



bringing pools to life





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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 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.

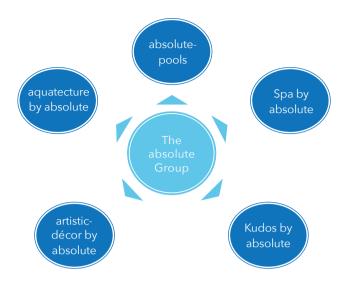
We are pleased to operate in association with our Saudi Arabian partners, as FiberWorks LLC, able to deliver the ill range of our services locally in the Saudi market.

Our Country Manager, Nigel Ryding, is at your service. We hope that we can be of service to you.

Yours,

Frank Mason Managing Director





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



bringing pools to life

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





GENERAL COMPANY INFORMATION

Company Name Absolute Pools International LLC trading as 'absolute-pools'

Office Address P. O. Box 48890, Dubai, United Arab Emirates

Telephone No. + 971 4 339 3155

Fax No. + 971 4 339 5973

Email info@absolute-pools.com

Licence No. 595842 Absolute Pools international LLC

5001023 Absolute FZC

Nature of Company Limited Liability Company

Company Owners Absolute Pools International LLC: absolute FZC:

51% Sultan Al Habtoor Frank Mason & Partners

Are you a member of a Group of Companies?

Yes, the absolute Group of Companies

Aljazem (absolute-pools) LLC, Oman

Kudos International FZE, UAE Kudos Global LLC, Dubai, UAE Signature Products LLC, Dubai, UAE Signature Pools LLC, Abu Dhabi, UAE

FiberWorks LLC, Riyadh, KSA (Under Formation)

International Work %

UAE Work %

52%

48%



Production Capacity

Manufacture, Supply and Install of up to 85 swimming pools per month



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OFFICERS

Chairman Sultan Al Habtoor

Managing Director Frank Mason

Director Peter Jamieson

Director Saad Al Jenaibi

KEY PERSONNEL

Head Of Operations Peter Jamieson

Finance & HR Manager Christopher Dias

Head of Group Business Frank Mason

Development

Business Development Dean Scott Manager, Dubai

Regional Manager, Imran (Nick) Saleh Abu Dhabi

Business Development Ross Whitehead Manager, Muscat

Regional Manager, KSA Nigel Riding

Technical Services Manager Girish Timmapur

Projects Manager, UAE Sandeep Shah

Projects Manager, Dubai Dany Lasrado

Projects Manager, Ramesh Bangera
Abu Dhabi

Project Manager, Retail Raghvir Singh

Projects Manager, Muscat Gnanam Kasirajan

Head of Design Jitendra C Panchal

Contracts Manager Rajeev Thankappan

Customer Services Officer Muhammad Waseem

Marketing Manager Tina Morgan

TURNOVER 2013

USD 11,500,000



ACTIVITIES

Company's Main Discipline Design, Manufacture, Supply & Installation & Service of

Pre-formed Swimming Pools

Company's Core Skills Design, Manufacture, Project Management

How long have you In Operation since 1999, as 'absolute-pools' since 2004 provided this service for?

Do you have a Quality Yes, In-House QMS ISO 9001 / 2008 - Signature Manufacturing Management System?

Nominated/Domestic Sub Contractor Company's main role in the Construction Phase?

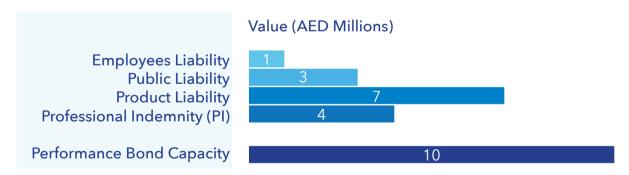
Any other roles you play? Design Consultants for swimming pools & spa wet area

Design & Build responsibility

Outdoor Furniture

Artistic Decoration

INSURANCES



FINANCIAL

BANKERS		
	Dubai	Mashreq Bank, Rigga Branch Dubai UAE A/C No. 04-93-17233-8
N	Muscat	Bank Sohar SOAG, P O Box 44, Hai Al Mina, PC114 OMAN

A/C No. CIF ID/000403780

AUDITORS HLB / Hamt, Chartered Accountants



INFORMATION TECHNOLOGY

Computer Operating System Windows 7 / XP

Company Software MS Project, MS Office

Document & Cost Control

Software

Computer Aided Design AUTOCAD 2009 &

SOLIDWORKS

Ability to electronically transfer information?

Yes, total capability

HUMAN RESOURCES

EMPLOYEES (OFFICE, MANUFACTURING & SITE)

Direct 153

Contract

DISCIPLINE & SKILLS

Sales & Administration 8
Cost Engineering/QS 2
Finance 4

Planning & Design 5
Project Management 5

Service 5 MEP Engineers 4 Civil Engineers 3
Supervisory 8
Technicians 24
Skilled Workers 58

Semi Skilled Workers 52 Others 6 **TOTAL**

184

Percentage of Company Turnover spent on Training

Percentage of Company Turnover spent on R&D

Company H&S Procedures Manual Policy Statements 1.5%

3.5%

These are in place



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.

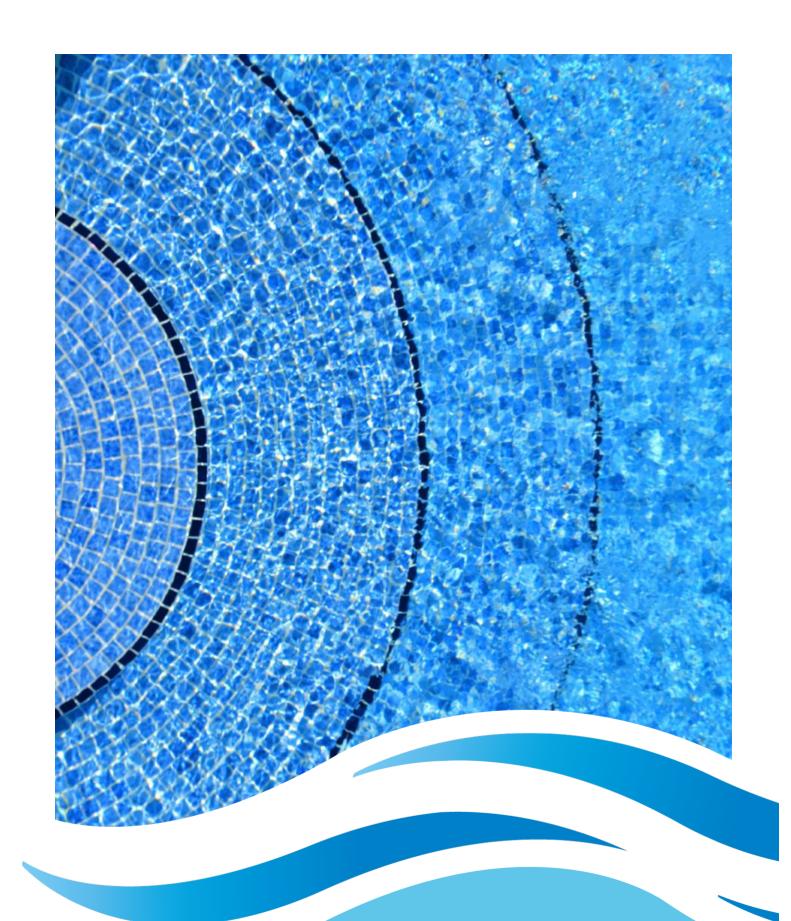
ABU DHABI

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

Signature Products are the manufacturing company for absolute-pools.

KSA

FiberWorks LLC incorporates a partnership with Al Dar Al Amthal LLC in Riyadh.







bringing pools to life

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

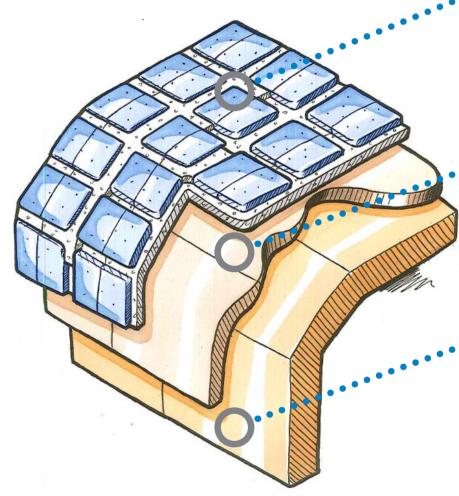
All swimming pools are a potential hazard especially for young children and non-swimmers. There is no substitute for proper supervision of non-swimmers and children.

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



It is the composite structure of the 3 materials working together which provides the unique properties of the absolute-pools Pre-formed pool shell.

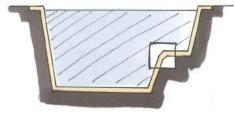
PORCELAIN CERAMIC MOSAIC TILE:

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.

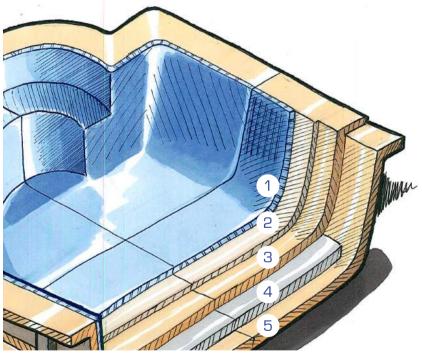


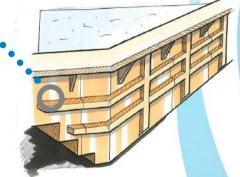




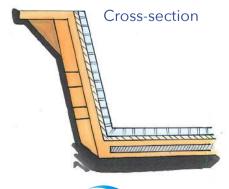
PRE-FORMED COMPOSITE POOL SHELL CONSTRUCTION DETAIL

REINFORCING RIBS: The external walls of our pools are reinforced with rigid Polyurethane foam which is encapsulated in fibreglass to add to the structural integrity of the pool shell.





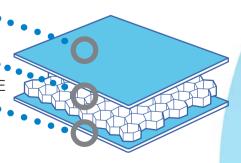
- 1 PORCELAIN CERAMIC MOSAIC TILE
- **2** EPOXY LAMINATE
- 3 FIBREGLASS LAYERS
- 4 HONEYCOMB FIBREGLASS PANEL: The panel gives high strength-to-weight and rigidity-to-weight ratios, therefore it's use with fibreglass is perfect to provide a lightweight and stiff panel for the base of the pools, where necessary.
- 5 FIBREGLASS LAYERS



WOVEN FIBREGLASS SHEET

HONEYCOMB CORE

WOVEN FIBREGLASS SHEET





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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



Design
We help you in turning your design into reality.



Build Your pool is built in house by qualified technicians.



Delivery Our pools are delivered in 4-6 weeks.

2 weeks

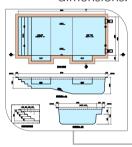


Hand Over 2 weeks later, all works are completed.

2 weeks

Drawing

We create a full CAD drawing with all the dimensions.

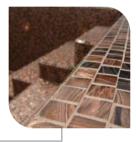


2 weeks

Plan

Choose the type and colour of tiles that you want.





Enjoy!

Your new pool is now ready for use with friends and family.



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



AFTER



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.

FRFF 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.















COMPLETED PROJECTS



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 room
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 650 pools for villas
Millennium Resort Hotel, Oman	OMRAN	Cracknells	Design, Supply & Install Hotel Resort pools on fast-track basis.
Emirates Golf Club, Dubai	Wasl Asset Management Group	Arch Group / Herald Contracting	Supply and Installation of 80 pools for golf villas
St Regis Saadiyat Island Resort, , Abu Dhabi	Tourism Development and Investment Co	LMS International / Mirage Mille / Habtoor Murray and Roberts	Design, Supply and Installation of 32 Signature villa swimming pools
Saadiyat Beach Villas	TDIC	Al Jaber Building LLC	47 No. Premium Villa Pools



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.



- 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.

Burj Down Town showcases the Pre-Formed Composite technology at it's best.





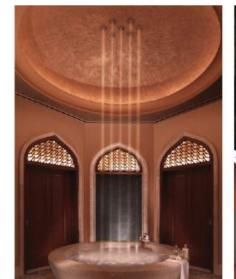
ATLANTIS, THE PALM DUBAI

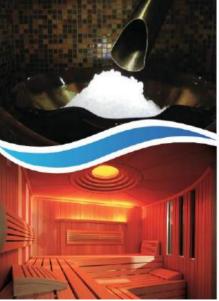
ATLANTIS
THE PALM, DUBAI

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.

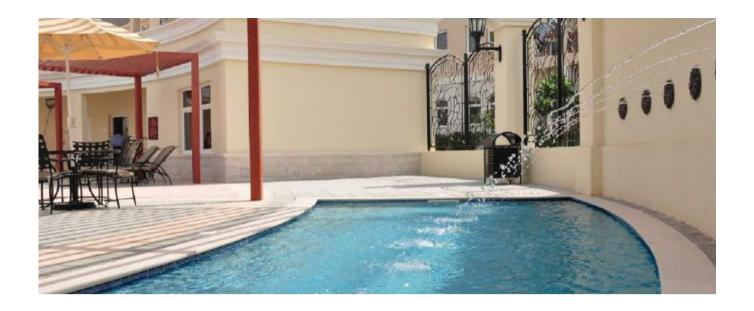




- Developer : Nakheel PSJC
- Owner:Istithmar World with Kerzner International Resorts
- Interior Design Consultant:
 Wilsons, USA
- Spa Consultants: Raison d'Etre Sweden
- Fit-out Contractor: ANLOR (Laing)

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 Couples tub finished in one-piece terrazzo.





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 Fattaim
Carillion

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

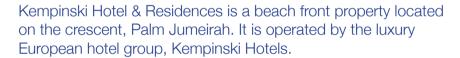
Uptown Motor City showcases the Pre-Formed Composite technology at it's best.





KEMPINSKI HOTEL & RESIDENCES

PALM JUMEIRAH, DUBAI



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 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 Flado course features the Residences consisting of 84 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 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 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 proud to have partnered with The Wave, Muscat 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.







bringing pools to life

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