



# Electra Abu Dhabi L.L.C.

## Company Profile



**Electra Abu Dhabi L.L.C**  
[www.electra.ae](http://www.electra.ae)

**Abu Dhabi**  
Head Office & Showroom

Asfar Salam Apartments,  
Opposite to Municipality  
Salam Street, Abu Dhabi  
Phone: +9712 677 8077

**Dubai**  
Branch

Dubai Bowling Center  
Building, Al Quoz 1,  
Dubai, UAE  
Phone: +971 4 388 1299

# Electra in Numbers

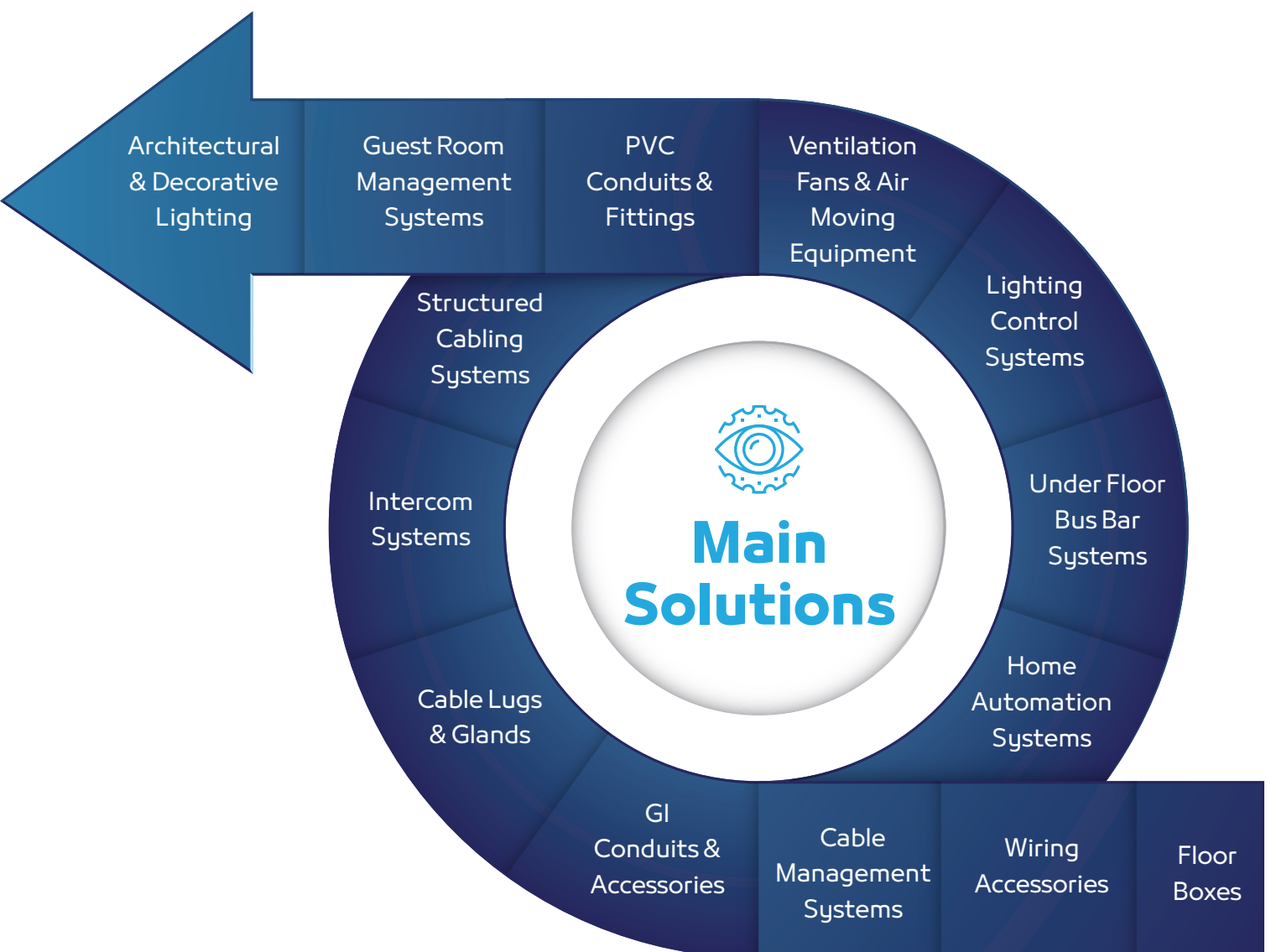


# Company Overview

Over the past 50+ years, Electra has laid a great foundation for its presence in the UAE market, and to support its mission, it has partnered with the greatest manufacturers and suppliers worldwide. Such partners of Electra are recognized for their production quality, technical competence, innovation and reliability.

We have an expert team of sales engineers and professionals who are capable of providing comprehensive advice and assistance on electrical products and systems which are utilized in various industries and sectors of urban construction.

Throughout decades of experience, we have been a pioneer in providing customer-centric solutions and have accumulated expertise in the following 14 areas;





## About us

## Mission

To supply quality products, electrical systems, and to provide expert consultation/advising about our products



## Vision

To have optimized operations and be able to adapt to the highest technological needs of construction and real estate including but not limited to home automation, internet of things related products, wiring accessories, data centers, and raised floor systems.







Electra was one of the first major companies in the UAE. It was established in 1965 and was located in what is now colloquially known as Electra Street. The street "Electra Street" was initially named after the company Electra Abu Dhabi. Since then, it has been managed by the family and descendants of the founder and has grown into a large company and is part of a group of companies related to Electra Abu Dhabi.

Electra has been partnered with renowned lighting, ventilation, & electrical equipment manufacturers since 1965. Our manufacturers and suppliers are known for their quality, creativity, and technical excellence. We have a track record of advising, supplying, and serving esteemed organizations in the UAE. We have the ability to meet the highest and most stringent standards available.

Electra has supplied electrical products, materials, and systems to some of the largest and most well-known projects, buildings, and landmarks in the United Arab Emirates.

Thanks to its strategic thinking and business acumen, Electra has successfully foreseen the necessity of the future and is always adding solutions to its portfolio, in which it can remain competitive and best serve its clients.

# Manufacturers & Suppliers

## Legrand



Legrand is a global specialist in electrical and digital building infrastructures, offering high-value-added products and solutions. A France-based industrial group operating worldwide, embracing the shift to digital technologies while contributing to reduced carbon footprints. Legrand solutions are used in residential & non-residential buildings, datacentres, industrial spaces and infrastructure.

In 2011, it was the largest global producer of switches & sockets, and in 2020, Legrand generated €6.1 billion in sales.

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## Eglo

Headquartered in Austria, EGLO is a leading global manufacturer of light fittings. It has a range of products that are defined by energy-saving and environment-friendly technology. Such products cover solutions for both Interior and Outdoor Lighting, including Lamps, Spotlights, Smart Lighting, Wall Lighting, Path & Pedestal lights.



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## KDK



Founded in Japan, KDK has been a pioneer in Indoor Air Quality (IAQ) since its establishment. It provides products such as exhaust fans, air moving equipment, ceiling mounted ventilation fans, and a multitude of ventilation products that improve people's Indoor Air Quality. It is recognized as one of the world leaders in producing high-quality and high-performance ventilating products.

KDK is owned by Panasonic and is renowned among residents as being highly energy-efficient, reliable and long-lasting.

## SIROCCO

Electra Abu Dhabi provides quality, convenient, practical extension sockets, and adaptors for daily use at homes all over the UAE through the brand Sirocco. Sirocco makes connecting your electrical items to power much easier.



## TUNGSRAM



Since its foundation in 1896, the company has been investing in future-safe technologies. With environmental and economical conscious focus on energy efficiency and cost-saving technologies, TUNGSRAM specializes in Indoor, Outdoor and Industrial Lighting Solutions.

## CAPARO

A UK-approved conduit and cable management systems manufacturer offers solutions to modern industries and is based on British electrical standards. CAPARO specializes in the distribution of Steel, Electrical and Engineering products.



## Simplex

Simplex is an ISO certified company that specializes in manufacturing Cable Glands, Lugs and fittings as well as accessories, which are designed & manufactured following international standards of quality.



Simplex is the UK arm of the Caparo Group.

## SWITCH MADE



A French manufacturer of LED Lighting Solutions, SWITCH MADE is known for its dedication to 100% LED technology. Its motto lies in energy efficiency and a longer lifetime. The company designs unique, innovative and stylish concepts, and covers all types of applications.

# Our Products



## Decorative and Indoor Lighting

We offer decorative lighting solutions for residential purposes including chandeliers, bathroom, and kitchen lighting, to outdoor lanterns. Decorative lamps and professional lighting systems, decorative light fixtures, beautiful indoor lighting and outdoor lighting. Perfect light settings for your residential areas: spotlights and wall luminaries, ceiling floodlights and halogen racks, table and standard lamps.

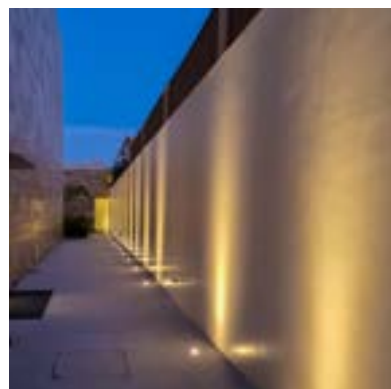
Our products will allow you to shape your living area with our indoor and outdoor lighting product range. In this product range, we have the latest products and technology while continuing to also sell old-fashioned proven styles of lighting to cater to the needs of customers.





# Hybrid Lighting Manufacturer

The company designs unique, innovative and stylish concepts, and covers all types of applications.



SWITCH MADE designs and develops a wide range of LED lighting solutions adapted to a variety of customers' needs. Its products are 100% LED lighting focused and the range has been fully dedicated to LED technology. Not only such products are unique, innovative, and stylish, but they are of better energy efficiency and a longer lifetime. The product range covers all types of applications and operates on all lighting segments, industrial, indoor and outdoor including commercial, Leisure & Entertainment, Education, Healthcare, Retail, and Hospitality Sectors.

# Indoor Lighting

Discover a wide range of diverse indoor lighting solutions such as track and light structures, recessed luminaires, wall washers, and many more.



- Linear
- Frames & Stand Alone
- Ceiling Recessed & Mounted
- Wall Recessed & Mounted
- Suspended, Tracked & Trunk System

# Industrial Lighting

High efficient products with an outstanding structural design offering the best quality and versatility that is ideal for wide industrial areas like factories, warehouses, and more.

- Weatherproof
- Highbay





## Outdoor Lighting

Our series of outdoor lights implement adequate visual comfort through prime lighting technology for a wide variety of purposes. The Outdoor Lighting range consists of 6 main categories;

- Projectors
- Wallwashers
- Ceiling Recessed & Suspended
- Wall Recessed & Mounted
- Ground Recessed
- Bollards & Pole Lighting





Legrand is our ideal choice for Wiring Accessories and the brand is known for its premium-quality, high-end product components. Such accessories are categorized into 8 families.

## Wiring Accessories





## Arteor™

The product range of Arteor covers all applications, segments and levels of installation. With its innovative designs and distinctive Aesthetics, Arteor presents the following features:

- 17 Plate Finishes
- 4 Colour Mechanisms
- Round and Square Rockers



## Synergy

Synergy has taken it to a whole new level in design, along with offering solutions that suit different spaces and applications. synergy provides a total of 4 series:

- **Synergy Sleek:** flat, screwless and slim
- **Synergy White:** an all-purpose, with inherent antimicrobial properties
- **Synergy Authentic:** full metal, sturdy and reliable
- **Synergy Metalclad:** durable, reliable and all-weather series

## Galion™

Recognized for its borderless design, making it the perfect solution for the modern requirements

- Flat plate, a borderless and minimalist design
- Available in 5 finishes



## Mallia Senses™

A modern range that is pure, without artifice. The Mallia Senses range displays minimalism and lightness and is also easy to install and use.

- Available in 7 finishes; 2 Metal and 5 PVC
- Flat plate and borderless design



## Mallia

Mallia offers products of enduring form, an easy fix, and those which would fit every purpose.

- Six Color Mechanisms
- 10+ Plate Finishes
- Sweet Sound



## Mosaic

Known for its Simplicity and Modularity, Mosaic provides products with a focus on standards and requirements of electrical installations in residential and commercial buildings.

- Antimicrobial features; for Healthcare Buildings
- Available in White Colour only



## Belanko™ S

Belanko products allow for Flexibility, Quick Installation, and Safety in usage.

- Available in White, Anthracite and Ivory
- Slim Profile for a modern touch
- Glossy finishing for easy cleaning

## Plexo

Plexo outlines its design with simplicity & practicality and presents 2 different solutions: the Plexo IP 55 and IP 66

- Weather-proof solution and maintained protections
- Surface-mounting boxes and flush-mounting support frames

### IP 55



### IP 66



## Floor Boxes for Office Solutions

Different solutions for all your projects integrating raised access floor allow you to create well-organized, functional offices and save time & money during installation or future reconfiguration

- Aesthetics, adaptability & modularity
- Easy to install
- Ideal for offices, meeting rooms, schools, hospitals, shops, etc
- Flush or standard version to meet all requirements of finishes, number of sockets and ease of use
- Flexible, customizable and fully modular



## Pop-up Boxes

Power and data connections integrated directly into the furniture or the floor (raised access or concrete floors)

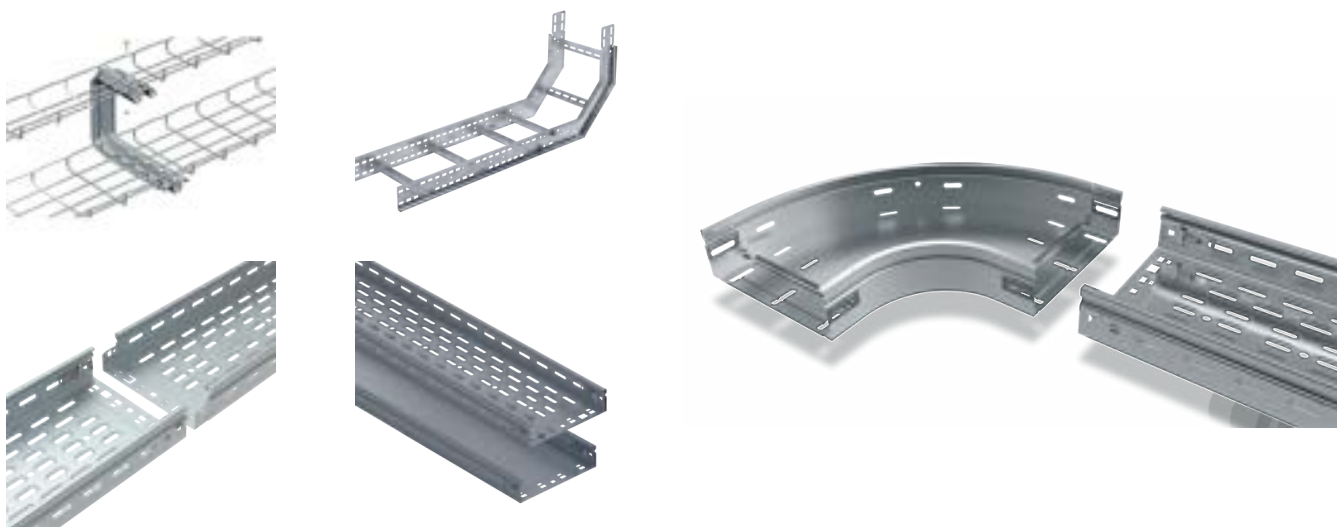
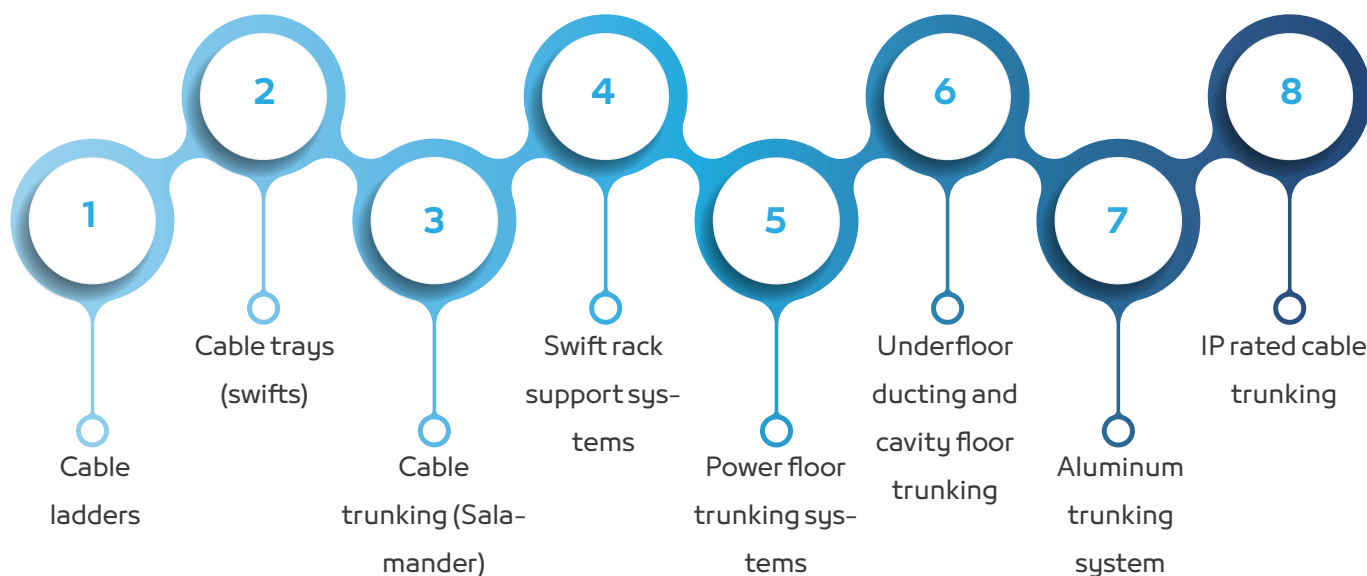
- Sleek design
- Pop-up solutions feature a cover with shock-absorbing mounting and a locking system
- Available in different sizes
- Prewired pop-ups equipped with power sockets, dual USB charger modules, data and audio/video sockets



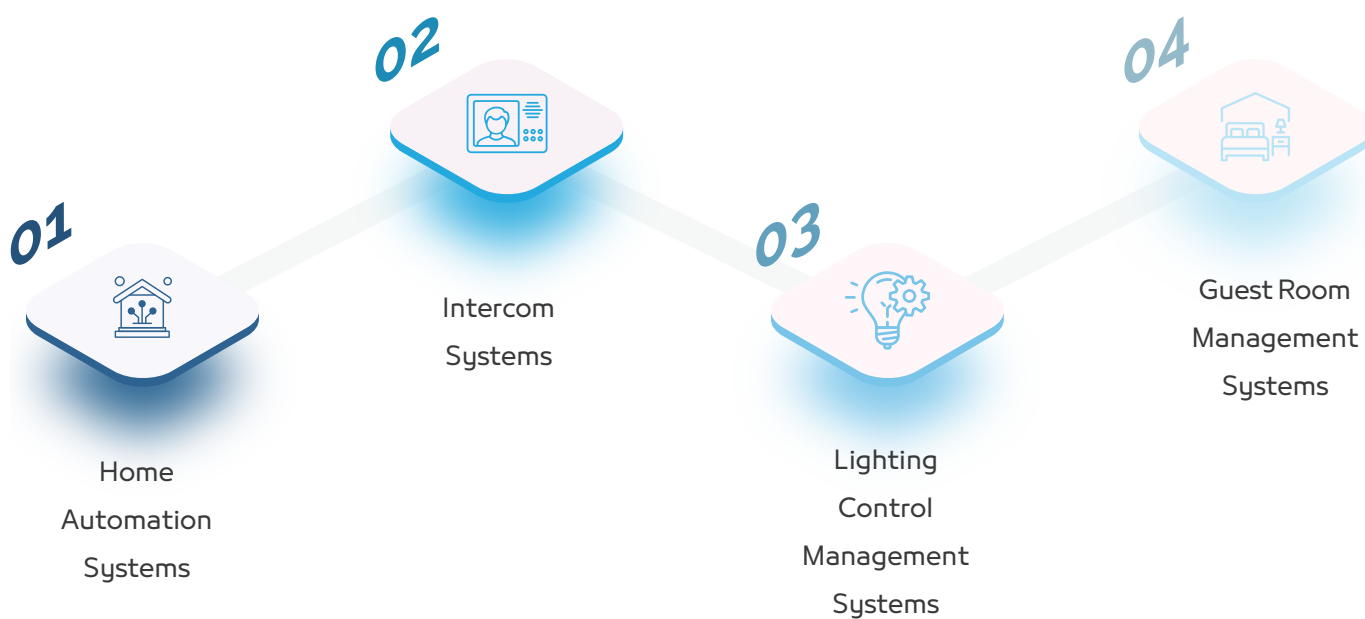


## Cable Management

We offer cable management solutions, which are of premium High Quality and a UK-origin, such solutions include:



# ELV Systems



# Wired Smart Home System

## Vantage

A robust experience to effortlessly personalize the environment. Vantage combines elegant, simple user interfaces and sophisticated lighting control, along with a Sleek on-wall touchscreen and an accompanying mobile app. It is designed to seamlessly harmonize aesthetics and technology.

## Managed Functions



Integrating Climate Control



Integrating Shades



Lighting Control



Communicating Programmable Thermostat

## More ways to connect with your home



Control with Smartphone



Control with Touchscreen



Control with Digital Keypads



Support HVAC control and feedback from Vantage thermostats or supported partners

Graphic represents current mode (red-heating, blue-cooling, off, etc.)

Current temperature

See the current humidity in a zone, if set up



"Press" the discovery dots for more information about climate in the 2nd or full screen level

Temporarily override target temperature, choose amount of time to override (only for schedule mode)

Current target temperature



Equinox 73 Touchscreen  
EQ73TB-TS-II



Equinox 40 and 41 Digital Keypads  
EQ40TB-TS-II and EQ41TB-TS-II

## Arteor™ MyHome\_Up

### Easy Smart Home System

Arteor MyHOME\_Up system – a wired BUS-technology. Control and customize your home easily with this centralized system and the MyHOME\_Up App. Thanks to the simple and immediate interface, with this touch device, users will have all the functions of the MyHOME\_Up system at their fingertips.

### Managed Functions



Light



Shutter  
Automation



Temperature  
Control



Door Entry  
System



Multiroom Audio  
System



Scenarios

### More ways to connect with your home



Manual  
Control



Touch  
Control



Control with  
Smartphone



Voice  
Command



### Arteor With MyHome\_UP

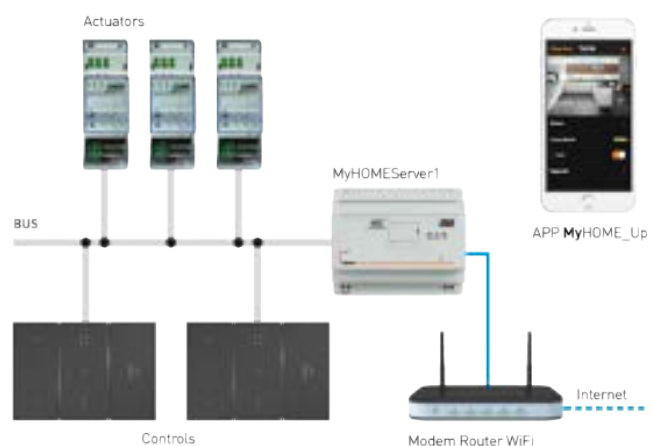
makes it possible to control functions via voice commands.



Works with Google  
Assistant



Works with  
Alexa





# Wireless Smart Home Systems

## Arteor™ with NETATMO

Put the magic of IoT in your homes

Add a touch of smartness to your homes with Arteor with Netatmo – a modular, wireless range of connected switches and socket outlets. It lets you mix and match controls to help make your life much easier.

### Managed Functions



Light



Shutter



Electrical Appliances



Energy Management



Scenarios

### More ways to connect with your home



Manual Control



Control with Smartphone



Voice Command



### Arteor with NETATMO

makes it possible to control functions via voice commands.



Works with Google Assistant



Works with Alexa



Works with Apple HomeKit

## INTERCOM System

The solutions we provide are compatible with all applications including Standard Villas, High-level (Luxury) Villas, Low-rise Buildings all the way up to Building Complexes and High-rise Towers. Such solutions can cover Basic Functions to more Complex Systems.

We offer 3 types of INTERCOM Systems, that could be categorized into Audio, Video, and Smart Kits.

### Audio Kits

- Audio Handset Kit
- Modern & Trendy Design
- Compact, discrete and robust entrance panels with rain-shield
- Can be expanded up to a maximum of 5 internal units



### Colour Video Kits

- Available in different sizes; 4.3" and 7"
- Available in Hands-free and Handset versions
- Modern and trendy design
- Compact, discrete and robust entrance panels with rain-shield
- Extended security via the additional CCTV camera
- Can be expanded up to a maximum of 5 internal units
- Can be expanded up to 1 additional entrance panel or an external CCTV camera

### 4.3" Colour Touch Screen Video Kit

- 4.3" display
- Available in white finish
- Hands-free communication modality
- Entrance panel can call 2 apartments
- Can be expanded with up to 3 dedicated hands-free internal units



### Mirror Screen Color Video Kits

- 7" Colour LCD Display
- Mirror or White Finish
- Hands-free communication modality
- Lights Activation
- Additional CCTV Camera
- Entrance Panel can call 2 apartments
- Can be expanded with up to 3 dedicated hands-free internal units



## 7" and 10" Touch Screen Video Kits

- 7" or 10" colour touch screen display
- Silver Finish
- Hands-free communication modality
- Lights activation
- Clock screen saver
- Mp3 ringtones & digital photo frame
- Answering machine & visitor face capture
- Additional CCTV Camera
- Entrance panel can call 2 apartments
- Can be expanded with up to 3 dedicated hands-free internal units



## Smart Kits

- Includes advanced features such as Opening the home gate and Calling Home Directly
- Allows you to answer calls from anywhere worldwide
- Enables a view of the outdoor
- Coupled with a phone app to include features of calling home, door lock management and camera display



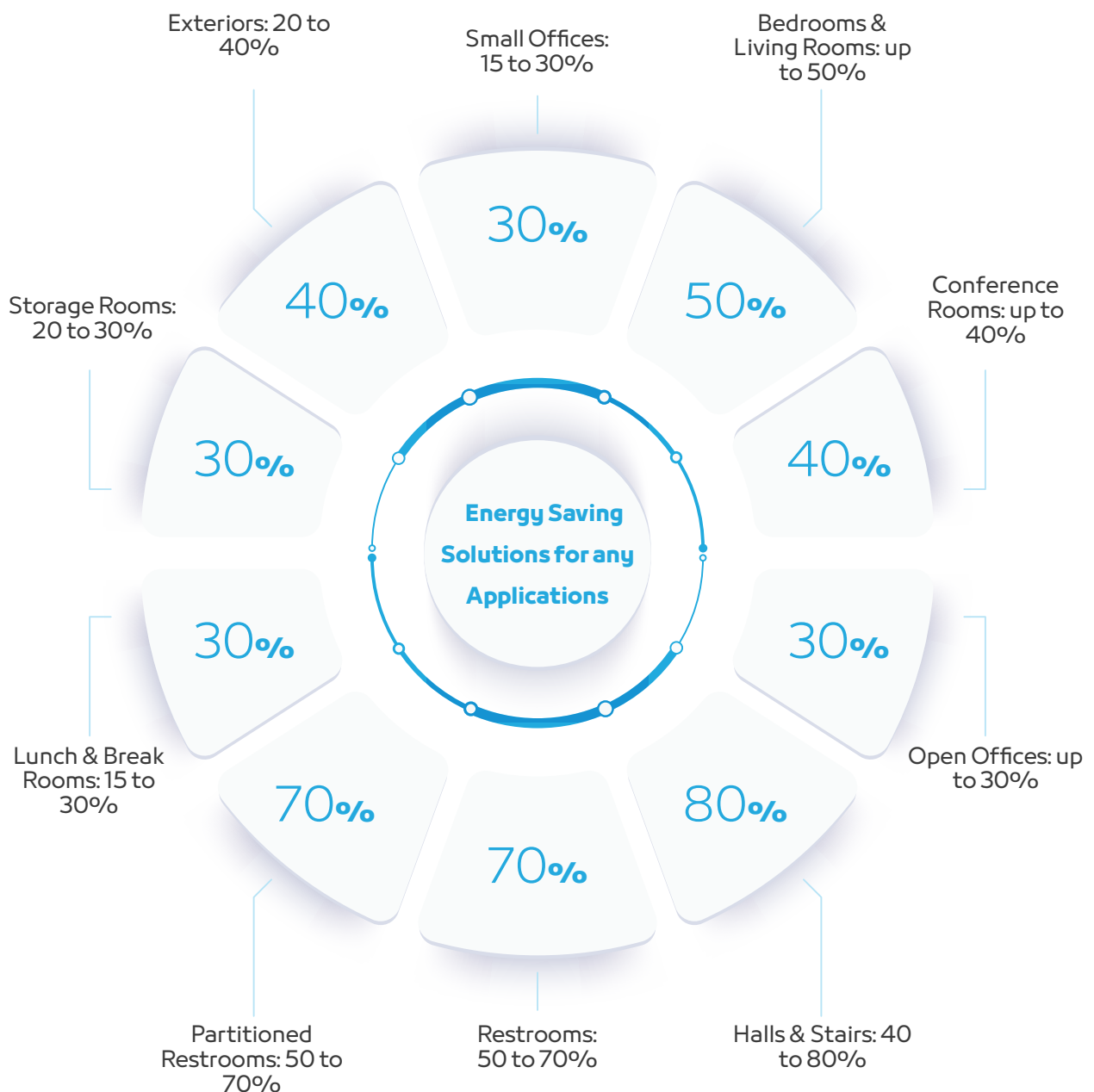
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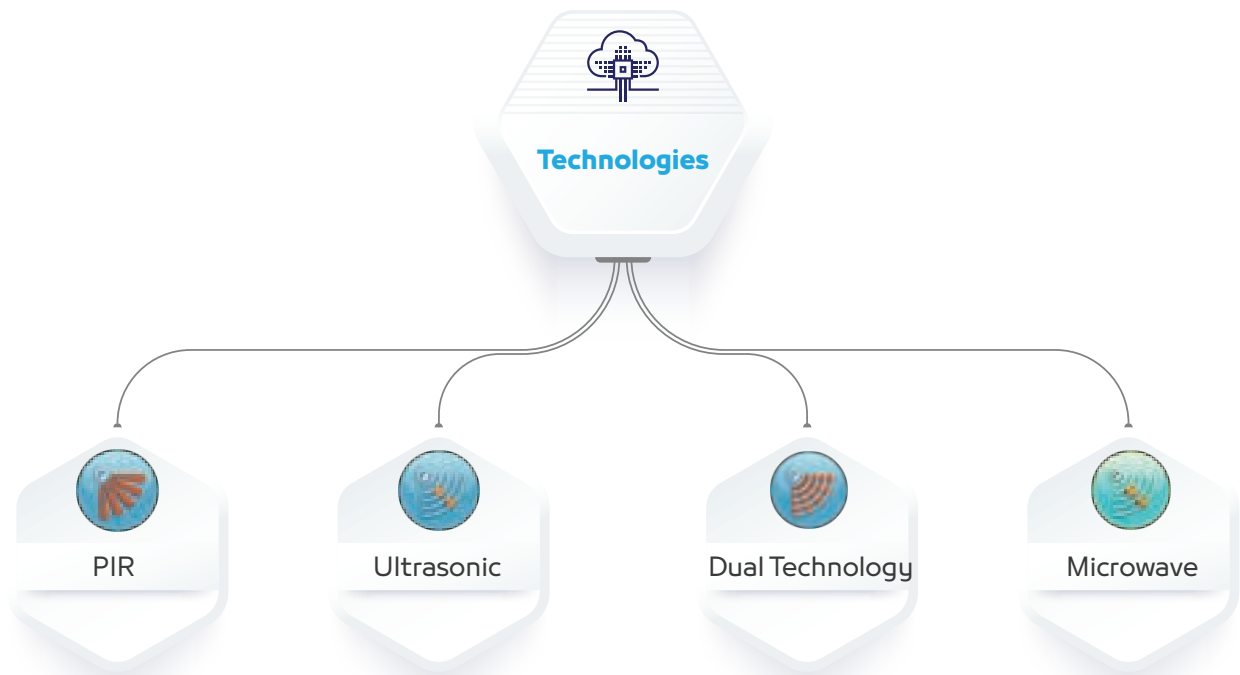




## Lighting Control Management Systems

The vision at Legrand is to provide products and services that make buildings more energy-efficient. Through a commitment to putting a stop to energy waste, Legrand offers two types of solutions (Standalone sensors, KNX System) and proposes related services to ensure that your lighting management project saves energy and helps the environment. According to EN 15193, the Saving of Energy on Lighting Costs can reach a peak of 60%





## Powered by Specialists



Legrand is the global specialist in electrical and digital building infrastructures



A specialized focus and green tradition: based in the US, founded in 1984 and acquired by Legrand in 1996.



A UK-based company, a Leading manufacturer in Lighting Controls & energy savings solutions for over 40 years.

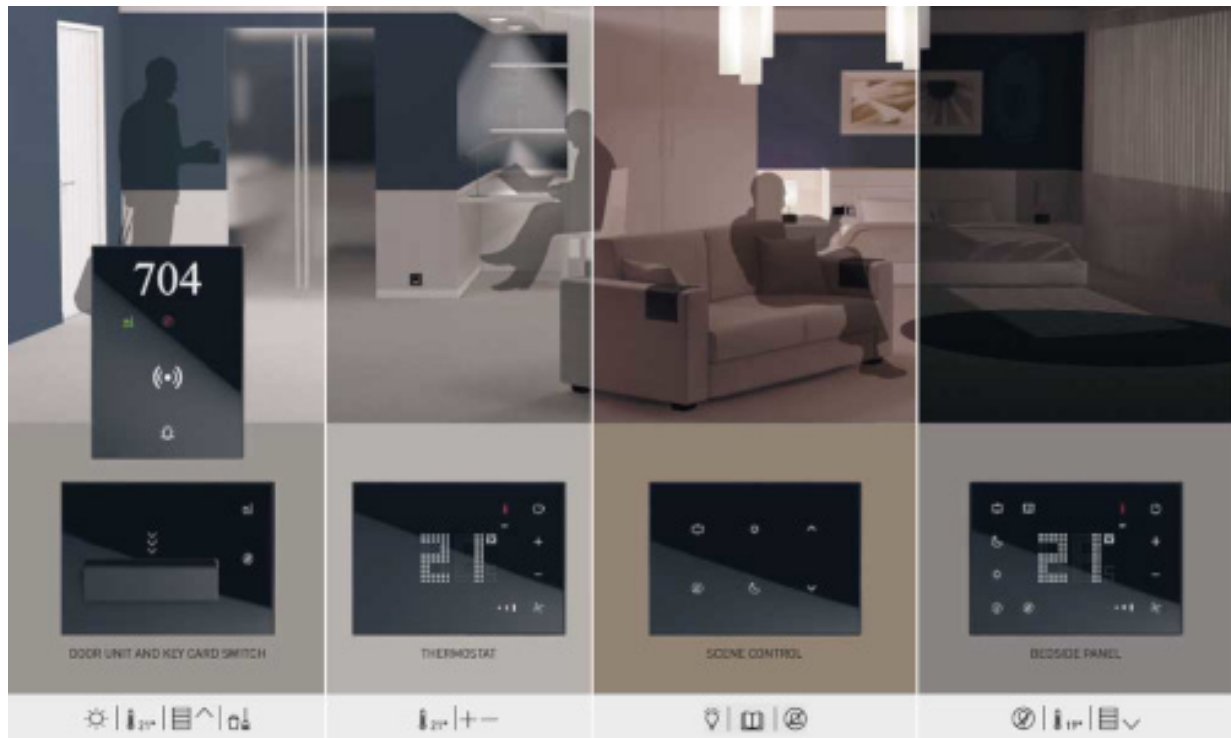


# Guest Room Management Systems

## PREMIUM

- Full GRMS solution to propose unique experiences through scenarios that control all room equipment
- Unique and Customized User Interface
- Room connected to hotel ecosystem to enhance the guest experience and improve global Opex

## Customizable and Adaptable



## MIDSCALE

- Provide an accessible GRMS solution to control HVAC and basic Light scenes according to room occupancy
- Limited Capex on retrofit projects
- Simplify installation and keep intuitive at use solution



Wireless



Energy



All in One





SINCE 1909  
JAPAN



## KDK Ventilation Fans

Air Moving Equipment, Ventilation Fans, Air Curtains, and Range Hood.

KDK is a pioneer in Indoor Air Quality. The fans produced by the Japanese Company are AMCA Certified, and its solutions strive to keep the indoor environment clean, safeguard our health, comfort, and well-being.

To improve and ensure healthy indoor air quality, choosing proper ventilation fans in different settings is important. Through expertise, our team will help you select the necessary type among our product range and advise you on location setup and proper usage.

KDK is top qualified in Energy Star Criteria

**Based on 24 hours operation of Ventilation Fan:**

- Energy Efficiency
- Low Noise
- Installed Fan Performance
- Durability



## Product Overview

### Wall Mount Type

- Orifice equipped with oil cup (in some models)
- HP condenser/condenser motor with thermal cut-off
- Advanced blade design



### Window Mount Type

- Shutter operated by a pull, automatic shutter, or electric shutter
- Simple and easy installation (no need for silicon seal or gasket)
- Suitable for the thickness of 3mm to 25mm
- An advanced design of the hood structure to protect from rain and wind

### Industrial Type

- Used in factories, warehouses, or where powerful ventilation is needed
- Metal large blade assembly for abundant air volume
- Powerful, efficient, and durable condenser motor
- Ambient temperature range from  $-10^{\circ}\text{C}$  to  $+50^{\circ}\text{C}$





## Ceiling Mount Type

- Metal series: all-metal structure design
- Super low noise
- Long-life ball bearing motor
- Hi-Low speed selectable (depends on the model)
- Delay timer (15 minutes in some models)



## Cabinet Fan

- Long-life condenser motor with thermal cut-off
- Twin flow fan (sirocco fan)
- Fan casing with tapered scroll
- Embedded terminal box
- Noise absorption material adopted
- Compact size

## Compact Axial

- Low noise design
- Two-speed control
- Easy installation
- Wide product range



## Mini Sirocco

- Compact design
- Low noise design
- Uniform duct size
- Adjustable outlet direction



## Air Curtains

- Remote-controlled series
- Sensor Series
- Standard series



We take care of your Air Quality with  
KDK Ventilation Fans



A UK-approved conduit and cable management systems manufacturer. Caparo is a diversified operation comprised of businesses that supply steel, electrical and engineering products to modern industries.

#### Caparo rigid steel conduit tube and accessories

- Rigid conduit tube, HDG after
- Malleable, steel and brass accessories
- Switch and socket boxes

#### Caparo flexible steel conduit and accessories

- Bare Metallic flexible conduit
- PVC covered metallic flexible conduit
- Liquid tight flexible conduit iv. Low smoke zero halogen flexible conduit



### Simplex Cable Lugs & Glands

Simplex is an ISO certified company specialized and independent electrical component manufacturer of cable glands, Lugs and fittings & accessories.

Simplex is a registered trademark owned by Simplex Cables (UK) Ltd. (SCL) is registered in

The Trademark Registry in Great Britain and registered trademarks of Caparo, the UK arm

of the Caparo Group.



# Our Key Projects







Etisalat Head Office



Ferrari World



Fujairah Investment Towers



Golf Garden



Intercontinental Hotel



Jumairah Beach Residence



Louvre Museum



Marina Mall





Saba Luxury Towers



Dubai International Airport



Al Jannah Tower



Commercial Bank Of Abu Dhabi



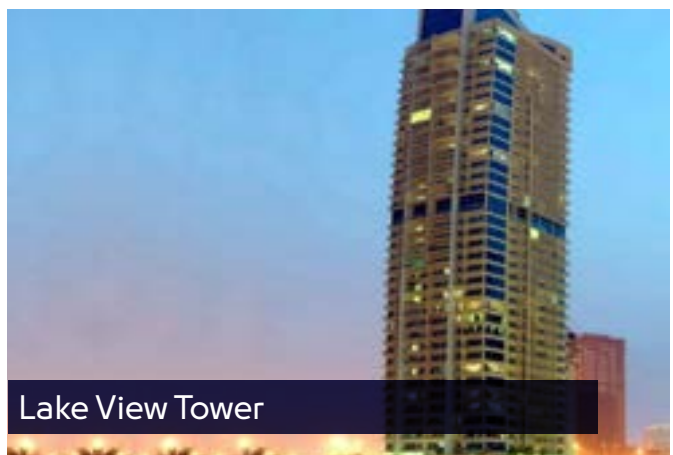
Sky and Sun Tower



Dubai International City



Conference Palace



Lake View Tower





Masafi Hospital



Ministry Of Foreign Affairs



Dubai Motor City



Sheikh Zayed Grand Mosque



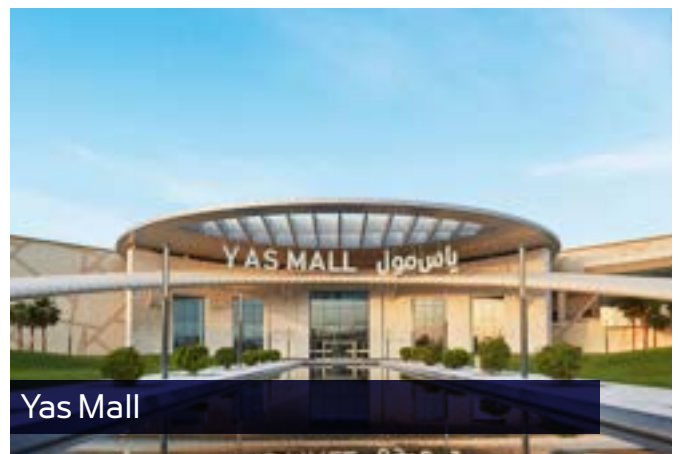
JW Marriot Hotel



Presidential Palace



City of Lights



Yas Mall

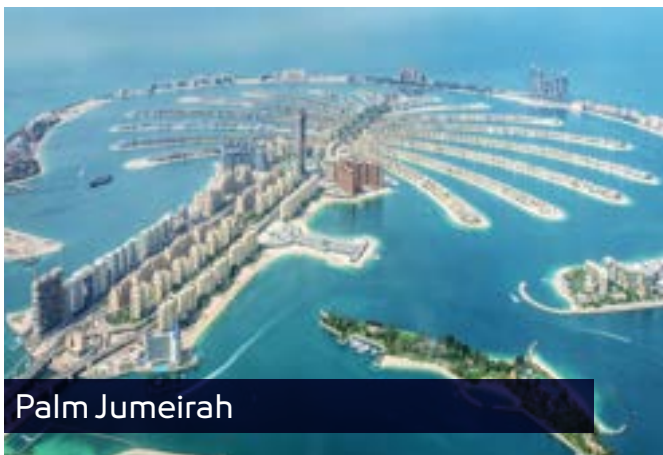




Masdar Institute



Nation Towers



Palm Jumeirah



University of Sharjah



Etihad Towers

## Electra Abu Dhabi LLC Affiliated Companies



### Action Zone

Abu Dhabi's newest and most vibrant trampoline playground with free-jumping, slam dunk, dodgeball, airbag & more!

[www.actionzoneuae.com](http://www.actionzoneuae.com)



### DBC Arcade

The best selection of games for both the old school and the modern gamers.

[www.bowlingdubai.com](http://www.bowlingdubai.com)



### Dubai Bowling Center

Take a break from the concrete jungle and venture into Dubai Bowling Center, where we've got all the entertainment you need to escape real life for a few hours.

[www.bowlingdubai.com](http://www.bowlingdubai.com)



### Urban Play

We design and build dreamy, contemporary play structures and playgrounds from scratch, using specialized wood and our eye for design and architecture.

[www.urbanplay.ae](http://www.urbanplay.ae)



### Electra Tech

IT maintenance and  
Software Solutions



### Yamu

Delicious and unique fast food  
restaurant in Abu Dhabi

# Contact Us

## How can we help you?

Feel free to get in touch via phone or email, and our team will be happy to answer your questions.

### Abu Dhabi Head Office & Showroom

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