

Flat42 Global (HOUTA GROUP)
Consultancy & Marketing



BRANDING — SHOWREEL



HOUTA GROUP

2022-2025

ABOUT

US



Flat42 Global (HOUTA GROUP) Consultancy & Marketing

Established in 2018, Flat42 Global is a strategy consultancy and marketing firm, based both in Cairo and London, which specialises in establishing and growing brands sustainably and ensuring we provide them with the tools to stand out.

Our attention to detail, high quality output and professional team, in addition to our heavy focus on strategic planning has enabled us to differentiate ourselves from other agencies operating in the field.

Vision:

To push the world towards its potential one idea at a time by being the leading strategy consultancy & branding company in the Middle-east and Europe when it comes to business development, strategic planning, and identity creation.

Mission:

To provide ambitious entities with thorough business strategy planning and the full digital marketing support required to help communicate the entity's Why to the target audience, reflect the desired brand image, ensure optimal business performance and ensure steady profit maximization.

MISSION
— VISION



OUR — SERVICES



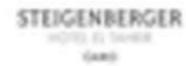
- Visual Branding & Brand Strategy
- Marketing and Business Strategy Consultancy
- 360 Digital Marketing Services
- Content Creation (Photography + Videography + AR/VR)
- International and Domestic PR services
- Celebrity & Public figure management
- Architectural & Product Design Services
- Production and events planning & management

WHO WE'VE — WORKED WITH

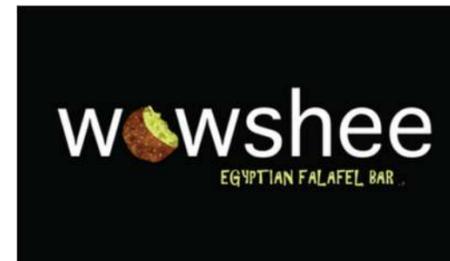


- Travel & Tourism
- Food & Beverage
- Furniture & Interiors

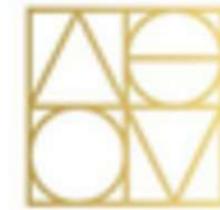
TRAVEL & — TOURISM



FOOD & — BEVERAGE



FURNITURE & — INTERIORS



BRANDING

— PORTFOLIO

PROJECT — 01

BONATA

Bonata is a London-based Mediterranean grab-and-go food concept offering vibrant, fresh, and feel-good meals inspired by Middle Eastern and Mediterranean cuisine. With a focus on locally sourced ingredients, Bonata serves bold, flavourful dishes that cater to modern lifestyles, including vegan, vegetarian, and 100% halal options. Designed for city life, Bonata blends convenience with authenticity, bringing a zestful twist to London's fast-casual dining scene.



BONATA



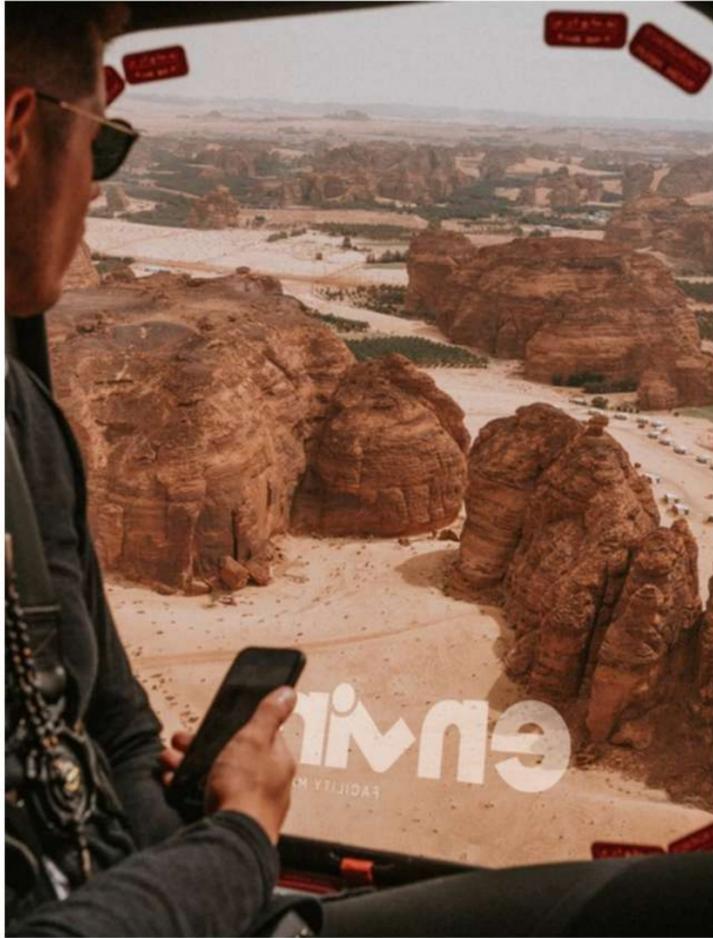


PROJECT — 03

ENVIRO

Enviro stands out as Saudi Arabia's dominant facility management provider, combining hospitality-quality services with eco-aware operations and a strong regional footprint. Ideal for clients seeking seamless, sustainable, and hospitality-level facility solutions across the Kingdom.

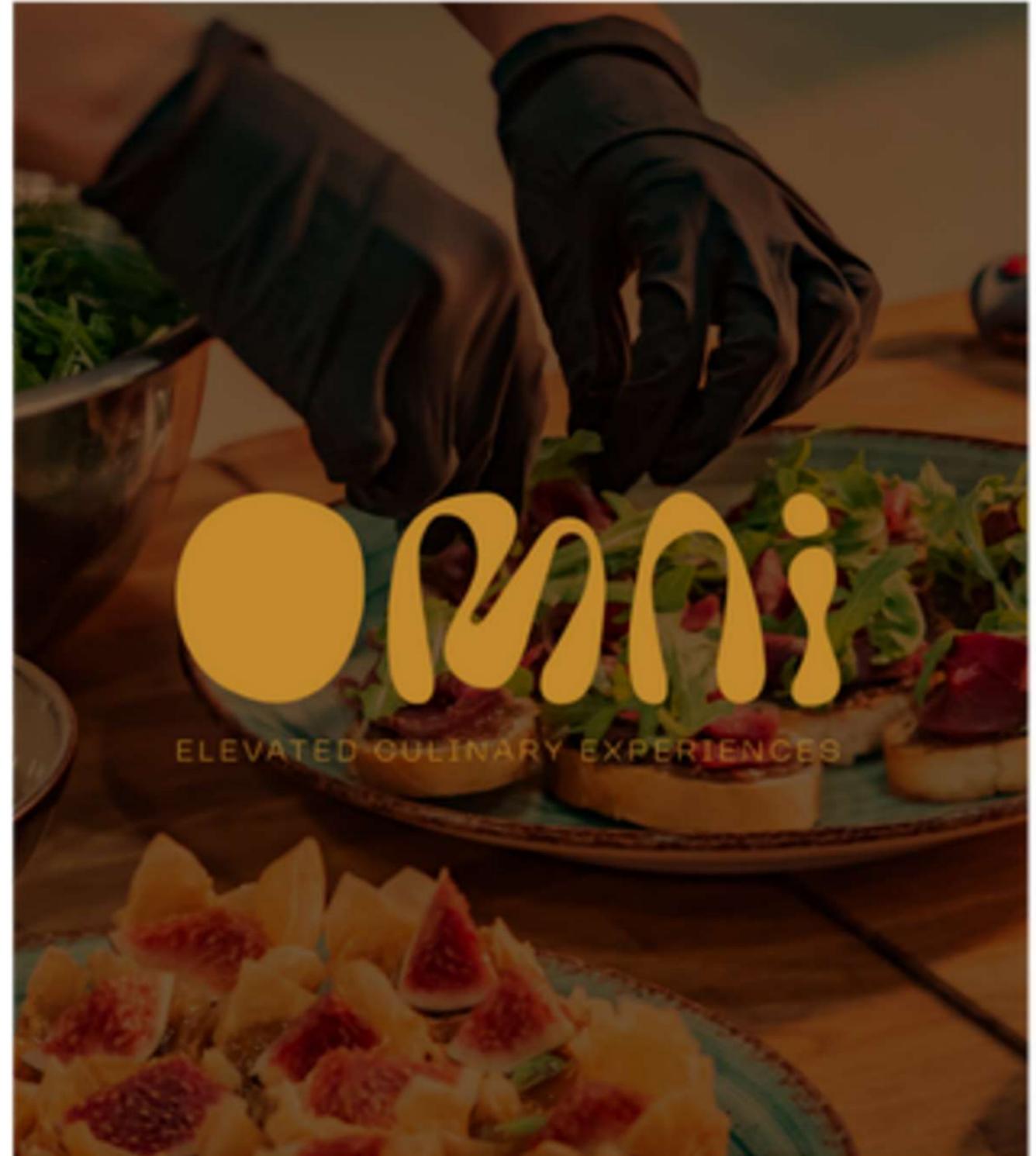


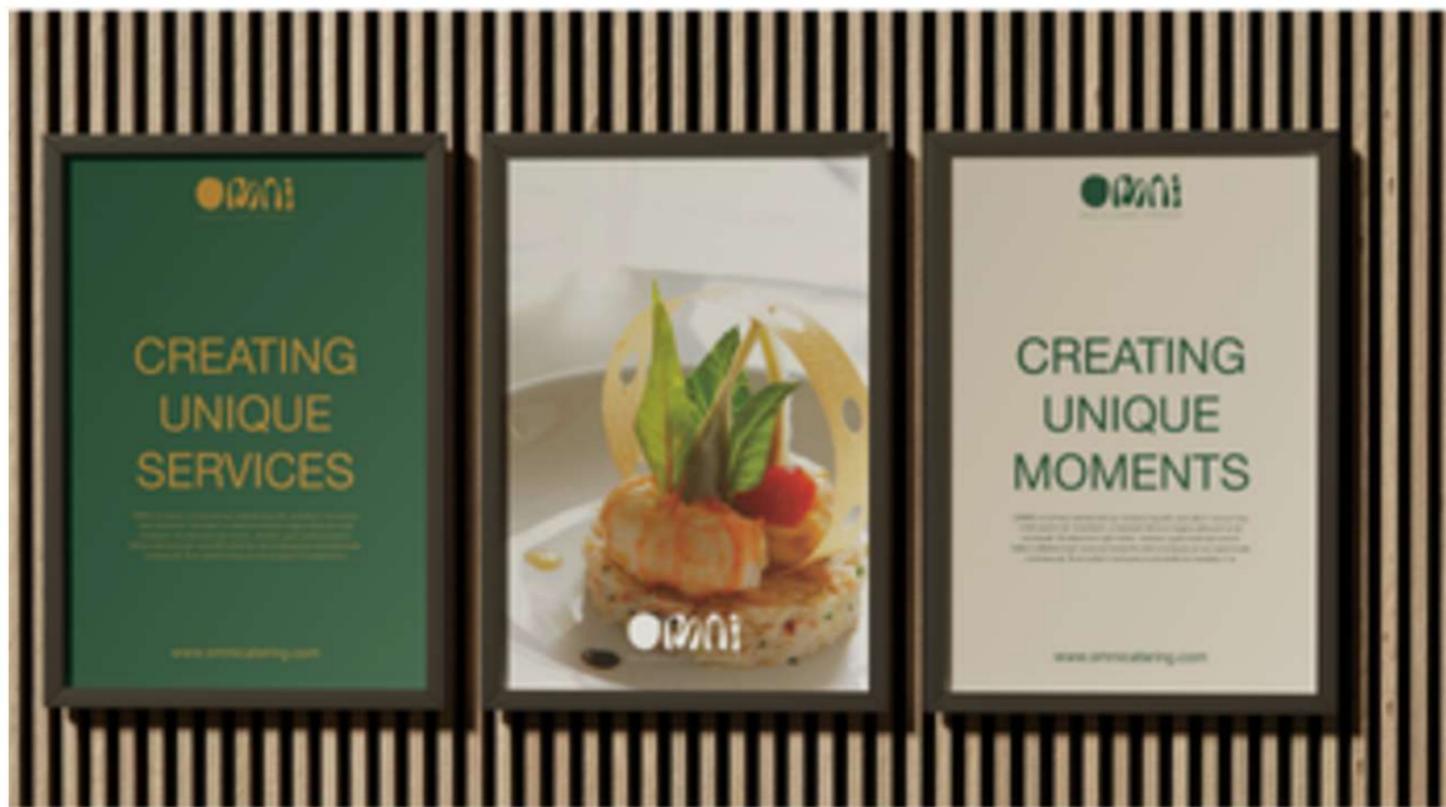


PROJECT — 04

OMNI

Omni is a premier luxury catering service in Egypt, renowned for exceptional cuisine, flawless service, and bespoke event experiences. Specializing in high-end occasions, from weddings to corporate galas, Omni crafts personalized menus using the finest ingredients, delivered by world-class chefs. With meticulous attention to detail and a seamless approach, OMNI transforms every event into an elegant, unforgettable experience.





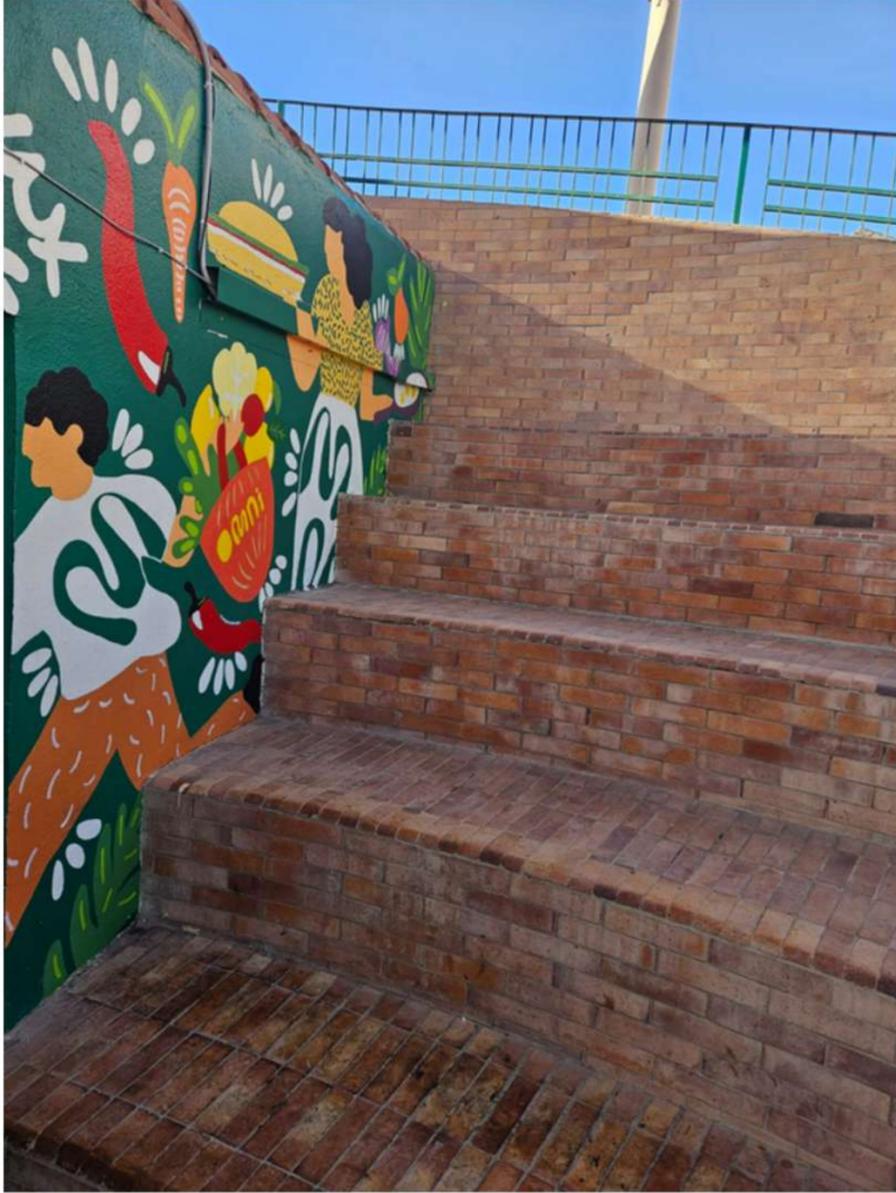


**FRESHLY MADE,
DELIVERED HOT
ANYTIME, ANYWHERE!**



WWW.OMNICATERING.COM



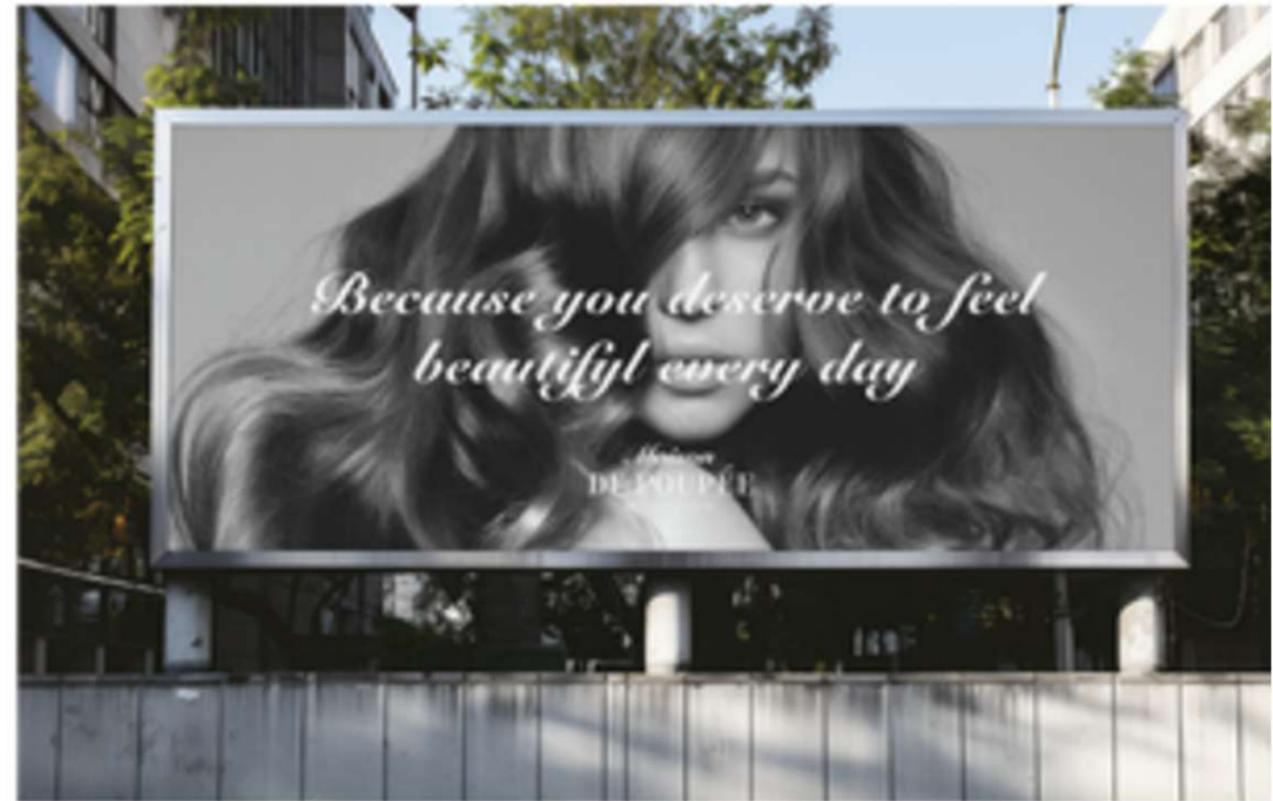


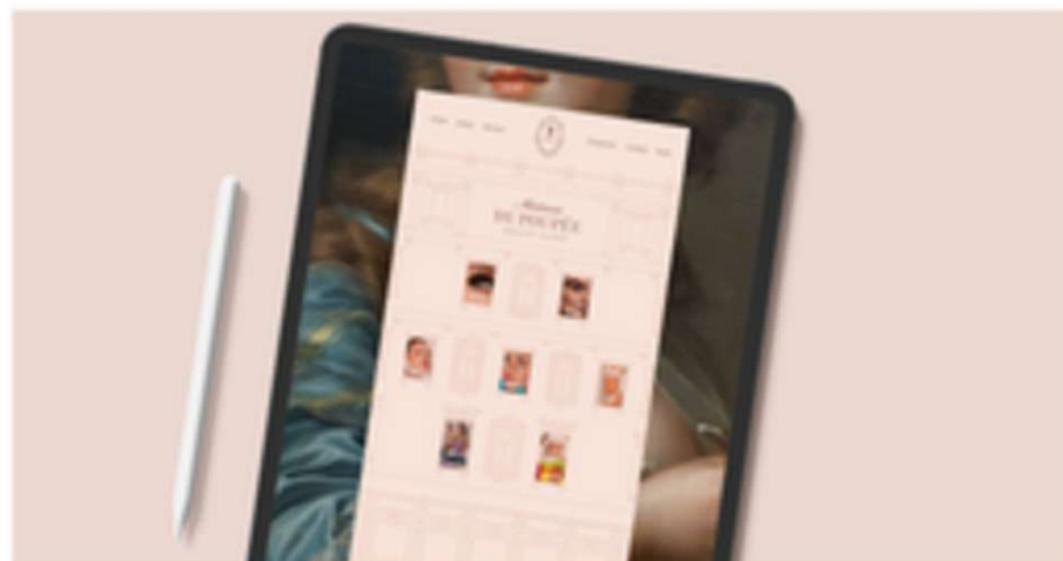
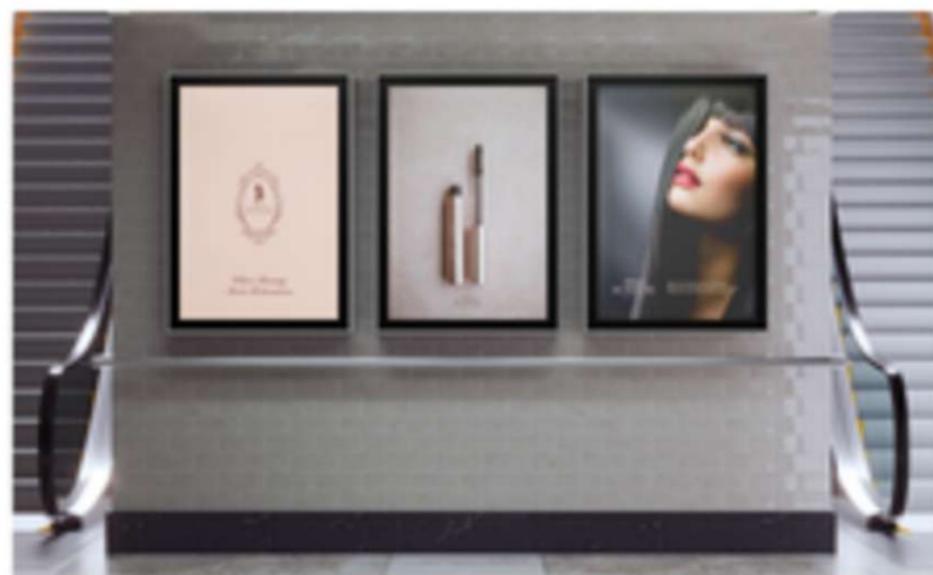
PROJECT — 05

MASION DE POUPEE

Maison De Poupée is a luxury beauty and aesthetics studio based in the heart of London's Bond Street. Offering a curated range of high-end treatments, from hairstyling and nails to advanced facials and aesthetics, the studio blends elegance with expertise. Maison De Poupée is designed as a one-stop destination for modern beauty, where every detail is tailored to enhance confidence and personal expression in a refined, welcoming space.







PROJECT — 06

TOMATA

Tomata brings the warmth of hearty Italian food to the fast pace of city life. Located in the heart of Central London, it serves bold, comforting pasta dishes designed for busy professionals who don't want to compromise on quality.





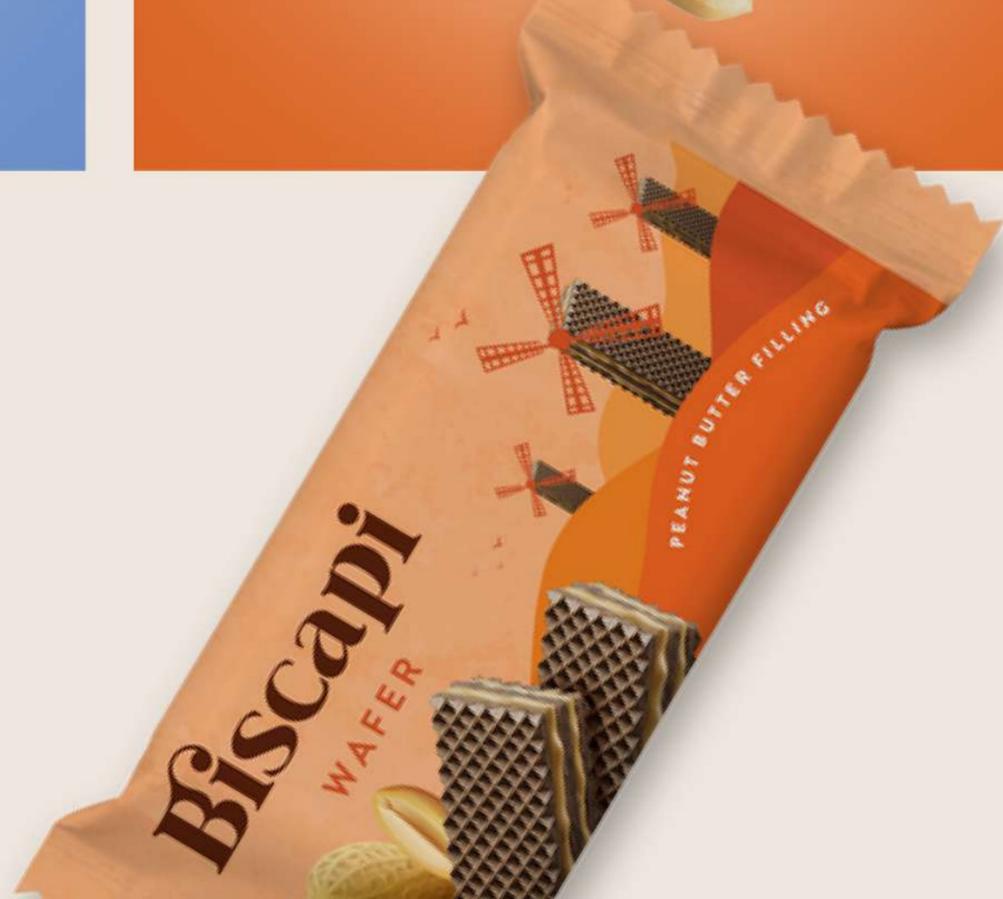


PROJECT — 07

BISCAPI

Biscapi is all about comfort and crunch, offering classic biscuits, maamoul, crispy wafers and more made for everyday indulgence. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.















PROJECT — 08

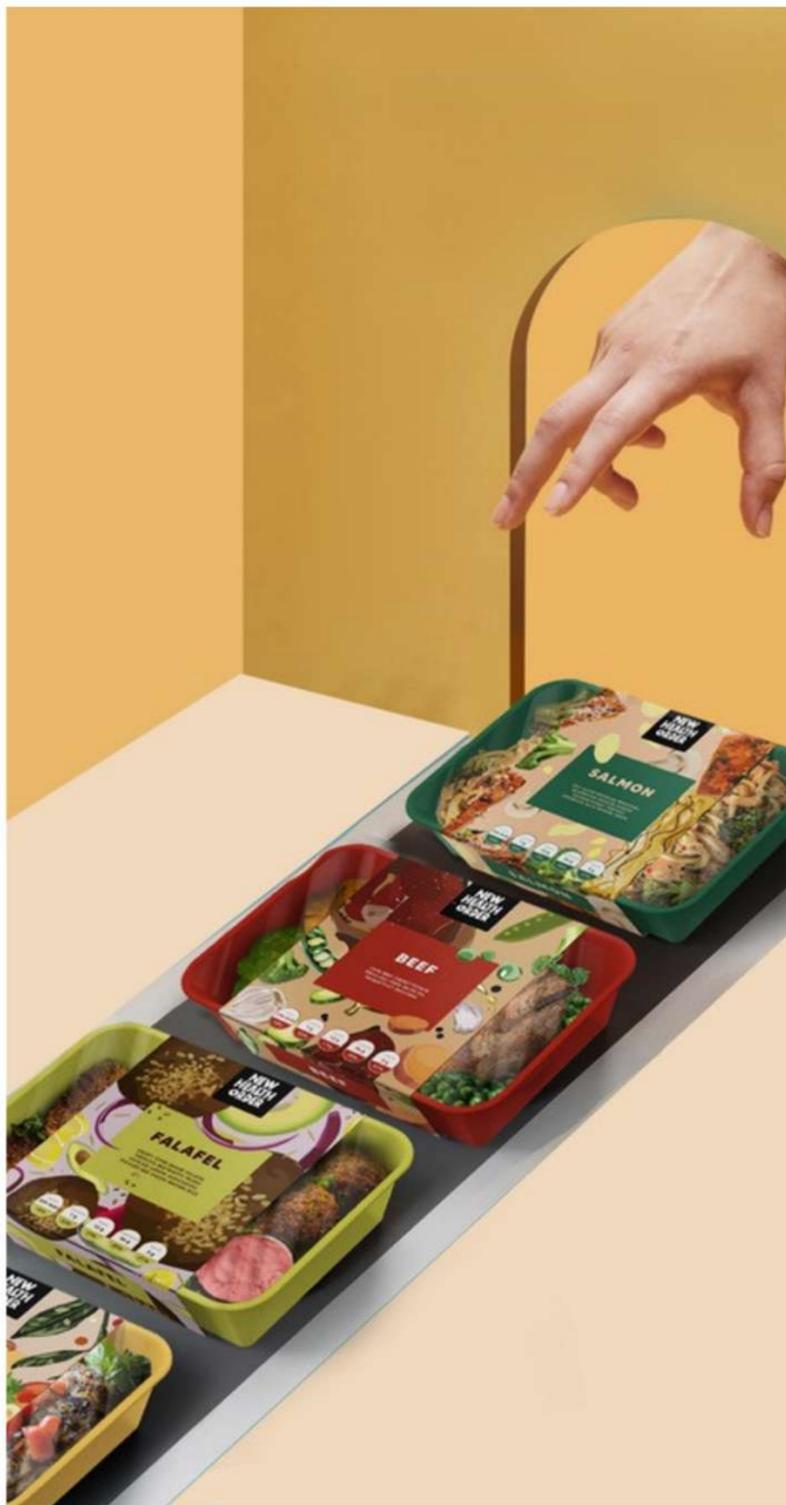
NEW HEALTH ORDER

New Health Order is a modern health food brand serving low-calorie meals and nutrient-rich drinks made from real, fresh ingredients. It's about making clean eating easy, satisfying, and sustainable, without the diet culture pressure.



**NEW
HEALTH
ORDER**



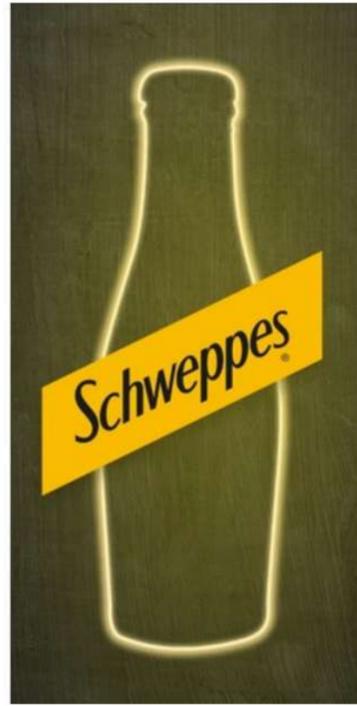


PROJECT — 09

SCHWEPPES

Schweppes Egypt brings a premium, heritage-rich soft drink portfolio to Egyptian consumers, underpinned by high standards in manufacturing and distribution. With wide flavor variety, strong consumer satisfaction, and a newly rejuvenated brand image, Schweppes continues to lead the local carbonated beverages category.





PROJECT — 10

SETTO

Setto is not just a tomato sauce, it's a story passed down through generations. Inspired by our grandmothers' original recipe, the brand brings the taste of real, fresh, and unprocessed tomato sauce into people's homes. Every jar captures the spirit of a time when food was simple, pure, and full of heart.





PROJECT — 11

OLIVE 8

Olive 8 is a premium extra virgin olive oil brand, cold-pressed in Egypt with care and precision. The name comes from the eight-hour cold pressing process, considered the prime window for extracting the highest quality oil from the olives. Made from the finest local harvests, Olive 8 delivers rich flavor and uncompromised purity in every drop.



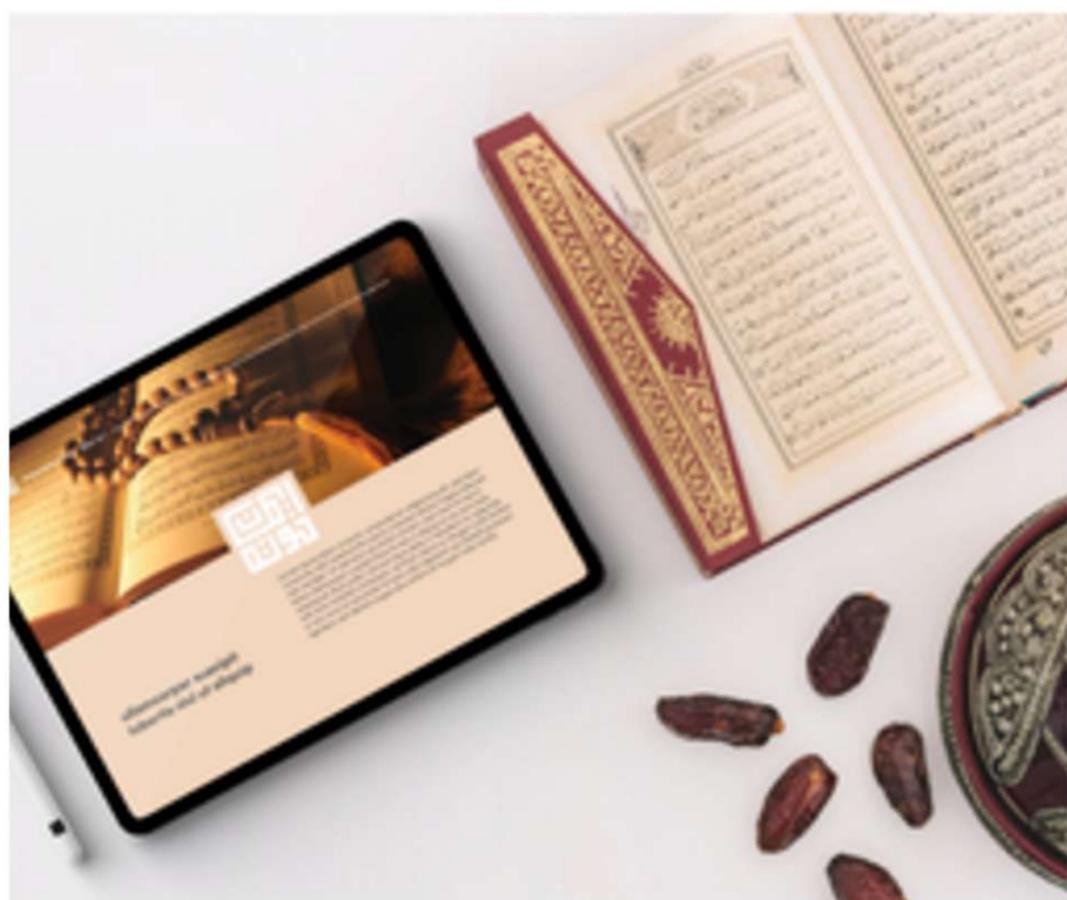
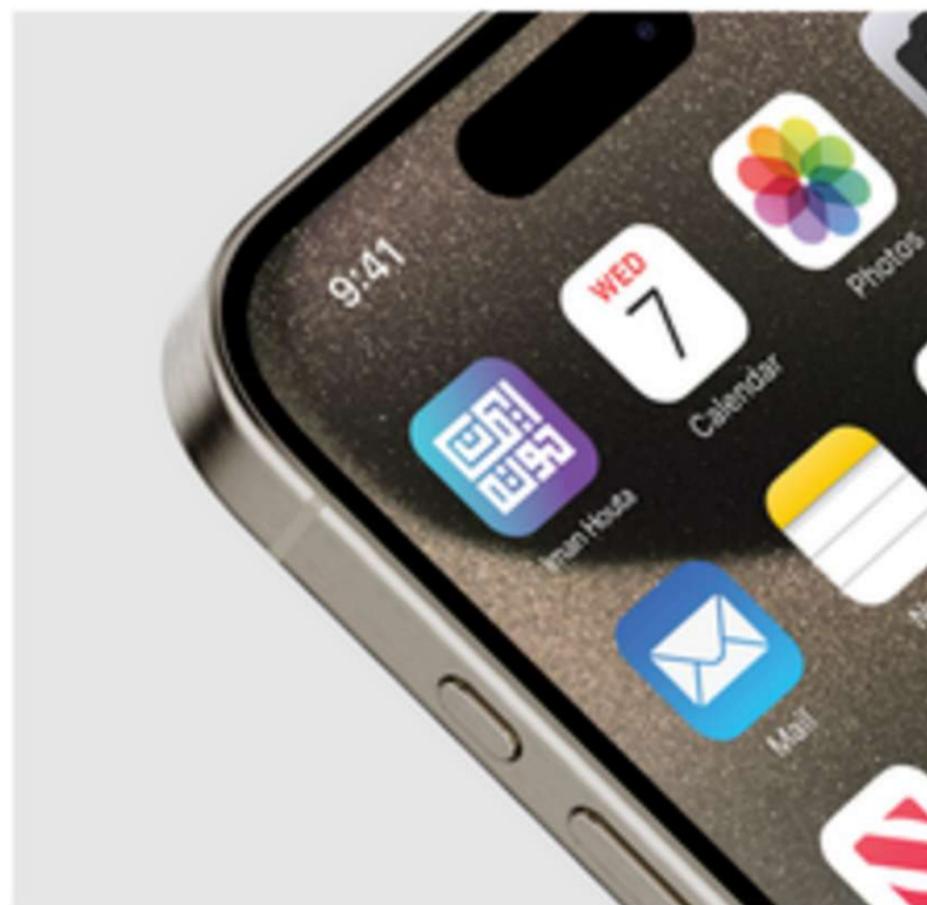


PROJECT — 12

IMAN HOUTA

Iman Houta offers free Qur'an lessons on YouTube, dedicated to helping non-English speakers learn how to read the Qur'an correctly. The channel is non-profit and created with the sole purpose of making Qur'an learning more accessible, especially for beginners who need guidance in proper pronunciation and recitation.



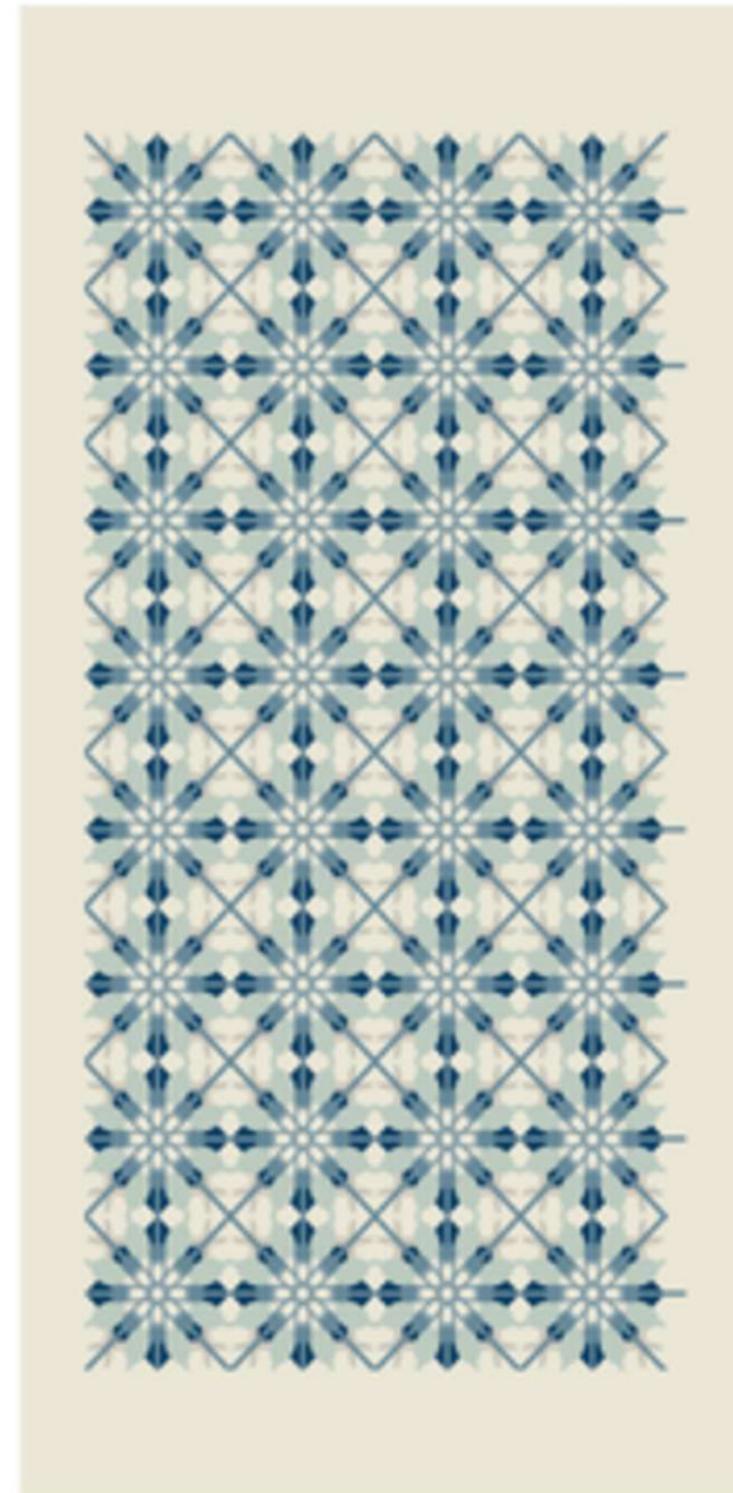


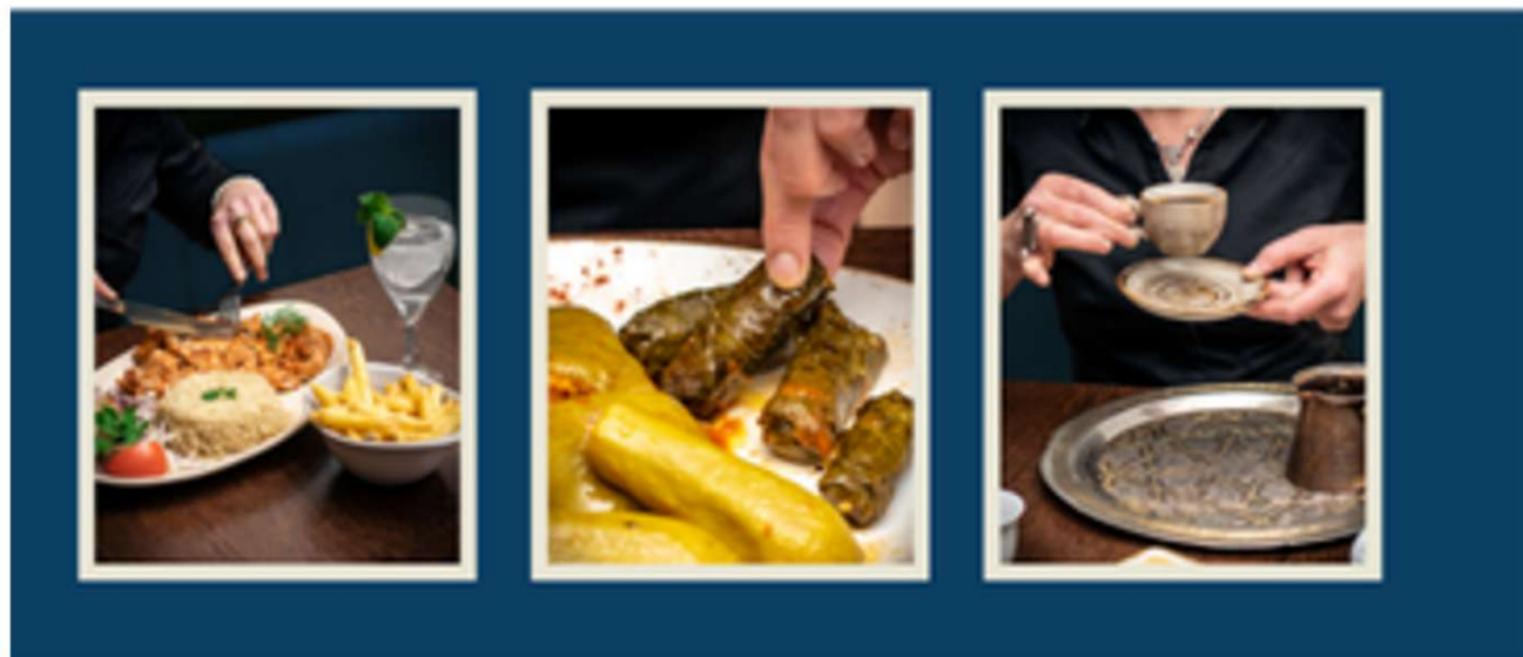
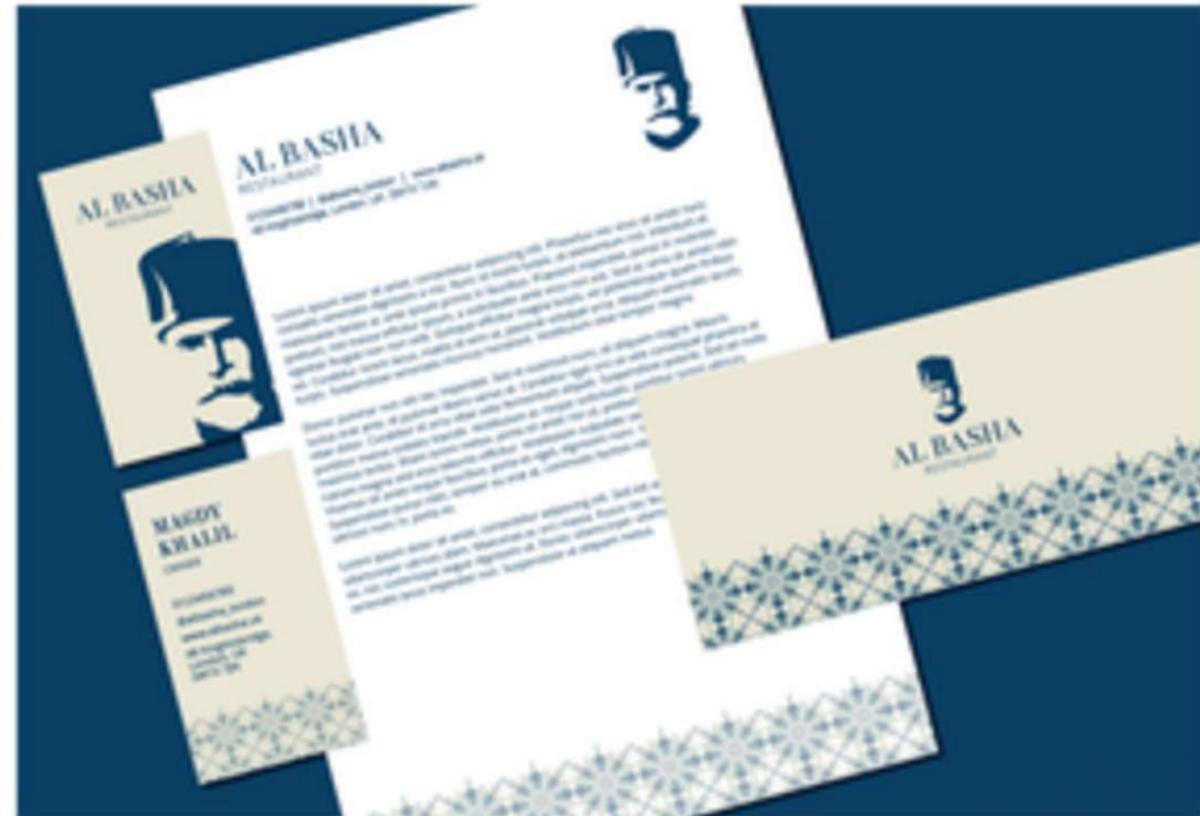
PROJECT — 13

AL BASHA

Al Basha is a renowned Middle Eastern restaurant located in London's Knightsbridge, offering a rich menu of Egyptian and Levantine cuisine. Known for its authentic flavours, generous portions, and warm hospitality, Al Basha delivers a true taste of the region in a cozy, elegant setting. Popular for dishes like koshari, molokheya, and grilled meats, it's a go-to spot for both locals and visitors seeking traditional comfort food with a refined touch.







PROJECT — 14

FAY

Fay is a new line of high-performance cleaning solutions by Dyna Chem Egypt, designed to elevate everyday hygiene with ease and efficiency. The range includes air fresheners, oven and toilet cleaners, glass and surface sprays, and versatile all-purpose formulas like the 5-in-1 and 6-in-1 solutions. With multiple scent options across most products, Fay combines powerful cleaning with a fresh sensory experience, making it ideal for homes, businesses, and professional use. Backed by Dyna Chem's commitment to quality and innovation, Fay delivers effective results across every surface.







PROJECT — 15

GUILLAM

Guillam Coffee is a London-born specialty coffee brand focused on quality, craft, and global influence. Known for its rotating single-origin beans and precision brewing, Guillam delivers a refined coffee experience rooted in consistency, flavour, and attention to detail. With recognition from major coffee festivals and expertly trained baristas, it's become a standout name in the city's third-wave scene.





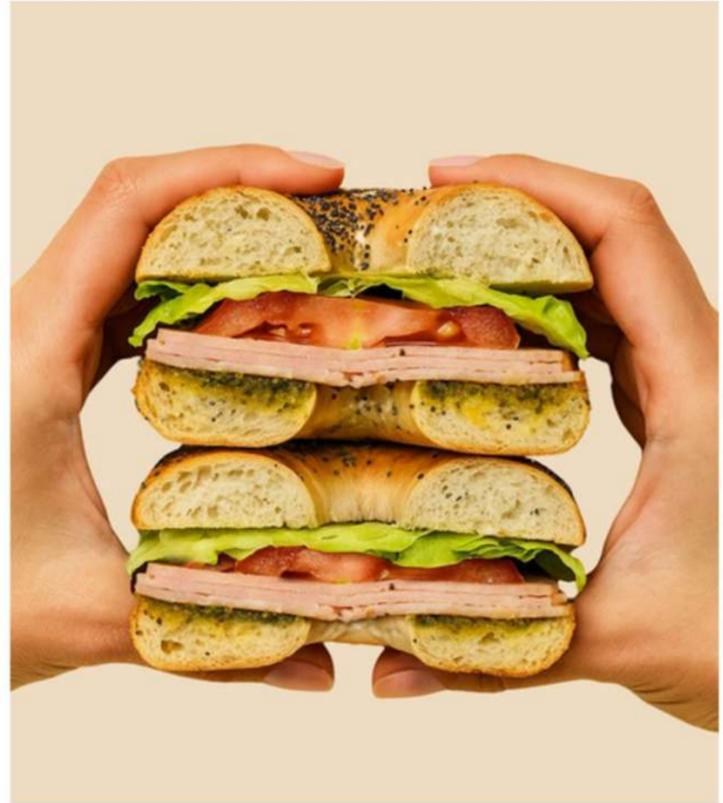
PROJECT — 16

NOXY BROS.

Noxy Brothers is a London-based coffee and casual dining brand known for its approachable, quality-driven offering. Founded in 2016, the brand combines specialty coffee with a focused menu of bagels, pastries, and shakes, all served in compact, high-footfall locations. With an emphasis on friendly service, consistency, and efficient execution, Noxy Brothers has established itself as a reliable player in the city's fast-casual coffee scene.





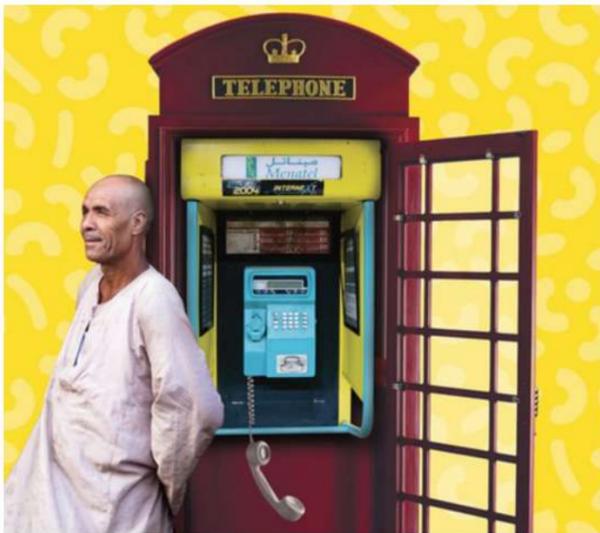


PROJECT — 17

KOSHARI STREET

Koshari Street brings a bold, modern twist to one of Egypt's most iconic street foods. Known for its vibrant, all-in-one bowls packed with lentils, rice, pasta, chickpeas, and spicy tomato sauce, the brand serves up flavour that hits hard and fast. It's plant-based, punchy, and proudly messy, just like real street food should be. With a fun, fast-paced vibe, Koshari Street stands out as a fresh, flavour-packed player in London's grab-and-go scene.





PROJECT — 18

ANAKATO

Anakato is a selection of Nubian Houses in Aswan that have been transformed into a hospitality business showcasing the best that Nubian hospitality has to offer. We worked closely with our client to safeguard them against the low summer season in hot Aswan and we ended up strategically deciding to open a location for them in the North Coast, bringing a new and exciting concept to holiday makers there. Our job was to also portray this and penetrate the competitive North Coast market, through a series of creative ads and campaigns.

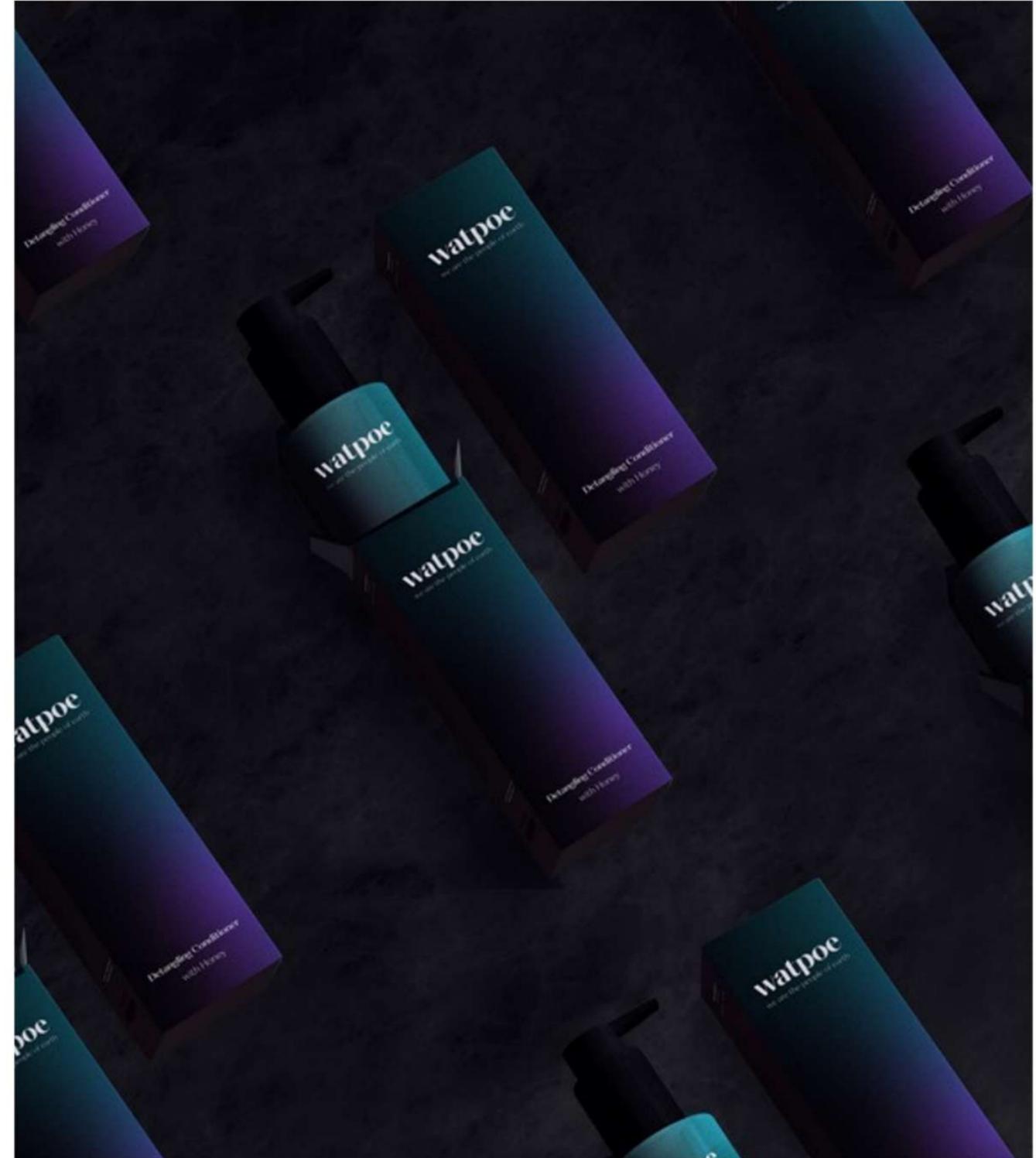




PROJECT — 19

WATPOE

WE ARE THE PEOPLE OF EARTH is a disruptive hair care brand, aimed at providing high quality hair care solutions and a community driven approach to sustainability that is unparalleled in this industry. We wanted to reflect this forward-thinking nature through the identity of the brand but giving it a futuristic aesthetic, whilst establishing a 'cult-like' approach to the marketing material designs. The use of gradients and calm purple and blue hues also reflects the sense of calmness and tranquility one will feel about their hair when using WATPOE products.





PROJECT — 20

+MAGNETS

Magnets is a Real Estate Development Management firm that helps landlords maximize the value of their property portfolios. Acting as a dedicated development manager, Magnets oversees the entire development cycle, from land acquisition and feasibility studies to market analysis, design, costing, and sales strategy. With expertise in both residential and commercial projects, Magnets ensures financial and commercial success at every stage.

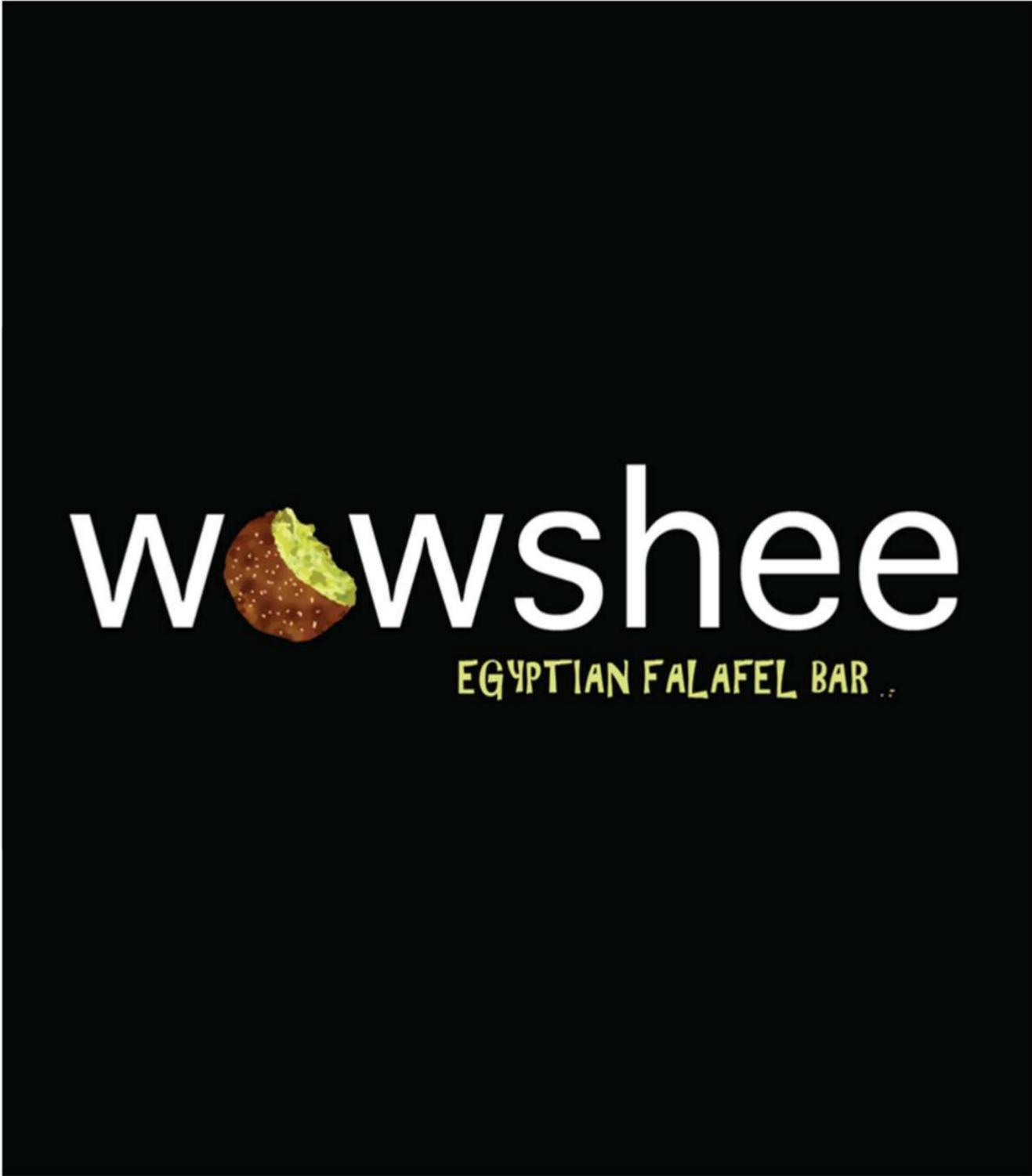




PROJECT — 21

WOWSHEE

Wowshee Pita Bar is a London-based, fast-casual concept specializing exclusively in Egyptian-style falafel served in fluffy pita pockets or mezza boxes. The brand delivers a distinctively authentic take on Middle Eastern street food, enhanced with freshly prepared sauces, halloumi, pickles, and vibrant toppings. Located in Soho's Berwick Street Market, Wowshee is celebrated for its crispy-on-the-outside, soft-on-the-inside falafel and large, flavour-packed portions, earning a reputation as one of London's top falafel spots.



wowshee
EGYPTIAN FALAFEL BAR

wowshee WINNER
2019

'TAMEYA' EGYPTIAN FALAFEL PACK

FRESH - QUICK & EASY

Warm up in a hot oven for 3 to 5 mins or microwave for 60 secs to crispy golden perfection

keep refrigerated and use by:

GLUTEN FREE **VEGETARIAN** **VEGAN**

INGREDIENTS

Fava beans, green herbs, garlic, **sesame** seeds, coriander, cumin, salt and white pepper.

• For **allergens**, see ingredients in **bold**



5 065002 636003

SOURDOUGH PITA

Beledi Bread VEGAN

Produced and packaged by: wowshee

Keep frozen and use by:

INGREDIENTS

Ingredients: **Flour** (contains **gluten**), salt, yeast, sugar, oil, **wheat bran** (contains **gluten**), sourdough **yeast** and water

• For **allergens**, see ingredients in **bold**



5 065002 636010

wowshee WINNER
2019

SCOTCH EGG FALAFEL

FRESH - QUICK & EASY

Warm up in a hot oven for 3 to 5 mins or microwave for 60 secs to crispy golden perfection

Keep frozen and use by:

GLUTEN FREE **VEGETARIAN**

INGREDIENTS

Egg, Fava beans, green herbs, garlic, **sesame** seeds, coriander, cumin, salt and white pepper.

• For **allergens**, see ingredients in **bold**



5 065002 636027



PROJECT — 22

SHIMMY SAUCES

It's is a bold new brand introducing vibrant, Egyptian-inspired sauces to UK shelves. Our goal was to craft a visual identity that feels modern and minimal, while still bursting with character, just like the sauces themselves. Through a carefully considered palette, expressive typography, and playful on-pack messaging, we created a look that grabs attention and invites curiosity. The result is a confident, contemporary brand with strong shelf appeal and a clear point of view: Egyptian flavour, reimagined.



PROJECT — 23

FLUBBY

Flubby offers playful, feel-good sweets, from fluffy marshmallows to fruity gummy bears, cola gummies, and colorful lollipops. It's all about fun and flavour. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.





NO ARTIFICIAL
COLORS OR FLAVORS

flubby

SWEET FRUITY MIX
GUMMY BEARS

MIX
FLAVOURS

flubby

COCKTAIL DRINKS MIX
GUMMY BEARS

flubby

SODA
DRINKS MIX

3
OURS

flubby

MARSHMALLOW



PROJECT — 24

CRUMBZ

Crumbz brings a bold, savoury edge to the snack game with crunchy pretzels in unique, crave-worthy flavours. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.



Crumbz



PROJECT — 25

ONA

ONA is a premium Egyptian juice brand offering natural, refreshing, and nutrient-rich beverages. Committed to quality and wellness, ONA uses only the freshest ingredients to deliver pure, flavourful juices. With a focus on health and sustainability, it's the ideal choice for those seeking authentic, feel-good refreshment. It's a sub-brand for Capi Foods. Capi Foods offer a colourful range of snacks through its sub-brands.





PROJECT — 26

LILO'S

Lilo's is a modern QSR fast food concept, bringing vibrant and progressive ideas to the fast food scene. The branding and colour palette aims to make the food more vibrant and attract customers from different demographics.





PROJECT — 27

HONEY 45

Honey 45 is a natural honey brand from Egypt that began as a family tradition, sharing high-quality honey with loved ones. Born from that same care and commitment, the brand continues to offer pure, uncompromised honey made with the same standards they trust for their own family.



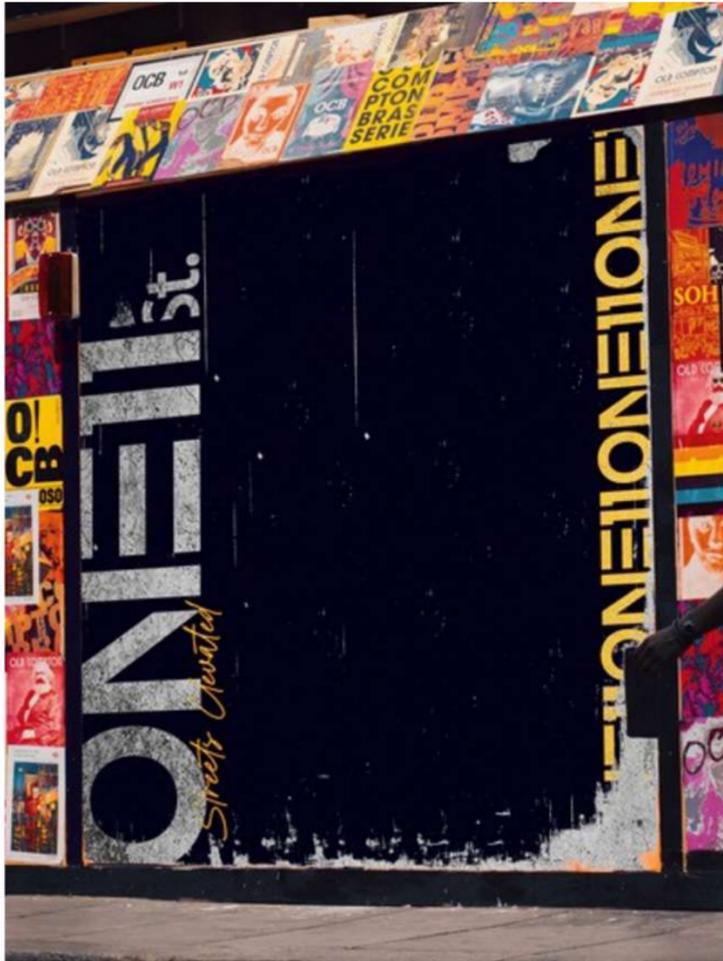
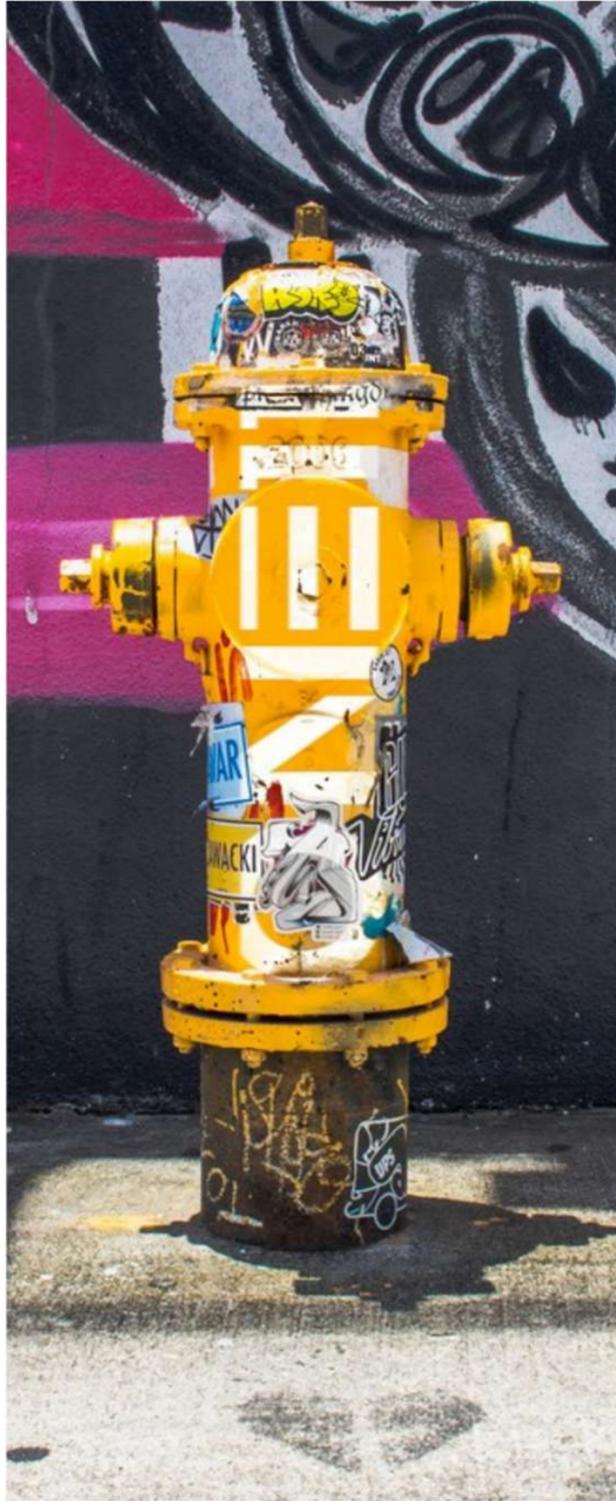


PROJECT — 28

ONE 11

The fashion industry is evolving as we see it, with brands shifting their focus more on the GenZ demographic. Onellst. aims to showcase this appeal through a streetwear aesthetic and bold branding that helps to catch the eye. The use of yellow, white & black is symbolic of the road markings that we see on our streets.





PROJECT — 29

ALVEARE

Alveare means hive in Italian. We wanted to create a brand that channels the aesthetics of alternative living and showcasing the benefits of living a 'balanced' lifestyle; through a simple and clear minimal approach. To portray the essence of "balance" we opted for a visual relationship with the art of stacking stones that is symbolic of achieving optimum balance. We depicted this in a sleek logo that also subliminally embodies a person achieving inner balance. The brand has several sectors such as the residential, hotel and farm to table side. With the use of creative wayfinding signage we managed to achieve a cohesive relationship between all these elements.





PROJECT — 30

HOUTA GROUP

This family business needed a rebranding after 30 years of operating. The new branding has a minimal approach and showcases the endless possibilities and opportunities the business has through the geometric approach.



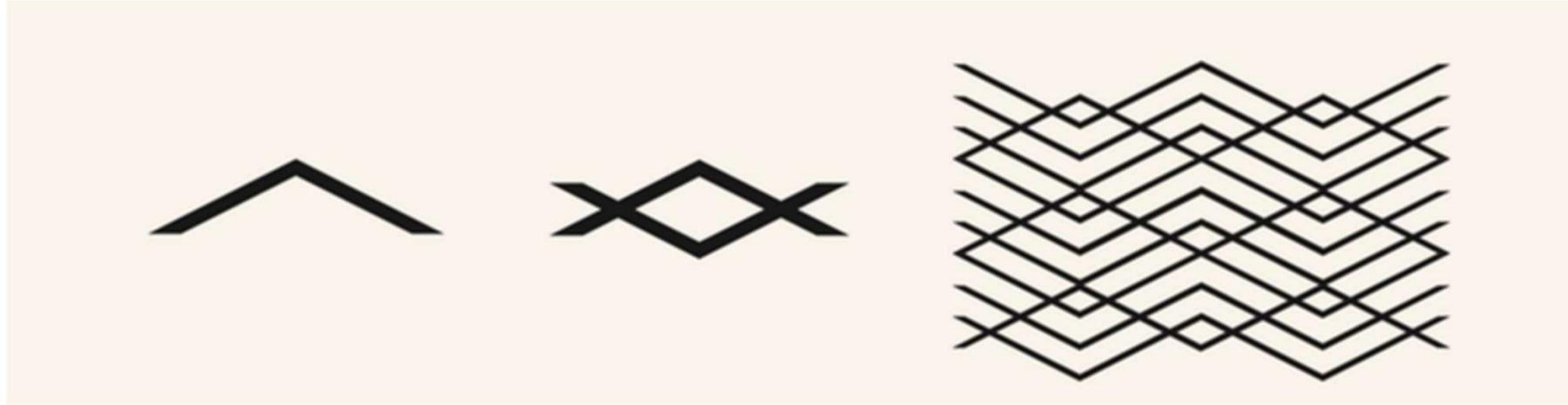


PROJECT — 31

BEYOOT FURNITURE

Beyoot Furniture is an Egypt-based home furnishing brand known for its vibrant, design-forward collections and in-house craftsmanship. With a dedicated production line ensuring exceptional woodwork quality, Beyoot offers a wide range of furniture and home décor. Blending global sourcing with original designs, the brand delivers distinctive, story-rich pieces that reflect both current trends and timeless character. Beyoot stands out for its evolving style, customer-first philosophy, and commitment to quality and value.





PROJECT — 31

TABALI

Tabali Bistro is a modern Egyptian eatery serving elevated takes on local street food classics like foul, ta'ameya, feteer, and hawawshi. With multiple locations across Cairo and the North Coast, it blends authentic flavours with fresh ingredients and a bold, contemporary vibe, making it a go-to spot for comfort food with a modern twist.



TABALI • ORIENTAL BISTRO





PROJECT — 32

INIZI FURNITURE

It's is a modern furniture brand for B market segment customers seeking affordable luxury furniture. We wanted to give it an upmarket modern Italian aesthetic that resonates with some of the prominent furniture brands operating in this field. The icon is also created so that it can be places on the furniture pieces or etched in the wood or even as a tag on the fabric as a symbol of quality and modern design.



PROJECT — 33

ZERO SUGAR

Zero Sugar by Ketonista is a trusted destination for sugar-free living, designed especially for diabetics, keto followers, and anyone cutting sugar from their life. From ice cream to biscuits, jams, and more, the range delivers indulgent taste without the sugar spike.

**ZERO
SUGAR**
BY KETONISTA

ZERO SUGAR

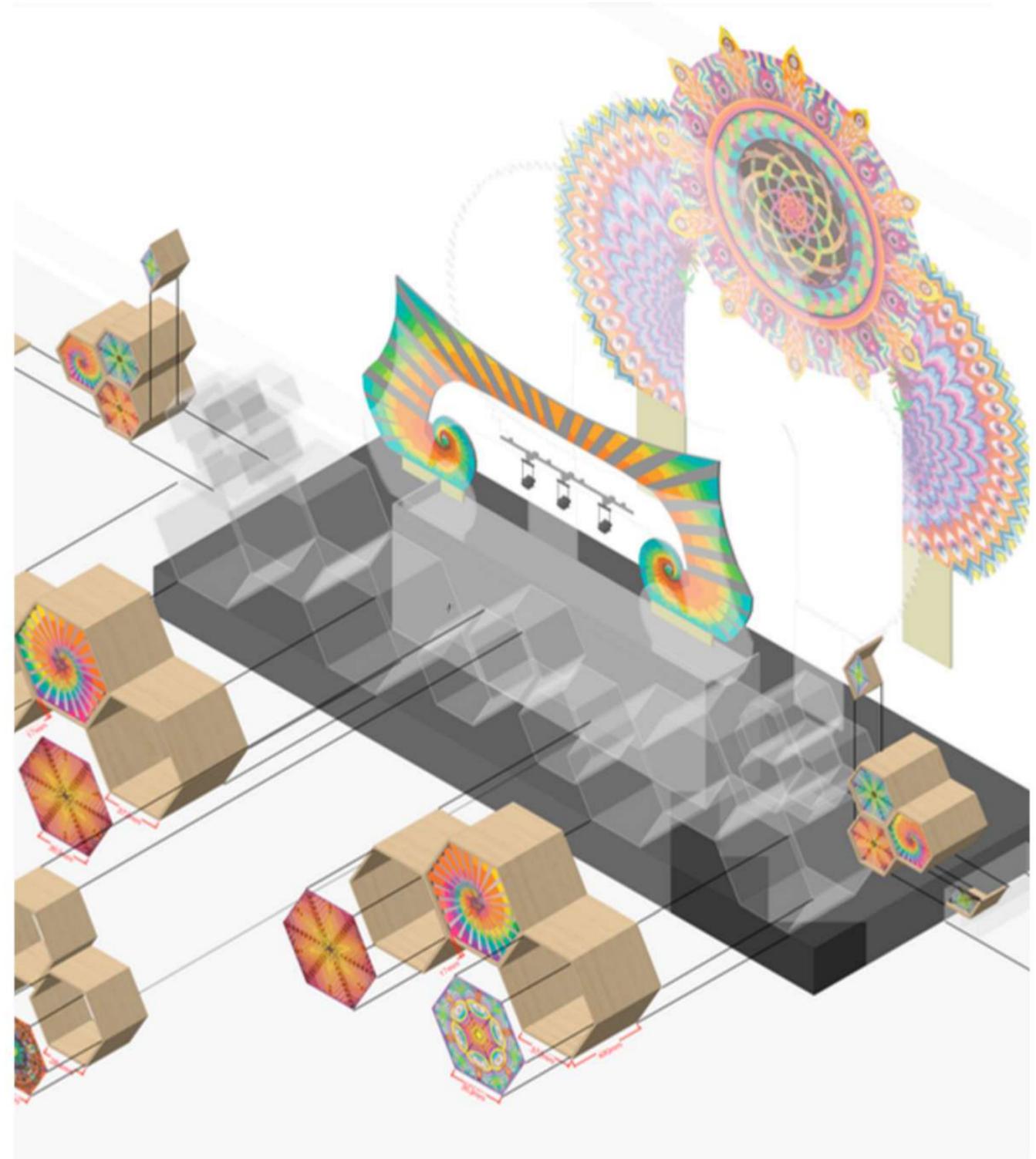
BY KETONISTA

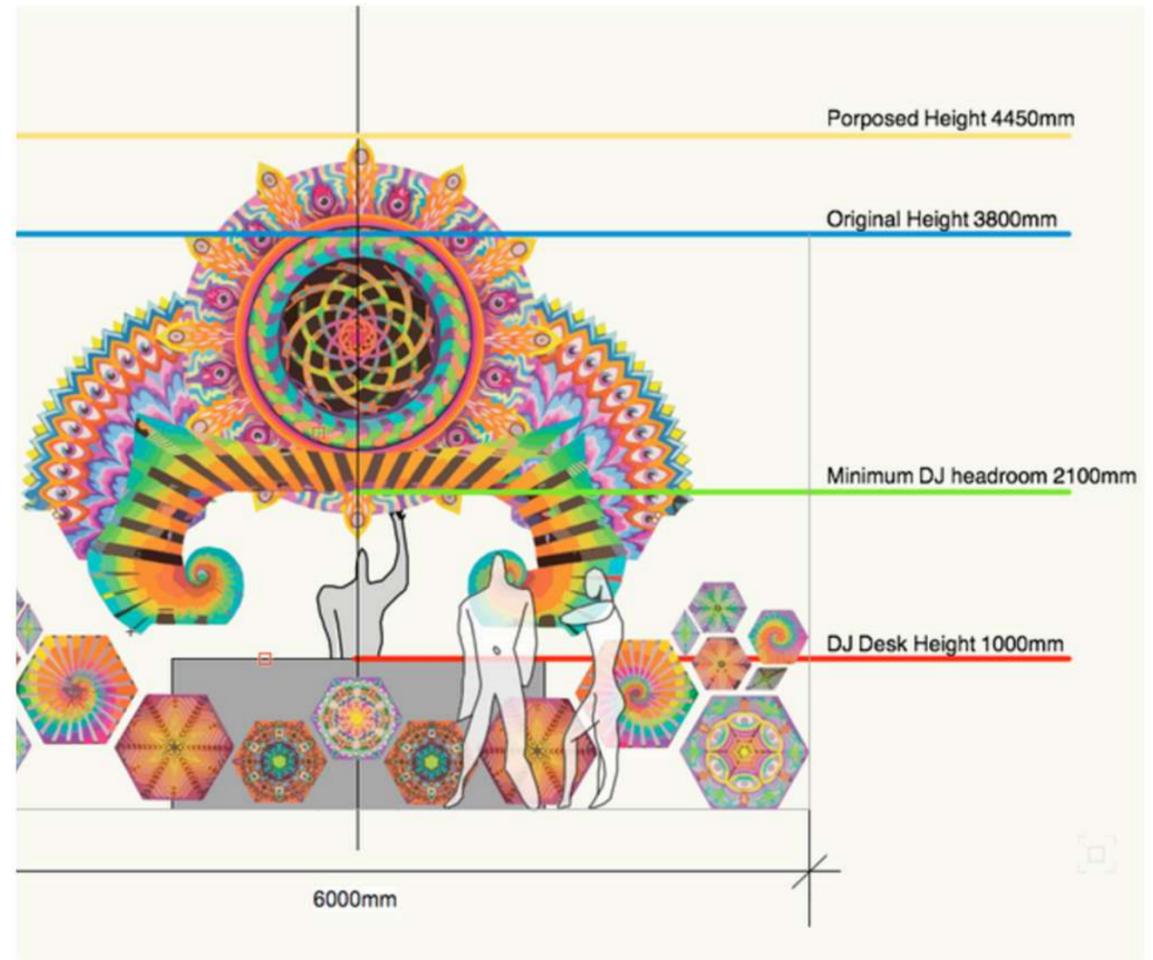
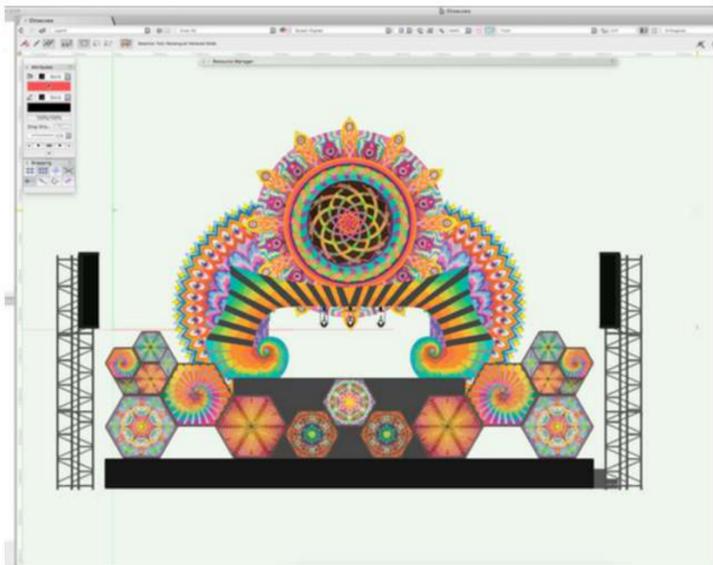
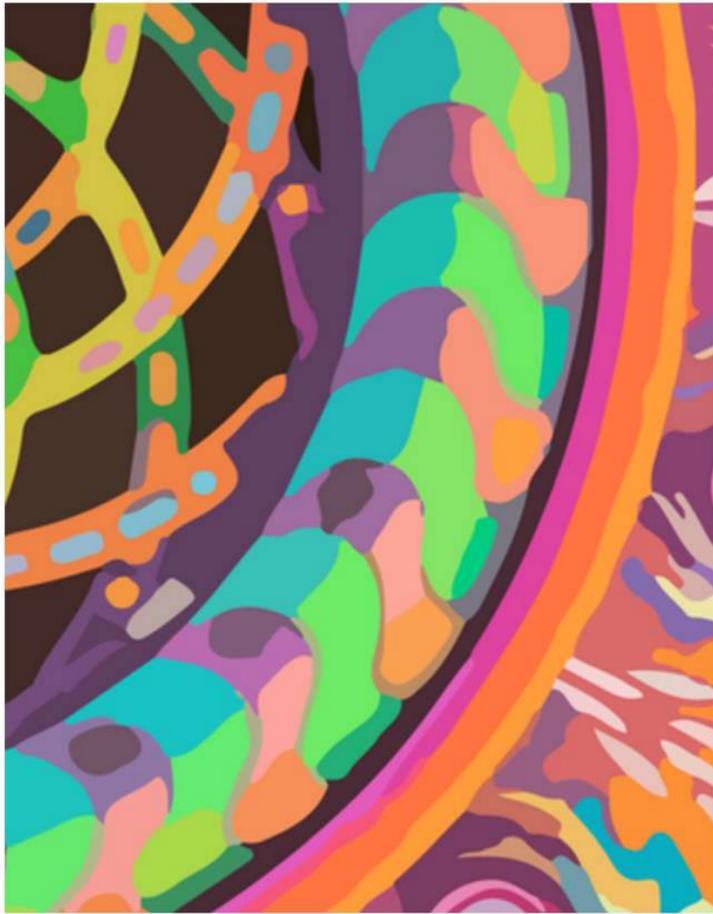




PROJECT — 34

STAGE SET DESIGN



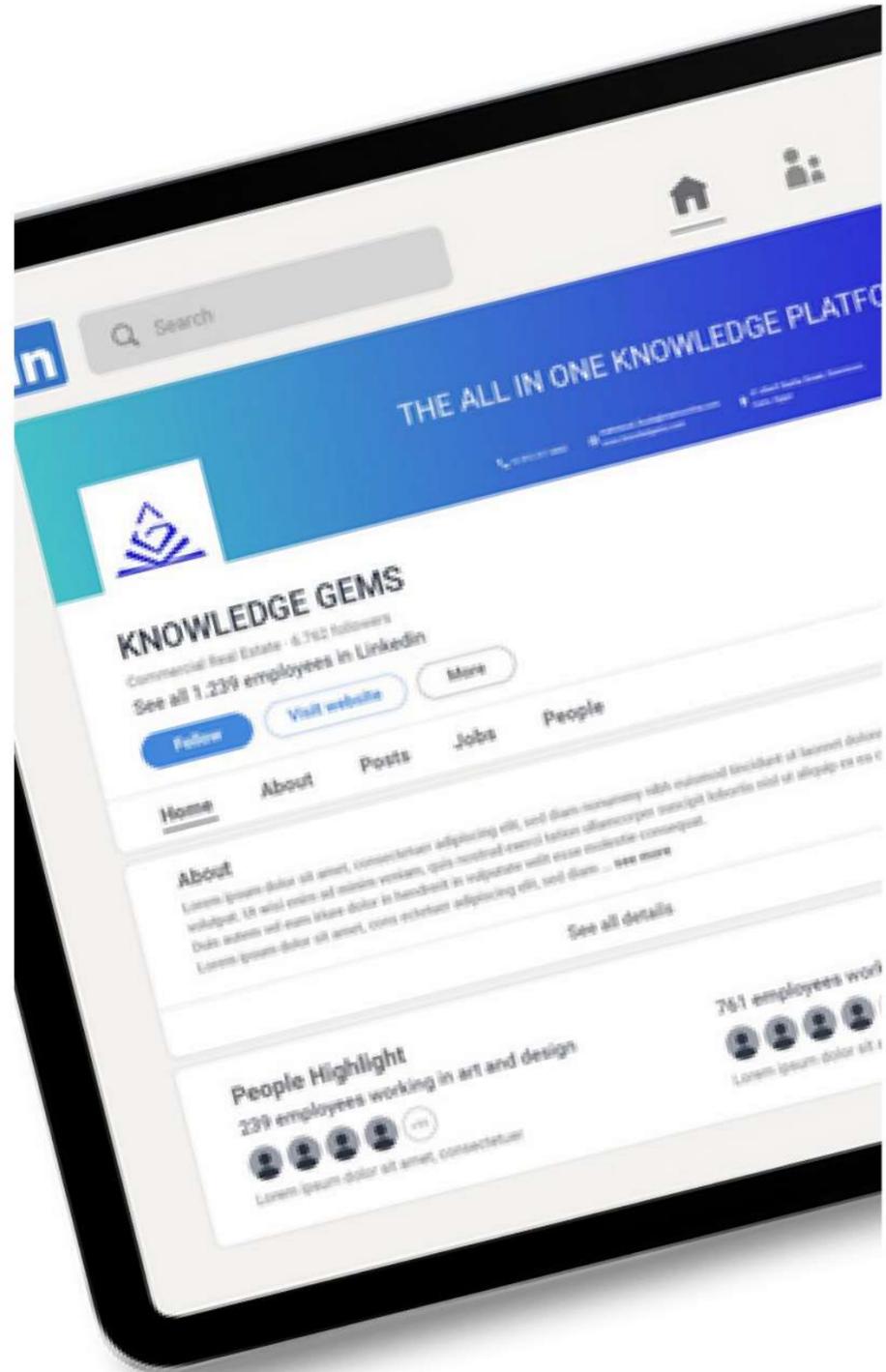


PROJECT — 35

KNOWLEDGE GEMZ

Knowledge Gemz is an Egyptian online educational platform that streamlines access to information and collaborative learning. We wanted to reflect the 3 elements of this platform (the book, the Gem/Diamond and the mouse click) in a sleek and modern logo encapsulated in the shape of a pyramid. This logo icon was also used as a pattern for the brand assets. The choice of the colour blue also reflects the tech aspect of the business.





KNOWLEDGEGEMZ



PROJECT — 36

CREAM'ME

This is a natural creams and cosmetics brand that is focused on high quality products. The branding (aimed at a female market segment) is simple yet elegant and easy to understand.



Cream'me
NATURAL SKINCARE



PROJECT — 37

KIKOI

A clothing brand inspired by the central african patterned fabric and African relics.





PROJECT — 38

SALE SUCRE

Salé Sucré stands out as a high-quality patisserie brand in Egypt, blending French craftsmanship with regional flavors. With its broad pastry portfolio, event-ready cake options, and expanding regional footprint, the brand has built a reputation for accessible indulgence and reliable service.





PROJECT — 39

ALBERI

A flavours brand that wishes to compete with some of the top flavour brands globally through it's minimal and colourful approach.







Alberi
PREMIUM GOURMET TASTE
FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Strawberry



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Pineapple



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Peach



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Passion Fruit



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Mixed Berries



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Mango



1L

FRUIT PURÉE

Alberi
PREMIUM GOURMET TASTE

Blueberry



1L

FRUIT PURÉE

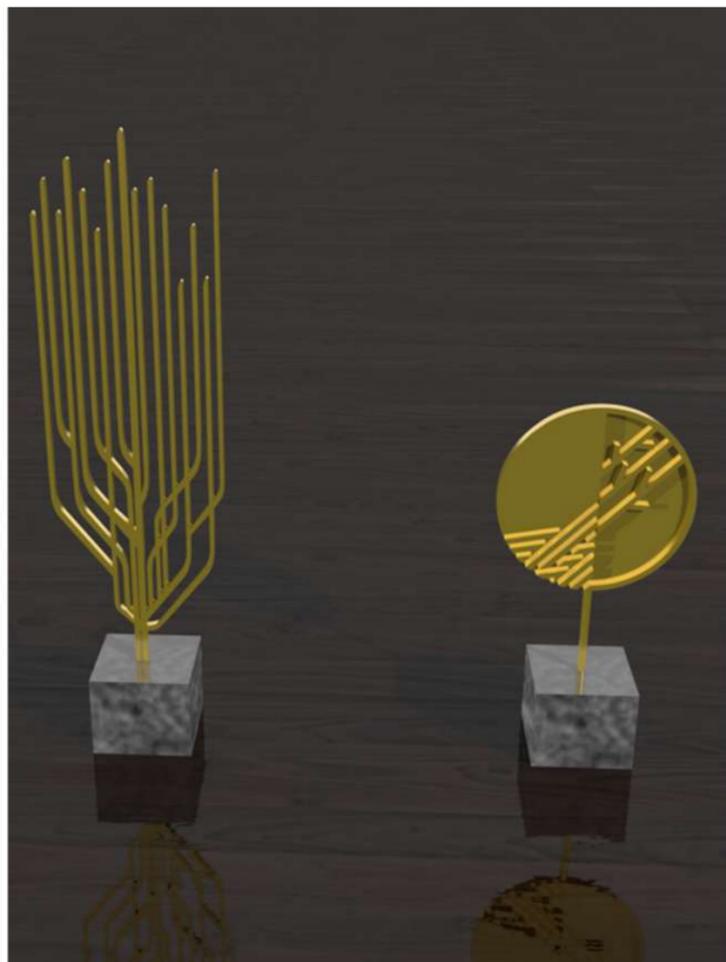
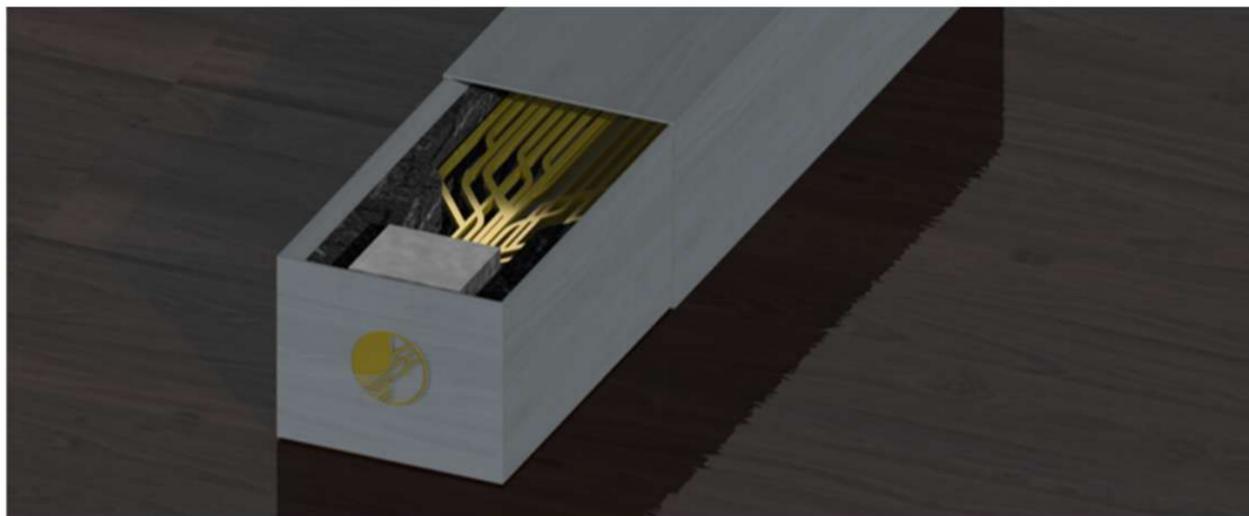
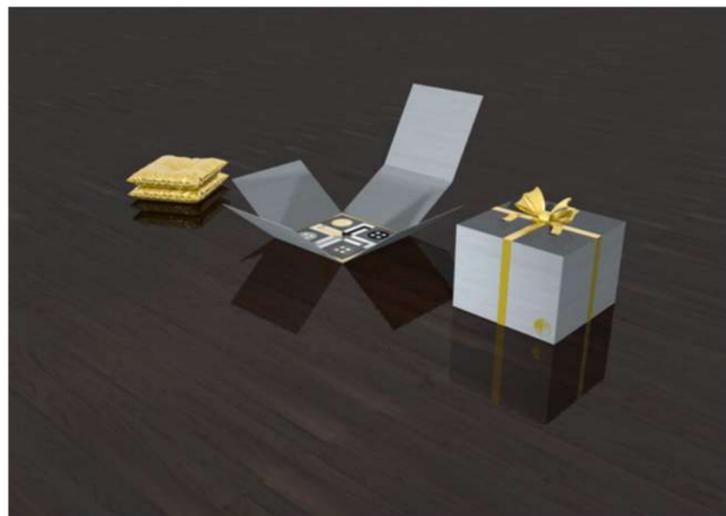


PROJECT — 40

ODA FURNITURE

Egypt's now leading furniture brand.





ELEVATING THE STANDARDS
OF LUXURY LIVING



ODA
FURNITURE

