



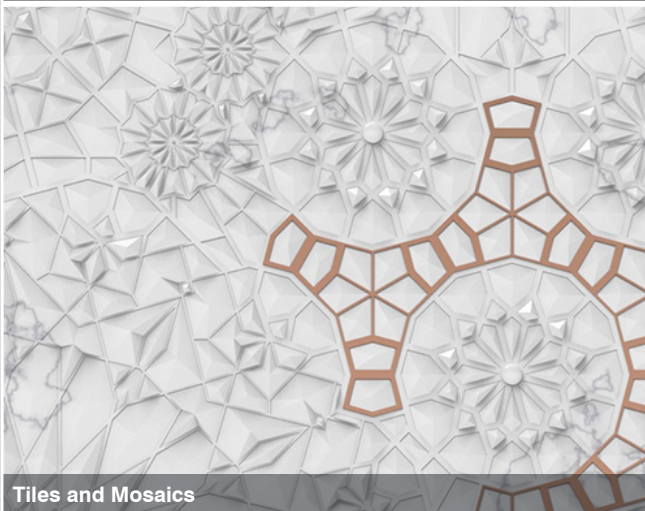
Bathroom Fixtures and Accessories



Indoor and Outdoor Furniture



Kitchens and Wardrobes



Tiles and Mosaics

Contents

I. Introduction	03
II. Company Profile	04
III. Brands / Products	05
IV. Organizational Chart	06
V. ISO Certification / Quality Policy	08
VI. Government Registrations	10
VII. Project Experience	12

I. Introduction

"Luxury is not only a state of great comfort and elegance, but a lifestyle for our customers." - Nizam A. Baki

Established in 2003, our main objective was to enable the indulgence of luxury products and the exclusivity factor within the homes of customers in UAE and neighbouring countries.

The team of designers and architects at Purity have partnered with internationally established companies, luxury brands and innovators in the world of design to bring you the best home furnishings. Combining quality production and craftsmanship, Purity offers its customers the most exclusive bespoke and ready made high-end products.

At Purity, we believe that a five-star service does not only revolve around products. The team's outstanding attention to detail ensures the relationship with the customer continues from the first consultation through to after-sale care. We welcome you to visit our galleries and explore our exclusive collection of products and services that will definitely leave a lasting impression on you as a luxury seeker.

From its headquarters in Dubai, Purity caters to an exclusive market, where our customers view design and fashion as an integral part of their everyday life. With a regional team of professionals attending to all your requirements, we now manage projects in all GCC countries and beyond. Our professional team provides practical guidance at every step from product selection to design.

Purity's portfolio features state-of-the-art brands for indoor and outdoor furniture, kitchens, bathrooms and home accessories featuring BOFFI, PAOLA LENTI, OMVIVO, RITMONIO, DECOR WALTHER, FANTINI, DEPADOVA and many other inspiring collections.

II. Company Profile

COMPANY	Purity General Trading Company LLC
PARTNERS	Mr. Khalaf Sultan Al Dhaheri – UAE National Mr. Nizam A. Baki – Lebanese National
PAID UP CAPITAL	AED 7,000,000.00
HEAD OFFICE AND SHOWROOM	Dubai Design District (d3) Building 8 - Office 102, 103 and 104 P.O. Box 113876 Dubai U.A.E. T: +971 4 551 6773 F: +971 4 551 6828 W: www.purity.ae E: info@purity.ae
ADMIN - LOGISTICS AND WAREHOUSE	Al Quoz Industrial Area 2 P.O. Box 3402 Dubai U.A.E. T: +971 4 338 6929 F: +971 4 338 8432
MANAGEMENT	Mr. Khalaf Sultan Al Dhaheri – Chairman Mr. Nizam A. Baki – Managing Partner
BUSINESS ACTIVITIES	Exclusive distributor of high-end brands. Design, Supply and Installation of: • Kitchens and Wardrobes Supply of: • Bathroom Fixtures and Accessories • Tiles and Mosaics • Indoor and Outdoor Furniture
PRINCIPAL BANK	First Abu Dhabi Bank (FAB) - Main Branch
DATE OF ESTABLISHMENT	2003
NUMBER OF EMPLOYEES	15+
LEGAL FORM	Partnership with Limited Liability

III. Brands / Products

Bathroom Fixtures and Accessories

- Aboutwater Italy
- Boffi Italy
- Esedra Italy
- Ritmonio Srl Italy
- Fantini Italy
- Vaselli Italy
- Aquavision (DAVROC Pty) United Kingdom
- Decor Walther Germany
- Omvivo Pty Australia
- Wawirka USA

Kitchens and Wardrobes

- Boffi Italy

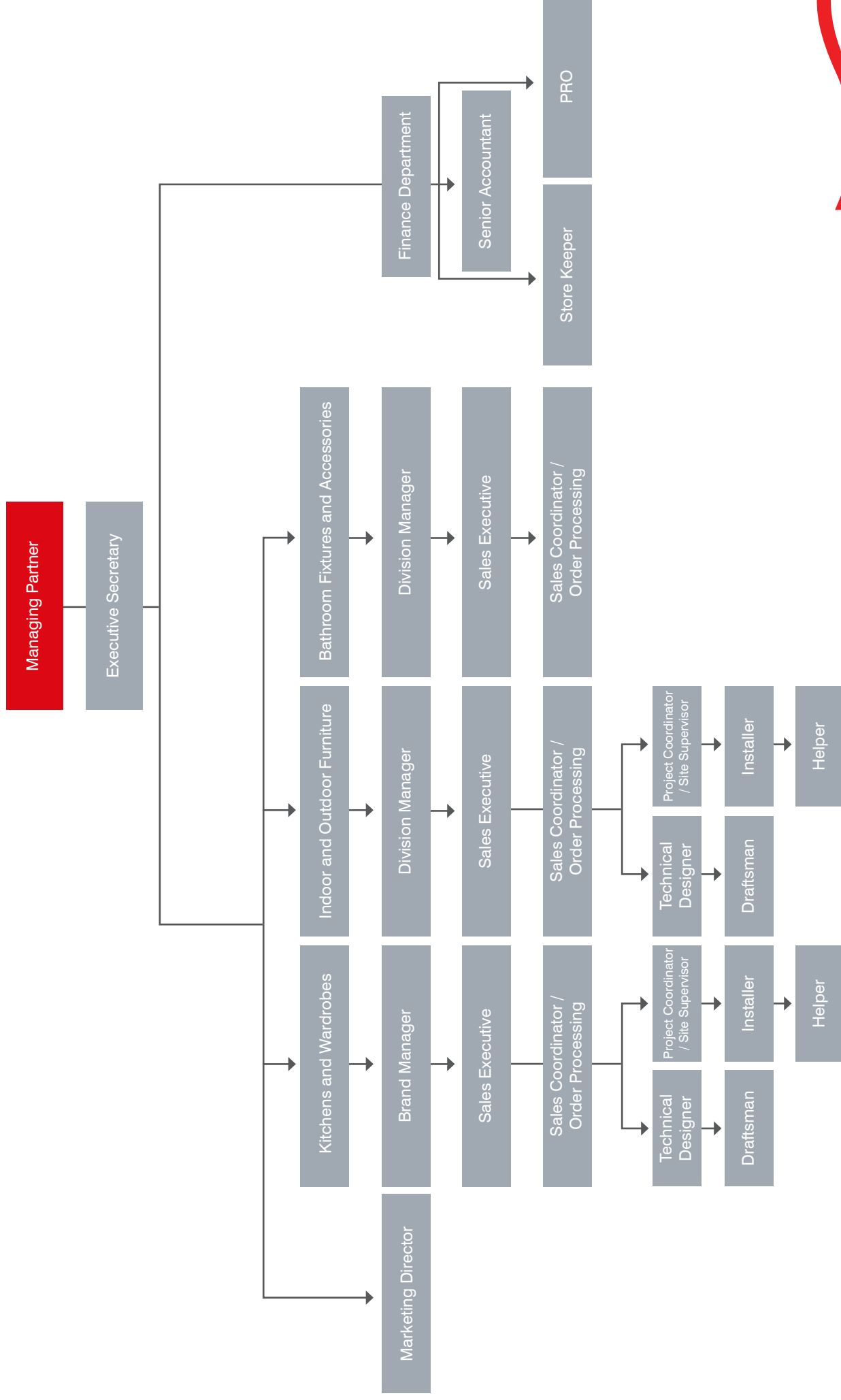
Tiles and Mosaics

- Nero Sicilia Italy
- Domenico Mori Italy
- Lithos Mosaic Italy
- Mosaico Micro Italy
- Lithea Marbles Italy

Indoor and Outdoor Furniture

- Paola Lenti Srl Italy
- Glas Italia Italy
- DePadova Italy
- Ethimo Italy
- Ma/u Studio Italy
- Expormim Spain

IV. Organizational Chart





ISO Certification /
Quality Policy /
Government Registrations

V. ISO Certification

ISO 9001:2015

5102:1006 OSI



INTERNATIONALLY
***** RECOGNISED *****

Certificate Of Registration

WRG Certifications hereby certifies that the Quality Management System of:

PURITY GENERAL TRADING CO. LLC

P. O. Box : 113876
Address : Dubai, United Arab Emirates.

has been assessed and found to operate in compliance and meets the requirement of following standard

ISO 9001:2015

for the scope of

1. Exclusive Distributor of High-End Brands.
2. Design, Supply & Installation of Kitchen
3. Supply of Bathrooms, Tiles & Mosaic Tiles, Indoor & Outdoor Furniture's & Decorative Accessories

Initial date of certification	: Oct 03. 2017	
Current date of certification	: Oct 03. 2017	
Date of expiry	: Oct 02. 2020	
		(Subject to surveillance mark present)
1 st Surveillance Date	: Sep 2018	
2 nd Surveillance Date	: Sep 2019	

Certificate Number : QMS-XX-XVII-X-3389

NACE Code : DN-31.10

WRG Certifications

A.dpanghal

Authorised Signatory





Registry Information can be found at www.wrgcert.com/register

Website: www.wrgcert.com, Email: wrgcert@gmail.com,



ISO 9001

This certificate remains the property of American International Accreditation Organization – Bureau of Accredited Registrars, (AIAO-BAR) & World Registrar Group Certification, (WRG Certifications). This certificate is valid for three years from the date of its issuance. Must be returned, if certificate is withdrawn. Compliance & Accreditation by AIAO-BAR. www.aiao-bar.org. Registration No – AIAO-BAR-0305131-1

V. Quality Policy



QUALITY MANAGEMENT SYSTEM

QUALITY POLICY

It is the policy of **PURITY GENERAL TRADING LLC** to source, supply and distribute a complete range of superior quality products & Services.

The nature of Purity activities places particular emphasis on experience, expertise, capability, performance, safety, reliability, and quality.

Purity General Trading management objective is to maintain market leadership in our field, based on Quality, Service, Price by meeting and exceeding our customers expectations and satisfying all applicable regulatory authorities.

Purity ensures that the management and staff are fully conversant with company quality objectives through on going education and training at all levels within the company.

Our Quality Management System focus on the following principles:

- Quality is the responsibility of every employee
- Ethical workmanship and customer satisfaction are paramount
- Products and services must be delivered on time and at the agreed upon price
- The objective to constantly meet requirements and demands in a timely matter and deal with customer complaints in a professional, fast and friendly way.
- To provide quality service Purity General Trading LLC has developed, documented, implemented to maintain a quality level that complies with ISO 9001:2008.
- Continual improvement is vital to ensure that our customers receive high quality products and services

Nizam A. Baki

Managing Partner

VI. Government Registration Dubai Commercial License



رخصة تجارية Commercial License					
License Details / تفاصيل الرخصة					
License No.	546696		رقم الرخصة		
Company Name	PURITY GENERAL TRADING L.L.C		اسم الشركة		
Trade Name	PURITY GENERAL TRADING L.L.C		الاسم التجاري		
Legal Type	Limited Liability Company(LLC)		الشكل القانوني		
Expiry Date	01/07/2019	تاريخ الانتهاء	Issue Date	02/07/2003	تاريخ الإصدار
D&B D-U-N-S © N	561328902	الرقم العالمي	Main License No	546696	رقم الرخصة الأم
Register No.	63262	رقم السجل التجاري	DCCI No.	79069	عضوية الغرفة
License Members / الاطراف					
Share / الحصص	Role / الصفة	Nationality / الجنسية	Name / الاسم	No. / رقم الشخص	
	Manager / مدير	Lebanon / لبنان	nizam wajih abdulbaki / نظام وجيه عبدالبقي	156286	
License Activities / نشاطات الرخصة التجارية					
General Trading / تجارة عامة					
Address / العنوان					
Phone No	971-4-5516773	تليفون	P.O. Box	113876	صندوق بريد
Fax No	971-4-5516828	فاكس	Parcel ID	337-0	رقم القطعة
Mobile No	971-50-3958480	هاتف متحرك	برج خليفة - D3 مكتب رقم 104-103-102 ملك		
Remarks / الملاحظات					
تم نقل المكتب في 2015\10\1					

Print Date: 01/07/2018 11:01 546696

Print Date:

546696

VI. Government Registration Membership Certificate

غرفة دبي
DUBAI CHAMBER

شهادة تسجيل العضوية Membership Certificate

License no.	546696	رقم الرخصة	546696
Membership no.	79069	رقم العضوية	79069
Registration no.	63262	رقم السجل التجاري	63262
Trade Name	PURITY GENERAL TRADING L.L.C	الاسم التجاري	بيورتي للتجارة العامة ش.ذ.م.م
Legal Status	Limited Liability Company	الشكل القانوني	شركة ذات مسؤولية محدودة
Activity	General trading	نوع النشاط	تجارة عامة
Member Since	07/07/2003	تاريخ الانضمام	07/07/2003
Date of Issue	01/07/2018	تاريخ الإصدار	01/07/2018
Expiry Date	01/07/2019	تاريخ الانتهاء	01/07/2019

Remarks

This certificate shall be invalid incase of any alteration without chamber's authorization

For online verification of this Certificate, please visit our website
<http://www.dubaichamber.com/verify>

غرفة تجارة وصناعة دبي
Dubai Chamber of Commerce & Industry

P.O. Box 1457 - Dubai, U.A.E. | Tel (Within UAE) 800 CHAMBER (800 2426237) | Tel (Outside UAE) (+971) 4 2280000
هاتف 4 2280000 (+971) | فاكس 4 2211646 (+971) | customercare@dubaichamber.ae | www.dubaichamber.ae

الملاحظات

تعتبر هذه الشهادة لاغية في حال أي كشط أو تعديل عليها دون اعتماد ذلك من الغرفة

للتأكد من صحة بيانات الشهادة يرجى الرجوع إلى موقع الغرفة
<http://www.dubaichamber.com/verify>



Project Experience

VII. Project Experience

Private and Residential Developments

Project Name	Country	Product
Executive Towers Business Bay	Dubai, UAE	Bathrooms
Ocean Heights Tower	Dubai, UAE	Bathrooms
VIP Villa in Emirates Hills	Dubai, UAE	Bathrooms
VIP Villa in Jumeirah	Dubai, UAE	Bathrooms
Rotana Chalets	Abu Dhabi, UAE	Bathrooms
Shams Sky Tower	Abu Dhabi, UAE	Bathrooms
Island Villa	Abu Dhabi, UAE	Bathrooms
Royal Villa	Ajman, UAE	Bathrooms
Private Villa Project	KSA	Bathrooms
Riffa Views	Manama, Bahrain	Bathrooms
Porta Reef	Manama, Bahrain	Bathrooms
Durrat Al Bahrain	Manama, Bahrain	Bathrooms
Private Palace and Resort Abu Dhabi	Abu Dhabi, UAE	Bathrooms, Surfaces, Kitchens
VVIP Villas	Manama, Bahrain	Outdoor Furniture
VVIP Villas	Doha, Qatar	Outdoor Furniture
VVIP Private Palace	KSA	Outdoor Furniture
Msheireb Properties Villas	Doha, Qatar	Furniture
Emirates Hills Private Villas	Dubai, UAE	Kitchens, Bathrooms, Glass and Tiles
Vipingo House	Kenya	Kitchens
Kapsarc	KSA	Kitchens
Zaabi Villas	Abu Dhabi, UAE	Kitchens
Emirates Crown Penthouse	Dubai, UAE	Kitchens
Le Reve	Dubai, UAE	Kitchens
Palm Island Private Villa	Dubai, UAE	Kitchens
Private Villa	Doha, Qatar	Kitchens
Pearl Jumeirah	Dubai, UAE	Kitchens
Burj Residences	Dubai, UAE	Kitchens
Nad Al Sheba Villa	Dubai, UAE	Kitchens
Private Villa in Saheel (Arabian Ranches)	Dubai, UAE	Kitchens
Private Villa in Hattan (Arabian Ranches)	Dubai, UAE	Kitchens
The Lakes Private Villa	Dubai, UAE	Kitchens
JBR Apartment	Dubai, UAE	Kitchens
Al Khawaneej Private Villa	Dubai, UAE	Kitchens
Acaia Avenue Villa	Dubai, UAE	Kitchens
Palm Jumeirah Private Villa	Dubai, UAE	Kitchens, Furniture
Oasis Villa The Palm	Dubai, UAE	Wardrobe

VII. Project Experience

Airport

Project Name	Country	Product
Doha International Airport	Doha, Qatar	Kitchens

Sports / Leisure

Project Name	Country	Product
Marina Mall	Dubai, UAE	Bathrooms
Science and Technology Park	Doha, Qatar	Bathrooms
Spa Abu Dhabi Country Club	Abu Dhabi, UAE	Bathrooms
VIP Lounge at Yas Marina	Abu Dhabi, UAE	Surfaces
Meydan Royal Enclosure	Dubai, UAE	Surfaces
Burj Khalifa Promenade	Dubai, UAE	Lighting

Commercial

Project Name	Country	Product
City Centre Mall Expansion	Doha, Qatar	Bathrooms
Contraco Office Building	Doha, Qatar	Bathrooms
Damas Towers	Dubai, UAE	Bathrooms
DIFC Head Office	Dubai, UAE	Bathrooms
Emirates Golf Club	Dubai, UAE	Bathrooms
PPI, HQ at Burj Khalifa	Dubai, UAE	Bathrooms
Zabeel Investments Executive Offices	Dubai, UAE	Bathrooms
Emaar Sales Center Downtown	Dubai, UAE	Bathrooms
Limitless Headquarters	Dubai, UAE	Surfaces
Dubai World Trade Centre	Dubai, UAE	Furniture
New Doha International Airport	Doha, Qatar	Furniture

VII. Project Experience

Hospitality

Project Name	Country	Product
Al Najada Boutique Hotel	Doha, Qatar	Bathrooms
Grand Hyatt	Doha, Qatar	Bathrooms
Kempinski Hotel	Manama, Bahrain	Bathrooms
Regency InterContinental	Manama, Bahrain	Bathrooms
Kempinski Hotel	Djibouti	Bathrooms
6-star Hotel	Seychelles	Bathrooms
Beach Rotana Hotel and Spa	Abu Dhabi, UAE	Bathrooms
Rocco Forte Hotel	Abu Dhabi, UAE	Bathrooms
Shangri-La Hotel - Public	Abu Dhabi, UAE	Bathrooms
Viceroy Hotel, Palm Jumeirah	Dubai, UAE	Bathrooms
Atmosphere Restaurant, Burj Khalifa	Dubai, UAE	Bathrooms
Fountain Views Tower FV-3 Hotel and Podium Project	Dubai, UAE	Bathrooms
Armani Hotel Spa	Dubai, UAE	Bathrooms
Burj Al Arab	Dubai, UAE	Bathrooms
Le Meridien	Dubai, UAE	Bathrooms
Bulgari Resort Dubai	Dubai, UAE	Bathrooms, Furniture
BICE Restaurant	Dubai, UAE	Furniture
Five Hotel Palm Jumeirah	Dubai, UAE	Furniture
Rove Hotels - Multiple Locations	Dubai, UAE	Furniture
W Resort the Palm	Dubai, UAE	Furniture
Blue Waters Hotel	Dubai, UAE	Furniture
The Four Seasons Hotel at DIFC	Dubai, UAE	Furniture
Saraya Bandar Jissah Hotel and Villas	Oman	Furniture
Jal Hotel	Dubai, UAE	Surfaces
La Classique at Emirates Golf Club	Dubai, UAE	Surfaces
Bluewater Luxury Hotel	Dubai, UAE	Surfaces
Saadiyat Rotana Hotel and Resorts	Abu Dhabi, UAE	Surfaces
Mshereib Mandarin Oriental Presidential and Oriental Suites	Doha, Qatar	Kitchens
Hakkasan, Emirates Palace	Abu Dhabi, UAE	Boffi Fans

