

COMPANY PROFILE



Products that make you happy...



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Products that make you happy...

## About Us

Blue is a company that brings to the Egyptian market the best products and technology in the field of outdoor aquatic products. After identifying a big gap between quality and affordability, Blue seeks to cater to this gap by combining cutting-edge technologies and value for money; hence changing the perception of aquatic products from luxury, unattainable and out of reach commodities to items that are available and possible to every homeowner.

Being the representative in Egypt for "MOUNTFIELD for pool and garden", the largest and most successful specialized European aquatic products retailer - founded in 1991 - as well as Spanish "PISCINAS DE CEMENTO" and "HANS CRAFT" the European manufacturer of hot tubs and swimming spas, gives Blue great opportunities to successfully cater to your needs. Blue grants you the possibility of creating a swimming pool that you can design yourself that exactly matches your dreams; which makes it an enabler to personal satisfaction and allows it to play a role in improving the day-to-day quality of life for many Egyptian families. By helping homeowners utilize their outdoor space as a recreational, entertaining and decorative space, we then optimize the investment made in the property and the use of the outdoor space for every house.



Our vast prior background within the field of construction in various business endeavors perfectly qualifies us for this venture. Our commitment to excellence and aspirations towards a seamless customer experience is our main driver to supersede known benchmarks as we embark on a journey of sustainable long-lasting partnerships with our clients that are based on trust, loyalty and satisfaction.



## عن الشركة

تقدم شركة بلو للسوق المصري أفضل المنتجات والتكنولوجيا الأوروبية في مجال المنتجات المائية الترفيهية. بعد اكتشاف وجود فجوة كبيرة في السوق بين الجودة المعروضة مقارنة بالأسعار، تسعى بلو إلى سد هذه الفجوة من خلال توفير منتجات تجمع بين أحدث التقنيات المتاحة عالمياً والأسعار التنافسية؛ ومن ثم تغيير مفهوم المنتجات المائية من كونها سلع فاخرة صعبة المنال إلى منتجات متاحة وممكنة لكل العملاء.

تمثل شركة بلو في مصر العديد من الشركات الأوروبية والأمريكية المتخصصة، منها لشركة ماونتفيلد لحمامات السباحة وفرش الحدائق، وهي من أكبر وأنجح المصنعين والمستوردين الأوروبيين المتخصصين في مجال المنتجات المائية - تأسست في 1991 - وشركة بيسيناس دي سيمنتو الإسبانية، وكذلك شركة هاندز كرافت، المصنع الأوروبي لأحواض مساج الساخنة (المعروفة في مصر بإسم الجاكوزي)، مما يؤهل بلو لتلبية احتياجات العملاء بنجاح مع توفر إمكانية تصميم حمام السباحة الخاص بكم ليتطابق تماماً مع كافة رغباتكم واحتياجاتكم؛ ويتيح لها فرصة تقديم خدمات تساعد على تحسين الحياة اليومية للعديد من الأسر المصرية. من خلال مساعدة أصحاب المنازل على الاستفادة من الحدائق كمساحة ترفيهية وجمالية، نستطيع المساهمة في رفع القيمة الاستثمارية للعقار واستخدام المساحات الخارجية لكل منزل الاستخدام الأمثل.

تؤهلنا خبرتنا الواسعة في مجال البناء لإدارة كافة النواحي العملية والفنية والإدارية في هذا المجال على أكمل وجه. إن التزامنا بالتميز وتقديم تجربة عملاء متفردة هو المحرك الرئيسي لدينا لنفوق المعايير المعروفة، في بداية رحلة من الشراكات المستدامة طويلة الأمد مع عملائنا المبنية على الثقة والولاء والرضا.

## Vision

Providing the Egyptian market with better quality of life through trading products and services with great qualities, functionalities and affordable prices.

## Mission

Bringing never-seen-before integrated technologies to the Egyptian market at great value for money, thus shifting the perception of aquatic products from unattainable to available and within reach.



## الرؤية

اتاحة منتجات فاخرة بجودة عالية وأسعار تنافسية للسوق المصري، تساهم في توفير حياة أفضل للأسرة المصرية.

## الرسالة

توفير تقنيات حديثة متكاملة للسوق المصري بأسعار تنافسية مناسبة، وبالتالي تحويل مفهوم المنتجات المائية من سلع تقتصر قدرة تحمل تكاليفها على شريحة معينة من المشتريين إلى منتجات متاحة للجميع.

## Core Values

**Quality:** providing products, services and customer experience with consistent international quality standards.

**Innovation:** bringing to our clients the latest products available in the global market, with the promise to keep them updated with the most cutting-edge technologies internationally.

**Customer loyalty:** cultivating the trust of our clients in the knowledge that we will always supply premium products and excellent after sale services, that will always make their needs and convenience a priority.

**Transparency:** adhering to the value of transparency with our clients, employees and the whole business ecosystem, aiming to nurture their trust and build a long-standing reputation based on it.

## القيم الأساسية

**الجودة:** تقديم منتجات وخدمات بمعايير جودة عالمية.  
**الابتكار:** نوفر لعملائنا أحدث المنتجات المتاحة في الاسواق العالمية ، وملتزم بالاستمرار في توفير أحدث التقنيات العالمية لهم.



**الولاء:** بناء ثقة عملائنا من خلال الالتزام بتوفير منتجات متميزة وخدمات ما بعد البيع ممتازة عن طريق وضع احتياجاتهم وراحتهم كأولوية دائما.  
**الشفافية:** التمسك بقيمة الشفافية مع عملائنا وموظفينا ونظام الأعمال بأكمله، بهدف تعزيز الثقة وبناء سمعة طيبة مستمرة.

## Value Proposition

Taking into consideration many factors that are exclusive to Egypt, including the warm, sunny weather all year round; the nature of the generally conservative culture of a society that appreciates privacy, combined with the booming real estate market that has grown exponentially over the past decades, which led to the expansion of the residential and commercial districts to the suburbs in many governorates of Egypt. This resulted in the increasing number of villa, townhouse and twin-house homeowners, whether residential houses or holiday homes. Consecutively, having a swimming pool, hot tub and sauna became a possibility, only the prices of such products and the logistics of their maintenance were always too costly for most.

Blue identified the opportunity and the pressing market need for products that became essential with the paradigm shift that happened in the lifestyle of the Egyptian family. Through acquiring the rights as the representative in Egypt for the Czech manufacturer "MOUNTFIELD for pools and gardens" the largest specialized European aquatic products retailer as well as Spanish "PISCINAS DE CEMENTO" and "HANSCRAFT" the European manufacturer of hot tubs and swimming spas - Blue succeeded in bringing to the Egyptian market state-of-the-art aquatic offers of high quality and affordable prices that can be suitable to different budget ranges. Combined with outstanding after-sale and maintenance services, Blue is the place to go to whether you are an individual or a company seeking to own and operate exquisite aquatic products that are a great value for money.



## القيمة المعروضة

نظرا لعدة عوامل خاصة بمصر، منها الطقس الدافئ المشمس على مدار السنة وطبيعة الثقافة المحافظة لمجتمع يقدر الخصوصية، إلى جانب الازدهار الكبير لسوق العقارات في السنوات الأخيرة، مما أدى إلى توسع الأحياء السكنية والتجارية إلى ضواحي العديد من المحافظات المصرية. نتج عن ذلك زيادة عدد مالكي الفلل والمنازل في مصر، سواء كانت منازل سكنية أو مصايف. وعليه، أصبحت إمكانية وجود حمام سباحة أو حوض المساج الساخن أو ساونا في حديقة المنزل متاحة، ولكن الأسعار الباهظة لهذه المنتجات وصعوبة خدمات صيانتها كانت دائما عوائق صعبة التخطيط بالنسبة لمعظم الناس.

انتهزت بلو الفرصة وقررت تلبية الحاجة الملحة بالأسواق للمنتجات التي أصبحت ضرورية مع التحول النوعي الذي حدث في نمط حياة الأسرة المصرية. لكونها الممثل الرسمي في مصر لشركة ماونتفيلد التشيكية لحمامات السباحة وفرش الحدائق - وهي أكبر وكيل أوروبي متخصص للمنتجات المائية- وشركة بيسيناس دي سيمنتو الإسبانية، وكذلك شركة هاندزكرافت، المصنع الأوروبي لأحواض المساج الساخنة، نجحت شركة بلو في توفير منتجات مائية متطورة عالية الجودة وبأسعار مناسبة للسوق المصري التي تتيح منتجات بأسعار متفاوتة لتناسب الميزانيات المختلفة. إلى جانب خدمات ما بعد البيع والصيانة المتميزة، فإن بلو هو المكان المثالي سواء كنت فردا أو شركة تسعى لامتلاك وتشغيل منتجات مائية رائعة ذات قيمة كبيرة وأسعار مميزة.

## خدمات ما بعد البيع

توفر بلو نوعان من خدمات ما بعد البيع للعملاء. أحدهما يغطي إصلاح أعطال حمامات السباحة وتوفير قطع الغيار مع الوفاء بالتزامات الضمان الذي تقدمه الشركة على منتجاتنا؛ والثاني يشمل برنامج صيانة حمامات السباحة، حيث يقوم فنيين مدربين بالقيام بأعمال الصيانة الدورية التي تغطي جميع الاحتياجات اللازمة للحفاظ

## After Sale Services

At Blue, we offer two types of after sale services; one that covers fixing parts of any of our pools and providing spare parts to our clients along with fulfilling our warranty commitments towards them; the second is the routine maintenance programs to our pools, where our well-trained technicians carry out periodic routines that cover all the maintenance needs for the pools, to remove the hassle of keeping the pool and allow the clients to enjoy the pool as an aesthetic element and facility trouble free. During each visit, the team that has been extensively trained on our product technology and the proper usage of the chemicals covers a checklist that has been preset by our European manufacturers to ensure seamless functioning of our pools.



على حمامات السباحة، وذلك لإتاحة الاستمتاع بحمام السباحة كعنصر جمالي وترفيهي دون عناء. خلال كل زيارة، يغطي فريق العمل المدرب على أعلى مستوى على التكنولوجيا المستخدمة في منتجاتنا والاستخدام الأنسب للمواد الكيميائية كافة البنود الموجودة بالقائمة التي تم إعدادها مسبقًا من قبل الشركة الأوروبية المصنعة لضمان التشغيل الأمثل لمنتجاتنا.



## Product Ranges

- I - SWIMMING POOLS
- II - HOT TUBS
- III - SAUNAS
- IV - ACCESSORIES



# Azuro



Azuro is a range of steel wall pools, they are ideal for weekend getaway homes. The above the ground pools installation is easy and hassle free while the pool size can easily accommodate a whole family.

Azuro pools are a very affordable choice. Enjoy your time in clean water happily and safely with loved ones.



| Dimensions (m)  | Shape | Capacity (m <sup>3</sup> ) | Setting      | Material & Layers |
|-----------------|-------|----------------------------|--------------|-------------------|
| 3.6 x 1.2       | Round | 12                         | Above ground | 7 including steel |
| 5.5 x 3.7 x 1.2 | Oval  | 21                         |              |                   |

# Ibiza



A range that combines luxury and affordability, Ibiza range works for both holiday and residential homes. In-ground installation, with a combination of steel wall and concrete technology. The range offers a great variety of prices and options including lighting and back jets, with your choice of mosaic or blue lining. The in-ground installation contributes to the preservation of the aesthetic element of your outdoor space, and the price ranges are very competitive, making the option of a swimming pool now possible. The range comes in different shapes and sizes suitable for all sizes of gardens and terraces.

| Dimensions (m) | Shape | Capacity (m <sup>3</sup> ) | Setting   | Material & Layers            |
|----------------|-------|----------------------------|-----------|------------------------------|
| 3.6 x 1.2      | Round | 10.7                       | In ground | 7 including steel + concrete |
| 3.2 x 6 x 1.2  | Oval  | 18                         |           |                              |
| 4.16 x 8 x 1.5 | Oval  | 40                         |           |                              |
| 6 x 12 x 1.5   | Oval  | 87                         |           |                              |

# Metropole



Cannes



Monaco



Saint Tropez

A wonderful premium, luxury range, with panel and concrete wall technology that guarantees durability. The in-ground installed range is fully customizable in dimensions, design and orientation, with numerous add-on options. The Metropole range has 30 different liner options in patterns and colors that are certain to cater to all tastes and compliment any landscape design. With the option of changing the liners whenever you're in the mood for a renovation of your outdoor space at a very competitive price. Very high specs and cutting-edge technology for filters and skimmers.

Very high specs and cutting-edge technology for filters and skimmers. Suitable for luxury residential units, compounds, shared use pools and clubhouses. The range price positioning is very competitive and is set to disrupt the market.

## Cannes

| Dimensions (m)          | Shape     | Capacity (m <sup>3</sup> ) | Setting   | Material & Layers |
|-------------------------|-----------|----------------------------|-----------|-------------------|
| 5.79 x 3.35 x 1.02/1.54 | Rectangle | 24.8                       | In ground | panel + concrete  |
| 7.62 x 3.35 x 1.02/1.54 | Rectangle | 32.7                       |           |                   |
| 9.15 x 3.9 x 1.02/1.54  | Rectangle | 46.4                       |           |                   |

## Monaco

| Dimensions (m)           | Shape     | Capacity (m <sup>3</sup> ) | Setting   | Material & Layers |
|--------------------------|-----------|----------------------------|-----------|-------------------|
| 8.32 x 3.66 x 1.02/1.54  | Rectangle | 38.6                       | In ground | panel + concrete  |
| 10.67 x 4.27 x 1.02/1.54 | Rectangle | 58.3                       |           |                   |

## Saint Tropez

| Dimensions (m)          | Shape  | Capacity (m <sup>3</sup> ) | Setting   | Material & Layers |
|-------------------------|--------|----------------------------|-----------|-------------------|
| 8.53 x 5.03 x 1.02/1.54 | kidney | 54.9                       | In ground | panel + concrete  |

# Canarias



Intended to bring the ultimate luxury to any place they exist, Canarias pools are the designer range of all our pools. With Canarias, you are in full control of the shape, depth and the design of the pool. Fully imported from Spain, our designers in Europe receive your request for the swimming pool of your dreams and proceed to design it for you according to your needs, available space and taste. This range has no fixed specifications since Canarias pools are fully bespoke. Create a one-of-a-kind pool that fully compliments the design of your unit, adding beauty and luxury to your outdoor space.



# Hot Tubs



# Hot Tubs

Hot tubs - commercially known as Jacuzzis - are among the best additions you can treat yourself to, for their many recreational and health benefits. Hot tubs are not only a luxury item that you can sit and enjoy with your loved ones, they also have multiple health benefits that can do wonders to your daily life. It has been scientifically proven that using a hot tub can improve your cardiovascular health, help you sleep, alleviate aches and pains, lower blood pressure, help diabetes and weight loss, reduce stress, detox your body and skin, reduce headaches, migraines and improve anxiety. All our hot tubs are fully imported according to the option customization that our clients need.

|                              |                                |
|------------------------------|--------------------------------|
| Jets: from 31 to 88 per pool | Seats: 2 to 8                  |
| Aromatherapy option          | Water volume: 72 to 1560 liter |

# Swim Spas

The swim spa is a pool that offers a strong opposite current to swim against, hence providing an invigorating exercise option that is a great workout; which can be an attachment to the jacuzzi that combines both relaxation and training.

|                                       |                         |
|---------------------------------------|-------------------------|
| Seats: 2 to 5                         | Length: 4.5 to 6 meters |
| Options: Heating, light, audio system |                         |

# Saunas



Saunas have many health benefits that can contribute to a better quality of life, especially in our modern, fast-paced, stress packed lifestyles. Originating in Finland, sauna therapy has been used for years in both spas and homes, and became very popular around the world due to the many health benefits that it offers including increasing the blood circulation, reducing muscle soreness, improving joint movements, and helping with arthritis.

Using the sauna once a week actively reduces the risk of cardiovascular disease, helps with weight loss, flushes toxins from your body through sweat and relieves stress. All our sauna models have to be prior ordered and imported according to the option customization that our clients need.

## Traditional

Spa, Hotels, Gyms working all the time, Commercial

10 different designs

Heater various technologies

Different capacities

## Infrared

Smaller for houses, outdoor

1- 4 people

Power 1.19 - 2.44 KW

Shorter heating time

10 different designs





# Accessories



Blue brings you a wide array of accessories to choose from, whether to add to your pre-existing pool or to buy with one of our pools, making the experience of having a pool an easy, fun and hassle-free one. Please check our website for more details.

|                          |
|--------------------------|
| Robots                   |
| Pool enclosures          |
| Pool covers              |
| Temperature regulators   |
| Automatic Chlorine Doser |
| Filters                  |
| Pool showers             |
| LED lamps                |
| Back jets                |
| Skimmers                 |
| Pumps                    |
| All pool cleaning tools  |

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