect combination of good quality and design.







Modern lights from ABtech Lighting are both innovative and functional and sourcing the right product is something we take very seriously. Our ranges include popular pendants, LED and ceiling lights, plus vanity lights and floor lamps to help our customer achieve optimum modern lighting in their home. We endeavour to provide high quality, affordable home lighting. And more over Abtech offer a custom pendent and decorative lights for projects, so we can manufacture any design our customer want.



Resellers of other international brands

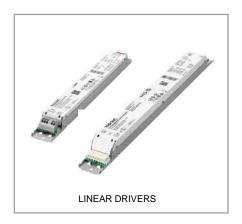
PHILIPS OSRAM SYLVANIA **FSL ROBUS**







TRIDONIC























































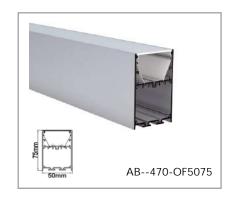




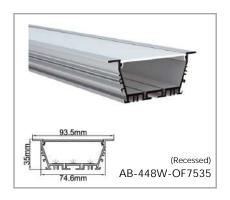
LED LINEAR ALUMINUM PROFILE

Indoor . Outdoor. Surface Mounted Linear

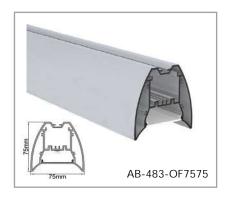






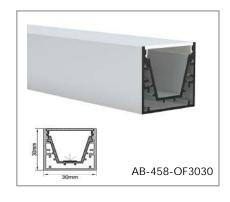
















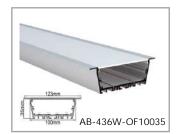


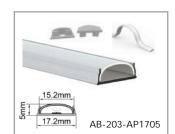




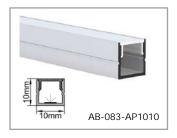
LED CHANNEL ALUMINUM PROFILE



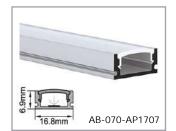














PROFILE ACCESSORIES









FACADE LIGHTS

















NEON FLEX LIGHTS

LED Linear Flex Silicone







LED Linear Flex PVC







Cuztomization Neon Flex







Flexible LED Wall Grazer











DECORATIVE LIGHTS























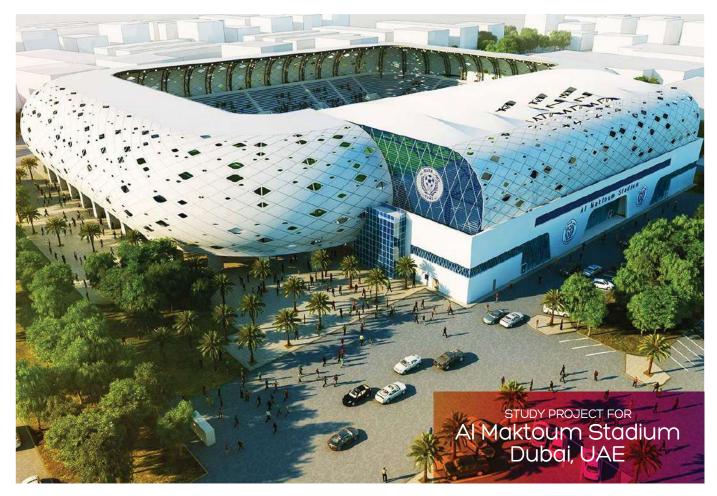


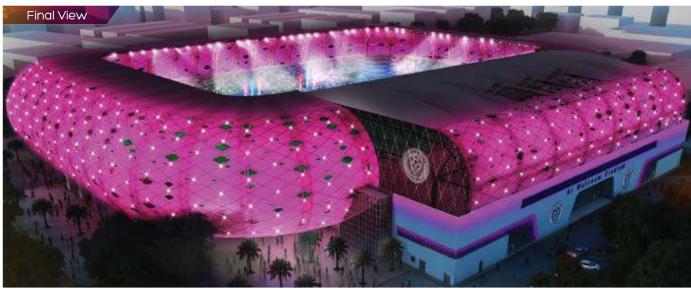




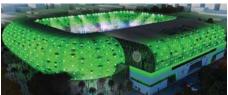
V. Touch Creativity

With Smart Lighting















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