



GOLDEN LINK INDUSTRIES PROFILE

JAN '24

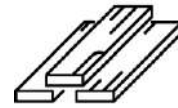


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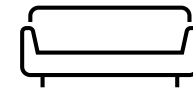
OUR EXPERTISE



01 JOINERY



02 FURNISHING



03 UPHOLSTREY

- ◇ 150+ Technical and Operational Staff
- ◇ 300,000 Sqft Joinery Factory
- ◇ 40+ Specialized Plant and Machinery
- ◇ 20+ Team of Engineers and Project Managers

20 YEARS OF EXPERIENCE & EXCELLENCE IN THE GCC





OUR VISION

- To achieve our fullest potential of becoming unchallenged **industry leaders in Joinery Production and Installation** by providing **value for money** to our clients.

OUR MISSION

- Achieve **absolute customer satisfaction** through unparalleled **quality service** though standard operating procedures that meet the requirement of the customer
- Leverage all efforts in focusing our activities to offer our services on time at a **competitive cost**
- Develop **synergies** with all stakeholders to maintain our **consistent performance** and **goodwill** with clients



2003

Establishment of Golden Link Décor LLC.
Start up as Office Interiors and Remodeling Works.

2007

Acquisition of Khoie Industries, renamed as Golden Link Industries LLC

2014

Addition of Lighting Division

2017

Venturing into furniture and soft furnishing supply with major Turkish associates

2006

Opening of MEP division, expanding to Retails, Showrooms and residential interior

2009

Venturing into Hospitality and Public/Govt Buildings

2016

Opening of Construction Division, Golden Link Décor morphs into Golden Link Contracting and Decoration LLC

2022

Acquisition and absorption of Manser Saxon into Golden Link Industries LLC, equipping GLI with one of the largest joinery production factory in the UAE

2005

Opening of Joinery Division

20 years and counting...



CAPABILITY AND CAPACITY: WORKFORCE

| Designation | Fit Out | Joinery Industries | MEP | Construction | Glass/Metal |
|----------------------------|---------|--------------------|-----|--------------|-------------|
| Manager | 1 | 1 | 1 | 2 | 1 |
| Sales Manager | 1 | | | | |
| Sales Executive | 2 | | | | |
| Sales and Project Admin | 1 | | | | |
| Estimation | 2 | | | | |
| Procurement | 2 | | | | |
| HR | 1 | | | | |
| Accountant | 3 | | | | |
| Operations Manager | 1 | | | | |
| Factory Manager | | 1 | | | 1 |
| Project Manager | 2 | 1 | | | 1 |
| Designer | 1 | 2 | | | |
| Project and Site Engineers | 2 | 1 | 2 | 4 | |
| Foremen and Supervisors | 2 | 2 | 2 | 3 | |
| Technicians | 42 | 105 | 15 | 66 | 5 |



CAPABILITY AND CAPACITY: MACHINERIES

| Machine | Manufacturer | Origin | Machine | Manufacturer | Origin |
|---------------------------|-----------------|---------|---|------------------|---------|
| CNC Router | Holzher | Germany | Spindle Moulder (3) | Steton & Holzher | Germany |
| CNC Beam Saw | Turanlar | Turkey | Thickness Planer | Holzher | Germany |
| Edgebander (2 Nos) | Biesse & Fravol | Italy | Cross Cut Saw | Maggi | Italy |
| Band Re-saw | Sagotario | Italy | Bandsaw | Steton | Italy |
| 5 Head Moulder | Wienig | Germany | Spraybooths (3 Nos) | | |
| Drum Sander (2 Nos) | SCM & Viet | Germany | Carcass Assembly Press | Orma | Italy |
| Surface Planer | Holzher | Germany | Automatic Membrane Press (for PVC wrap) | | Turkey |
| CNC Multi Borer | Weeke Homag | Germany | Panel Saw (3 Nos) | SCM & Steton | Germany |
| Veneer Stitching | Kuper | Germany | Drawer Box Assembly Press | JOS | Italy |
| Veneer Splicer | Casati | Italy | Single Daylight Lamination Press | JOS | Italy |
| Hot Press | Steton | Italy | Multi Rip Saw | | |
| Cold Presse | Italpresse | Italy | Manual Boring Machine | | |
| Overhand Planer (2 Nos) | SCM & Steton | Germany | Automatic 4 head Molder | Weigning | Germany |
| Milling Machine for Doors | Holzher | Germany | Fully Automatic Panel Saw | SCM | Germany |
| Edgebanding Machine | Holzher | Germany | CNC Boring Machine | Blumax | Germany |
| Lipping Trimming | Brandt | Germany | Semi Automatic Boring Machine | ELU | Germany |
| CNC Machine | SCM/Sigma | Italy | Hinge Boring Machine | Blumax | Germany |
| Thicknesser | SCM | Germany | Sliding Table Panel Saw | Altendorf | Germany |





SYSTEM METHODOLOGY



1. Objective

The system methodology aims to streamline operations, improve product quality, ensure compliance with regulations, and enhance customer satisfaction. The methodology focuses on efficient project management, resource optimization, and quality control.

2. Scope

This methodology covers the entire joinery process, from initial client engagement to project delivery and after-sales service.

3. Key Phases of the Methodology

3.1. Client Engagement

- ✓ Initial Consultation: Engage with the client to understand their needs, project specifications, and design preferences.
- ✓ Site Visit & Measurements: Conduct site visits to take accurate measurements and assess logistical requirements.
- ✓ Quotation & Contract: Provide a detailed quotation, including material options, timelines, and costs. Upon client approval, draft a contract outlining terms and conditions.

3.2. Design & Planning

- ✓ Shop Drawings: Develop shop drawing based on client specifications, which includes layout, materials, and finishes.
- ✓ Sample Submissions: Signed approval of material finishes and data sheets from client/consultant/main contractor,
- ✓ Approval Process: Ensure client approval of the design before production begins.

3.3. Material Procurement

- ✓ Vendor Selection: Identify and partner with reputable suppliers for high-quality materials (timber, veneers, laminates, hardware).
- ✓ Material Inspection: Inspect materials upon receipt to ensure they meet the company's quality standards.
- ✓ Inventory Management: Implement a robust inventory management system to avoid delays in production.



3.4. Production Process

- ✓ Workforce Training: Train workers in the latest joinery techniques, equipment use, and safety standards.
- ✓ Standard Operating Procedures (SOPs): Develop SOPs for each stage of production, from cutting to assembling and finishing.
- ✓ Quality Control: Inspect the work at various stages to ensure precision and compliance with client requirements.

3.5. Health, Safety, and Environmental Compliance

- ✓ Safety Training: Conduct regular safety training for employees.
- ✓ Waste Management: Develop an eco-friendly waste disposal plan to minimize environmental impact.
- ✓ Certification & Compliance: Ensure all products and processes comply with regulatory standards, including fire safety.

3.6. Delivery & Installation

- ✓ Pre-Installation Inspection: Conduct a final quality check before transporting materials to the site.
- ✓ Site Preparation: Ensure the site is ready for installation, with all utilities and structural requirements met.
- ✓ Installation Process: Follow precise installation procedures, using skilled technicians to assemble and install the joinery on-site.
- ✓ Post-Installation Inspection: Inspect the finished product for any defects or adjustments needed.

3.6. Post-Sales Support

- ✓ Warranty: Provide a warranty period for all joinery work, covering workmanship defects.
- ✓ Customer Feedback: Gather client feedback to improve future processes and maintain customer satisfaction.
- ✓ Maintenance Services: Offer maintenance over the Defect Liability Period as required.

4. Project Management

- Resource Allocation: Create a detailed project timeline and allocate resources efficiently, including manpower, materials, and equipment.
- Communication: Maintain regular communication with the client to update them on the project's progress.
- Risk Management: Identify potential risks and develop contingency plans to minimize project delays or disruptions.

5. Continuous Improvement

- Innovation: Staying updated on the latest trends and technologies.
- Sustainability Practices: Continuously explore ways to enhance sustainability in materials, production, and installation method.



رخصة صناعية INDUSTRIAL LICENCE

| | | | |
|----------------|---|---|---|
| LICENCE NO | EMKAD02112070014 | | رقم الرخصة |
| TYPE | One Person | شركة مفردة | التصنيف |
| LEGAL TYPE | Single Person Company | شركة ذات مسؤولية محدودة (الشخص الواحد) | النمط القانوني |
| LICENSEE | 201218 LMR INDUSTRIES LLC (One Person) | شركة الوصل القابضة للتصاميم د.م.م - الشخص الواحد | صاحب الرخصة |
| OPERATIVE NAME | 201218 LMR INDUSTRIES LLC (One Person) | شركة الوصل القابضة للتصاميم د.م.م - الشخص الواحد | الإسم التجاري |
| ADDRESS | FLKH Al Qad Industrial Zone- RT1 DM, United Arab Emirates | PLNYV مطلة العين الصناعية رأس الخيمة - الإمارات العربية المتحدة | العنوان |
| ACTVITY | Electron Furniture Manufacturing | صناعة أثاث الخشب | النشاط |
| MANAGER | Muhammad Al Otaibi | محمد الوائلي | المدير |
| ISSUE DATE | 20-12-2017 | | تاريخ الإصدار |
| EXPIRY DATE | 20-12-2023 | | تاريخ الانتهاء |
| REMARKS | <p>The licensee must obtain the required approvals from the DM, Competent Government Authorities, as applicable.</p> <p>Approved the Parties List on 21/12/2017 Parties Renewed on 16/12/2021</p> | | <p>على المرخص له الحصول على كافة الموافقات اللازمة من الجهات الحكومية المختصة في دولة الإمارات العربية المتحدة حسب الاقتضاء.</p> <p>تم تعديل قائمة الشركاء بتاريخ 2017/12/21 تم تجديد الشركاء بتاريخ 2021/12/16</p> |



HEALTH AND SAFETY

- In line with our Health and Safety management Policy, we at Golden Link strive to provide a secure working environment for all by:
 - Identifying, assessing and managing health and safety risks arising from our work activities
 - Arranging for safe use, handling, transportation, storage and disposal of dangerous substances and materials as per regulatory and international standards
 - Proving and maintaining safe plant and equipment
 - Carrying out regular supervision, reviewing and training of our employees
 - Consulting with our employees on matters affecting their health and safety
 - Preventing accidents and cases of work-related ill health



QUALITY POLICY

- At Golden Link
 - Managing Quality is:
 - Identifying requirements, identifying & analyzing problems
 - Ensuring zero defects using prevention
 - Developing teamwork
 - Measuring to improve and eliminating the cause
 - Improving Customer/Dealer/Supplier Relations
 - Quality Planning is:
 - Product Planning
 - Managerial and Operational Planning
 - Making provisions for testing and quality improvements
 - Quality Control is:
 - Process Monitoring
 - Eliminating motivators of unsatisfactory performance





CHALHOUB GROUP



AL SAFEER
An Al Safeer Group Company



RED SEA
International

Al Seeb

REAL ESTATE DEVELOPMENT LLC



تعاونية الاتحاد
UNION COOP



فيرست أفنيو
FIRST AVENUE
— مول و فندق —

Radisson
HOTELS & RESORTS

روتانا
Rotana
Hotels & Resorts

Fairmont

ماجد الفطيم
MAJID AL FUTTAIM



Occidental
HOTELS & RESORTS

Kempinski
HOTELIERS SINCE 1897



AMERICAN
EXPRESS

Client Portfolio

(Excerpt)





EMAAR



THE
DUBAI MALL



DAMAC



Client Portfolio

(Excerpt)





Client Portfolio

(Excerpt)



MAJOR PROJECTS







Century Mall







Jumeira
Rotana





Occidental

اوکسیدنتال الجداف
Occidental Al Jaddaf





IN HOUSE JOINERY DESIGN SERVICES





























HOSPITALITY SPOTLIGHT

NOTABLE HOSPITALITY PROJECTS



| S.no | Project | Scope | Value (AED) |
|------|---------------------------|--|-------------|
| 1 | RADISSON BLU HOTEL | PARTIAL RENOVATION | 1,450,000 |
| 2 | JUMEIRAH ROTANA HOTEL | HOTEL ROOMS | 4,500,000 |
| 4 | LE MERIDIAN | PARTIAL RENOVATION | 2,182,000 |
| 5 | FIRST AVENUE HOTEL | HEADBOARDS, DOORS ETC | 5,500,000 |
| 6 | SAADIYAT HOTEL AND RESORT | DOORS AND CABINETS SUPPLY | 252,000 |
| 7 | FAIRMONT HOTEL AND RESORT | ALL DAY DINING, PENTHOUSE AND LOBBY | 740,000 |
| 8 | OCCIDENTAL SEEB | ALL DAY DINING, MEETING ROOMS, LOBBY, ROOF TOP LOUNGE AND SPORTS BAR | 4,420,000 |
| 9 | OCCIDENTAL TARGET | | |
| 10 | RADDISON FUJEIRAH | ROOM PACKAGE | ONGOING |
| 11 | CONRAD HOTEL | ROOM JOINERY | ONGOING |
| 12 | RAMEE DREAM HOTEL | WOODEN JOINERY ID WORKS IN GUEST ROOMS, CORRIDOR AND LIFT LOBBY | 6,200,000 |
| 13 | BAB RESORTS | WOODEN DOORS | 523,000 |







stage

SKY BAR & LOUNGE































































RESIDENTIAL SPOTLIGHT

NOTABLE RESIDENTIAL PROJECTS



| S.no | Project | Scope | Value (AED) |
|------|--|------------------------------|-------------|
| 1 | B+G+4P+21+R BLDG, MEYDAN | WOODEN DOORS | 1,900,000 |
| 2 | API SATWA G+8 TWO BLDGS | KITCHEN CABINETS & WARDROBES | 1,075,000 |
| 4 | ARABTEC VILLANOVA | WOODEN DOORS AND HANDRAILS | 385,000 |
| 5 | FIRST AVENUE HOTEL | HEADBOARDS, DOORS ETC | 5,500,000 |
| 6 | RESIDENTIAL SUITS REFURB | FURNITURE | 252,000 |
| 7 | JVC RESIDENTIAL TOWER | WOODEN DOORS AND HANDRAILS | 3.050,000 |
| 8 | VILLA (OFFICE OF HH DR. SHEIKH SULTAN BIN ZAYED) | JOINERY WORKS PACKAGE | 110,000 |

















Vivo v20

Vivo v20

Vivo v20



















COMMERCIAL SPOTLIGHT

NOTABLE COMMERCIAL & RETAIL PROJECTS



| S.no | Project | Scope | Value (AED) |
|------|-------------------------------|---|--------------|
| 1 | ASPIN TOWER | JOINERY MOFICATION | CONFIDENTIAL |
| 2 | CHALOUB HEADQUARTERS | JOINERY | CONFIDENTIAL |
| 4 | PUIG OFFICE | JOINERY | CONFIDENTIAL |
| 5 | FARFETCH OFFICE | JOINERY | CONFIDENTIAL |
| 6 | MEDIA VEST OFFICES | JOINERY | CONFIDENTIAL |
| 7 | SIGNATURE OFFICE, DUBAI COURT | JOINERY WORKS | 386,000 |
| 9 | CREATIVE OFFICE | JOINERY | 120,000 |
| 10 | UNION COOP | MULTIPLE CONTRACTS IN JOINERY | CONFIDENTIAL |
| 11 | ALSHAYA RETAIL OUTLETS | MULTIPLE CONTRACTS WITH STORES SUCH AS BOOTS, H&M ETC | CONFIDENTIAL |
| 12 | CONRAD HOTEL | ROOM JOINERY | ONGOING |















Jawhara

JAWHARA JEWELLERY LLC DIBBA BR

جوهرة

جوهرة للمجوهرات ذ.م.م فرع ديبا





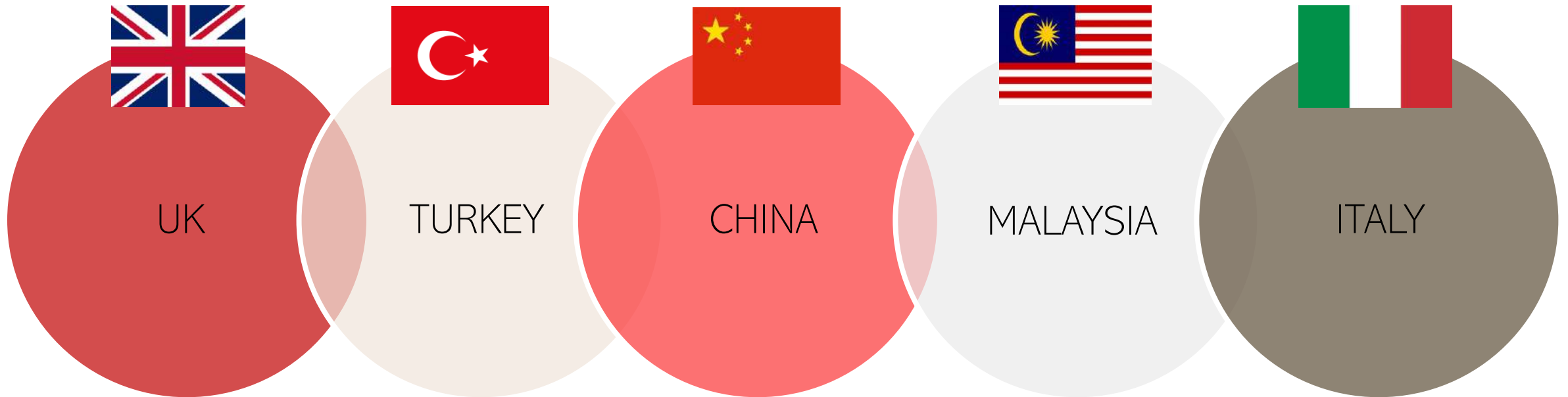






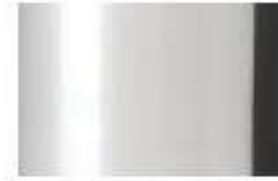
LOOSE FURNITURE PORTFOLIO

OUR DIVERSIFIED PORTFOLIO OF TRUSTED SUPPLIERS BRINGS THE HIGHEST QUALITY FURNITURE TO YOUR SPACE



OFFERING A RANGE OF STYLES AND COST OPTIONS





Parlak Krom
Bright Chrome



Krom Eskitme
Old Chrome



Mat Krom
Matte Chrome



Parlak Altın
Bright Gold



Altın Eskitme
Old Gold



Mat Altın
Matte Gold



Parlak Bakır
Bright Copper



Bakır Eskitme
Old Copper



Mat Bakır
Matte Copper



Platin
Platinum

TUNAPOL
signature



TUNAPOL
signature



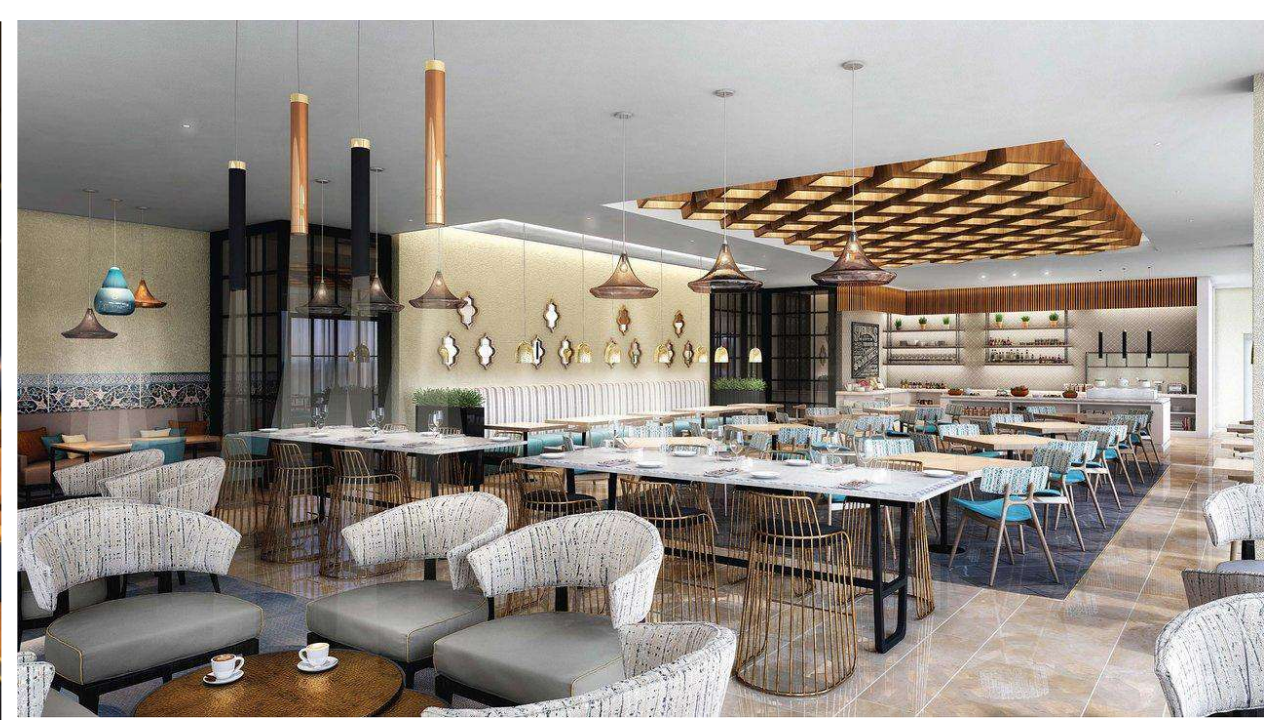
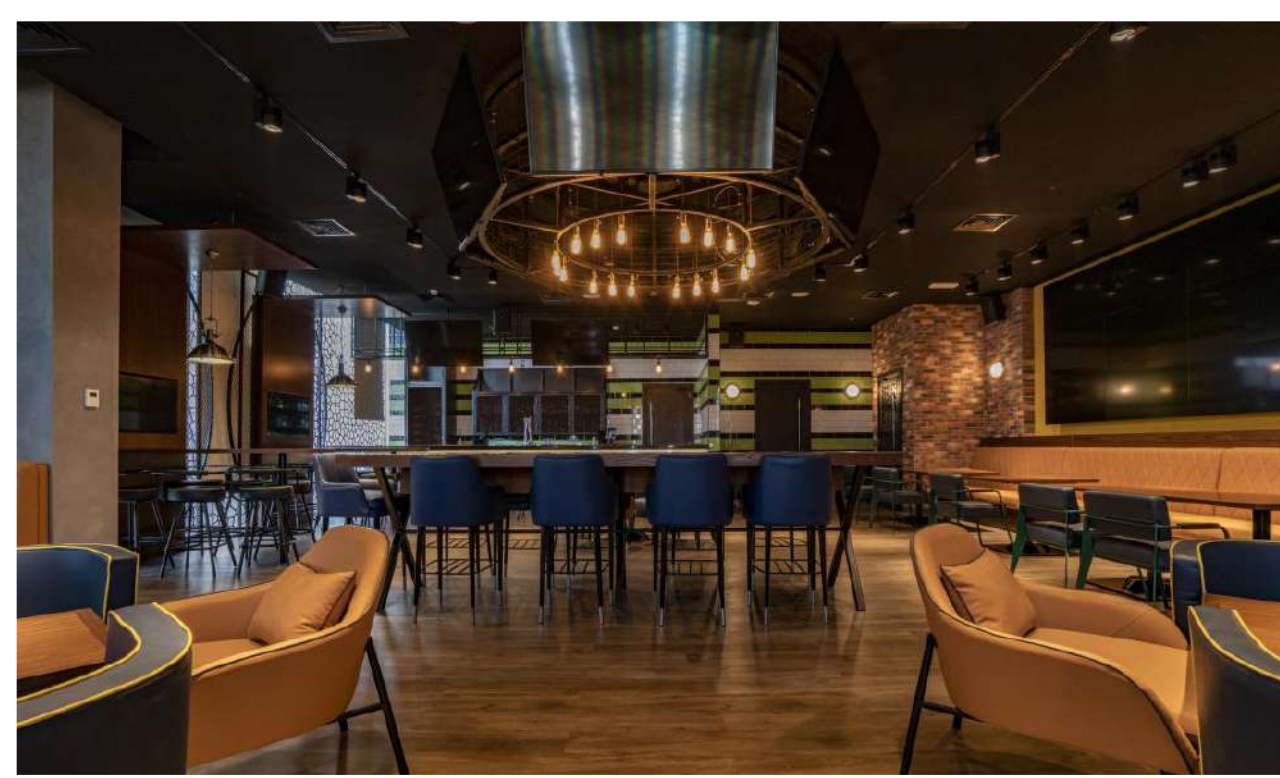














GOLDEN *link*

MAIN OFFICE

SHOWROOM 1
25, 61A STREET, AL GARHOUD
DUBAI, UAE
TEL: 04 3885425

FACTORY

GOLDEN LINK INDUSTRIES LLC
9XWM+938, AL GHAYL
RAS AL KHAIMAH, UAE
Tel: 07 277 4100

EMAIL: madhu@golden-link.com

