



*Working Together. To Create Something Unique*  
**SUPERLINE**

# Company Profile

**2021**



**quality arc**  
from Super Line



# WHO WE ARE

The Super Line Group is one of the most prominent passion-driven industrial lines, serving valued customers with cutting-edge products and services.

Our company's authentic recognition was acknowledged by many for harnessing innovative solutions and the expertise of multi-talented specialists, also, for its unshaken sustainability and eco-friendly practises. We have cultivated trust and reliance with our cherished customers for delivering the best products and services in the most modest price ranges.

We are currently maintaining effective trade relationships with UAE and Sri Lanka under our brand name: Quality Arc. Within our trade proficiency, we have expanded our services to a plethora of business sectors in UAE, such as General Trading, Finance, Advertising and Facility Management and in building healthy trading relationships with Sri Lanka in Trading Farming Products.

Connect with us to witness how we meet your exact commercial and residential expectations with the best service deliveries in vogue. We serve to elevate living standards and bring forth prosperous changes for individuals and economies at large.



## Ours Services

- 01 General Trading  
(Wholesale & retail business)
- 02 Motor vehicle and spare parts selling
- 03 Advertising
- 04 Import and export
- 05 Finance consultant
- 06 Technical services





## GENERAL TRADING



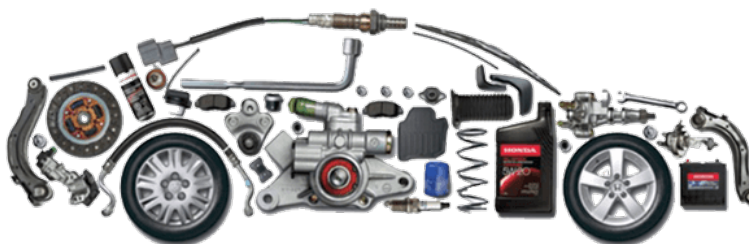
Our objective is to provide high quality products to consumers in Partnership with the world.

We are with Wholesale & retail business under the product items of Organic foods, daily essentials, FMCG Category items & household items.

## MOTOR VEHICLES & SPARE PARTS SELLING

Selling auto parts allows customers to get their phone, easily find the part they need and have it delivered to them quickly.

Making sure that customers can quickly find and easily purchase products requires an understanding of the buying procedure for modern car parts.







# ADVERTISING SERVICES



With knowledge and experience gathered over three decades in the advertising industry,

Super Line Group General trading is one of the most reputed below the line (BTL) advertising production in UAE.



## IMPORT & EXPORTS



Exporting is sending goods out of your country in order to sell them in another country. Importing is bringing goods into your country from another country in order to sell them





## FINANCE CONSULTANT

Building on our grounded experience in the local market and a competent team of professionals, Financial Facility management professionals are tasked with providing, maintaining and developing a number of different services such as Space



## TECHNICAL SERVICES



We strive to provide you with the best solutions to your business system needs.

As our client, we place great emphasis and focus on your problems and goals and develop solutions that best fits your needs.

We offer strong and effective Technical solutions to your business with an enduring impact.

# Quality

is Our Responsibility  
& We will not stop  
getting better



## About Us

Super Line Group is a local & globally General Trading, Technical Service and Finance Consultant Company in Surrey built solely on trust and recommendation.

Covering all United Arab Emirates we cover both commercial and residential.

Our services are all carried out by skilled, fully insured, customer satisfaction and professional quality work.

We can provide a quality team of tradesmen to carry out one off repairs or complete Technical Service projects, General Trading and financial consulting.

We pride ourselves on being competitive on price without it impeding on **Quality**



## Vision

Super Line plans to expand in the Middle East region, Asia and Africa in future to explore opportunities in developing global markets.

## Mission

We want to position our self as a one stop solution to our clients and ensure 100% satisfaction of our clients, our flexible services are used as cost-effective solutions to handle customer and organizational communications. The company will tap into the potential market of UAE, Sri Lanka and ensure to deliver to its clients as per their requirements.



Team work  
Quality and Excellence  
Innovative  
Corporate thinking  
Honesty, integrity and  
transparency





**KHALIFA HUMAID OBAID BUFYEAR ALSHAMSI**  
**CEO**

Our full-fledged team of professionals and industry specialists are collaboratively working towards a unified vision of serving our clients with the right deliveries, in high-quality standards in the most precise time periods.

This has led the Super Line Group to witness eventful benchmarks in both senses of profitability and assurance. Our determination is to provide your countries with economically beneficial trade relationships to nurture the growth of your nation's wellbeing.

We are swiftly traversing from one country to another attributing our quality products and friendly services at different points on the globe, for we believe that our devoted team has the propensity to meet the pinnacle of success in industrial trade. We never undermine our client's role in this journey; they are our drive in building an eco-friendly and innovative trip towards the future of promoting healthy and comfortable nations.

We are pledged to exceed your expectations and also satisfy all our stakeholders in the process.

Connect with our Super Line Group for we believe that the next level to unlocking a futuristic trade relationship starts right here, with us. With gratitude and heartfelt wishes for opulence and success, I invite you to join our imperative journey towards building a commercial utopia.



**Ashok Weerawardhana**  
**CEO**

With the heartiest of all welcomes, I take the privilege of announcing the advent of the next level of expanding our Super Line Group with a shared drive towards 'Serving our Valued Clients'. We consider the perspective of our clients; their specific needs, their psychologies- to be the key to moulding our managerial and business endeavours to suit their expectations. We are soaring headfast towards becoming authentic industrial participants, for we are innovative, visionary and consider healthy environmental trends when tailoring our efforts.

Our compliance to ethical standards and mutually beneficial operations elevated us to be favoured by all our stakeholders and expedite our journey towards being the globally recognised trade line of premium products, and be the most reliable service enablers in the new age.

I most warmly invite you to join us on the journey of promoting healthy and fruitful futures to our nations by cultivating and blooming convenient trade relationships to elevate the living standards and commercial stabilities of our countries.

You may be a customer, partner or employee; you will be cherished and assisted with the support of myself and my team for we are here to serve you with the wholesome cause of uplifting worldwide welfares, let us traverse to a better future together.



# Ingenious Goals

of our Corporate Initiatives



Our farsighted team carefully sets our goals to define the passionate journey that Super Line Group wishes to sail towards in future. One of our main priorities is to extend the thriving industrial network that we have built- currently with UAE and Sri Lanka towards other countries.

We plan to deliver our irreplaceable products and services to many other countries residing in continents such as Africa, the Middle East, Europe and Asia in the coming years. Another directive that we will be determined with is enriching and thickening the current trade relationships that our trading counterparts have already entrusted us with and leveling up their nation-wide living standards.





## Strategic Path



Super Line Group employs modern technological solutions to accelerate the goal-driven voyages of our group. Our team will embrace Innovation and Digitisation to reach and serve clients and partners conveniently from different points of the globe.

We will use this opportunity to invariably invest our efforts in tailoring the initiatives to apprehend and meet our goals to bring forth trust, integrity and mutual betterment to all our stakeholders. We are confident in being futuristically serving and meeting our end consumer's expectations and beyond.



Contact Us:



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from Super Line

#### Parent Branch



13th Floor, 1309, Creative Tower,  
P.O. BOX. 4422,  
Fujairah, United Arab Emirates

Suite 17, The Iridium Building  
Umm Suqeim Road, Al Barsha,  
P.O. BOX. 39186, Dubai,  
United Arab Emirates  
[www.superline.ae](http://www.superline.ae)

✉ [inquiry@superline.ae](mailto:inquiry@superline.ae)

☎ +971 9 22 401 33

#### Sri Lankan Branch



Quality Arc (Pvt) Ltd  
Thalwita, Kurunegala, Sri Lanka  
0094375785066  
[support@qualityarc.sl](mailto:support@qualityarc.sl)  
[www.qualityarc.sl](http://www.qualityarc.sl)

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[www.qualityarc.ae](http://www.qualityarc.ae) | [www.qualityarc.lk](http://www.qualityarc.lk)



## **Company Profile - 2021**