



الفينيقية للخدمات الفنية ش.ذ.م.م.  
Phoenician Technical Services L.L.C

**We care we deliver**

Swimming pools | Water features | Landscaping & Green wall specialist



# CONTENTS

Description	Page Number
<b>History and Philosophy</b>	4
<b>Vision - Mission Statement</b>	6
<b>Services</b>	7
<b>Designing &amp; Planning</b>	8
<b>Soft Landscaping &amp; Irrigation</b>	10
<b>Hard Landscaping</b>	11
<b>Swimming Pools - Fountains &amp; Water Features</b>	12
<b>Green walls - Operations And Maintenance</b>	13
<b>Trade License</b>	14
<b>Organisation Structure, Management &amp; People</b>	15
<b>Our Management Team - Our People</b>	16
<b>Quality Policy</b>	17
<b>Environmental Policy - Health &amp; Safety Policy</b>	18
<b>Experience</b>	19
<b>Projects References</b>	20
<b>In House Designs</b>	33



## HISTORY AND PHILOSOPHY

**Phoenician Technical Services L.L.C** an ISO 9001:2008 certified Company has provided high quality services since 2010 and is recognized today as one of the region's most experienced swimming pools and landscaping builders. Over the years the company has undertaken many challenging projects and accumulated skills, know-how and experiences in design and build solutions, project management services, materials and plants trade and related engineering works.

Located at Dubai Investments Park, Jebel Ali, we are uniquely situated for easy access to locations throughout UAE.

We offer complete design-build experience as contractor as well as regularly work with architecture and consulting firms as designers. We provide start to finish advice and expertise to enhance and complete any project. We work to develop specific project requirements, schedules and deadlines that serve the client and the project. Phoenician Technical Services L.L.C. has a proven track record of completing quality projects on time and on budget.

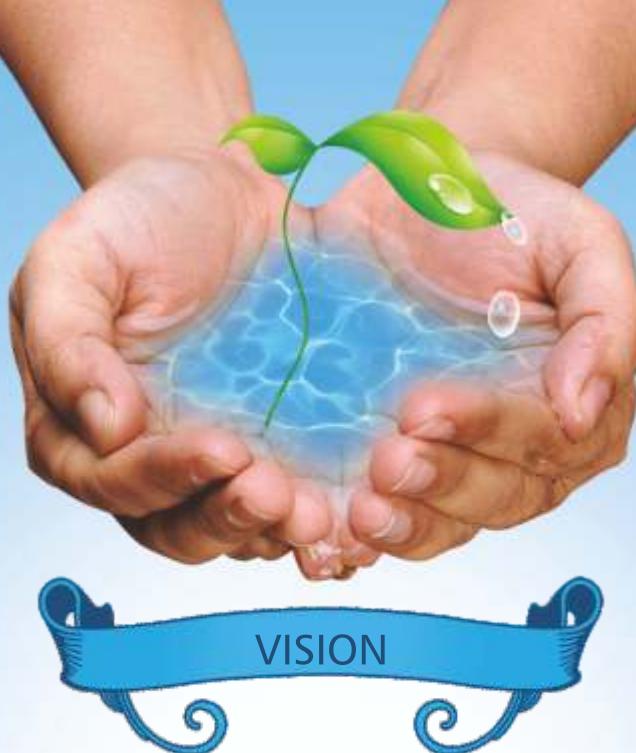


Our business operates on the team concept and our many skilled and experienced staff and field team members have established a standard of excellence that is well recognized in the UAE swimming pools and landscaping industry. This team concept is the basis for our hands-on, proactive approach which helps us produce the most important result of every job, our client's satisfaction. Teamwork is a key ingredient of every Phoenician Technical Services L.L.C. project.

Phoenician Technical Services L.L.C. is equipped with the latest technology, owns a 20,000 m<sup>2</sup> nursery, and has the necessary staff and resources to ensure the best professional service is provided at all times. The firm is backed up by up-to-date Professional Indemnity Insurance which can be extended to cover risk on any size project the firm undertakes both locally and abroad.

Adapting to constantly demanding market in the UAE we are providing any kind of swimming pools & landscape works you can imagine, from concept design and foundation to the smallest details, from refurbishment and upgrading to maintenance and servicing. We want to build on this solid foundation of experience. And we want to go up: to an increasingly complex work and diversified services. So high as we use to consult from time to time our ambitious and demanding customers.





## VISION

Our vision is to grow our multi-disciplinary team in order to offer a broad spectrum of specialised Technical Services for swimming pools and Landscaping solutions to become our Clients' preferred Professional Service Provider through excellence and efficiency in all aspects of the project life cycle.

Whether it is a commercial, residential, leisure or private project, Phoenician Technical Services L.L.C. will endeavour to become a leading practice that will exceed expectations and set new standards!

## MISSION STATEMENT

Our Mission is to become one of the leading provider's of technical services in the regional market particularly the UAE on the field of swimming pools, landscaping and water features construction and maintenance

### FOR CLIENTS:

Providing the best quality services and delivering the contracted work under the pre-set conditions

Complying with budget and deadlines

Ensuring necessary support during and after the construction works.

### FOR EMPLOYEES:

Creating a pleasant work environment in which employees can give maximum efficiency as well as supporting staff for continuous improvement.

### FOR SUPPLIERS, PARTNERS, SUBCONTRACTORS :

Developing long-term relationships based on trust, accountability and performance.



## SERVICES

Our services extend in several fields and the following is a compact list

- Complete design and planning solutions
- Soft landscaping and irrigation
- Hard Landscaping
- Swimming pools, Fountains and Water features
- Green walls
- Operations and Maintenance





As you begin working with a PTS engineer it's helpful to know where you are in the process and where it will take you. Our engineer will orient you during each phase, and work with you to get the most value from each stage of the process. It's a time-tested method for establishing a close working relationship between you and PTS, and producing the very best results.

## Our implemented design process consists of five phases:

### Phase 1: Concept origin

This first phase includes all of the discussions and exploration that lead to the moment when you realize you need to build something new. The phase ends with your decision to move forward with a project.



## Phase 2: Focus

Here you define the project - its scope, features, purpose, and functionality. This is the time to establish an owner-PTS agreement. Together with our engineers, you develop and refine a «vision» for the project. Our discussions leads you through a «programming» exercise to help you explore the needs of those who will live, work or play in the space you create. You will identify the services you need from us, and the design team will begin to form a cohesive relationship and a shared concept for the final project.

## Phase 3: Design

Once the requirements of the project are determined, the design phase begins. Our design team gives shape to your vision through drawings and written specifications. Your input into this phase is vital, as you get the first is important to establish a clear decision-making process with our designated Project Manager during this phase. The design phase ends when you agree to the plans that will guide construction.

## Phase 4: Build

Investments are made in materials, and timetables are extremely important. Good communication within the project team is critical, as the need for changes often arises. This is typically the time of highest stress for the project owner. Our team will discuss changes and options with you, and ensure that alterations are compatible with your vision for the project.



## Phase 5: Occupy

This phase being the day the project is up and running and never really ends. It's where your satisfaction with the project is determined. Our Project Manager can help ensure that the terms of your building contract were met, and can use the experience of this project to inform future work.



Landscape design is more than just using a piece of software to layout where you want things to be. Great landscape design means that you take everything from soil conditions, irrigation ability, landscape architecture, as well as intended use and upkeep requirements into account.

Whether you have commercial project or are just looking to redo your front garden, we can do it all. We have the people, the professionalism and the experience in everything from patio and paver installation to laying sod, installing irrigation systems, landscape lighting, plant installation, retaining walls and even water features.

We also take visual elements like light, perspective, color and shading into mind when we design your new landscape. Our goal is to leave you with a stunning end product that will take your breath away all year long.

PTS will work with you to achieve the most efficient irrigation system possible. Without proper irrigation, lawns and plants die, and replacing them is costly. The only way to ensure that your landscaping investment is protected is to install an irrigation system. Our professional team includes irrigation technicians, licensed lawn care professionals and landscape specialists.



## HARD LANDSCAPING

Hard landscaping, or hardscaping, is arguably the most difficult part of landscaping. Placing rocks, bricks, fences, fountains and other solid features can be expensive and time-consuming. We pride ourselves on our range of hard landscaping services. We believe that by adding extra touches such as benches, pergolas, paving or walls they can add that special something and it can really become your dream garden. Our paving services are a specialty where we can supply and lay an expansive range of both natural stone and concrete replica paving stone for all uses. Whether you`re looking for utility paving for sheds or storage areas or beautiful real stone paving to enhance your outside living space we can do it all. We can construct gates, pergolas, benches and more to suit your garden design.



## SWIMMING POOLS

The design: Design means that we first consult with our client to design their project. Each project is a work of art and collaborates closely with each client in the design. We come up with a 3D design which is presented to the client for approval, If any changes are to be made the 3D drawing is amended and once again discussed with the client

The construction: Our swimming pools are all hand build to suit your individual needs. No pool is too small or big. We are able to work even without heavy machinery, allowing us to work in confined garden spaces and complexes. Whether your swimming pool just needs some minor facelifts or an extreme makeover; we have the knowledge and experience to turn your swimming pool into a garden feature.

The Care Program: Your swimming pool represents a substantial investment. Even the simplest pool is a complex union of equipment that circulates, filters, sanitizes and, in many cases, heats, cascades or sprays the water. A certain amount of maintenance is necessary to keep these systems running smoothly.

## FOUNTAINS & WATER FEATURES

A backyard water garden is the perfect solution for relaxing at home. Let our experts show you how to bring a little piece of nature right to you and your family. A water garden is not only peaceful and relaxing, but eliminates yard maintenance by replacing part of your lawn. A pond requires only minutes of upkeep each week, but attracts all the relaxation you can spare.





## GREENWALLS

There's nothing more as eyes catcher to offer other than **Greenwalls** also known as **living walls** or **vertical gardens** whether indoors or outdoors, freestanding or attached to an existing wall, and come in great variety of sizes. Greenwalls plants reduce the overall temperatures of the building aside from its superb relaxing scenery and function as an urban agriculture & urban gardening for this modern day building projects without taking up valuable ground space. Next time you conceive of Living Walls for your project, think of PTS to provide you this wonderful green scenery.

## OPERATIONS AND MAINTENANCE

After the stiff and stressful work executions for any project, operations and maintenance follows to safeguard and guarantee the smooth operations of the installed systems and equipment. We take pride in this field that our engineering force and technicians are equipped with the best proper know how to handle this final cycle of the project for the client to get the due return on his investment.

## TRADE LICENSE



دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT

# رخصة تجارية

## Commercial License

Licence No.

657274

رقم الرخصة

الفينيقية الخدمات ش.ذ.م.م

Company Name: PHOENICIAN TECHNICAL SERVICES L.L.C

الفينيقية الخدمات ش.ذ.م.م

Trade Name: PHOENICIAN TECHNICAL SERVICES L.L.C

الشكل القانوني : ذات مسؤولية محدودة

Legal Type: Limited Liability Company (L.L.C)

Main License No.

657274

رقم الرخصة الأم :

DCCI No.

195520

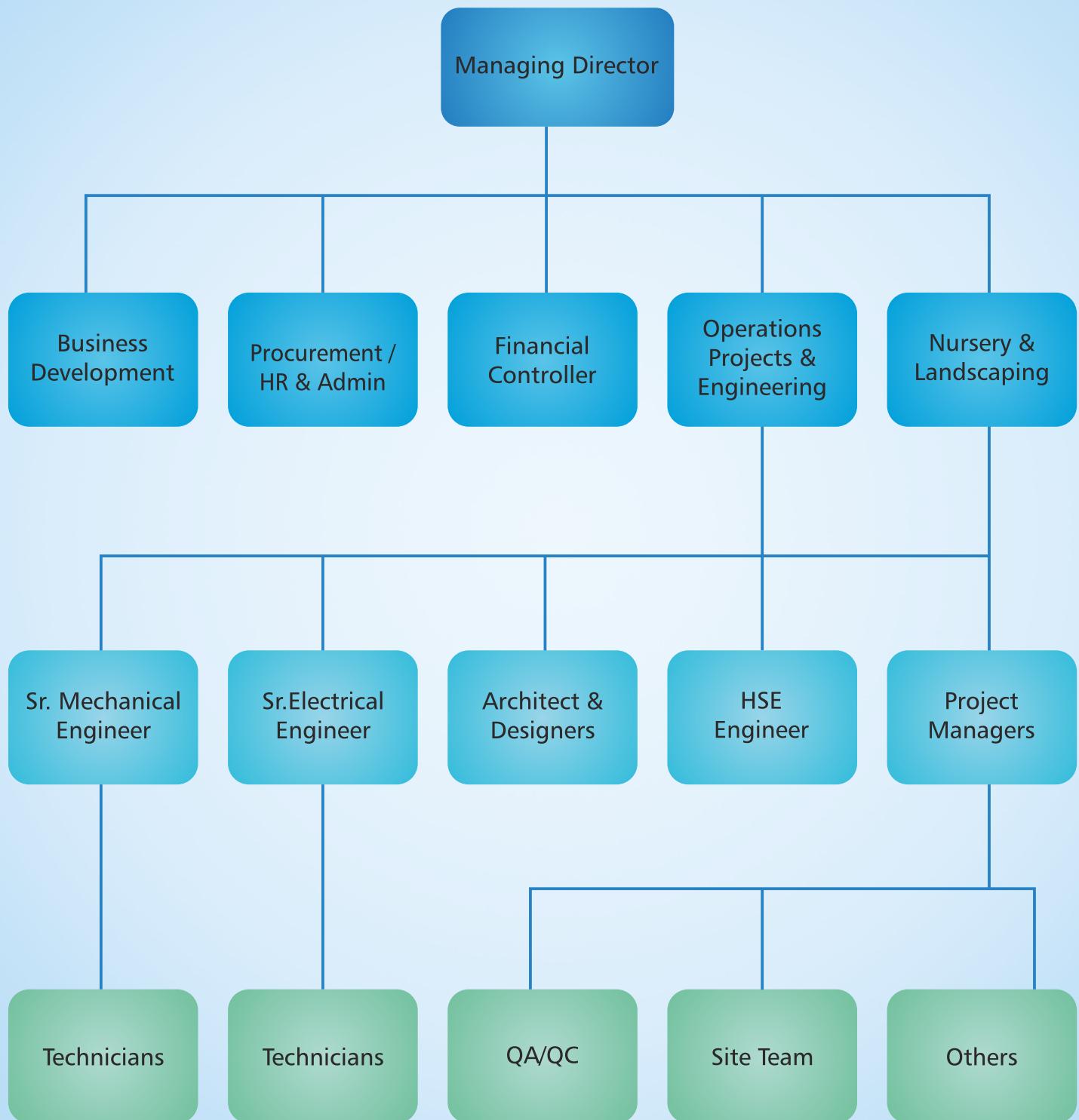
عضوية الغرفة :

Register No.

1080256

رقم التسجيل التجاري :

## ORGANISATION STRUCTURE, MANAGEMENT & PEOPLE



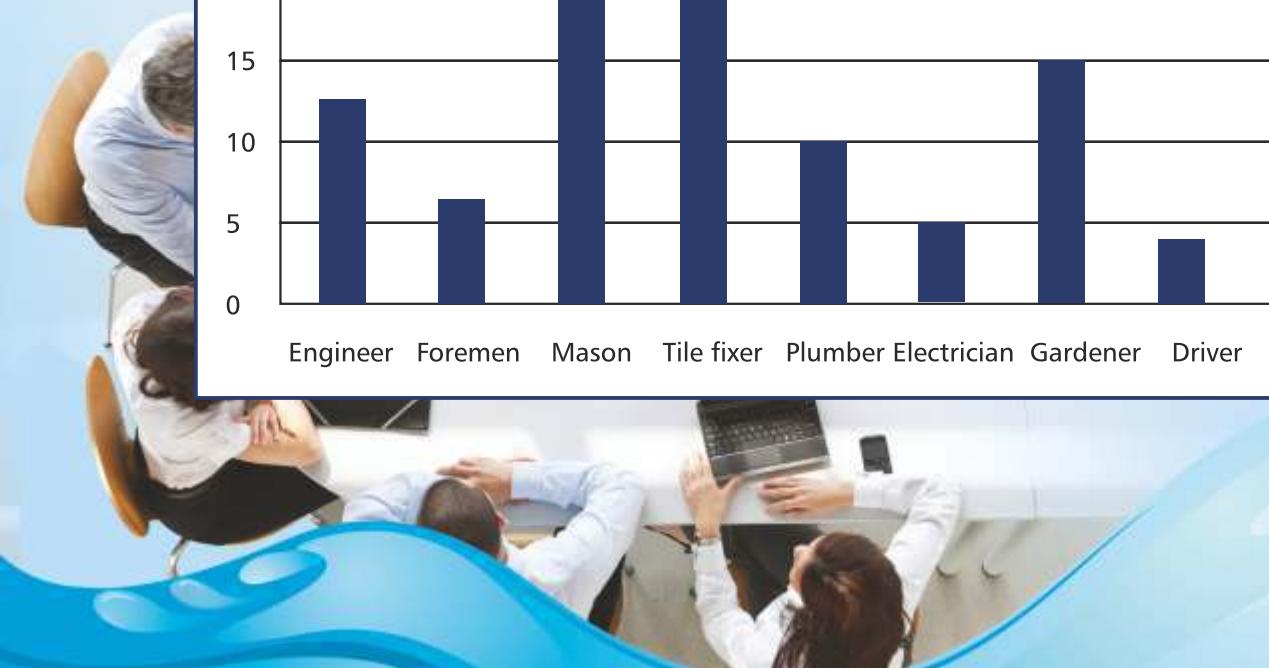
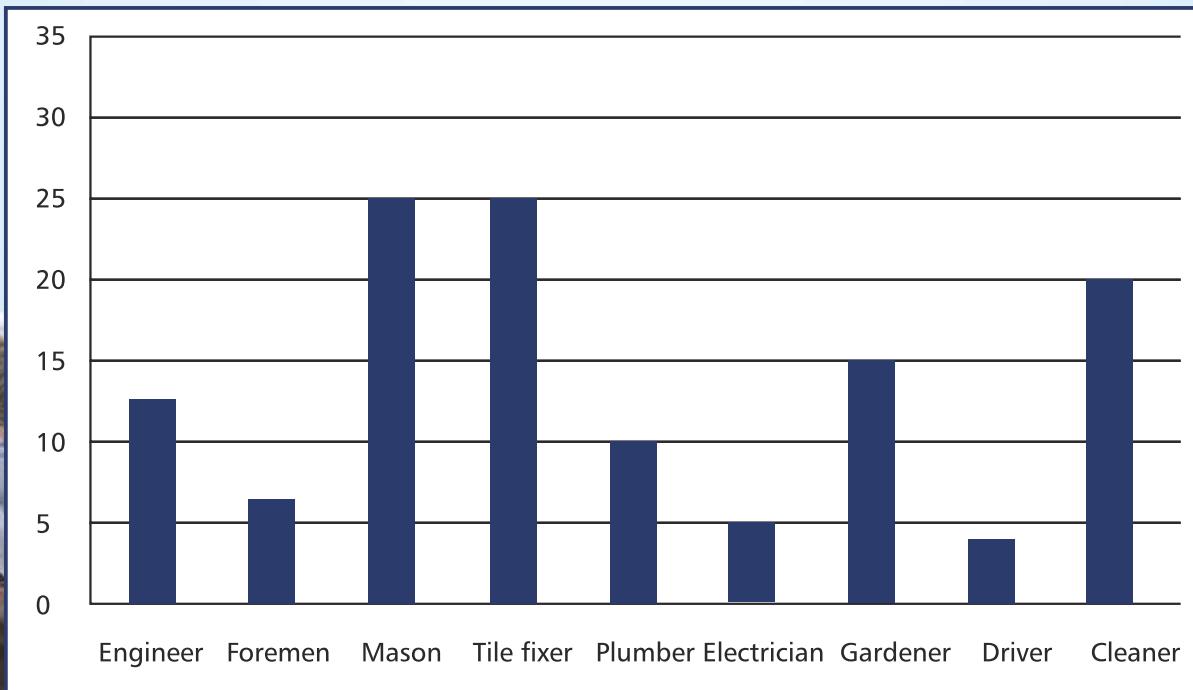
## OUR MANAGEMENT TEAM

The business is driven by our 3 working directors, directly involved in the business development, procurement, project management and administration for the company. The management team proactively gathers feedback, identifies changes in business environment, reviews work processes and communicates key learning points and company policy to all staff.

## OUR PEOPLE

Our people are crucial in the delivery of our services and solutions to our clients. In order to ensure that everyone is equipped with the right skills, knowledge and attitude, a comprehensive training programme is put in place to constantly upgrade our people in technical and project management skills.

We believe firmly in providing the right training, accredited certification and practical knowledge for our people, in order for them to execute their duties and responsibilities confidently. Our aim is to stay relevant to the ever-changing market place and client's requirements.



## QUALITY POLICY

We, the Management and Employees of Phoenician Technical Services Company, are committed to achieve excellence in our quality standards and always produce creatively-inspired, innovative, functional and cost-effective works, which are executed within the agreed time frames in accordance with the works, drawings, and contract specifications and maintain the level of quality that would enable us to meet and exceed clients' satisfaction. A policy for quality conforming to the requirements of ISO 9001:2008 has been established to ensure that it.

- Proudly pronounce its commitment to understand, meet & when possible exceed our customer's requirement through the continuous improvement of our process.
- We are dedicated to delivering defect-free product on time at the most competitive possible cost.
- We will continually improve the effectiveness of our management system.
- Management team will review periodically the performance of management system and our quality objectives.
- Conduct training and knowledge transfer activities to enhance employee's skills, competence & technical knowledge.
- Creating a pleasant work environment in which employees can give maximum efficiency as well as supporting staff for continuous improvement.
- Developing long-term relationships based on trust, accountability and performance

This is achieved through the effective and efficient implementation of ISO 9001:2008 Quality Management System standards in addition to complying with the applicable legal requirements and statutory regulations. This policy is approved by the Top Management and is supported by all the levels of management within the organization.





## ENVIRONMENTAL POLICY

### At Phoenician Technical Services L.L.C.

- Will minimise waste by evaluating operations and ensuring they are as efficient as possible;
- Will comply with all relevant environmental legislation;
- Will implement a training program for its staff to raise awareness of environmental issues and enlist their support in improving the Company's performance;
- Will encourage the adoption of similar principles by its suppliers;
- Will actively promote recycling both internally and amongst its customers and suppliers.



## HEALTH AND SAFETY POLICY

### At Phoenician Technical Services L.L.C.

- The Executive Management shall accept responsibility for health and safety for the implementation and maintenance of measures to secure the health and safety of employees and others and the elimination of risks likely to result in personal injury, damage to health, and damage to plant, equipment or environment;
- We are committed to continual improvement by ensuring that:  
Plant, equipment and systems of work are safe  
Safe arrangements for the handling, transport and storage of articles and materials are available
- The standards for Health, Safety and Environmental performance and statutory compliance shall be ensured by suitable proactive steps during the construction, installation and operational stages. The Client safety regulations, standards and codes of practice will be considered a priority and made known to all persons involved in the project;
- We will make all due arrangements for the information, instruction and training of all the employees in Health and Safety on different levels and in following safe operational procedures, safe handling and use of substances, accident avoidance, first aid and developing a safe working attitude;
- Shall give due importance to all HS&E aspects in all decision makings, including purchasing of plant, equipment, machinery and the material selection;
- The HS&E performance among the employees will be evaluated and encouraged through a safety base incentive scheme;
- The Safety Policy Objectives and Performance shall be reviewed and revised periodically and changes, if in case, communicated to all employees and concerned people.



Listed below are the projects that Phoenician Technical Services has undertaken:

PROJECT	LOCATION	SCOPE OF WORK
Meydan Beach Club	Jumeirah Beach Club	3 Swimming Pools
Al Bahr Tower	Abu Dhabi	1 Reflecting Pool
Rosewood Hotel	Abu Dhabi - Sowwah Island	1 Swimming pool
Gate District	Abu Dhabi - Al Reem Island	3 main S. pools & 16 small pools 7 6 w. features
Masdar City	Abu Dhabi - Khalifa City A	2 s. pools & 15 w. features
New York University	Abu Dhabi - Saadiyat Island	Olympic Swimming pool
Le Meridien Hotel	Dubai	1 s. pool & 7 w. features
Ho2 Private Villa	Abu Dhabi - Officers Club	Villa external works, hard and soft landscaping
Rosa Mexicana	Dubai Mall	2 water features
Rosa Mexicana	Mirdif Mall	1 water features
RLCC Shooting Club	Abu Dhabi - Khalifa City A	18 swimming pools & 9 water features
Aprons & Hammers	JBR, The Walk - Dubai	Green Wall
Capital Bay Tower - Damac Naia	Dubai Business Bay	1 Swimming pool & 1 kids pool
Nuais Private Villa	Dubai	Swimming pool & Landscaping
Al- Bawardi Private Villa	Dubai	Swimming Pool
Pera & Myra Tower	Dubai - Jumeirah Village Circle	15 Swimming pools & 2 Community Pools
Summit Tower	Dubai	1 pool & 1 jacuzzi
Nurai Island	Abu Dhabi	32 swimming pools- Repair works & handover
Nurai Island	Abu Dhabi	26 Swimming pools & 52 water features
Al Munera	Abu Dhabi	180 swimming pools & 30 water features
Viceroy Hotel, Resorts and Residence	Dubai - Palm Jumeirah	Soft & Hard landscaping, Water features and 84 swimming Pools
Damac Distinction Tower	Dubai	Swimming pools, water features, and soft & hard landscaping
Damac Towers by Paramount	Dubai	Swimming pools & water features
Damac Heights	Dubai	Swimming pools
Nurai – EV-22 (Sabban)	Abu Dhabi	Civil & MEP Works, Swimming pools
Beach Villas- Phase 3 (15 pools)	Abu Dhabi	Swimming pools
Meydan Villa	Dubai	Swimming pools, water features, and landscaping
Kaabi Villa	Dubai	Swimming pool & Landscaping
Cappadocia	Dubai	Swimming pools
Car Museum	Dubai	Swimming pools, sauna, landscaping
Legoland Water parks	Dubai - UAE	Water parks - River and Wave Pool

## PROJECTS REFERENCES



### VICEROY HOTEL

Resorts & Residences

Contractor for the project.

Works include:

\*84 swimming pools\* hard & soft landscaping\* water features

Client: Skai Zaya

Main Contractor: CSCEC

Project Value: AED 30M



## NURAI ISLAND

Abu Dhabi

Contractor for the project.  
Works included:

\*complete execution for 58 swimming pools and 52 water features plus design and execution for beach villas landscaping.

Client: ZayaMain

Contractor: STX Construction

Project Value: AED 7M



## PRIVATE VILLA OFFICERS CITY Abu Dhabi

Contractor for the project.

Works include:

\*design & execution for external works, hard & soft landscaping, rocks, garden furniture, majlis, swimming pools and MEP

Client: Meydan / Amana

Project Value: AED 1,7M



## ROSEWOOD Hotel

Abu Dhabi

Client: Mubadalah/ACC

Project Value: AED 300K

Contractor for the project.

Works included:

\*complete construction, civil and finishing works  
for an outdoor swimming pool



## MEYDAN BEACH CLUB

Dubai

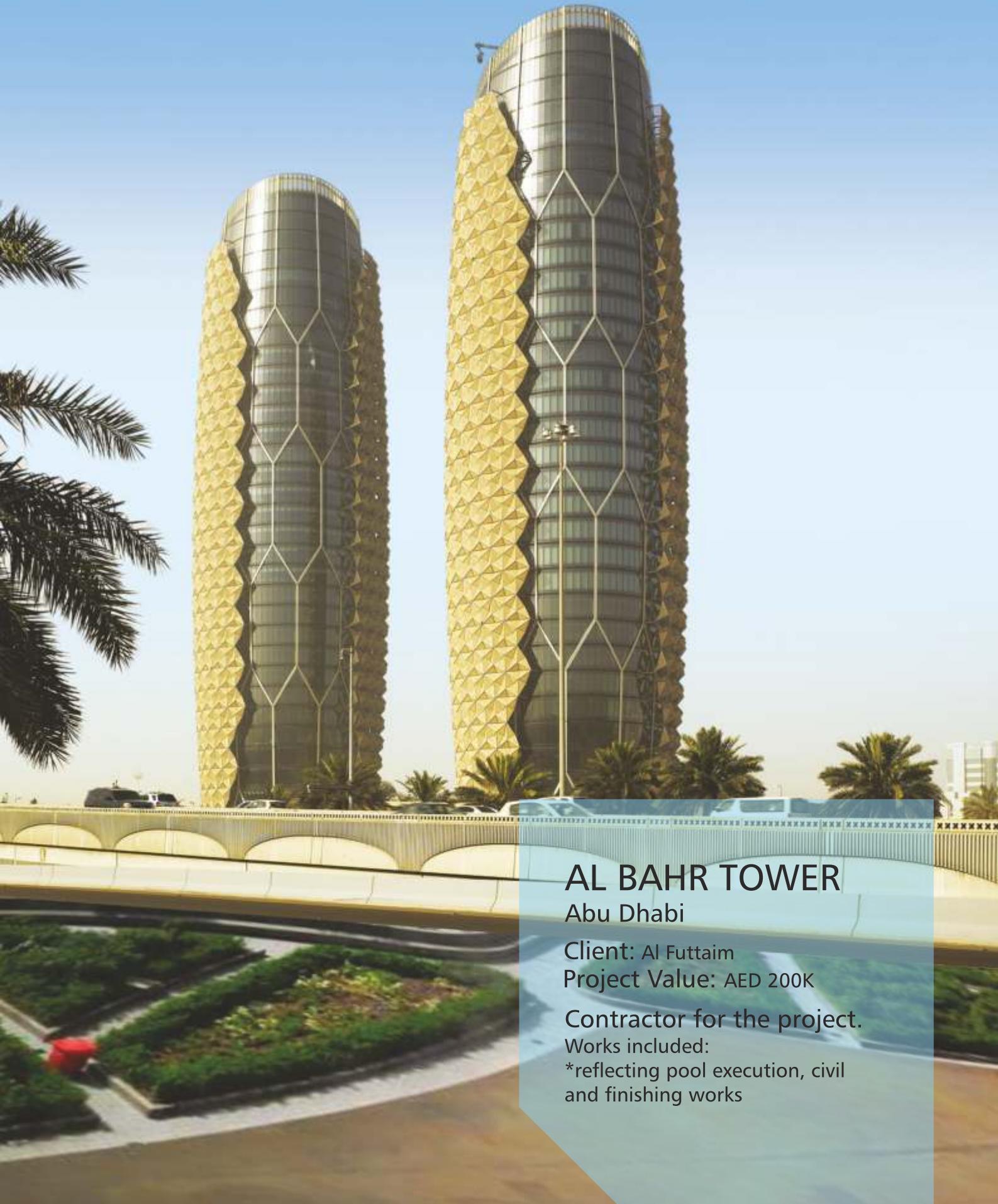
Contractor for the project.

Works include:

\*infinity pool execution, civil and finishing works

Client: Meydan / Amana

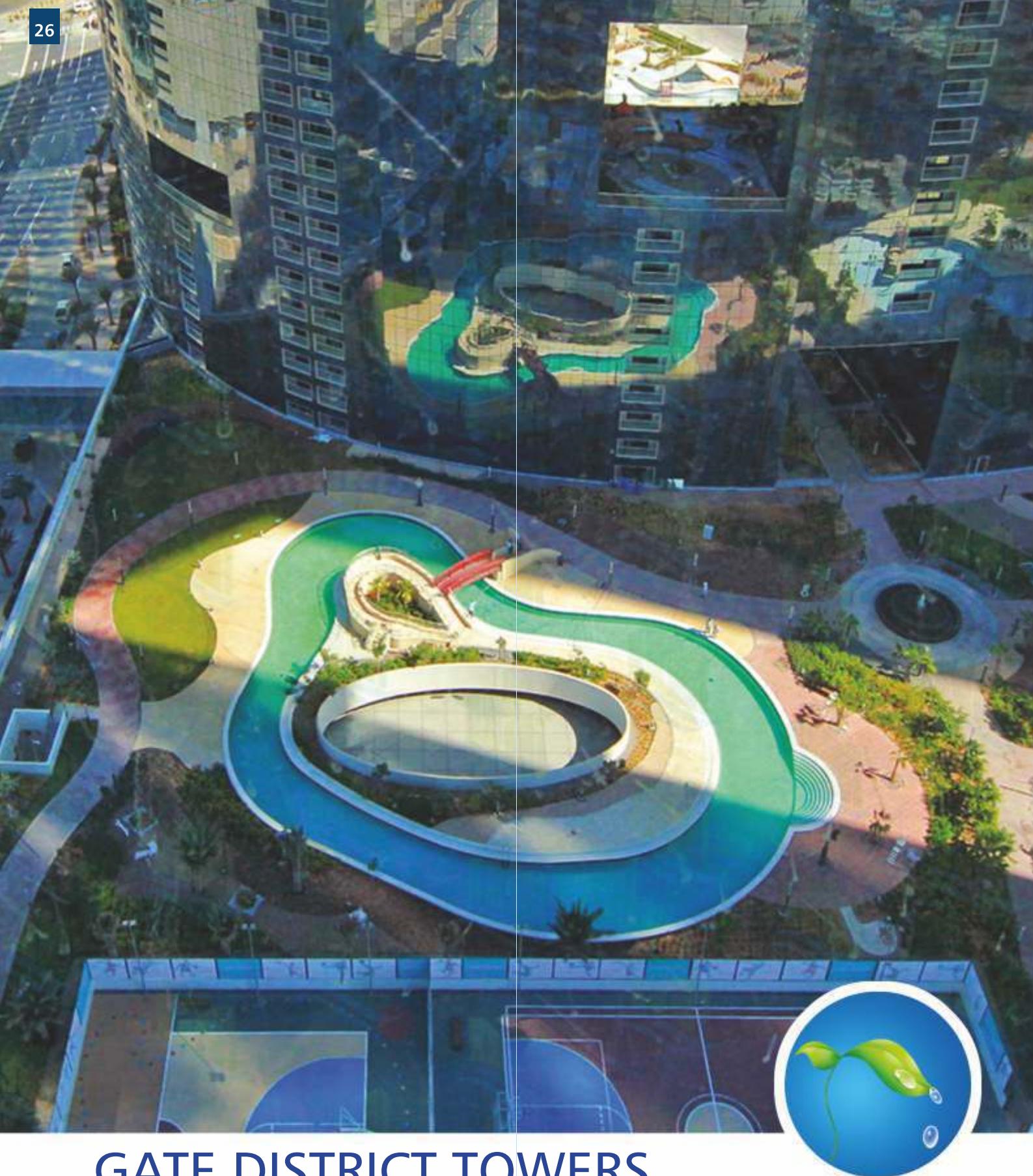
Project Value: AED 400K



**AL BAHR TOWER**  
Abu Dhabi

**Client:** Al Futtaim  
**Project Value:** AED 200K

**Contractor for the project.**  
**Works included:**  
\*reflecting pool execution, civil and finishing works



## GATE DISTRICT TOWERS

Abu Dhabi

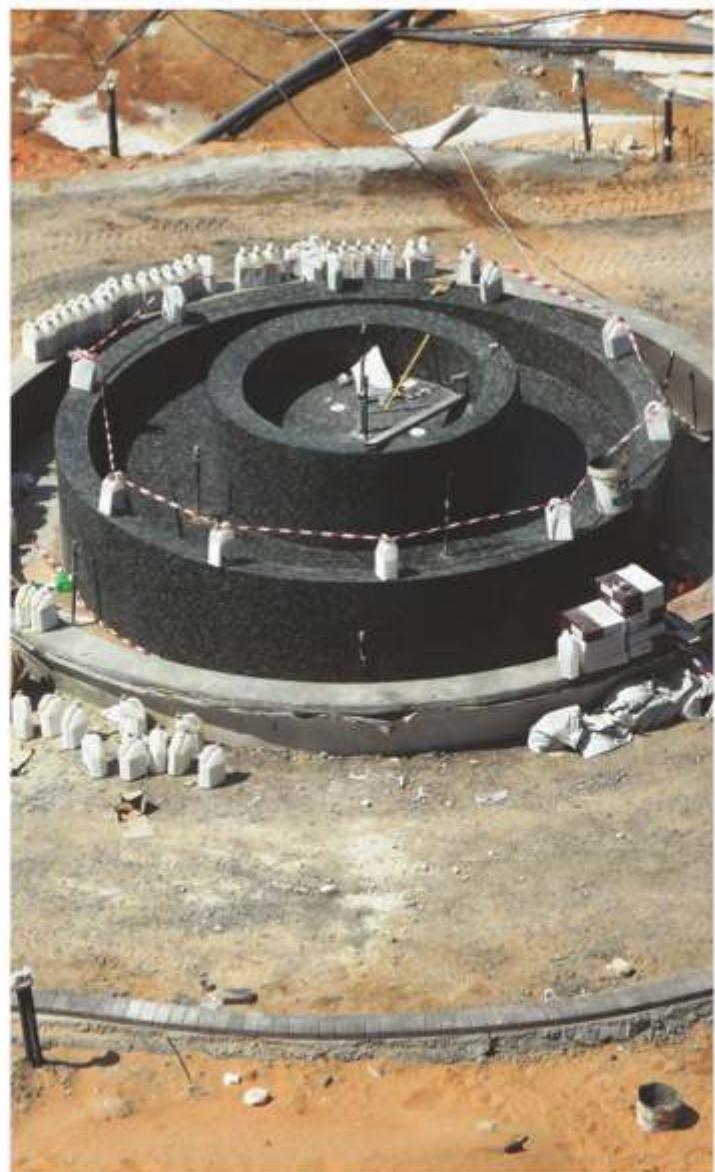
Client: Sorouh

Project Value: AED 1.5M

Contractor for the project.

Works included: \*Civil and finishing works for 19 swimming pools and 6 water features







## JUMEIRAH VILLAGE CIRCLE-JVC

Pera & Myra

Dubai, UAE

Project Value: 3M

Client: La Ploma Ltd & Skai Luxury Real Estate

Contractor for the project.

Works included:

15 Swimming pools & 2 Community pools



## APRONS & HAMMERS THE WALK

JBR & Dubai Mall- Dubai

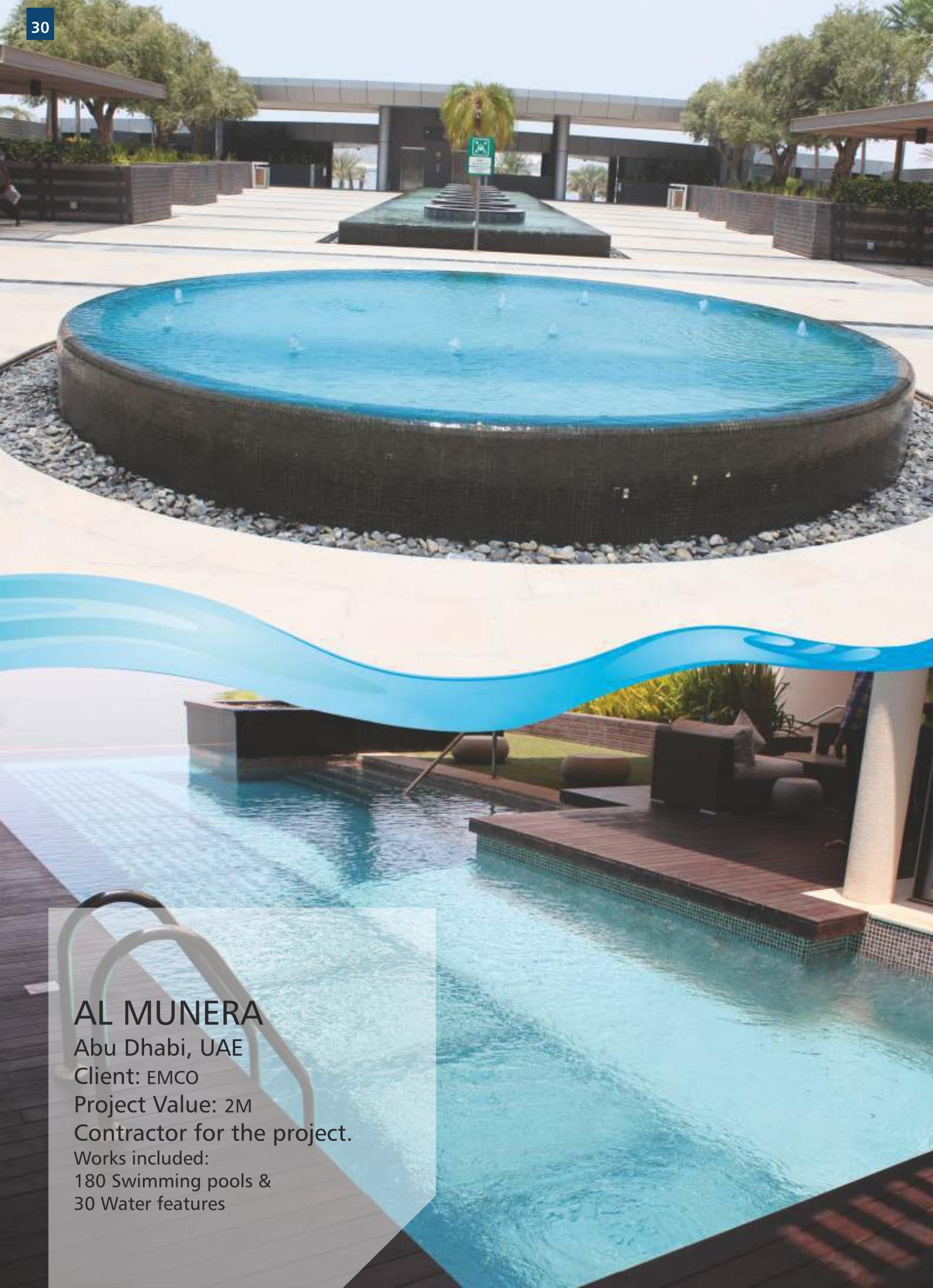
Client: Aprons & Hammers

Project Value: AED 500K

Contractor for the project.

Works included:

\*live green walls for outlets located in Jumeirah and Dubai Mall



## AL MUNERA

Abu Dhabi, UAE

Client: EMCO

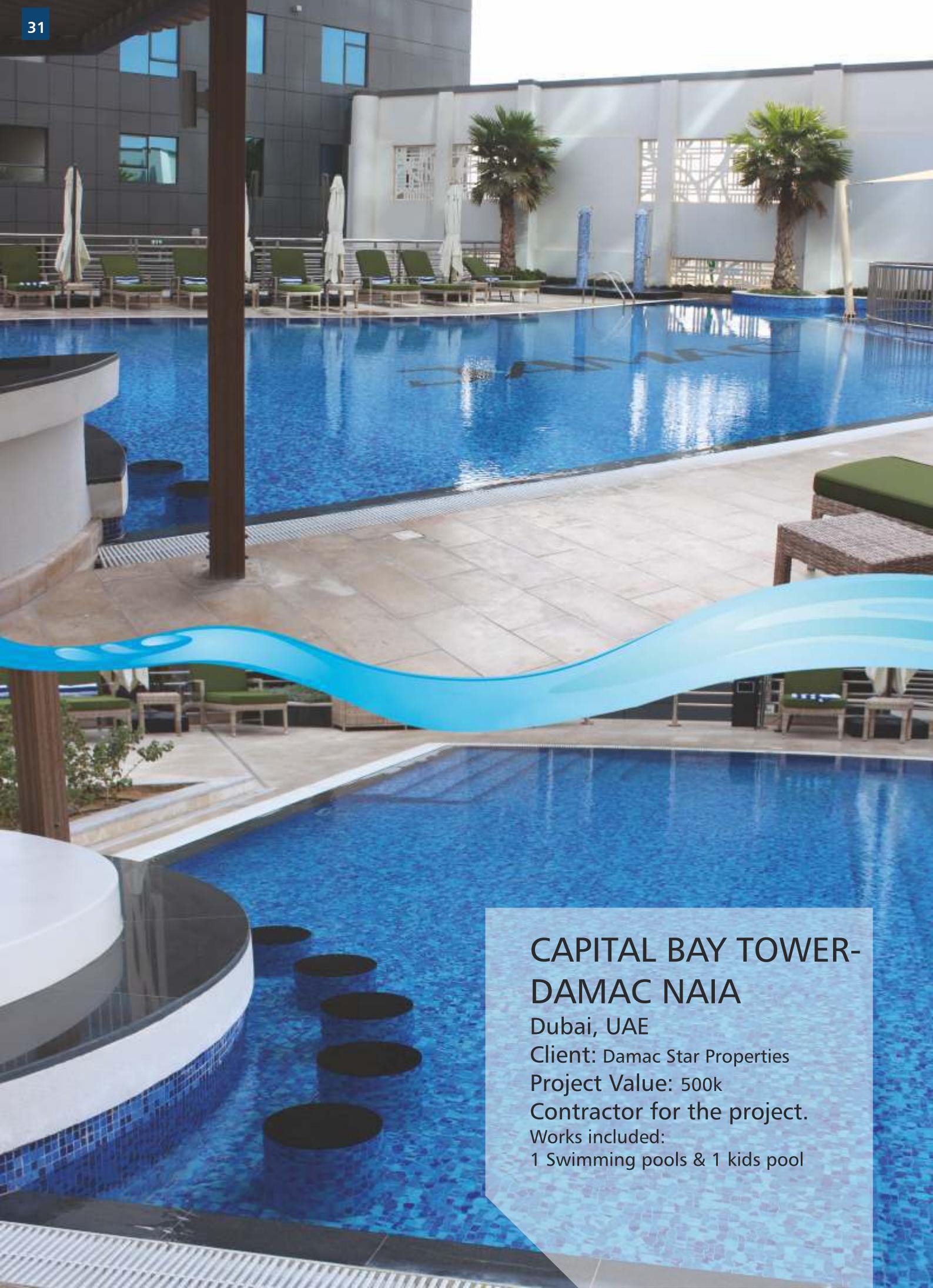
Project Value: 2M

Contractor for the project.

Works included:

180 Swimming pools &

30 Water features



## CAPITAL BAY TOWER- DAMAC NAIA

Dubai, UAE

Client: Damac Star Properties

Project Value: 500k

Contractor for the project.

Works included:

1 Swimming pools & 1 kids pool



## AL FORSAN SHOOTING CLUB

Abu Dhabi

Client: PPM/ Fibrex

Project Value: AED 3M

Contractor for the project.

Works included:

\*18 swimming pools and  
9 water features

## IN HOUSE DESIGNS

















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Phoenician Technical Services LLC

**We care we deliver**

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