



**EAST LINES**

# INTRODUCTION

## Our History:

Founded in 2012, East Lines has grown to become a respected leader in the paper industry. Our diverse product range is recognized for delivering both exceptional quality and affordability, thanks to our commitment to rigorous standards, efficient operations, and strict quality control. We take pride in sourcing raw materials exclusively from environmentally responsible and sustainable suppliers, ensuring our products are eco-friendly.

In 2018, we expanded by constructing a modern manufacturing facility in Umm Al Quwain, complete with office space and accommodations. This facility enables us to better serve our growing customer base and provides ample room for future growth. Additionally, our branch in Dubai allows us to effectively support clients across the UAE and GCC region.

Looking forward, East Lines remains dedicated to innovation, quality, and exceptional customer service; principles that have guided us since day one. We continue to build on this foundation to drive sustained growth and deliver products that make a meaningful difference in our customers' lives.

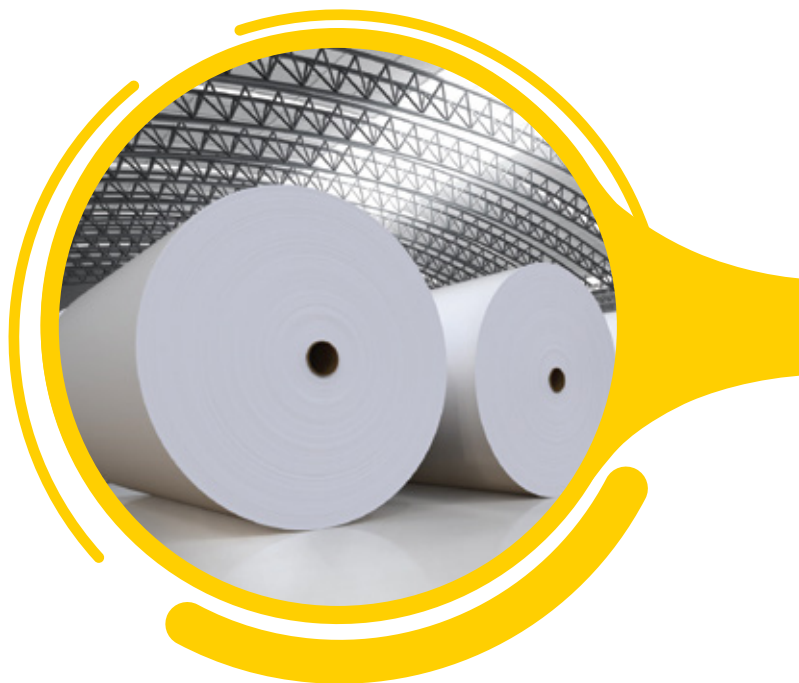
## What We Do:

At East Lines, we operate two specialized divisions: East Lines Manufacturing is a premier paper converter, producing high-quality paper products for both residential and commercial use.

East Lines Carton and Packaging Industry focuses on corrugated packaging, offering a wide range of innovative and customizable solutions.

Together, these entities allow us to deliver a comprehensive portfolio of paper and packaging products that consistently exceed customer expectations.

Our commitment to excellence is reflected in every stage of our process, from the careful selection of raw materials to our efficient production lines, meticulous packaging, and dependable, on-time delivery. At East Lines, we don't just manufacture products, we build trusted partnerships through superior service and quality.



# STRATEGY

## Vision Statement:

Our vision is to expand our infrastructure and enhance production capabilities to consistently exceed customer needs and expectations for product excellence. Through innovation and continuous improvement across every aspect of our business, we strive to achieve sustained growth and lasting success.

## Mission Statement:

Our mission is to deliver premium-quality paper products that are affordable and environmentally sustainable, driven by our manufacturing expertise, innovation, and unwavering commitment to excellence.

## Business Goal:

We understand that customers have many options when selecting paper products, and our goal is to be their preferred choice. Every day, we work diligently to achieve this by delivering quality products at exceptional value.

## Business Strategy:

At the core of our business strategy is delivering exceptional value through the products we create. Achieving this requires a careful balance of sound business practices, strict quality standards, selective raw material sourcing, continuous innovation, and a skilled, dedicated production team.

But our strategy goes beyond product excellence. Outstanding customer service is fundamental to everything we do. We know that without satisfied customers, there is no business. That's why listening closely to our customers' needs, ensuring reliable delivery, and standing firmly behind our product reputation are essential to our daily operations. By focusing on these priorities, we are confident in our continued success.

## Business Concept:

Our business concept is to become the premier paper manufacturer, producing superior products people expect, desire, and can depend on. We will achieve this by prioritizing customer satisfaction, optimizing production efficiency, enforcing strict quality control, and committing to environmental stewardship.



# PREMIUM PAPER PRODUCTS

East Lines offers a comprehensive selection of paper products tailored for both residential and commercial use. Each item upholds our signature quality and reliability. From everyday essentials to specialized paper solutions, our products are designed to meet the highest standards and exceed customer expectations.

## Products:





**Auto-Cut**



**Interfold**



**Napkins**



**Couch Roll**



**Brands:**

*Silque*

  
PREMIO

  
MYSOFT

*Marvels*

*Occasions*





## **INNOVATIVE PACKAGING SOLUTIONS**

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East Lines Carton and Packaging Industry provides high-quality, eco-friendly corrugated packaging designed to protect your products and elevate your brand. Backed by extensive industry experience, global certifications, and a relentless pursuit of quality, we are proud to be your packaging partner.



**Regular Slotted Containers**



**Die-Cut Boxes**



**Pizza and Meal Boxes**



**Pallet Boxes**



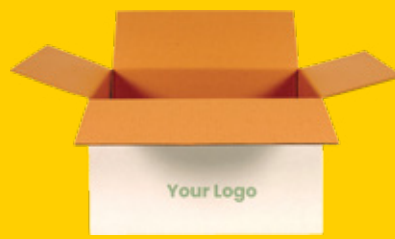
**Shelf-Ready Packaging**



**Corrugated Sheets**



**Corrugated Rolls**



**Custom Printed Boxes**



## Business Competitiveness:

In a highly competitive market, having a clear edge is essential. At East Lines, we stand out by delivering more than just products, we deliver trust, quality, and consistency. Here are ten core values that define who we are and set us apart:

- **Uncompromising Quality** – We never cut corners or use low-grade materials.
- **Strict Hygiene Standards** – Our operations follow rigorous hygienic practices and undergo regular laboratory testing
- **Reliable Value** – We prioritize high quality, competitive pricing, and on-time delivery.
- **Customer-First Mindset** – Every decision is guided by a deep commitment to our customers.
- **Consistency You Can Count On** – Excellence is built into everything we do, every time.
- **Eco-Conscious Operations** – We actively support and implement environmentally sustainable practices.
- **Reputation Matters** – We stand firmly behind every product, upholding the East Lines name with pride.
- **Ongoing Improvement** – Our commitment to growth drives us to elevate our products, brands, and team daily.
- **Integrity at Our Core** – We conduct business honestly, ethically, and transparently.
- **Rigorous Quality Control** – Every product is carefully monitored through a stringent quality assurance process.

## Commercial

To meet the demands of diverse industries, we offer unbranded, cost-effective commercial products designed for high-usage environments. Whether you're sourcing paper essentials or functional packaging, our commercial line delivers dependable quality where it matters most. When performance takes priority over branding, our solutions provide the reliability your business can count on.



## Private Label

Have a great brand you're ready to showcase? We provide private label solutions designed to elevate your brand and exceed customer expectations. As your trusted manufacturing partner, we collaborate with you on product development and packaging design to ensure your brand is represented with the quality and care it deserves. Because we value your reputation as highly as our own, you can count on us for both exceptional products and reliable service.

# Quality Policy and Objectives:

At East Lines, we adhere to internationally recognized ISO standards to maintain rigorous oversight and continuous improvement across our operations. Our commitment to enhancing both products and processes ensures that our clients receive consistent quality, ethical manufacturing, and environmentally responsible solutions. This dedication is reflected in the certifications we proudly hold:

ISO 9001:2015

ISO 14001:2015

ISO 45001:2018

GMP

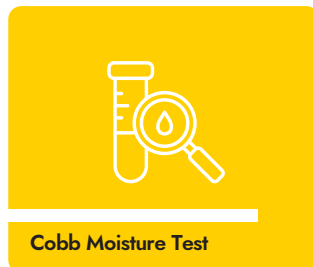
HACCP





## Quality Control & Testing:

Quality isn't just a commitment, it's an integral part of our process. Every production batch undergoes a thorough, multi-point inspection to ensure products meet our strict quality standards and precise specifications. We perform rigorous testing on all materials, whether paper or packaging, to guarantee consistent performance, durability, and customer satisfaction.



## Sustainability Commitment:

Sustainability is at the heart of our operations. We are dedicated to supporting a circular economy by producing reliable products with responsible practices. From sourcing to manufacturing, we continuously strive to reduce our environmental impact and contribute to a more sustainable future.



100% Recyclable & Biodegradable Materials



Water-based Inks & Eco-friendly Adhesives



Energy-Efficient Production Facilities



Zero Waste-to-Landfill Targets



Sourcing from Certified Responsible Suppliers



## Customer Care:

At the heart of everything we do is a commitment to putting our customers first. Your success is our priority, and we're here to support you through every step of your journey from the initial inquiry to long after your order is delivered. We don't just process orders; we build relationships rooted in trust, responsiveness, and a deep understanding of your needs. Our dedicated Customer Care team is trained to offer personalized guidance and strategic support designed to drive your growth and satisfaction.



Tailored Product Consultations



On-time Delivery & Logistics Support



Rapid Prototyping & Samples



Post-Sales Assistance & Feedback Loop

# CURRENT CUSTOMERS

East Lines proudly serves a wide and diverse range of customers every day. Below is a snapshot of the industries that rely on our trusted products and solutions.



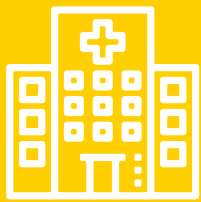
Hotels



Manufacturers



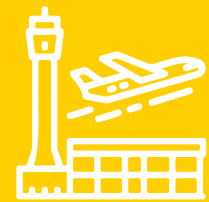
Restaurants



Hospitals / Clinics



Schools / Universities



Airlines / Airports



Shopping Centers & Malls








General Trading Companies



Facility Management Companies



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