




/ 2018



CORPORATE PROFILE



“20 YEARS of experience,
creating the **HIGHEST QUALITY PRODUCT,**
CRAFTED using generations of
EXPERTISE AND TRADITION.

Setting new **STANDARDS** in
DESIGN and **SERVICE,**
The **BOUNDLESS PASSION** of hundreds,
with **ONE COLLECTIVE VISION...**
Creating your **DREAM BATHROOM.”**



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OUR STORY

Established in 1995 and active throughout the wider Middle East, SANIPEX GROUP started off as a commercial trading office for high quality European plumbing and bathroom products.

By the year 2000 the company opened its first BAGNODESIGN branded showroom in Dubai, offering contemporary bathroom products to architects, interior designers and developers. Although being a member of the SANIPEX GROUP, BAGNODESIGN rapidly developed into an independent and well-known brand in its own right.



SANITARYWARE FACTORY, ITALY

SINCE
1995

The BAGNODESIGN brand became synonymous with offering high quality sanitaryware, as well as providing excellent customer service and after-sales support. This formed the basis which enabled the group to secure major projects with key local and regional developers such as Emaar (master developer of Dubai Marina) and Nakheel (Palm Jumeirah villas).

The year 2003 marked the start of the company's manufacturing capabilities in the UK, Italy and China to produce both luxury and value engineered products across the bathroom portfolio. In Italy the collections are manufactured near Lake Orta in the Novara region of Italy, world famous for producing unrivalled quality taps and bathroom accessories.

The growth of the brand through its own BAGNODESIGN branded products resulted in even further expansion, leading to the launch of new showrooms and dealers following suit, by differentiating themselves throughout the region with their collection of a BAGNODESIGN product portfolio.



LAKE ORTA, ITALY



BRASSWARE FACTORY, ITALY

YAS VICEROY HOTEL, ABU DHABI



Comprehensive and integrated collections have since then been developed to meet designers' and retail requirements and BAGNODESIGN products have been specified and installed in some of the world's finest hotels, iconic buildings and high-end residential developments.



METREAU

Recognising a demand in the institutional sector for public washroom solutions, the AQUAZONE brand was created in 2008, offering a comprehensive collection of washroom products as well as concealed bathroom plumbing solutions.

ALDAR HQ, ABU DHABI





Following on from its success across the Middle East and Central Asia, BAGNODESIGN opened its first showroom in Europe in 2013 in central London, along with a logistics centre to serve and support the growing UK and European business. Since it was established in 1995, SANIPEX GROUP and its BAGNODESIGN brand have been built upon trust and partnerships with its professional clientele; be they designers, developers, retailers or project managers. Quality and service have always been kept at the heart of the company's value proposition, supported by inspiring, on-trend and interactive showrooms.



OUR VISION

RETAIL

Our BAGNODESIGN retail showrooms provide architects, interior designers and private clients a toolkit that enables them to create their dream bathroom. Whilst our AQUAZONE stores are focused on servicing installers, facility management companies and builders with their daily sanitary and plumbing requirements.

PROJECT SUPPLY

Our goal is to be supplier of choice as we work alongside our project clients from the design concept stage through to project delivery and beyond, offering our unique proposal throughout Europe, Asia, and Africa.

TRADE

We aim to supply the right product at the right time in accordance with market trends and the needs of our customers.

MIDFIELD TERMINAL, ABU DHABI

PROJECTS

“We are the **FIRST CHOICE**
for the most celebrated
ICONIC BUILDINGS.”

SANIPEXPROJECT

“Our **PROJECT DIVISION** is the **PREMIER CHOICE** for industry professionals, working on a variety of projects, including **LANDMARK HOTELS, ICONIC BUILDINGS,** major **INSTITUTIONAL** facilities and **RESIDENTIAL** developments. Our **CORE STRENGTH** is the ability to work with our clients through **EVERY STAGE OF THE PROJECT,** with a wealth of **EXPERIENCE,** excellent **LOGISTICS** and after-sales **SUPPORT.”**



HOTEL GROUPS



SANIPEX PROJECT

DEVELOPERS



CONTRACTORS



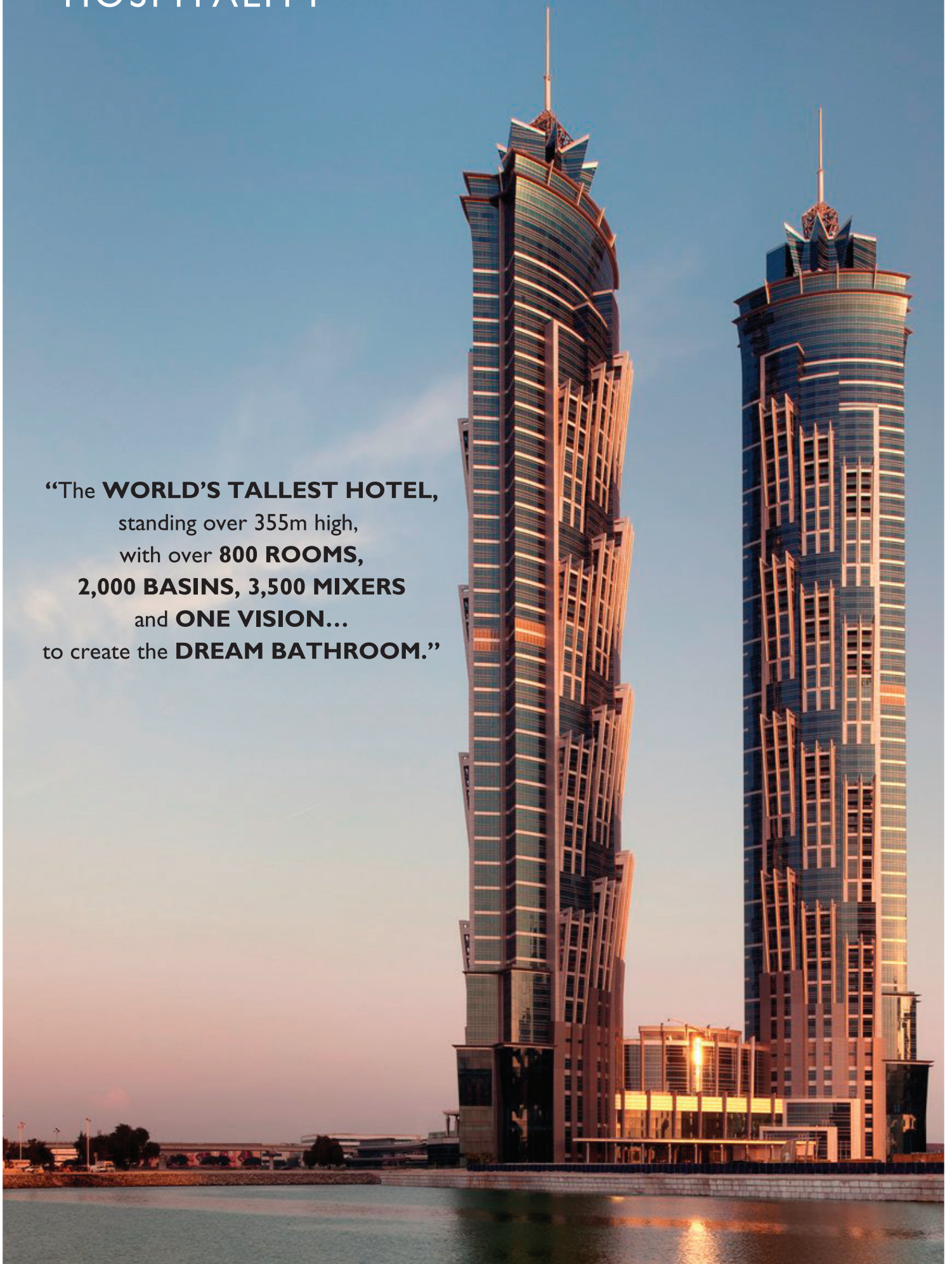
REFERENCES

CONSULTANTS & DESIGNERS



HOSPITALITY

“The **WORLD’S TALLEST HOTEL**,
standing over 355m high,
with over **800 ROOMS**,
2,000 BASINS, **3,500 MIXERS**
and **ONE VISION...**
to create the **DREAM BATHROOM.**”





PIK PALACE HOTEL, SHAHDAG



LAPITA HOTEL, DUBAI



JW MARRIOTT MARQUIS, DUBAI



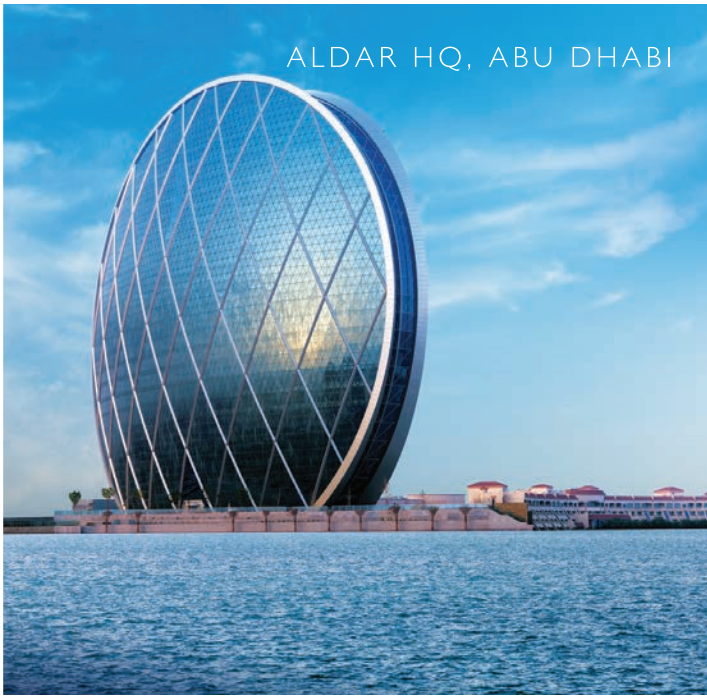
HEMINGWAYS, NAIROBI

COMMERCIAL & RESIDENTIAL

“**DEDICATED** project division -
a wealth of **EXPERIENCE**,
excellent **LOGISTICS** and
after-sales **SUPPORT.**”

OPERA HOUSE, DUBAI

ALDAR HQ, ABU DHABI



CITY WALK, DUBAI



TRIBECA, LONDON



QATAR PETROLEUM DISTRICT



AL BARARI VILLAS, DUBAI





INSTITUTIONAL

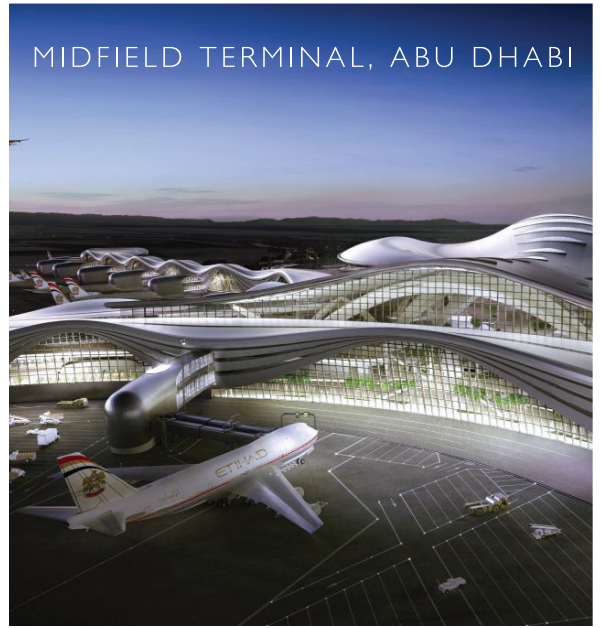
AL MAFRAQ HOSPITAL, ABU DHABI

“**EXPERTISE** you can **TRUST**
and ability to bring **VALUE**
to all projects, regardless of size.”

FOREMARKE SCHOOL, DUBAI



MIDFIELD TERMINAL, ABU DHABI



SHEIKH ZAYED UNIVERSITY, ABU DHABI



OASIS HOSPITAL, AL AIN



LOUVRE, ABU DHABI



RETAIL

“With **INFINITE IDEAS**, one **PERSONAL CONTACT**,
supported by hundreds **WORLDWIDE**,
making your experience
RELAXING, INSPIRING AND COMPLETE.
All with **ONE DESIRE...**
Creating your **DREAM BATHROOM.**”

BAGNODESIGN

EXPERTLY CRAFTED BATHROOMS





For over 15 years BAGNODESIGN has worked alongside its discerning customer with one overriding goal...to create the dream bathroom.

We recognise that everyone has different needs and experiences, therefore our professional staff who have all graduated from the BAGNODESIGN training academy, are on hand to offer expert advice and work with you every step of the way. Irrespective of design intent or budget, we have a solution that will inspire you and help create your dream bathroom.

Whether you are looking for a simple robe hook or your own steam room, a walk-in rain shower or the finest Italian tiles, a classic design or something very contemporary, we have the solution for you. By working with some of the world's leading designers, we understand the latest trends and have the capability to deliver those products ahead of the market under our own highly successful BAGNODESIGN brand.

BAGNODESIGN SHOWROOMS

The highly successful BAGNODESIGN retail showrooms are rapidly appearing in major cities across all our markets.



LONDON

DUBAI

DOHA

LEEDS

ABU DHABI

MUMBAI

MUSCAT

GLASGOW

RIYADH

HARROGATE

CANNES

EDINBURGH

HO CHI MINH CITY





EDINBURGH



DEIRA



ABU DHABI



DOHA



CANNES



MUMBAI

AQUAZONE SHOWROOMS

AQUAZONE offers high quality washroom solutions to the commercial and residential sectors. The AQUAZONE showrooms specialise in plumbing and drainage products, a versatile sanitaryware and accessory ranges, along with high performance stainless steel solutions.



ABU DHABI



AL AIN



DUBAI



SHARJAH





TRADE

“We aim to **SUPPLY THE RIGHT PRODUCT**,
at the **RIGHT TIME**,
in accordance with **MARKET TRENDS**
and the **NEEDS** of our **CUSTOMER.**”

SANIPEXTRADE

“**TRADE** sales are right at the **HEART**
of the SANIPEX GROUP.


Working closely with
HAND-PICKED PARTNERS,
ensuring the **FUNDAMENTAL VALUES**
of the company are delivered in
full to the **END USER.**”





"Hundreds of **DESIGNS**,
dozens of **COLOURS** and **FINISHES**,
crafted with **GENERATIONS OF SKILL**,
with **ONE VISION...**
Creating your **DREAM BATHROOM.**"

BAGNODESIGN
LONDON



“INSPIRED by a whole **WORLD** of influences,
we **DESIGN** to suit **EVERY TASTE**,
with **ONE AMBITION...**
Creating your **DREAM BATHROOM.**”

BAGNODESIGN
LONDON

“High quality **PLUMBING SOLUTIONS**,
produced to the highest
BRITISH AND EUROPEAN
STANDARDS.”

AQUADRAIN

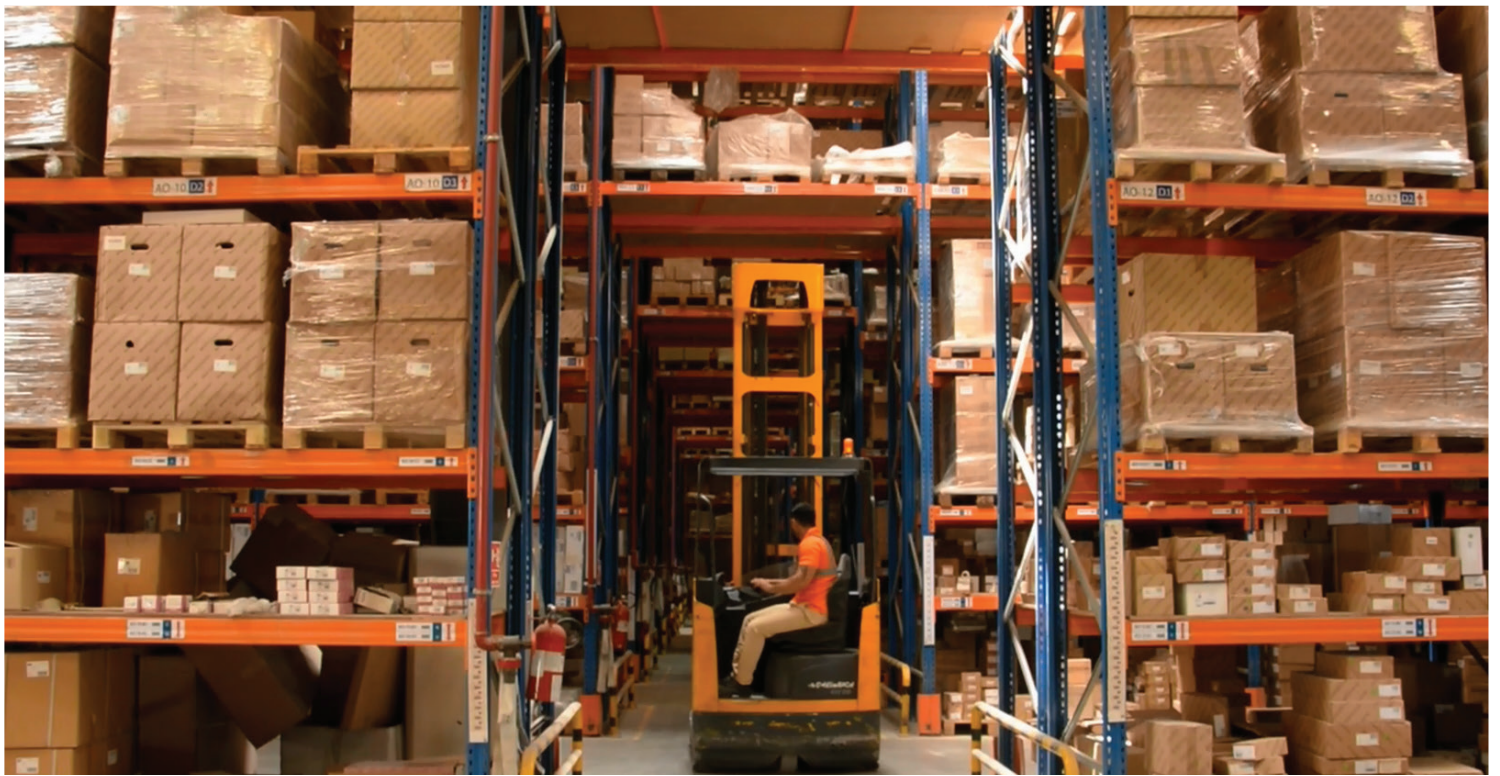
DOMESTIC AND COMMERCIAL DRAINS





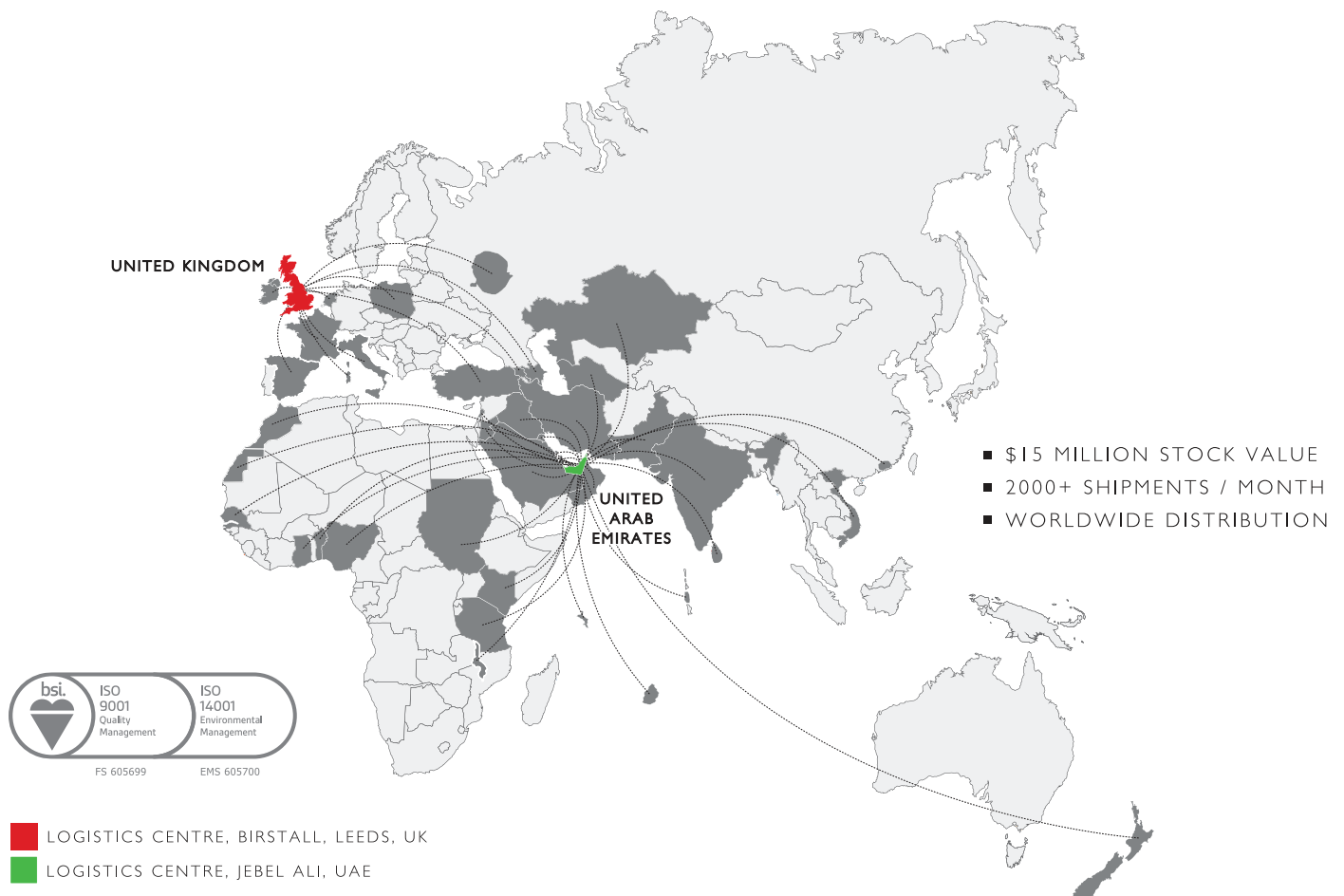
“A COMPREHENSIVE COLLECTION of products
for any **WASHROOM ENVIRONMENT;**
from **INFRARED** taps to
MEDICAL AND SUPPORT SOLUTIONS.”

AQUAECO
WASHROOM AND PLUMBING SOLUTIONS



LOGISTICS SUPPORT

Our unrivalled supply chain capability gives customers what they want when they want it. With easy access to both sea and air freight facilities, stock can be efficiently mobilised and distributed to our clients across the globe. With the latest warehouse management system, we optimise stock levels and track the movement of thousands of products every week.





BAGNODESIGN ACADEMY

Training and development is at the forefront of the SANIPEX GROUP as we strive for excellence in everything we do, with commitment to continuous improvement.

The BAGNODESIGN Academy provides hands-on training on both the technical and selling aspects of products across all categories. In addition to company staff, the fully equipped and functioning academies in Dubai, UAE and Bradford, UK are open to dealers, local plumbers and contractors, giving them the opportunity to become certified installers of BAGNODESIGN and AQUAZONE products.

THE DIRECTORS

DARYL BARKER

MANAGING DIRECTOR

Founder of the SANIPEX GROUP, Daryl has over 40 years invaluable industry experience, 25 years of which have been in Dubai. Prior to establishing SANIPEX, he gained experience working with high profile companies including Pegler (Export Manager), Paul Weil Gulf (Regional Manager) and Eurobath UK (Managing Director).



CALUM STEWART

RETAIL DIRECTOR - MEA

Calum is a senior retail professional with nearly 30 years retail management experience working with leading multinational companies across the UK, Middle East and Far East. Calum has a wealth of operational experience and prior to joining SANIPEX GROUP in January 2008, he held the position of Store Development Director for the AS Watson Group in Hong Kong.



GUY WILSON

MANAGING DIRECTOR TRADE & PROJECTS MEA

Guy has over 20 years of international sales and management experience in the industrial and construction sectors across Africa, Europe and Middle East. Guy has been based in Dubai since 2003 and prior to joining SANIPEX GROUP in January 2011, he was with Geberit Group for ten years, seven years of which he was heading the Geberit organisation for the Middle East region.



DOMINIC COULBECK
GROUP COMMERCIAL DIRECTOR

Dominic has over 25 years experience in management positions with Blue Chip organizations across the UK and Middle East. A resident in Dubai since 1988, he joined the company in 2005 and is based at the SANIPEX GROUP Free Zone Logistics Centre in Jebel Ali.



PAUL RAYNOR
CHIEF OPERATING OFFICER

Paul has over 12 years experience in the plumbing industry, working for market leading, international companies across the UK, USA and France. Prior to joining SANIPEX in 2015, Paul spent 10 years at the Wolseley Group in a variety of senior positions and with responsibility for managing multi-million pound B2B & B2C businesses. Specialising in operational performance, supplier relations and e-commerce development, Paul brings a wealth of experience to the company.



VIPUL AMIN
FINANCIAL DIRECTOR

Vipul Amin is a commercially astute and qualified CIMA accountant from the UK, who has primary responsibility for all aspects of finance at the SANIPEX GROUP. Prior to joining the SANIPEX GROUP, Vipul served in a similar role at Gulf Greetings LLC based in Dubai, and has also worked for companies owned by or operating in partnership with well-known international brands such as Rolls Royce, Daimler, Unilever, Kodak, Hallmark and Sainsbury's.



PROJECT REFERENCE LIST

HOSPITALITY PROJECTS

UAE - Abu Dhabi

Yas Viceroy Hotel, Yas Island
St. Regis Nations Tower
St. Regis Saadiyat Island
Abu Dhabi Golf Club
Centro Hotel, ADNEC
Angsana Resort & Spa, Eastern Mangroves
Centro Hotel, Yas Island
Rotana Hotel, Yas Island
Crowne Plaza Hotel, Yas Island
Premier Inn
Qasr Al Sarab Anantara
Bridgeway Hotel
Desert Islands by Anantara
Westin Golf Resort & Spa
Saadiyat Beach Villas
Monte-Carlo Beach Club, Saadiyat Island
Sir Bani Yas Island Lodges Anantara
Rotana Hotel, Al Ain
Regent Emirates Pearl
Le Meridien
Four Seasons
Staybridge Inn, Yas Island

UAE - Dubai

JW Marriott Marquis
Kempinski Hotel
Raffles Hotel
The Address, Montgomerie
Manzil Hotel, Downtown Dubai
The Palace, Downtown Dubai
Qamardeen Hotel, Downtown Dubai
Rotana Bur Juman Arjaan Hotel
Sofitel Jumeirah Beach
Rotana Amwaj Hotel
Centro Barsha Hotel
Media One Hotel
Le Royal Méridien
Meydan Hotel
The Address, Downtown Dubai
Shangri La Hotel
One & Only Royal Mirage
Movenpick Hotel, Deira City Centre
Jebel Ali International Hotel
Pullman Hotel, Mall of the Emirates
The One and Only, Palm Jumeirah
Four Points Sheraton
Palazzo Versace
Doubletree by Hilton, Business Bay
Taj Downtown
Marriott Renaissance
Hilton Garden Inn
Towers Rotana
Hotel Indigo, Business Bay
Premier Inn
Golden Tulip

Dubai Safari Park
Nikki Beach Hotel
Lapita Hotel
Motiongate River Park
Cove Beach
Asia Asia, Pier 7 Tower
Jumeirah Al Naseem Hotel
Atlantis The Palm
Le Meridien Beach Resort
Aloft Hotel
Venu Hotel
Hilton Garden Inn
Vivus Bluewaters Resort
Jumeirah Beach Hotel
Millenium Atria

UAE - Ras Al Khaimah

Waldorf Astoria
Doubletree by Hilton

UAE - Al Ain

Rotana Hotel

UAE - Sharjah

Al Bait
Pullman Hotel

UAE - Fujairah

Intercontinental Hotel

Qatar

Ramada Hotel
Al Shaqab Equestrian Academy
Fraser Suites
Grand Hyatt
InterContinental Hotel
Msheireb, Heart of Doha
Souq Waqif Hotel
St.Regis Hotel Apartments
Oryx Rotana
Radisson Hotel
La Cigale Hotel
Dukhan Palace
Doha Convention Centre
The Gate Mall
Centro, Doha
Banana Island Resort
Mandarin Oriental
Hyatt Plaza
Waldorf Astoria
Zulal Destination Spa & Family Resort

Oman

Al Mouj Kempinski, Muscat
The Chedi

Crowne Plaza Hotel, Sohar
Alila Jabal Akhdar
Sundus Rotana
Shaza Salalah

Kuwait

Al Manshar Rotana Hotel

Bahrain

Zallaq Thalassa Sofitel
The Gulf Hotel
Grand Mercure

Kingdom of Saudi Arabia

Al Qualaa Hotel Towers, Makkah
Dokaa Hotel Towers, Makkah
InterContinental Hotel Apartments, Al Madinah
Mövenpick Hotel Anwar, Al Madinah
Radisson SAS Resort, Riyadh
Radisson SAS, Jeddah
Sofitel, Al Khobar
JW Marriott Hotel, Jeddah
Raffles Hotel, Makkah
Fairmont Hotel, Riyadh
Ibis Hotel, Riyadh
Al Boudi, Riyadh
Narcissus Hotel and Residence
Centro Rotana, Dammam
Centro, Jeddah
Park Hyatt, Riyadh

India

Hyatt Regency, Chennai
ITC Gardenia Hotel, Bangalore
ITC Kakatiya Sheraton, Hyderabad
Radisson White Sands Resort, Goa
Renaissance Powai, Mumbai
Taj Falaknuma Palace, Hyderabad
Taj Lands End, Mumbai
The Zuri Hotel, Bangalore
Vishnupriya Hotel & Resort

Sri Lanka

Devi Luxury Apartments, Colombo
Galle Face Hotel, Colombo
InterContinental Hotel, Colombo
Premier Pacific Apartments, Colombo
Trans Asia Hotel, Colombo

Pakistan

Avani Hotel, Karachi
Le Meridien Hotel, Karachi

PROJECT REFERENCE LIST

HOSPITALITY PROJECTS

Kazakhstan

Abu Dhabi Plaza

Azerbaijan

JW Marriott Absheron, Baku
Pik Palace Hotel, Shahdag
Park Chalet Hotel, Shahdag
Zirve Hotel

UK

Seven Hotel, Southend-on-Sea
Hilton Double Tree, Chester

Maldives

Angaga Island Resort & Spa
The Hilton Conrad, Rangali Island
Nasundhara Palace Hotel
Nakatcha Fushi Resorts
Como Maalifushi Resorts
Hurawalhi Resort
Mercure Kooddoo Resort
One & Only Reethi Rah

Mauritius

InterContinental Balaclava Fort Resort
The Four Seasons Anahita Resort

Nigeria

Romel Hotel, Lagos
Nanda Hotel, Sagamu
Evergreen Residence, Abuja
Olympia Estate, Life Camp Abuja
Sheraton Hotel, Lagos

Kenya

Hemingways, Nairobi
Radisson Blu, Nairobi
Sun n Sand Beach Hotel
Trident Grand Riverside
Hemingways, Watamu

Benin

Kial Hotel, Cotonou

The Netherlands

Waldorf Astoria, Amsterdam

COMMERCIAL & RESIDENTIAL PROJECTS

UAE - Abu Dhabi

TDIC Headquarters
Abu Dhabi Stock Exchange
ADIC Towers
Abu Dhabi National Exhibition Centre (ADNEC)
Etihad Towers
Aldar HQ
Central Market
Al Bandar Residences
Al Hosn Gas HQ
World Trade Centre
Al Maryam Mall
Paragon Bay Mall

UAE - Dubai

U-Bora Towers
Al Barari Villas
Bluewaters Residences
OIA Residences
Soho Loft Apartments
One @ Palm Jumeirah
Eaton Place
Anwa Maritime City
ICD Brookfield Place
Equestrian Villas
Jumeirah Golf Estates
Palm Jumeirah
Limitless Office Towers
Bank Melli Iran Building
Emaar Old Town
Emaar Dubai Marina
Emaar Office Park
Opera House
South Ridge, Downtown Dubai
Mirdif Mall
Vox Cinemas (Across UAE)
The Onyx
Atria Business Bay
City Walk
Belgravia
Muraba
Riverland Dubai Parks & Resorts
La Mer
Dubai Creek Harbour

Qatar

Viva Bahriya
Al Shaqab Villas
Qatar Airways Premium Lounges
Qatar Airways Staff Accommodation
Msheireb, Heart of Doha
Al Muraikh Tower
Qatar Petroleum District
North Gate Mall

Al Mirqab Mall
Wesaya Towers
Supreme Education Council
Harvel Nichols

Bahrain

Capital Towers

UK

Tribeca, London
Tower One, Nottingham
Elephant Road Development, London
Fyfield Hall, Essex
Central House, London
Sarena House, Colindale
Leeming House, Leeds
Silver Fin Building, Aberdeen
Kirkstall Forge, Leeds
Brunswick Point, Leeds
Carlton House, London
Silver Works, Colindale
Pinnacle House, London
Harbour Central, London
Atria - Residential
Rickmansworth, Hertfordshire
Ranstead Court, Luton
Brentwood, Essex
Marine Wharf, London
Skyline, Slough

Azerbaijan

Port Baku Tower
Presidential Villas, Shahdag

India

Baale Private Villas, Goa

Pakistan

Orchid Apartments, Lahore

Seychelles

Eden Island Resort

PROJECT REFERENCE LIST

INSTITUTIONAL PROJECTS

UAE - Abu Dhabi

Zayed University
Repton School
New York University
Cleveland Clinic
Al Mafraq Hospital
Al Ain University
Masdar Institute of Science & Technology
Oasis Hospital Al Ain
Abu Dhabi Courts
Midfield Terminal
MOE Schools
Specialised Rehabilitation Hospital

UAE - Dubai

Al Zahra Hospital
School of Research Science
Foremarke School
American School of Creative Science

Qatar

Sidra Hospital
Doha Metro
National Museum of Qatar
Al Rayyan Stadium
Al Wakrah Stadium
ISF Camp

Kingdom of Saudi Arabia

Princess Noura University
Siemens Business Gate, Riyadh
Samba Bank HQ, King Abdullah -
Financial District
King Abdulaziz International Airport
King Abdulaziz Centre for World Culture

Senegal

Léopold Sédar Senghor Intl Airport

UK

The Quads, University of Bath



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