

REFORCE

CORPORATE
PROFILE

www.reforce.ae

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Our Indomitable Strength

- Amassed Experience
- Accurate problem-solving Skills
- Empowered Team
- Innovative Thinking
- Tenacious Customer Support

Introduction

Our Foundation

Reforce Electricals founded in the year 2017, in Dubai, UAE, has established itself as a leading Electrical Solutions Company by entering into demanding territory with open communication and honest relations between it's brands and clients. With a compelling portfolio Reforce has reached inordinate heights in a short span.

Our strong foundation is based upon just one objective - to power your world. For this, we continually push our every boundary to deliver safe, affordable, and innovative electrical products that adhere to International Electrical Standards.

- 30 Years Industry Experience
- 50+ Property Owners
- 500+ Consultant
- 3000+ Contractors
- 1800 + Retailers

- 8 Product Families
- 10,000+ Products
- Exclusive Distributorship
- All Electrical Standard
- Global Sourcing

Our Imprint

Whether the project is residential, commercial, or industrial, we always have a well built solution. With a strong track record as a trusted electrical wholesaler, we have garnered a valuable base of repeat customers in UAE and 14 other countries. In the fast-changing and highly competitive world of electrical trading, We are known for 8 product families covering 10,000+

products . By partnering with the world's top international electrical brands we remain at the forefront of technology. All our electrical products fully comply with the guidelines laid down by the International Standards of electrical installation.

Our Principles

The reason behind our exemplary success are the five principles, we base our business model upon, viz; Adaptability, Collaboration, Transparency, Right Information and Walk the Talk. These principles bind our actions towards customer satisfaction.

- Adaptability
- Collaboration
- Transparency
- Right Information
- Walk the Talk

Why Choose Us?

Whether you are a **Property Owner, Contractor, Architect, Consultant, Interior Designer, Retailer, Technician** or **Electrician** you have our undivided attention. We bring to you the latest electrical innovations, the most competitive products, global brands, and customized solutions at a most competitive price level.

Working with **Property Owner**

We want to create a '**Distinctive Image**' for your property. We want it to become a '**Landmark**' for you and a '**Referral Property**' for us. Our 8 Product families and 10,000+ products target to deliver trendy functionality, efficient lighting, climate control, and home automation to your property. Reforce Electricals takes responsibility at every step to provide:

- *Understanding and transparency on the electrical product's, warranty/guarantee and claim procedure*
- *Clarity on product life cycle to help you stay ahead of costly obsolescence*
- *Seamless up-gradation of products and technology over a period of time*
- *Smooth handover of electrical systems to the facility management team*
- *Records of products/projects through in-house software for future traceability*



Working with **Consultant & Architect**

From creating **Project Specifications** to elaborating drawings to power up buildings, it requires expertise in electrical engineering. We work closely with architects and consultants to bring their vision and reason together. We provide:

- *Complete product specification - a 360 degree view*
- *Mandatory test reports*
- *Previous approvals*
- *Comparative Analysis*
- *CAD drawings and the specification build-up tool*



Working with **Interior Designer**

When it's all about producing comfortable and aesthetically pleasing interiors, we completely understand designer perspective about color lighting and material specification. At Reforce Electricals we remain vigilant to change and adapt quickly to change. We add value by providing:

- *Products that meet colour scheme*
- *Products that meet functionality*
- *Products that meet latest trends*
- *Products that stand apart and demonstrate interior designer creativity*
- *Products that fall into place with whole concept*



Working with **Contractor**

The role of the electrical contractor is vital. We understand the pressure of - meeting deadlines, adhering to project specification and tight budgets. Reforce manages these parameters at all levels from Project Directors, Project Managers, Electrical Engineers, Document Controllers, Procurement Managers, Estimation Engineers and the Store Keeper. Reforce empowers contractors by providing them with:

- ***Project Specified Products***
- ***Quick samples***
- ***Pre-Qualification & Technical Submittals***
- ***Project Compliance***
- ***Value engineering***



Working with **Retailer**

Life of an retailer revolves around demanding customers, pressure of quick pricing and immediate stock. Here, Reforce experience comes handy and provides:

- ***Wide product options / products pictures / data sheet***
- ***Quick pricing***
- ***Readily available stock***
- ***Quick delivery***
- ***Marketing tools***



Working with **Electrician**

Reforce Electricals extends it is full cooperation to these real 'Product Managers' by providing:

- ***Simple solutions, most suited to their electrical requirement***
- ***Close and constant interaction. No big talks, simple language***
- ***Solution to frequent problems based on ground reality***
- ***Introduction of latest products & installation process***
- ***New project leads***



Our Product Families

Brand & Differentiators

We offer more than an electrical product, we offer **PRODUCT FAMILIES**. It is this extensive choice of products available under one roof that have our demanding customers always coming back for more. Our electrical range comprises comprehensive **8 Product Families**, covering **10,000 products**.

Differentiators

- Sensor
- High Range & weather proof
- LED
- IP65 Fire Rated



1. Energy Management Family

Schneider
Electric

legrand®

SM

HANSA GREEN
LED
the greener way

na-de®

Energy Meter, Energy Saver,
Energy Optimiser

Differentiators

- Internet of Things
- High Speed Routers



2. Information Technology Family

D-Link®
Building Networks for People

legrand®

APC®

Wifi Routers, CCTVs, UPS, IP Telephony,
Structured Cabling

Differentiators

- Screwless
- Water Tight



3. Connector Family

WAGO®

vask
EUROPE

Screwless, Pluggable & Water Tight
Connectors

Differentiators

- Touch, Glass, Round



4. Switches & Sockets Family

Schneider
Electric

legrand®

Himel®

CLICK®
Scotmore Group

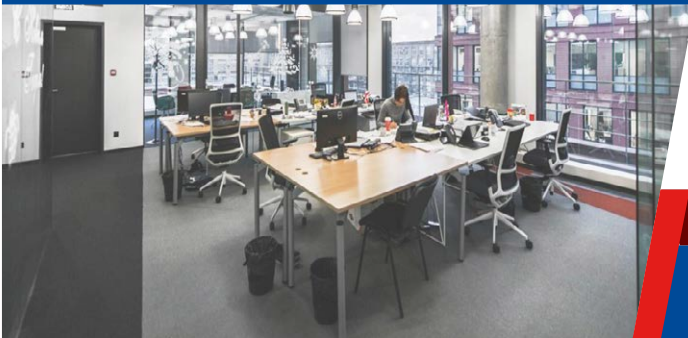
BRITISH
BG
GENERAL

ABB

Basic to High-end, Touch, RF Controlled, Round Switches,
USB Sockets, up to 24 Gang Switches, Glass, Leather, Wood,
Silver, Gold, Black, Cream, Brushed Steel Antique Brass,
Matt Gold, IP 55 & 66, Metal Clad

Differentiators

- Water Tight Floor Box



5. Floor & Desktop Power Distribution Family

Schneider
Electric

legrand®

BUBOX
innovative floorbox

DAVIS®
Always Ahead™

Panasonic
ideas for life

Floor Boxes, Floor Socket, Desktop Power Distribution solutions

Differentiators

- IP68, Explosion Proof
- Reefer socket



6. Industrial Product Family

WISKA
make power smile

MENNEKES® PCE

ABB

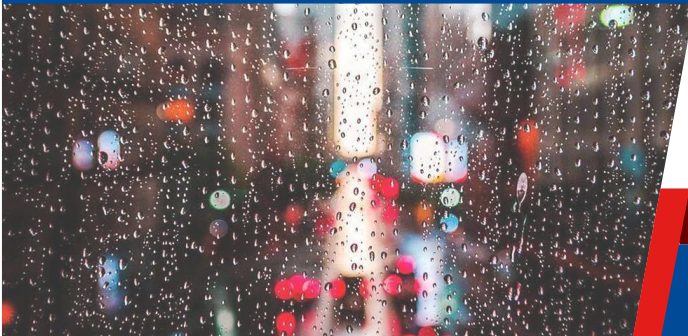
Schneider
Electric

SANGAMO

Industrial Plug & Socket, Weatherproof Boxes, Explosion Proof Products, Astro Timers

Differentiators

- Fire Rated
- Explosion Proof



7. IP 66 Isolator Family

Schneider
Electric

legrand®

ELEKTRA
SCHALTGERÄTE

ABB

Metal, ABS, High Amperage

Differentiators

- Connected Components



8. Low Voltage Family

Schneider
Electric

legrand®

Himel

INDOASIAN
MAKES SENSE

LV Components & Distribution Boards

Our Clients





Geographical Coverage

- Electrical solutions in 14 countries
- Outsourced Shipping & Forwarding Agencies to handle LCL/FCL cargo
- Instant support with Product Picture, Technical Datasheet, Product Video, Quotations & Proforma Invoice.



Offer products complied with British, French, American, German, and Asia Pacific standards.

24/7 Digital Connectivity with all Time Zone

● UAE

● Qatar

● Bahrain

● Oman

● Kuwait

● Pakistan

● Nigeria

● Yemen

● Iran

● Iraq

● Sudan

● Ethiopia

● KSA

● Afghanistan

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GOOGLE REVIEW



4.7 STAR