



PRECISE Trading LLC
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Company Profile

➤ Introduction

PRECISE Trading LLC was established in the UAE in 2002 as an industry pioneer of sub surface laser etching of high quality crystals. The company produces laser engraved 2D and 3D portraits, trophies, awards, corporate gifts and mementos made of precious high-quality optical crystal.

Our first retail outlet was opened November 2002 at the Dubai Duty Free (Airport) with a second outlet opened in Deira City Centre Shopping & Entertainment Mall in March 2003.

With our state-of-the-art equipment manufactured to **PRECISE** specifications and requirements in Germany, we are worldwide industry pioneers in high quality laser etching. We currently operate 4 retail outlets in Dubai in prime locations and have retail outlets with strategic partners in Iraq, Russia, Saudi Arabia, Nigeria and Norway.

PRECISE co-ordinates a team of 100 dedicated people in sales, marketing, design and manufacturing to create beautiful, personalized luxury items for our clients.

Our corporate processes include sales through key account managers, a CRM department, dedicated production facility, as well as warehouse and after-sales quality control. We are recognised for our German excellence in quality, speed and service.

➤ Mission Statement

To be your company of choice for value and quality craftsmanship; recognised for outstanding service and product desirability.

➤ Goals & Objectives

To build a strong network of strategic partnerships where all enjoy the success of quality products and concepts developed by PRECISE.

➤ Products & Services

Our products are manufactured in a dedicated production facility in the Dubai Investment Park, which is wholly owned by PRECISE, using equipment from Germany, built to PRECISE requirements and specifications.

Our original and primary business is to design and produce high quality engraved 2D and 3D portraits, trophies, awards, corporate gifts and mementos made of precious high-quality optical crystals. Through research & development and extensive experience, we have developed unique processes, systems and products ensuring high quality finishing and smooth, efficient processes that can be applied either in the production facility, or in mobile units for special events.

We constantly source and research complementary products and processes to supplement and diversify core business growth, developing synergies based on supplier quality resulting into high end personalised gifts and mementos.

To this end, we have been instrumental in the development, production and marketing process for **MiniYOUs**. MiniYOU is a **PRECISE** brand name for the 3D caricature product developed. Customers can choose from a selection of more than 400 prefabricated bodies reflecting all aspects of life from sport to celebrity as well as business professions. From a photo of the person, **PRECISE** fashions the 3D caricature representation.

Instant Skin: A revolutionary concept that allows instant personalization of gadgets and electronic devices including mobile phones, computer mouse, iPod, game consoles, cameras and laptops. Besides a large image library that covers everything from animal skins, patterns, and other designs, personal, or original digital pictures as well as any other





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image according to personal choice can be used for the Instant Skin gadget personalization. The image is printed on a transparent film with a special process and instantly vacuum wrapped. The Instant Skin process can be applied on a 'while you wait' basis.

Name Art: skilled artists using special paint brushes create unique canvas paintings depicting the name of the customer. We offer a selection of designs including palm trees, camels, butterflies, dolphins and many more graphic selections.

➤ Representation Agreements

PRECISE is the operator and distributor in the Middle East, Africa and Far East for the following products and services:

Body Art by Airtoo™: a pain-free temporary airbrushed tattoo lasting up to 5 days. Customers choose from a wide range of 350 + designs of brightly coloured or glitter tattoos for instant application.

Hot Lockz™: an easy to apply hair extension system available in 20 vibrant colours and 3 distinct styles. Using a unique clamp application process that does not involve glue, weaving, expensive training or licenses, Hot Lockz™ can be applied by anyone after a few minutes training.

Big Squirt!®: the award winning Big Squirt!® Is a water toy that has brought smiles to millions of people and wet clothes to even more.

➤ The Market

Personalised gifts and mementos are growing in popularity as gifts for friends and family as well as for corporate purposes. There are few local players in the market, and none with the production facilities, experience and product range, entertained and offered by **PRECISE**.

Along with the continued growth of business and tourism in the region, growing demand for such products is also anticipated.

➤ Partnerships

Since 2005 we have been officially licensed by **Jumeirah®** for whom we developed and exclusively supply a wide range of licensed products made from the highest quality crystals. Models of the Burj al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers and the Jumeirah Skyline are popular lines, as well as laser engraved images of all their property logos and other licensed images.

In 2005 we entered into a partnership with **Emirates Airlines** to supply them with promotional crystal items.

Since its opening in 2008, **PRECISE** has been the official licensed manufacturers and suppliers of the entire high quality crystal range of models, Marine Life Creatures and laser engraved images of logos and licensed images for **Atlantis, the Palm Jumeirah®**. We have also developed merchandise specifically for the gift shops at Atlantis and continually source new ideas for them.

Current projects include the development of merchandise for the **Al Ain Wildlife Park and Resort**, where **PRECISE** operates as a solutions provider for their retail gifts, merchandising and branded merchandising requirements.

Major Events for which **PRECISE** have supplied merchandised products include **Globacom Africa, FIFA Club World Cup** and **Emirates Rugby 7's World Cup**, to name but a few.





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➤ Competitive Advantage

PRECISE works to a very high standard, using reliable, high quality equipment from Germany, with the capability to produce large quantities in a short time that is unparalleled in the entire region we cover. We maintain stocks of about 120 tonnes of crystal raw material at any one time, ensuring quick turnaround of urgent orders. The entire process is covered by our own in-house facility, from carpentry to dedicated design and graphic design departments.

➤ Operations

In September 2009 PRECISE consolidated manufacturing, production, warehousing, sales, marketing and administration functions in a purpose built 15,000 sq ft facility in the Dubai Investments Park, close to the site of the new Dubai International Airport.

PRECISE has invested over AED 10 million in the purchase and development of this facility as its operational head quarters.

PRECISE is an LLC company with licences to cover all processes of the operation. This is a wholly owned company with no local partnerships.

The DIP facility allows room for growth and expansion without the need for further premises in the coming years.

➤ Distribution Network

Apart from outlets operated by PRECISE in the UAE, we distribute products and services via a Reseller Network. Our reseller starter packages are not only very cost-effective from an investment point of view but also offer turnkey services developed with detailed manuals and training opportunities. As they are operated by PRECISE, this means they are further developed and improved on an ongoing basis.

➤ Future Developments

Reseller Network

Precise is constantly evaluating and reassessing the process of business, the opportunities in new products and markets, and will work with its established Reseller Network to pass on such information and benefits.

Online

Developments are ongoing for effective online platforms for all concepts. This knowledge, technology and online access will be shared with partners and Reseller Network

