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## **About us**

Encountering 3M Di-Noc materials during the renovation of the 3M Egypt offices in 2010 as a contractor Free Line, we were fascinated by the innovative product's concept and it's wide range of solutions provided to dail problems in the contracting world.

We started our relationship with 3M marketing the architectural market division's products during 2011 as part of the service offered by Free Line.

Recognizing the huge potential of the materials and that they are not best served under a contractor's umbrella, Perfection was created with the sole purpose of marketing the Di-Noc products, hoping to add similar innovative complementary products in the future.



## **Our Vision**

To be a quality advisor and solution provider to the interior decoration community to enhance our customers capabilities to achieve their innovative designs using non-traditional materials and solutions.

#### **Focus Markets**

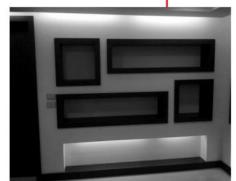
- \*Hospitality
- \*Banking sector
- \*Multinational companies
- \*Entities with Large no. of retail outlet branches



## **Our Mission**

- Seeking to make the interior decorating communitymore aware of new innovative products and their use to enhance cost effective, low maintenance, time saving and environmentally friendly designs
- Offering innovative solutions to designers to expand and broaden the boundaries of non-traditional designs
- Uncompromising commitment to the highest levels of ethics and integrity in all our business dealings.







#### Al-Barsha, Dubai

## Marriot Courtyard Hotel

A group of projects ranging between bedroom interior elements, and architectural design elements.



## Original plan

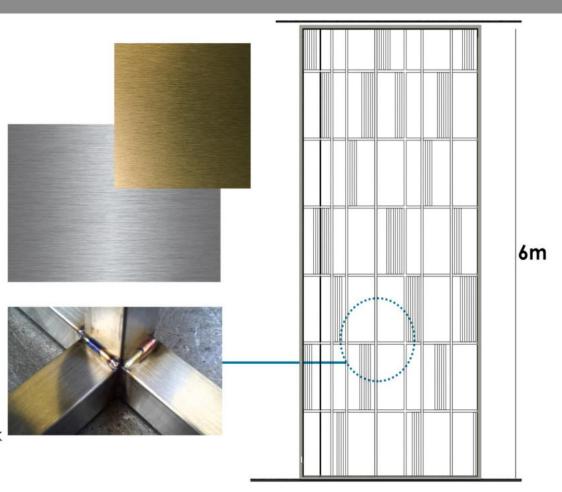
The original plan consisted of welded stainless steel sections.

Chemically treated to give the bronze color wanted, using immersion technique.

Estimated cost AED 1 million

#### **Negatives**

- Stainless steel is an expensive material.
- Extremly expensive process in order to reach the color needed.
- Welding doesn't give a neat finish.
- Immersion technique for coloring would not give consistent color throughout the section, since the tank can only take in a 3m long bar, while the needed bar is 6m long.



#### **Our Solution**

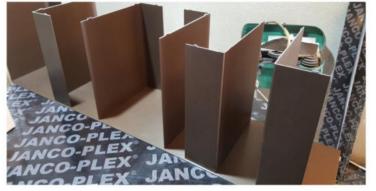
Started with covering the aluminum stections with Dinoc ME-1223 and Dinoc ME-1225 for the bookshelves unit.

#### **Rolls Used**

ME-1223 **14** ME-1225 **2** 



Dinoc ME-1223

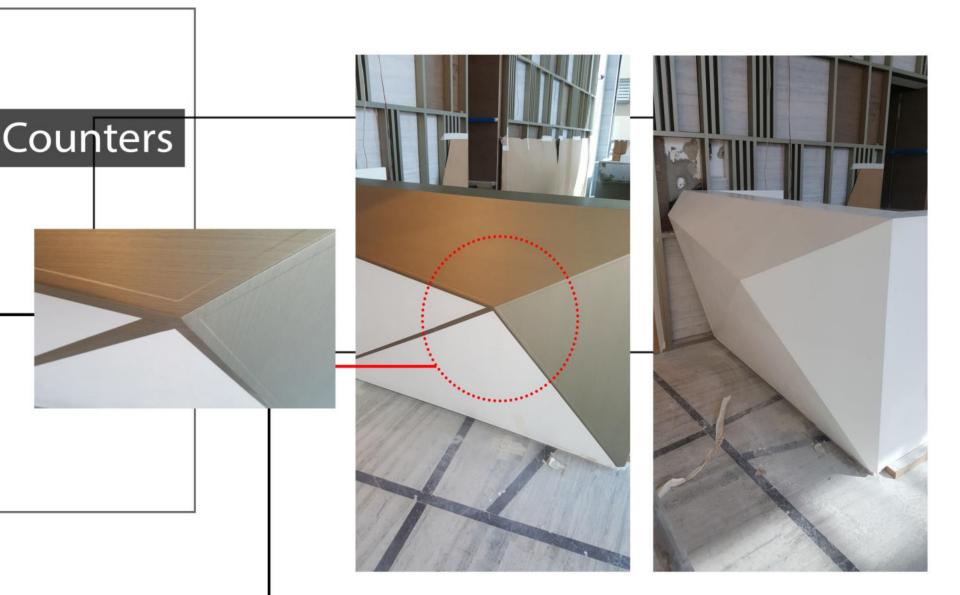




Dinoc ME-1255

#### **Our Solution**



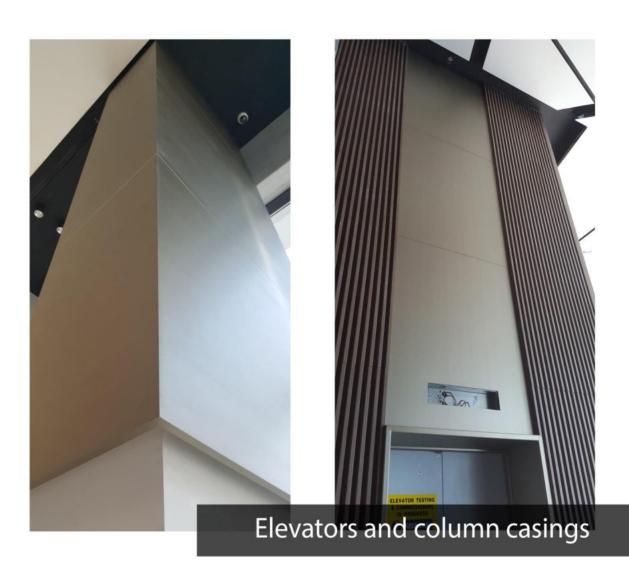


Marble Wall















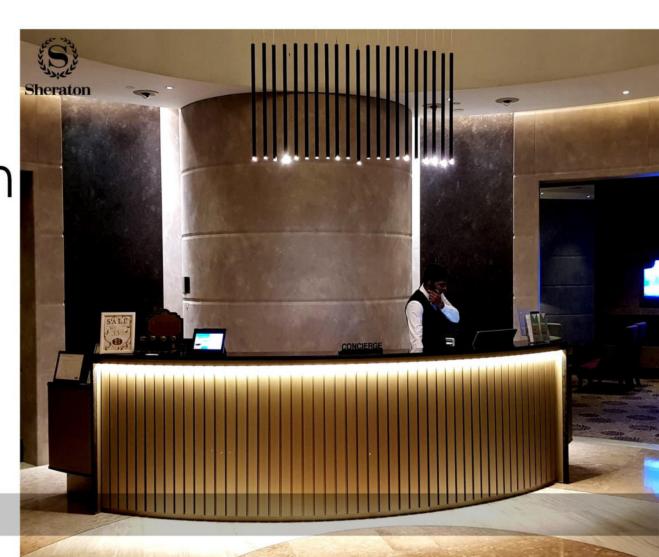




#### Dubai

Sheraton MOE Renovation

Renovation of Interior architecture elements



Using Di-Noc to totally change the way the counter looks without moving or changing its location



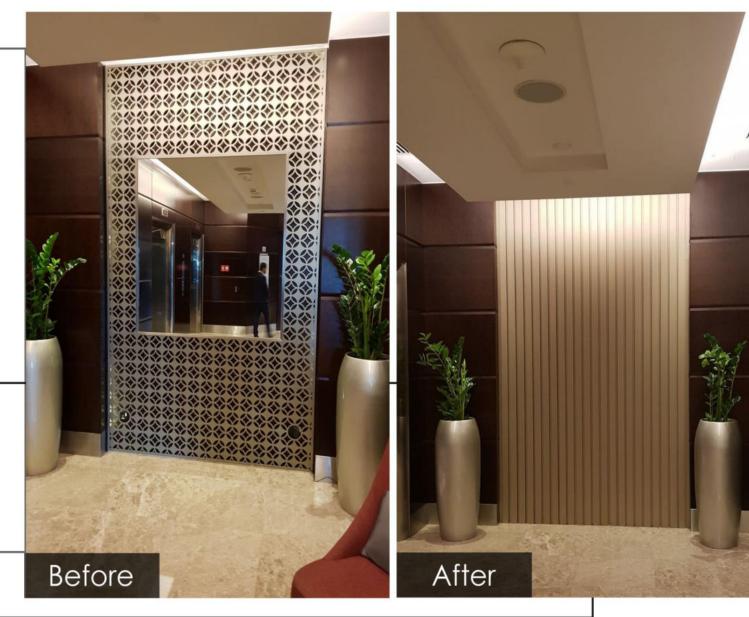




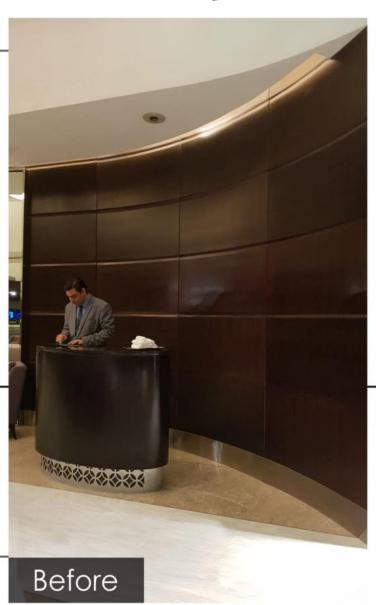
Changing the color and design of the column

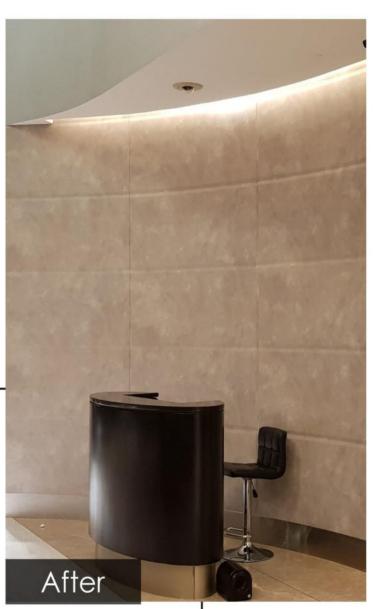




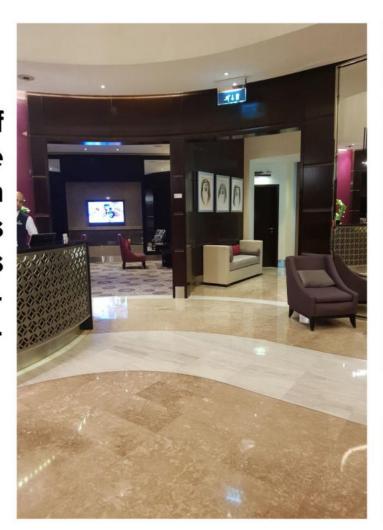


Total Renovation of counter background





Mostly all of the walls were covered with wooden slates and it was hard to renovate withoutremoving them





Di-Noc gave our client the perfect gateway,

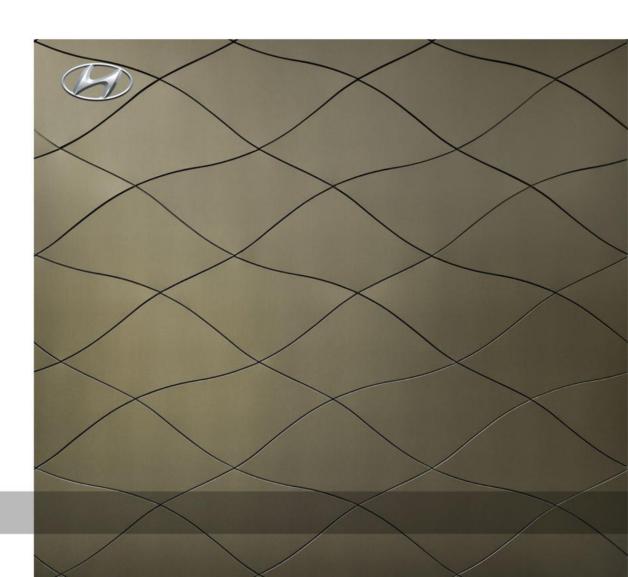
It was the perfect replacement since it didn't involve removing the wood and it gave consistent colors throughout the space





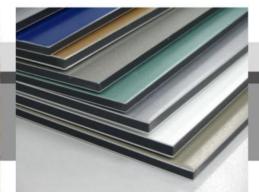
## Hyundai Egypt

Full 3D paneled ceiling with the approved Hyundai color scheme.



#### Original plan





#### **Composed panels**

- > Not the color needed
- > Would need external elements for installation.
- Heavy weighted thus, hard to carry and fix.

#### **Wooden panels**

- > Not the color needed
- > Would need external elements for installation.
- Heavy weighted thus, hard to carry and fix.

#### Printed vinyl on gypsum board

- > wouldn't give the 3D effect.
- > Connections between the patterns are very weak & inaccurate.
- > Bad quality of joints.

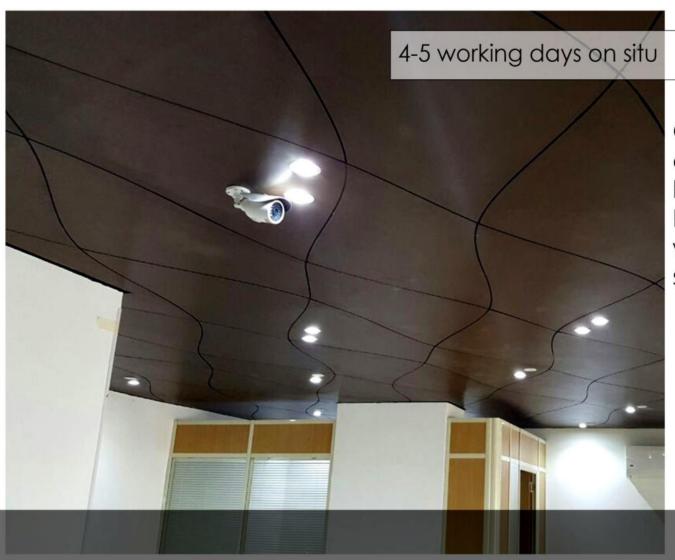
#### **Using either**

#### **Our Solution**

Instead of using wood or composed panels we used foamex panels which is very light weighted and very easy to shape and get the pattern needed.

we then wrapped Di-noc ME-1225 to get the exact color needed with consistency and durability.

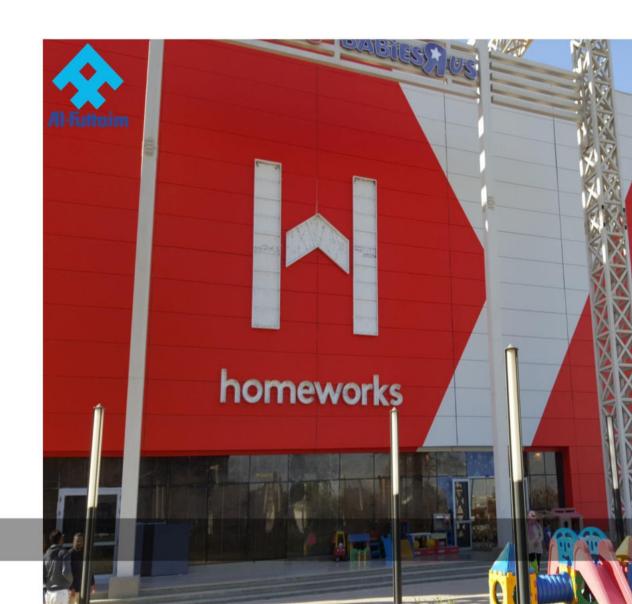




Gave the exact color approved by Hyundai.
Perfect 3D panels. with consistent shapes and color

# Homeworks Cairo festival

Change the exterior facade of the entire building into a pattern that consists of Red and Gray panels



## Original plan

Change the whole composite panels with its entire steel structure

Composite panels dont have the flexibility of making the needed pattern.

- > Expensive process.
- Very time consuming process.
- Won't get the color needed.
- > Colors wouldn't be consistent nor bright and vivid.

#### **Our Solution**





# Pa Koznai Pa Koznai

PS-506 PS-912 PS-910 PS-954 PS-959

Our solution consisted of using the already existing panels and wrapping it by the color approved by our Client.



## Homeworks Cairofestival

- Consistent color and exact color tone.
- Durable and UV resisitent thus, wouldn't change its color unlike regular paint jobs.
- It was very easy to design the needed pattern even though its huge scale.

28 Working days including installation and scaffolding



28 working days.

## Mobinil -Orange

- Re-branding of Mobinil small kiosks into Orange.
- Renovation of customer service desks.

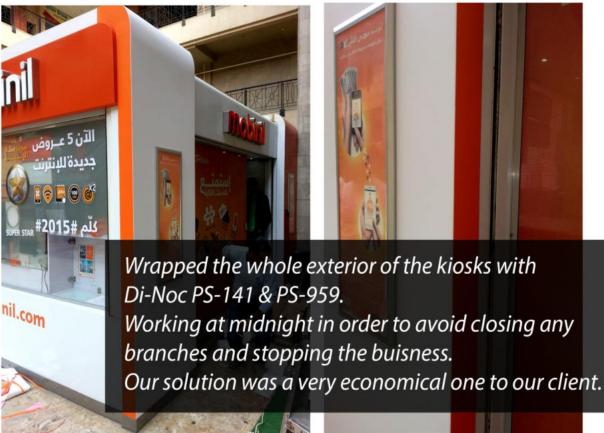


## Original plan

- Close branches for a minimum of 1 week.
- Change the entire composite panels.
  - > Expensive process.
  - Very time consuming process, which isnt good for a working buisness.
  - > Won't get the color needed.
  - Colors wouldn't be consistent throughout the branches.
- Buy new customer service desks.
- Painting the old desks.
  - > Its expensive to buy new functional desks for all branches.
  - > Painting would give a very bad quality.
  - > Not durable and would wear out in a couple of years.

#### **Our Solution**





#### **Our Solution**





Offered a cheap alternative to our client.

Durable neat looking desks without the need to buy any new desks.

Fast renovation technique without the headache of regular paint and duco paint.











## Orange Renovation

Branches done within one night only without closing









# Orange Renovation

## National Bank Of Egypt

Renovation of Office Stations and Lighting units.

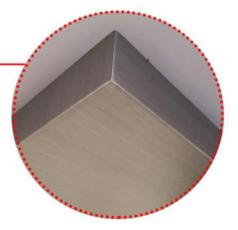




Using Di-Noc ME-1434 was the ultimet choiceto our client since, its the only material that can give the metallic feeling without being actual metal.

Our material gave our cliet an excellent getaway from paying large amounts of money on re-making the wooden panels. And it was a very safe and fast option.





Our Renovation
Process happens
over night wihout
closing any
branches













# CIB Renovation

Renovation of wealth lounges in all branches.







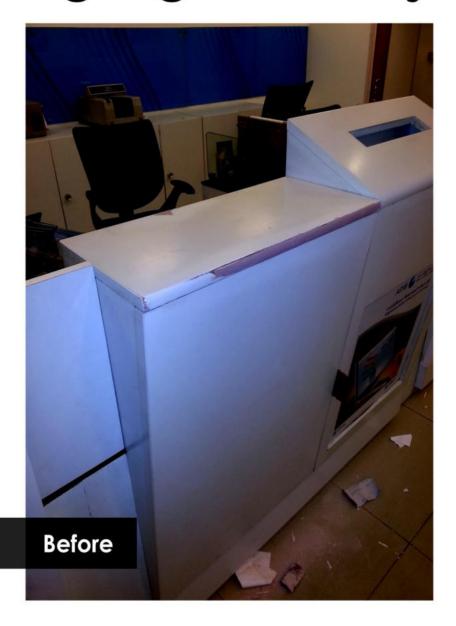


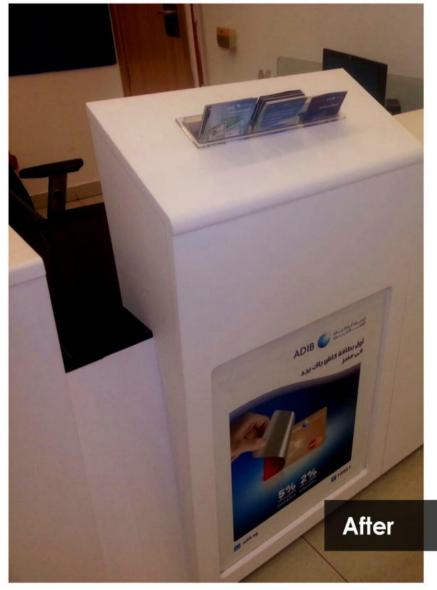
Renovation of Wealth Partitions in all branches using Di-Noc MW-1177

## ADIB Desks Renovation

Renovation of Customer service desks.







International Medical Hospital

Exterior Pattern on Glass.



# Samsonite Store units

The entire store units are made of wood wrapped with Di-Noc







Durable and scratch resistant.
Suitable for hardware usage





3M Headquarter

Renovation of some architectural elements in the office interior.









DANAGAS Desk Renovation





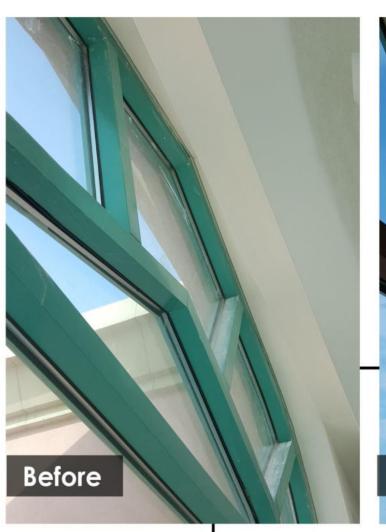
#### Bathroom Walls Renovation

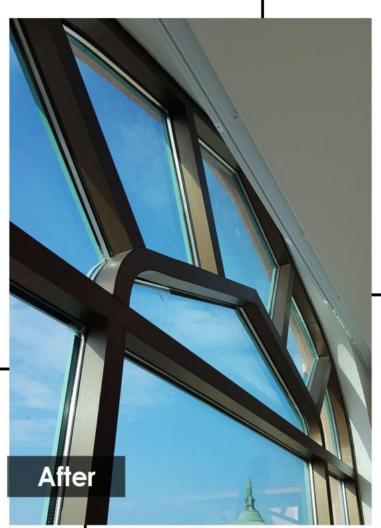
Di-Noc can be waterproof which means it can renovate bathrooms and kitchens



#### Window Frame Renovation

Di-Noc can give the sense of being any kind of metal with a range of color from silver to gold





Axceom Town Elevator renovation





Axceom Town Elevator renovation







MASA Hotel Service Door





Al Gurg real state Doors renovation





#### **Printing Films Projects**



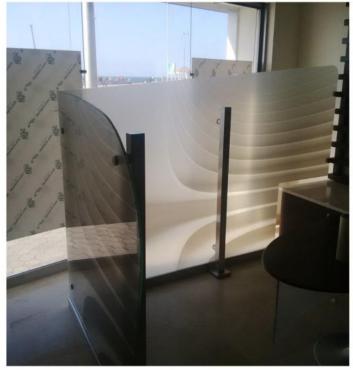




#### **Printing Films Projects**









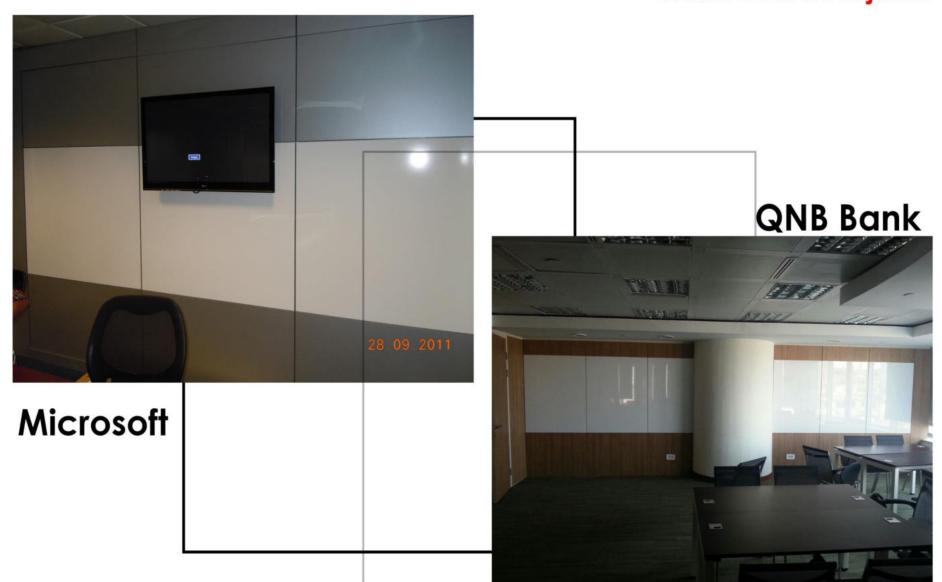




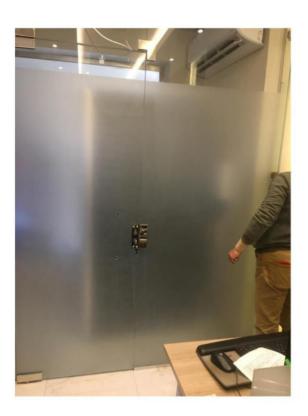
#### **Printing Films Projects**



#### **White Board Projects**









Using 3M Dusted Crystal film to add privacy

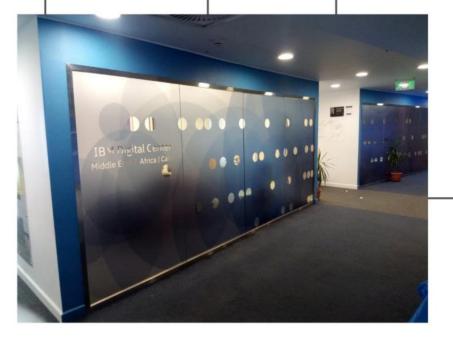






Applying 3M Fasara Cloud gradient film









Using printed 3M films with the client's custom design

**Our Solution** 



Wrapping the Aluminum sections with 3M Di-noc films

#### **Our Solution**





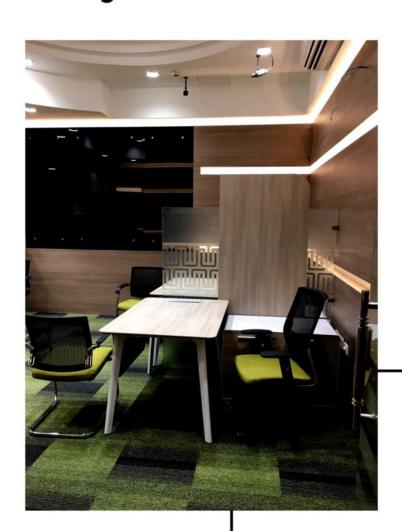




Using 3M Graphic films 3630 series to clad the gates and for the logo.

DI-NOC Renovation

Renovation using 3M Di-noc wood pattern









#### **SOLAR FILM**





Applying 3M Night Vision to the enterance gate

Hand-cutter design for the celling using 3M Graphic electroCut film 7725-20 Matte White.





#### Central Bank Of Egypt, New Cairo

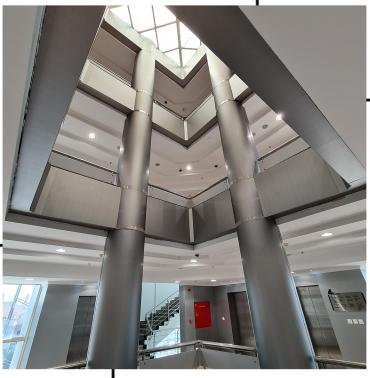
### Other Projects











Film used 3M Di-noc ME-1434 Silver metallic

#### Some of our clients







































































## Scope of work

Our work with banks Mediterranean Sea Israel gave us the privilage to erusalem Nile expand throughout Delta Port Alexandria all of Egypt. Amman Marsa Matruh Renovation projects Suez Canal are the main reason Jordan Suez we can expand since, Beni Suef its usually done ·Siwa Saud Nile River in all of the branches. Arabi: Libya Miny Suez • El Khanka Asyut El Obour • 150 mi El Sherouk El Qenater Agaba El Khaveria Dakhla Ain Shams E 150 km Badr City Oena • Awsim Valley □ Oasis Sharkia El Sahel Luxor El Zamalel CAIRO Qesm 2nd New Cairo Marsa Ain El Seera New Cairo Alam Aswan Aswan Dam 🗆 **Qesm 3rd New** ROPIC OF Maadi El Khabiry El Sharkia Tora El Heet CANCER □ Lake Nasser El Hawamdia 15th of May

