

REFORCE



CORPORATE
PROFILE

2026

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.

- 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 Adaptibility
- 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 SOCKETES FAMILY

● Residential ● Commercial ● Hotel

norisys[®]

Modern switches, sockets and accessories for residential and commercial buildings.

Cube Series



TG9 Series



LEGRAND - Arteur



Gold Brass 1 Gang Switch



Gold Brass 2 Gang Switch



Twin USB



3 Gang Switch

SCHNEIDER



1 Gang Switch



3 Gang Switch



Single Socket

BRITISH GENERAL - Evolve



Evolve 1 Gang Switch



Evolve 2 Gang Switch



Evolve Single Socket



Evolve Double Socket + USB

Flat Plate



FAB 3 Gang Switch



FAB Single Universal Socket + USB



FAB Double Socket with Twin USB



GOLD

LEGRAND - Synergy Sleek



3 Gang Switch



20A DP Switch



Single Socket + USB



Double Socket + USB

BRITISH GENERAL - Flate Plate



1 Gang Switch



Double Switch Socket

LEGRAND - Arteur



2 Gang Switch



3 Gang Switch



Single Socket

Synergy Sleek



BSS 2 Gang Switch



1 Gang Switch



Single Socket



Double Socket

SCHNEIDER - Ultimate



1 Gang Switch



3 Gang Switch



Single Socket

STAINLESS STEEL

LEGRAND - Arteur



Mirror Black 1Gang



Mirror Black Single Socket



Mirror Black 3 Gang Switch



Graphite 1 Gang Switch



Graphite Single Socket



Graphite 3 Gang Switch

Galion

Galion Matt Black
1 Gang SwitchGalion Matt Black
3 Gang switchGalion Matt Black
Single socket + USBGalion Matt Black
Double Socket

Belanko S



1 Gang Switch



45A DP Switch

Single Socket UNI
+ USBDouble Socket UNI
+ USB

SCHNEIDER - Pieno

Pieno Matt Black
1 Gang SwitchPieno Matt Black
3 Gang switch

Single Socket



Double Socket + USB

BRITISH GENERAL - Neo Slimline

Matt Black 1 Gang
Switch

2 Gang Switch



Single Socket



Double Socket

BRITISH GENERAL



Single Socket



2 Gang Socket with USB



3 Gang Switch

BRITISH GENERAL - Flat Plate



Single Socket + USB



Double Socket + USB



2 Gang Switch



3 Gang Switch

LEGRAND - ARTEOR

Champagne
1 Gang SwitchChampagne 2Gang
switchChampagne 1 Gang
switchChampagne Double
Socket

Galion

Galion Rose Gold
2 Gang SwitchGalion Rose Gold
3 Gang SwitchGalion Rose Gold
Socket with USBGalion Rose Gold 2 Gang
Socket with USB

SCHNEIDER - AvatarOn

Wine Gold
4 Gang SwitchWine Gold
Single socket + USBWine Gold 1 Gang
Universal SocketWine Gold
Double Socket

LEGRAND - 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

Galion

Galion Dark Silver
1 Gang SwitchGalion Dark Silver
Connection UnitGalion Dark Grey
Single Socket
Universal with USBWine Gold
Double Socket

SCHNEIDER - AvatarOn

Dark Grey AvatarOn
1 Gang SwitchAvatarOn Dark Grey
3 Gang SwitchAvatarOn Dark Grey
Single SocketAvatarOn Dark Grey
Double socket

LEGRAND - 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

Galion



Galion White
2 Gang Switch



Galion White
4 Gang Switch



Galion White
Single Socket + USB



Galion White
Double Socket

Belanko S



Mallia White
3 Gang Switch



Belanko S white
2 Gang



Mallia White Single
Socket UNI



Belanko S
Double Socket

Synergy



Belanko S
Single Socket



Belanko S 20A
DP switch



Synergy White
1 Gang



Synergy white
6 Gang

WHITE

SCHNEIDER - AvatarOn



AvatarOn White
2 Gang Switch



AvatarOn White
Single Socket



AvatarOn White
Single Socket + USB



AvatarOn White
Double Socket

Lisse



Lisse White
3 Gang Switch



Lisse White
Single Socket



Lisse White
Double Socket

BRITISH GENERAL - Neo Slimline



Neo Slimline White
1 Gang Switch



Neo Slimline White
4 Gang



Single Socket
USB



Double socket
RCD

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

WEATHERPROOF

SCHNEIDER



IP 55 Transparent Cover



Double Socket



BRITISH GENERAL



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



Mallia™ Senses

a breath of fresh air

The essentials



Matt Black



Dark Bronze



Dark Silver



Champagne



Matt White



Brushed Black



Brushed Aluminium

a breath of elegance

Seven finishes, stunning possibilities

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



2-Gang British standard switched 13A socket with USB Type-A & Type-C Dual Charge.



1-Gang British standard switched 13A socket with USB Type-C Charge.

MalliaTM Senses^{WITH} Netatmo

a breath of freedom

Your home, simply connected

Connect your home in no time with MalliaTM Senses with Netatmo

MalliaTM Senses with Netatmo is the connected range of MalliaTM Senses.

Connecting your home has never been so intuitive with the starter pack. The starter pack includes a connected Zigbee/Wi-Fi Gateway and a connected wireless Home/Away master switch.

Connect the starter pack's Gateway to your home's Wifi network to control tablet with the Home + Control App.

Easily integrate all the connected products in your installation:

- Connected wired products.
- Connected wireless products are paired by tapping them on the wired products or by using the Home + Control App.



All these products communicate with one another via Zigbee radio signal emitted by the Gateway.



The connected Zigbee/Wi-Fi gateway connects you to the Internet via Wi-Fi.



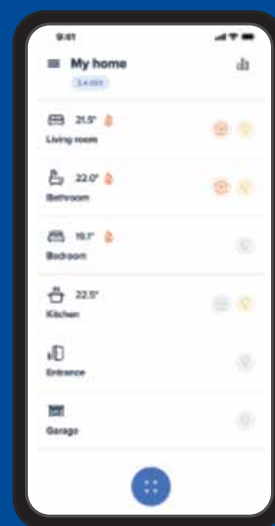
Connected wireless Home/Away master switch.



Home+Control

a breath of freedom

With a touch or a word, simply switch the lights on or off, open or close the roller blinds, activate or deactivate your house hold appliances. Once you've tasted this ease, you'll love it.



Home+Control App

Control your lighting, roller blinds and appliances remotely from a smart phone or by voice.



Home + Control



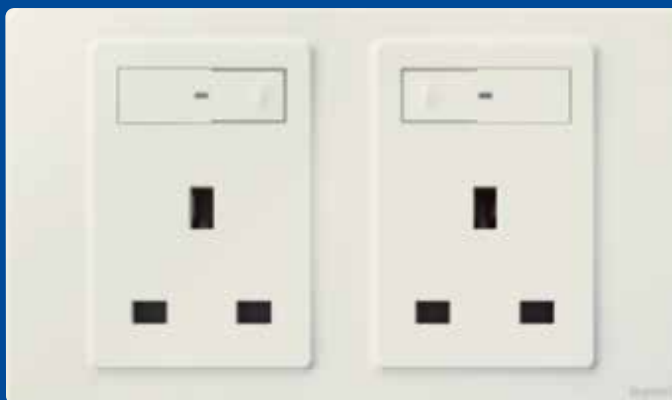
Mallia™ Senses WITH Netatmo



3-gang wired connected light switch



2-gang connected British standard switched 13A socket



Connected British standard socket outlet Remotely control your home appliances and be notified on your smart phone of any abnormal activity.



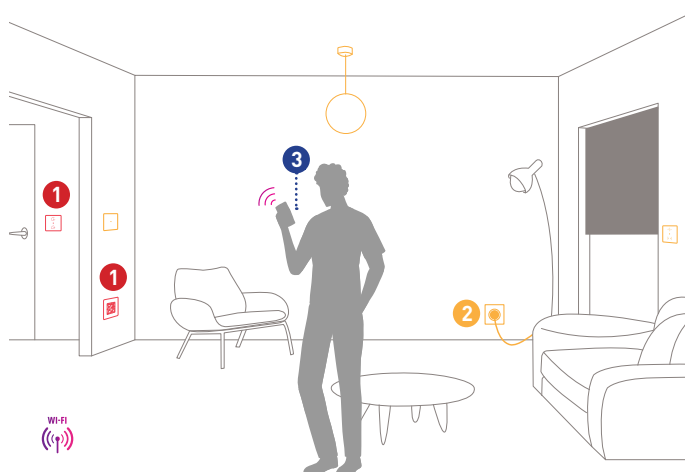
Tell your home what you want



Control your home with your voice using your favorite assistant, Amazon Alexa, Google Assistant or Apple Siri.



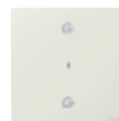
Principle of a connected installation



1 Step1: Starter pack



Zigbee/Wi-Fi gateway



Home/Away wireless masterswitch

2 Step2: Connected wired products and connected wireless products



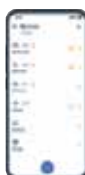
Connected light switches



Connected British standard socket outlets

*Wire your selected connected wired products.
Associate your connected wireless products.*

3 Step2: Control your connected home



Pilot your home with your smart phone via Legrand's Home + Control App

The App is available from Google Play and App Store



Tell your home what you want with your voice assistant.

MULTI GANG

LEGRAND



White 8 Gang
Grid Switch



18 Gang BSS
Grid Switch



24 Gang BSS
Grid Switch

METAL CLAD

BRITISH GENERAL



3 Gang Switch



Double Socket
+ RCD



Double Socket
+ USB

EURO MODULE

BRITISH GENERAL



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



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 BOX FAMILY

● Marble ● Carpet ● Popup ● IP44/66



Stainless Steel
2 x Socket and 2 x Data



Gold Stainless Steel



Round Stainless Steel



Gold Round Stainless Steel



Floor Box
3 Compartments



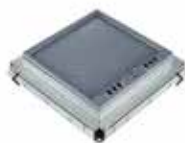
Popup Box
(3 Module)



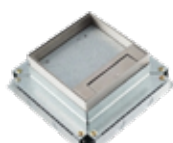
Gold Brass Popup
Box (4 Module)



Gold Round
Popup Box (IP66)



3 Compartment
(250x250x69mm)



1 Compartment
(125x125x56mm)



1 Compartment
(140x140x74mm)



Compartment
(320x230x83mm)

FURNITURE SOCKET FAMILY

● Popup ● Sockets ● Flip-up



Disq 60



Disq 80



4-Socket
Popup



8-Module
Popup



Top Access



Flip-up

INCARA™

INDUSTRIAL PRODUCTS FAMILY

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



Cable Gland Polymide



Cable Gland Brass Nickel



Cable Gland Explosion Proof



Jointing sleeve



SHARK gel insulated joints



Junction Box



Round Junction Box



Junction Box with Connector



Combi 304 LED Light



Combi 304 Switch

CONNECTOR FAMILY

● Screwless ● Water Tight ● Lever Connection



DIGITAL PRODUCT FAMILY

● UPS



LIGHTS FAMILY

● Panel ● Led

Panasonic



Panel Lights



DownLights



COB Strip
Lights



LED Bulbs

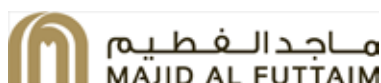


Flood Lights



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 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



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
 - Noon9
 - Carrefour



Reforce

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GOOGLE REVIEW

Google



4.8 STAR