

# COMPANY PROFILE

**Golden Line**

Hardware Supplies



The Leading Supplier of Quality  
**CERAMIC TILES, SANITARY WARE & IRONMONGERY**



# Chairman's Message

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It gives me an immense pleasure to announce that, for almost a decade, Golden Line Hardware Supplies (GL) has attained steady growth, in spite of the overwhelming market challenges, to offer its clients a luxurious yet affordable lifestyle through its wide range of products that are carefully sourced from reputable manufacturers. Our success is entirely attributable to the trust of our esteemed clients that we have gained through commitment and sincerity, to which the role played by our loyal and knowledgeable team members has also contributed immeasurably. Our modest trail started with ironmongery. It was enlarged and diversified over a period of time through adding Ceramic Tiles, Sanitary Ware, Bathtubs, Water Mixers,, Bathroom Accessories, and Kitchen Cabinets to cater to market needs and rising demand. All Accretions were chosen with immense diligence and care, to offer our clients not only the most select of the innumerable offerings but something distinguished from those which the UAE market is overflowing with.

To be closer to our customers, we have opened four prestigious showrooms in Abu Dhabi, Dubai and Al Ain. Our endeavour has always been to ensure that, upon stepping into any of our showrooms, our valued customers would immediately be presented with a bouquet of offerings which are luxurious in appearance, durable and functional, and most importantly meeting their requirements at optimally affordable prices, so that the beauty and ambience of their residential and commercial villas and buildings is further enhanced. GL's dedicated Management and highly qualified staff hope for a continuation of the trust reposed in us by our customers, not merely as buyers of our products, but as truly valued partners in our shared business relations, satisfaction, happiness, and success.

**Bashar Abdullah Oyoun Alsoud**

Chairman

# Company Profile

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The establishment of Golden Line Hardware Supplies in 2004 at Al Najda Street in the heart of Abu Dhabi, the capital city of the UAE, represented a landmark in the Company's pioneering business profile.

The trust that we were able to develop with our esteemed clients encouraged us to evolve and expand, which manifested itself by opening our second showroom in Abu Dhabi City in 2008. Our innovative approach, unceasing hard work and the confidence reposed in us by our customers had led us to, expand further, first in the city of Al-Ain (2009) and more recently in Dubai.

Golden Line Hardware Supplies has consolidated and acquired an impressive share of the UAE market by supplying the latest and best in ironmongery hardware in addition to vast range of Ceramic Tiles, Sanitary Ware, Bathroom fittings, Water Mixers, Bathtub and Shower Systems. Our products are sourced from and manufactured worldwide in Italy, Spain, Turkey, India and China.

The key to our growing success has been our intense focus on supplying high quality goods at the best prices with timely delivery all backed up by excellent after-sales services provided by our team of knowledgeable specialists. This has enabled Golden Line Hardware Supplies to quickly carve out a niche for itself in UAE's fast growing real estate and construction industry.

It is therefore with great pride and pleasure that we invite you to visit Golden Line Hardware Supplies showroom in Abu Dhabi, Al Ain, and Dubai to sample this superb craftsmanship and to view our unique collection of products. We are very confident that our customers will be delighted to experience a wide variety and range of offerings unrivalled in UAE.

# Company Commodities

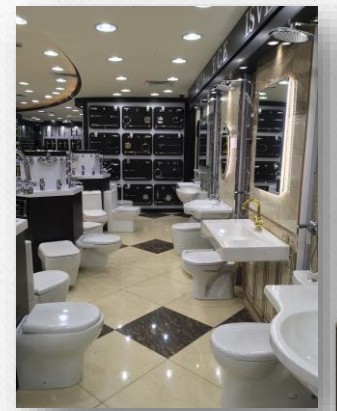
We are dealing with the following commodities:

- ❖ Ceramic Tiles
- ❖ Sanitary Ware
- ❖ Water Mixers
- ❖ Bathroom Accessories
- ❖ Bathtub and Shower Systems
- ❖ Ironmongery



# Abu Dhabi Showroom 1

Al Najda Street, Abu Dhabi, UAE | Phone 02 - 676 6070 | Fax 02 - 676 6880



# Abu Dhabi Showroom 2

Al Najda Street, Abu Dhabi, UAE | Phone 02 - 673 5388 | Fax 02 - 673 8989



# Al Ain Showroom

Al Sanaiyah, 6th St., Al Otaiba Bldg., Al Ain, UAE | Phone 03 - 761 9868 | Fax 03 - 761 9869





# Dubai Showroom

Salahuddin Road, Deira, Dubai, UAE | Phone 04 - 266 0166 | Fax 04 - 266 0177





**SANITARY WARE**



ISVEA was founded by the Angelucci family as the 7th factory of Italy, near Eusanio Del Sangro which is 200 km away from Rome. It had been carrying out activities as a characteristic Italian manufacturer in Italy, which is the leading country in the field of sanitary ware in the world and it had been ranked among the first 10 manufacturers in the market as a wide-spread brand especially in the Southern Italy. ISVEA which was bought by ECE Holding and introduced to the Turkish bathroom equipment market in 2013, aims to present the Italian design culture, quality and functionality approach to the customers.

ISVEA aims to be the primarily preferred bathroom brand in Turkey as well via its philosophy to offer a distinguished bathroom experience and to establish emotional bonds with its customers by adopting it as a principle.

<http://isveabagno.it>





The leading company of the group, ECE BANYO Gereçleri San. Ve TİC. A.Ş. was founded in 1992 in Çorum Industrial Park and started manufacturing ceramic Sanitary wares. ECE BANYO which has been growing since the date of its founding and it became third big company with its production capacity in this sector. ECE BANYO is a brand which includes ceramic Sanitary wares, bathroom furniture, closed covers and internal fittings, bathroom metal accessories, bathroom armatures, glass washbasins and plastic pipes. ECE BANYO, having a wide scale of products in bathroom cabinets, provides numerous alternatives of different color and sizes with these models.

The most important characteristics of ECE BANYO brand is the fact that it always prioritizes innovation.

<http://www.eceseramik.com.tr>



**AZZURRA**<sup>®</sup>  
riscopri la purezza

<http://www.azzurraceramica.com>

AZZURRA Sanitari in Ceramica was established in 1985 in Civita Castellana.

From the outset, AZZURRA has proven itself to be a solid manufacturer, which is able to monitor the demands of a constantly changing market, responding with prompt and effective solutions for consumer needs. The current corporate structure, consisting of four families, dates back to 1991.

In 2001, following a major expansion, it was transformed into an S.p.a., with a share capital of 2 million Euro.

Today, the company comprises approximately 120 employees, with an area of around 30,000 m<sup>2</sup> and a production output of approximately 300,000 units per year, distributed within Italy and exported worldwide: from Europe to neighbouring non-EEC countries, from Russia, to Australia, to America, to 35 countries over all continents.



**newarc**  
choose your own style

<http://www.newarc.com.tr>

**Newarc** have a say in a faucet market by its successful attempt for high quality standards and customer satisfaction. Newarc, producing faucets for kitchen and bathroom, continues to serve in the sector thanks to following vision the planned investments and technological development for faucets in Samandıra and for sanitaryware in Corlu.

Newarc brand which belongs to Newarc Armatur A.S. assertive about bath and kitchen for conversion to unusual places with its modern, minimalist and elegant design. Newarc finger on the pulse of developments in the sector. Also it perfectly combines esthetics and technology.





# BATHROOM FURNITURE



ORKA®, founded with the aim of construction products' sales in 1992 and then redirecting its field to bathroom furniture based on the need in this sector to provide qualified services preferred to specialize in this sector with its all experience and background and progress with confident steps to become a global brand. ORKA Ahşap ve Yapı Ürünleri Sanayi Anonim Şirketi, besides its expertise in manufacturing elegant and functional furniture since 1994, ORKA® continues leading the sector with its original designs, affluent product variety, the latest technology in production systems, and service comprehension in quality and after sales.

ORKA® Bathroom, manufacturing universal quality products with more than 200 employees and a facility established in 50.000 sqm manufacturing plant with 22.000 sqm enclosed area along with over 200 qualified personnel, presents unique choices with rich variety of products.

<http://www.orkabanyo.com>

All products thereof have warranty certificate approved by The Ministry of Industry as well as ORKA® Bathroom goals with the principle "quality in each stage" maintains brand awareness and market leadership increasing its market share with its more than 300 sale points in Turkey and exporting more than 50 countries.







**WATER MIXERS &  
BATHROOM ACCESSORIES**



<https://www.grohe.com>

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products.

For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser". All plants of the GROHE manufacturing network make use of high-precision production engineering to ensure compliance with consistently high GROHE standards. This way GROHE ensures that its products live up to the most uncompromising demands in terms of workmanship and functionality.

Over the past ten years alone, the success of GROHE has been confirmed by more than 240 design and innovation awards as well as a top three placement among "Germany's most sustainable major companies of 2015". Numerous high-profile projects around the globe are fitted with GROHE products, testifying to architects', designers' and developers' preference for the brand.

In 2014, GROHE became part of the LIXIL Group Corporation, a publicly listed company on the Tokyo Stock Exchange. LIXIL is the global market leader in the sanitary ware industry and also Japan's leading provider of housing and building materials.





<http://www.temabanyo.com.tr>



AKKURT was established in 1974 as the producer of plastic plumbing equipment and in short time became the largest manufacturer in Turkey. AKKURT materials were well-known with its TEMA brand in the market for a long time.

TEMA GROUP, in parallel with its international growth strategy, made an investment in Kiev, Ukraine in 2000 and in the year of 2012 Thessaloniki, Greece. In short time since their inceptions, TEMA UKRAINE and TEMA HELLAS companies offered **TEMA / SIAMP** brand products as well as well-known international brands and have embraced an important role in the sector of their regions.

Company head quarter, where the production facilities are, is located in İstanbul, Beylikdüzü. With its 9000 m2 annex building built in 2005, total of 30.000 m2 covered closed integrated plant belongs to the production of **TEMA / SIAMP** brand products.



# SIAMP

Monaco

<http://www.siamp.co.uk>



# penta®

banyo keyfi

<http://pentabanyokeyfi.com>

2001 yılından günümüze yenilikçi, teknolojik ve kullanım kolaylığına sahip tasarım anlayışına odaklandık. Sahip olduğumuz bu anlayışla yüksek enerji tasarrufu sağlayan, estetik ve farklı ürünler tasarlıyoruz.

Mekanların ışıltısı olan suya keyif katmak tasarım felsefemizin temelini oluşturuyor.

Bizce suya dair herşey güzel olmalı. Hareleriyle, dalgalarıyla, asaletiyle ve yalınlığıyla sudan biçimler oluştururken geleceğin ve yaşamın sorumluluğunu yükleniyoruz. Emanet aldığımız ve miras bırakacağımız doğaya uyumlu ve saygılı ürünler üretiyoruz.

Banyo ve mutfak armatürleri, duş sistemleri, banyo aksesuarları, otel, hastane ve ıslak zemin ekipmanları ürün gruplarında yüksek kalite, özel tasarım, farklılaşma üzerine kurguladığımız ürün segmenti bugün, yaklaşık yüzlerce showroom / iş ortağı ve onlarca tasarım tescil belgesi ile büyük bir organizasyona ulaşmıştır.

Bütün bunları gerçekleştirirken biliyor ve inanıyoruz ki yenilik ve kalite konusundaki hassasiyetimiz asil sermayemiz olan tüketici memnuniyeti ile taçlanmaya devam edecektir.

PENTA GRUP YAPI SANAYİ ve TİCARET A.Ş.



# Dreamshower

HS-WorldLink Sanitary Ware Factory is a Chinese/Canadian joint venture that design, develop and produce shower panels and rain heads from A+ grade 314 & 316 stainless steel with all low brass components.

<http://www.dreamshower.co>



# Our Projects



550 Villas at Akoya Park by  
DAMAC



ADNOC Technical Institute



Al Ain Tower



Al Jaber Tower



Al Noor Rehabilitation for Special  
Needs Center



Ceba Tower

# Our Projects



Crystal Hotel - Al Salam



Crystal Hotel



MAG 218 Tower



Offices Building



Tahnoon Bin Saeed Tower



Yateem Center Day Care Surgery

# Our Projects



Al Raha Beach



Life Care Hospital



SDW4-C1 Park View Bldg.



Topaz Building



Commercial &  
Residential Bldg. - CRC



Al Noor School



# Trade Licenses

(Abu Dhabi & Dubai)

مركز أبوظبي للأعمال  
Abu Dhabi Business Center

وزارة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT

## رخصة تجارية / Commercial License

رقم الرخصة: 06-1069569  
 صلاحية الرخصة: 191963  
 بطاقة المنشأة: 537264  
 نوع الشركة: شركة ذات مسؤولية محدودة  
 الشكل القانوني: Limited Liability Company  
 الاسم التجاري: شركة خطى للخدمات التجارية - أ.م.م

Trade Name: Golden Line Hardware Supplies - L.L.C  
 Establishment Date: 11/01/2005  
 Issue Date: 31/12/2017  
 Expiry Date: 30/12/2018

الاسم / Name	الجنسية / Nationality	المهنة / Profession	الرقم / No.
محمد فيصل راجب عادي	الإمارات العربية المتحدة / United Arab Emirates	مدير / Manager	20069264
بلال حلاله جون العمود	سوريا / Syria	مدير / Manager	20134473

الأنشطة التجارية / Commercial Activities:

- Importing
- Retail Sale Of Metal Products/Trading For Buildings,Windows And Doors
- Retail Sale Of Sanitary Ware And Fixings
- Retail Sale Of Tiles And Grouts
- Retail Sale Of Kitchens And Restaurants Equipment And Outlets
- Retail Sale Of Marine Trading

العنوان / Address: (أ.م.م) شارع جني باس - بابها الغربية،الحيات،إمارة أبوظبي

التعليق: تم التحقق من صحة هذه الرخصة في 27/05/2018  
 Abu Dhabi Chamber certifies that the above mentioned establishment has been registered in accordance with the law No.27 of 2008  
 (http://www.ded.ae/about-us) and is valid for the period mentioned in the license. To verify the license validity visit http://www.ded.ae/verifylicense

This Document is Considered As Commercial Register

مركز أبوظبي للأعمال  
  
<http://www.ded.ae>

حكومة دبي  
GOVERNMENT OF DUBAI

اقتصاد دبي  
DUBAI ECONOMY

## رخصة تجارية / Commercial License

رقم الرخصة / License No.: 692901  
 الاسم التجاري / Trade Name: الخط الذهبي للتوريدات المعدنية (م.م) - فرع دبي  
 الشكل القانوني / Legal Type: فرع لشركة مسجلة في إمارة أخرى  
 تاريخ الإصدار / Issue Date: 27/07/2018  
 تاريخ الرخصة المزمع الانتهاء / Expiry Date: 28/07/2023  
 رقم الرخصة المزمع الانتهاء / DED D-42-N-S \* No.: 692901  
 رقم التسجيل التجاري / Register No.: 221643

أفراد الرخصة / License Members:

الاسم / Name	رقم التسجيل / No.	الجنسية / Nationality	المهنة / Role	التخصص / Specialty
محمد فيصل راجب عادي	20069264	الإمارات العربية المتحدة / United Arab Emirates	مدير / Co. Owner	التجارة / Trade
بلال حلاله جون العمود	20134473	سوريا / Syria	مدير / Manager	التجارة / Trade

الأنشطة التجارية / License Activities:

- Tiles & Flooring Materials Trading
- Marble & Natural Stones Trading

العنوان / Address:

مستودع البريد / Mail Box: 6366  
 رقم الهاتف / Phone No.: 975-4-2646177  
 رقم الفاكس / Fax No.: 975-4-2646177  
 رقم الجوال / Mobile No.: 975-50-4226800

ملاحظات / Remarks:

رقم التسجيل / Register No.: 1268176  
 تاريخ الصلاحية / Validity: 17/48  
 تاريخ الإصدار / Issue Date: 30/09/2017

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 Approved electronic document issued without signature by the Department of Economic Development. To verify the license validity visit [www.ded.ae/verifylicense](http://www.ded.ae/verifylicense)

**Golden Line**  
Hardware Supplies



**الخط الذهبي**  
للتوريدات المعدنية

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Fax: 03-761 9869

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