

COMPANY PROFILE 2019/20



MORE THAN TWO DECADES OF EXCELLENCE  
SINCE 1997



# BSH Walls & Floors

YOUR TOTAL WALL AND FLOOR COVERING PARTNER

# ABOUT US

We have been in business for over two decades; but still have the same passion and drive to succeed as we did when we started.

Founded in 1997, we started as a small business, Beit Al Sajjad Al Hadith Trading Co, located in the heart of old Dubai. Today, we have grown into BSH Walls & Floors, one of the region's leading and most-trusted suppliers of wall and floor covering products and services. We are headquartered in Dubai, the most dynamic and well-connected city in the Middle East, whose vision, drive to succeed and design excellence inspires us every day.

Our three divisions: Commercial Wall & Floor coverings, BSH Hospitality Studio and Residential Wall & Floor Coverings serve individual clients as well as the regional and international design community, through high-quality products and services across diverse sectors, competitive pricing that doesn't compromise on quality, and proactive customer service.

We are continually expanding our product portfolio and the services we offer, so our clients benefit from a one-stop solution when they choose BSH Walls & Floors.

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# OUR VISION

Our vision is to be a regional market leader, serving the needs of the hospitality, corporate, government, education, healthcare and residential sectors with an extensive range of intelligent, sustainable and creative wall and floor covering solutions.







# OUR MISSION

Our mission is to inspire, delight and serve our customers by delivering the most innovative design solutions to meet their specific requirements, on time and within the budget.





# OUR VALUES

## **Saving you time and money:**

We continuously strive to make your life easier. As a total solution provider, we strive to provide complete turnkey solutions that are on time and within the budget.

## **Always creative:**

We take pride in delivering services and products that exceed your expectations and are a stylish, cohesive fit for your living and working environments.

This comes from a genuine understanding of customer needs, user behavior and the wider social and economic context of the project.

## **Think globally, act locally:**

Our range of products and services are the best-of-breed and sourced from all over the world, meeting the highest standards of quality, aesthetics and value. Yet every solution we offer is tailor-made and unique to the needs of the project.

We have maintained our leadership position for over two decades by consistently listening to our customers, upgrading our skills and improving our solutions.

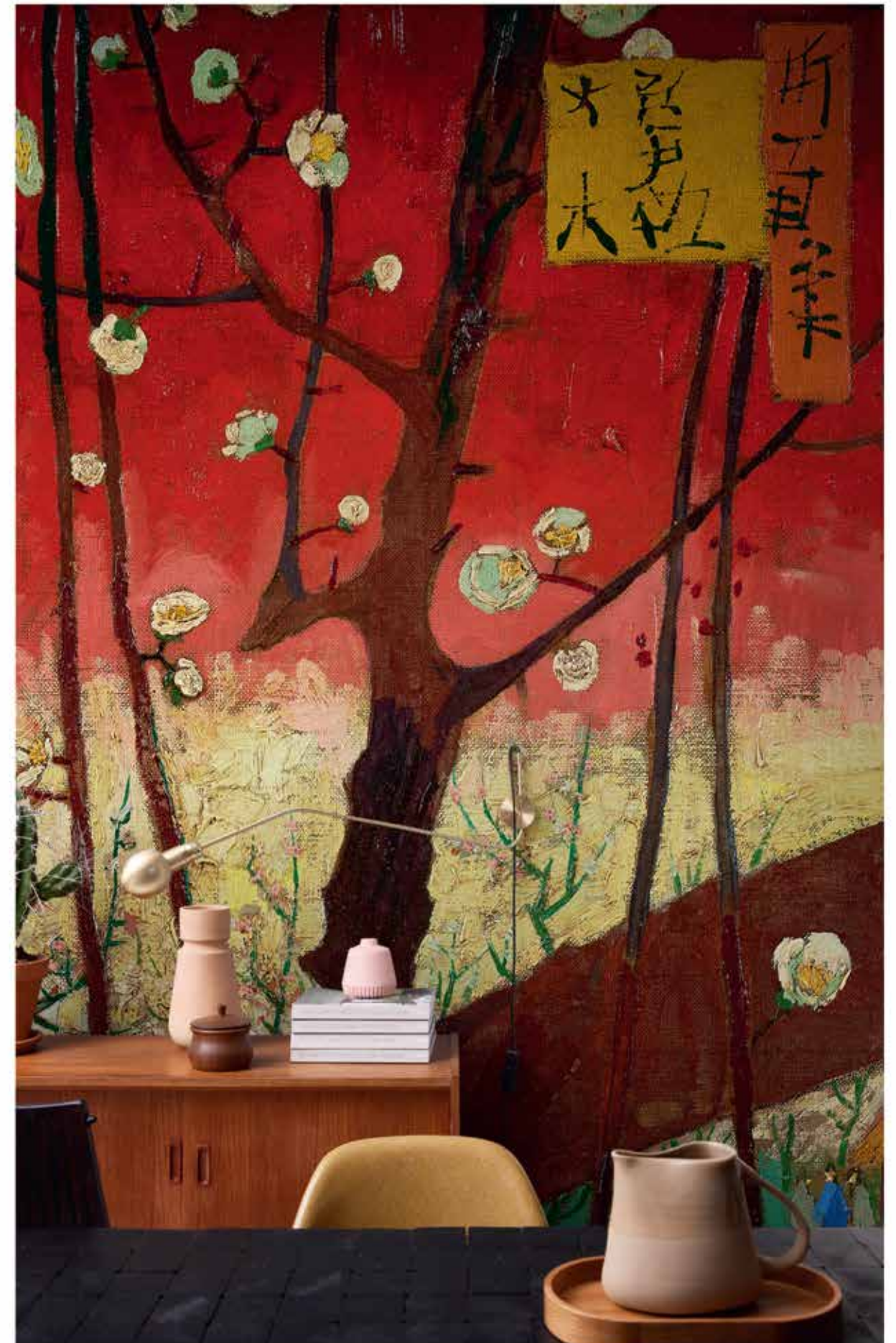
## **Always committed:**

Our customers and our colleagues are central to all that we do.

Our team of sales and technical consultants provides value throughout your entire project - from conception and design, to snag-free installation and superior after sales service.

A dedicated team of over 100 people ensures innovation and customer support.

Little wonder then we are the preferred solution provider to leading private and public sector companies across the Middle East.



## QUALITY STANDARDS

At BSH Walls & Floors, we take quality control very seriously. In-house processes and mechanisms ensure consistency, with international quality protocols used to standardize processes. The entire product range is inspected through every manufacturing process before being supplied. Vendors must pass our stringent quality and service standards in order to become a part of our team and are subjected to regular evaluations for quality and service. During planning and execution of contracts, there is a strict adherence to specifications and standards, with an emphasis on following correct procedures at all times. There is strong contribution from Research and Development to enhance and upgrade the products for best results. All employees go through training and development to ensure they are up to date with the latest technology to provide total customer satisfaction.

## PROFESSIONAL INSTALLERS

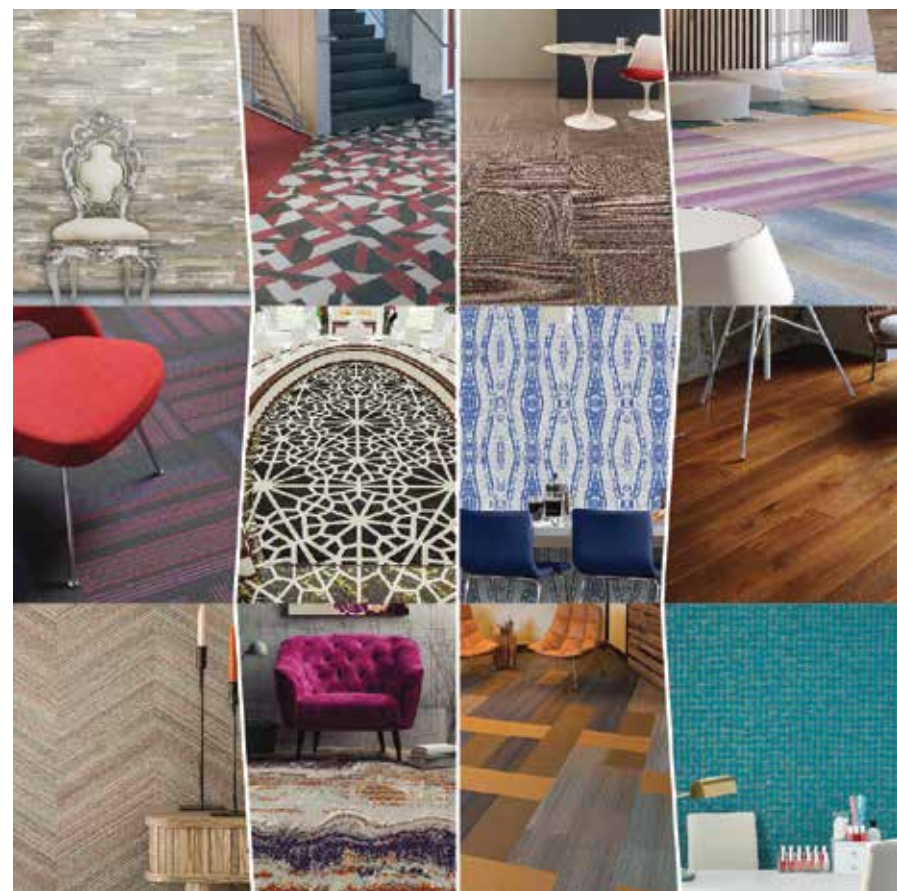
Our walls and floor coverings are only as good as their installation, so we invest substantial resources to educate and train our product installers. We have developed the best and proven installation procedures for each product line that is documented and applied so the outcomes meet international quality standards. We are fully equipped with upgraded installation tools and highly trained installers supervised by the team of technical professionals to deliver the best result.

## QUICK DELIVERY PROGRAM

Delivery in 48 hours! Our 140,000 square feet Dubai warehouse allows us to ship material within 48 hours. The QDP materials are produced, ordered and shipped in bulk, so our clients benefit from reasonable and competitive rates, along with express delivery. We have vinyl wallcovering, nylon and PP carpet tiles, engineered wooden flooring and leather flooring under QDP. As the program expands, we will be adding new products on a regular basis.







# OUR PRODUCTS

BSH Commercial Walls & Floor Covering Division works with some of the most renowned public and private sector clients.

We have installed our products in the offices of government departments, Fortune 500 companies and leading private companies.

We partner with our clients in creating well-designed work environments where people can connect, collaborate and advance their organization's objectives.

We have a stunning and wide range of wall and floor covering products. This is why BSH Walls & Floors have been selected time and again by clients and designers who want to create coherent, harmonious and sustainable work environments.





At BSH Walls & Floors, we pride ourselves on giving our clients who are individual home owners the same attention and professionalism as our commercial clients. Our Residential Wall & Floor Coverings division is dedicated to making houses into homes that reflect their owners' personalities.

As it operates with the same discipline and protocol as our large commercial clients, our residential division thus guarantees the same level of professionalism, care and after-sales service that will definitely exceed client expectations.

Choose from our extensive and exclusive catalogue of residential wall and floorcovering products, to select the perfect solutions that will meet your lifestyle, budget and taste.

The Middle East is home to some of the world's most iconic and luxurious hospitality projects, which are hailed for their excellence in design and aesthetics.

The floor and wall covering that are chosen for a hospitality project define its character, promise and brand.

At BSH Hospitality Studio, we work with leading architects and designers to shape the look and feel of interior environment of hotels and residences. Based on the requirements, specified by our clients, our in-house designers will translate your inspiration into reality, that will surpass expectations.

Our custom hand-tufted carpets, print carpets as well as axminster carpets, combined with other wall and floor covering products will deliver great performance, while living up to your brand promise.







COMMERCIAL CARPET TILES







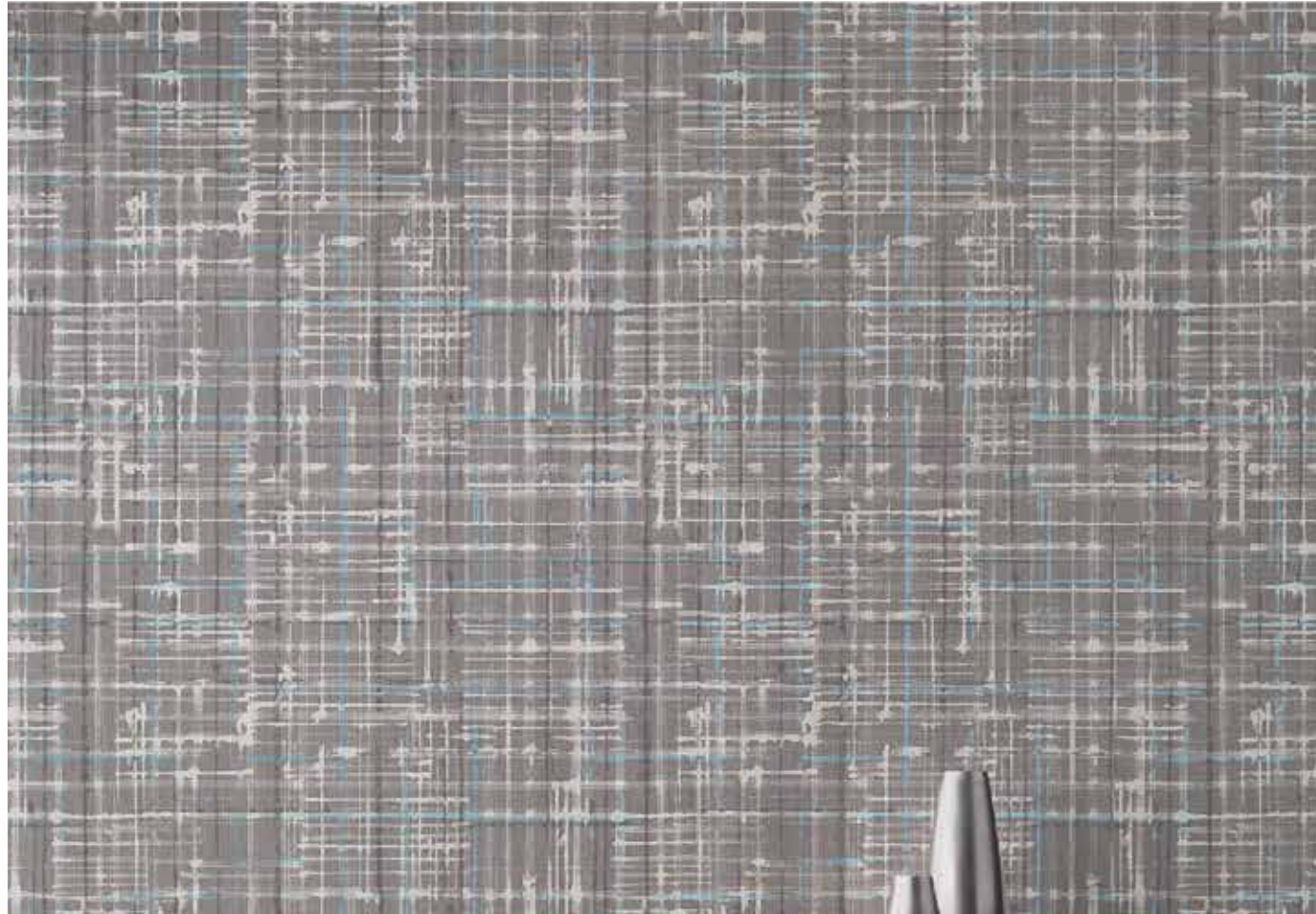
BROADLOOM CARPETS



TEXTILE COMPOSITE FLOORING



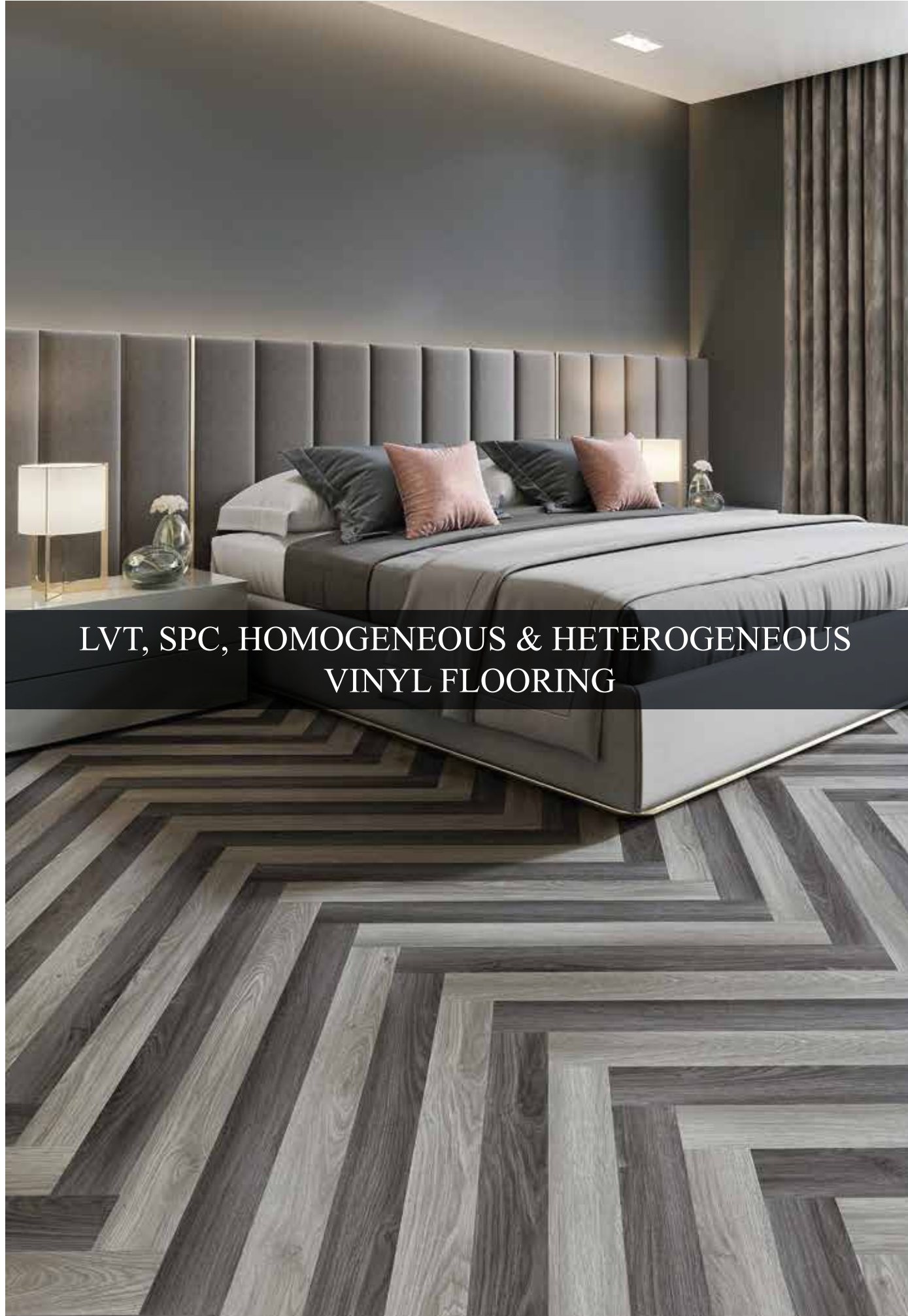




TYPE 1 & 2 CONTRACT WALL COVERINGS







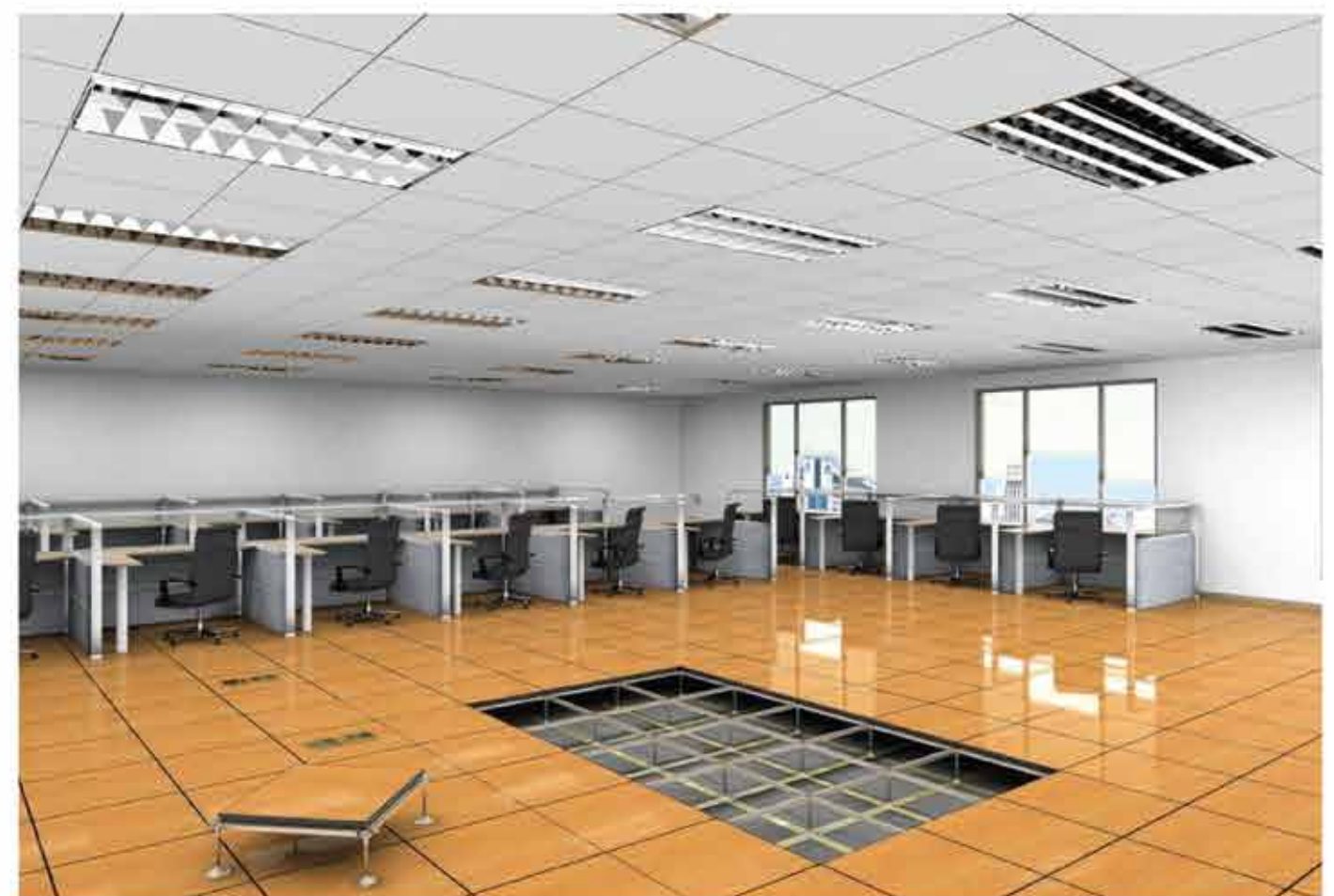
LVT, SPC, HOMOGENEOUS & HETEROGENEOUS  
VINYL FLOORING







RAISED ACCESS FLOORS







CUSTOM MADE CARPETS



HAND TUFTED, AXMINSTER CARPETS & AREA RUGS







SOLID WOOD, 2 & 3 LAYER, ENGINEERED WOODEN  
AND LAMINATE FLOORINGS







## RESIDENTIAL WALL PAPERS







## CUSTOM DIGITALLY PRINTED WALL COVERINGS







## ACOUSTIC SOLUTIONS







DRY ERASE WALLCOVERINGS



DRY ERASE MAGNETIC WALLCOVERING



DRY ERASE PROJECTION WALLCOVERING



DRY ERASE HIGH GLOSS WALLCOVERING



DRY ERASE CLEAR PAINT SOLUTION 50 SQ. FT. CAN



DRY ERASE CLEAR PAINT SOLUTION 100 SQ. FT. CAN



DRY ERASE CLEAR PAINT SOLUTION 200 SQ. FT. CAN





## CURTAINS, BLINDS & FABRICS







## SECTORS

Hospitality

Corporate

Healthcare

Education

Government

Retail

Residential

## OUR MARKETS

BSH Walls & Floor operates in



United Arab Emirates



Saudi Arabia



Bahrain



Kuwait



Oman





MAJOR  
BRANDS  
THAT WE REPRESENT

PORTFOLIO



World's largest flooring manufacturer



Contract wall coverings



Contract wall coverings



Prime Walls

Contract wall coverings



Prime Flors

Modular carpet tiles



FLOORING GROUP

PATTY MADDEN  
WALL COVERING



Wall coverings



Wall coverings







## DESIGN CENTER

## COME AND VISIT US AT OUR DESIGN CENTER

Visit us at our Design Center to see our comprehensive range of floor and wall covering solutions. At our Design Center, we showcase thousands of products and larger samples. Our experienced staff will assist you to source the right products and solutions for your project.

Do you need assistance with product designing, Autocad drawings and quantification? Our qualified and experienced staff are at hand to assist you with all that you need to complete your project assignment within the shortest time achieving the highest quality. This is true collaboration you can expect from BSH Walls & Floors, your reliable partner for more than two decades.







BLUEWATERS HOSPITALITY BOH



MINISTRY OF ISLAMIC AFFAIRS



MONTROSE HOTEL APARTMENT



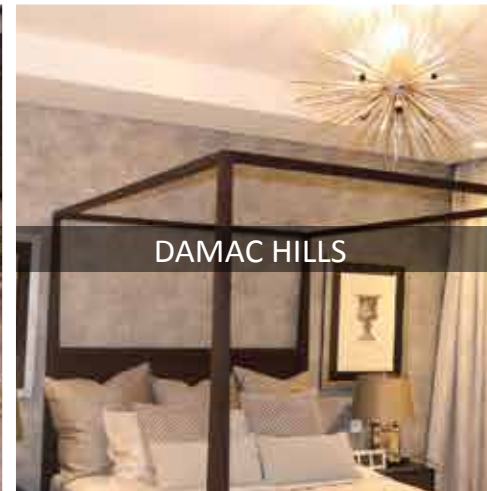
BAKER HUGHES OFFICES

## COMPLETED PROJECTS

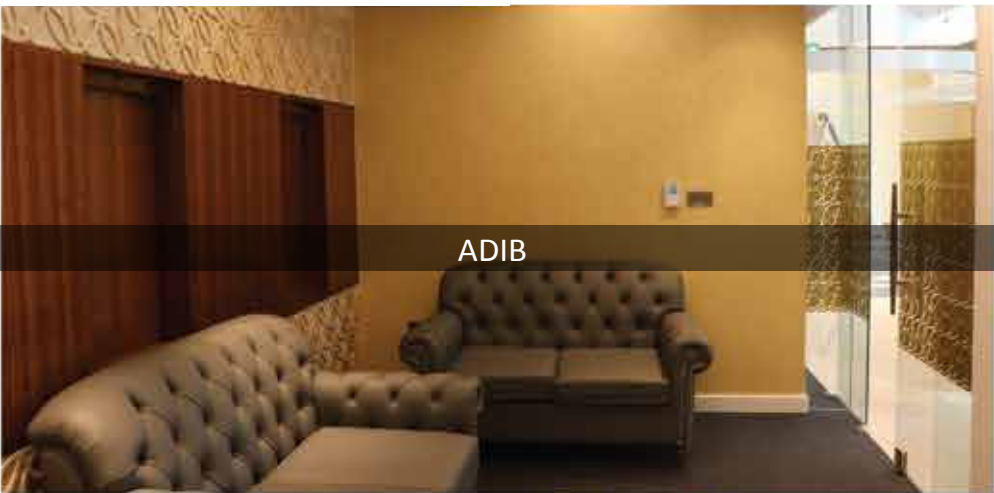
2018



DAFZA OFFICES



DAMAC HILLS



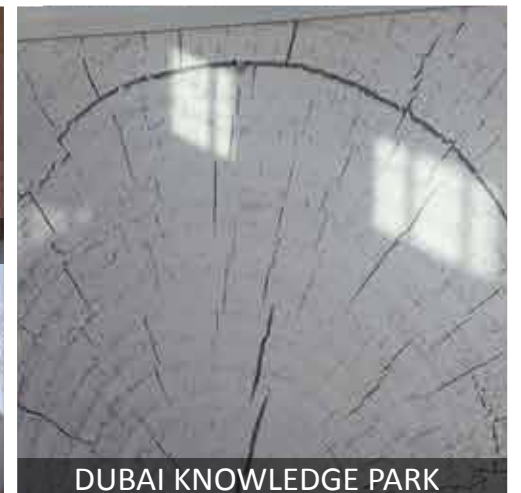
ADIB



NISSAN SHOWROOM



BVLGARI HOTEL & RESIDENCES



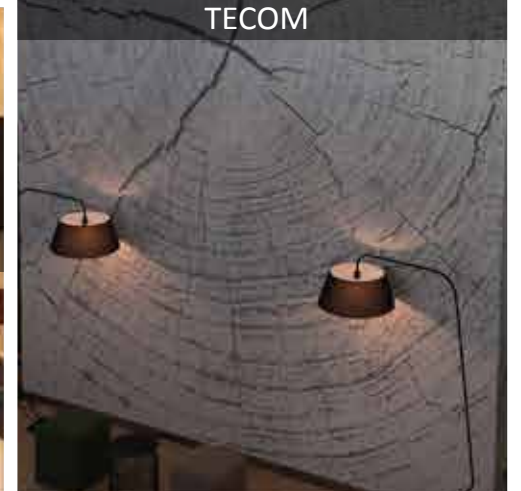
DUBAI KNOWLEDGE PARK  
TECOM



SOBHA HILTI



BLUEWATERS SERVICED APARTMENTS





# TRUSTED BY MAJOR CORPORATIONS IN THE REGION







Your Total Wall and Floor Covering Partner

**LET'S TALK**

Tel: +971 4 309 4600 | Fax: +971 4 309 4666 | [info@bshwallsandfloors.com](mailto:info@bshwallsandfloors.com) | [www.bshwallsandfloors.com](http://www.bshwallsandfloors.com)

TOLL FREE 800 923

P.O. Box: 30872, Mezzanine 2, H.H. Sheikha Maryam Bint Rashid Building, Umm Hurair Road, Oud Metha, Dubai, UAE