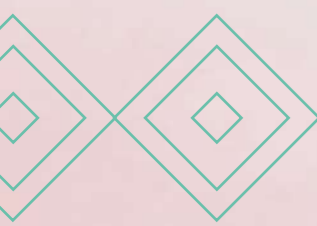




COMPANY PROFILE


SARA
1967



*To create
exceptional moments*





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ABOUT SARA GROUP

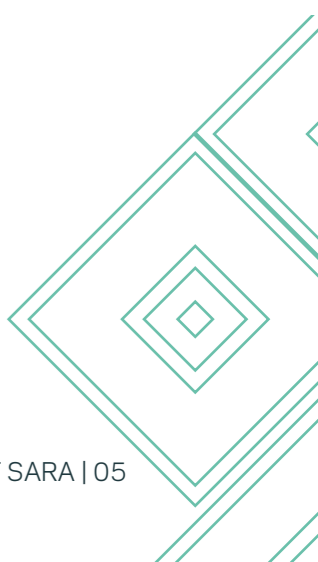


Welcome to SARA Group, the Middle East's leading distributor and retailer of premium bathroom products, hospitality equipment, tableware, gift items, and home furniture. Since our establishment in 1967, we have been the region's foremost distributor, dedicated to enhancing your space with home, hospitality, and bathroom products that embody your vision and meet the highest standards of design and quality.

At SARA Group, we are driven by a singular goal: to make your space truly exceptional. Whether you are envisioning your dream home or outfitting a prestigious five-star hotel, we go above and beyond to offer an unparalleled product range that seamlessly blends innovation, style, and functionality. Our team is committed to providing personalized solutions through a collaborative approach, ensuring every detail is carefully curated to reflect your unique preferences and requirements.

With over 55 years of industry experience, SARA Group has collaborated with renowned developers, contractors and designers. Our rich history of successful partnerships positions us as trusted experts in the field. Continuously pushing boundaries and setting new industry standards, we strive to innovate and stay ahead, anticipating the trends and demands of the next 50+ years.

At SARA Group, we value our clients' trust. Experience professionalism and attention to detail while we transform your space into an exceptional oasis. Join us in redefining excellence in home, hospitality, and bathroom products in the Middle East.





To create exceptional moments
THAT FULFILL, INSPIRE AND DELIGHT

TEAM

We take pride in our dynamic and diverse team, comprising over 500 dedicated professionals who boast decades of extensive industry experience. We foster an inclusive and supportive work environment where every individual can thrive, contribute their unique perspectives, and reach their full potential.

By nurturing our employees' personal and professional growth, we empower them to deliver exceptional results for our clients and stakeholders. Thus, we prioritize their growth and development by providing tailored programs and abundant career advancement opportunities.

Throughout every interaction and each project we undertake, we remain steadfast in upholding SARA's Core Virtues of being Genuine, Smart, a Game Changer, and a Talent Builder. By staying true to these virtues, we consistently strive for authenticity, emotional intelligence, expertise, innovative thinking, and the nurturing of talent within our organization.



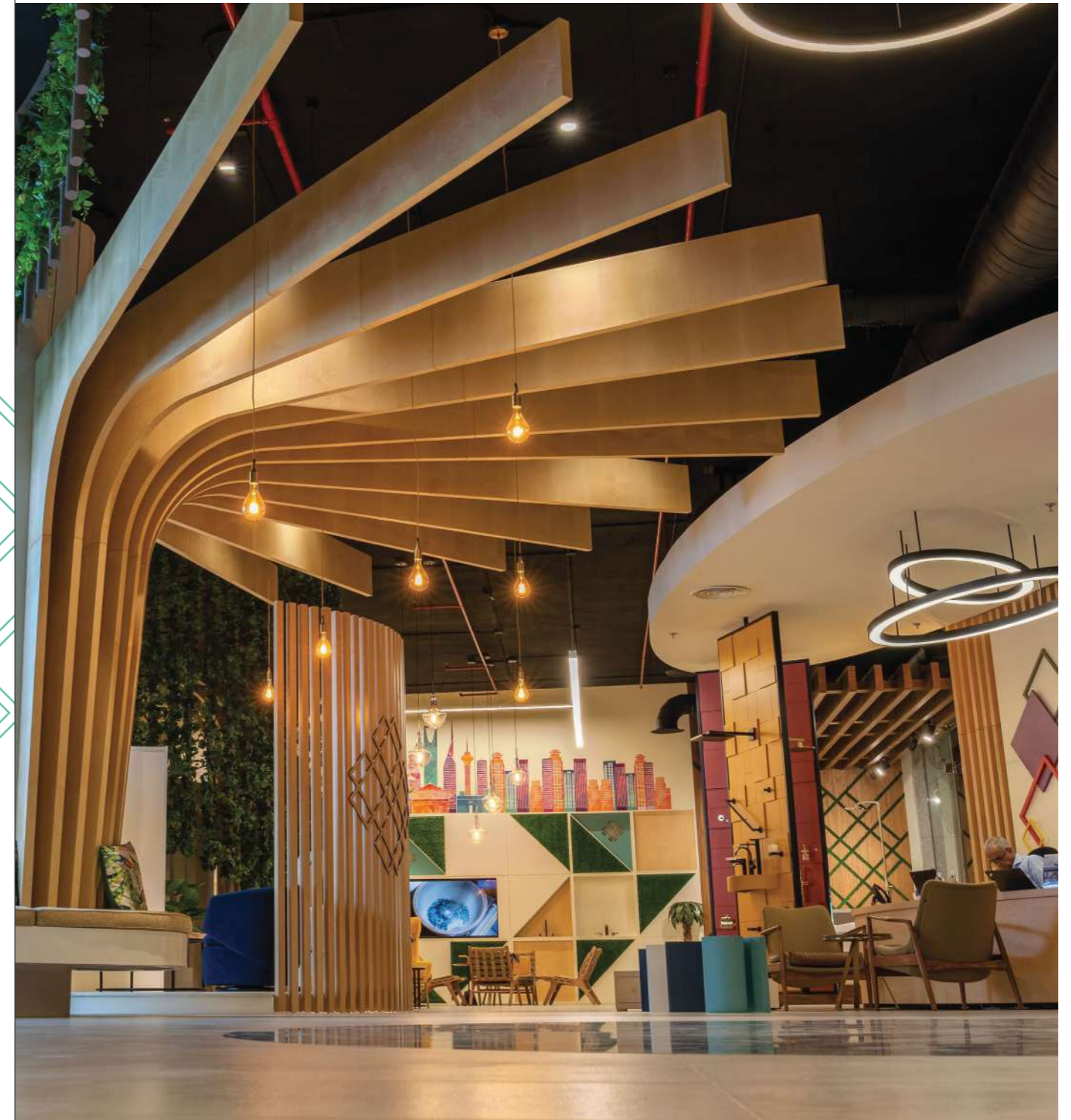
OPERATIONS

SARA Group has an extensive global footprint, established in both the Middle East and Asia. Our operations span across the Kingdom of Saudi Arabia, the United Arab Emirates, Lebanon, Qatar, Bahrain, Kuwait, Oman, and China. This wide reach allows us to cater to a large client base and deliver our exceptional products and services to various markets.

With a comprehensive and diverse product portfolio, SARA Group is at the forefront of offering high-standard solutions. Our vast range encompasses bathroom faucets and accessories, bath and shower systems, sanitaryware, tiles, tableware, kitchen equipment, hotel amenities, gift items, home accessories, and furniture.



At SARA Group, we aim to exceed expectations with our products and services. With our global presence and industry expertise, we provide access to top-quality products embodying the latest trends and technologies to our markets.



BRANDS

We take great pride in our vast portfolio of brands, meticulously curated to fulfill the diverse needs of our customers. Our collection of brands encompasses globally recognized industry leaders, as well as brands specifically developed to cater to the unique tastes and requirements of our region.

We understand that quality and durability are paramount when it comes to our customers' satisfaction. With this in mind, we carefully handpick each brand, ensuring that they meet our standards of excellence. This rigorous selection process guarantees that our clients can trust in the exceptional quality and performance of every product we offer.



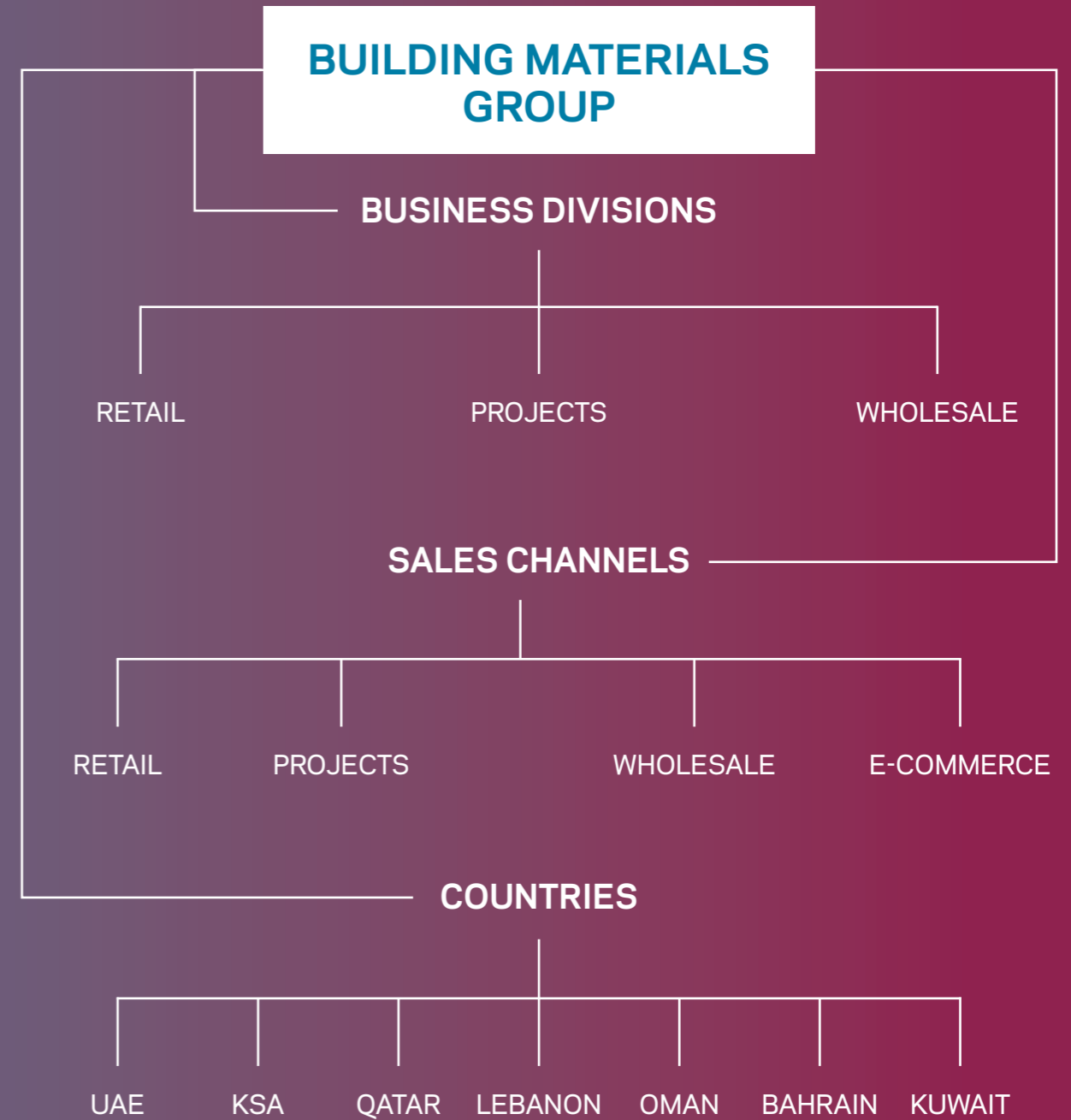


BUILDING MATERIALS GROUP



Our Building Materials Group is your ultimate destination for top-quality bathroom and kitchen products tailored to meet your every need. Our comprehensive range of products and esteemed brands includes a vast array of building materials, spanning sanitaryware, bathroom and kitchen fittings, shower systems, accessories, and tiles. With our extensive selection, we guarantee that we can fulfill all your requirements, ensuring the best outcome for your projects.

We understand that the foundation of any successful project lies in the quality of the materials used. That is why, at SARA Group, we are dedicated to offering only the best to our clientele. Our unwavering commitment to excellence is backed by over 50 years of experience in the industry, granting us unparalleled expertise and insight. With our deep knowledge and understanding of our industries, we are fully equipped to deliver solutions that meet your needs.



A surreal landscape with blue mountains and water, featuring two large arches in the foreground. The scene is split vertically by a thin line. The left side shows a smaller arch and a larger one, both framing a mountain peak. The right side shows a range of mountains without arches. The sky is a clear, light blue, and the water is a darker blue with gentle ripples.

To create exceptional moments
FOR THOSE WHO SEEK PEACE OF MIND



We are extremely proud of the successful development of our very own brand of bathroom products, TREDEX. With TREDEX, our mission is clear - to deliver supreme quality combined with cutting-edge designs at an exceptional value. Our extensive TREDEX portfolio encompasses a wide range of products, including fittings, washbasins, bathtubs, showers, and bathroom accessories, with continuous expansion.

At SARA Group, we understand the importance of staying ahead of trends and meeting the evolving demands of our valued customers. That's why TREDEX stands as a testament to our unwavering commitment to innovation, reliability and durability. Each TREDEX product is thoughtfully crafted, ensuring that it not only meets our high quality standards but also reflects the latest design trends, adding a touch of contemporary elegance to any space.

With TREDEX, you can expect nothing less than exceptional performance, aesthetic appeal, and incredible value. We continuously strive to refine and expand our TREDEX range, keeping pace with the ever-changing industry landscape and ensuring that we remain at the forefront of delivering top-quality bathroom products.

FOLLOW US ON SOCIAL

 [Tredex.com](https://www.tredex.com)

 [@tredex.me](https://www.facebook.com/tredex.me)

 [@tredex.me](https://www.instagram.com/tredex.me)



TREDEX



RETAIL

The world of bathroom retail has remained stagnant for decades, failing to adapt to evolving customer expectations and the advancements of digital retail technology. Recognizing this gap, SARA Group took the bold step of revolutionizing the entire experience, creating the most exceptional client journey for bathroom shopping in the region, celebrated on a global scale.





RETAIL





Introducing SARA, our flagship showroom, an architectural marvel that redefines the very essence of space design and customer engagement. Every aspect of the showroom, from its initiation, has been thoughtfully crafted to provide the utmost comfort and enjoyment for all who enter. Our team of SARA specialists is dedicated to understanding and fulfilling clients' unique needs, offering a design-centric product range that sets trends, embraces customization, and ignites a sense of novelty and excitement.

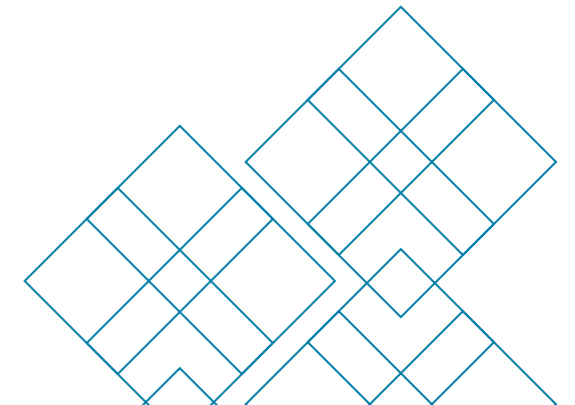


At the heart of this extraordinary journey lies SARA+, an innovative system seamlessly integrated throughout our showrooms. Through a network of screens, customers are empowered to design their own dream bathroom, visualize it in stunning detail, revisit and refine it on-the-go, before making the final purchase.

By marrying cutting-edge technology with intuitive design, SARA Group has redefined the standards of bathroom retail. Our mission is to provide an unmatched client experience, one that surpasses expectations and inspires. We invite you to immerse yourself in the world of SARA, where innovation and customer-centricity converge to create a truly transformative journey.

FOLLOW US ON SOCIAL

-  [saragrouponline.com](https://www.saragrouponline.com)
-  [@saragroup1967](https://www.facebook.com/saragroup1967)
-  [@saragroup](https://www.instagram.com/saragroup)
-  [@SARAGroup_1967](https://twitter.com/SARAGroup_1967)



 **RETAIL**



BRANDS



PROJECTS

At SARA Group, we are specialists in providing comprehensive fit-out solutions for a diverse range of projects across various sectors. From residential and commercial spaces to healthcare facilities, hospitality establishments, and educational institutions, we have the expertise and experience to cater to your specific needs.

Our team of experts comprises designers who can create visually captivating spaces aligned with your vision, while our product specification experts recommend tailored solutions based on industry knowledge.



We pride ourselves on our collaborative approach, working closely with our clients from the initial design phase through to the final installation and beyond. We believe in delivering not only exceptional fit-out solutions but also providing unparalleled after-sales support, ensuring your satisfaction with our services.

For over five decades, we have established strong partnerships with renowned developers throughout the region. Our track record shows that we have supplied landmark projects that have become architectural gems, contributing to the region's ever-evolving skyline. Since our inception in 1967, our expertise has been trusted and relied upon, making us a preferred choice for delivering outstanding fit-out solutions for 50+ years.





PROJECTS

KSA



AL IBRAHIMIA TOWERS

Al Madinah
Hotel



CORNICHE HOTEL

Jeddah
Hotel



DANA - RAYHAAN BY ROTANA

Dammam
Hotel



HILTON GARDEN INN

Khobar
Hotel



UMMAHAT AL SHAYKH - RITZ CARLTON

Red Sea Development
Hotel



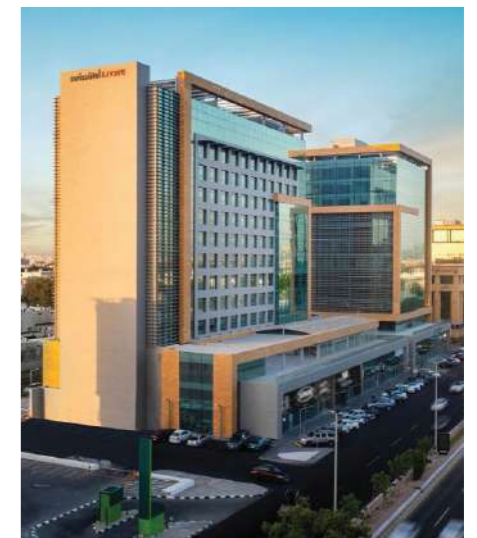
ZAMZAM PULLMAN HOTEL

Al Madinah
Hotel



NOVOTEL THAKHER CITY

Makkah
Hotel



SWISSOTEL LIVING

Jeddah
Hotel



LE MERIDIEN HOTEL

Riyadh
Hotel



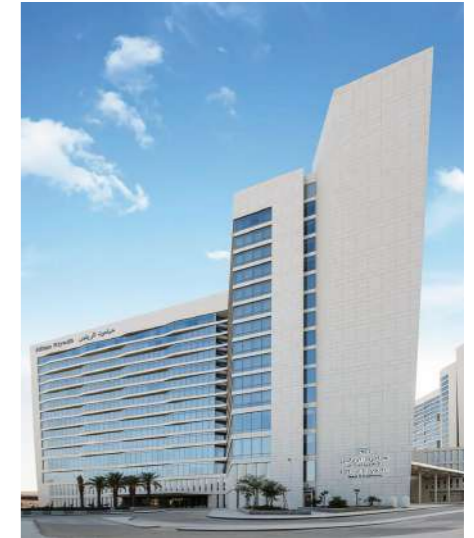
RADISSON BLU

Riyadh
Hotel



AQUA RAFFLES HOTEL & RESIDENTIAL TOWERS

Jeddah
Hotel & Residences



HILTON RIYADH HOTEL & RESIDENCES

Riyadh
Hotel & Residences



MOVENPICK HOTEL - FINANCIAL DISTRICT

Riyadh
Hotel



FAIRMONT RAMLA SERVICED RESIDENCES

Riyadh
Hotel & Residences



MAKANA HOUSING

Makkah
Residential Community



WADI AL HADA COMPOUND

Riyadh
Residential Community



AL ZAHRA COMPOUND

Jeddah
Residential Community



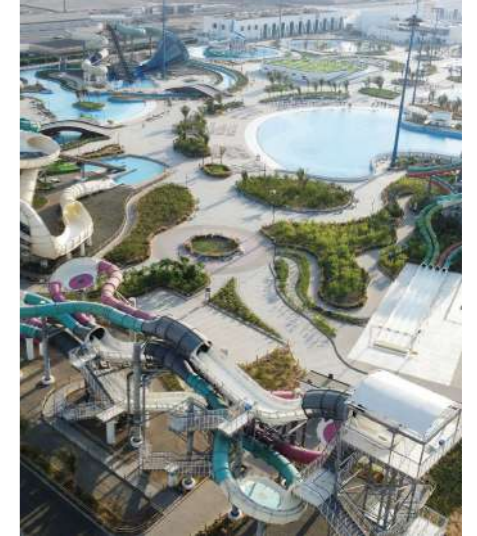
RETAJ MAKKAH HOUSING PROJECT

Makkah
Government Housing



MINA CAMPS

Makkah
Commercial



JEDDAH WATER PARK

Jeddah
Commercial



ZAHID BUSINESS PARK

Jeddah
Commercial



KING ABDULLAH FINANCIAL DISTRICT

Riyadh
Commercial



NAHDA ACADEMY

Jeddah
Education



AL MOUWASAT HOSPITAL

Jubail
Healthcare



PROJECTS

KSA



FAKEEH HOSPITAL

Jeddah
Healthcare



AL SALAM HOSPITAL

Khobar
Healthcare



AL MOUWASAT HOSPITAL

Makkah
Healthcare



AL MOUWASAT HOSPITAL

Madinah
Healthcare



CITY MED HOSPITAL

Riyadh
Healthcare



SECURITY FORCES MEDICAL CITY - SFMC

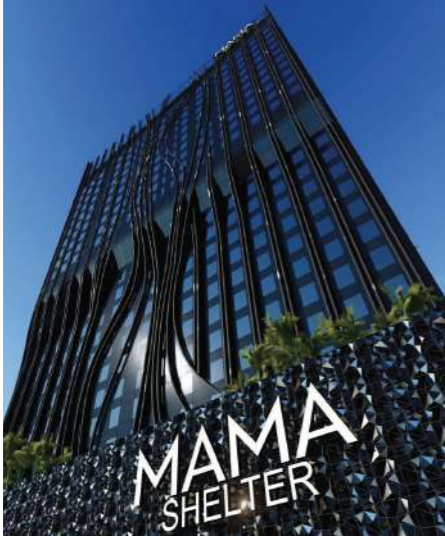
Riyadh
Healthcare



AL MOUWASAT HOSPITAL

Riyadh
Healthcare





MAMA SHELTER

Dubai
Hotel



ADDRESS DOWNTOWN

Dubai
Hotel



HILTON GARDEN INN

Dubai
Hotel



**HOLIDAY INN & SUITES
- BUSINESS BAY**

Dubai
Hotel



**THE GRAND HOTEL-
DUBAI CREEK HARBOUR**

Dubai
Hotel



**MIRAMAR LUXURIOUS
VILLAS**

Fujairah
Hotel



ONE ZAABEEL

Dubai
Hotel



**URBAN OASIS
BY MISSONI**

Dubai
Hotel



PROJECTS

UAE



DIBBA AL FUJAIRAH 5 STAR HOTEL & RESORT

Fujairah
Hotel



MARRIOTT RESIDENCES - JVC

Dubai
Hotel & Residences



ALEXIS TOWER

Dubai
Residential Tower



AL MARYAH VISTA

Abu Dhabi
Residential Tower



LIV MARINA

Dubai
Residential Tower



DUBAI ISLAMIC BANK RESIDENTIAL DEVELOPMENT

Dubai
Residential Tower



THE GATE - MASDAR CITY

Abu Dhabi
Residential Tower



IL PRIMO

Dubai
Residential Tower



PROJECTS

UAE



SAADIYAT RESERVE

Abu Dhabi
Residential Community



VINCITORE BENESSERE

Dubai
Residential Community



MUROOJ AL FURJAN

Dubai
Residential Community



PARKLANE

Dubai
Residential Community



AKOYA OXYGEN

Dubai
Residential Community



FENDI VILLAS

Dubai
Residential Community



RUKAN TOWNHOUSES

Dubai
Residential Community



DISTRICT ONE MOHAMMED BIN RASHID CITY

Dubai
Residential Community



PROJECTS

UAE



BANIYAS NORTH

Abu Dhabi
Residential Community



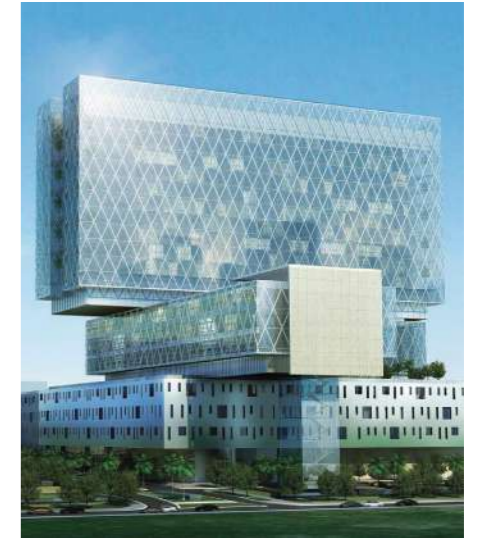
THE PENINSULA

Dubai
Residences



SAUDI GERMAN HOSPITAL

Dubai
Healthcare



CLEVELAND CLINIC

Abu Dhabi
Healthcare



VICTORIA INTERNATIONAL SCHOOL

Sharjah
Education



AMERICAN COMMUNITY SCHOOL

Abu Dhabi
Education



ADNEC MULTIPURPOSE HALL BUILDING

Abu Dhabi
Commercial



EMBASSY OF KUWAIT

Abu Dhabi
Government



PROJECTS

LEBANON



**KEMPINSKI
SUMMERLAND HOTEL &
RESORT**
Beirut
Hotel



RAWCHE 1132
Beirut
Residential Tower



BEIRUT 233
Beirut
Residential Tower



STE. ACHRAFIEH 315
Beirut
Residential Tower



FAWAZ BUILDING
Beirut
Residential Tower



VERDUN 2401
Beirut
Residential Tower



SKY HOMES
Beirut
Residential Tower



3 BEIRUT BUILDING
Beirut
Residential Tower

PROJECTS

LEBANON



BEIRUT TERRACES

Beirut
Residential Tower



WADI HILLS

Beirut
Residential Tower



MEA TRAINING CENTER

Beirut
Commercial



GREEN BUILDING AIRPORT PROJECT

Beirut
Commercial



ASSI VILLA

Beirut
Residence



STRATUM OFFICE BUILDING

Beirut
Commercial



ABC MALL

Beirut
Commercial



BEIRUT DIGITAL DISTRICT

Beirut
Commercial

PROJECTS

LEBANON



BANK AUDI HEADQUARTERS

Beirut
Commercial



BLOM BANK HEADQUARTERS

Beirut
Commercial



UNRWA SCHOOL

Tripoli
Education



HOTEL DIEU DE FRANCE

Beirut
Healthcare



BLF GHAZIR

Jounieh
Commercial



LEBANESE AMERICAN UNIVERSITY

Beirut
Education



ST. GEORGES HOSPITAL

Beirut
Healthcare



CLEMENCEAU MEDICAL CENTER

Beirut
Healthcare



FRENCH EMBASSY

Beirut
Government



US EMBASSY

Awkar
Government



WHOLESALE

Throughout our history, we have diligently grown our wholesale business, fostering enduring partnerships built on a foundation of mutual trust with numerous distributors across the Middle East. Our extensive portfolio proudly showcases dozens of globally renowned brands, enabling us to offer comprehensive bathroom solutions that seamlessly blend exceptional design, unmatched value, and unparalleled sales service.

Over the years, we have solidified our position as a trusted provider of top-quality products and services. While holding on to our extensive portfolio, our aim is to continually expand our offerings, curating a diverse range of brands that embody innovation and craftsmanship.

At SARA Group, we recognize that true success lies in the strength of our partnerships. We take great pride in the lasting relationships we have cultivated with our valued distributors. By nurturing these connections based on reliability, and shared success, we have become one of the most trusted wholesale partners in the region.





CONTACT US



At SARA Group, we place great importance on building and nurturing strong relationships with our clients, and we understand that effective communication is at the core of this endeavor. Whether you are embarking on your next project or seeking to transform your home, we are here to collaborate with you every step of the way. Your vision and aspirations are our top priority.

We value your inquiries, thoughts, and recommendations, and we encourage you to reach out to us. Our dedicated customer support team is always ready to lend a helping hand and provide the assistance you need. From answering your questions to offering guidance and advice, we are committed to ensuring your experience with SARA Group is seamless and satisfying.



CONTACT US

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Road
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KSA | Jeddah

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UAE | Dubai

📍 Bahwan Plaza, 2nd Floor,
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Lebanon | Beirut

📍 Ibiza Buidling, Verdun
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Lebanon | Saida

 Adel Ousairan Street

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UAE | Sharjah

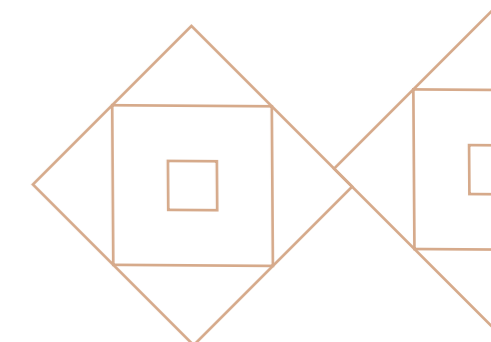
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COMPANY PROFILE