



QUALITY IS PRIORITY

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Our Vision

Samim Group – Generates value by serving different segments in the Tableware Industry, with a comprehensive customer focused range of High Quality Innovative Products at Fair Value, through its extensive global network.

Our Mission

Samim Holding to be recognized as world-class in Tabletop Industries and creating diversified, retail Investment and service opportunities with substantial rewards to key stake holders

Our Group

SAMIM GROUP has grown to become the region's leading player in the tabletop market - Distributing, Marketing, Retailing and Add Value decoration of glass tableware, dinnerware, cookware & giftware. Building upon a heritage of 80 years of combined experience.

SAMIM GROUP's focus upon distribution has resulted in a network that is second to none in the region. Today we have strategic distribution network in 52 countries across the region, making sure the product mix we offer is appropriate and timely for each individual market and channel.

SAMIM GROUP recognizes that each and every territory in which we operate has its own culture and lifestyle. We structure our approach to each territory to match these needs. We work with our business partners, product development and logistics team to ensure the right product in the right place at that right time.

SAMIM GROUP has grown and developed centers of excellence:

- Dubai Headquarters and field operations
- Centralized sales and marketing support offices in Dubai and Tehran
- Support administration services in Jebel Ali and Dubai.
- Modern Logistics Facility and Services
- Added Value production for Decoration and packaging units in Dubai

Samim Group

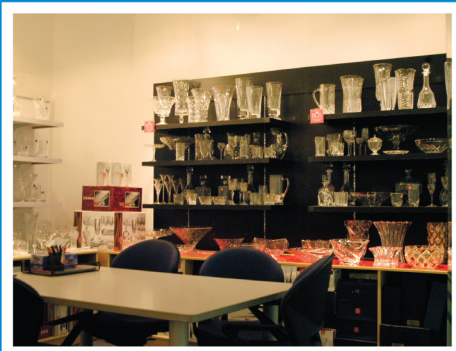
Wholesale Showrooms



Decorini Wholesale Showroom - Jebel Ali



Soga wholesale showroom



RCR wholesale showroom

Samim offers wide global distribution network with sales in 52 countries.

Modern distribution of samim offers

- Different products for different segments
- Customer focused high quality products
- Innovative designs
- Value for money
- Extensive global network.

Also Samim offers wide range of Coating products for Glass, Crystal, Plastics & Woods as well as variety of Coating Equipments.



Silica wholesale showroom



ARC wholesale showroom



Color & Coating Product wholesale showroom - Jebel Ali

Samim Group

Retail Showrooms



Silica Retail Showroom - Deira, Dubai

Retail Showrooms

Retail operations are a strategic area. SAMIM GROUP is one of the first to identify this sector and future plans call for growth.

SILICA concept stores offer the shopper

- One stop shop for home and kitchen
- Wide range of products and designs
- Dinnerware
- Serveware
- Cookware
- Giftware
- A growing range of home accessories
- Good Service at highvalue for money
- Customized B2B Services

SILICA Deira, Dubai - UAE

SILICA Al Wahda, Sharjah - UAE

LINDO Shariati - Tehran

LINDO NOOR - Tehran



Silica Retail Showroom - Deira, Dubai



Silica Retail Showroom - Sharjah, UAE



Lindo Retail Showroom - Tehran, Iran

Logistics Facilities



SAMIM GROUP FZE's facility is an ultra-modern logistics Centre capable of supporting and servicing the supply chain distribution network across the total region and has ensured that we deliver on time, every time.

Employing state-of-the-art warehouse management systems and handling technologies in a 400,000 sq. ft. warehouse. Our partners and customers, importers, wholesalers and retailers benefit from quicker turnarounds and continuous stock management.

- Optimized inventory turnover
- Advanced planning processes
- Over 40,000 pallet spaces
- Seasonality not an issue
- Multiple delivery options



Logistics Managment Consultancy

- Logistics Strategy
- Process Review
- Operational Excellence
- Inventory Planning
- Outsourcing Arrangments
- Warehousing Strategy & Design

SAMIM GROUP in colobration with Response Consultancy has undertaken dozens of assignments varying in length from a few days to several months.

Clients include manufacturers, distributors, retailers and 3rd party logistics companies. In many cases a new start-up or diversification is visualised, and the purpose of the project is to test the feasibility of the concept.

The products marketed by these clients range from foods, household products, clothing, footwear, cigarettes and soft drinks, to furniture and electrical appliances.



Samim Group

Distribution



SAMIM GROUP's customer focus is demonstrated in the flexibility offered in sales and delivery. Customers in the region can order in pallets, cartons or single pieces which are then consigned as FCL or LCL cargo.

With additional facilities in Dubai and other operating centres we offer a range of add-on services across the region – tailor made for partners and customers

- Re-Packaging
- Value Added Finishing
- Kitting Facilities
- Barcoding

Samim Logistics Facilities

- Jabel Ali Warehouse, Dubai, UAE



Samim Group

Manufacturing Excellence



Samim has the biggest lead free glass / crystal tableware decorating unit and glassware finishing facility in the Middle East based in Dubai

SAMIM GROUP's Decorating capability is over 50,000 pieces per day.

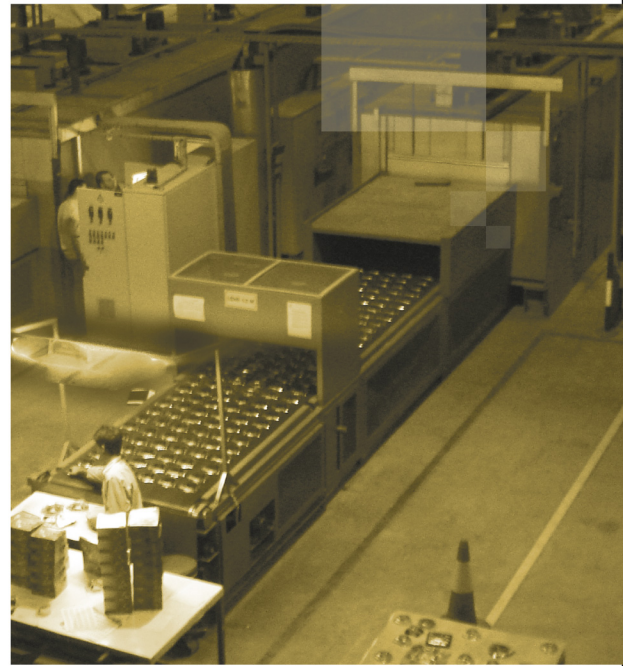


- Giftware and Serveware range of lead free crystal
- Daily use glass
- Serving platters and Bowls
- Tumblers, Mugs and Stemware
- Dinnerware



Samim Group

Product Decoration & Finishing



Production flexibility enables Samim Group to produce customized products and product decoration to individual customer specifications.

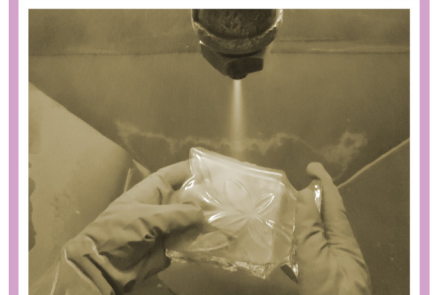
- Sand Blasting
- Gold Rimming
- Decal
- Signing Sand
- Photo Sand
- Drilling
- Packaging
- Coloring
- Cutting & Polishing
- Swarovski Elements
- Screen printing
- Metalizing
- Footing
- B2B



With distance to market efficiencies and cost effective resource Samim Group is able to provide glass tableware products that yield increased margins to our wide customer base. A unique competitive advantage that has contributed significantly to our market reputation and business growth



Hand made Decor by Masters



Samim Group

Every Item for Every Table



The Belle Soga Range is manufactured in Japan and under SOGA JAPAN license in China. The brand name is prominent in producing premier range of pressed glass products, such as:

- Serveware
- Giftware
- Tableware
- Drinkware

It is always appealing to homemakers who appreciate fine designs and crystal-like quality. Belle SOGA's range of glass tableware never fails to add distinction to any table.



The Silica logo, featuring the word "silica" in a lowercase, sans-serif font, with a registered trademark symbol.



SILICA was launched in 2001. It consists of younger, modern, and practical designs including handmade items.

Range in Silica brand includes:

- Tableware
- Serveware
- Giftware
- Decorative Accessories

More than just a homemaker, Today's woman exhibits passion and enthusiasm for exquisite kitchen designs and SILICA blends right with her every mood to create the fusion of design and style that defines her sensitivity.



Samim Group

Every Item for Every Table



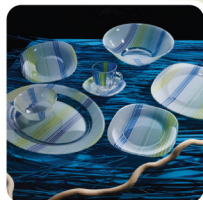
Samim Group started its collaboration with RCR since 2008 and took over the distributorship of its products for the specific markets and **decorated RCR products by Samim Globally**. RCR Crystalleria Italiana s.p.a is a Tuscan Company, a leader in Italy and worldwide in automated production of high-quality crystal and glass tableware, gifts and decorative products. RCR range is available in 24% Lead Crystal as well as Luxion which is crystal glass with the highest light transmission and best transparency/luminosity balance available. Samim carries a variety of collection available from RCR namely Fusion, Laurus, Opera, Crystal & Dance amongst other designs.



SAMIM GROUP distributes and markets the LUMINARC brand of ARC INTERNATIONAL product in specified regions. The range consists of extensive, decorative and functional designs.

- Glassware
- Cookware
- Tableware
- Decorative Accessories

With the lively and vigorous design of LUMINARC, it gives life to every meal served with the family.



Samim Group

Global Distributor

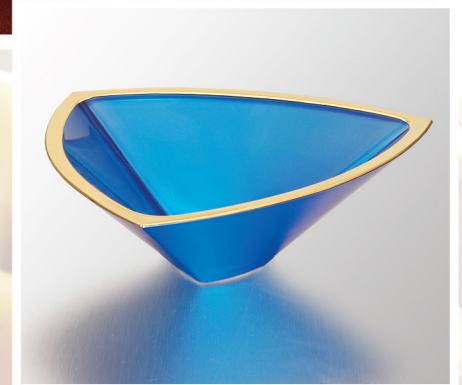
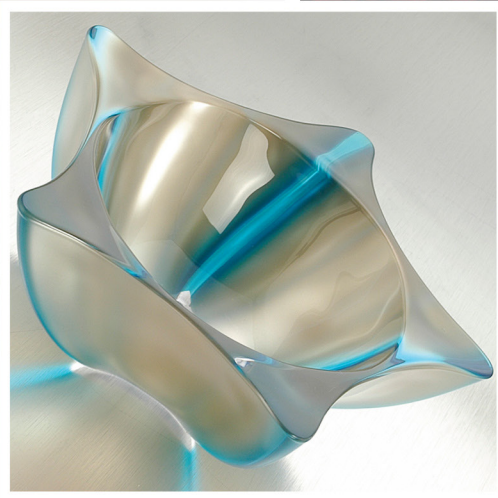


Decorini identifies itself as Luxury Tableware Products & stylish Crystal Glass which is handmade decoration.

Decorini Product range involves Values, Techniques and Innovations with passion for beauty with experience of 3 generations creating unique Luxury Tableware, which embraces cultures around the world.

The complete process involves experienced craftsmen with brilliant artistic talent that create different tableware that is eye-catching and brilliant.

Handmade Decor created by Masters.



Samim Group

Regional Distributor

PEDRINI®

Samim Group started its collaboration with Pedrini since 2011 and took over the distributorship of its products for the Region.

Pedrini is the interpreter of brand values that characterize, which are at the basis of success on increasingly demanding and competitive markets. For everyone who cares for quality, design, functionality and durability of products.

Pedrini offers solutions that combine great experience in production with know-how constructive decisions and evolving new materials in line with today's lifestyle: modern, dynamic, design minded without renouncing the home's heart: "THE KITCHEN."



TOYOTOMI



TOYOTOMI - Japan has been a trusted name for half a century and continuously developing the next generation of energy efficient products that create the most comfortable environment for consumers.

Toyotomi creating innovative breakthroughs has constantly led the industry as a manufacturer not only in kerosene-fired appliances, but also electric home appliances and illuminating people's homes with their products.

Samim Group

Regional Agent & Partner Support

COLOROBBLIA®



DIEGEL
creative coatings



Samim Group

Regional Agent & Partner Support



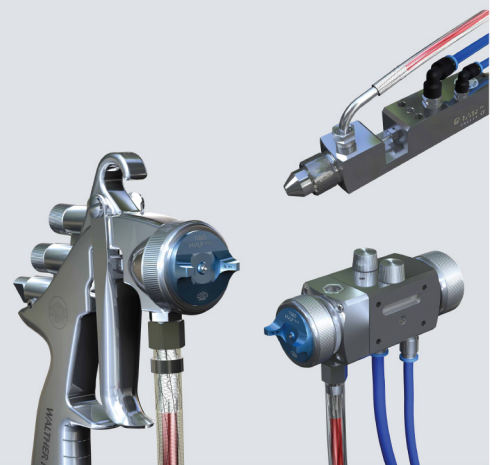
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Suppliers & Business Partners



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PEDRINI®



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TÖYÖTÖMI



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Showrooms in UAE

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Al Tawoon Tower No.5, Al Wahda Street, Sharjah - UAE

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