

# REFORCE



## **CORPORATE** **PROFILE** **2022**

[www.reforce.ae](http://www.reforce.ae)

## CONTENT

Introduction

CP-001

Our Product Families

CP-002

Our Clients

CP-017

Geographical Coverage

CP-018

Why Choose Us?

CP-019

## 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.

- 1 35 Years Industry Experience
- 2 250+ Villa Customers
- 3 500+ Consultant
- 4 3500+ Contractors
- 5 2000 + Retailers

- 1 7 Product Families
- 2 10,000+ Products
- 3 Exclusive Distributorship
- 4 All Electrical Standard
- 5 Global Sourcing
- 6 Strong Digital Presence

## 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 15 other countries. In the fast-changing and highly competitive world of electrical trading, We are known for 7 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.

- 1 Adaptability
- 2 Collaboration
- 3 Transparency
- 4 Right Information
- 5 Walk the Talk

# Our Product Families

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 **7 Product Families**, covering **10,000 products**.

## SWITCHES AND SOCKET FAMILY

● Residential ● Commercial ● Hotel

### METAL

#### ARTEOR



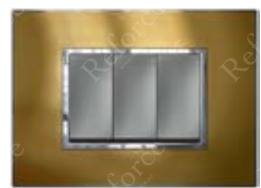
Gold Brass 1 Gang Switch



Gold Brass 2 Gang Switch



Twin USB



3 Gang Switch

#### SCHNEIDER



1 Gang Switch



3 Gang Switch



Single Socket

#### BG - UK



Evolve 1 Gang Switch



Evolve 2 Gang Switch



Evolve Single Socket



Evolve Double Socket + USB



FAB 3 Gang Switch



FAB Single Universal Socket + USB



FAB Double Socket with Twin USB

BRASS

## GOLD

### LEGRAND



3 Gang Switch



20A DP Switch

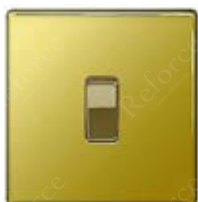


Single Socket + USB



Double Socket + USB

### BG - UK



1 Gang Switch



Double Switch Socket

### ARTEOR



2 Gang Switch



3 Gang Switch



Single Socket

### LEGRAND



BSS 2 Gang Switch



1 Gang Switch



Single Socket



Double Socket

### SCHNEIDER



1 Gang Switch



3 Gang Switch



Single Socket

## STAINLESS STEEL



## STAINLESS STEEL

BG - UK



Single Socket + USB



Double Socket + USB



2 Gang Switch



3 Gang Switch

## BLACK NICKEL

BG - UK



Single Socket



2 Gang Socket with USB



3 Gang Switch

legrand

Mallia™ Senses

Seven finishes, stunning possibilities

From timeless colours to iconic metal finishes, the choice is yours.

*a breath of elegance*

### The essentials



#### Matt Black

Bold and uncompromising, the Matt Black series creates contrast and appeals to the eye. Soft to the touch, its matt finish gives a natural elegance.



#### Dark Bronze

The Dark Bronze series shows off its strong character. An ideal choice to embrace the vintage style of a loft or artist's studio.



Dark Silver



Champagne



Matt White

### Real Metal finishes

Modern and timeless, noble and smooth, with a soft brushed finish, the Brushed Metal series is truly the star of the Mallia™ Senses range.



#### Brushed Black

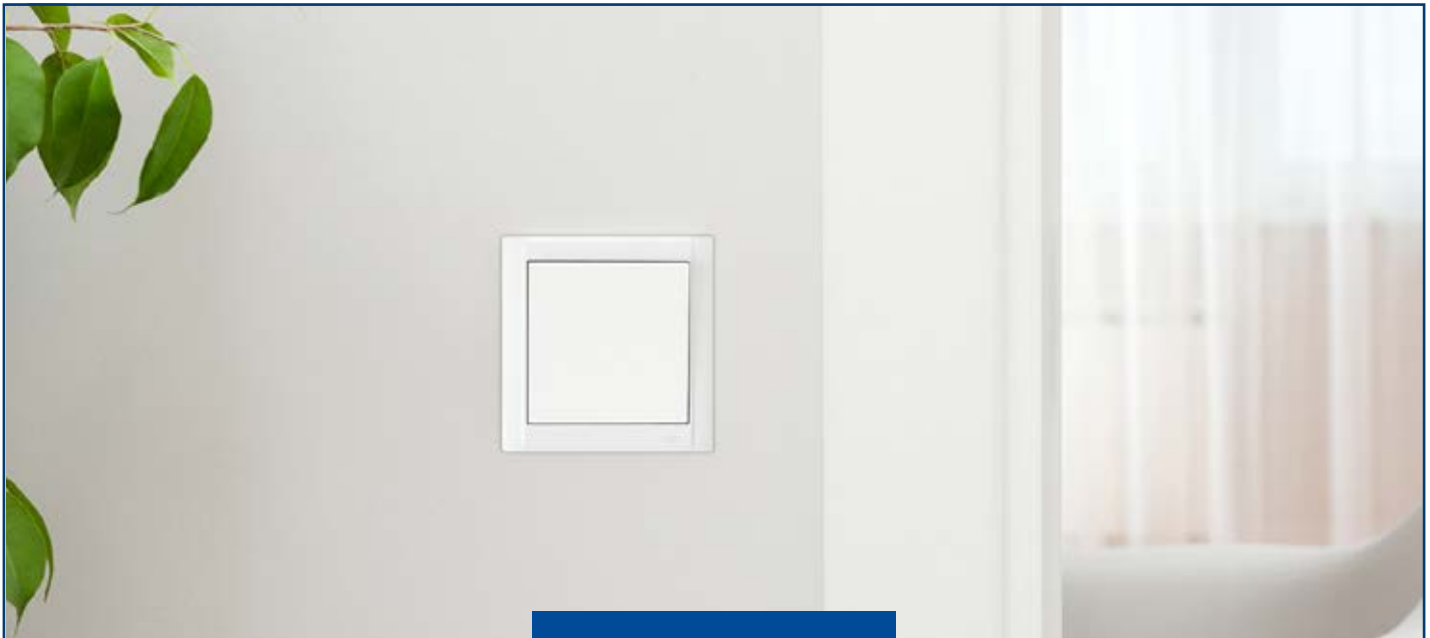
The Brushed Black finish adds a touch of sophistication.



#### Brushed Aluminium

The Brushed Aluminium finish is incredibly versatile.

*New arrivals..*



## POLYCARBONATE

### ARTEOR



Champagne  
1 Gang Switch



Champagne 2Gang  
switch



Champagne 1 Gang  
switch



Champagne Double  
Socket

### LEGRAND



Galion Rose Gold  
2 Gang Switch



Galion Rose Gold  
3 Gang Switch



Galion Rose Gold  
Socket with USB



Galion Rose Gold 2 Gang  
Socket with USB

### SCHNEIDER



Wine Gold  
4 Gang Switch



Wine Gold  
Single socket + USB



Wine Gold 1 Gang  
Universal Socket



Wine Gold  
Double Socket

### ARTEOR



Single Switch



4 Gang Switch



Single socket + USB



Double socket  
A&C USB



Soft Aluminum 1 Gang switch



4 Gang Switch



Twin x 2 USB Socket

### LEGRAND



Galion Dark Silver  
1 Gang Switch



Galion Dark Silver  
Connection Unit



Galion Dark Grey  
Single Socket  
Universal with USB



Wine Gold  
Double Socket

### SCHNEIDER



Dark Grey AvatarOn  
1 Gang Switch



AvatarOn Dark Grey  
3 Gang Switch



AvatarOn Dark Grey  
Single Socket



AvatarOn Dark Grey  
Double socket





## SILVER / GREY

### LEGRAND



Mallia Silver 2 Gang Switch



Mallia Silver Double Socket UNI + USB



Mallia Dark Silver 4 Gang Switch



Mallia Dark Silver Single Socket + USB

### BG - UK



NeoSlimline 4Gang



Silver Single Socket

## BLACK

### ARTEOR



Mirror Black 1Gang



Mirror Black Single Socket



Mirror Black 3 Gang Switch



Graphite 1 Gang Switch



Graphite Single Socket



Graphite 3 Gang Switch

### LEGRAND



Galion Matt Black 1 Gang Switch



Galion Matt Black 3 Gang switch



Galion Matt Black Single socket + USB



Galion Matt Black Double Socket



Mallia™ Senses

*a breath of fresh air*

More aesthetic, more elegant, more functional, Mallia™ Senses enables you to fully express your creativity and style. Symbol of lightness, thin and sleek, the new Mallia™ Senses range is a breath of fresh air.

Each object is a beautiful whole unto itself.

Mallia™ Senses, let your desire for elegance soar.

- A breath of lightness
- A breath of elegance
- A breath of simplicity
- A breath of versatility
- A breath of new experience
- A breath of freedom
- A perfect match
- Products

BLACK

LEGRAND



Mallia Matt Black  
4 Gang Socket



Mallia Matt Black  
Single socket + USB



Mallia Matt Black  
Double socket

BELANKO



1 Gang Switch



45A DP Switch



Single Socket UNI  
+ USB



Double Socket UNI  
+ USB

SCHNEIDER



Pieno Matt Black  
1 Gang Switch



Pieno Matt Black  
3 Gang switch



Single Socket



Double Socket + USB

BG - UK



Matt Black 1 Gang  
Switch



2 Gang Switch



Single Socket



Double Socket

## ARTEOR



Mirror White  
1 Gang switch



Mirror White  
3 Gang a switch



Mirror White  
Single Socket



Mirror White  
Data Socket



1 Gang Switch



3 Gang Switch



Twin USB



5A Socket

## LEGRAND



Galion White  
2 Gang Switch



Galion White  
4 Gang Switch



Galion White  
Single Socket + USB



Galion White  
Double Socket



Mallia White  
3 Gang Switch



Belanko S white  
2 Gang



Mallia White  
Single Socket UNI



Belanko S  
Double Socket



Belanko S  
Single Socket



Belanko S 20A  
DP switch



Synergy White  
1 Gang



Synergy white  
6 Gang

## WHITE

### SCHNEIDER



AvatarOn White  
2 Gang Switch



AvatarOn White  
Single Socket



AvatarOn White  
Single Socket + USB



AvatarOn White  
Double Socket



Lisse White  
3 Gang Switch



Lisse White  
Single Socket



Lisse White  
Double Socket

### BG - UK



Neo Slimline White  
1 Gang Switch



Neo Slimline White  
4 Gang



Single Socket  
USB



Double socket  
RCD

## WEATHERPROOF

### LEGRAND



IP 55 Two Gang  
Switch



IP 55 Single Socket



IP 55 Single Switch  
Socket

### SCHNEIDER



IP 55 3 Gang Switch



IP 55 Single Switch



IP 55 Double Socket

SCHNEIDER



IP 55 Transparent Cover



Double Socket



BG - UK



IP 66 Stainless Steel  
1 Gang



IP 66 Stainless Steel  
2 Gang Switch



IP 66 SS Single  
Socket



IP 66 SS Double  
Socket



IP 66 1 Gang



IP 66 2 Gang



IP 66 Bell Press



IP 66 - Single Socket



IP 66 Double Socket



IP 66 - Empty enclosure



## MULTI GANG

BG - UK



White 8 Gang  
Grid Switch



18 Gang BSS  
Grid Switch



24 Gang BSS  
Grid Switch

## METAL CLAD

BG - UK



3 Gang Switch



Double Socket  
+ RCD



Double Socket  
+ USB

## EURO MODULE

BG - UK



2 Module Black  
Universal Socket



2 Module Grey  
Single Socket



2 Module USB  
Socket



Black Nickel 2 Module  
Front Plate



White 1 Module  
Front Plate



Stainless Steel 4 Module  
Front Plate



ARTEOR™



## HOME ACCESSORIES FAMILY

● USB Adaptor ● Extension ● Cable Reel



Plug  
(White)



4-Socket  
Case Reel(10m)



4-Socket  
Case Reel(20m)



Plug (Black)



4-Socket  
Case Reel(5m)



Switched  
Adaptors



6-Socket  
Extension Leads



USB  
Charger Plugs



USB Compact  
Extension Leads



USB Surge  
Adaptors



USB Tower  
Socket Extensions



## FLOOR & DESKTOP POWER FAMILY

● Marble ● Carpet ● Popup ● IP44/66

### LEGRAND



Floor Box  
3 Compartments



Popup Box  
(3 Module)

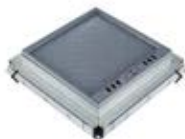


Gold Brass Popup  
Box (4 Module)



Gold Round  
Popup Box (IP66)

### DAVIS



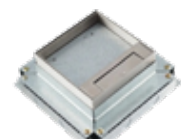
3 Compartment  
(250x250x69mm)



3 Compartment  
(250x250x56mm)



2 Compartment  
(125x250x56)



1 Compartment  
(125x125x56mm)

### PANASONIC



1 Compartment  
(140x140x74mm)



Compartment  
(320x230x83mm)



3 Compartment  
(348x222x70)



Twin Floor Socket  
(88 x 148mm)

### SCHNEIDER



## INDUSTRIAL PRODUCTS FAMILY

● Junction Box ● Cable Gland ● Plug & Socket ● RCD ● Fastening System

### WISKA



Cable Gland Polymide



Cable Gland Brass Nickel



Cable Gland Explosion Proof



Junction Box



Round Junction Box



Junction Box with Connector



*The fastening technology  
saves you 60% of your  
working time.*



AKS Distance  
Gripper Clamp



DSA Double  
Fastening Clamp  
With Spacer



ESS Single  
Fastening Clamp



EC Euro-clip



FC Flexi - Clip



SH Cable Holder



SH Cable Holder



KB Cable Bracket



DKS  
Dowel Clamp



KBS Cable Bracket  
for Shooting



Sockets



Plugs



RCD Adaptor



Inline RCD



## CONNECTOR FAMILY

● Screwless ● Water Tight ● Lever Connection



Gelbox  
(IPX8)



2 Conductor  
(TRP)



3 Conductor  
(TRP)



5 Conductor  
(TRP)



2 Conductor  
(Gray)



3 Conductor  
(Gray)



5 Conductor  
(Gray)



Din-rail  
Screwless  
End Stop



Fieldbus  
Coupler  
Ethernet



Push Wire  
Connector  
2 Pole



Push Wire  
Connector  
4 Pole



Push Wire  
Connector  
6 Pole



Luminaire  
Disconnect  
Connector 3 Pole



Jumper  
5-way



4-conductor  
Modular PCB  
Connector-Red



4-Conductor  
Modular PCB  
Connector-Yellow



Tester

**WAGO®**

## INFORMATION TECHNOLOGY FAMILY

● UPS ● Structured Cabling ● CCTV



**legrand®**

**D-Link®**  
Building Networks for People



## ENERGY MANAGEMENT FAMILY

● Timer/Relays ● Sensors



Weatherproof  
IP55



360° Motion  
Sensor IP41



360° Indoor  
Movement  
Detector



120° Outdoor  
Movement  
Detector IP55



Multifunction  
Time Relay



Multifunction  
Time Relay With  
LCD Display



Multifunction  
Time Relay



Star Delta  
Time Relay



**Indoor  
& Outdoor  
Movement  
Detectors**



# Our Clients





## Geographical Coverage

- Electrical solutions in 16 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     | ● Kuwait   | ● Iran     | ● KSA         |
| ● Qatar   | ● Pakistan | ● Iraq     | ● Afghanistan |
| ● Bahrain | ● Nigeria  | ● Sudan    | ● Azerbaijan  |
| ● Oman    | ● Yemen    | ● Ethiopia | ● India       |

# 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:

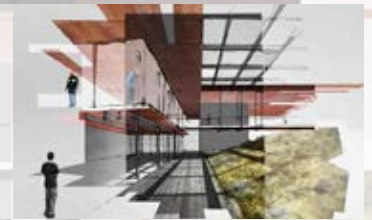
- **Understanding and transparency on the electrical product's, warranty/guarantee and claim procedure**
- **Clarity on product life cycle to help you stay ahead of costly obsolescence**
- **Seamless up-gradation of products and technology over a period of time**
- **Smooth handover of electrical systems 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 its 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**



## Working with **Digital Platform**

Active participation in digital platform:

- **Just type "Reforce" on your browser and find us on Facebook, LinkedIn, Amazon, Trading, Google, Instagram with complete library of pictures & documents.**
- **Pay from only where on "stripe", fully secured payment gateway.**
  - Amazon
  - Tradeling
  - Carrefour



# Reforce

[www.reforce.ae](http://www.reforce.ae)

## Reforce Electrical Trading LLC

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## GOOGLE REVIEW

Google



**4.8 STAR**

