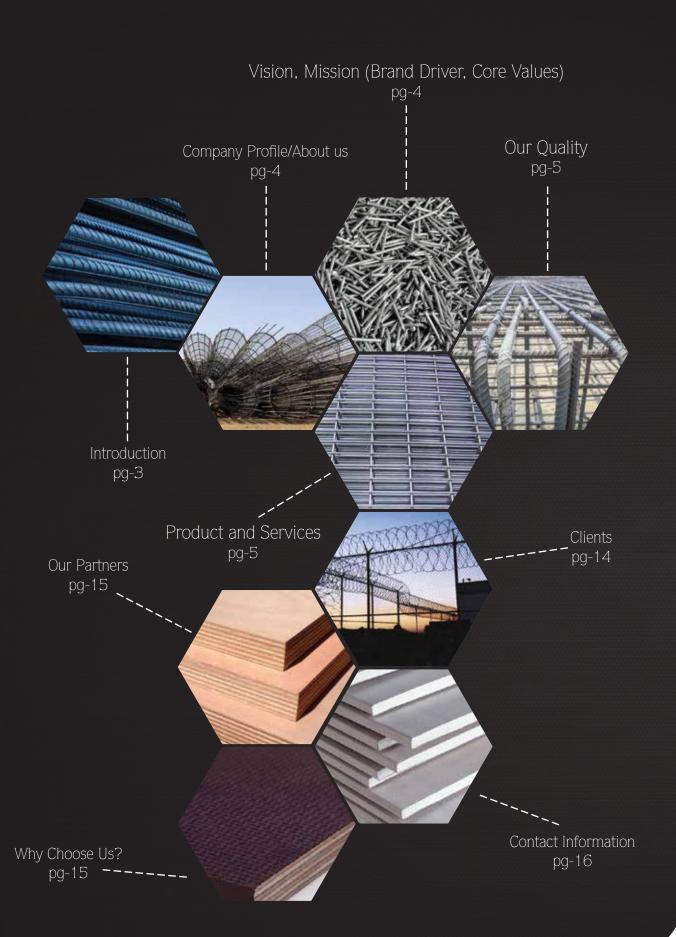


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# INTRODUCTION

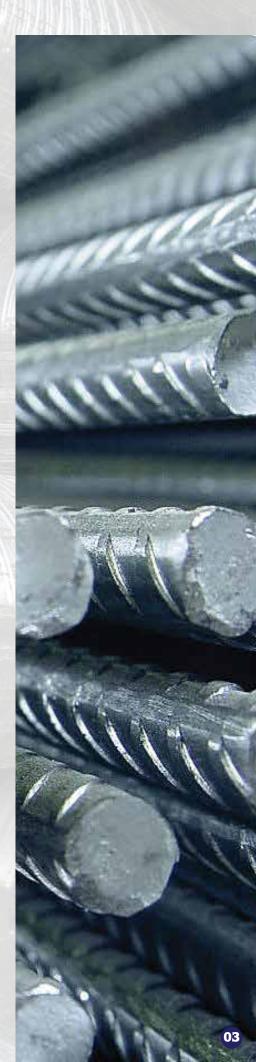
Masarani Trading welcomes you to the future of service delivery and customer satisfaction. We are thrilled to have you here and invite you to review our extensive array of products and services.

Trade is the lifeblood of the world's economy, and the ability to connect with buyers and sellers across the globe has been the single most important success factor of many businesses. At Masarani Trading, our main business activities include trading in Steel, Construction & Building Material products. As we're in the field of Steel, Construction & Building Material products you can be assured that our products are to meet the highest specification required internationally.

Our innovative approach to trading has allowed us to adapt to the changing market demands and expand at a fast rate internationally without compromising our standards of quality. Our international suppliers offer the widest range of materials suited to the regions requirements, valued effectively to your satisfaction.

So whether you're a prospective customer looking for high quality products or a corporate business searching for a partner to help widen your distribution chain, Masarani Trading is here for you.

Masarani Trading LLC is a subsidiary of the Masarani Group of Companies.



# **COMPANY PROFILE/ABOUT US**

Masarani Trading is a company with a compelling story and a rich culture; a story of how a small garment shop in Deira, Dubai – UAE started by an innovative seamstress in 2003 grew to become an influential trading company in 11 short years, with strong connections through Asia, Europe and within Gulf Cooperation Council (GCC) countries.

Starting with a working staff of 5 making garments in a factory, it began to import accessories from Italy to cater to our customer requests and complement the outfits they purchased. The company moved to Landmark Plaza in 2004 to enhance its visibility and also capture the tourist trade, which led to an increased clientele base that continued to grow steadily over the years.

As the company grew, our philosophy of excellence, integrity, customer loyalty and commitment were tested and proven over the years and has now become the bedrock of the products and services which we offer to our customers. We are totally committed to our customer relationship and we try as much as possible to ensure their utmost satisfaction with all our products and services.

Masarani Trading decided to instantaneously pursue the Steel, Construction & Building Materials trading during 2004 at the time of the booming phases of Dubai and World Real Estate Market. The main goal of the company was to support and to be part of the future cities and constructional development projects by partnering up with major building materials factories within the region as their main distributors.

#### **OUR VISION**

To become a world-class company, a brand with loyalty, commitment and respect, trusted by its customers to provide them with an excellent and exceptional range of products & services.

#### **OUR MISSION**

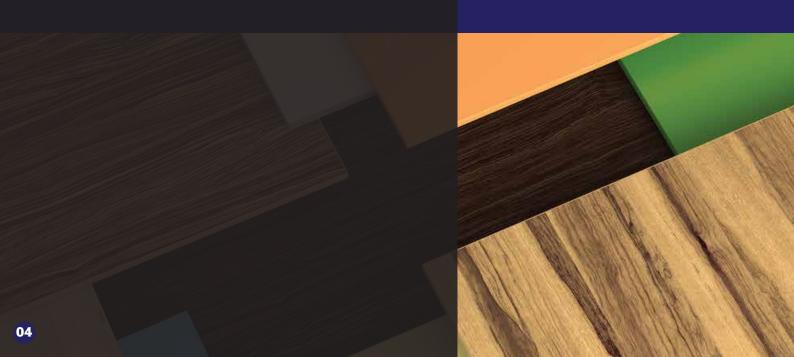
To satisfy the needs of our global market by forging strong relationships with our partners, developing innovative ideas into businesses and providing the best products and services within our capacity to our customers.

#### **Brand Driver**

"Your Satisfaction is Our Mission."

#### **Core Values**

Integrity, Trust, Passion for Customers Commitment, Mutual Respect, Excellence, Innovation.



# **OUR QUALITY**



In today's demanding and dynamic world we as customers and corporates are and "should be" at all times Quality Conscious. Therefore, we at Masarani Trading constantly keep in mind the QUALITY COMMITMENT by investing our time and energy into inspecting and not limited to ensuring that the laboratory results of our products meet the highest international standards prior to any deliveries taking place to any level of our clients, which is an inevitable commitment for us.

In doing so, it enables Masarani to provide and offer products and services that meet both our customers and government regulatory requirements.

We carry out thorough and routine "Materials Inspections" in terms of QUALITY CONTROL and we provide such reports upon Client's Request – QMS.

# PRODUCT AND SERVICES

Based in Dubai, Masarani Trading has been serving the UAE & GCC markets with building materials for over a decade (since 2004). Masarani Trading's timeline initiated with the real estate boom in the UAE. Our touches in steel and material trading have been a key foundation to the construction sector.

Due to the sensitive nature of building and development projects, developers are highly selective in the use of steel products and insist on only the best. The quality of Masarani Trading's steel products has made us a trusted name in the industry and we ensure the delivery on our brand promise with utmost consistency.

- 1. STEEL REBARS
- 2. STEEL REBAR CUT & BEND
- 3. STEEL WELDED WIRE MESH
- 4. STEEL WELDED PILE CAGES
- 5. STEEL WIRE RODS
- 6. STEEL SHEETS
- 7. BEAMS & COLUMNS
- 8. WOOD PRODUCTS

- 9. CEMENT & READY-MIX CONCRETE
- 10. FENCING SOLUTIONS
- 11. TILES (CERAMICS, NATURAL STONES)
- 12. INTERLOCK FLOORING SOLUTIONS
- 13. GALVANIZED IRON WIRES
- 14. BLACK ANNEALED WIRES
- 15. CUT WIRES
- 16. COMMON NAILS

And much more...

## 1. STEEL REBARS

Hot Drawn - Straight Deformed Steel Rebar (BS4449: 1997, 2005 Gr.460A, B / 500B)

(Carbon Steel Bars for the Reinforcement of Concrete)

Diameters: 8mm-40 mm, Length: 12 mtr

BS4449: 1997 Grade 460A - 460B, BS4449: 2005 Grade 500B (British Standard) or ASTM A 615 Grade 40 - 60

American Standard) are available from various origins approved in the

UAE Market such as:

- UAE
- Qatar
- Turkey
- Ukraine
- China





Steel Rebars that we supply are generally:

- CARES (Certification Authority for Reinforcing Steels) Approved
- DCL (Dubai Central Laboratory) Approved
- EQM (Emirates Quality Mark) Approved

Cold Drawn - Ribbed Straight Deformed Rebar (BS4482: 1998 / 2005) (Cold reduced Wire for the Reinforcement of Concrete)

Diameters: 6mm-12 mm, Length: 6-12 mtr

M.S. Mild Steel Plain - Round Bars (BS4482)

Diameters: 5.5mm–12 mm, Length: 3–12 mtr (straight bars and coils)

## 2. STEEL REBAR CUT & BEND

Traditionally steel reinforcements are fabricated in the construction sites using manually operated machines and onsite labors, which is not a systematic and not cost efficient approach compared to the new ways of fabrication processes. If a contractor wishes to complete the works at the sites in a fast track, cost effective approach and to avoid huge amounts of wastages then its advisable to hand over the job to a professional cutting and bending manufacturer.

Whereas the new modern advanced technology for cutting and bending of steel is a preferred option due to its higher capacities and automation results in shorter delivery times and higher accuracy in dimensions.

- Rebar Cut & Bend, Stirrups Diameters: 8mm-32 mm & 8mm-12mm
- Steel Stirrup Rings Diameters: 25cm made of 8mm-20mm diameter steel reinforcement bars

**Specification:** BS4466: 1989 / BS8666: 2000 by using AutoCAD and other Detailing Softwares **Supply of Cut and Bend Steel:** We receive structural drawings from contractor and we prepare shop drawings and bar bending schedules for checking and approvals prior to commencing the job.

## 3. STEEL WELDED WIRE MESH

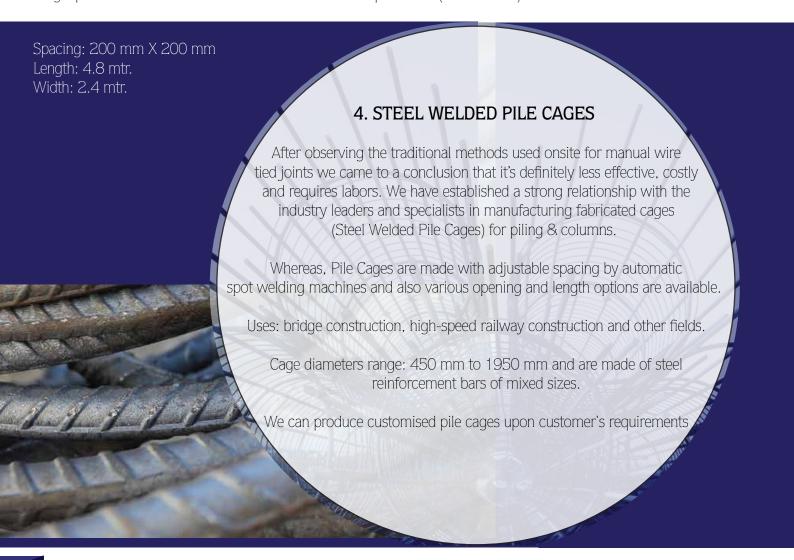
A pre-fabricated steel product produced from the cold drawn wire (BS4482:1998). Steel Welded Wire Mesh is manufactured on advanced welding machines using pressure and a high electrical current, which ensures spacing of the wires over cross sectional areas to be highly accurate and consistent throughout the production line.

Diameters: A98 A142 A193 A252 A393 A565 5 mm 6 mm 7 mm 8 mm 10 mm 12 mm

Sizes:

Standard size: 200mmx200mmx2.4mtrx4.8mtr (A98 – A565 Diameters – Thickness of the Wire Mesh)

Single piece/sheet of Steel Welded Wire Mesh: 11.52 Sq Mtr Area (2.4mx4.8m)



## 5. STEEL WIRE RODS

- Hot Rolled Plain in Coils (SAE 1006, 1008, 1010, 1018 & as per AlSI) Bundles of: 1.5–2–2.1 MT Approx. Diameters: 5.5–6–7–9–11–12–16mm ID: 850mm and OD 1225mm
- Rebar in Coils (BS4449: 1997, Gr. 460B / BS4449: 2005 Gr. B 500B / ASTM A615 Gr.60) Diameters: 8, 10, 12, 14, 16mm
- Cold Drawn Rebar In Coils (BS4483) Diameters: 6mm 12mm

Hot Rolled Plain in Coils - Wire Rod is produced from billets at the rolling mill and in general it's the basis of all steel wire, rope and fencing products.

### 6. STEEL SHEETS

Various forms of steel sheets (flat steel products) used in both commercial and industrial sectors are available such as; Plates & Coils (Sheets). Cut to Length or Slitting (slicing) services as per client's requirements.

## 7. BEAMS & COLUMNS

H-Beams (HB) & I-Beams

#### Comparison:

- H-Beam has wider Flanges than I-Beam
- I-Beam has thinner Web than H-Beam

(Optimal Beam selection is subject to its application requirements)



A beam is a horizontal structural element that is capable of withstanding load primarily by resisting bending. Both H & I Beams are widely used in the construction industry to provide support for buildings and load-bearing walls. They are available in a variety of standard sizes and selected based on the applied load for the required application. I-beams may be used both as beams and as columns.

### 8. WOOD PRODUCTS

Due to its use in different production and manufacturing industries, our customers require different types of wood with different specifications. We therefore ensure to the best of our capacity that we provide an excellent quality of diverse products.

### **PLYWOOD PRODUCTS**

#### 1. FILM FACED PLYWOOD

(WBP Glue) WATER BOILED PROOF FILM FACED PLYWOOD

Sizes: 4' x 8' (1200 x 2400)

Thickness: 6mm, 9mm, 12mm, 15mm, 18mm, 25mm

25mm(17ply), 21mm(15ply), 18mm(13ply), 15mm(11ply), 12mm(09ply)

#### 2. MARINE PLYWOOD

Marine plywood (also known as "exterior plywood") is treated with a special glue and coating so that it will stand up to weather. The exterior is a rougher texture and doesn't accept a good stain or paint finish.

Standard: BS1088

Sizes:

4mm2440 x 12206mm2440 x 12209mm2440 x 122012mm2440 x 122015mm2440 x 122018mm2440 x 122024mm2440 x 1220





#### 3. COMMERCIAL PLYWOOD

Standard size: 4' x 8' (1200 x 2400)

Thickness: 3.6mm, 5.2mm, 9mm, 12mm, 18mm.

Commercial plywood (also known as "interior plywood") is the more conventional type of plywood, which is used in the manufacture of architectural woodwork and furniture items. The surface is relatively smooth and takes a finish very well.

#### 4. MEDIUM DENSITY FIBER (MDF) BOARDS

Standard size: 4' x 8' (1200 x 2400)

Thickness: 2.5, 2.7, 3, 3.6, 5.5, 9, 12, 15, 16, 17.5, 18, 22, 25, 30mm

#### 5. HARD WOOD

Hardwood is a type of wood that's obtained from trees such as oak, or from tropical evergreens such as teak, mahogany, and ebony.

#### 6. POPLAR WOOD

Poplar wood is a type of wood that is classified both as a hardwood and softwood and generally referred to as a "White Poplar". It can be used for many projects for both interior and exterior purposes. It can be a money-saving alternative to much costlier hardwoods though it can be easily scratched and damaged or even dented, this can be however avoided if a good quality oil based paint is applied that will allow the woods' resistance to dents and scratches.

#### 7. WHITE WOOD

Sizes:1"x2"/1" x 4"/2" x 2"/2" x 3"/2" x 4"/2" x 6"/2" x 8"/2" x 10"/2" x 12" 3" x 3"/3" x 4"/3" x 6"/4" x 4"/4" x 6"/4"x8"/4" x 12"/6" x 6"

Lengths: of all the above sizes is 4 meters

### 8. GYPSUM BOARD

Width: - 48-inch (1.2mtr) and 54-inch (1.37mtr) Length: - 8, 10, 12, 14 feet (2.4/2.7/3/3.7/4) mtr

Thickness: 9, 12mm (Note: 1 inch = 2.54cm / 1 feet = 30.48cm or 0.3048mtr)

Other lengths and widths of gypsum board are available for special orders.

#### TIMBER PRODUCTS

#### 1. SAWN TIMBER – LUMBER (RUSSIA)

GOST 8486-86, Quality 0-3 (Length: 3, 4, 6 mtr)

- Edge Surfaced Lumber

Dimensions: 19/23/25/32/40/50x100/125/150/180/200/225/250/280/300/350

- Edge Un-Surfaced Lumber Dimensions: 50/63/75x>150

GOST 26002-83, GOST 8486-86, Quality I-II, I-III, I-IV

(Edge Surfaced & Edge Un-Surfaced Lumbers):

OAK / PINE / BEECH / SPRUCE / BIRCH / POPLAR / LARCH

#### 2. WOOD LOGS (RUSSIA)

Wood logs "OAK"

Specification:

Minimum of 30 cm diameter logs

Quality (A-B-C)

4,0 m. and 6,0 '+' length logs

Wood logs "Larch"

Specification:

Minimum of 30 cm diameter logs

Quality (A-B-C)

4,0 m. and 6,0 '+' length logs

Wood logs "BEECH"

Specification:

Quality (A-B-C)

Length logs 4,0 and 6,0 m '+',

Not peeled, freshly sawed

Wood logs "PINE"

Specification:

Minimum of 20 cm maximum 60 cm diameter logs

Quality (A-B-C)

4,0 m. and 6,0 '+' length logs

Pulp pine logs (mix)

Specification:

Minimum of 6 cm maximum 40 cm diameter logs

Quality A-B-C

2,0; 3,0; 4,0 m length logs

Wood logs "SPRUCE"

Specification:

Diameter logs: 18 +

Quality (A and B)

Length logs 4,0; 6,0; 8,0; 10,0 m '+'

Wood logs "Birch"

Specification:

Minimum of 14 cm maximum 34 cm diameter logs,

Quality (A-B-C)

4,0 m. and 6,0 '+' length logs

Wood logs "POPLAR"

Specification:

Industrial "POPLAR": diameter logs 10+, length

logs 2**m**+.

Saw log "POPLAR": diameter logs 20+, length

logs 2**m**+.

Raw plywood "POPLAR": diameter logs 36+, length

logs 2**m**+

# 9. CEMENT & READY-MIX CONCRETE

Cements that are used and applied the construction sites are of two types, Hydraulic or Non-hydraulic, depending on its ability to be used in the presence of water.

According to British and American Standards:

- Ordinary Portland Cement conforming to ASTM C-150 type I and BS EN 197-1-CEM I
- Sulphate Resisting Portland Cement conforming to ASTM C-150 type V and BS 4027
- Moderate Sulphate Resisting Portland Cement conforming to ASTM C-150 type II
- Ground Granulated Blast Furnace Slag (GGBS) conforming to BS 6699
- Portland Blast Furnace Cement (PBFC) conforming to BS 146

#### Ordinary Portland Cement (OPC) – Grey Color

- Type I (General-Purpose Cement): For general construction especially when making precast and precast-prestressed concrete that is not to be in contact with soils or ground water.
- Type II: For use when concrete is in contact with soils and ground water.
- Type III: It is usually used for precast concrete manufacture, where high 1-day strength allows fast turnover of molds. It may also be used in emergency construction and repairs and construction of machine bases and gate installations.

#### White Ordinary Portland Cement (WOPC) – White Color

In all aspects WOPC is similar to OPC except for its high degree of "whiteness". As this requires as separate manufacturing method, it's somewhat more expensive than the grey cement.

In order to understand and differentiate between the commonly misunderstood terms such as Cement and Ready-Mix Concrete we need to first clarify what is Concrete?

Concrete is a mixture of materials consisting of aggregates such as; gravel or crushed stone and sand, cement (OPC) and water. It's one of the most versatile construction materials available in the world.

In the past at the construction site, most of these aggregates were procured separately and mixed in specified proportions at site to make concrete.

#### Standard: Pressure Ranges from 10 – 50MPa (Megapascals)

Where as nowadays you can have Ready-mix Concrete (customized concrete products for commercial purpose). It is a concrete that is specifically manufactured for delivery to your construction site in a freshly mixed, unhardened and ready to be implemented state.

There are many types of concrete, designed to suit a variety or purposes coupled with a range of compositions, finishes and performance characteristics. Highways, Paving Blocks,

### **10. FENCING SOLUTIONS**

In the construction field that is either about to commence its works or at the handover stages we are familiar with the needs of fencing solutions. Therefore, we decided to pursue this product line and would like to let you know that we are capable in providing various Fencing Solutions for our clients for the commercial, residential, governmental and industrial sectors.

For any type of environmental and climatic conditions we're able to provide you with wide range of fencing solutions, which we believe will serve for your requirements.

#### TYPES OF FENCING SOLUTIONS

- 1. CHAIN LINK FENCING
  - A. VEHICLE GATES
  - B. PEDESTRIAN GATES
  - C. FENCE SYSTEMS
- 2. SECURITY FENCING (PALISADE FENCING)
- 3. RAILING SYSTEMS
  - A. RESIDENTIAL
  - B. COMMERCIAL
- 4. HOARDING SYSTEMS
  - A. ECO LOGICAL HOARDING
  - B. STEEL HOARDING
  - C. TIMBER HOARDING
  - D. STEEL EXCEL HOARDING
- 5. ANTI CLIMB MESH FENCING



# 11. TILES (CERAMICS, NATURAL STONES)

In general, there are two types of Tile Flooring, which are Ceramic & Natural Stone.

#### **PACKAGING**

Packed and sealed by a computer-controlled machine that prints automatically the model number, shade and the quality grade of the tiles. The tiles are packed in carton boxes and arranged on pallets.

For deliveries within U.A.E load capacities:

- 45 tons flat trailer which can load 2800 M2 each of ceramic tiles
- 10 tons capacity truck which can load 700 M2 each
- Pick-ups of 4 tons capacity

#### **EXPORT CAPACITIES**

In one 20 feet container (22 tons) we can load the below mentioned quantities. Please note that these figures will vary as per the loading capacity allowed for the container, depending on the destination.

### **CERAMIC TILES (NON-PORCELAIN TILES)**

Origins: Local (UAE), China, Italy

From some of our Local and International Ceramics producers, one of our ceramic preferences in the local market arena with whom we're dealing with is the "World's Largest Ceramics Manufacturer— RAK Ceramics".

#### - Wall Tiles

Sizes cm: (10x10 / 24x6 / 12x25 / 10x30 / 20x20 / 20x30 upto 30x100)

#### - Floor Tiles

Sizes cm: (33x33 / 41.6x41.6 / 45x45 / 50x50cm)

#### - Speciality Tiles

Some design options for: Washrooms, Kitchenaries, Swimming pool, Hospitals & Luminous (glowing effect)

Different types are available depending on sizes, colors, textures & designs to select from as per clients requirements.

Other Types of Ceramic Tiles:

- Glazed Polished Tiles
- Micro Crystal Tiles
- Porcelain Tiles
- Terrazzo Tiles

#### **NATURAL STONE TILES**

- Granite
- Very dense and hard
- Its distinctive appearance is due to speckled minerals found within the rock, its unique lines, and the thousands of available colours
- Granite is nearly waterproof and, once it is polished, resists scratching



- Marble
- Type of metamorphic rock that has rich veining
- Available in a variety of colours

- Marble is more absorbent than granite and is not recommended for kitchen flooring unless polished and then preserved on a regular basis

- Slate
- Type of metamorphic rock that is extremely dense and very durable
- Available in darker earthy tones
- An excellent choice for kitchen and high-traffic area flooring
- Uses: roof tiles, interior and exterior flooring, stairs, walkways and wall cladding

# 12. INTERLOCK FLOORING SOLUTIONS

Origins: UAE, CHINA, USA

In general, Interlocks are commonly used for the outdoors pavement purposes. So, these Interlock Pavers are made from a very dry mix of gravel, sand, cement and color. Later this mixture is directed into the paver mold. A press is forced into the mold while vibrating, with such high pressure and pressure this causes water to set the cement and creates a bind between the aggregate. Finally the mold is moved away in order to create its finished state of interlock pavers.

**Uses:** for construction of footpaths, roads, parking areas, beautification of parks and villas Specification: BS6717, BS6073 available in a variety of Colours and Sizes.

TYPES OF INTERLOCK FLOORING SOLUTIONS:

- INTERLOCK TILES (PAVERS)
- INTERLOCK PVC TILES
- INTERLOCK RUBBER TILES
- INTERLOCK GARAGE, SPORT FLOORINGS
- INTERLOCK RECYCLED FLOORINGS
- INTERLOCK TEMPORARY FLOORINGS (PORTABLE, EVENTS)

**INTERLOCK TILES** (PAVERS i.e. driveways, shopping malls and airports)

Interlocking Tiles: These are extensively used for paving internal roads, pavements, parking lots etc. They are produced with varying Colours, shapes & strengths to suit aesthetics and application needs.

#### **INTERLOCK PVC TILES** (heavy-duty, commercial, residential areas)

- Easy to install & No adhesives required
- Can be installed over virtually any existing sub floor including timber, concrete, resin, ceramic tile, linoleum, commercial carpet and more.
- Provides an easy, rapid solution to covering damaged and contaminated floors and is an extremely resilient, ergonomic flooring system
- Can handle equipment such as fork lifts, hand trucks, vehicles, foot traffic and more
- Ideal in many types of applications
- Great for residential uses such as garages, basements, mudrooms, kitchens anywhere a durable floor is needed
- Can withstand the toughest environment and weight conditions
- Resistant to oil, petroleum, grease, anti-freeze and most chemicals

**Designs:** Coin Pattern / Diamond Pattern / Home Style / Leather Look / Natural Stone / Commercial & Industrial Textured. Available in seven beautiful color patterns: Volcano, Marble, Terrazzo, Rustic, Sandstone, Clay and Granite.



# **CLIENTS**





Al Shafar General Contracting



Higgs & Hills



Hennessey L.L.C.



Amana

nurol

Nurol

arabtec

Arabtec

Ducto



System Construct L.L.C.



Lahej & Sultan



**Brookfield Multiplex** 



Promer Qatar



China State Construction Engro Corp. Ltd.



Shinsung Engineering



Wade Adams



Middle East Foundations Group L.L.C.

# **OUR PARTNERS**

Our principle of developing strong partnerships with industry leaders has enabled us to build a successful service model over the years. We share similar values with our partners and are jointly committed to the ultimate goal of providing great service to our customers.

### **Inter Taym Steel Products:**

www.intertaymfze.com

With a Steel Industry experience of over 20 years that has supplied to the major development projects not just in the UAE but for all the GCC regions. Inter Taym FZE situated in the free zone of Jebel Ali and it is a modern state of the art plant to provide superior quality service to its clients in U.A.E. and other countries, with a production capacity of 200.000 – 250.000 MT of structured steel, deformed bars, wire rods, wire mesh and cut and bends with standard BS 4449, grade 460/500 annually. The factory has advanced technology equipment and reliable testing equipment.

#### Khalifa Steel Industries:

www.khalifasteel.com

An ISO certified company that has developed a reputation for dependability and excellent service. Apart from producing and supplying steel, they are unique for being one of the few steel manufacturers in the GCC that provides support services to their customers. The factory uses the high quality and reliable Steel Welded Wire Mesh and Cut & Bending producing Equipments (not limited to its own MS Steel and Rebars production lines). Moreover, as of 2014 has been awarded with Exclusive Distributor of Emirates Steel in Qatar — Doha.

# WHY CHOOSE US?

We understand the diverse nature of our client's regional, geographical and cultural identities and have therefore modified our operating model to be as flexible and adaptable as possible. This enables us provide you with the best products the market has to offer regardless of where we have to procure the items from or deliver them to.

We believe that our success over the years is due to the dependability and loyalty we have shown to our customers. Customer loyalty and satisfaction has been woven into the fabric of our organisation and Masarani Trading will go the extra mile to ensure our partners satisfaction.

We build partnerships with dependable global brands. This has increased our reach worldwide and allows us to provide a wider variety of quality products & services for our partners.

We invest heavily in research and development so that we continually find newer and better ways of providing top range products and services to our customers.

**Integrity & Trust** - Our word is our bond; we are careful to make promises but every promise we make is a guaranty to be fulfilled.

Our brand identity is built on trust; our customers know that Masarani Trading gives only the best products for fair prices, and they have come to trust our brand over time.

**Passion for Commitment** - This is our daily dosage of motivation to innovate new ideas, build new business bridges with partners & top brands. As we believe our customers deserve only the best.

**Mutual Respect** - Mutual respect allows up to build long-term relationship with partners & clients, ensuring a strong bond for the best to both parties.



**Excellence** - We have an unwavering commitment to excellence and this is reflected in the quality of our goods and services

**Innovation** - As world standards increase through the advancement of technology, it only fuels our motivation to invest in research & development in order to provide only the best to our deserving partners.

# CONTACT INFORMATION

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