



**CENTRAL CABLE**

CENTRE OF ALL CONNECTIONS

مؤسسة اسلاك الوسطى للطاقة

# CORPORATE PROFILE





## INTRODUCTION

One of the top electrical and general trading company with a solutions focussed approach, central cable specializes in the distribution of premium cables, accessories & services like home automation & lighting solutions etc. We have made a name for ourselves as a reliable partner for companies in the electrical, home automation & lighting solutions space by offering a wide selection of goods and a dedication to providing outstanding customer service.

Since the beginning, we have committed ourselves to offering dependable and effective solutions to satisfy the various needs of our customers.

## OUR BROAD RANGE OF PRODUCTS



Obtained from reliable manufacturers/brands who are renowned for their excellent craftsmanship and observance of industry standards.

Being a customer-focused business, providing outstanding service is our top priority at every turn. To make sure that our clients have access to the products they require, right when they require them, we keep an extensive inventory management system.

Our effective logistics network enables reliable shipping, timely delivery to our clients' locations, and quick order processing.



## MANAGEMENT TEAM

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The company has a management team comprising veterans of the electrical industry and the youth of the millennial generation.

This mix of the young and the experiences enables central cable to leverage the connections of the older and more experienced people and the tech savviness of the younger millennial generation. The management philosophy of openness and inventive attitude at work and empathy in handling customer issues on the field brought in by the older generation and the speed through tech savviness of the younger members sustains our firms top management mix.

## OUR VISION, MISSION & VALUES

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### Vision

Our vision is to provide electrical cables and accessories of the highest quality while maintaining the highest standards of innovation, customer service, and brand recognition.

### Mission

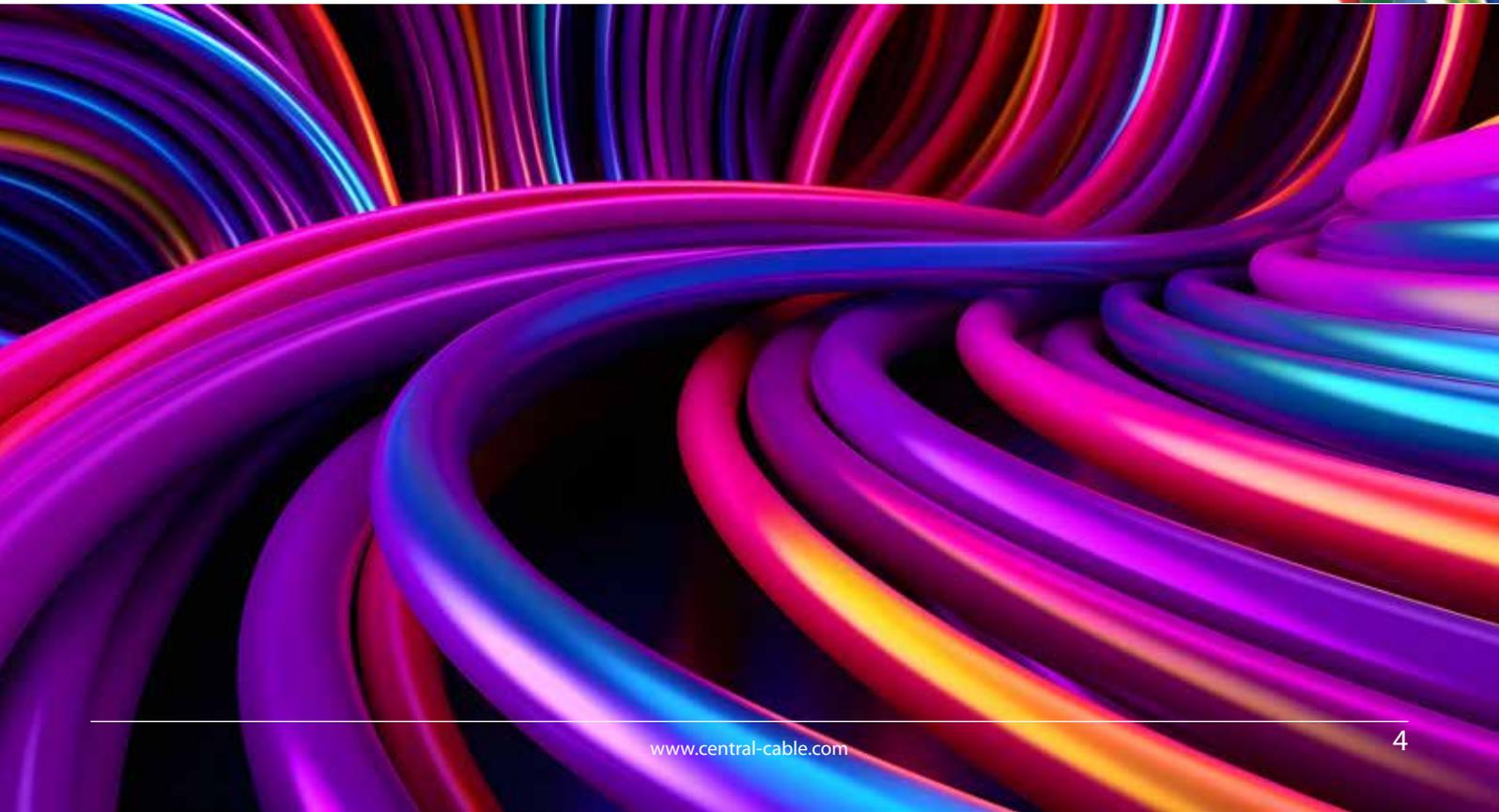
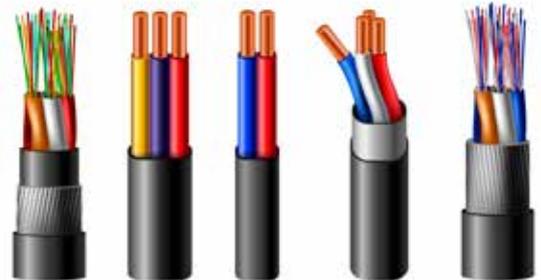
Assisting in the creation of a more sustainable and interconnected global community through the provision of first-rate electrical cables and solutions; providing outstanding value to our clients.

### Values

**Quality, Reliability & Trust** are the pillars on which we built our business, these values will reflect in every purchase the customer makes from us, be it in products or services.

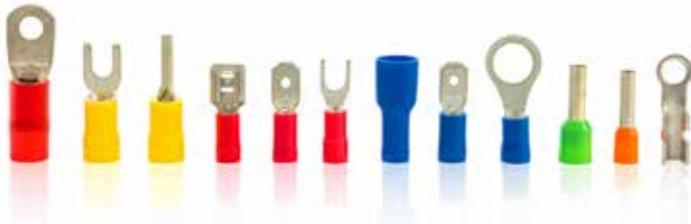
## CABLES & WIRES

- ✓ **ARMoured CABLES**
- ✓ **UN-ARMoured CABLES**
- ✓ **CONTROL CABLES**
- ✓ **SCREENED CABLES**
- ✓ **FLAT CABLES**
- ✓ **RUBBER FLEXIBLE CABLES**
- ✓ **WELDING CABLES**
- ✓ **SILICON CABLES**
- ✓ **EARTHING CABLES**
- ✓ **MARINE AND OFFSHORE CABLES**
- ✓ **INSTRUMENTATION CABLES**
- ✓ **BUILDING WIRES**



# CABLE ACCESSORIES

- ✓ CABLE LUGS
- ✓ CABLE CLEATS
- ✓ CABLE GLANDS



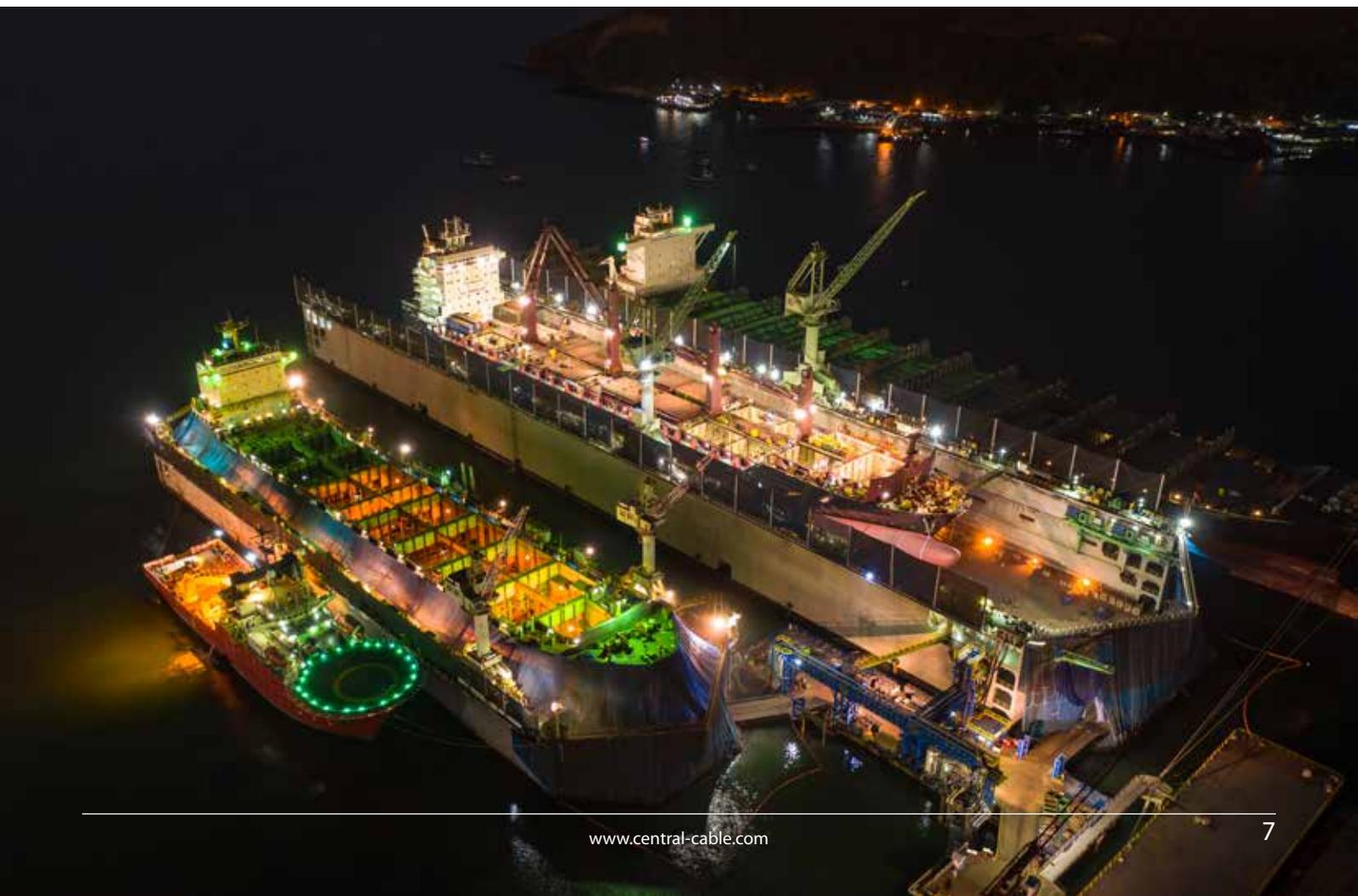
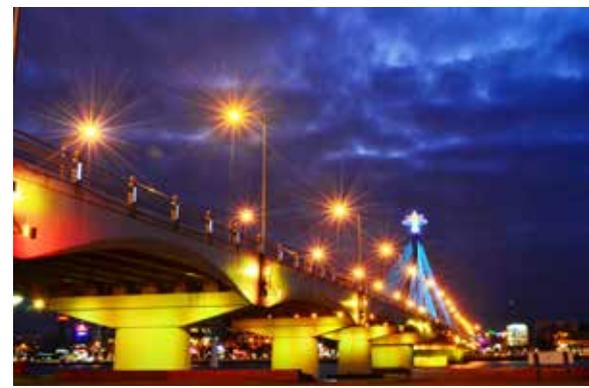
# ELECTRICAL

- ✓ **PLUGS & SOCKETS**
- ✓ **CONNECTORS**
- ✓ **TERMINATION & JOINT KITS**
- ✓ **MEDIUM VOLTAGE ACCESSORIES**
- ✓ **STRAIGHT JOINT KITS INDOOR & OUTDOOR**



# LIGHTING

- ✓ INDUSTRIAL LIGHTING
- ✓ COMMERCIAL LIGHTING
- ✓ MARINE LIGHTING



## AC/DC SYSTEMS

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- ✓ **INDUSTRIAL UPS/RECTIFIERS**
- ✓ **COMMERCIAL UPS**
- ✓ **SOLAR INVERTERS**
- ✓ **VLA/VRLA/NI-CD BATTERIES**
- ✓ **STARTUP BATTERIES**
- ✓ **MARINE BATTERIES**
- ✓ **EV CHARGERS**



## HOME AUTOMATION

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- ✓ HOME AUTOMATION
- ✓ SMART HOME & OFFICE SOLUTIONS
- ✓ SMART BUILDING AUTOMATION
- ✓ CCTV SURVEILLANCE
- ✓ VIDEO INTERCOM SYSTEM
- ✓ HOME THEATRE & AUDIO SOLUTIONS
- ✓ ACCESS CONTROL & SMART DOOR LOCKS
- ✓ CENTRAL BATTERY SYSTEM
- ✓ LIGHTING DESIGN & SUPPLY



## OUR SERVICES

- ✓ DC LOAD BANK RENTAL
- ✓ POWER LOCK RENTAL
- ✓ BATTERY BANK TESTING



## MAJOR PARTNERS



## WHY CHOOSE US ?

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### Optimized Processes

Our optimized processes are the result of years of working in the cable sector and related fields. Our management has been able to optimize these procedures for the greatest outcomes thanks to the exposure to best practices. Our software system has these procedures written in to guarantee uniformity in the output, which boosts our productivity.

Our effective logistics network enables reliable shipping, timely delivery to our clients' locations, and quick order processing.

### Efficiency

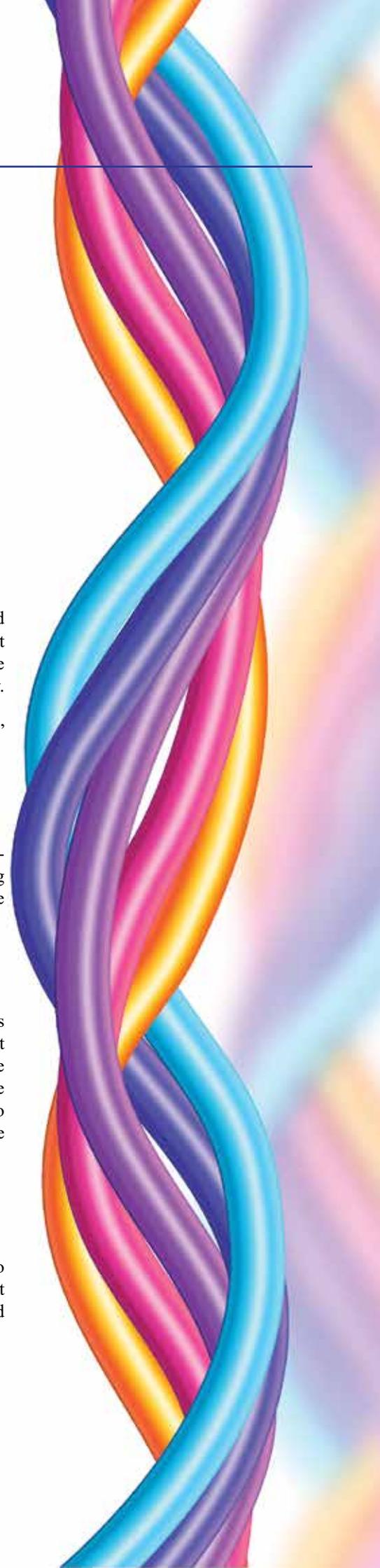
Clients that do business with Central Cable will quickly see that we handle all of our transactions with more efficiency. This effectiveness is evident as soon as we begin working together when we comprehend and address your request for a quote. We are able to provide a consistent and predictable result because of our optimized methods.

### Best Customer Support

Recurring business relationships from happy clients are the foundation of Central Cable's success. For several reasons, including our larger selection of inventory, more efficient operations, better digital experience, and increased productivity, customers find us to be superior to others in the industry. The primary factor behind our loyal customers is the individualised care and attention we provide to every one of them. We constantly strive to receive high marks for our exceptional customer service and support, which are by far the best in the business.

### Cost Effective

Cost effective solutions that deliver the best value for money across a range of options to choose from. The cheapest solution may not be the right fit, while expensive ones may not be cost effective for the purpose. We have curated the best value for money products and solutions that are the right fit for your purpose.





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