COMPANY PROFILE



bringing pools to life



CONTEMPORARY, INNOVATIVE, PROVEN















CONTENTS

Company Profile

А	Introduction
A	muouucuon

- B Profile of Partners
- C Product Profile
- D Completed Projects



bringing pools to life

absolute-pools bring pools to life through innovation in design and technical leadership, setting the standard in modern swimming pools.

Our pools combine four elements: function, safety, reliability and elegance. Together with real value-for-money, they add up to absolute desirability.

absolute-pools meet the needs of both individual home owners and developers with multiple pool requirements.

For best-of-class swimming pools and a professional, straightforward service, contact absolute-pools.

welcome to absolute-pools!

absolute-pools are a leading provider of pools and water features.

We have a strong Retail business installing and servicing private pools for home owners in our local market in Dubai and this is where our story began.

Our core competency today is providing multiple pools for Real Estate and Resort developments, with both the products and the necessary Project Management experience to deliver ontime, on-budget, on-quality.

Through having all skill sets in-house: design, engineering, production, installation and service we are able to ensure professional delivery and performance.

We have become a world-class supplier of specialist pools for exacting requirements such as in the Spa and Wellness field and we carry out the design and build of water features.

This document provides data on our Organisation, our Approach and on our Experience.





aquatecture by absolute:

The expression of water in design, offers a specialist pool and water feature engineering consultancy service

Spa by absolute:

Aqua-thermal experiences for the Spa 'wet-area'

Kudos by absolute:

Luxury Outdoor Lifestyle, through our own brand of outdoor furniture

artistic-décor by absolute: Creating beautiful background murals

The absolute Group serves hotels and resorts, the real estate developer and the home owner. Our focus is pools and water features and a range of associated services



With over 2000 pools absolute-pools are installed used internationally in many countries



absolute-pools is a specialist pool and water feature services provider and the corner stone of the absolute Group



- Operations include Design & Build, supply & installation and specialist contracting services
- Our unique Pre-Formed, Composite pool shell, manufactured, tiled and pre-fitted in the factory, is fast becoming the industry standard for contemporary pools

Whether it be a pool for the home owner, multiple-pools for a project or water features for a resort development...our aim is for absolute-pools to be the preferred choice





PARTNERS

A member of the Board and Managing Director **Frank Mason**, is also the founder of absolute-pools.

Frank Mason has been in the pool and spa business for over 20 years and his passion is for pools and providing safe, innovative and enjoyable in-water experiences.

A member of the Board, **Peter Jamieson**, is GM of the UAE and Operations Director, he has overseen absolute-pools developing the capability to carry out large scale projects.

Process driven, Peter ensures professional delivery on the most demanding projects.

absolute-pools is proud to work in partnership with several highly respected individuals from the Gulf region.



DUBAI

The Chairman of our holding company, and of absolute-pools International LLC in Dubai is **Sultan Al Habtoor**, one of the most well respected businessmen in Dubai. Sultan identifies with great brands through his business association with McLaren, Bugatti and Bentley!

OMAN

A member of the Board of our holding company and Chairman of Aljazem (absolute-pools) LLC in Oman, **Saad Aljenaibi** is a senior banker and a well respected member of the business community in the Sultanate.

ABU DHABI

Our sister company Signature Products incorporates a partnership with **Masaood Ahmed Masaood**, a member of one of the leading business families in Abu Dhabi.

Signature Products are the manufacturing company for absolute-pools.

SAUDI ARABIA

FiberWorks LLC incorporates a partnership with the TAAL Group in Riyadh, of which **Abdulelah A. Al Sheikh** is the Chairman.

Directors and shareholders include Managing Director Hosam Al-Rashoudi and Ibraheem H. Al-Rashoudi.

TAAL are at the leading edge of contemporary Real Estate development in the Kingdom of Saudi Arabia







PROPOSITION

Traditionally permanent in ground pools are built from reinforced concrete (gunite) and tiled in-situ, on site with the expense, uncertainties and time requirements of this approach. Quality is subject to the level of supervision. Alternatives, such as plain fibre glass pools, provide a quick and easy fix but the products do not provide a tiled pool nor the long term quality and durability required. The Pre-Form, Composite pool provides the best of both approaches. The pools are manufactured, and hand tiled in the factory, with all fittings pre-installed, giving a fully tiled, permanent inground pool but without the need to construct on-site.

METHODOLOGY

absolute-pools provide a proven methodology to deliver multiple pool requirements. By maximizing the extent of pool construction/production work in factory-controlled conditions, the highest possible quality is assured and the on-site works are minimized. Professional project management and process driven installation ensures effective performance. We consider this an equally important part of the deliverables as much as the product quality.

EXPERIENCE

absolute-pools has unique experience on villa developments in the region, with over 2000 pools installed in the past 10 years. We supply pre-formed composite pools on an international basis.

absolute-pools have the experience that counts to ensure professional, on-time, delivery.





GENERAL

absolute-pools provide, as standard, a number of features including:

- Easy access walk-in steps
- Seating and ledges
- Options for temperature control
- In-pool lighting
- A beautiful, hand tiled mosaic finish, with accent lines at the edge of all steps and seats for safety purposes.
- Safe, smooth, easy to clean surfaces
- A well engineered and proven sanitation system
- A wide range of optional extras and upgrades

The pool is provided with a GRP Pump House containing pre-engineered filtration and water treatment equipment. absolute-pools take full responsibility for the complete process, giving you the peace of mind of a quality product, professionally installed and ready-to-use.

We aim for the pool user to have years of trouble-free enjoyment from a range of elegant yet functional pools, which reflect technical innovation and make an unmistakeable statement of quality and style.

SAFETY

All swimming pools are a potential hazard especially for young children and non-swimmers. There is no substitute for proper supervision of non-swimmers and children. absolute-pools do everything they can to make the pool as safe as possible. The pool is well lit, with smooth, non-slip surfaces and no sharp edges. The pool has easy access, walkin steps and a darker tile line at the edges of steps and seats. Special attention is given to electrical issues and to suction control.

All clients are provided with the absolute-pools Owners Guide which includes safety guidelines.



PRE-FORMED COMPOSITE POOL SHELL STRUCTURE



The internal finish is a hand applied mosaic tile finish, using epoxy grout to maximize in-use service life as well as providing the choice of a wide range of colours and styles.

EPOXY LAMINATE: The inner layer is a 2 part, reactive epoxy system. This proprietary system cures to form an Epoxy laminate which completely prevents exposure of the GRP to pool water and associated chemicals.

GRP (Glass Reinforced Plastic): The GRP outer body consists of spray applied, high performance resins reinforced with woven glass fibres.





POOL COMPARISON



GRP/Plastic LOW COST

PROS

- Smooth, non porous surface.
- Installed faster than a gunite pool.

CONS

- Heat Distortion a Pool surface gets hot, it can blister, crack, and fade at certain temperatures, depending on the type of fiberglass resin used.
- Limited in size / Design

LIFE SPAN

• 4 Years



Concrete/Gunite TRADITIONAL

PROS

- Long History of industry use.
- Suits bespoke pool design.

CONS

- Takes min 3 months to build due to curing.
- Steel Reinforcment creates durability risk espcially in corrosive environments.
- Needs acid washing & regrouting - approx every 3yrs. Maintenance intensive.
- Subject to the vagaries of on-site construction.
- Messy & noisy construction process.
- LIFE SPAN 25+ Years



Pre-Formed Composite CONTEMPORARY

PROS

- Composite Structure of Pool ensures its longevity.
- Outstanding finished appearance.
- Gives a completely water tight pool shell.
- Proven product with factory controlled quality.
- Quick & simple to install 2 weeks on-site.
- Available in all pool types, including overflow & vanishing edge.

CONS

• More costly for some bespoke/adhoc designs.

LIFE SPAN

25+ Years

INSTALLATION PROCESS



DESIGN TO **DELIVERY**



absolute-pools take full responsibility for the complete process, from design and production of the pool, through fast, efficient installation to handover of the pool ready-toswim! Once you are an absolute-pool owner our service doesn't stop there: we provide a full 'Care and Upkeep' service to keep your pool in tip-top condition.

BEFORE







WATER CONDITIONING





The best thing about your pool should be the water

When you use your pool you need the asurance the water is clean, sanitized, safe & comfortable for pool users.

Traditionally pools have been sanitized by using chlorine chemicals. The problem with this is it can cause the water to feel hard and smell of chlorine, bleach hair and cause redeye discomfort. Additionally , handling of chlorine chemicals is hazardous.

Contemporary pool water treatment systems avoid the need to add chlorine chemicals and provide much better solutions.

THE SALT SYSTEM

Works by converting salt in the pool water into sanitizing agents through electrolysis.

The capital outlay is offset by the saving on chemicals.

With a Salt System the water has no odour and is soft and gentle on the eyes and skin.

Use the Salt System for a sanitized salt water pool which is silky smooth to swim in.

NON-CHLORINE OXIDATION

There are several truly non-chlorine oxidation products that when added to the pool water effectively removes bacteria.

A modern alternative to the traditional use of chlorine.

Please contact us for further details.

WATER TEMPERATURE CONTROL

We offer a range of systems to keep your pool at a comfortable temperature year round. Electric Heaters, Heater/Chillers & Solar Covers.

FREE BOARD OR **OVERFLOW**

Free board pools provide a cost-effective approach

In most situations the water level will be below the level of the deck. This is called Free Board.

The use of border tiles immediately above the water line can create an attractive visual effect. The Free Board ensures pool users are aware of the perimeter of the pool, by the water level being at a different level to the deck.

This is the most common and popular type of pool.









An overflow pool complements the contemporary home

When the surface of the pool is flush with the deck, it creates a highly reflective surface and sleek contemporary look. The water appears motionless as it flows over all the edges simultaneously

This effect is created by a perimeter overflow, a style used in many contemporary swimming pools.

This function is similar to an infinity-edge pool swimming pool which produces a visual effect of water extending to the horizon, vanishing, or extending to infinity.

STANDARD STYLES OR CUSTOM DESIGN

Design your dream swimming pool

We offer a stunning range of standard pool styles to choose from in our Style Gallery.

However, if you wish, we can custom design your pool to your presice requirments.

Whether you require a Traditional or a Freeform pool, your pool can also be designed and bulit to your unqiue specifications by our professional design team.

We create pools that are 100% custom design for you. From size and shape to choice of finish, we work together to build your dream swimming pool that works well with the garden layout of your home.

See Our Style Gallery For Standard Pools









COMPLETED PROJECTS



bringing pools to life

A SELECTON OF COMPLETED	COMPLETED PROJECTS	CTS	absolute-pools bringing pools to life
Project	Client	Lead Consultant/Contractor	Activity
Down Town Burj Dubai, Dubai	EMAAR	Mirage Mille/ Al Naboodah Laing O'Rourke (ANLOR)	10 pools and 108 Spas for luxury apartments in High Rise Locations
Atlantis, The Palm Dubai	Kerzner Istithmar	Wilson/Raison d'Etre Al Naboodah Laing O'Rourke (ANLOR)	Vitality Pools and Couples Bath, "Wet Area" Pools, Sauna & Steam rooms
Up Town Motor City, Dubai	Union Properties	Burt Hill/ Al Futtaim Carillion	Multiple, Large Community Swimming Pools
Kempinski Hotel and Residences, Palm Jumeirah, Dubai	EPG Hotels and Resorts	WS Atkins/ Habtoor Engineering Enterprises	Design Supply and Installation of 72 multiple pools and spas in low rise apartment terraces and beach-front villas
Jumeirah Park, Dubai	NAKHEEL	Dar Al Handasah/Pauling ME	Supply & Installation of 780 pools for villas
Millennium Resort Hotel, Oman	OMRAN	Cracknell	Design, Supply & Install Main, Infinity, Ladies only & kids pools on fast-track basis
Emirates Golf Club Dubai	Wasl Asset Management Group	Arch Group / Herald Contracting	Supply & Installation of 80 pools for golf club villas
St Regis Saadiyat Island Resort, Abu Dhabi	Tourism Develoment and Investment Co	LMS International/ Mirage Mille/ Habtoor Murray and Roberts	Design, Supply and Installation of 32 Signature villa swimming pools & specialist Spa pool
Saadiyat Beach Villas	TDIC	Al Jaber Building LLC	Full Design & Build responsibility of 47 No. Premium Villa Private Pools

A SELECTON OF COMPLETED	COMPLETED PROJECTS	CTS	absolute-pools bringing pools to life
Project	Client	Lead Consultant/Contractor	Activity
The Wave Muscat, Oman	Government w/Majid Al Futtaim Group	Atkins	Design, Supply & Install of 300 plus Villa Pools & community pools. 2007 till date
Fairmont Hotel, Oman	The Wave, Muscat SAOC	BBG-BBGM/WSP	Spa Design Consultancy in Partnership with Blu 2009/2010
Hilton Salwa Beach & Resort & Villas, Qatar	PEO/UCC	KEO/LMS	Sub-consultants to KEO for Pools (93 No.) & Water Features (198 No.) Design
Royal Mirage Resort Hotel, Dubai	The Rulers Office	Mirage Mille/EDSA	Arabian Court free-form swimming pool & spa villas classic lap pool plus Water Features throughout the property
Four Seasons, Jumeirah Beach Resort, Dubai	BSBR	NRI Inc,/ DSA/ BAMO	Complete Design & Build of Indoor Pools & Spas , completed in 2014
Madinat Jumeirah Resort, Dubai	The Rulers Office	Mirage Mile/EDSA	2,500m2 free-form deck level swimming pool at the Al Qasr Hotel (This is the largest Fiber Optic pool in the world). 700m2 free- form pool at Mina Al Salam Hotel. Various cluster pools and Water Features throughout the resort, internal and external. Completed in 2007



DOWN TOWN BURJ DUBAI, DUBAI



Down-Town Burj Dubai is a vibrant community built around the world's tallest building, the Burj Kalifa and showcasing the world's largest shopping mall, a selection of prestigious hotels and a fully intergrated residential community.

absolute-pools has installed pools and spas throughout the project and has served the Emaar residential communities across Dubai.



Developer : Emaar Properties PJSC

• Consultants: DSA Architects International

• Project Managers: Mirage Leisure and Development

absolute-pools provided spa and penthouse balcony pools (80 No.) throughout the Old Town project and carried out the spa fit-out at the Palace Hotel.

To-date **absolute-pools** have installed nearly 1,000 pools for Emaar developments, including at the Arabian Ranches, Meadows and Mistral





NIRVANA SPA, BERKSHIRE, ENGLAND

Nirvana Spa, set in 12 acres of Berkshire countryside outside London, is the largest independent day-spa in the UK.

The installation of new pools had to cause minimal disruption to up to 2,500 guests who visit on a daily basis.

'We had a clear timeline with specific dates and the use of preformed pool shells enabled us to meet that to perfection. But what really impressed was the finished results. Beautiful, permanent, in-ground pools, adding real cache to the appeal of Nirvana Spa,' says Nirvana Founder Sean Barley.





Nirvana Spa, Berkshire, England

Specialist Contractor: Signature Pools Ltd., UK

The project required the installation of a mosaic finished 12m by 5m deck level pool, with an additional 4 overflow spas complete with unique sandstone gratings.

The pools are fully insulated to comply with the latest UK Code requirements and are finished to the exacting standards required of the high-end Wellness sector.





ATLANTIS, THE PALM DUBAI

Atlantis is the majestic focal point of Palm Jumeirah, the world renowned, man made island off Dubai's coast.

A 1500 room beach hotel and spa resort themed on water and underwater activities.

absolute-pools, in association with DFL, carried out the complete 'wet area' fit out of the Shui Qi Spa located within the Royal Towers of Atlantis.





Developer : Nakheel PSJC

- •Owner:Istithmar World with Kerzner International Resorts
- Interior Design Consultant: Wilsons, USA
- •Spa Consultants: Raison d'Etre Sweden
- Fit-out Contractor: ANLOR (Laing)

absolute-pools carried out the fit-out of the male, female and couples wet areas including: Klafs saunas, Steam rooms, Hydrotherapy pools, heated Laconium thrones, ice and the unique hot tub finished in one-piece terrazzo.





FOUR SEASONS RESORT JUMEIRAH BEACH, DUBAI



Hotels and Resorts

Four Seasons at Jumeirah Beach is in a prime location set on the beach in Dubai.

In keeping with its resort positioning the property is home to a world class spa, indoor and outdoor pools and private beach club.

The absolute Group through its aquatecture Design Division carried out the spa and pool design and the installations were executed on a design and build basis through absolute-pools.







• Development Manager: H&H Investment and Development

• Operator: Four Seasons Hotels and Resorts.

•Master Planners: WATG (Wimberly Allison Tong & Goo)

•Lead Architects: Hyder Consulting ME LTD

Spa/ Pool Design: NRI, New York/ aquatecture by absolute, Dubai.

absolute-pools carried out the fit-out of the male and female wet areas including spa whirlpools and a one of a kind indoor lap pool complete with arabian style pillars.



www.absolute-pools.com Abu Dhabi • Dubai • London • Muscat • Riyadh



UPTOWN MOTOR CITY, DUBAI

A low-rise residential development, close to Dubai Autodrome, which features recreational areas and community living.

absolute-pools designed and built a number of community pools integrated throughout the development.

Completed 2009.



•Owner / Developer : Union Properties PJSC

• Consultant: Burt Hill Inc. USA

•Main Contractor: Al Futtaim Carillion

absolute-pools provided 8 community pools including oval, elliptical and trapezoidal styles plus a number of associated children's pools and water features.

Uptown Motor City showcases the Pre-Formed Composite technology at it's best.





MILLENNIUM RESORT MUSSANAH SULTANATE OF OMAN



Millennium Resort Mussanah is a four star hotel with 234 en-suite rooms,each offering impressive views of the Hajar Mountains, Marina or Gulf of Oman.

"The Millennium Resort Mussanah retains the world-class outdoor sporting facilities from the 2nd Asian Beach Games, incorporating four swimming pools, one of which is a ladies only private pool, the first of its kind for a hotel in Oman."

The main pool was the **largest pool in the world** constructed with the Pre-Formed, Composite pool technology, at the time of construction.



• Developer : Omran, Goverment of the Sultanate of Oman

Main Contractors: Larsen & Toubro (Oman) LLC

The Project consisted of a 46 metre long main pool, a Ladies only pool, two beach side Infinity pools and a Kids pool.

Additionally a number of poolside water features.

The complete project was carried out on a fast track basis using Pre-Formed Composite pool shells. All the work was completed in 16 weeks.





KEMPINSKI HOTEL & RESIDENCES PALM JUMEIRAH, DUBAI



Kempinski Hotel & Residences is a beach front property located on the crescent, Palm Jumeirah. It is operated by the luxury European hotel group, Kempinski Hotels.

The cluster of villas and imposing penthouses all boast a temperature controlled, individual swimming pool.

absolute-pools carried out the design & build of the pools over a 24 month construction period, successfully handing over the project in 2010.



Developer : EPG (Emerald Palace Group) Hotels and Resorts

Lead Consultant: WS Atkins

•Main Contractor: Habtoor Engineering Enterprises

absolute-pools designed and built:

- 12 villa pools
- •32 apartment and penthouse pools
- 32 individual balcony spas

Located throughout the property from ground to the 6th floor level.





EMIRATES GOLF CLUB, DUBAI

Emirates Golf Club is the leading golf club in Dubai and hosts the world renowned Desert Classic professional golf tournament. The Faldo course features the Residences consisting of 84 individual luxury villas each with a private pool.

absolute-pools provided the villa pools adding further to the style of these exclusive properties.



Developer : Dubai Real Estate Company

Developer: Wasl Asset Management Group

•Consultant: Arch Group

Main Contractor: Herald Contracting

absolute-pools designed and installed 84 classic, private pools:

Each pool features walk-in steps with a ledge for relaxation and are fitted with salt systems for optimal water condition.









ST.REGIS SAADIYAT ISLAND RESORT & ST.REGIS RESIDENCES, ABU DHABI



The magnificent St. Regis Resort & Residences at Saadiyat Island features the luxury Iridium Spa and offers a collection of 32 exclusive villa residences located on the Gary Player designed Saadiyat Beach Gold Course.

absolute-pools carried out the specialist 'wet area' fit-out of hydrotherapy and plunge pools at the spa & carried out the design, build and installation of 32 villa pools at this elite residential community.



• Master Developer: TDIC (Tourism Development and Investment Company)

- Project Manager: Mirage Leisure & Development
- Landscape Architects: LMS
 International
- Main Contractor: Habtoor Murray Roberts

absolute-pools

- 2 Overflow Spas
- 1 Skimmer Spa
- 3 Cold Plunge Pools
- 2 Set Heated Benches

32 Contemporary pools each with temperature control and state of the art salt sanitation.



www.absolute-pools.com Abu Dhabi • Dubai • London • Muscat • Riyadh



MUSCAT HILLS GOLF & COUNTRY CLUB, SULTANATE OF OMAN

MUSCAT HILLS

Muscat Hills Golf & Country Club showcases the Sultanate's first green golf course set in the dramatic hills of Oman. The project was the vision of His Highness Sayyid Kais Bin Tarik Al Said.

Muscat Hills features 84 premium villas each with views of the golf course.

absolute-pools provided swimming pools throughout the project, overcoming the challenges of the rugged site and rock ground conditions.



•Owner : His Highness Sayyid Rawy Bin Kais Al Said

• Developer: Muscat Golf Course Project

Consultants: Cowi and Partners

Main Contractor: Larsen and Toubro (LTO)

absolute-pools provided a range of premium swimming pools including including deck level, infinity edge and spa/pool combinations bespoke for the private villa owners

Total 80 private villa swimming pools.





THE WAVE MUSCAT, SULTANATE OF OMAN



The Wave, Muscat is the first major resort and residential development in Muscat. It presents a unique lifestyle community featuring a 400 berth marina and Greg Norman designed golf course.

The residences consist of villas and townhouses with beach and garden views.

absolute-pools are proud to have partnered with The Wave since its inception in 2007, providing hundreds of villa pools as well as community pools for the townhouses.



Owner : The Government of the Sultanate of Oman in partnership with Majid Al Futtaim Group

•Lead Consultant: WS Atkins

absolute-pools has designed, supplied and installed over 300 private villa pools and 4 community pools to date.

A variety of styles have been selected including infinity edge premium pools for beach front villas.





SAADIYAT BEACH VILLAS SAADIYAT ISLAND, ABU DHABI

Saadiyat Beach Villas are situated on the exclusive Saadiyat Island just off the coast of Abu Dhabi. This is a world class, residential Buiness and tourism hub designed to showcase Abu Dhabi to the world.

The Project comprises of Luxury Villas, each with a private pool.

absolute-pools, in accordance with TDIC requirements, designed, supplied and installed over 50 pools in the villa gardens.

One of the key requirements of the client was to design with sustainability in mind. Accordingly all pools have innovative energy and water saving features.





SAADIYAT BEACH

• Developer: TDIC (Tourism Development and Investment Company)

- Owner: Abu Dhabi Government
- Lead Consultant: KEO Intl Consultants
- absolute-pools have designed and installed over 50 pools of various shapes and sizes since 2011.
- The styles include a 14 metre Oval with an vanishing edge side detail and a large Arabesque style pool, with a decorative 'carpet' set in the floor tiling.



www.absolute-pools.com Abu Dhabi • Dubai • London • Muscat • Riyadh



JUMEIRAH PARK DUBAI

Designed to offer luxury family accommodation in the heart of new Dubai. One of the aims of the development was to provide peace, privacy and quality.

absolute-pools worked closely with the main contractors and the consultants to deliver each villa with a fully-tiled, in-ground pool. The development was handed over in 2013.



- Developer : Nakheel PJSCMain Contractors : Pauling ME,
- Dodsal • Consultant : Design & Architecture Bureau (DAR)

absolute-pools supplied and installed 800 private villa pools in the popular Roman Style.

Since completion, **absolute-pools** has taken on several hundred pools on a 'care & upkeep' service contract.





www.absolute-pools.com Abu Dhabi • Dubai • London • Muscat • Riyadh





bringing pools to life

www.absolute-pools.com Abu Dhabi • Dubai • London • Muscat • Riyadh