

**RICHLINE**DECOR

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Fit Out Professionals & Joinery Solutions





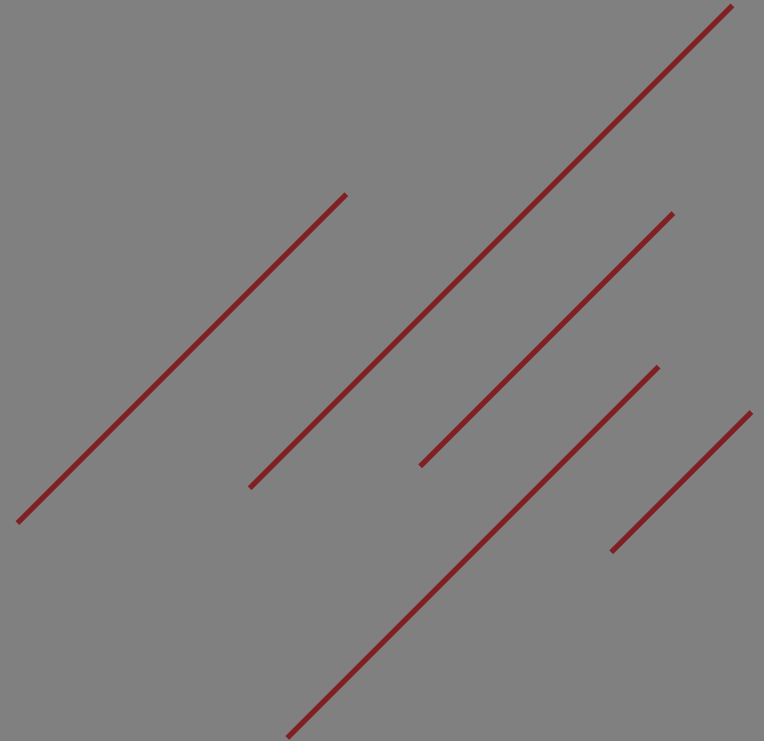
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**RICHLINE**DECOR

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# MD STATEMENT



I've seen our business go through some significant changes throughout my 27 years as a Managing Director. However, one thing has always remained constant – our unstinting commitment to our customers. The needs of our clients have always been the priority of our achievements: from the expansion of our services and development of new ideas through to training our staff to be the best in the industry. Everything we do has the customer in mind, and that's why we can proudly say that more than 90% of our contracts are generated from repeated business.

This customer-centric philosophy has never been more important than in recent years. In line with the overwhelmingly positive feedback that we have received from our clients, I'm committed to ensuring that customer satisfaction and happiness goes alongside our commercial aims. We take our responsibilities to the environment, our employees and the communities we work in very seriously.

I can honestly say that the team we have in place today is the strongest we've ever had, and that is something I'm very proud of. We've come a long way since 1992. We will continue to grow and offer our clients an even stronger experience in the years to come. This is just the beginning, and I look forward to the future with great excitement.

# HSE POLICY

Richline Decor Managing Committee is committed to a policy of safe working conditions and practices for our employees, sub-contractors or persons affected by our activities in all business operations. Our clear and honest HSE policy is ingrained in our core beliefs.

We maintain a highly experienced in-house health & safety department that recognizes its responsibility to its stakeholders. Our HSE policy ensures a safe place of work for all our employees.

We have completed several fit-out projects and have an exemplary track record with Dubai Civil Defence. Our conformity to strict HSE policies of maintaining the highest possible HSE standards is reflected by our accreditations.

## SOME OF OUR HSE COMMITMENTS AND ACTIONS INCLUDE:

- Train and manage all subcontractors and suppliers' activities in line with our HSE policy.
- Implement reliable and effective measures to eliminate any risk of injuries or property damage.
- Implement strategies to reduce pollution and hazardous waste.
- Provide safe facilities and resources necessary for safe operations.
- Correct use and maintenance of state-of-the-art tools and machinery.
- Avoid fatigue by ensuring that all personnel have adequate rest, as well as recreational facilities.
- Health & Safety performance of all the workmen shall be periodically monitored.
- Regularly review, modify and improve system, controls, processes and technology in order to maintain HSE integrity and reliability.



## OVERVIEW

## RICHLINE DECOR

Since 1992, we have been delighting the UAE with our trademark turnkey services and creative joinery work. We strive to always give our clients the very best quality and continue to be the first trustworthy choice for them. Our deepest pleasure has always been delivering experiences that our clients will be enjoying for years to come.

Richline Decor has a long, rich history of excellence and quality in every aspect of the delivered work. We deliver inspired projects that are timeless, with careful consideration to aesthetics as well as function. We believe that is why more than 97% of our clients keep coming back – project after project and year after year.

Our production facilities occupy 34,775 sq. ft. of newly built machinery in Dubai Al-Qusais Industrial Area 3. Our work force is made up of a team with highly skilled professionals and qualified engineers with several years of experience, supported with talented manpower in different areas: machine operators, carpenters, painters, plumbers, masons, electrical and mechanical technicians.

Our work is not a business, but the opportunity to embody ideas, to create a work of art, and then to enjoy the end results together. We will appreciate the opportunity of meeting with every new and existing client. We will help you, and advise on best options, deciding together what is best for you. Trust our professionals – in synergy, we will achieve the best results.



## WHAT WE DO

Richline Decor offers turnkey services for existing and new spaces. We translate clients' needs into a cohesive vision, ensuring that "the big picture" works aesthetically and functionally while reflecting each client's expectations. A high level of customized services, coupled with respect for the precious resources of cost and time, therefore, distinguish our unique relationship with clients.

For specialized turnkey projects in retail, food and beverages, offices, commercials, furniture and joinery work, we successfully deliver wide spectrum of projects in line with client requirements, on time and within budget.

We believe that aesthetic decor engages both the mind and the soul. It makes your heart beat faster and lets you feel comfortable and relaxed. Thus, we don't just make your space pretty; our focus is to work with you in order to create the right ambiance that matches your brand guidelines and tells your story.



# OUR COMMITMENT

The name 'Richline Decor' obliges us to carry out our work expertly. We employ competent professionals who are passionate about their job and care about minute details. We create a unique, original and comfortable image for your project. Each new client gives us the opportunity to justify our name and maintain our reputation. We are committed to delivering inspired projects that surpass clients' expectations through collaboration and exceptional service.

Much of our business comes from repeated clients and direct referrals. Once the clients partner with us, they seem to want to do it again!

When it comes to execution of work, we are extremely flexible and nimble. We have partnerships with many trusted local and international vendors, so you can be assured that your project is completed with the highest standards and within the time frame; and even before the deadline.

# THE ADVANTAGES OF WORKING WITH US

- Get it right the first time – we offer great value for money and full support for clients.
- Honesty and transparency are at the heart of our work and transactions with clients.
- Our aim has always been to deliver work before the deadline, and our record of zero late-opening penalty is the evidence for that.
- In house professional work force gives us control over the work process.
- We are affiliated and listed by the most prestigious international brands and major developers all around the UAE and the GCC.
- Approved and listed by the UAE authorities and the prestigious shopping malls around the UAE.



# OUR SERVICES



## JOINERY

Richline Decor provides world class joinery and fit-out solutions that fulfill the highest global quality and safety standards.

## FURNITURE

Working within the corporate community, our full-time team creates utilitarian and innovative art pieces of furniture based on the specifications or necessities of our clients.

## MEP

Our MEP team has successfully executed and delivered all types of MEP installation works, testing, commissioning and maintenance.

## CIVIL WORKS

We provide a wide range of civil work services that will provide you with a unique workpiece which has special interior accents.

## DESIGN DEVELOPMENT

Our expert team offers consultancy and evaluation services for projects within the set deliverables and scope.

## EXHIBITIONS

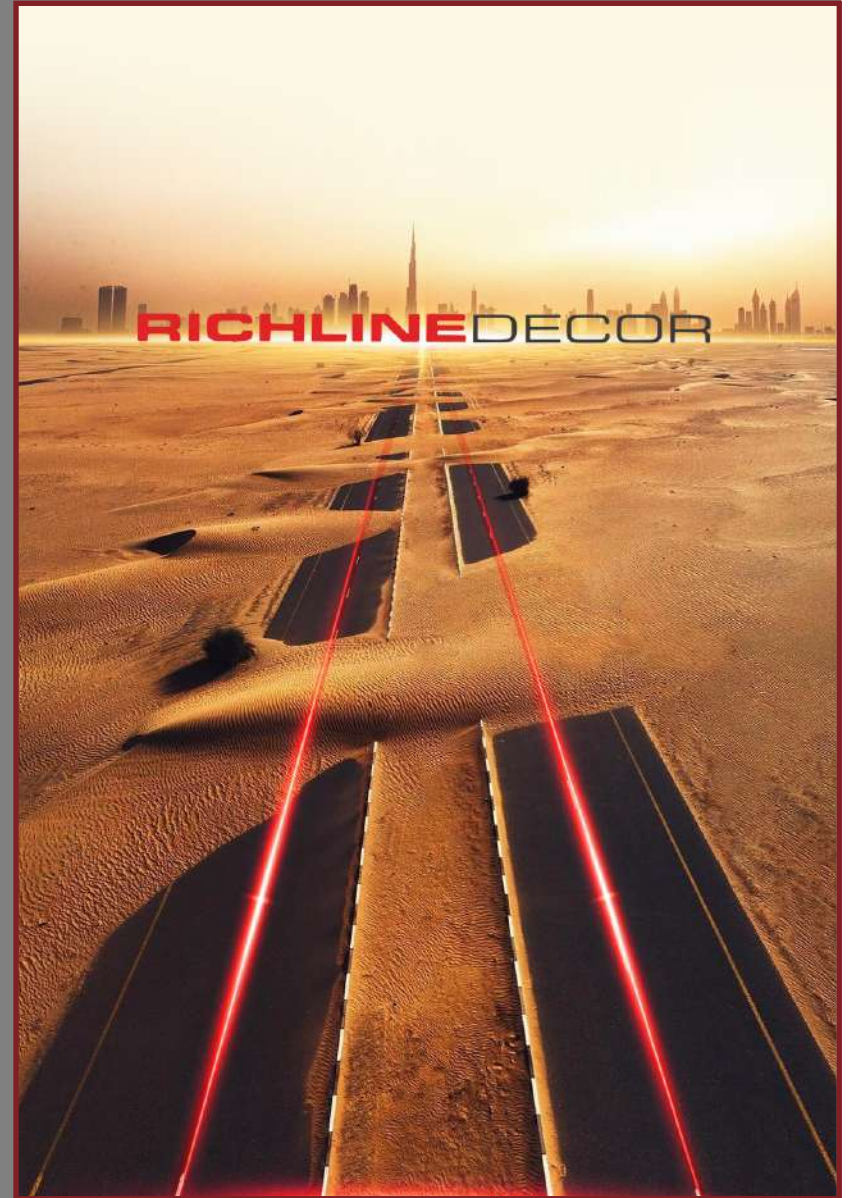
Our team is fully capable of creating memorable experiences which make your stand do stand out.

# VISION

Our promise is to become the leading interior decor company and develop turnkey experiences that are distinctive, compelling and of superb quality.

# MISSION

All work is performed by experienced professionals and always on time. We use only high-quality materials, constantly improve our knowledge, and develop new ideas.



# CORE VALUES

AUTHENTICITY AND INTEGRITY

EFFICIENCY

MUTUAL TRUST

RESPONSIBILITY

HONESTY

PROFESSIONALISM

RELIABILITY

QUALITY

CONSISTENCY

EXCELLENCE

CREATIVITY

CUSTOMER SATISFACTION



# COMPANY PROJECTS

COMMERCIAL  
LOUVER IN ABU  
DHABI





## BURGER KING PRIME CONCEPT

The Prime design represents the most extensive décor. This design ties together three fundamental concepts which include exterior, guest-facing enhancements and lounge/communal spaces. Its key design features a layered and textured approach with a handcrafted feeling, cheerful graphics and the incorporation of a bold color palette and American prints. With practical and conceptual understanding of Interior design and F& B model, Richline have produce successful and creatively challenging project.



F & B



# BURGER KING

## GARDEN GRILL CONCEPT

GARDEN GRILL concept design is constructed from Venerable Old Oak natural color, brick, reclaimed wood and bamboo aspect with AVONITE - BK Custom Color for counter. Red brick walls to hark back to the retro Burger King look whereas a number of seating options are offered including booths, community tables and banquet style dining. Richline have the conceptual, strategic and operational experience to produce successful and creatively challenging project and we delivered a multidisciplinary approach to F&B design.



# TEXAS CHICKEN AL KHAN

MOE, DCC, AND  
ALL OVER THE UAE





F & B

MC  
CAFE



F & B





# DOMINO'S JUMEIRAH

Domino's brand reimage outlined within state-of-the-art carry-out, dine-in, and technology options.

The revitalized layout plan to encompass an engaging environment and space planning. Domino's Pizza design was developed to ensure flawless execution throughout the various stages involved in the construction of the store.





F & B



CHARLEYS





F & B

## BAGEL BAR DFC

BAGEL BAR coffee house and fit out works inspire the design of personal spaces, through joinery features like bamboo shaped partitions and elaborated brand graphics as back painted glass on the wall with drop lighting, refined seating and more.



**WENDY'S AJMAN**



**F & B**

Baskin  
Robbins



F & B

VANELLIS



F & B



F & B

# DONER & GYROS





**DUNKIN DONUTS**

**F & B**



Just falafel  
PREFERRED RESTAURANT



جست فالافل  
مطعم بريجنر



**JUST FALAFEL**

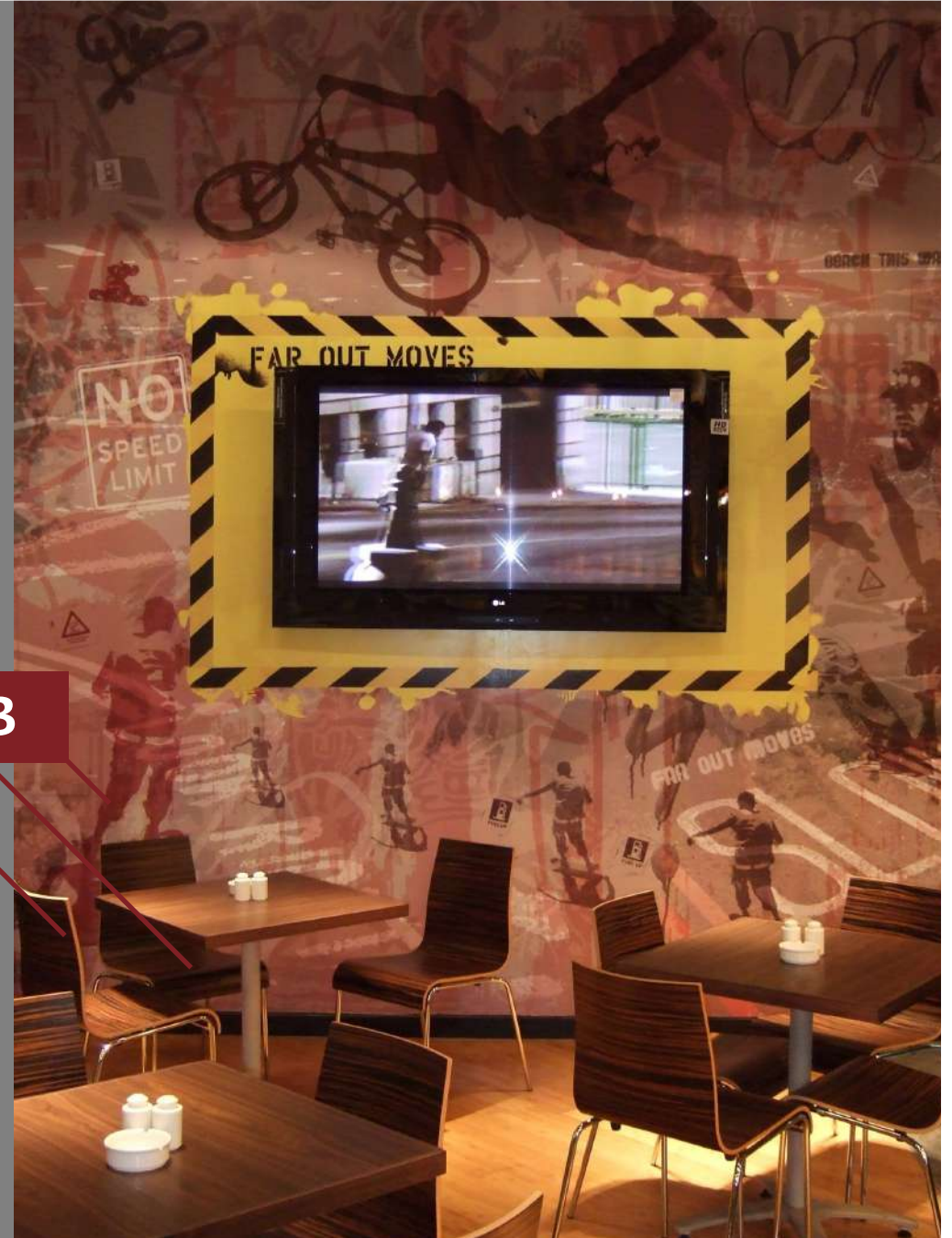
**F & B**





**FRESHIES**  
TIME SQUARE

**F & B**



F & B



**MEAL TOP**  
LA MER

**F & B**





F & B





FISH & CO



F & B





**JOHNNY CARINO'S**



# TONY ROMA'S

F & B



F & B





**LEIL NHAR**



**F & B**





**OUT BACK**



**F & B**





# THE COFFEE HOUSE



F & B

# PRIME GOURMET

## برایم جورمت

BUTCHER • DELI • GROCER



## PRIME GOURMET

PRIME GOURMET BUTCHERY at Gold and Diamond Park was a project where the client (COUNTRY HILL) wanted to showcase the high end meat products.

The design was created with the timeless interior which had a modern industrial look but with a vintage feel.

The interior holds fine solid joinery elements finished in oak veneer exhibited as wall units and display units, ceiling article with well-combined parquet and art décor floor design.

RETAILS



**RETAILS**





# PRIME GOURMET

TOWN CENTER,  
SPRING SOUQ, AND GDP

**RETAILS**



**NIKE**

**RETAILS**

# RETAILS



## RETAILS



MCC, MOE

# SAMSONITE

SAMSONITE store in mirdif City center, the first new international concept in Middle East built by Richline décor for instance. In just 45 days, we value engineered an impressive solution for Samsonite with brass finished wall units , history wall, rectangular shaped podiums to highlight the brand's new luggage collection.



# RIPANI

**RIPANI**

DUBAI MALL, DFC AND  
ALL OVER THE UAE

**RETAILS**





**LE CHOCOLA**

BEL RMEITHA CLUB

**RETAILS**

# Chic Shoes

DFC, AL AIN MALL  
AND MANY OTHERS

RETAILS



پونہ  
PONEY



RETAILS

DUBAI

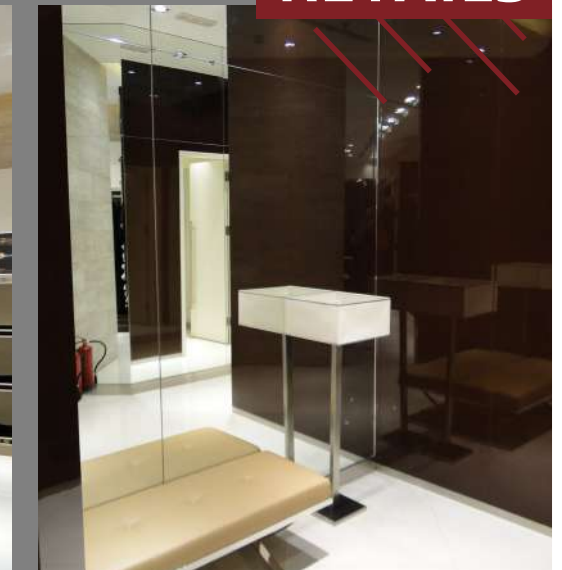
PONEY



AL WAFI MALL, MCC AND  
DALMA MALL

# ALMOTAHAJIBA

RETAILS





## MIGATO

MEGA MALL  
AL FUJAIRAH MALL  
AL AIN MALL

RETAILS



**ANTIK BATIK**

**RETAILS**





# GOLF SHOP

Dubai Hills



MERLE NORMAN





TUC TUC

RETAILS



# EXHIBITIONS

**TDIC** TOURISM DEVELOPMENT  
& INVESTMENT COMPANY  
شركة التطوير والاستثمار السياحي

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شركة التطوير  
والاستثمار السياحي  
**TDIC**  
TOURISM DEVELOPMENT  
& INVESTMENT  
COMPANY

DESERT ISLANDS  
شركة التطوير والاستثمار السياحي  
**TDIC**

John D. White  
Chairman & CEO  
TDIC

TDIC

TDIC

**TDIC**

MICROSCOPE





**QATAR PETROLEUM**



# GITEX






IDEX

# DUBAI AIR SHOW



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