

Al Rouf Lighting Technology Co. Ltd.

Official Company Profile (Internal Document)

Page 1: About Al Rouf & Our Identity

Our Company

Established in 2014, Al Rouf Lighting Technology Co. Ltd. is a leading, ISO 9001-2015 QMS and ISO 45001:2018 HSE certified company based in the Kingdom of Saudi Arabia. We are a premier provider of comprehensive, turnkey lighting solutions.

Our commitment to quality and innovation has culminated in the establishment of the Alrouf Lighting Technology Co. Ltd. Factory, located in Saudi Arabia. This modern facility is dedicated to manufacturing a diverse range of high-efficiency LED lighting products that meet the most stringent international quality standards (like ATEX, IECEx, UL) and contribute to the local economy.

We are not just a supplier; we are a unique solution provider that aims for total client satisfaction in every step of the project.

Our Vision

To be the Kingdom of Saudi Arabia's most trusted and innovative partner for high-performance, energy-efficient, and safe lighting solutions, illuminating the future of the nation's industry and infrastructure.

Our Mission

Our mission is to lead the lighting business in the Kingdom by delivering comprehensive, turnkey projects—from meticulous site surveys and advanced DIALux designs to professional installation and robust after-sales support. We are committed to an ISO-certified quality process, technical excellence, and providing a measurable return on investment for our clients, all while supporting the global focus on power saving and environmental sustainability.

Page 2: Our Team & Expertise

Our Employees

Al Rouf employs a dedicated and growing team of 51-200+ professionals across the Kingdom. Our strength lies in our people, who include:

- **Experienced Engineering & R&D Teams:** A core team of experienced professionals

who design and manufacture high-efficiency LED products and ensure all solutions are technically sound.

- **Certified Lighting Designers:** Our design team is proficient in the latest lighting design technology, including DIALux software, to create the most efficient and effective lighting solutions.
- **Skilled Installation & Technical Teams:** We have the in-house capability to handle bulk operations and complete turnkey project installations for street lighting, factories, warehouses, airports, and more.
- **Dedicated After-Sales & Maintenance Staff:** We provide full warranty and maintenance services to all clients, regardless of their location, ensuring long-term reliability.

Our Commitment to Quality & Safety

We are fully certified for:

- **ISO 9001-2015:** Quality Management System (QMS)
- **ISO 45001:2018:** Health & Safety Environment (HSE)

This dual certification guarantees that every product we manufacture and every project we install meets the highest global standards for quality, reliability, and operational safety.

Page 3: Our Turnkey Services (The 9-Step Process)

We provide a complete, end-to-end service for all industrial and commercial lighting projects.

1. **Site Survey:** We begin by dispatching our engineers to collect all needed data, including facility application, existing lighting systems, power consumption, CAD drawings, and environmental conditions.
2. **Lighting Design:** We use the latest technology in lighting design (DIALux) to model the site and propose the best, most efficient lighting solutions.
3. **Project Proposal:** Based on the design, we submit 2-3 different solutions that offer variations in cost and savings, depending on client requirements.
4. **Return of Investment (ROI) Study:** For every solution, we provide an in-depth ROI study that details the initial cost, the projected energy savings, and the payback period.
5. **Sample Installation:** We believe in our products. We advise our clients to install **Free of Charge** samples to ensure our design results are met and the client can see the solution in a realistic view.
6. **Logistic & Delivery:** We work hand-in-hand with our suppliers and couriers to deliver the goods in the shortest possible time, keeping the client updated at all stages.
7. **Installation:** Our technical teams are present in all phases of the project, giving all needed support. We are fully equipped to execute complete **turnkey projects** if requested.
8. **Customer Training:** We provide comprehensive training for any contractor or in-house

team who will be operating or maintaining the system.

9. **After-Sales Services:** We issue full warranty and maintenance service contracts to all clients across the country, ensuring peace of mind.

Page 4: Our Office Locations (KSA)

Dammam (Head Office)

Prince Metib St, Izdhar District,

Alrouf Trading Building

Dammam 34252, Saudi Arabia

Tel: 9200-13524

Jeddah Branch

Commercial Centre for Dr. Hassan Nasr,

Baladiyah Street, Al Aziziyah District

Jeddah, Saudi Arabia

Contact: Ahmed Faris

Riyadh Branch

Building No. 7277,

Eastern Ring Branch Rd, Ar Rabwah

Riyadh 12814, Saudi Arabia

Contact: Hassan Said Hassan Ibrahim

Abha Branch

King Fahd Rd, St,

Khamis Mushait 62456, Saudi Arabia

Contact: Malik Bashir