

### **ABOUT US**

# Providing innovative fencing solutions in highly competitive markets



Since its inception in 1998, ALTON® has been widely recognized as one of the most reputable brands in the Construction industry across markets in the Middle East and United Kingdom. Backed by a substantial experience in delivering innovative solutions, ALTON Fencing & Steel Trading LLC was established under ALTON's Contracting division to provide high-quality fencing products for a diverse range of environments and businesses. Our strong reputation over the years has been built on long-term partnerships with our major customers in government, commercial, residential, real estate and industrial sectors to protect their people, assets and borders.

At ALTON®, we define ourselves as a symbol of innovation and distinction in service and quality. From its early days up to this time, our strategies remain the same in providing the highest level of satisfaction and tailored solutions among our customers, resulting in successfully expanding our customer base and brand presence in competitive markets.

#### The product range includes

- > GI / Aluminum Panel
- > GI Continuous Fence
- > Welded Mesh
- > RTA / Deco Fence
- > Chain Link Mesh fence
- > Security Fence
- > PVC Eco Hoarding
- > Fence Branding
- > Anti Climb Fence
- > Heras Fence
- > Cast Iron Fence
- > Aluminum Fence
- > Metal / Police Barrier
- > Palisade Fence
- > Car Park Shed
- > Gabion Fence
- > Construction Signage
- > 3D Signages
- Security Porta Cabins
- > PCC / RCC Blocks
- > Steel Gate
- > Post / Gate Barrier

Due to our commitment towards excellence and compliance, ALTON® owns in-house manufacturing facilities where each and every stage of our processes is stringently monitored by a highly functional team of industry experts in accordance with ISO 9001:2015 standards. As an ICV Certified company, we will consistently consolidate our strengths in successfully leading innovation and producing bespoke solutions that match customer's needs. All of ALTON's products and services conform with local and international standards which are manufactured as per the required design and specifications. This resulted in a portfolio of high-profile clients creating an immense share of recommendation and repeat businesses.

Over the years, ALTON® continues to uncover strategic business opportunities globally with a goal to improve its brand recognition in the Construction industry and penetrate new markets. Carrying out extensive market research and competitive analysis have always been the central part of our success today as we always prepare ourselves to become capable of meeting the ever-changing demands of our customers. As a result of its endeavor to gain a competitive advantage in an international market, ALTON® has expanded its presence in UK markets by offering our expertise and tailor-made solutions, while investing in and maximizing the untapped potential.





#### **Our Mission**

The mission of ALTON® is to take the ead in providing innovative fencing solutions in highly competitive markets across the globe using our core values, customer-centric service, cutting-edge technologies and vast experience in the Construction industry.



#### Our Vision

At ALTON®, our aim is to uphold ou strong reputation in the market as the pioneer of innovation and leading provider of high-quality fencing solutions globally distinguished by ou commitment, reliability, excellence and active leadership.

### HISTORY OF ALTON

ALTON® has grown from strength to strength from its humble beginnings in 1998 which became a successful business that continues to meet the ever-changing needs of major customers through exceptional service and a complete range of fencing solutions.

Initially launched as Giant Building Maintenance Co. in Dubai with a total number of 15 employees

1998

Shifted the business to the Advertising sector and renamed the company as ALTON Advertising LLC in Dubai with a total number of 70 employees

Became a manufacturer of prefabricated houses and established ALTON Prefab Industries LLC in Sharjah

Began the operations of concrete blocks manufacturing yard under ALTON Block Ind. LLC in Sharjah which increased the manpower to 130 employees.

Launched ALTON Fencing & Fixing Sole Trading in Abu Dhabi; ALTON expanded its business in UK markets and registered ALTON Fencing & Steel Trading UK Ltd. in Manchester with a total number of 170

**ALTON Fencing** and Steel Trading LLC have expanded operations in Riyadh and Neom with its range of products and services in these regions. With new manufacturing facility and stockiest for all type fencing.

2010

Successfully expanded the business and changed its name to ALTON Interiors in Dubai with a total number of 50 employees

2003

2016

Expanded the business in the Construction sector a **Fencing Contractor** with a new business name, ALTON Fencing and Steel Trading LLC in Dubai with a total number of 105 employees

2015

2018

Set up a steel fabrication facilty in Sharjah and launched a new industrial manufacturing division under the license of ALTON Steel Ind. LLC in Sharjah; ALTON Fencing & Steel Trading LLC got ISO-certified

2017

2021

ALTON Fencing & Steel Trading LLC was listed as a ICV certified supplier

2020

2023

ALTON Fencing and Steel Trading LLC has opened a new factory in UAQ, which can fulfill fabrication, storage and distribution services for our fencing and steel products.

2022



## COMPANY'S STRENGTHS

# ALTON® continuously seeks to expand its operations across the globe

with a track record of success in strengthening the overall financial capacity of the business.

Our competitive advantage, stable income and market leadership indicated that our company is in a better financial position to commit capital for sustainable business growth and expansion. The total paid-up capital of the company is approximately AED 17 Million which consists the following:

ALS E	Assets	<b>Amount (in AED)</b> 2,800,000.00	
	Vehicles	3,000,000.00	
	Machineries	3,900,000.00	
	Equipments	3,200,000.00	
	Stock Materials	8,000,000.00	
	Total	20,900,000.00	
	Value in Words	Twenty Million Nine Hund	dred Thousand

Throughout our rich and progressive experience, ALTON® strategically focuses on our consistent growth in terms of sales as it is the ultimate source of revenue generation for the company to thrive in a highly competitive market. We have mastered the art of uncovering new business opportunities by conducting in-depth market research, establishing strategic partnerships with key clients, analyzing market size, understanding the level of demands, and assessing the company's capacity to meet the gap. Over the last three (3) years, our annual sales reports had evidently recorded a stable performance from 2019 to 2021:

#### **Annual Sales Report**

Year	Amount (in AED)
2019	20,000,000.00
2020	26,000,000.00
2021	24,000,000.00
2022	36,000,000.00

### **COMPANY'S STRENGTHS**



Headquartered in the United Arab Emirates, ALTON® operates across Dubai, Sharjah and Abu Dhabi with its current expansion to London and Manchester, United Kingdom.

Having properly managed facilities locally and globally exponentially increases the overall efficiency and profitability of our business resulting to expand our market share and customer base. Below is the list of ALTON's facilities in UAE and UK:

Location	Facility Size (Area)
<ul><li>Dubai Branch</li><li>&gt; Head Office</li><li>&gt; Warehouse</li><li>&gt; Alton Advertising - Printing Lab</li></ul>	8,500 sq. ft. 3,000 sq. ft. 3,500 sq. ft. 2,000 sq. ft.
Saja'a Sharjah Branch  > Concrete Blocks Factory  > Prefab House - Factory 5  > Steel Industries	115,000 sq. ft. 45,000 sq. ft. 35,000 sq. ft. 35,000 sq. ft.
Abu Dhabi Branch	40,000 sq. ft.
London Branch - UK Head Office	1200 sq. ft.
Manchester Branch - Warehouse	2,500 sq. ft.
China - Head Office	890 sq. ft.
UAQ 2 Land and Yard	108,000 sq. ft.
KSA - NEOM - Land and Yard	130,000 sq. ft.
KSA - RIYADH - Office + Yard	25,000 sq. ft.





### **OUR PRODUCTS**



#### **GI Fence**

Panel fence with Corrugated Sheets is widely used for construction projects as temporary site hoarding.



#### **Welded Mesh**

ALTON is acknowledged as the market leader in the manufacture, processing, fabrication and distribution of welded mesh in the country.



#### **PVC Eco Fence**

It is an eco-friendly and durable fence which are also a fully recyclable solution that are visually appealing and ideal for branding purposes.



#### **Continuous Fence**

ALTON's continuous fencing is not only rugged and well-built, but also an attractive, eye-pleasing addition to your properties or assets



#### **Police Barrier / Metal Barrier**

Avail high-quality police barriers at ALTON that are a much stronger and more durable form of crowd control barrier, commonly used in some of the most demanding environments.



#### **RTA Deco Fence**

If you are looking for a premium quality RTA Deco in very competitive rates, ALTON is right choice to approach as it is one of the most sought-after suppliers of RTA Deco in the UAE.

### **OUR PRODUCTS**



#### **Construction Signage**

Over the years, we have already produced successful bespoke signboards with care and attention for diverse companies and sectors throughout the UAE.



#### **Anti Climb Fence**

Alton's Anti Climb Fence is distinctively designed to keep your premises safe and secured. It comes in wide range of styles that match your needs and can provide a high security perimeter solution in a wide range of applications.



#### **Heras Fence**

We have a track record of success in creating adaptable forms of signage which is used frequently in the construction and events industries thanks to its temporary nature and ease of mobility.



#### **Blocks**

Our blocks are perfect for applications where a durable, lower-weight and high strength wall is required, such as commercial and industrial buildings, storage bunkers, retaining walls and many more.



### **OUR PRODUCTS**



#### **Chain Link Fence**

Lightweight, cost-effective and solid, our chain link fence has the perfect balance of security and aesthetics most appropriate for your site. This is reflected in its use in playgrounds or sport courts, where making people welcome inside is just as important as keeping trespassers outside.



#### **Gabion Box**

The gabions are completely filled with natural materials, suitable for every garden and fit well with all different architectural styles.



#### **Security Fence**

ALTON specialized in supplying and installing Security Fencing for bespoke site requirements or residential environments which offers high level of property security.



#### **Porta Cabin**

We are providing strong, competitively priced and customized cabins backed by our rich industry experience that can fit your unique style, requirements, and budget.



#### **Gates**

ALTON is recognized as one of the most trusted manufacturers and suppliers of premium quality, stunning and durable gates. We have a wide range of gate styles and sizes available crafted from different types of materials to suit your needs



#### **Cast Iron Fence**

All of ALTON's ironwork is designed and made to measure and installed by a highly functional team of experts. We have partnered alongside a number of diverse businesses and public entities to provide custom-made and high-quality ironwork.



#### **Pallisade Fence**

Palisade fence provides the ultimate in security - easy to assemble, robust, long lasting and a formidable deterrent against crime and vandalism.



#### **Fence Branding**

Supplying fence and Branding on any existing or new fence is one of our special services. We have our in-house printing and installation facility and team to do branding on the fence.



## **OUR MAJOR PROJECTS**



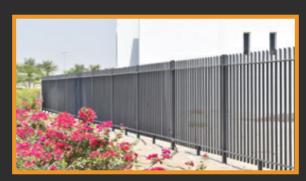
Contractor	Noor Al Sahara General Contracting LLC
Scope of Works	Fence Hoarding with Flex Banner
Time of Completion	2021 - 2022 (In Progress)
Project	P288A - Abu Dhabi Municipality Cont. (232-3),Zone 1 Khalifa City Projects
Project Value	AED 2,400,000.00



Contractor	Silver Coast Construction & Boring LLC
Scope of Works	Corugated Steel Hoarding Project
Time of Completion	June 2020
Project	Abu Dhabi
<b>Project Value</b>	AED 1,600,000.00



Contractor	Nurai General Contracting LLC
Scope of Works	Gabion Welded Mesh Fence
Time of Completion	November 2021
Project Security Fencing for Al Wathba Fossil Di Al Wathba by Environment Agency, Abu Dhabi	
Project Value	AED 1,300,000.00



Contractor	Green & More Landscaping LLC
Scope of Works	Cast Aluminium Boundary Fencing
Time of Completion	December 2020
Project	Residential Community Fencing, Mudon Arabella Phase-3, Dubai
Project Value	AED 1,250,000.00



Contractor	HAMDAN ROAD CONTRACTING
Scope of Works	CAMEL FENCE WORK
Time of Completion	FEB 2023
Project	Emirates road extension(Phase 2) Project, Dubai
Project Value	AED 1,200,000.00



Contractor	ATGC
Scope of Works	PVC ECO FENCE INSTALLATION
Time of Completion	JAN 2023
Project	SUPPLY & INSTALLATION OF PVC ECO FENCE,Al Reem Island - Reem Hills.
Project Value	AED 1,120,875.00

# **OUR MAJOR PROJECTS**



Contractor	SOBHA CONSTRUCTION
Scope of Works	CONTINIOUS STEEL HOARDING FENCE
Time of Completion	MARCH 2023
Project	HARTLAND SANCTUARY INFRASTRUCTUR
<b>Project Value</b>	AED 734,700.75



Contractor	SOBHA CONSTRUCTION
Scope of Works	CONTINIOUS FENCE WORK
Time of Completion	APRIL 2023
Project	SOBHA RESERVE INFRASTRUCTURE @ Wadi Al Safa 2
<b>Project Value</b>	AED 526,548.75



Contractor	City Diamond Contracting	
Scope of Works	Welded Mesh & Chain Link Fencing	
Time of Completion	August 2020	
Project	Dubai South E-Fulfillment Centre EZ Du Logistic District	ubai -
Project Value	AED 420,000.00	



Contractor	IMG Worlds of Adventure
Scope of Works	Digital Print Signages / 3D Signages
Time of Completion	June 2017
Project	The World's Largest Indoor Theme Park
<b>Project Value</b>	AED 400,000.00



Contractor	Trans Horizon International Roads Contracting
Scope of Works	RTA Deco Fencing Works
<b>Time of Completion</b>	July 2019
Project	Pedestrian Cross-walk Bridge, Umm Al Quwain (MOID)
<b>Project Value</b>	AED 380,000.00



Scope of Works Steel Boundary Fence	
Time of Completion April 2021	
Project CICPA-178 Shindaga Fence S Dubai	Work, Deira
Project Value AED 380,000.00	

# **OUR MAJOR PROJECTS**



Contractor	Al Jurf Development Projects LLC
Scope of Works	PVC Eco Fence with Branding
<b>Time of Completion</b>	January 2019
Project	Mina, Abu Dhabi Hoarding Fence for Abu Dhabi Muncipality
Project Value	AED 350,000.00



Contractor	Al-Ahmadia Contracting & Trading LLC
Scope of Works	Site Fencing & Project Signboards for Expo Pavilions
<b>Time of Completion</b>	September 2020
Project	Various Pavilions at Expo 2020 Dubai
Project Value	AED 350,000.00



Contractor	Mohammed Bin Rashid Al Maktoum Global Initiatives & International Humanitarian City
Scope of Works	Chain Link Fencing in front of IHC Warehouses
Time of Completion	May 2020
Project	Dubai Industrial City, Dubai
Project Value	AED 290 000 00



Contractor	AASA MIDDLE EAST
Scope of Works	CHAIN LINK FENCE
Time of Completion	ON PROGRESS
Project	ETHIHAD RAILWAY PROJECT
Project Value	AED 254,000.00



Contractor	Construction General Contracting House Ltd
Scope of Works	TEMPORARY & CONTINIOUS STEEL HOARDING FENCE
Time of Completion	APRIL 2023
Project	Town Center, Souk al Jubail Apartments & SAJ Community Center, Jubail Island, AUH
Project Value	AED 241,499.00



Contractor	ORASCOM Construction
Scope of Works	Security Chain Link Fence
Time of Completion	December 2021
Project	ORASCOM New Workshop & Warehouse Fencing Works, KIZAD, Abu Dhabi
Project Value	AED 200,000.00

#### **KEY CLIENTS**







































































































































#### **HEAD OFFICE (DUBAI)**

PTC Warehouse #3, opposite of The Ministry of Labor (near Bin Shabib Mall), Al Qusais Industrial Area 1,
Baghdad Street, P.O. Box: 86357, Dubai – UAE
Mob: +97155 2870414 | Tel: 009714 258 5004 | Fax: 009714 258 5007
Email: infol@altonfence.com | info2@altonfence.com

#### SHARJAH FACTORIES

Production & Warehouse Al-Sajaa Industrial Area, P.O.Box 62983, Sharjah - UAE, Mob: +97155 2870414 Email: production@altonadv.com

#### UK OFFICE (LONDON)

Suite 200i, Cumberland House 80 Scrubs Lane, NW10 6RF, London -UK Tel: +44 7951 034965 Email: info@altonfence.co.uk

#### RIYADH

Head office : Riyadh city Mob: 00966535095069 | KSA UAE Email: infol@altonfence.com info2@altonfence.com Web: www.altonfence.com

FLAT/RM B 5/F GAYLORD, COMMERCIAL BUILDING114-118, LOCKHART ROAD HK

#### ABU DHABI BRANCH

Al Bihouth - Al Markaz - Abu Dhabi - UAE Mob: +97155 2870414 Email: infol@altonfence.com

#### UK FACTORY (MANCHESTER)

G05A, Ivy Mill Business Centre, Crown Street, Failsworth M35 9BG, Manchester - UK Tel: +44 7951 034965 Email: info@altonfence.co.uk

#### TABUK FACTORY

Head office : Tabuk industrial city Mob: 00966535095069 | KSA UAE Email: infol@altonfence.com info2@altonfence.com Web: www.altonfence.com

#### **UAO FACTORIES**

MANUFACTURING, FABRICATION AND STOCKING. UAO INDUSTRIAL ARFA E - MAIL: info2@altonfence.com Mob: +971 55 2870414

- Petrolac International (OAE) ELC
  Pillixy Contracting LLC, Dubai
  Pivot Engineering & General Contracting Co LLC, Abu Dhabi
  RAK Properties PJSC, Ras Al Khaimah
  Shakespeare & Co. Middle East, Dubai
  Sobha ME, Dubai

- Tech Group Pvt JSC, Ajman
  TIJ Contracting LLC, Abu Dhabi
- I I Contracting LLC, Abu Dhabi
   Tornado Building Contracting, Tornado Group Dubai
   Union Co-operative Society Hypermarket
   Zeetas Foundations LLC, Dubai.
   Zublin Construction LLC, Abu Dhabi
   United Engineering Construction
   Nael & Bin Harmal Hydroexport Co LLC

- > APCC
- Amalgam Basatin Landscaping LLC

- Al Qaro Roads Contracting LLC
   KTC International Contracting LLC
   Silver Coast Construction & Boring LLC
- Lootah Engineering and Construction LLC
   Arabian Star Steel Works LLC
   M4 Contracting S.A.R.L

- > Gulf Eagle Contracting Danway Electrical & Mechanical Engineering LLCDar Al Hai Contracting







