

COMPANY PROFILE



Italian Planters

Landscaping-Indoor Plants-Water Features

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United Arab Emirates

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Italian Planters

“We make your work and home environment like heaven”

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Italian Planters

“Plants are Divine”

Introduction



INTRODUCTION:

Italian Planters is one of the fastest growing interior planting and landscaping company in **United Arab Emirates**. We specialize in the creation of beautiful and harmonious green heavens in corporate, commercial and residential environment.

“ **O**ur workday world is composed of steel, concrete, and glass. Yet amid all the noise and stress that are a part of modern life, you can provide small havens where nature seems to abound--interior landscapes--a natural and necessary part of the modern work environment.

Customers are refreshed and energized when they see lush green foliage. Employee morale and productivity are improved where plants are used. Plants lend an aura that welcomes clients and are a significant part of the corporate signature, instilling a sense of quality in the atmosphere. **Italian Planters** uses living plants to create an environment that projects a company's image and reflects the quality of its operations.

There is no substitute for the beauty and serenity that plants bring to an otherwise harsh, stark landscape.

The use of plants indoors has become a health necessity--NASA studies prove that living plants make indoor air healthier. ”



Italian Planters works with **Clients, Consultants, Interior Designers, Architects and Project Managers** in the design process, to provide world-class state-of-art building environment.

Italian Planters supplies & installs **natural quality Holland plants, soil and pots** in different material and shapes made of world best origin at very competitive price.

Italian Planters provides the **High Level of Plant Maintenance Services** to Corporate, commercial and Residential clients including Banks and Insurance Companies, Hotels, Shopping Centers, Show Rooms, Hospital and Schools, Real Estate, Facilities Management Companies, Villas and other large and small projects or organizations.

Italian Planters supports our clients even on capital investments by providing a special **leasing cum maintenance service** in the international standard.

OUR MISSION:

“To give best value of your money through providing healthy, refreshing and attractive corporate, commercial and residential environment.”

OUR DAILY GOAL:

To guarantee to our clients:

- A superior interior landscape and plants maintenance.
- Excellent customer Services.
- Latest in design and care information



PROFESSIONALISM:

Italian Planters has a team of **Qualified Agricultural Engineers** and **Experienced Technicians** who provide the **best plant installation and maintenance practices** and always-cares clients' satisfaction.

DESIGN:

Italian Planters works with **Interior Designer, Architect, Project Manager and the Client** and consult in the design process if required. Italian Planters has understood the necessary light levels, environment conditions and design can recommend the client a choice of appropriate plant and best container.

Installation:

Italian Planters handles all aspects of plant installation. This includes protective delivery to client's site, placing each plant in the required location and final preparation such as watering, cleaning and pruning with in the limited amount of time.

Maintenance:

“NEVER A BAD PLANT A DAY”

Italian Planters will care for every plant we install, and plants you may already own or existing. **Italian Planters provides a maintenance agreement** to keeping living plants looking beautiful, healthy and free of pest and disease.

Maintenance agreement includes the **plant replacement guarantee** and **protection of our client's investment**. We will replace any plant under contract with Italian Planter that expires due to circumstances under control of Italian Planters free of cost.

OUR MAINTENANCE PROGRAM INCLUDE THE FOLLOWING:

- Regular visits to the client site, usually on a weekly basis.
- Cleaning and pruning of each plant.
- Watering and fertilizing plants.
- Control of plant pests and disease through the **use of pesticide free material.**
- Monitoring of environmental factors such as light, temperature and humidity.
- Update of client quality control log signed by the technician after each visit and client.

OUR STAFF:

We have qualified Agriculture Engineers.

We have trained and experienced maintenance technicians.

We have our qualified support team.

We have latest horticultural tools and equipments

QUALITY MANAGEMENT SYSTEM:

Italian Planters uses different quality improving techniques to serve excellent services to customers.

Some of our QMS policies include:

- Staff Training
- Monitor staff daily work performance
- Monthly Employees Appraisal
- Clients feed back
- Take and answer client's complaint with in limited amount of time.



Italian Planters

“Our Marketing tool is Customer Satisfaction”

Our Client List



SOME OF OUR MAJOR CLIENTS

Corporate Organizations



HSBC Bank Middle East Ltd.



Etihad Airways



Dubai World Trade Center



Flag Holding



Tourism Development & Investment
Company- Abu Dhabi (HQ, Al Maqtaa
Village and Saadiyat Project Office)



Standard Chartered Bank



Citibank



National Bank of Umm al Qaiwain



National Bank of Abu Dhabi



Abu Dhabi National Islamic Finance Pvt. JSC



Al Sagr National Insurance Co.



Bank Melli Iran



Burooj Properties



Tamweel Home Finance LLC



Al Futtaim Group of Companies



Mace Consultancy Abu Dhabi



AXA Insurance Abu Dhabi



Dr. Moopen's Group Dubai



Dar Al Handasah Group




Unilever Group of Companies



Gold & Diamond Park – Sheikh Zayed

Hotels

-  DoubleTree by Hilton, Jumeirah Beach
-  Grand Excelsior Hotel, Al Barsha
- Dhow Palace Hotel – Bur Dubai

Commercial Organizations

- Ambulatory Health Care Services – SEHA Hospital Abu Dhabi
- Al Fanar Tourism & Cargo, Deira, Dubai
- Arinc Middle East
- Aviall Services
- Aqsacom
- Bunya – Reem Island
- China State Construction engineering Corporation
- Clessidra Med Spa
- Gallup Poll – Abu Dhabi Office
- International Capital Trading
- JSS International School – Al Barsha
-  KKR Mena Limited
- TH Kaz Munai Gaz, Airport Free Zone, Dubai
- Michelin AIM FZE – Jebel Ali Office
- MEDA Pharmaceuticals MEA FZ
- Nasser Al Razooqi Trading Group
- Nestle Waters & Management Services
- The Big Idea Advertising
- Al Hoorah Trading LLC
- Dubai Luxury Homes
- Clarksons Dubai
- Emcredit Limited – DIFC
- Life Tree Convergence Ltd.
- Dragon Wave
- Tactical Advisory Group
- Heilbronn Contracting Company
- COWI A/S
- GulfBankers

- Al Waleed Real Estate
- World Wide Project Management
- Jebel Ali Hospital
- RSA Logistics FZCO
- Regus, DAFZA & JAFZA
- Orion Engineering & Aerospace Systems - DAFZA

Non-Commercial Organizations



United Nations World Food Programme (Humanitarian City Dubai)



UN Office for Project Services (UNOPS).



International Humanitarian City (IHC)

Government Organizations



مكتب تنسيق المساعدات الخارجية لدولة الإمارات العربية المتحدة
UAE Office for the Coordination of Foreign Aid

UAE Office for the Coordination of Foreign Aid

Gulf Research Center
Knowledge for All



مركز الخليج للأبحاث
المعرفة للجميع

Gulf Research Centre

DUBAI
IRPC
FREI
Dubai
Airport
Freezone

Dubai Airport Free Zone

MERAAS
HOLDING
ميراس
القياسية

Meraas Holding



Dubai Real Estate Corporation

Facilities Management Companies



EMRILL Integrated Facilities Management



MAF Dalkia Middle East



IMDAAD Facilities Management



Hestia Facilities Management LLC



BK Gulf Facilities Management LLC



Cofely Besix



EFS Facilities Services LLC



EMCO



Linc International Facility Management



Idama Facilities Management Solutions



MARAFEQ Facilities Management LLC



Saleh Bin Lahej Real Estate

Italian Planters

*“You can’t imagine a world without
Plants & Trees”*

Design Concentration Guidelines



DESIGN:

For Outdoor landscaping, Italian Planters uses Autocad, Photoshop and 3D Max for the designing process. Based on these designing tools, the client can visualize the beauty of the landscaped area. So that the client will appreciate for being able to see how the finished garden looks before implementation.

Conceptual design, which we develop, will help to make the client aware of the allocation of various garden features like fountain, pergola, lillypool, patios, decks, gazebo, trellises, rockery, dry garden, seasonals, bedded plants, trees, shrubs, etc with related to the space availability.

Designing done based on the clients budgetary provisions. In the designing process, we consider the various elements of perspective where in careful planning and thoughtful selection of plants and materials are possible.

Working with the interior designer, architect, planner and the client, the interior landscaper is a consultant in the design process. **Italian Planters** uses horticultural design expertise to achieve long-term outstanding appearance. We apply all our know how to avoid any future problems. Therefore we recommend only the plants that will be successful in your building. Understanding necessary light levels and environmental conditions, the interiorscaper can offer the client a choice of appropriate plants that will thrive in the particular setting. If the interior landscaper can confer with the architect early on, appropriate lighting can be planned and built into the project to avoid inadequate light issues later.



The interior landscaper can recommend the best container selections in accordance with the requirements of the design. Careful plant selection and light planning is critical to save the client money and unnecessary plant material changes at the time of installation or afterward.

We choose from a customized library of hundreds of graphics including trees, tropical plants, and potted flowers. A very significant part of the aesthetic



value of plants is that they bring the benefits of the natural environment into enclosed spaces. Another value is their ability to lessen the harsh visual effects of dominant vertical or horizontal architectural features. If you are wondering if the plants you



already have in place can look better, we're the people to ask. We specialize in improving the appearance of mature landscapes. If your current interior landscape is looking a bit tired or in need of color uplift, we do "industrial clean-ups". Maybe your janitorial service was given the responsibility to care for the plants, and does not have the depth of horticultural background. We can help! Our goal is to reduce the cost of plant maintenance and improve the quality of existing plants and services for our clients.

Italian Planters

“Like us, plants also requires care”

Maintenance Program



MAINTENANCE PROGRAM:

As true masters of horticultural maintenance our mission is to provide exceptional appearance for every client, every day at prices that will fit our client's budget.

Keeping living plants looking beautiful consistently is both a science and an art. We are very good at it. Our goal is excellence in every case. Our horticultural staff is an intensively trained team whose education never stops.

Our maintenance program gives a professional finish for your landscaping. Italian Planters provide an annual outdoors garden maintenance agreement for keeping your garden looking beautiful, healthy and free of pests and diseases.

We take care of each and every features in the garden; especially for the plants we care for watering, weeding and litter removal, securing stakes and ties, pruning and topiary works, pest and disease control and fertilizing. For lawn we care for weeding, lawn mowing, verticutting, scarifying, slitting, hollow tining, spiking, edging, rolling, and top dressing, fertilizing and pest and disease control.



To ensure continued consistency and quality of indoor plant material, **Italian Planters** provides a maintenance agreement that includes a plant replacement guarantee. We will care for every plant we install, and plants you may already own. This service includes feeding, watering, cleaning, pruning, and pest and disease control of all foliage.

Our interiorscaper will inspect buildings already in place. Light meter readings will be taken to match plants to the lighting available. Environmental factors like, cooling, heating, humidity, temperature changes, traffic patterns and airflow will be reviewed. A plant design and quotation is then developed and presented to you.

In order to make a realistic bid upon your exiting interiorscape, our team will come out to analyze any possible plant pests and diseases, soil and water conditions, and light levels. You will receive a very valuable report at no cost, whether or not we are awarded the bid. This in-depth analysis allows us to truly predict the costs of a guaranteed plant replacement maintenance program at highly competitive prices.



Italian Planters does not have a plant replacement quota limit, so in those few instances where a plant no longer is beautiful, we can immediately replace with a greenhouse fresh plant of equal value and character. Thus plants that are lovely, lush and thriving due to the combination of old fashioned care by our superb technicians, and the use of state of the art technology consistently delight our clients.

Congratulations, you are the owner of an indoor and outdoor garden that will grow and mature to give you increasing satisfaction in the coming years.

OUTDOOR PLANT MAINTENANCE SPECIFICATIONS:

- Regular visits to the client site, usually on a daily / weekly basis
- Watering, weeding and litter removal.
- Pruning, Securing stakes and ties.
- Pest and disease control using organic pesticides.
- For lawn, regular weeding, grass cutting, and fertilizing.
- Sweep all dead leaves and debris from the landscaped areas.
- Disposal of rubbish to the collection point.

INDOOR PLANT MAINTENANCE SPECIFICATIONS:

- Regular visits to the client site, usually on a weekly basis.
- Cleaning and pruning of each plant.
- Watering and fertilizing plants.
- Control of plant pests and disease through the **use of pesticide free material.**
- Monitoring of environmental factors such as light, temperature and humidity.

Acclimatized plants look better and live longer which is why we use only acclimated plants grown for us at specialized nurseries.

Nothing lives forever. Not even the acclimated plants we use, under the best of care. So if there is any sign of deterioration, we replace the plant rapidly from our comprehensive inventory of trees, plants and live flowers.

Replacement of plant material will be made when necessary usually before the problem is apparent to anyone but us. This is part of the guarantee; there is no additional charge.

"Never A Bad Plant Day" is accomplished by a blend of state of the art technology, scientific analysis, and complete and thorough lavish hands on care for each plant weekly.

The industry as a whole experiences a 33% plant loss per year. We experience less than 5% loss. Since our loss rates are so low, we can charge less for our maintenance program than most competitors, and we do not have a plant replacement quota. Many companies due to a plant replacement quota cannot replace plants once they have hit a certain loss level. So if a plant looks unhealthy in June, the customer may not receive a new plant until the following year.

With **Italian Planters**, plants are replaced with only the best merchandise available, usually before the client knows there is a problem. By operating ultra-efficiently, we keep client costs down while maintaining excellent appearance. We do this by using everything from state-of-the-art technology to computer based scheduling.

We use a team approach in management and a holistic approach to plant care. Our motto: technology, scientific analysis, and complete and thorough hands on care for each plant weekly. Ours is not a splash and dash approach. We find that with qualified well-trained plant technicians on the job, who are satisfied with their employer, the results are better plant care for our customers, and less replacement costs for us.

Italian Planters

“We are very simple”

Company Details





رخصة مهنية
Professional License

License Details / تفاصيل الرخصة	
License No.	548425
Trade Name	ITALIAN PLANTERS
Legal Type	Civil Company
Expiry Date	26/08/2015
D&B D-U-N-S @ No.	561257643
Register No.	

License Members / أطراف الرخصة				
Share / الحصص	Role / الصلة	Nationality / الجنسية	No. / رقم العضو	Name / الاسم
40.00%	Partner / شريك	India / الهند	162676	داميون فيكوندان ديفيس
60.00%	Partner / شريك	India / الهند	379903	سبيل جورج كونكوت
	Manager / مدير	India / الهند	379903	سبيل جورج كونكوت
	Agent / وكيل خدمات	United Arab Emirates / الإمارات	374944	عبد الحميد غاوم رضا نعمه

License Activities / نشاطات الرخصة التجارية	
Landscape & Gardening works & Maintenance	أعمال تنفيذ البستنة والتجميل الزراعي والصيانة
Land Preparation & Irrigation Systems Works & Maintenance	أعمال إعداد الأراضي وتنفيذ شبكات الري وصيانتها
Agricultural Pest Control	خدمات مكافحة الآفات الزراعية

Address / العنوان			
Telephone	971-04-3468373	P.O. Box	113494
Fax	971-04-3468323	Parcel ID	0
Mobile No	971-50-6003039		

Remarks / ملاحظات	
	(تبدل مكتب) تم إضافة الشريك سبيل وإضافة مدير وتغيير الشكل القانوني من مؤسسة في 2011-6-26 تم تغيير الوكيل في 2012/9/11

Print Date 05/08/2014 8:59 تاريخ الطباعة Receipt No. 11766731 رقم الإيصال

Activitiy الجيات التي لها
Owners صلاحية متابعة أنشطة

(وثيقة إلكترونية معتمدة وصادرة بدون توقيع من دائرة التنمية الاقتصادية. أمر ارجعة صحة البيانات الواردة في الرخصة برجاء زيارة الموقع <http://www.dubaided.gov.ae>
(Approved electronic document issued without signature by the Department of Economic Development. To verify the license kindly visit <http://www.dubaided.gov.ae>)

Health, Safety & Environment Policy

Italian Planters shall instill and develop a health, safety & environment culture across the organization, whereby a commitment to the prevention of injury to employees, subcontractors or persons affected by our activities and incidents of damage or loss of property, plant and equipment will improve the overall performance of the business.

In order to achieve this objective we will:

- Implement an effective Health, Safety & Environment Management system to ensure all operations are carried out in accordance with local, international or customer specific health & safety practice.
- Through appropriate delegation of authority, ensure responsibility for health and safety at all levels within the organization.
- Provide effective training and development for all employees to improve their capability and manage the risks normally associated with the nature of our work.
- Maintain credible and accurate records of all incidents and occurrences, which can be used to produce meaningful statistics against which continuous initiatives can be measured.

Quality Policy

Italian Planters uses different quality improving techniques to serve excellent services to customers:

In order to achieve this objective we will:

- Conduct staff training.
- Monitor staff daily work performance.
- Monthly Employees' Appraisal.
- Clients' feedback.