FRS BUiLDING MATERIALS TRADING L.L.C



THE COMPANY PROFILE

PO Box-16770 Falcon House, Dubai
Investment Park Dubai UAE

2025



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ABOUT
COMPANY

FRS BUILDING MATERIALS TRADING L.L.C S.O.C is a well established, Dubai -based entity built upon a foundation of extensive industry expertise . Bringing a fresh , focused approach to the building materials and solutions market across the UAE and the wider GCC region.

While FRS BUILDING MATERIALS TRADING is a new corporate structure, its core strength lies in its highly experienced key personnel , including CEO Mr . Farhat Kamal Naseem Ahmad , who brings over 15 years of specialized experience in high -profile projects like the Abu Dhabi International Airport MTB and Reem Mall.

We are committed to delivering our extensive portfolio of products including tile trims, expansion joints, stair nosing, and skirting profiles with a dynamic, quality- driven service model, as validated by our immediate attainment of ISO 9001, 14001, and 45001 certifications.



WELCOME MESSAGE

FARHAT KAMAAL

GENERAL MANAGER

At FRS Building Materials Trading L.L.C – S.O.C., we take pride in being a dynamic and forward thinking organization operating as a Limited Liability Company – Single Owner LLC SOC. Our structure enables us to maintain clear strategic direction, strong accountability, and a consistent commitment to excellence across all aspects of our operations.

As the sole Management Representative, I am personally involved in guiding the company's vision, ensuring that our operational standards, compliance systems, and customer commitments are upheld at the highest level. With over 15 years of experience in the GCC construction industry, I have had the privilege of working with high-end materials and contributing to major infrastructure and luxury development projects.

At FRS, our focus is on delivering technically advanced, high-specification products including tile trims, expansion joints, and stair nosing solutions while maintaining reliability, efficiency, and uncompromising quality. We understand the demands of modern construction, and we strive to be a trusted partner by providing solutions that meet both performance and aesthetic requirements.

Our continued success is built on strong relationships, industry expertise, and a dedication to innovation. We remain committed to supporting our clients with superior products and services that add value to every project we are part of.

Thank you for your trust in FRS Building Materials Trading L.L.C – S.O.C.

FRS BUILDING MATERIALS TRADING L.L.C



VISION & MISSION

The Mission and Vision of FRS Building Materials Trading L.L.C S.O.C. reflect our commitment to excellence, compliance, and sustained partnership within the dynamic GCC construction industry.

Vision

To be recognized as the strategic partner of choice for leading contractors, consultants, and developers in the region.

We aim to set the benchmark for product excellence and reliable supply, positioning FRS as the definitive source for specialized building materials solutions that enhance project durability, aesthetics, and overall sustainability.

Mission

To be the most trusted and reliable supplier of specialized architectural profiles and finishing materials across the UAE and GCC. We achieve this by:

1. Ensuring Quality and Compliance: Guaranteeing product conformance through strict adherence to our ISO 9001, 14001, and 45001 Integrated Management System.

2. Delivering Project Efficiency: Providing technical expertise and seamless logistics to ensure timely, accurate supply and mitigate project risks.

3. Building Long-Term Partnerships: Operating with professional ethics to establish FRS as a reliable extension of our client's project execution team.

HOW
WE WORK

At FRS Building Materials Trading L.L.C – S.O.C., we adopt a streamlined and client-focused approach to ensure every project is handled with precision and efficiency. We begin by thoroughly understanding project requirements, including specifications, drawings, and technical standards. This allows us to provide accurate material recommendations that align with both design intent and functional performance, ensuring the right solutions from the outset.



As a single-owner driven organization, we ensure direct management oversight in all operations, enabling faster decision-making and clear accountability. We also support our clients with complete technical documentation, compliance statements, and after-sales assistance, ensuring smooth project execution and long-term product performance. At FRS, our commitment is to build lasting partnerships through professionalism, technical excellence, and dependable service.

MEET
THE TEAM

At FRS Building Materials Trading L.L.C – S.O.C., our strength lies in a dedicated and skilled team committed to delivering excellence in every project. Guided by strong leadership and supported by experienced professionals, we work collaboratively to provide high-quality materials and reliable service to our clients across the GCC.



Suhail Amhed

OPERATION MANAGER

INSTALLATION OF EXPANSION JOINT SYSTEM, RAISED FLOOR, PARKING ACCESSORIES

Awais Mazhar

FINANCE AND COST CONTROL

FINANCE AND COST CONTROL



ENG. ARSALAN WAJID

CONTRACT AND SALES ENGINEER

SALES/ PROJECT MANAGEMENT, EXPANSION JOINT SYSTEM, METAL/TILE TRIMS.



Led by our General Manager, Eng. Farhat Kamaal, the organization is driven by strong leadership, strategic vision, and a commitment to excellence. Our management ensures that all operations align with industry standards, quality requirements, and client expectations.

From sales and technical support to logistics and operations, each team member plays a vital role in delivering quality products and services. We work collaboratively to build lasting relationships with our clients, providing dependable support and tailored solutions for every project.



THE ESSENCE OF FRS PROFILES

FRS Profiles is one of the most recognized names in building materials & solutions across the UAE, KSA, & GCC region.We offer an extensive portfolio, including tile trims, movement joints, landscaping edges, entrance mats, stair nosing, skirting boards, expansion joints, block & plaster accessories, PVC protection system, shower drain profiles, tactiles, & more crafted to meet the demands of contracting & interior fit-out companies.

With 15 years of proven expertise, our management & engineering team, renowned for their industry knowledge, offers not only superior products but also end-to-end technical support tailored to every client's needs.Every FRS Profiles product is manufactured from premium materials that meet Global quality benchmarks, built to last, performance & excellence in every detail.



OUR ROADMAP TO SUCCESS

FRS Profiles focuses on delivering distinguished quality in customer satisfaction, building strong supplier & partner relationships, retaining skilled employees, & contributing positively to the environment & society.Through continuous innovation, we provide reliable tile trim & profile solutions across the UAE & KSA.

- Uncompromising Quality Standards
- Bespoke Service Excellence
- Enduring Customer Loyalty
- Strategic Collaborations

OUR ASPIRATION AND PURPOSE

Enhancing Spaces

We strive to elevate the functionality & aesthetics of spaces by delivering high- quality tile trim & profiles that seamlessly integrate into every design.

Fostering Creativity

We empower architects, designers, & builders to bring their creative visions to life by offering a diverse range of innovative and customizable profiles.

Customer-centric Service

Our customers' needs & satisfaction are paramount, & we are dedicated to providing exceptional service & support at every step.

Quality Assurance

We pledge to provide products that meet the highest standards of quality & durability,ensuring our customers' complete satisfaction.

Sustainability Commitment

We prioritize sustainable practices in our manufacturing processes & materials, contributing to a more environmentally responsible future.

Industry Leadership

We aspire to lead the tile trim & profile industry in the UAE, KSA & GCC regions through continuous innovation and unwavering dedication to excellence.





CONTACT INFORMATION

Let's Connect With Us!

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