

# BROCHURE



## **A DIVISION OF BLUE RHINE GROUP OF COMPANIES**

BLUE RHINE contracting is a trusted house construction company specializing in building quality residential homes tailored to clients' unique needs. With a commitment to craftsmanship, timely delivery, and sustainable practices, we transform visions into comfortable, durable living spaces. Our experienced team ensures every project is completed with precision and care.

## PRE- QUALIFICATION



A DIVISION OF BLUE RHINE GROUP OF COMPANIES



## COVER LETTER

Greetings,

Blue Rhine Contracting, a new wing of Blue Rhine Group of Companies, is pleased to have the opportunity to participate in this project. We have carefully read, studied, and analyzed all tender documents and fully comply with the entire scope of work, including all warranties and guarantees.

At Blue Rhine, we believe we are well equipped and structured to deliver this project at the high standard it deserves, supported by our robust project management methodology. Our ISO 9001 certification ensures that we follow the correct processes and effectively mitigate risks.

We are committed to delivering quality civil works with meticulous attention to detail, strong project management, and excellent workmanship. We are confident in our ability to meet your expectations and look forward to maintaining ongoing communication.

Thank you for your time and consideration.

A handwritten signature in black ink, appearing to read 'John P. Joseph', is positioned above the printed name. The signature is fluid and cursive, with a horizontal line underneath it.

**JOHN P. JOSEPH**

Chairman

# INDEX



BR COMPANY PROFILE



ORGANISATION CHART



CV'S OF KEY PERSONNEL



CLIENTS



TRADE LICENSE



CERTIFICATES



INSURANCE POLICIES



HEALTH AND SAFETY



# 01

## About us

Blue Rhine Contracting (BRC), established in 2022, is the newest branch of the Blue Rhine Group, which has over 29 years of experience in signage, manufacturing, and contracting across the GCC and beyond. Our journey started in 1996 with Blue Rhine, a regional leader in signage and LED display solutions. In 2006, Blue Rhine Industries was launched to expand into advanced manufacturing and customized architectural displays.

BRC offers turnkey solutions in interior fit-outs, façade works, villa construction, and semi-government contracting projects. We blend architecture, interiors, and the natural environment into one quiet expression of living—thoughtful, personal, timeless. Backed by three production facilities spanning over 150,000 sq ft and projects delivered in 35 countries, BRC maintains high standards through mandatory Key Standards that manage risks and ensure quality. Our work is driven by seven core values: Credibility, Creativity, Customer Service, Collaboration, Consistency, Commitment, and Corporate Social Responsibility, reflecting our dedication to excellence and client satisfaction.

# MISSION

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To become the leading construction company while consistently exceeding international standards and providing exceptional customer service. Continually provide our clients with innovative and cost-effective construction solutions. Incorporating modern principles and sophisticated technology, Blue Rhine Contracting LLC aims to become the first choice both nationally and globally. This is due to our renowned excellence, quality, performance, and reliability in all types of construction

# VISION

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We are committed to exceeding client expectations through exceptional craftsmanship, reliable service, and efficient project execution. By adopting modern methods and smart solutions, we aim to enhance productivity, ensure safety, and minimize environmental impact. Our diverse and skilled team is driven by a culture of continuous improvement, accountability, and excellence.



## OUR OBJECTIVES

We aim to collaborate with reliable, high-quality suppliers and subcontractors who share our commitment to excellence. Our work is guided by well-structured systems aligned with project timelines, ensuring efficient and timely execution. By streamlining procurement processes, we focus on reducing lead times and securing materials and services when needed. Our goal is to consistently achieve 5–8% overall savings against the budgeted project value, reflecting our commitment to cost efficiency. Additionally, we prioritize the continuous development of our team through targeted functional and technical training, empowering our people to grow and deliver at their best.

## OUR FACILITIES

We operate from a 100,000 sqm state-of-the-art facility spread across two locations in Dubai Investment Park 2, designed to support every aspect of our operations efficiently. Blue Rhine also owns and manages dedicated staff accommodation to ensure the well-being and comfort of all employees. Our expansive workspace is a hub of productivity, equipped with advanced, industry-specific technology and machinery that enables us to deliver high-quality results. We maintain 45 well-trained installation crews, each supported by a fully equipped vehicle, ready to execute projects with precision and speed.

# WHAT WE DO

From Design to Build, We Handle It All

- DESIGN
  - Architectural Design
  - Interior Design
- Construction
  - Substructure Works
  - Superstructure Works
  - Finishing Works
- MEP Design
- Landscaping





## Blue Rhine Group From Signage to Full-Scope Contracting

Established in 1996, Blue Rhine Group has grown into a diversified group of companies delivering specialised solutions across the Middle East's built environment.

In 2003, the Group launched Blue Rhine Industries, a dedicated signage company known for engineering, fabricating, and installing large-scale signage and branded environments across various sectors.

Expanding on this legacy, Blue Rhine Contracting was established in 2022 to provide turnkey contracting services with a focus on quality, precision, and integrated project delivery.



## Blue Rhine Contracting specialises in:

- Luxury villa construction and renovation
- Petrol station development
- Hard landscaping and external works
- Architecture design
- Substructure and superstructure works
- MEP design and MEP works





# Blue Rhine Contracting

Design to Build, With Specialised Expertise

As part of Blue Rhine Group, Blue Rhine Contracting delivers end-to-end construction solutions across the Dubai. Our strength lies in managing projects from concept to completion, with a strong focus on quality, safety, and precision.

## Our core specialisms

- **Luxury Villa Construction & Renovation**

High-end, bespoke villas built and renovated to meet the highest standards of design, craftsmanship, and client expectations.

- **Design & Build Projects**

Fully integrated services from architectural design to handover — ensuring seamless coordination, time efficiency, and cost control.

- **Semi-Government & Civil Works**

Trusted to deliver civil and infrastructure works for semi-government entities, with a focus on compliance, reliability, and execution at scale.

# OUR OFFICES

EGYPT

SAUDI ARABIA

KUWAIT

QATAR

UAE

OMAN

## Egypt

Office 01, Building no. 8,  
Salah Magdy Street,  
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sales@qa.prosignsglobal.com

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hello@brisigns.com

## Abu Dhabi - UAE

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## Umm al-Quwain - UAE

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# ORGANIZATION CHART



## John V. Joseph

### Director of Sales

A marketing graduate from the University of Wollongong In Dubai, John was among the first three employees of the company. He joined as a Sales Executive in 2006 and worked his way up the ranks to become the Director of Sales. He firmly believes in selling high-value solutions and maintaining strong relationships to drive growth. John's responsibilities also include development of the regional branches across UAE, Qatar, Oman and KSA.

He has worked with many prestigious clients including Cartier over the years now focuses on building a strong team to assist him in achieving Blue Rhine's vision & strategy



## Paulraj.D

### General Manager - Civil

With over 22 years of experience in the industry, Mr. Paulraj D is a Senior Project Manager, who has worked and led multiple teams to the success of many high-profile projects. As a Project Manager, Paulraj has worked on luxury villas, Adnoc filling stations, and substations, among others throughout the United Arab Emirates. During his tenure, he has also won multiple awards, including the Project HSE appreciation award from DDA, the Contractor best project manager appreciation award from ADNOC, etc.



# OUR GROUP CLIENTS





# ENOC Rebranding Project

(Formerly EPPCO)





# ENOC Rebranding Project

(Formerly EPPCO)

As part of the nationwide rebranding of ENOC (previously EPPCO), Blue Rhine Contracting successfully executed a complete transformation of 20+ fuel stations across the UAE.

This included:

- Full replacement of the island canopy cladding based on the latest ENOC design revision
- Removal of the existing working platform and installation of a newly designed one
- Upgrade of island cladding and integration of digital screens for a modern, high-tech look



Despite a tight deadline, our team delivered the project within a very short time frame, ensuring consistency and high-quality execution across all locations.



# ADNOC ON THE GO Project

18 Stations Across the UAE





# ADNOC ON THE GO Project

## 18 Stations Across the UAE

Blue Rhine Contracting successfully delivered 18 prefabricated convenience stores (C-Stores) for ADNOC across various locations in the UAE.

Each unit was fully fabricated in our factory, including:

- Steel structure
- Tiling, lighting, and sanitary ware installations



The completed structures were then transported to site using specialized trucks, with lengths ranging from 40 to 60 feet, allowing for efficient on-site deployment and minimal disruption.



# Dubai South

Roundabout Enhancement Project

دبي الجنوب  
**DUBAI  
SOUTH**

**DUBAI  
SOUTH**



# Dubai South

## Roundabout Enhancement Project

Blue Rhine Contracting successfully delivered a full civil and signage scope for multiple roundabouts across Dubai South.

- Detailed surveying of existing roundabouts to support the preparation of accurate design drawings
  - Soil backfilling and compaction to stabilize the ground for all structural works
  - Casting of concrete foundations to support signage structures and solar systems
  - Laying of two-toned colored gravel renders, enhancing both safety and aesthetic value
- Excavation works to enable underground service connections for power and solar components
- Design, fabrication, and installation of signages, tailored to meet client specifications
- Installation of solar panels and lighting, ensuring energy-efficient and continuous visibility of the signage



# EZDUBAI

E-Commerce ZONE Dubai Project





# Dubai Fountain

Dubai Fountain LED Screen Foundation





# Al Barari Residences

Luxury Private Residence in Al Barari, Dubai





# Al Barari Residences

Luxury Private Residence in Al Barari, Dubai





A photograph of a two-story luxury villa with a light beige facade and arched windows. A dark wooden pergola structure is attached to the upper floor, and a balcony with a black metal railing is visible. The villa is surrounded by lush greenery and a clear blue sky.

# Al Barari Residences

Luxury Private Residence in Al Barari, Dubai



Blue Rhine Contracting successfully delivered a full design and build solution for a high-end private villa in the exclusive Al Barari community.

Our comprehensive scope included:

- Architectural design and full construction of the villa, combining modern luxury with structural precision
- Interior design and fit-out, with bespoke finishes tailored to the client's lifestyle
- Complete MEP (Mechanical, Electrical & Plumbing) works, ensuring high performance, comfort, and energy efficiency
- Landscaping and outdoor works, including softscape, hardscape, and garden elements that seamlessly blend with the villa's surroundings

From initial concept to final handover, Blue Rhine Contracting managed and executed every phase of the project, delivering a luxurious, fully integrated living space of the highest standard.



# Millennium Estate

Luxury Renovation with Private Bar

**MILLENNIUM  
ESTATES**



# Millennium Estate

Luxury Renovation with Private Bar





# Millennium Estate

Luxury Renovation with Private Bar



Blue Rhine Contracting completed a full luxury renovation of Ishita Villa, transforming the interiors with premium finishes and modern design. The project included architectural adjustments, MEP upgrades, and the creation of a stylish private bar, delivering a sophisticated and elegant living space.

Complete interior redesign using premium materials and finishes

- Architectural modifications to optimize space and flow
- Installation of custom lighting, fixtures, and fittings tailored to the client's style
- Full MEP system upgrades for enhanced comfort and efficiency
- Construction and integration of a private bar with high-end detailing
- Careful project management ensuring minimal disruption and timely delivery
- Preservation of the villa's original charm while introducing modern luxury elements

From initial concept to final handover, Blue Rhine Contracting managed and executed every phase of the project, delivering a luxurious, fully integrated living space of the highest standard.









## Paulraj.D, General Manager – Civil

Civil General Manager is an experienced professional with industry knowledge spanning more than 22 years. His past involvement in projects ranging from multi storied residential apartments & retail spa-ces speciality like telecom & other critical infrastructure projects have made him very flexible and robust in delivering the quality workmanship expected by our customers and there by always trying to exceed the ex-pectations of our clientele.





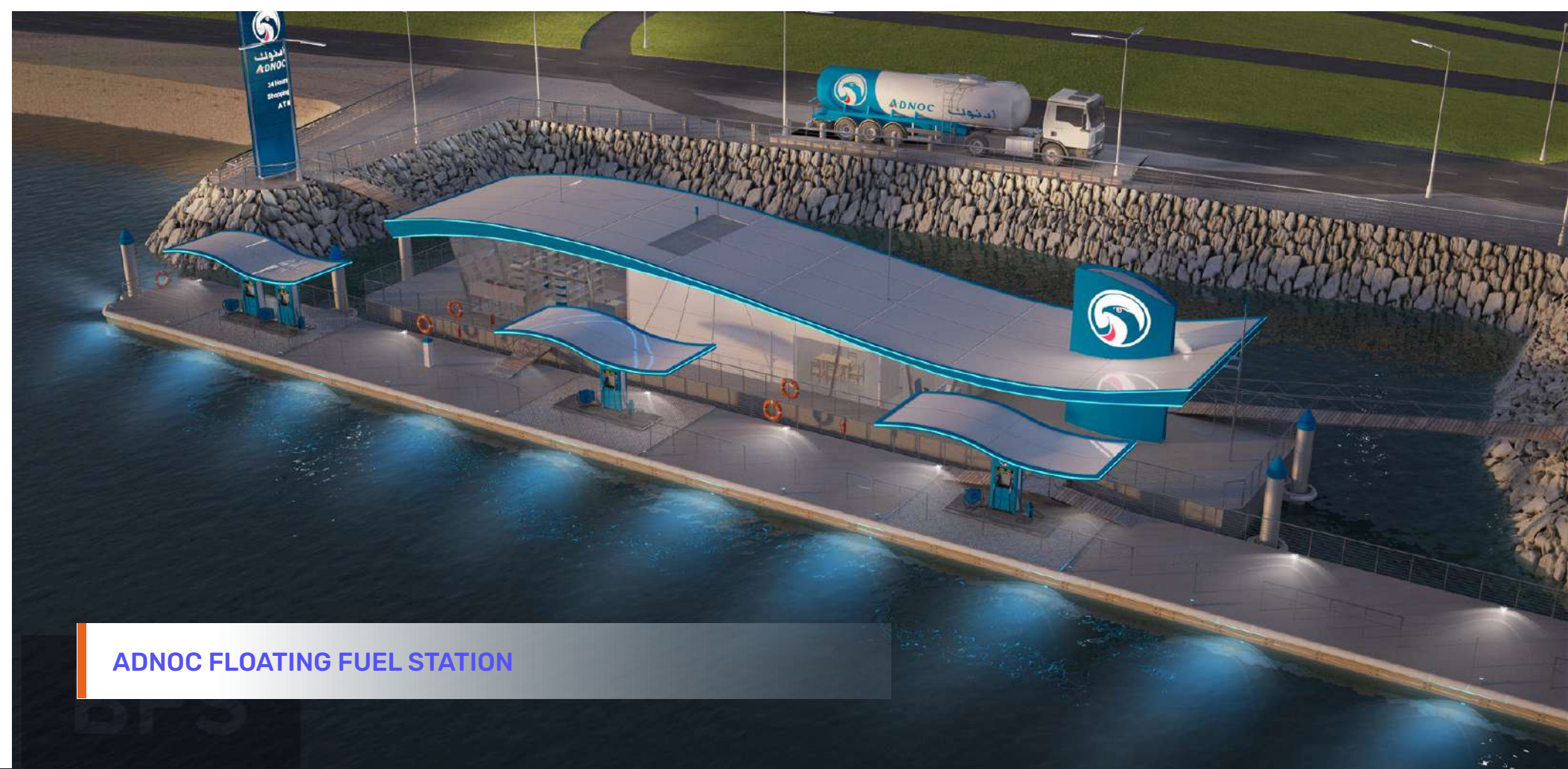
DUBAI GLOBAL CONNECT KICK OFF BUILDING



MANKHOOL - AL GHURAIR



ARABELLA 3 TOWNHOUSES



ADNOC FLOATING FUEL STATION

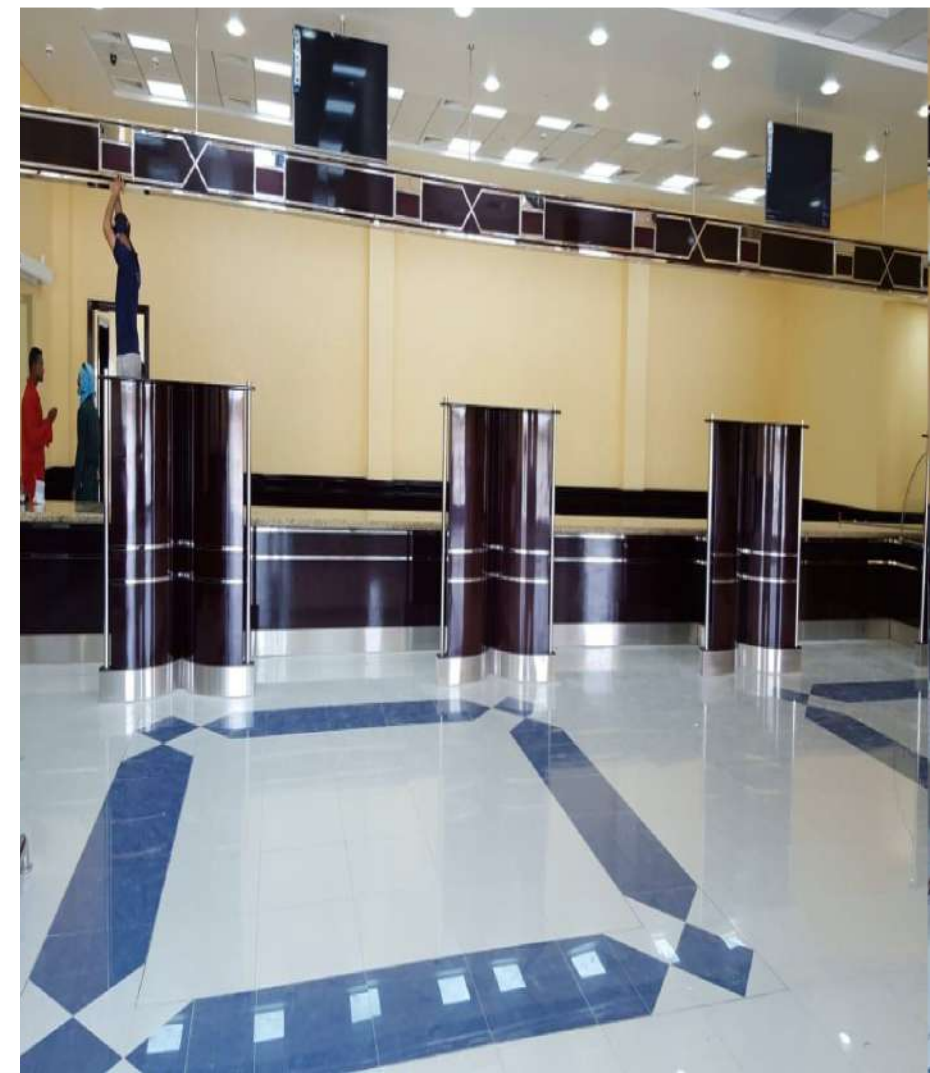


Throughout his career, he has successfully overseen numerous large- scale projects within ADNOC's portfolio. His deep understanding of ADNOC's stringent operational, safety, and compliance standards has been key in ensuring the successful execution of complex infrastructure works.

#### Key Projects Led:

- ADNOC filling stations ,YAS 1 and YAS 2 Petrol Stations – Abu Dhabi -The first green petrol stations in the GCC.
- ADNOC Filling Station ,Green Building– Abu Dhabi.
- ADNOC Filling Station Khalifa City– Abu Dhabi.
- ADNOC Auto Serve Building ,Sea Palace– Abu Dhabi.
- ADNOC Extension Filling Station Khalifa City – Abu Dhabi.
- ADNOC A Filling Station Khalifa City – Abu Dhabi.
- ADNOC Filling Station ,Motor World– Abu Dhabi.
- ADNOC VIC & Accommodation Building , Motor World – Abu Dhabi.
- ADNOC Filling Station with accommodation ,Shamkha
- B+G+M+12 commercial building ,Al Nahda, Dubai
- B+G+10 Commercial building, Al Warqa,Dubai
- 2B+G+5 Johnson & Johnson Head office,Dubai
- 322 Villa project Nshama @ Dubai
- 509 Villa projects Arabella 3, Dubai
- ENOC filling stations- Various location ,UAE.







# GET IN TOUCH



Blue Rhine Contracting has developed a hard-earned standing as one of the region's most creative, capable, and more importantly - dependable signage firms.

Brom working with clients of all sizes, in almost every sector, ranging from local single store entities and independent retailers, to the world's most recognisable brands, we work seamlessly.

So come and join us on the factory floor to witness our wonders at work.

## CONTACT US:

Please contact us if you have any questions.

**Paul Raj**

**General Manager - Civil**

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