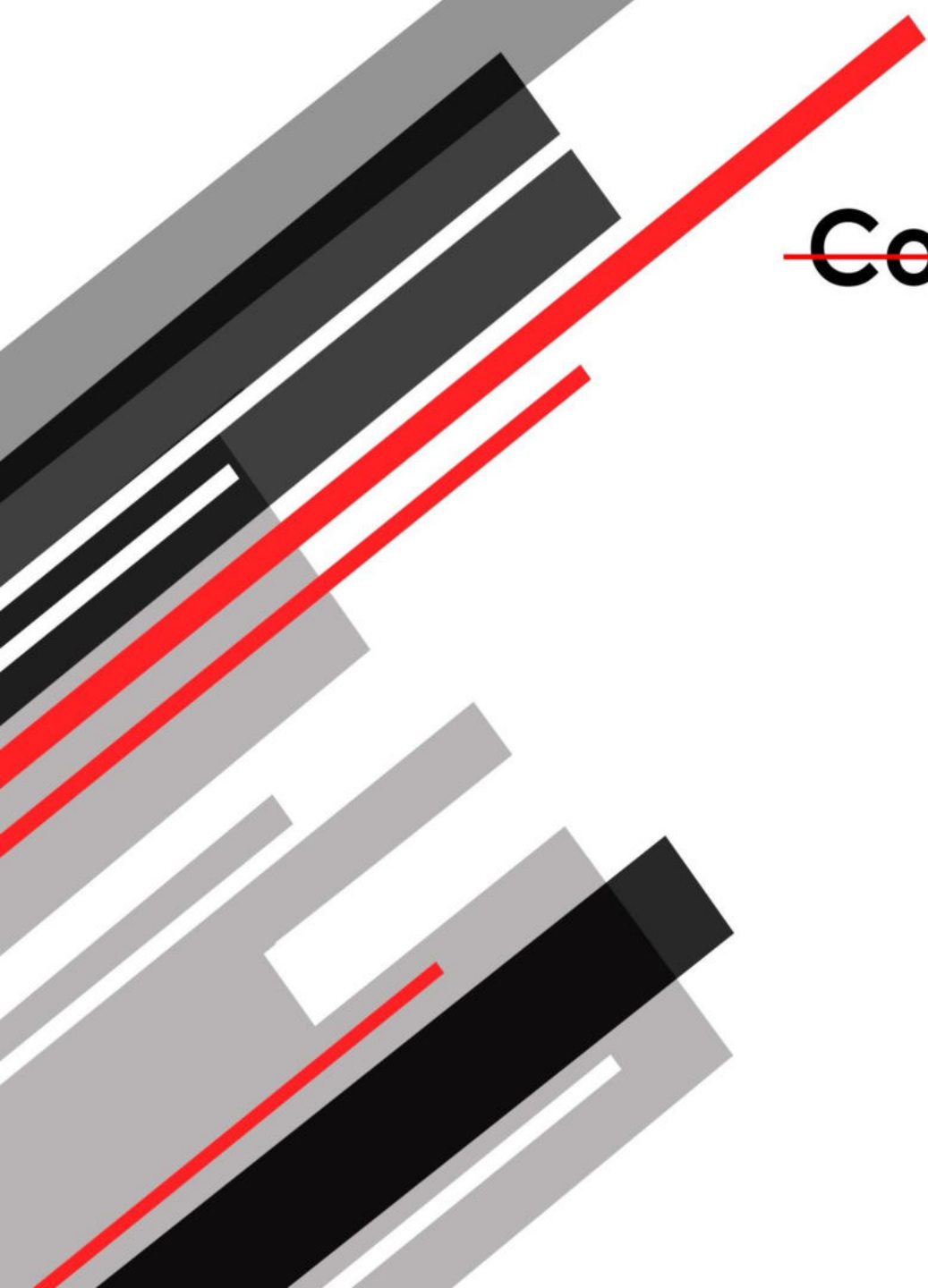




# Portfolio

*Year 2011-2025*

**3M** Authorized Partners



# ~~Content~~

*About us*  
*Our Vision*  
*Our Mission*  
*Highlighted Projects*  
*Some Of Our Clients*  
*Pipe Line Projects*

# 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.*

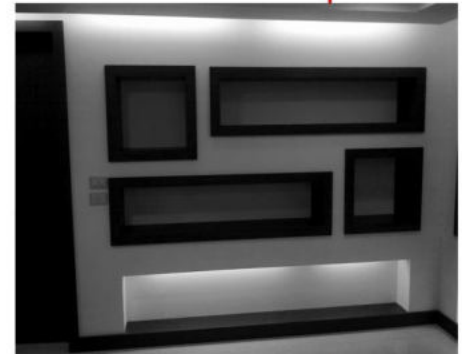
## **Focus Markets**

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



# Our Mission

- Seeking to make the interior decorating community more 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.



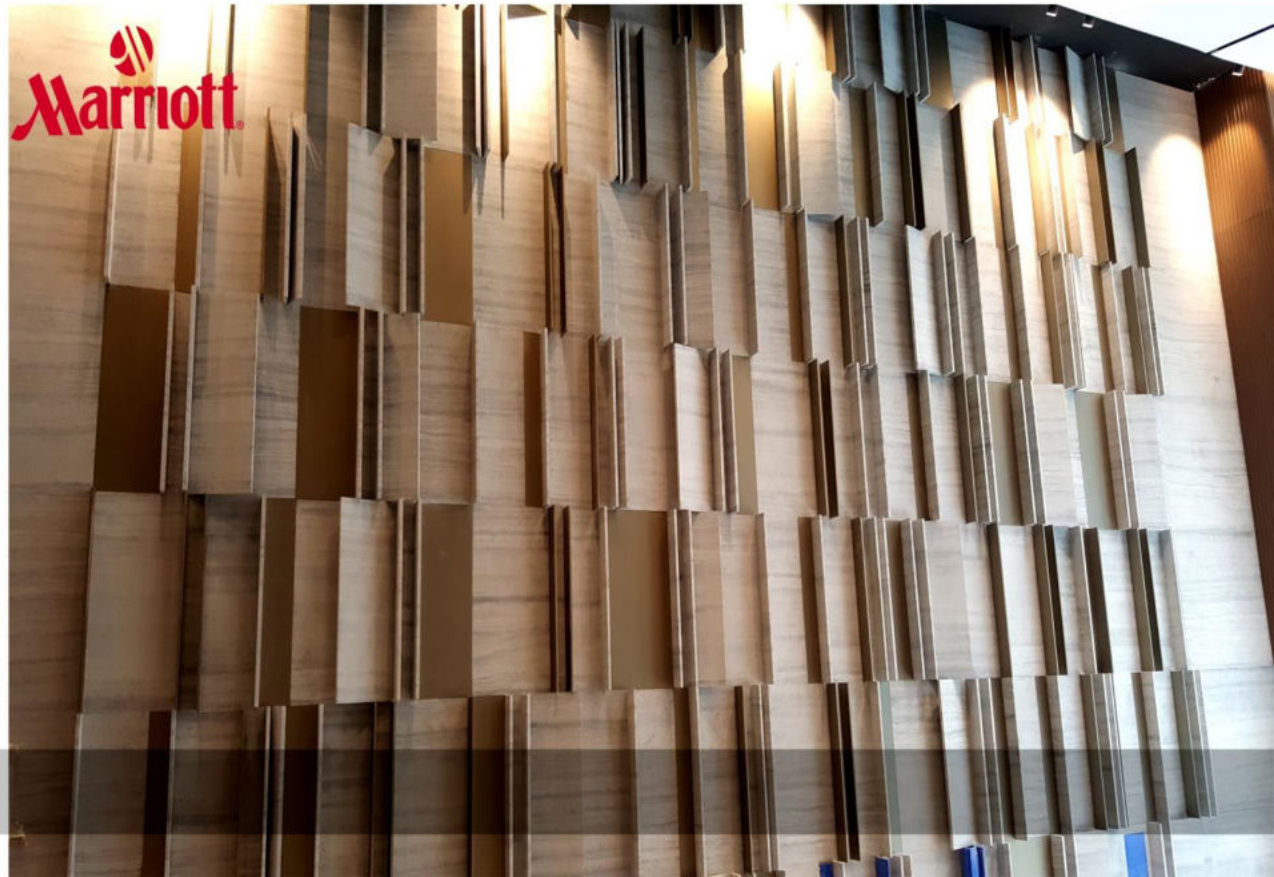
# Highlighted Projects

**Al-Barsha, Dubai**

## Marriot Courtyard Hotel

---

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



# Highlighted Projects

Marriot Hotel Dubai

## *Original plan*

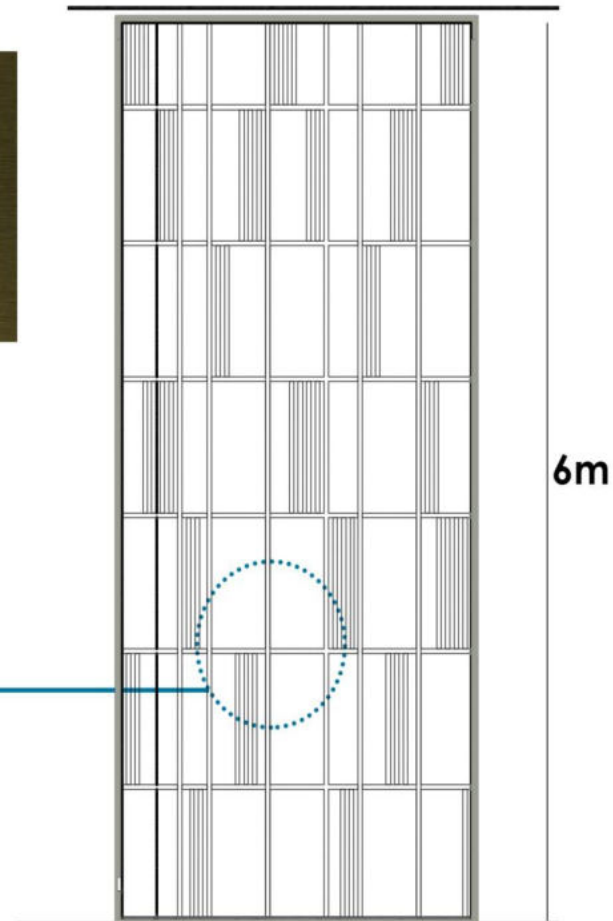
The original plan consisted of welded stainless steel sections.

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

**Estimated cost AED 1million**

### Negatives

- Stainless steel is an expensive material.
- Extremely 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.



# Highlighted Projects

Marriot Hotel Dubai

## *Our Solution*

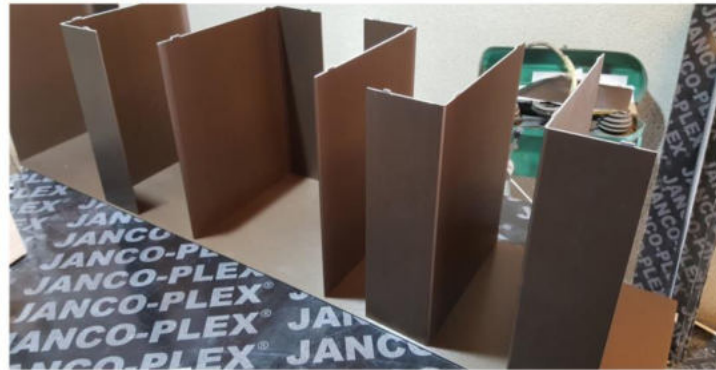
Started with covering the aluminum sections with Dinoc ME-1223 and Dinoc ME-1225 for the bookshelves unit.

### **Rolls Used**

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



Dinoc ME-1223

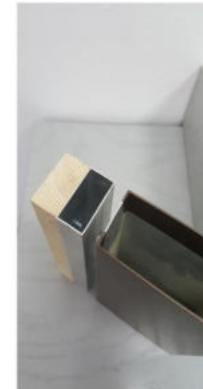


Dinoc ME-1255

# Highlighted Projects

Marriot Hotel Dubai

## *Our Solution*

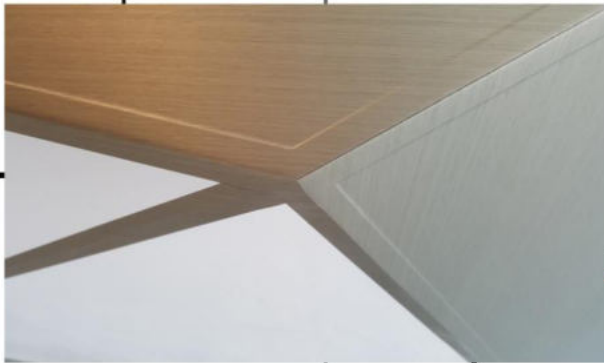


First there was an aluminum skeleton installed on the wall then the wrapped frame work was fixed on top of it using 3M VHB Tape.

# Highlighted Projects

Marriot Hotel Dubai

Counters



# Highlighted Projects

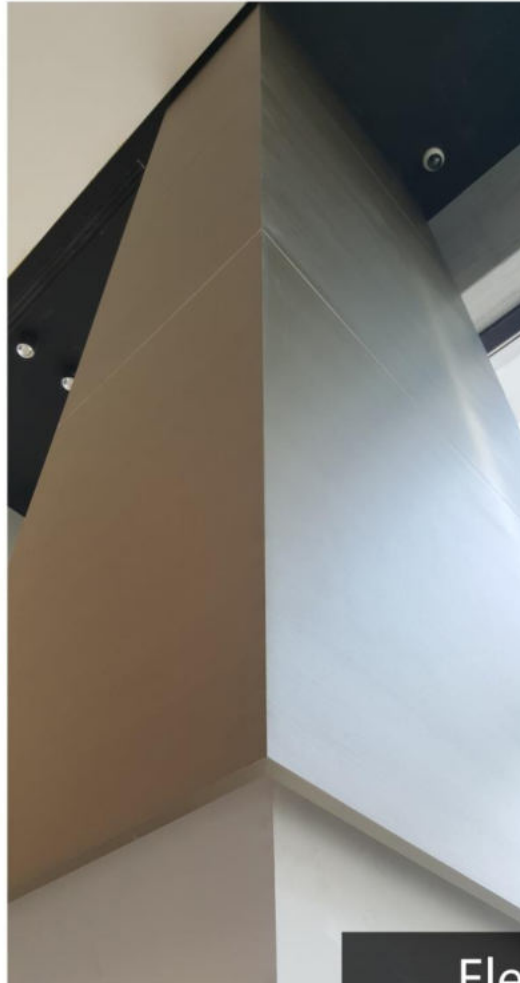
Marriot Hotel Dubai

## Marble Wall



# Highlighted Projects

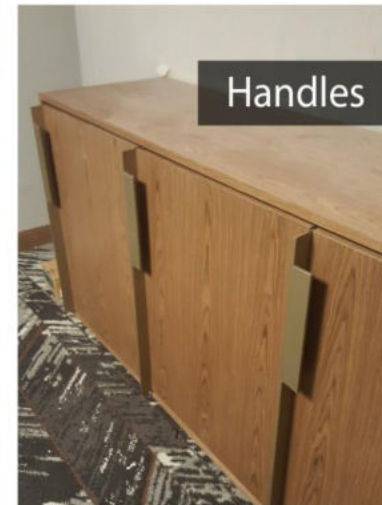
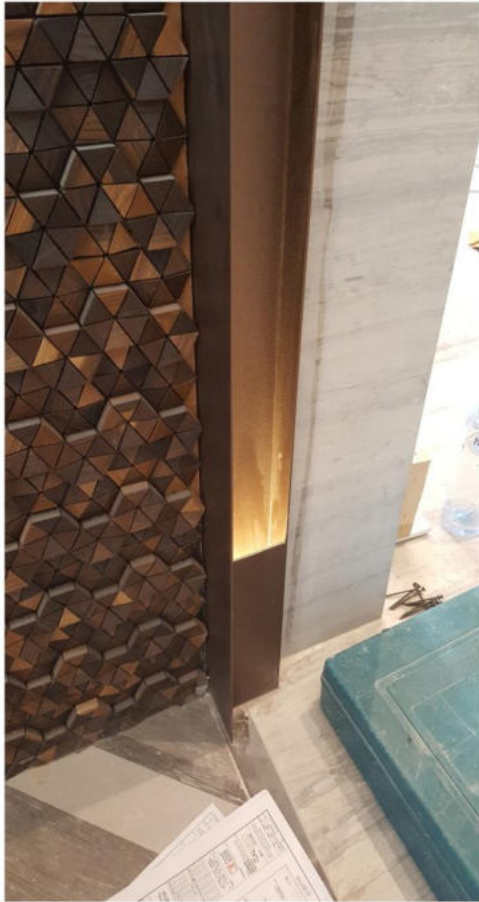
Marriot Hotel Dubai



Elevators and column casings

# Highlighted Projects

Marriot Hotel Dubai



# Highlighted Projects

Dubai

## Sheraton MOE Renovation

Renovation of Interior  
architecture elements



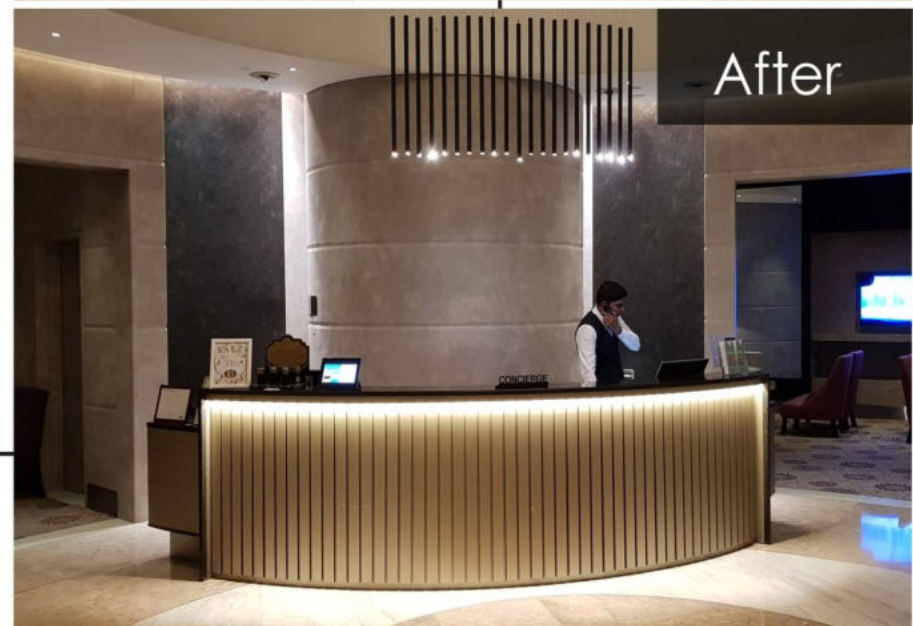
# Highlighted Projects

Sheraton MOE Dubai

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



Before



After

# Highlighted Projects

Sheraton MOE Dubai

Changing the  
color and  
design of the  
column



Before



After

# Highlighted Projects

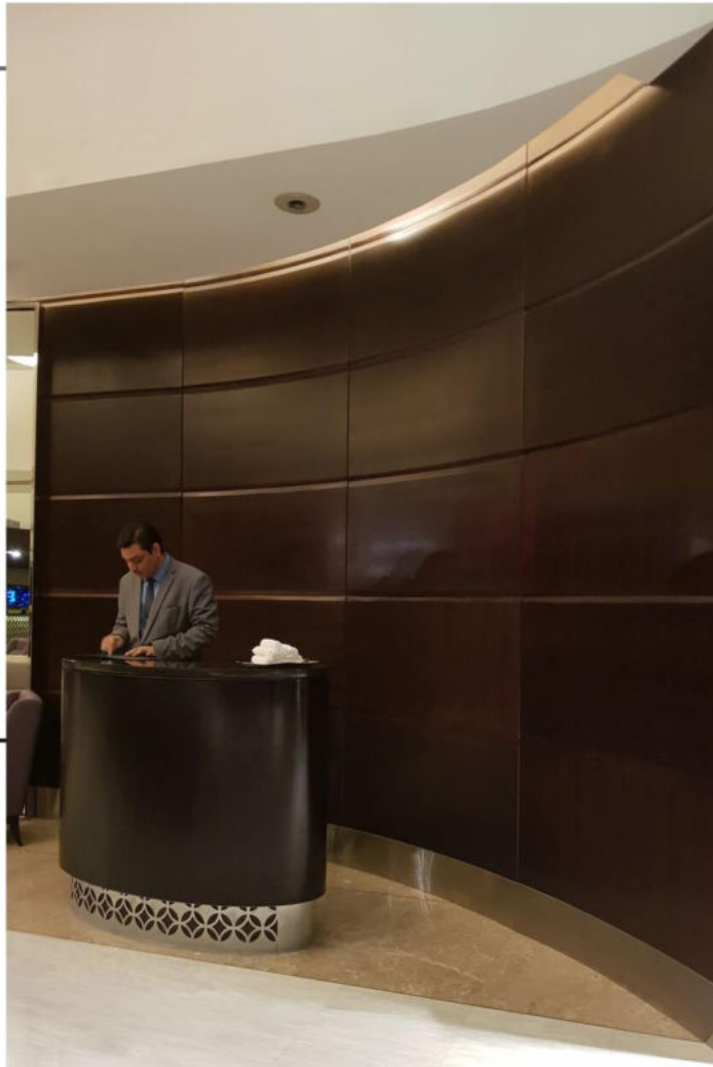
Sheraton MOE Dubai



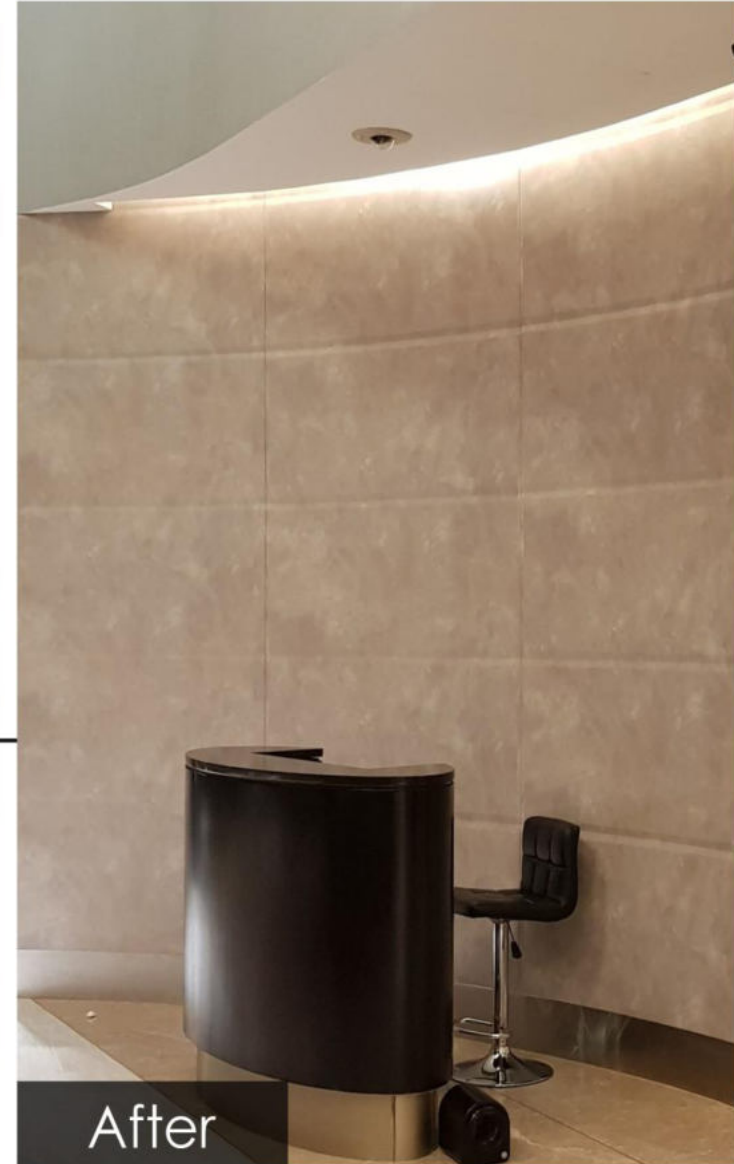
# Highlighted Projects

Sheraton MOE Dubai

Total Renova-  
tion of counter  
background



Before

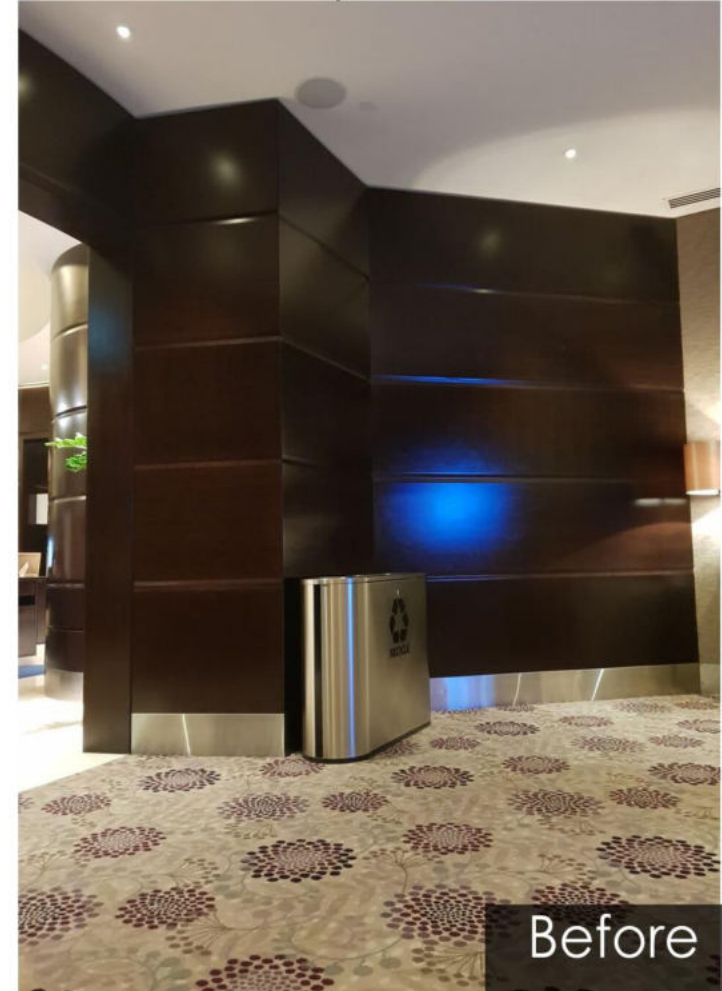


After

# Highlighted Projects

Sheraton MOE Dubai

Mostly all of the walls were covered with wooden slates and it was hard to renovate without removing them



# Highlighted Projects

Sheraton MOE Dubai

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

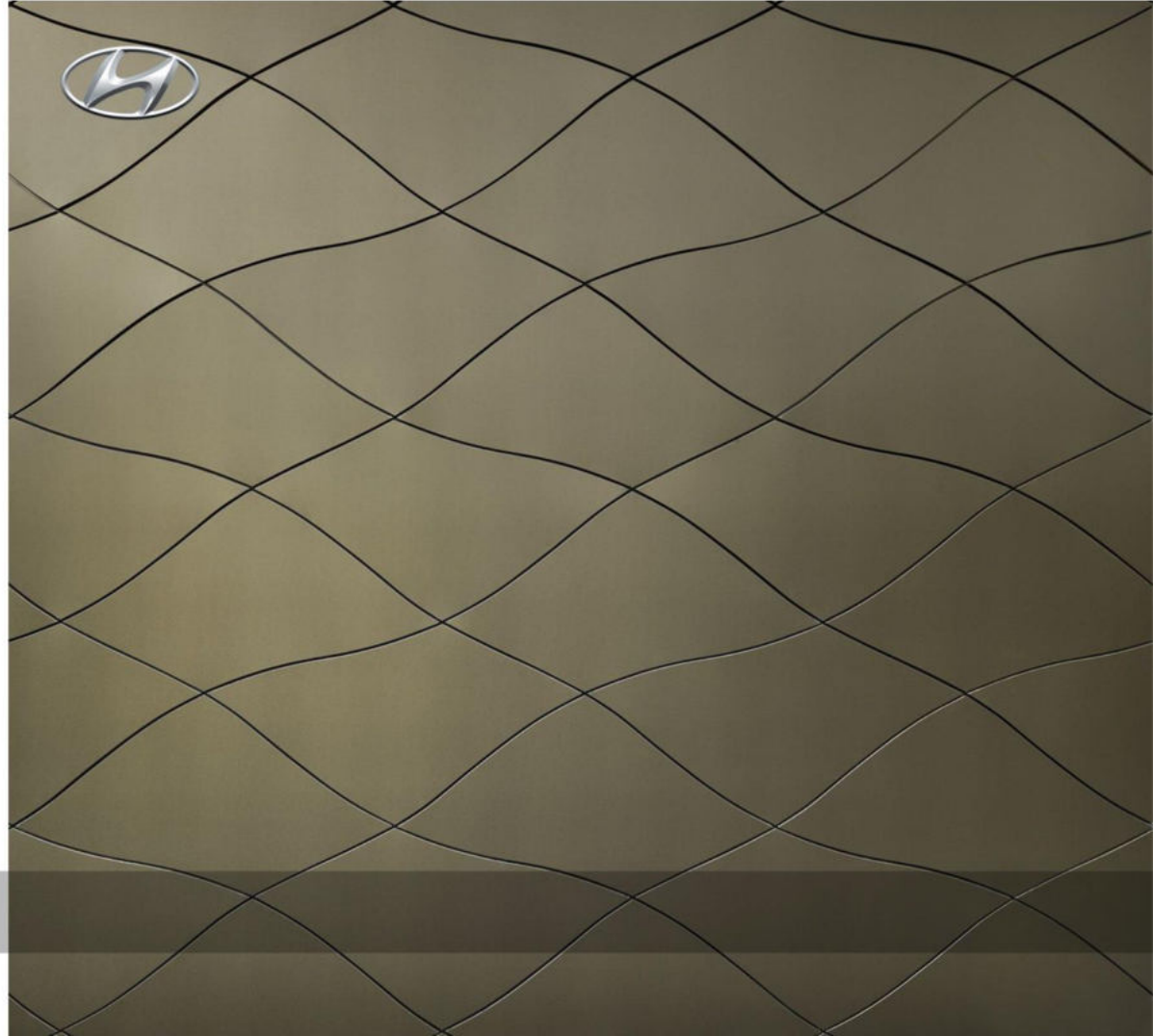


# Highlighted Projects

## Hyundai Egypt

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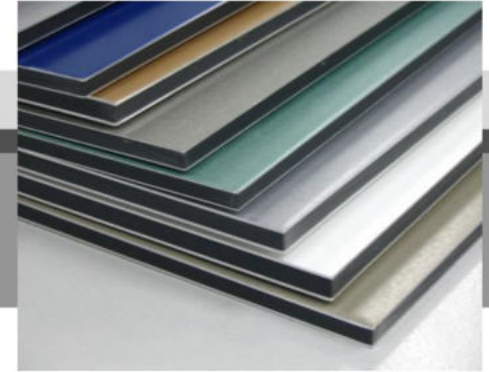
Full 3D paneled ceiling with  
the approved Hyundai color  
scheme.



# Highlighted Projects

Hyundai Egypt

*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.*



# Highlighted Projects

Hyundai Egypt



4-5 working days on situ

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

# Highlighted Projects

## 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*

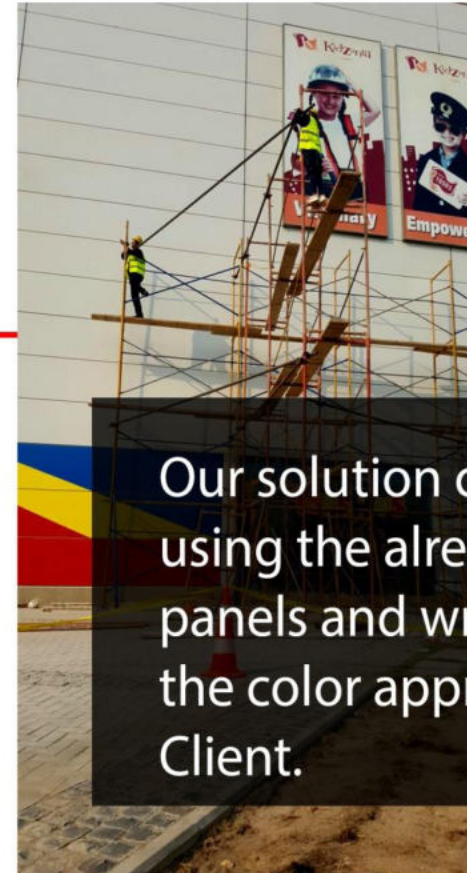
*Composite panels dont have the flexibility of making the needed pattern.*

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

# Highlighted Projects

Homeworks Egypt

## Our Solution



**Usage of**  
*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 resistent 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.**

# Highlighted Projects

## Mobinil - Orange

---

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

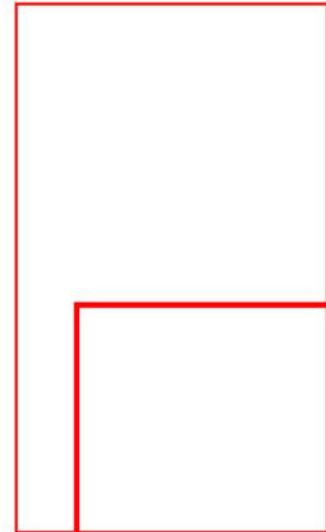


# Highlighted Projects

Mobinil Egypt

## *Original plan*

- **Close branches for a minimum of 1 week.**
- **Change the entire composite panels.**
  - Expensive process.
  - Very time consuming process, which isn't good for a working business.
  - Won't get the color needed.
  - Colors wouldn't be consistent throughout the branches.
- **Buy new customer service desks.**
- **Painting the old desks.**
  - It's 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.



# Highlighted Projects

Mobinil Egypt

## Our Solution



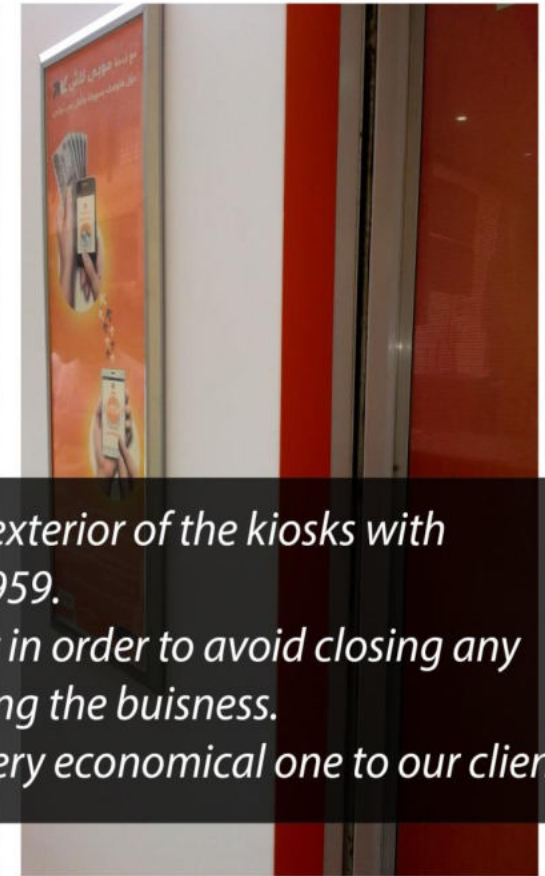
Before



*Wrapped the whole exterior of the kiosks with Di-Noc PS-141 & PS-959.*

*Working at midnight in order to avoid closing any branches and stopping the business.*

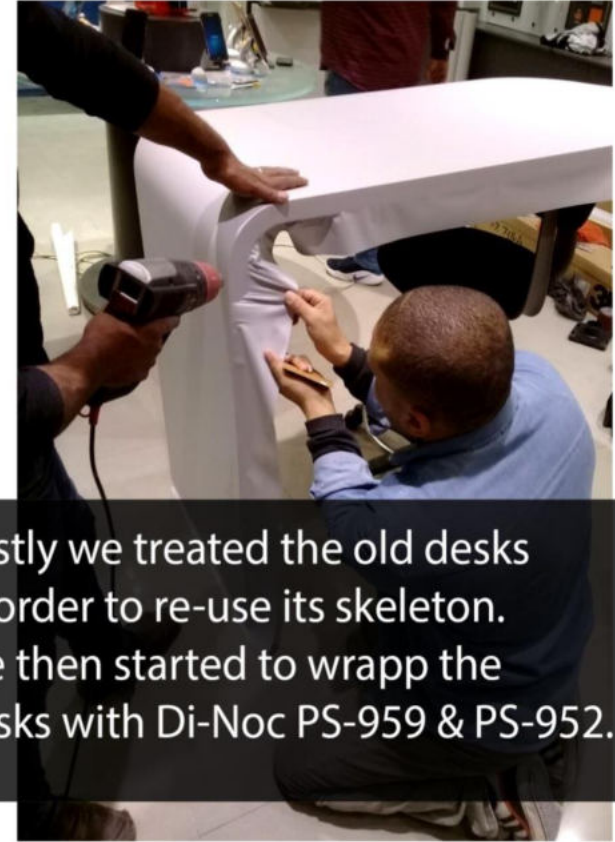
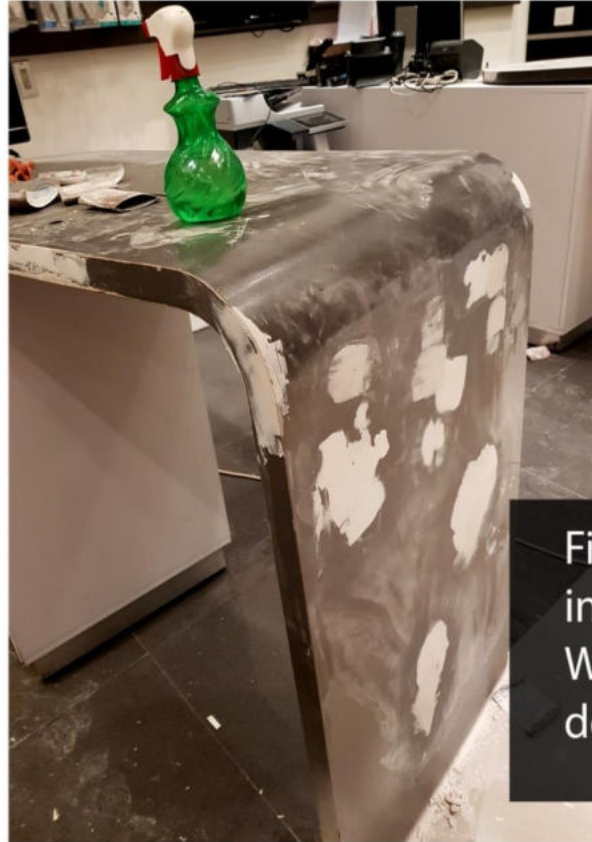
*Our solution was a very economical one to our client.*



# Highlighted Projects

Mobinil Egypt

## *Our Solution*

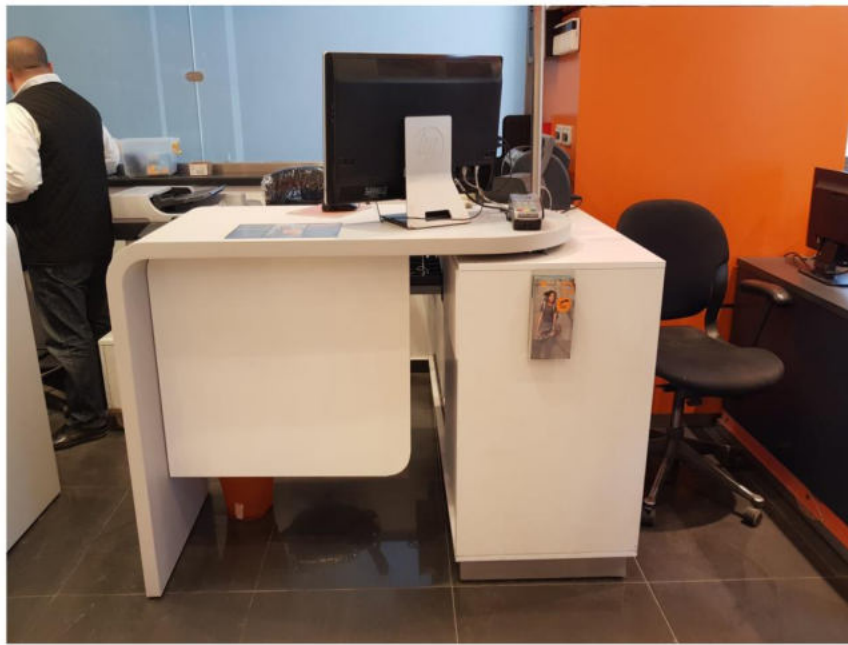


Firstly we treated the old desks in order to re-use its skeleton. We then started to wrap the desks with Di-Noc PS-959 & PS-952.

*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

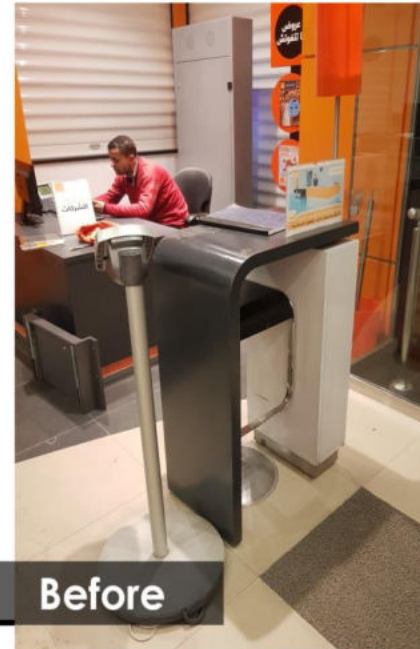
Branches done within one night only without closing



Before



After



Before



After

# Orange Renovation

# Highlighted Projects

## National Bank Of Egypt

---

Renovation of Office Stations and Lighting units.



# Highlighted Projects

National Bank of Egypt

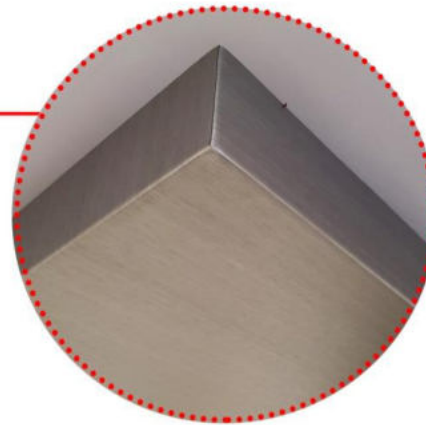


Before

Using Di-Noc ME-1434 was the ultimate choice to our client since, it's the only material that can give the metallic feeling without being actual metal. Our material gave our client an excellent getaway from paying large amounts of money on re-making the wooden panels. And it was a very safe and fast option.



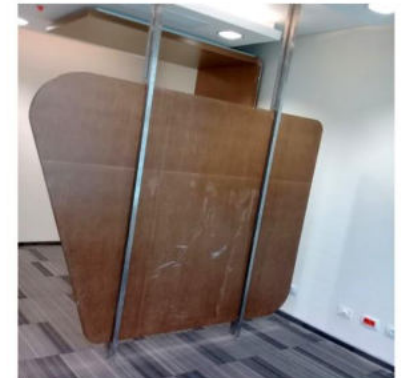
After



**Our Renovation Process happens over night without closing any branches**

# Highlighted Projects

National Bank of Egypt



# Highlighted Projects

## CIB Renovation

Renovation of wealth lounges  
in all branches.



# Highlighted Projects

CIB Egypt



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

# ~~Highlighted Projects~~

## ADIB Desks Renovation

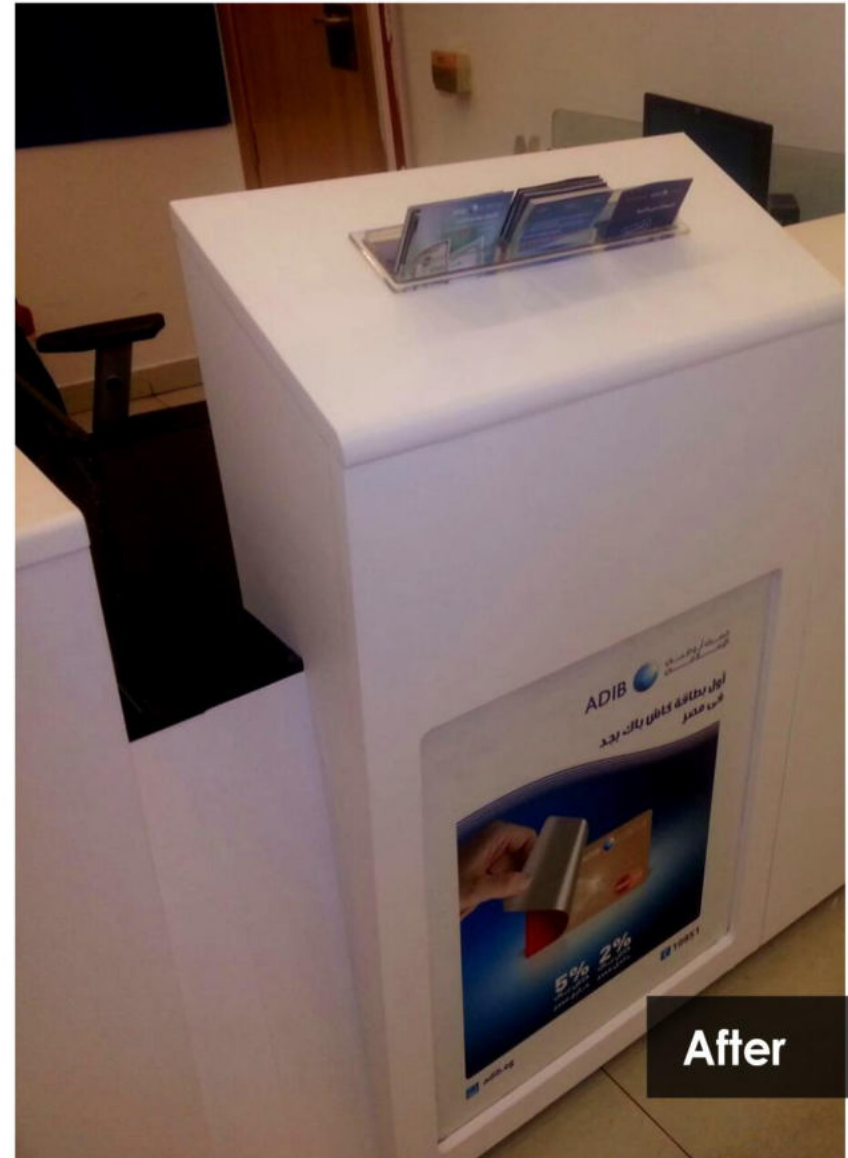
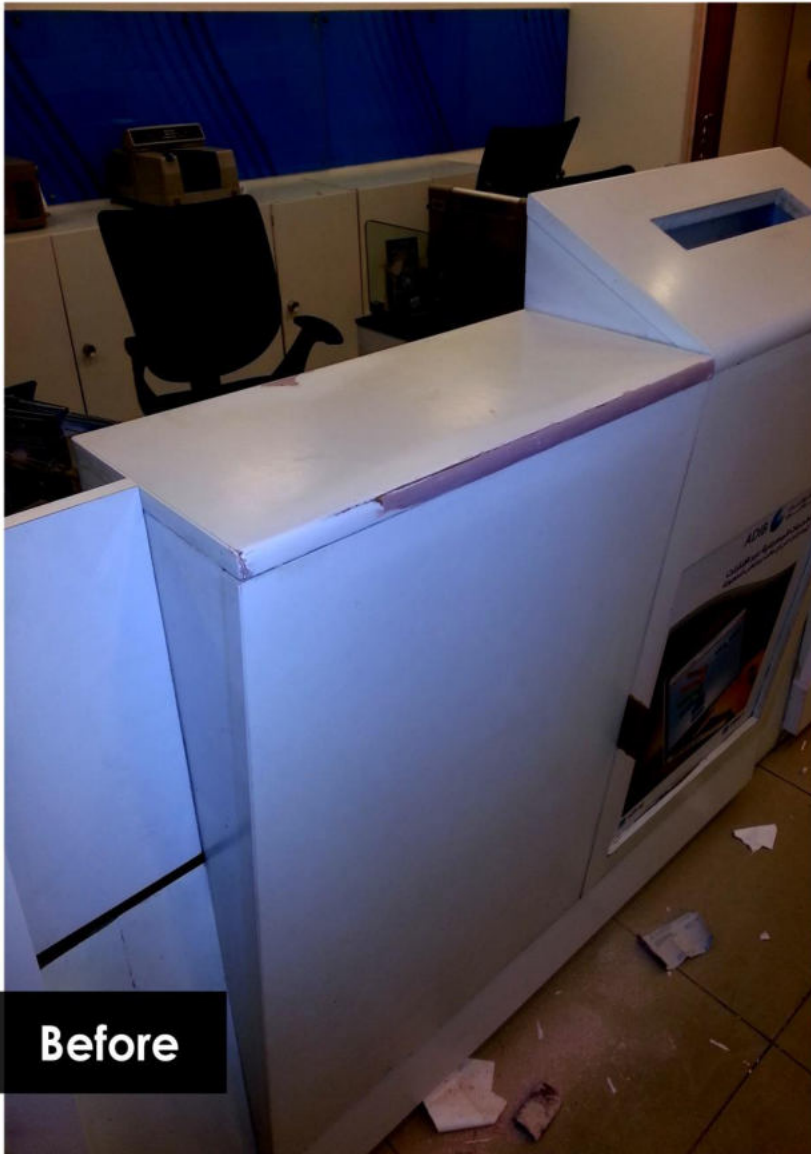
---

Renovation of Customer  
service desks.



# Highlighted Projects

ADIB Egypt



# ~~Highlighted Projects~~

## International Medical Hospital

---

Exterior Pattern on Glass.



# ~~Highlighted Projects~~

## Samsonite Store units

---

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



# Highlighted Projects

Samsonite store Egypt



Durable and scratch resistant.  
Suitable for hardware usage



# Highlighted Projects

## 3M Headquarter

---

Renovation of some  
architectural elements in the  
office interior.



# Highlighted Projects

3M Headquarters Egypt



# Other Projects

DanaGas Egypt

## DANAGAS Desk Renovation



# Other Projects

NEO Series Dubai

## Bathroom Walls Renovation

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



Before



After

# Other Projects

Atlantis Dubai

## Window Frame Renovation

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



# Other Projects

Axceom Town Dubai

Axceom Town  
Elevator  
renovation



# Other Projects

Axceom Town Dubai

Axceom Town  
Elevator  
renovation

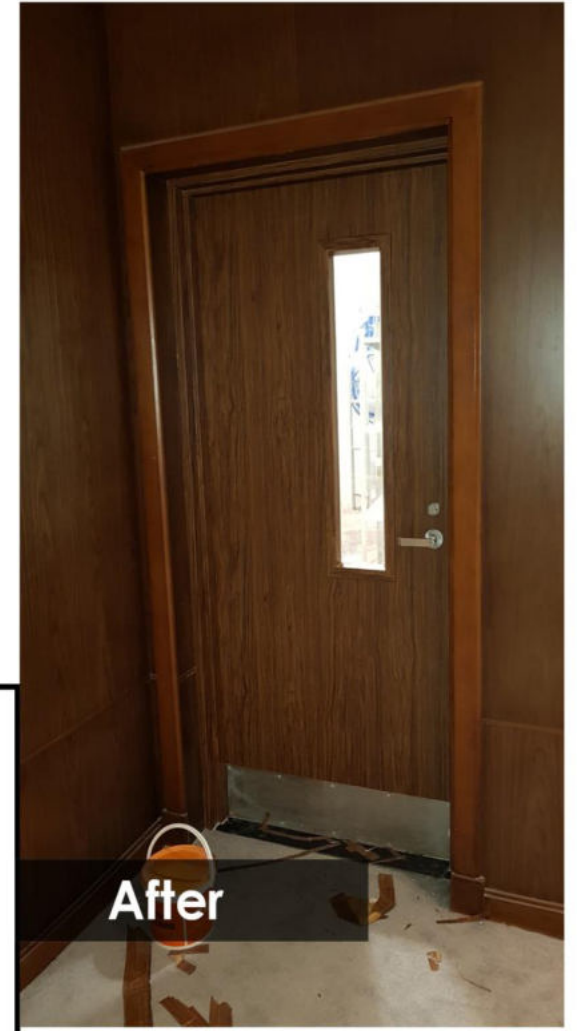


# Other Projects

Masa Hotel Egypt

## MASA Hotel Service Door

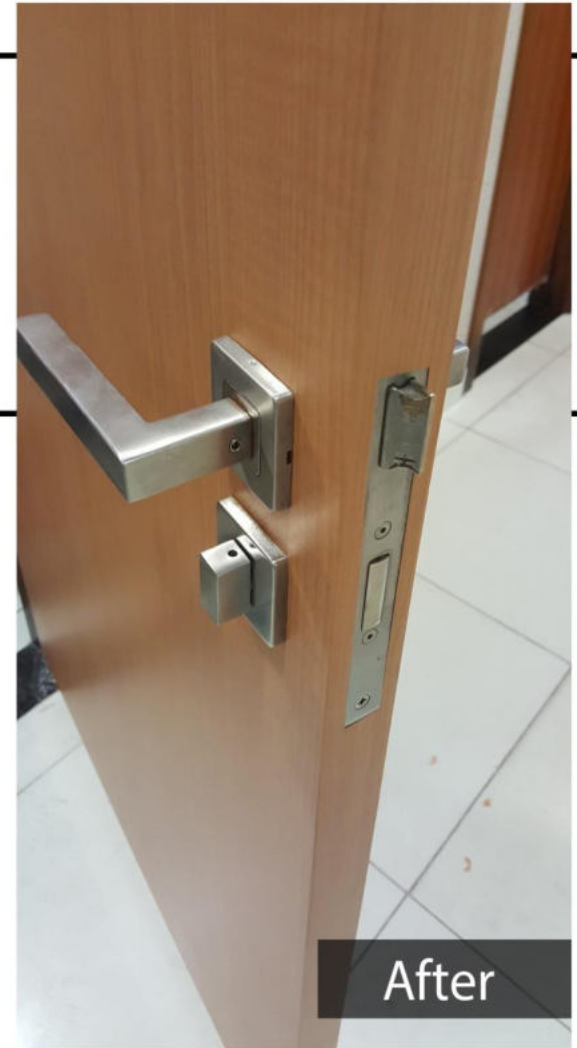
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# Other Projects

Al Gurg real state Dubai

## Al Gurg real state Doors renovation



# Other Projects

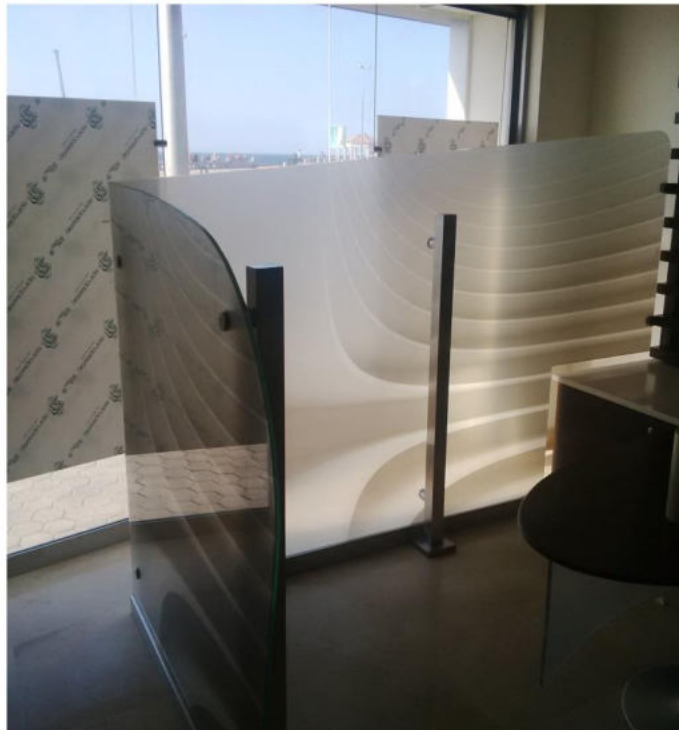
## Printing Films Projects



Arab Bank

# Other Projects

## Printing Films Projects



# Other Projects

## Printing Films Projects



# Other Projects

## White Board Projects



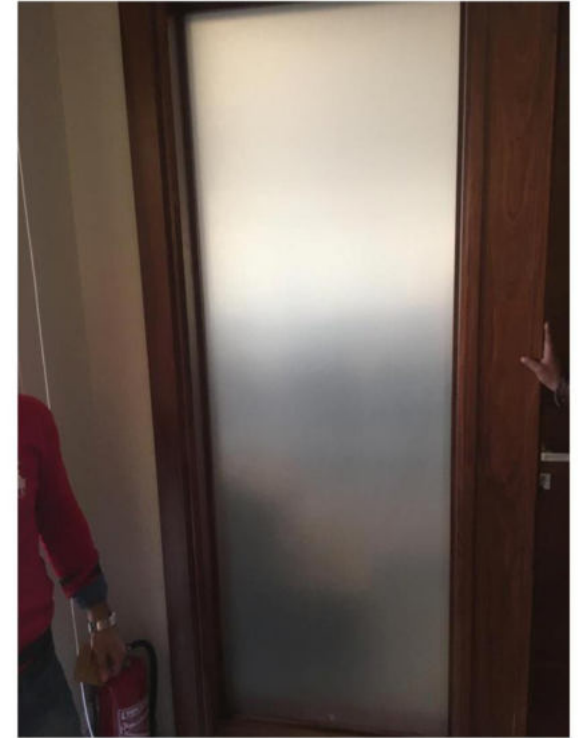
**Microsoft**

**QNB Bank**



# Highlighted Projects

3M OFFICE IN EGYPT



Using 3M Dusted Crystal film  
to add privacy

# Highlighted Projects

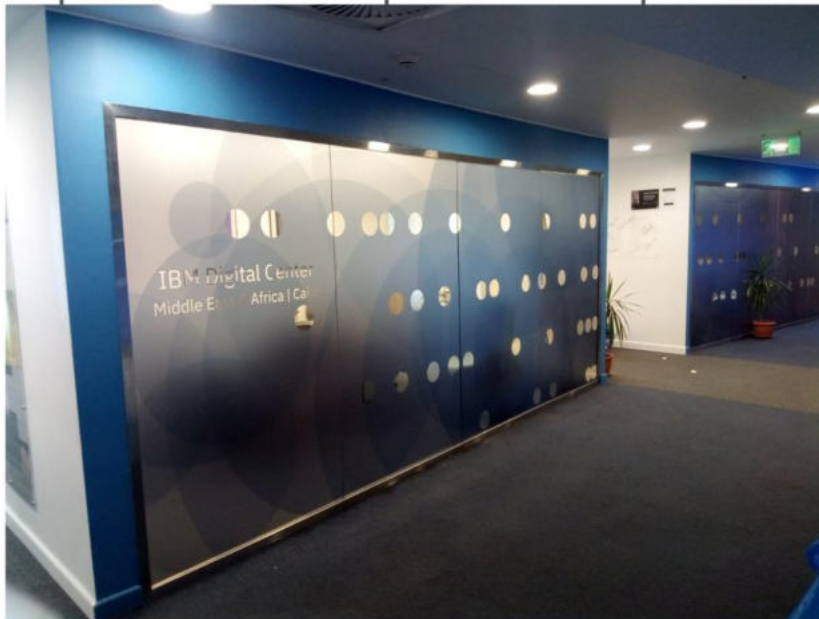
DMG



Applying 3M Fasara Cloud  
gradient film

# Other Projects

IBM - EGYPT

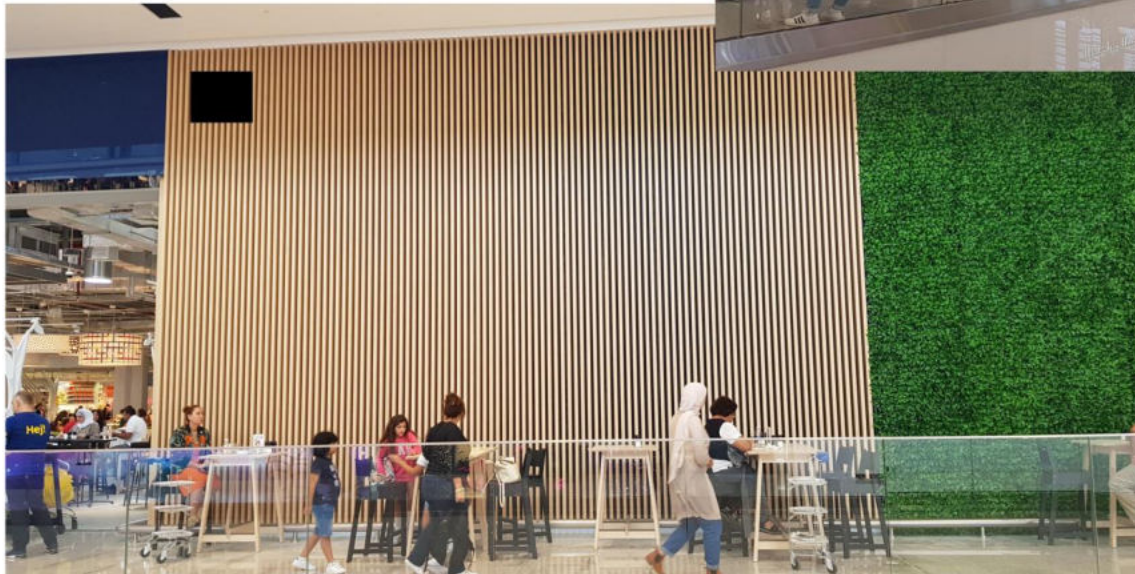


Using printed  
3M films with  
the client's  
custom design

# Highlighted Projects

IKEA - DUBAI

## *Our Solution*



**Wrapping the  
Aluminum sec-  
tions with 3M  
Di-noc films**

# Highlighted Projects

IKEA - MALL OF ARABIA

## *Our Solution*



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

# Other Projects

NATIONAL BANK OF EGYPT

## DI-NOC Renovation

Renovation  
using 3M  
Di-noc wood  
pattern



# ~~Other Projects~~

Oberoi Hotel

## SOLAR FILM

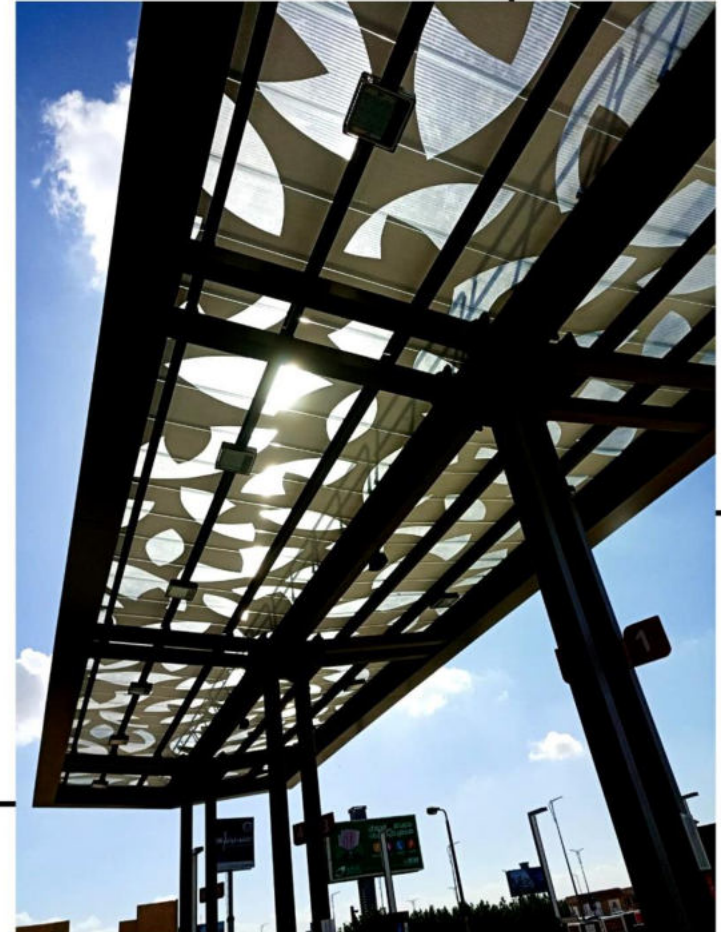


Applying 3M  
Night Vision to  
the entrance  
gate

# Other Projects

Stations ceiling Decoration – Total Egypt

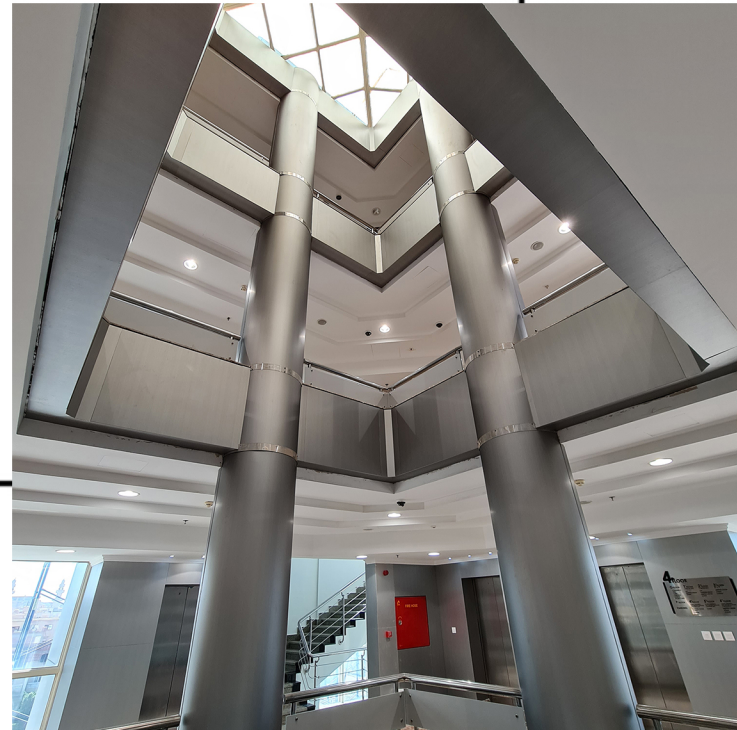
Hand-cutter design for the ceiling using 3M Graphic electroCut film 7725-20 Matte White.



# ~~Other Projects~~

## Central Bank Of Egypt , New Cairo

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



# Some of our clients



البنك العربي  
ARAB BANK



CAIRO  
INTERNATIONAL  
AIRPORT



Ägyptisch-Deutsches  
Kulturzentrum  
*Sprache als Kultur, Kultur als Sprache*



EMBASSY OF SPAIN  
OFFICE FOR CULTURAL  
AND SCIENTIFIC AFFAIRS

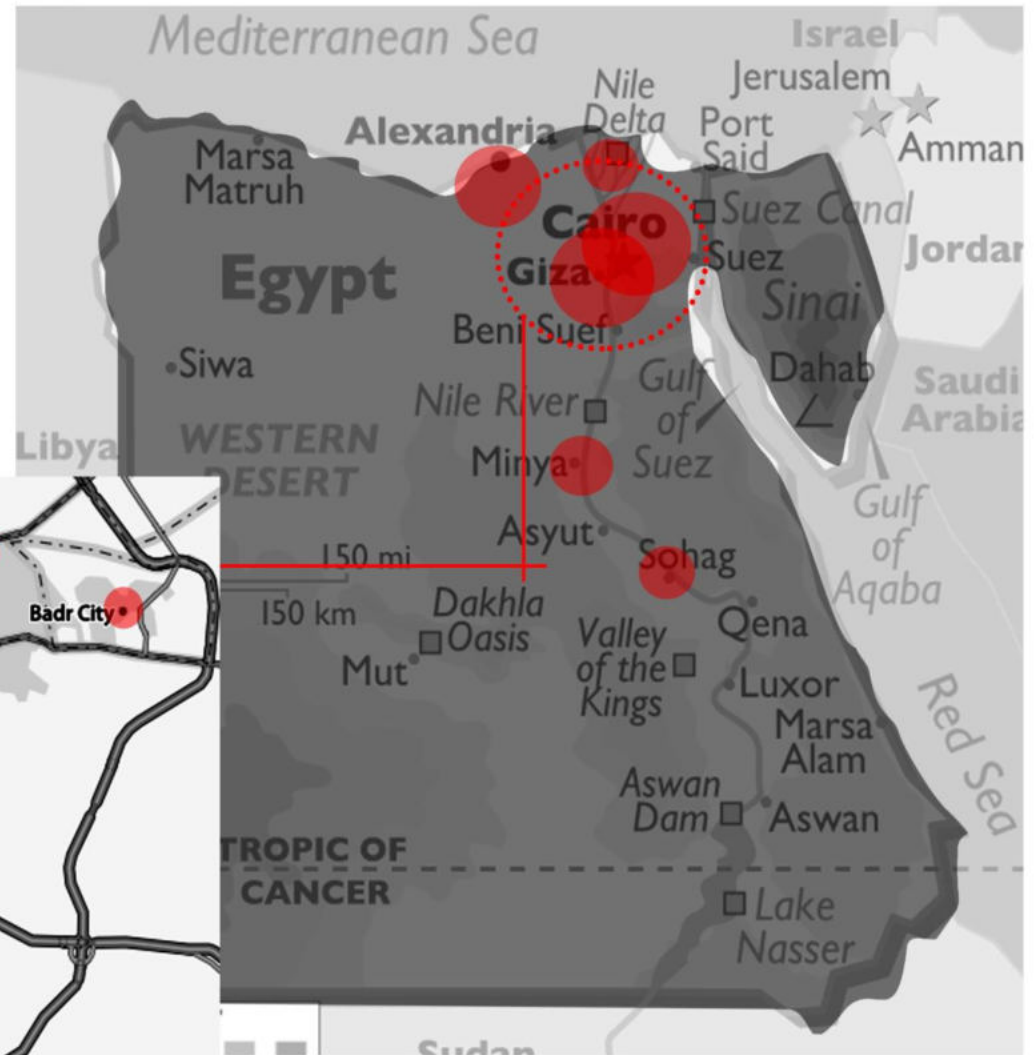
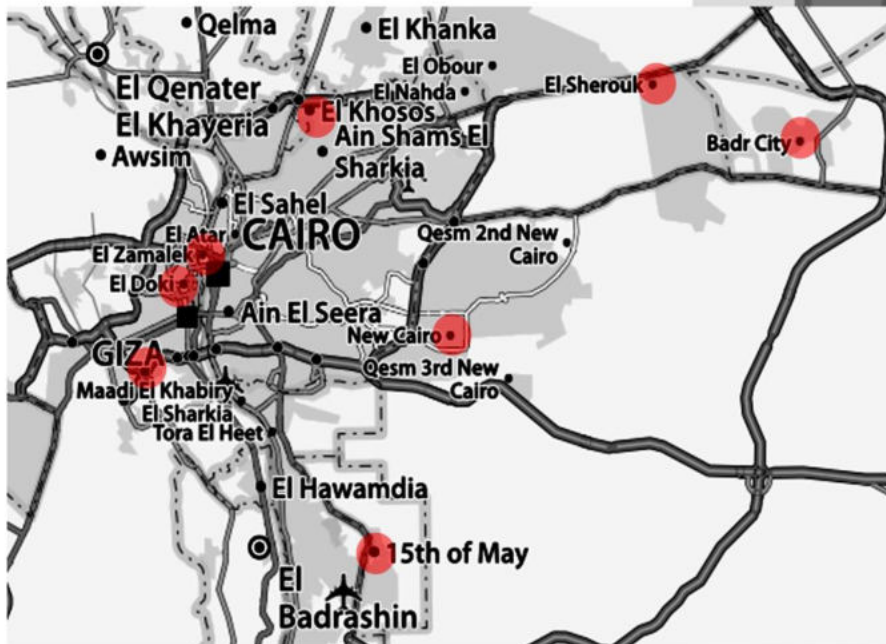


Sheraton



# Scope of work

Our work with banks gave us the privilege to expand throughout all of Egypt. Renovation projects are the main reason we can expand since, its usually done in all of the branches.





**Thank  
You**