



GREENWOOD

THE ESSENCE OF ELEGANCE

Company Profile 2006-2020

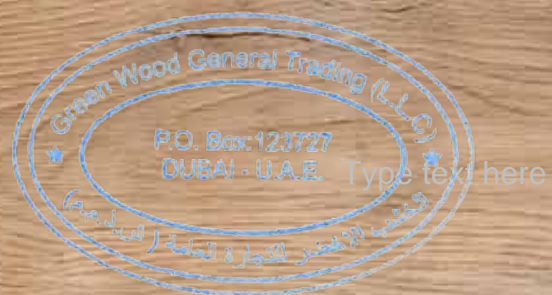






one of the leading wooden flooring
distributor in the Middle East






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ONE OF THE LEADING WOODEN FLOORING WHOLESALE IN THE MIDDLE EAST.....

we are now extending our services as a one stop shop for every furnishing need in brief we have added to our collection design **wooden flooring, wall cladding, handmade carpets, wallpapers**



OUR COMPANY

The Green wood experienced management team leads to achieve our first milestone target, flooring leadership position in UAE market; hence, company start to target new markets for business.

Nowadays, the business dominated from UAE, as home to other neighbor boundaries like Kuwait, Bahrain, Oman, KSA, Iraq, Nigeria, Ethiopia, and other African countries. Green wood as one of the leading wooden flooring distributors in the Middle East, benefits from its unique business model which is Low-cost, efficient and customer-oriented.

We believe our expertise is elegance since it has been forged in the history of success and achievements. We have successfully accomplished top raked land-marked projects in Dubai for wooden flooring, laminate flooring, outdoor decking, wallpaper, and vinyl in variety of commercial, residential, hospitality and private projects.





OUR VISION IS TO COMPILING SERVICES AND GOODS

Our vision is to compiling services and goods to **make sustainable green life** style with durable, valuable, and contemporary materials.



OUR MISSION

Our mission is to make confident and reliable market for all consumers, interior designers, contractors, developers and whoever tend to consume, consult, or any business agent in trading context.

Greenwood as one the biggest European wooden flooring suppliers in the GCC, with more than 100 available in stock different colors and décors, is the only company in Middle East with exclusive agency of two giants European natural wood and laminate flooring manufacturers, Barlinek and Kronotex. Our concentration on wooden flooring results intensive and sustainable upward growth with valuable brand awareness in our segment.

Greenwood has other business activities in wholesale furnishing materials field other than flooring , wallcovering, and decking which is explained in this company profile, company has history of supply and trade in other sectors which are: Raw and Melamine MDF, HPL, wood timber and lumber, drawer slides and hinges, furniture fittings and locks, joinery machinery and spare parts supply, adhesives and chemical for wood machinery, and kitchen cabinet accessories. On the other hand Greenwood has been dealing with popular brands like Grass, Merbok, Merino, Dr. Schutz, Kleiberit, Saint-Gobain, and etc. All above mentioned activities are for wholesale and mainly for export market. In this company profile we just explain the activity which is related to interior fit out, finishing and furnishing products.





**WE ARE PROUD TO
BE SERVING GREEN
PRODUCTS IN UAE &
GCC FOR 11 YEARS**



COMPANY HISTORY

The business in UAE starts 2006 as a General Trading Company for serving property and construction development segment. The setup of company and the strategy was planned to serve project suppliers and retail shops with branded products. Soon the company got more than 200 retailers and contractors which are still distributing our products today in the UAE and benefit from our hard to beat wholesale that brings them high margin.

Since 2015 Greenwood has started to offer installation options to clients because of issues that some clients were facing due to lack of information of some contractors and installers. The main issue was technical knowledge about the products and that would bring the clients extra costs that were unnecessary. Today Greenwood offers A to Z premium services from supply to installation and feedback for afterwards and it doesn't just stop at supplying the goods. Customer satisfaction is one of our main goals and we work our best to build great relationships with our clients.

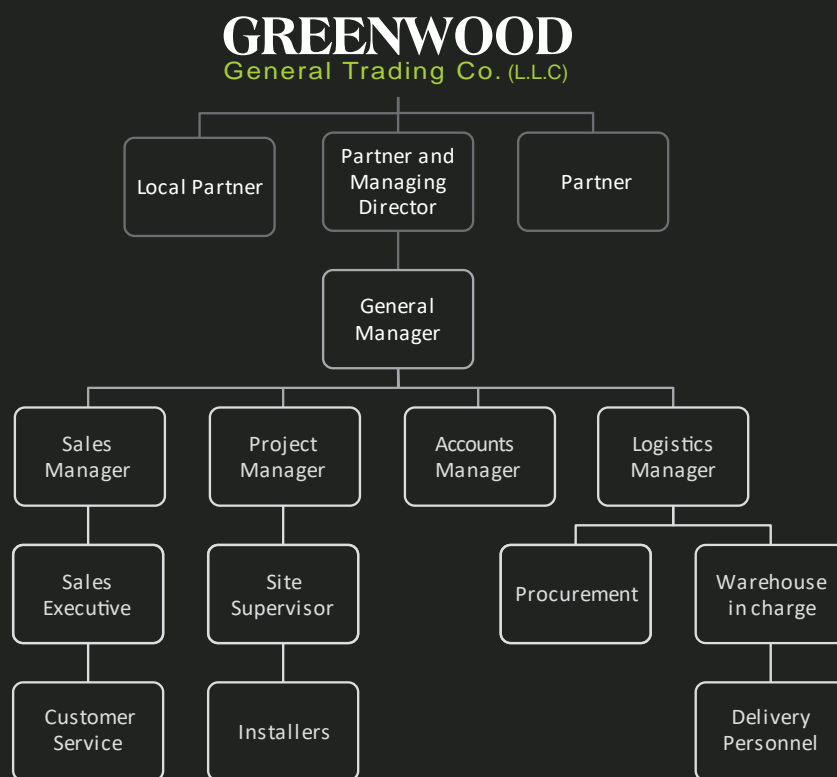


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Green Wood General Trading (LLC)
P.O. Box 123727
DUBAI - U.A.E.
مكتب الأخضر للتجارة العامة (ش.م.ع.م)

ORGANIZATION CHART



PRODUCT OVERVIEW

INDOOR FLOORING

- Laminate flooring
- Engineered and semi solid flooring
- Solid wood flooring
- Design parquet and tile

RESILIENT FLOORING

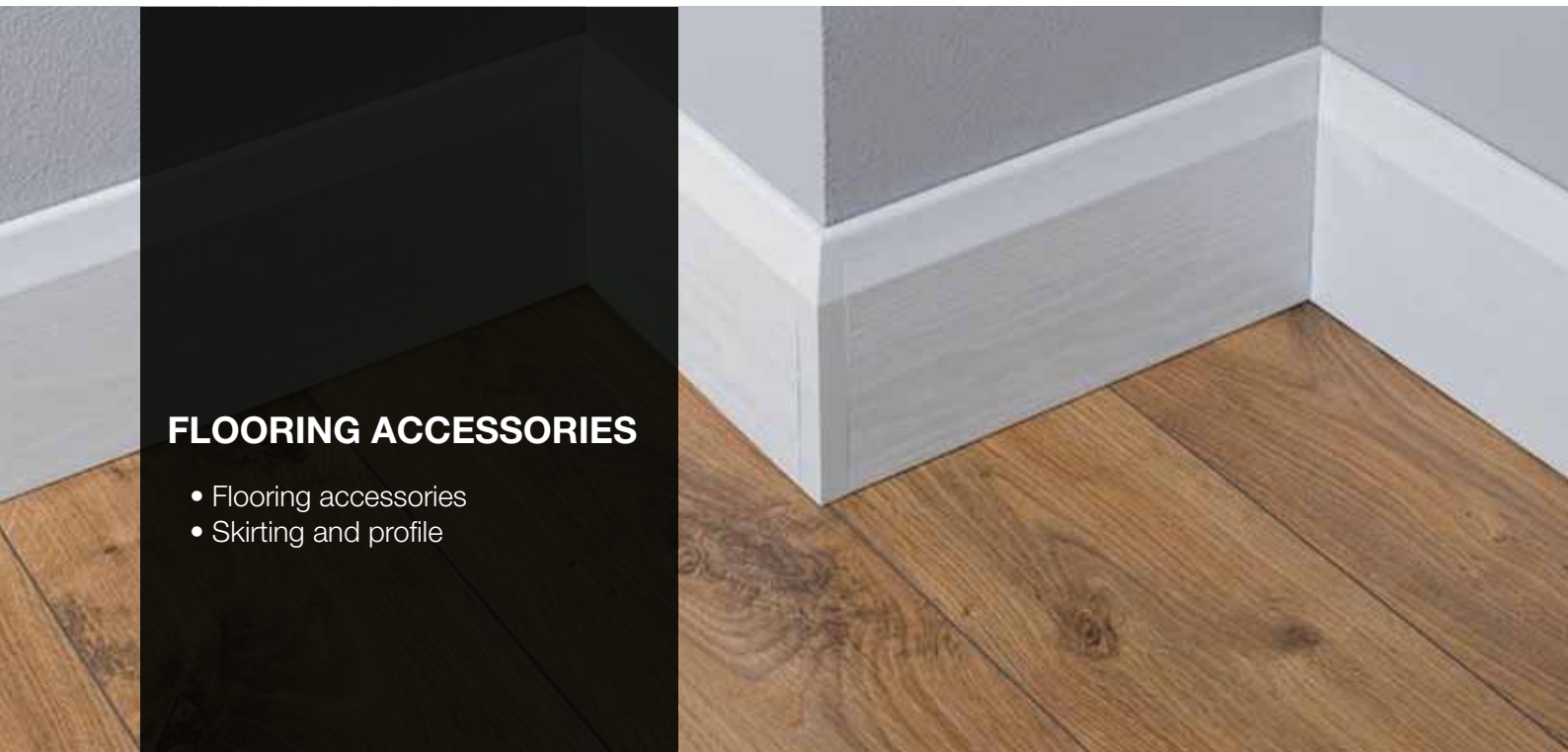
- Plank product
- Vinyl rolls





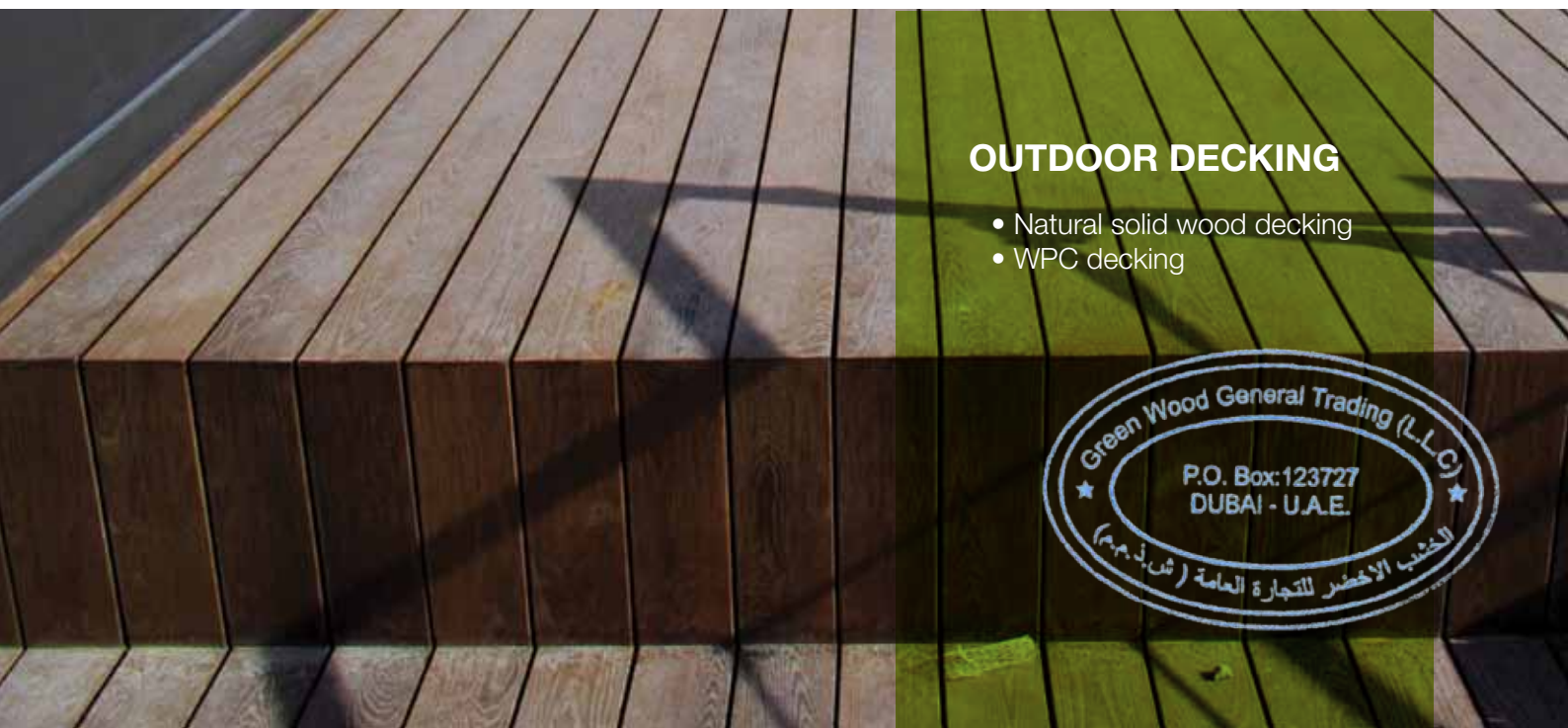
WALLCOVERING

- MDF Wall panel
- Wallpaper and wallcovering



FLOORING ACCESSORIES

- Flooring accessories
- Skirting and profile



OUTDOOR DECKING

- Natural solid wood decking
- WPC decking





KRONOTEX GmbH & Co. KG ranks among the leading manufacturers of wood-based materials, with more than 60 million square meters of laminate flooring at one site.

After its establishment at the Heiligengrabe, Germany site in 1993, KRONOTEX began producing medium-density fiberboard (MDF) products. Short-cycle presses were installed to coat the raw boards, thus paving the way for the manufacture of laminate flooring with HDF cores beginning in 1995. The production capacity was continually increased over time while also improving quality and introducing a steady stream of innovations, thus driving above-average growth in every respect.

KRONOTEX GmbH & Co. KG ranks among the leadBased on these outstanding achievements – unique in the industry – KRONOTEX quickly advanced to become one of Europe's leading producers of laminate flooring.

The company offers customer-focused solutions comprising involving innovative, eco-friendly products and backed by comprehensive consulting and support. In awareness of its responsibility to society, KRONOTEX produces bespoke wood-based products using wood, a natural raw material.



KRONOTEX
FLOORS FOR LIVING






FLOORING BRANDS

The BARLINEK is one of the leading multi-layer hardwood flooring manufacturer in the world with potential 9 million square meter yearly production. The Barlinek Group is a respected manufacturer of wooden floorings – the biggest in Poland and one of the world leaders. The three-layer Barlinek floorboard, a trademark product of the company, is currently exported to over 46 countries in four continents.

Barlinek is one of the most modern and at the same time environment-friendly manufacturing plants in Poland. It owes its position to investment in new technologies, machines, production halls, warehouses and ecological solutions. It has extensive production capabilities and is currently able to produce 11.5 million square meters of layered flooring a year.

Barlinek is the only plant in Europe that brings together the whole production process in one place. It guarantees complete control over each stage of processing the wood as well as economical use of the material. Acquiring as precious a material as natural wood, Barlinek does its best to take full advantage of it. Top quality wood is used for the production of Barlinek floorboards, veneer and skirting boards, and the lower grade wood for the production of ecological befoul, pellets. Thermal energy for heating and technological processes is obtained from bark and waste. Post-production





FALQUON is exclusive manufacturer from Germany with very special and rare product for commercial and residential use. Resilience, precision and elegance are also the characteristics of FALQUON EXCLUSIVE SURFACES high-gloss floorings. Our products offer you a more sophisticated selection of floor coverings.

This starts with the selection of base layer materials, for which FALQUON EXCLUSIVE SURFACES exclusively uses high density, swell reducing, precision sanded wood fiber board. A stabilization layer made of special paper on the backside assures tensional symmetry and protects against moisture. A wide range of noble decors in varied designs and individual refinement characterize the FALQUON EXCLUSIVE SURFACES collection. All decors are specially selected to harmonize with the high-gloss effect, thus lending an additional depth to any room.

The outstanding technical feature of our product is the multi-layer coating, which gives the high-gloss surfaces a long life time and high resistance to mechanical and chemical impacts of any kind.

Our innovative Electron-Beam-Curing technology (EBC) allows us to harden our surfaces without solvents and photo initiators. All varnishes are exclusively cured by the use of electron beams.

An additional cachet is our modern and glue-less floating installation.



FLOORING BRANDS

ESTA PARKET is the Brand name for the parquet manufactured by TECH-NOMAR & ADREM LTD, a family owned Private Company, founded in 1991. From the beginning the main activity of the Company was further processing of plywood and timber. At least 95% of our products are produced for Customers in more than 40 countries throughout Europe, America and Asia.

Experience over 10 years in supplying many well-known parquet producers with components for parquet floors led us to starting our own production of Engineered Wood Flooring. In 2005 a new factory was built on the main Tallinn site and fitted out with the latest technically advanced machinery supplied by specialists in this field.

The factory is capable of producing up to 2.5 million square meters of parquet per year.

Making use of the latest technological advancements enabled the Company to manufacture a high quality product from the very beginning. The results of the tests made by independent laboratories show the quality of ESTA PARKET, is on same or higher level compared to other premium EWF producers, particularly in the quality of the finished surface.





Coswick is a Canadian owned flooring manufacturer with production facilities located in Zaslavl, Belarus. Our manufacturing process is completely integrated – starting with raw timber processing all the way to the end product. Coswick product lines include factory-prefinished ready-to-install hardwood flooring, wall panels, sports floors, decking & siding, as well as accessories. Company unique production process allows our Team to control quality at every stage of manufacture. Sawmills, Kiln dryers and UV finishing lines – all the machinery used by Coswick is state-of-the-art; operation – top talent available in the industry – altogether ensures the highest and utmost product quality.

Coswick Team numbers 600 people. Company's manufacturing capacity is over 1,000,000 sq. m. per year and about 90% of all the products are exported globally. Coswick dealer network spans over 45 countries, including Canada, USA, European Union, the Persian Gulf region, Russia, China, Australia etc.

Coswick manufacturing program includes highly stable 3-layer single strip T&G and click flooring, solid hardwood floors, as well as chevron, herringbone, uni-block, parquetry and mosaic flooring. Product selection also includes sports floors, decorative wall & ceiling panels, acoustic paneling systems, decking & siding, as well as a complete line of care & maintenance products, coatings for on-site finishing and adhesives for flooring installation.



FLOORING BRANDS

The CLASSEN Group is a producer, supplier and range service provider for natural wood products and products based on wood or natural materials for interior fittings. CLASSEN develops and produces high-quality flooring exclusively in Germany and is one of the world's leading suppliers of laminate flooring.

Sustainability, resource conservation and the protection of the climate and the environment are fundamental values for the CLASSEN Group and its employees. This is reflected in the products produced and traded by CLASSEN, whose market success is based not least on their excellent quality.

Meeting the growing demands of trading partners and consumers is the real innovation driver of the CLASSEN Group, which promotes creative approaches to renewing products and optimizing processes. As the holder of numerous patents and utility models, the CLASSEN Group is one of the innovation leaders in the industry.

CLASSEN is a partner of qualified trade worldwide.





Commercial vinyl flooring in roll format. Greenwood deals in resilient flooring for hospitality, health, and commercial use. For the commercial use, projects will prefer easier, economical, custom made products which are coming normally in rolls format. This kind of vinyl flooring is the most common in hospitals, schools, and other commercial areas. Some of the characters are anti-fungus, scratch resistance, anti-bacterial, water proof, and etc. Some of the main suppliers for our projects are Forbo and Gerflor. The executed projects also available in Greenwood Gallery.



Gerflor
theflooringgroup

Forbo
FLOORING SYSTEMS





RESILIENT FLOORING

Plank products. As an agent for high-end and European made product, Green-wood is offering one the most innovative flooring products from Germany. Based on a newly developed water-proof resilient flooring, this plasticizer-free flooring boasts the "Made in Germany" quality label and claims to neatly roll all flooring requirements into a single product. The solution can be simply clicked into place on any hard surface, even over tiles with grout lines. The Floor is the made in Germany product with unique characters like very low expansion rate, water and fungus resistant, matt surface, and etc.



WALL COVERING

KRONOGREEN WALLPANEL

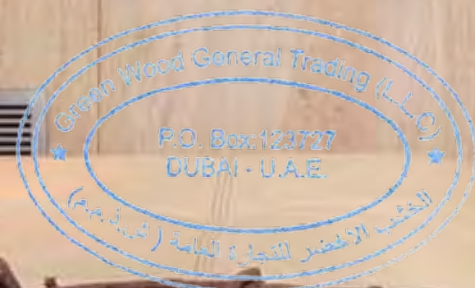
The Kronogreen Wallpanels are suitable for home and offices to create a unique natural look for interior design. The product is made of MDF and comes in more than 35 different colors and designs.

The product size or size of each panel is 2800x254x8 MM. It come also in more narrow and even V groove type.

Wall Paper

Greenwood has been dealing with Walquest USA residential wallpaper for export market since 2013. There is OEM brand also called Greencasa which is made in Italy and some other European factories.

For all kind of fabric and contract wallpaper Greenwood deals with our own OEM brand made in USA and EU.




FLOORING ACCESSORIES

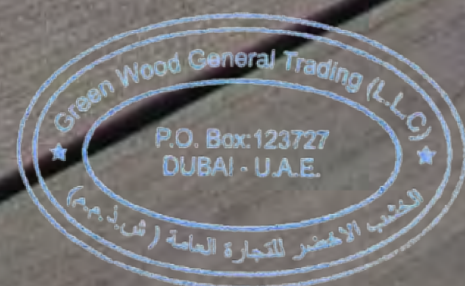
Kronogreen Skirting with variety and quality has made loyalty to our accessories and profile category. Its unique shapes give easy installation and Creates natural wood look to support all your interior design projects.

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TWO KIND OUTDOOR
DECKING; WPC DECKING
AND SOLID NATURAL
WOOD DECKING.....





OUTDOOR DECKING

WPC DECKING

Wood-plastic composites are still new materials relative to the long history of natural lumber as a building material. The most widespread use of WPCs is in outdoor deck floors, but it is also used for railings, fences, landscaping timbers, cladding and siding, park benches, molding and trim, window and door frames, and indoor furniture. Wood-plastic composites were first introduced into the decking market in the early 1990s. Manufacturers claim that wood-plastic composite is more environmentally friendly and requires less maintenance than the alternatives of solid wood treated with preservatives or solid wood of rot-resistant species. These materials can be molded with or without simulated wood grain details

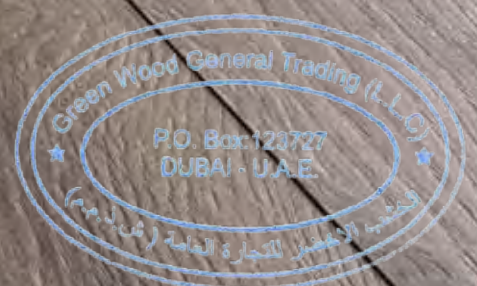
SOLID NATURAL WOOD DECKING

The solid tropical hardwoods has been used long back for outdoor decorations. In the long term use of lumber for outdoor use, as per our experience, for local market IPE, Teak, Merbau and Termo woods are one of the best options. The new systems off installations will give much easier maintenance and wider range of applications. It is has been always fashion trend to use natural elements in outdoor designs and natural wooden products is one the main choices because of sustainability and natural beauty.





CLIENT SATISFACTION
AND SUSTAINABLE
ENVIRONMENT.





GREENWOOD GALLERY

- Hotels & Commercial Projects
- Retail & Subcontracting
- Villas & Residential





OPUS TOWER WOODEN FLOORING INSTALATION





OUR PROJECT

Opus Tower

12500 thick hardwood flooring with night and desert theme colors

The Heart Of Europe

Portofino hotel lobby with full designed flooring

5 Hotel Palm

More than 900 m2 Magnet system decking without screw with luxury white color

Al Barari Ashjar Phase 1 - Phase 2

Al Bararai Seven Haven

Al barari seven heaven, ashjar 1 &2: more than 12000 m2 fine grade oak made in EU

Al Sarfa Villas

Al Sarfa villas more than 3000 WPC decking for 44 villas

Millennium Hotel

Roof top open space restaurant with special water resistance flooring

Yas Acres Abu Dhabi

Yas acre more than 7000 m2 luxury wooden flooring for villas at Yas Acres Abu Dhabi

Sanad Village Autism Center

10000 m2 of vinyl flooring including unique design of flooring and quality products





LE BHV MARIAS WOODEN FLOORING INSTALLATION





OUR PROJECT

Fairgreen School

8000 m2 of vinyl flooring

Le Bhv Marias

We installed High quality multi layer engineered woodflooring with lifetime warranty

Total quantity installed 5000 SqM

Address Boulevard

Wooden flooring installation with luxurious walnut in Herringbone pattern Total quantity installed 5000SqM

The Sustainable City

Wooden flooring installation with American Walnut floating type 5G click system

Apartments DWTC

High Quality Laminated Flooring installation Total quantity installed 22000SqM

BINGATTI

lamine parquet Flooring Total quantity installed 60000 SqM

PALM COUTURE

Installation of single strip high quality engineered wood flooring , floating installation with 5G click system





AUTISM CENTER VINYL FLOORING INSTALATION





OUR PROJECT



Wow Hotel

5000m2 oak flooring on staircases

Office Of Consulate General Of Belarus

Oak Chevron flooring 200m2

Sadiyat Rotana Resorts & Villa

luxury vinyl flooring 450m2

Emirates Diplomatic Academy

Multiple laminated & wooden flooring 550m2

Owner Villa Of One Avigna Developers

Oak wooden flooring 250m2

Bahrain Embassy

Oak wooden flooring 300 m2

Zaya Hameni Tower

WPC decking for all garden and near swimming pool

JYSK Showrooms

more than 10000 m2 12 mm laminate flooring in all the showrooms in UAE

Zabeel Saray Jumeirah

Decking replacement with new WPC decking 300 m2

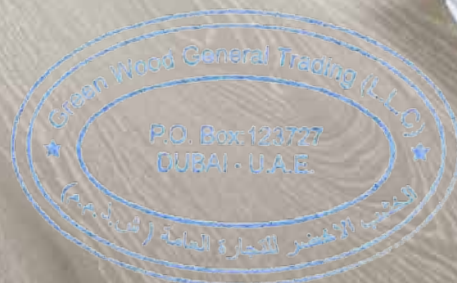
Blue Bay Tower

LVT more than 1800 m2 supply and installation





ADDRESS BOULEVARD WOODEN FLOORING INSTALLATION



OUR PROJECT

- Palme Couture Palm Jumeriah Dunai
- Bloom Soprt City Dubai
- The Beach Reem Island
- Library of H.H. Shaikh Masoud
- All Retail Shops of Aldo Brands
- Ib Tower Businessbay
- Palm Villa C113
- Ideal Decor
- Al Shafar Head Office
- Shk Zayed Community Office
- Inaya Flooring Export
- Green Castle Kids Area
- Gcc Gym & Spa
- Ideal Decor Private Villa
- Ideal Decor Apartment Jlt
- Ideal Decor Villa Emirates Hills
- Ideal Decor Al Bahar 2 Jbr
- Ideal Decor JVC
- H&G Exhibition Dubai
- Richkraft Yoga Palm Jumeira
- Oki Dubai

Semi Solid Supply & Installation
Residential Laminate Flooring
Residential Laminate Flooring
Custom Made Solid Wood Supply & Installation
Semi Solid Supply & Installation
Supply & Install Ac5 Laminate Flooring
Semi Solid Supply & Installation
Semi Solid Supply & Installation
Supply & Installed Laminate Flooring
Supply Solid Flooring
Supply Semisolid
Supply & Installed Laminate Flooring
Semi Solid Supply & Installation
Semi Solid Supply & Installation
Supply & Installed Laminate Flooring
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Supply & Installed Laminate Flooring
Supply & Installed Laminate Flooring
Semi Solid Supply & Installation
Supply & Installed Laminate Flooring
Semi Solid Supply & Installation
Supply laminate Flooring





THE SUSTAINABLE CITY WOODEN FLOORING INSTALLATION





OUR PROJECT

- Becon DSO Dubai
Semi Solid Supply & Installation
- Iqra Dubai
Supply & Installed Laminate Flooring
- Francis Gallery Hotel Apartment
Supply & Installed Laminate Flooring
- Nish Developers Residential Tower
Supply & Installed Laminate Flooring
- Mk Design Dubai
Supply laminate Flooring
- Ideal Decor Dubailand
Semi Solid Supply & Installation
- Steel Modular Library of H.H. Shaikh Masoud
Custom Made design Solid wood supply and installation
- All Retail Shops of Aldo Brands
Semi Solid Supply & Installation
- Ideal Decor Abu Dhabi
Supply laminate Flooring
- Zain Al Khasab Ajmaan
Supply Semisolid
- Ideal Decor Jasim khorfakan
Semi Solid Supply & Installation
- Marjan Islan Resort and Spa RAK
Semi Solid Supply & Installation In Hotel
- Manazil Real Marjan Islan Resort and Spa RAK
Semi Solid Supply & Installation in Hotel Project
- Al Aqili Qatar Ministry
Supply laminate Flooring
- DOHAFLOORS Qatar
Semi Solid Supply & Installation
- Athiya Qatar
Supply laminate Flooring
- ITC Oman
Supply laminate Flooring
- The Beach Reem Island Residential
Laminate Flooring
- Décor Gate KSA Residential and Offices
Laminate Flooring



