

@electric-avenue
Trading Co.(L.L.C.)



COMPANY PROFILE

Worldwide Leading Supplier of
Electrical & DIY Products



Terminator[®]
Quality Electrical Products

WHO WE ARE?

Established in the year 1990, Electric Avenue Trading Company LLC has been engaged in a wide variety of Electrical and Electronic products. It started with one motto "to extend full and fast attention to each and every client".

Our network continuously strives to set new benchmarks in prompt delivery and service to customers – powering their smiles like none other electrical brand in the country. Today, our service across countries are helping customers, both domestic and commercial, to choose from a wide variety of products for different applications. Thanks to the quality of products and quicker service, it has minimum customer complaints and highest customer satisfaction. Our Company is associated in business deals with some of the top most outlets in all over UAE and also in GCC Countries.

We are a leading supplier of Terminator products like Electrical and Electronics Testers, LED Bulbs, Digital Multi Meters, Clamp Meters and other Testing instruments, Maintenance free lead Acid Batteries (SLA batteries), Power Extension sockets, Multi Adaptors, Travel Adaptors, AC-DC Adaptors, Power Converters (Step up/down transformer), Inverters, Voltage Stabilizers and Soldering equipment. Computer cables (HDMI, LAN, AV Cables), Speaker cables, Power cords, Wireless Doorbell, DIY Tools-Toolkits, Pad Locks, IT Accessories and Other miscellaneous Electrical, Electronic & DIY products.

Export Certification

verified
EXPORTER



Our **Clients**

- Our brands are popular with Hyper Markets. Currently we have 500 small medium and large size hyper markets covering major names like –
Carrefour Chain, Ansar Group, Speedex, ACE Hardware, Sharaf DG, LULU, Emirates Air Line, Al Maya, AD Coop, Choithrams, Attken Doit Center.
- Electrical and Hard Ware retail shops in UAE as well as in exporting countries.
- Institutional sale in UAE and other countries.
- Whole Sale in Deira Electrical market.

Our **Services**

- Discuss and develop products to clients' needs
Supply products on OEM brands.
- Designing promotional packs for specific events

Our **Strengths**

- Very close relationship with manufacturers in China / Hong Kong and Taiwan
- Excellent team of 24x7 committed staff
- We build ongoing and lasting relationships with our customers by providing them dedicated & timely services.

Online **Platforms**

- Our products are listed in top ecommerce sites and the response is remarkable.
- Major platforms where we can see Terminator products are;
www.souq.com | www.noon.com | www.awok.com

Our Major Brands



Terminator brand was launched in year 2000 and has become a well-known brand in Middle East. The 2500+ products under this brand are sold in 35 countries & provides best Quality to Price ratio than any other brand in the region.



PowerSafe brand was launched in 2010 with sole purpose of providing yet another economical range of electrical products to masses in Middle East, African and CIS countries keeping safety in mind. The brand is well received and product range is increasing day by day.

Our Other Major Brands



Certification our Products can comply with

* ECAS * SASO * GMARK * COC for African countries



Our **Vision**

Electric Avenue Trading Co LLC strives to become the market leader in the field of Home use small Electrical/Electronic gadgets, Lighting, Measurement technology and DIY Tools by achieving superior customer satisfaction and providing exceptional products and services at affordable prices.

Our **Mission**

Our mission is to provide the BEST possible electrical home products to our customers globally with superior quality and SAFETY standards at affordable prices to make sure our clients are getting the BEST.

Global Distribution in Over 34 Countries Worldwide



Head Office: Dubai, UAE
Branch: Kenya, Africa

HEAD OFFICE

Electric Avenue Trading Company LLC

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KENYA OFFICE

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Tel: +254 41 2245892 | Email: ke@terminatorglobal.com

www.terminator.ae | www.terminatorglobal.com | www.meet-instruments.ae

OUR PRODUCTS RANGE



Testers & Test Instruments



Power Extension & Extension Reels



Multi Adaptors, Travel Adaptors & Plugs



SLA & Gel Batteries,
Soldering Equipments & Accessories



Cables
(Audio-Video, HDMI, USB, VGA & LAN Cables,
Power Cord, Telephone & IT Accessories).



Power Inverters, Converters, Stabilizers,
AC-DC Adaptors, Voltage Guards



DIY Tools, Cable Ties/Clips & Tapes



LED Bulbs, Lamp Holders &
Bed Switches