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## INTRODUCTION

**At Awal Plastics we have not only brought innovation to signage systems and wayfinding, but also innovated in the way we communicate with our customers. We're bringing elements of design and heritage to our communication.**

For more than four decades, Awal Plastics has been the leading sign maker of choice for branded environments and organisations in Bahrain and the Arabian Gulf States. With operations based in the Kingdom of Bahrain, Saudi Arabia and U.A.E., the company has served major customers across the Middle East and Africa.

Awal Plastics supports every aspect of corporate identity, brand evolution and changeover.

We recognise that signage and environmental branding is a vital part of any organisation's communication strategy. We are dedicated to turning imaginative ideas into spectacular visual solutions.

At Awal Plastics, our philosophy is to make the impossible possible. We believe in solving problems for our customers. With this, comes the

responsibility to challenge the status quo constantly, to keep the legacy alive and growing. We do this by meeting our customers' needs and relentlessly keep looking for new ways to exceed their expectations.

It is a bigger responsibility to keep continuously driving change for the benefit of the customers. What we see in design, we make happen. This promise and call to action engages our employees' unceasing curiosity and passion to do the best in everything they do.

When it comes to quality, we think beyond the challenge. In the end, we know that our success is measured not only by our ability to think big, but also by our commitment to bring those ideas to life. This way of thinking has been at the heart of our success. It reflects the energy and spirit of a company with a solid foundation.



## OUR VISION AND MISSION

### Vision

**Our vision is to focus on emerging markets, enterprises and new services.**

To ensure sustainability and organic growth through the people, processes and technology as the key drivers of the organisation.

To become the strategic supplier of choice by catering to a diverse customer base and providing each customer segment with the best in class specialised and innovative 'fit for purpose' solutions, thus enhancing visibility for their visual communication needs.

### Mission

**Our mission is possible with the latest technology and resources.**

To build a performance-driven culture that inspires, empowers and rewards achievements.

To provide customers with our expertise and manage projects on time, with reliable and affordable solutions that meet their requirements.

To identify and exploit new market opportunities that will generate sustainable growth and profitability.

To challenge the status quo and be a champion of change in the industry.

To create an organisation that is committed to responsible leadership, ethical and supportive management systems.



3D frontlit plastic covered neon letters on a mounted aluminium panel



## OUR FOUNDERS

About Mr. Abdulla Abdulrahim Hasan Bucheeri  
Joint Chairman – Technical

### **Balancing strategy and execution to create positive exchange between the brand and customers.**

He is an innovative technology enthusiast with an open mind to keep up with the latest technology information and a passion to design and deliver engaging work for customers, both locally and internationally.

His approach is practical and workable whereby he aims to develop strong long-term relationships with customers and suppliers. His focus on customer satisfaction is a key attribute that has resulted in the success of Awal Plastics.

His vision has moved the company to the forefront of the communication world along with contributing directly and positively towards the economy and industrialisation in Bahrain. With his eye for technical detail, Awal Plastics has become a technical leader in the industry providing excellence and reliable products.





## OUR FOUNDERS

About Mr. Mohamed Ahmed Ali Bucheeri  
Joint Chairman - Commercial

### **Sustainability and freedom through responsibility.**

A vision created and sustained by supporting the core foundation and pillars of Awal Plastics with his pragmatic and practical approach.

His enterprising spirit and humility have been the key drivers responsible for the success of Awal Plastics. He believes in simplicity and hard work, the principles that have turned his ideas and thoughts into reality.

Being a banker in his earlier days, his experience in financial and corporate management through his personal involvement has taken the company to new heights. His daily involvement in the operations enhances business and has further developed customer relationships, thus enforcing his strategic vision for growth and industry leadership.



Steel welding

## OUR PRODUCTION FACILITY

### 1. Design Studio

- Creative Conceptualisation
- Graphic Design
- Structural Drawings
- Technical and Production Drawings

### 2. Fabrication

- Metal Fabrication
- Die Making
- Plastic Fabrication

### 3. Welding

- Steel Welding
- Aluminium Welding

### 4. Cutting Services

- Water Jet Cutting
- Plasma Cutting
- Laser Cutting
- Router Cutting
- CNC Punching
- Shearing
- Die Cutting

### 5. Painting Services

- Spray and Hand Painting

### 6. Printing Services

- Large Format Digital Printing
- Screen Printing

### 7. Vinyl and Graphic Application

- Computerised Plotting and Vinyl Cutting
- Sticker Weeding and Application
- Mounting
- Lamination

### 8. Impression Making Services

- Computerised Engraving
- Embossing
- Etching
- Sand Blasting

### 9. Carpentry Services

- Wood Structures
- Packaging and Crating
- Exhibition Support Services

### 10. Computerised Embroidery and Tailoring

### 11. Neon Fabrication



## OUR PRODUCTS

Awal Plastics has executed thousands of signage and visual communication projects in various segments utilising numerous processes.

### Illuminated Signs

Using flexible face or plastic fascia (flat or vacuum formed).

### LED and Neon Signs

Offering illuminated 3D letters using neon and LED lighting technology.

### Non-Illuminated Signs

Using various materials.

### ATM Environment Products

- Kiosks
- Surrounds
- Enclosures
- Walk-ups
- Pylons and Canopies
- Graphic Wraps

### Pylons & Monoliths

Made of steel frames and clad with either aluminium, stainless steel or composite sheets.

### Wayfinding Signs

Offering customised signs using various metals, plastic or glass.

Awal Plastics are the exclusive dealers for Modulex (modular sign system) in Bahrain and Saudi Arabia.

### Interior & Exterior Sign Systems

- Offering standard and modular sign systems.

- Manufacturing customised interior signs made of stainless steel, brass, and bronze.

### Metal Letters

Offered in flat and 3D letters using stainless steel, brass, aluminium, titanium, bronze and copper.

### Traffic Safety Signs and Products

- Traffic Signs using 3M Reflective Sheeting
- Traffic Sign Gantries
- Traffic Lights Cantilevers
- Electronic LED Traffic Diverters
- Safety Signs
- Traffic Cones and Delineators

### Metal Etching

Etching on stainless steel, brass and anodised aluminium.

### Engraved Signs

- Engraved Signs, Labels and Badges
- Rubber Stamps
- Laser-Engraved Signs

### Display Graphic Products

- Standard exhibition and display products such as pop-ups, roll-ups, poster frames and LED advertising light boxes.
- Fabrication of exhibition and display stands.



Aluminium panel mounted 3D frontlit letters



## OUR KEY CUSTOMERS

An integral aspect of managing the identities of service providers in the telecommunication industry is to create an impact through effective customer service and unparalleled execution in order to manage quick turnaround and meet customer expectations.

### Key Customers in this Segment:

- Batelco
- Zain
- Viva
- Menatelecom
- Mobily
- Saudi Telecom Company (STC)



LP flex moulded sign



INTERIOR & EXTERIOR SIGN SYSTEMS



- ① Illuminated flex advertising board 3D backlit letters
- ② 3D moulded letters
- ③ Aluminium panel mounted 3D frontlit letters
- ④ Illuminated flex sign with digital face
- ⑤ LP flex moulded sign



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