



AL ROUH
General Trading LLC

**WE KNOW
WHAT YOU NEED
GIVE US A TRY**

PROFILE

ARGT has been serving the Gulf market as a professionally managed exporter, supplier and trader firm for premium quality safety & electrical products. We are actively engaged in high quality safety products mainly personal protective equipments i.e. safety & military shoes, different type of gloves, safety helmets, coverall/uniforms etc. imported from France, Italy, UK & India.

Al Rouh General Trading our transformational growth year after year is rooted in the values of trust and confidence that we have built over the past. We strongly believe in providing exceptional service for our quality products and we work hard

to accomplish the same. Our relentless focus on providing the best service and applying innovative methods has immensely helped us in establishing our credentials among our clients.

We take tremendous pride in what we do and today with our varied range of products. We are a growing established entity in the United Arab Emirates and we aim to continue on our success path with a strategic expansion that will set us apart from the rest. We welcome you to explore our world of world class products and are glad to be at your service at all times.



**AT AL ROUH
CUSTOMER SERVICE
IS NOT A DEPARTMENT,
IT'S EVERYONE'S
JOB**



PRINCIPLES & ACTIVITIES

ARGT was created on the principles of "Performance, Commitment & Trust" under a committed leadership to grow among the business community as a company of innovation operating as a "General Trading Company". It then went on to grow and establish itself as a global sourcing specialist in the vast area of Procurement ranging from general supplies to specialty product lines.

One of our principle companies for the safety shoes & helmets are one of the leading manufacturers and exporters of Safety & Military footwear in the Gulf. They are 100 percent foreign owned company with the state-of-art technology by using the machinery supplied by most renowned European suppliers to produce the most advanced and sophisticated shoes and boots to meet the requirements of the Safety and Military industry. The branded shoes and boots are crafted, designed and produced by using the best of the technology of most advanced European Standards, conforming to EN ISO 20345, 346 – 347. All the products have been tested/certified by INTERTEK, the internationally recognized association for the Shoe Quality Certification & products bear the "CE & EN-ISO 20-

The factory is also equipped with a quality control system to test raw material and finished goods in order to monitor and ensure compliance with the required international quality standards and specification. The company`s quality management is accredited to ISO 9001:2000.

We are distributor for M/s Terminator LLC who is the leading manufacturing company from UAE (ESMA certified) with over 2500 types of electrical products widely demanded by all type of industries, laboratories, construction sites & buildings. Our products feature a comprehensive line of benefits.



Safety Products Division



Electrical Products Division



Other Engineering Products



SAFETY PRODUCTS DIVISION

Personal Protective Equipment's

- 🧢 Safety Shoes
- 🧢 Safety Helmets
- 🧢 Safety Gloves & Goggles
- 🧢 Coverall/Uniforms

Personal protective equipment (PPE) should be considered as the last level of protection when all other methods are not available or possible. PPE is only one element in a complete safety program that would use a variety of strategies to maintain a safe and healthy workplace, and does not reduce the hazard itself nor does it guarantee permanent or total protection.

Our principle Company has been using latest technology from the most renowned European machinery suppliers, i.e. Klockner Desma for the direct injection machineries. The factory is also equipped with a quality control system to test raw material and finished goods in order to monitor and ensure compliance with the required international quality standards and specification. The company`s quality management accredited to ISO 9001:2000.



SAFETY HELMETS

The Design:

Patented Technology (Italian Brand) for excellent shock absorption.
Ergonomics and Innovative Designs.

Features:

Hi Performance HDPE ANSI,CE Safety Helmets.

Choice of Adjustment Systems:

Slip Ratchet System.

Press Button, smooth push System.

Rotary knob, Easy Grip ratchet System.

Vented and non-vented options.

High quality Sweat Band with foam embedded, unique design for better comfort.

3D Adjustment

Webbing harness:

8 point mounting harness support for max. comfort and better impact absorption.

25mm wide, made of high performance Polyamides.

Colour Options:

Innovative colour options with unique combinations of colours for cradle assembly.

Helmet accessories:

Universal slot provision to use any associated accessories.

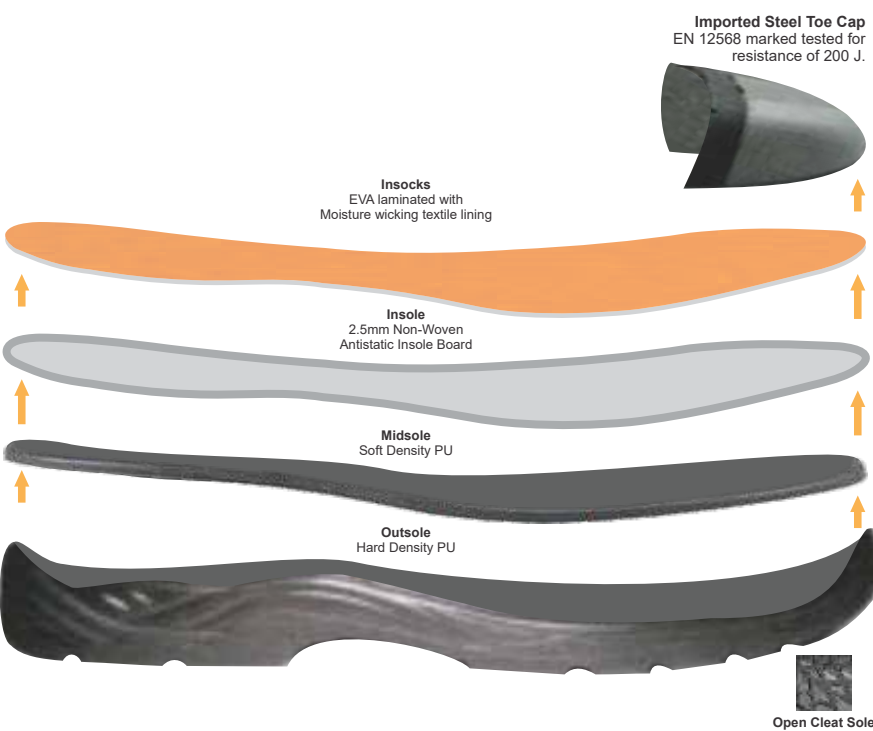


SAFETY SHOES

Material Inside Worktoes Footwear



- 1 Counter Stiffener
- 2 Padded Collar
- 3 High Moisture Wicking Mesh Lining
- 4 Thick Shock Absorbing Heel
- 5 PU Hard Density Outsole
- 6 PU Soft Density Midsole
- 7 Antistatic Non Woven Insole
- 8 Padded Tongue
- 9 Rustproof Metal Eyelet
- 10 Non-woven Vamp Lining
- 11 Comfort Rubber β tri
- 12 Genuine Leather Upper
- 13 Imported Steel Toe Cap 200 J





Oil Resistant Sole



Meets S1 Standard



Electrical Hazard



Antistatic Shoe



Non Metallic Shoe



Steel Toe Cap



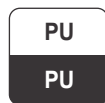
Water Resistant



Penetration Resistant



Shockproof



D/D PU Sole



Heat Resistant Sole



Slip Resistant

CATEGORY OF SAFETY AND OCCUPATIONAL FOOTWEAR

| FOOTWEAR CLASSIFICATION ACCORDING TO EN STANDARDS | | CATEGORY MARKING | | | | | |
|--|---|------------------|----|----|----|----|----|
| EN ISO 20347 occupational footwear | | OB' | 01 | 02 | 03 | 04 | 05 |
| EN ISO 20345 safety footwear protection of toe against impact upto 200J and compression force of 15 kn | | SB | S1 | S2 | S3 | S4 | S5 |
| SYMBOL | DESCRIPTION | | | | | | |
| | basic requirement | X | X | X | X | X | X |
| | closed heel part | | X | X | X | X | X |
| A | antistatic properties | O | X | X | X | X | X |
| CI | insole of outsole complex against cold | O | O | O | O | O | O |
| E | energy absorption in heel area | O | X | X | X | X | X |
| HI | insole of outsole complex against heat | O | O | O | O | O | O |
| HRO | outsole resistance against contact heat | O | O | O | O | O | O |
| P | protection of outsole complex against puncture | O | O | | X | X | X |
| | sole with outsole pattern | O | O | O | X | O | X |
| WRU | upper part resistant to penetration and absorption of water | | O | | X | X | |
| WR | footwear resistance to water | O | O | O | O | | |
| FO | outsole resistance to fuel (valid only for work footwear) | O | O | O | O | O | O |

* to be market OB, one more requirement from those for complete footwear E,A,P,CI,HI,WR is required to be fulfilled.

X = necessary, basic requirement, it must be fulfilled for specific category. O = not necessary, additional requirement, according to client's requirement.

EN ISO 20347:2011, EN ISO 20345:2011, dedicated to a product, guarantees the quality level defined by the European standards.

If the footwear does not contain additional marking, protection against such risks is not included.

EN ISO 20345 - Safety footwear (marking "SB, S1-S5") with a toe cap resistant against 200 J impact and 15 kN pressure.

EN ISO 20346 - Protective footwear (marking "PB, P1-P5")with a toe cap resistant against 200 J impact and 10 kN pressure.

EN ISO 20347 - Occupational footwear (marking "OB, 01-05") This footwear that does not contain any protective toe cap.



ELECTRICAL PRODUCTS DIVISION

Our principle Electric Avenue Trading Company LLC was established in 1990 It is based in Dubai, UAE. Since the launch in year 2000 Terminator brand has become a well-known in Middle East, CIS and African countries .Currently they have 2500 products under this brand and are sold in 28 countries. The brand is known to provide best quality to price ratio than any other brand in the region. Their several models are approved on IEC 60884 standard.



Our Clients

Terminator brand is popular with Hyper Markets. Currently we have 500 small medium and large size hyper markets covering big names like -Carrefour Chain, Geant Chain, Hyper PANDA, Ace Hard Ware, Sharaf DG, EMAX and Emirates Airlines.



OTHER ENGINEERING PRODUCTS

Safety of employees is a major requirement of many industrial plants. In order to cater to this demand, our principles have developed a range of complete safety footwear in line with required specifications:



OUR BUYERS

Safety of employees is a major requirement of many industrial plants. In order to cater to this demand, our principles have developed a range of complete safety footwear in line with required specifications:

Chemical Industry

Construction
Business

Cement Plants

Defence Services

Heavy Engineering

Steel Plants

Hotels

Mining

Railways

Pharmaceuticals

Aviation

Army/Paramilitary
Forces



VISION

To establish Al Rouh General Trading LLC as the leader in its field, by adopting the following principles:

- Providing a first class service to all our clients.
- Being responsive and proactive to industry changes.
- Having an excellent Health, Safety and Environmental record.
- Being Profitable and growing responsibly.
- Encouraging career progression and training for all staff

MISSION

“Our mission is to create long-term value for our clients through a passionate commitment to excellence and a disciplined management process, which together drive a sustained competitive advantage in today's dynamic market situation”





AL ROUH

General Trading LLC

Office Address: 309, 3rd floor, Green Corner Building,
Near Rigga Metro Station P.O. Box: 33974, Al Rigga, Dubai - UAE.

Tel: +9714 269 8939 | Mob: +971 544174111

info@alrouhtrading.com, sales@alrouhtrading.com

www.alrouhtrading.com

