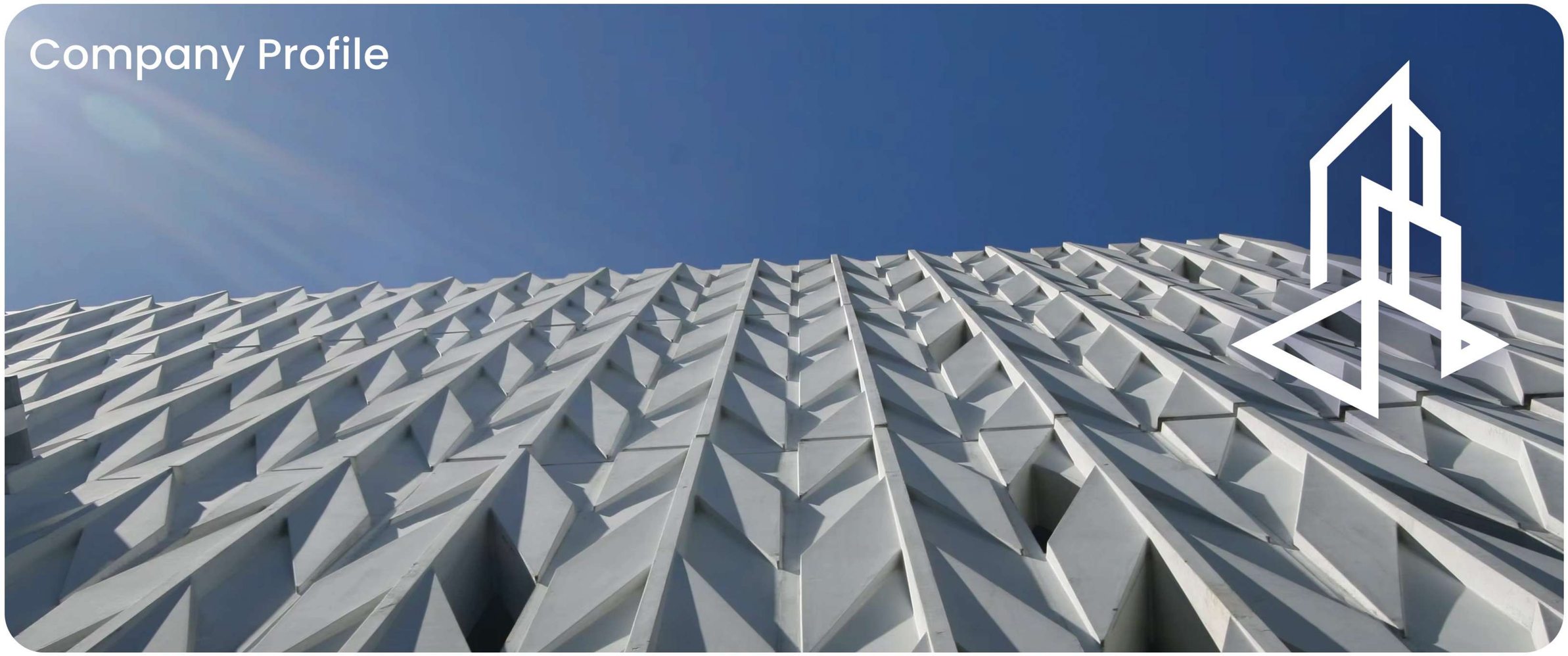
Company Profile



ARIEL™ GROUP

GFRC Architectural Cladding Solutions

• Advanced GFRC Facades • Architectural & Decorative Concrete • Heavy-Duty Industrial Flooring • Epoxy & Polyurethane Coating Systems

Engineered Concrete. Elevated Design

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From an Idea to Enduring Performance.

At ARIEL, we create engineered concrete surfaces, GFRC panels, decorative façades, and industrial flooring systems that combine performance, durability, and architectural value. With over a decade of expertise, we blend modern manufacturing with responsible craftsmanship to deliver efficient, long-lasting, and sustainable solutions.

We are proud to support Dubai’s vision for a smart, sustainable city by building future-ready environments for residential, commercial, and urban developments. Our commitment remains clear quality, innovation, and trusted partnerships on every project.

Neda Rouzbehan
Founder & Chief Executive Officer, ARIEL

Vision

To become a leading regional partner in engineered architectural surfaces and façade systems, setting benchmarks for durability, sustainability, and design excellence.

Mission

To manufacture high-performance concrete surfaces, GFRC panels, decorative façades, and industrial flooring systems by combining modern production technology with responsible craftsmanship, delivering efficient, long-lasting solutions with reduced environmental impact.

Values

At ARIEL, we are guided by precision in every detail, integrity in our engineering decisions, and a constant pursuit of architectural excellence. We operate with a responsible mindset—prioritizing durability, efficiency, and lower environmental impact—while building long-term partnerships through transparency, reliability, and consistent delivery.

We design and manufacture engineered concrete and GFRC solutions for residential, commercial, and urban developments, offering products tailored to project requirements, climate demands, and architectural intent.

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Sustainability
Driven Concrete Innovation

We continuously innovate to create durable and sustainable concrete products for the future.

About Us

ARIEL is a specialized manufacturer of engineered concrete surfaces, GFRC panels, decorative façades, and industrial flooring systems. With more than a decade of expertise, we blend modern manufacturing technology with responsible architectural craftsmanship to create durable, sustainable, and design-focused solutions for residential, commercial, and urban developments.

Our commitment goes beyond engineering, we aim to build environments that are future-ready and environmentally conscious, supporting Dubai's vision for a smart, sustainable city. Each product we design is developed with efficiency, longevity, reduced environmental impact, and architectural excellence in mind.

⭐ Based on International Standards

ISO 9001:2015 · ISO 14001 Environmental Management System · ISO/IEC 17065 · ISO 45001:2018

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Advancing the Future of Architectural Materials

- **GFRC Panels**
  Lightweight, flexible, and high-strength concrete panels for façades and interiors.

- **Architectural Concrete Surfaces**
  Polished concrete, liquid hardeners, microcement systems, and decorative finishes.

- **Industrial Flooring Systems**
  Epoxy flooring, polyurethane coatings, AR30 & AR50 heavy-duty concrete treatments.

- **Outdoor & Urban Surfaces**
  Walkways, parking areas, terraces, landscape concrete finishes.

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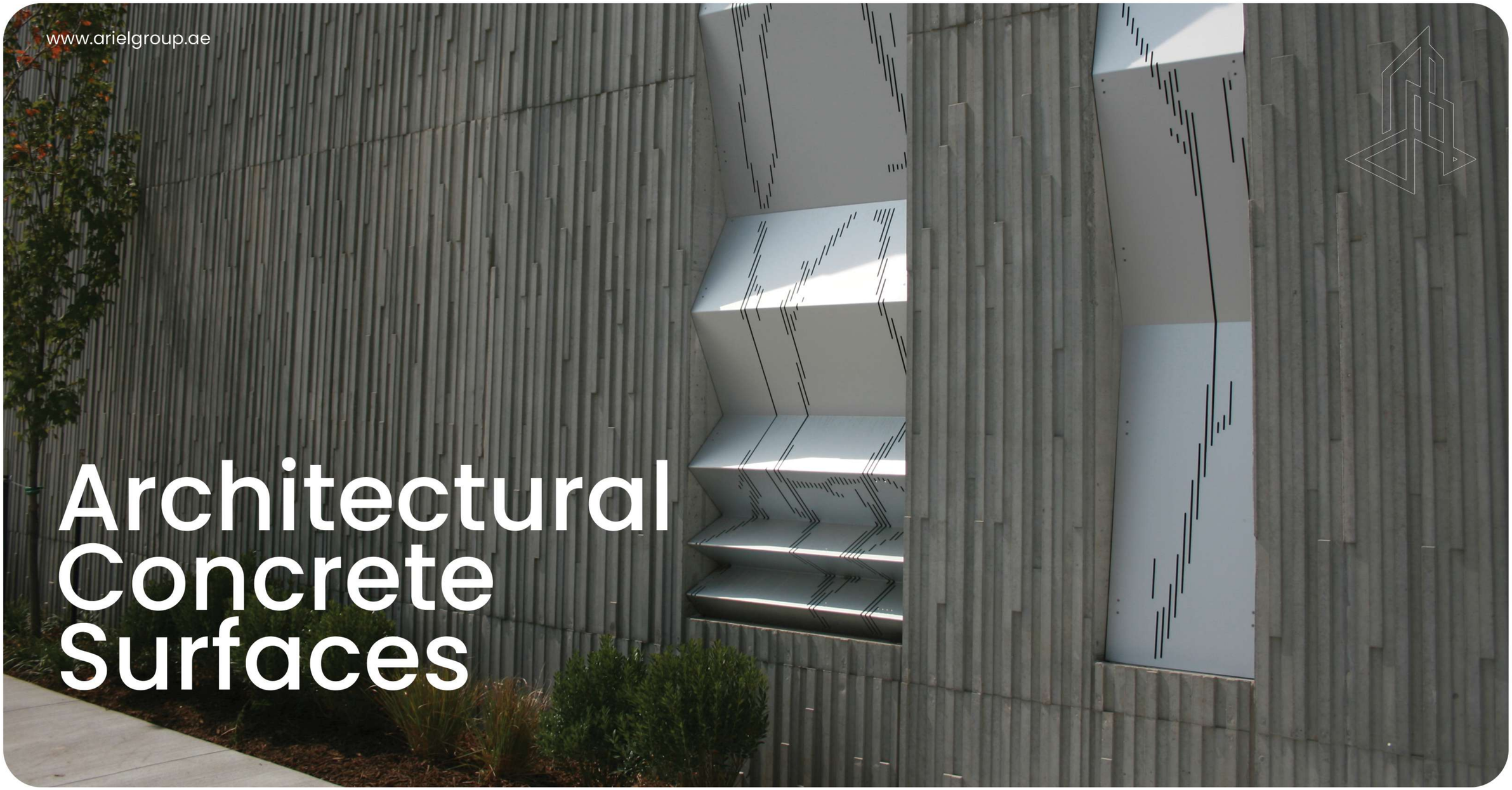


Architectural Concrete Surfaces

ARIEL’s architectural concrete surfaces are engineered to deliver a perfect blend of aesthetics, durability, and technical performance. Designed for modern interiors and exteriors, our surfaces offer seamless finishes, custom textures, and high-end visual quality suitable for luxury residences, commercial environments, and large-scale developments.

With advanced concrete treatments, innovative hardeners, and customizable color systems, every ARIEL surface is crafted to match your design vision while maintaining exceptional strength and long-term stability.

GFRC (Glass Fiber Reinforced Concrete) offers unmatched versatility and performance.Lightweight yet extremely strong, GFRC allows architects to create modern façades, sculptural interiors, and complex textures with exceptional durability.

Advantages:

- Lightweight & high strength
- Fire & weather resistant
- 50+ year lifespan
- Unlimited colors & textures
- Ideal for complex 3D shapes

Comprehensive Architectural Applications for Modern Environments

Brand-Focused Spaces
Spaces where identity, aesthetics and visual impact matter.

- Lobby feature walls
- Signature entrances
- Branded environments
- Presentation & display areas
- Premium waiting zones

Human-Centered Environments
High-traffic spaces designed around comfort durability, and modern design.

- Offices
- Educational facilities
- Hospitals & healthcare centers
- Gyms & fitness clubs
- Beauty and wellness centers

Hospitality & Experience Spaces
Environments built to deliver memorable guest experiences.

- Hotels
- Restaurants
- Cafés
- Spa & wellness lounges
- VIP areas

Urban & Public Spaces
Durable solutions for open, shared, and smart-city oriented environments.

- Walkways
- Building entrances
- Public plazas
- Outdoor landscapes
- Smart city developments

Business & Commercial Spaces
Functional and design-driven surfaces for commercial use.

- Retail stores
- Showrooms
- Commercial centers / Malls
- Factories work space
- Private medical centers

Living & Residential Spaces
Modern living spaces where design and long-lasting quality matter.

- Villas
- Apartments
- Living areas
- Residential façades

Development & High-Rise Projects
Large-scale projects with advanced architectural requirements.

- Towers
- Mixed-use developments
- Complex façade geometries
- 3D cladding and shading systems

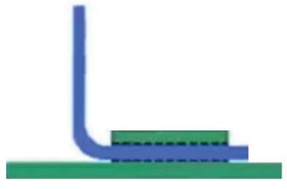
HOW TO

FIX

DRY FIXING SYSTEM

Cast-in Socket

This type of connection involves a specialized socket that is embedded directly into the concrete element during the casting process. It provides a secure, internal threaded point for later attachment using bolts or other fixings.



Bonded Fixing

This method relies on an adhesive or bonding agent to secure one component to the surface of another. As shown, a plate is bonded to the base material, creating a strong, surface-level connection.

Dowel Connection

A dowel connection uses a pin (dowel) inserted into pre-drilled holes in both connecting elements to provide shear resistance and alignment. The diagram shows the dowel being inserted through a bracket and into the adjacent structure, often with a mechanical or chemical anchor for added security.

Face Fixing

Face fixing involves attaching a component directly to the visible face of the structure using bolts or screws that pass through the component and into the base material. This is a common and straightforward method of connection, as depicted in the diagram where a bracket is bolted to the side of a panel.

Dry fixing is recommended for most architectural façades, while mortar installation is reserved for small, interior, or low-load applications.

In humid and coastal environments
GFRC maintains its durability and long-term performance, making it one of the most reliable façade materials for the Gulf region.

Advantages of GFRC in Humid & Coastal Regions

High Resistance to Moisture & Humidity
GFRC does not absorb water like traditional concrete.
It maintains structural stability and does not swell, crack, or deform in humid climates.

Salt & Corrosion Resistance
Coastal cities expose façades to airborne salt.
GFRC's reinforced composition prevents corrosion and material degradation.

Lightweight for High-Rise Buildings
Much lighter than precast concrete, reducing structural load.
Ideal for towers and large-scale façades.

UV & Fade Resistance
GFRC maintains its color and finish even under intense desert sunlight.

Thermal Stability
Withstands Gulf-region heat, UV exposure, and rapid temperature changes.

Waterproof & Low Maintenance
When properly sealed, GFRC becomes fully waterproof and requires minimal maintenance.

Fire Resistant & Non-Combustible

Meets international fire safety standards, making it safe for high-rise façades.a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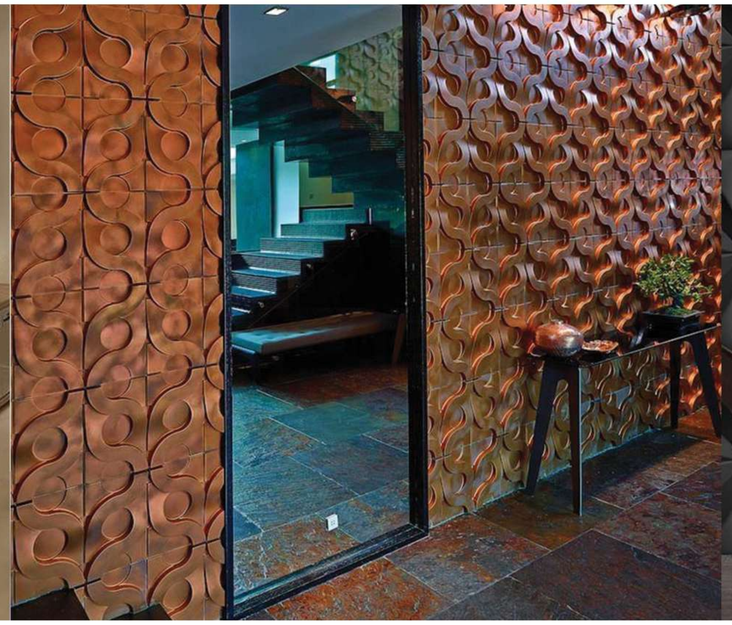




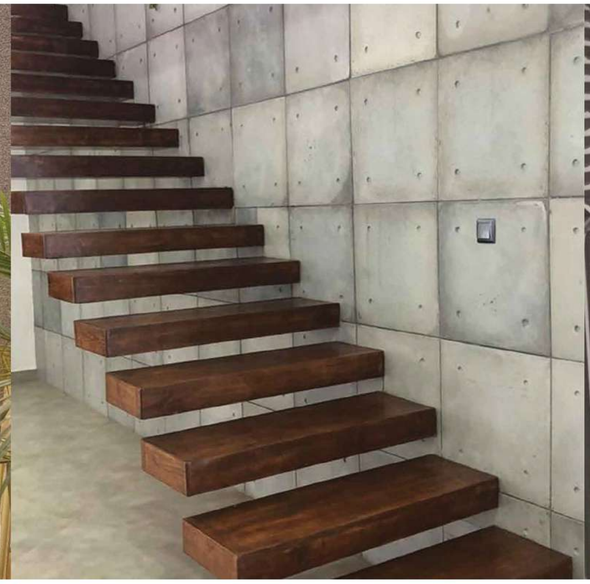


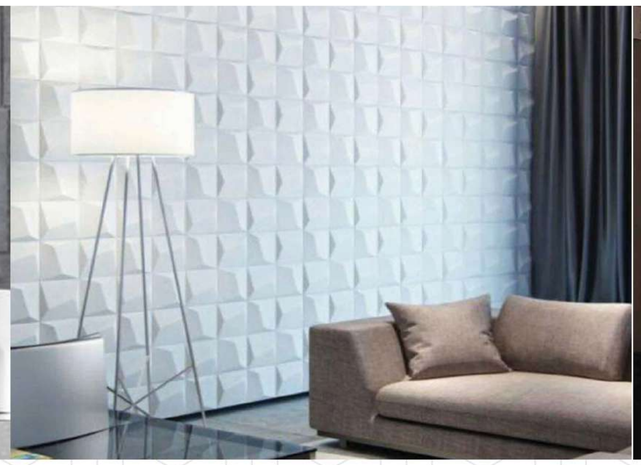
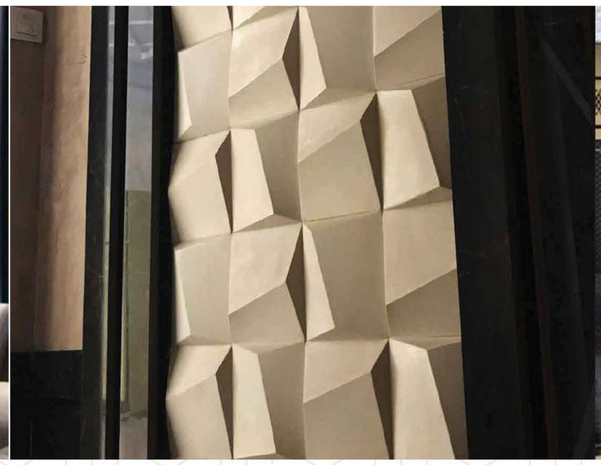


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Industrial Flooring Systems

ARIEL provides high-performance industrial flooring solutions designed for heavy-duty environments. Our systems include epoxy flooring, polyurethane coatings, and AR20/AR30/AR50 concrete treatments engineered for strength, chemical resistance, and long-term durability. These surfaces deliver seamless performance for warehouses, factories, commercial spaces, and high-traffic facilities.

Industrial & Manufacturing
Factories, production halls, mechanical rooms.

Commercial Environments
Retail, Showrooms, Service Areas, Malls

Food & Cold Storage Facilities
Food Processing, Industrial Kitchens, Cold Rooms

Warehousing & Logistics
Warehouses, Storage Areas, Distribution Centers

Automotive & Transportation
Workshops, Garages, Parking Floors, Transport Hubs

Healthcare & Clean Facilities
Pharmaceutical, Laboratories,Cleanrooms

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Terrazzo Concrete

Terrazzo is a composite building material made by combining chips and aggregate particles, such as marble,with concrete and epoxy resins. Depending on the materials used, terrazzo can be applied in both interior and exterior areas of a building.

Advantages:

- Waterproof
- Color scheme
- Very low permeability
- Proper adhesion to the underlayer
- Dynamic and static load bearing
- Excellent wear and tear resistance

Specifications:

Color: Ability to run in a variety of colors and using colored aggregates and glass of various sizes
Thickness: Runability up to 2 cm
Durability an resistance: The ingredients of this cocrete, include ultrafiltration, microsilica, fibers Concrete, etc which, In different environmental conditions results in extremely high resistance, durability and adhesion.

AR30
Hard pressed concrete

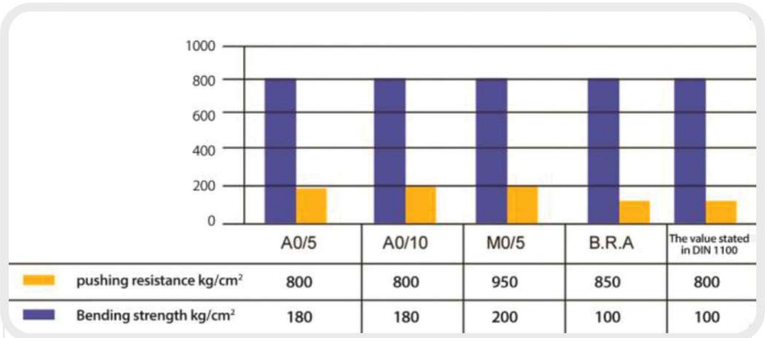
Dry Shake Surface Hardene

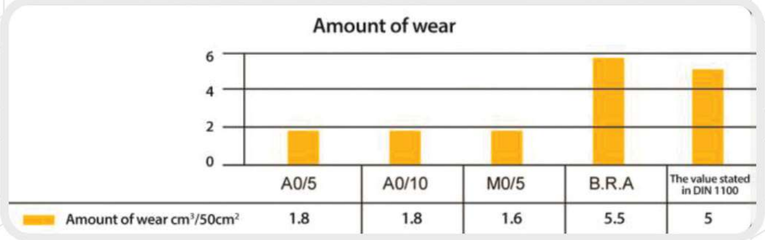
The Hard concrete acts as an end-to-end coating, characterized by concrete reinforcement with good flexural strength and mechanical strength. This product is designed as a micronized powder with a grain size of 1 to 2 mm and is applied concurrently with concreting operations.

Technical Info

Property	A0/5	A0/10	B.R.A	M0/5	Description
Specific mass mass gr / cm3	1.65	1.65	1.65	2.7	In accordance with ASTM C29 / C29M-97
True gravity for gr / cm3	2.8	2.8	2.8	4.5	Using picnometer
Dimensions of grains (mm)	0.1-5	0.1-10	0.1-2	0.1-5	In accordance with DIN 4226 PART1
Initial time (hours)	1-3				In accordance with ASTM C807
Final time (hours)	7-10				At 25 + 1 laboratory temperature
Time to reach the final strength (type 1, 2 and 5 cement) of the day	28				The compressive strength of 3 and 7 days is 55% and 85% of 28-day resistance respectively
Time to run (min)	240-30	240-30	-	240-30	After the concrete (depending on the weather conditions of the site and the wind speed)
Color ability	Yes				White, Yellow, Red, Green, Orange ...
Permitted Color Percentage	Maximum 5% of cement weight				More than that, it causes a lack of uniformity

Mechanical Info





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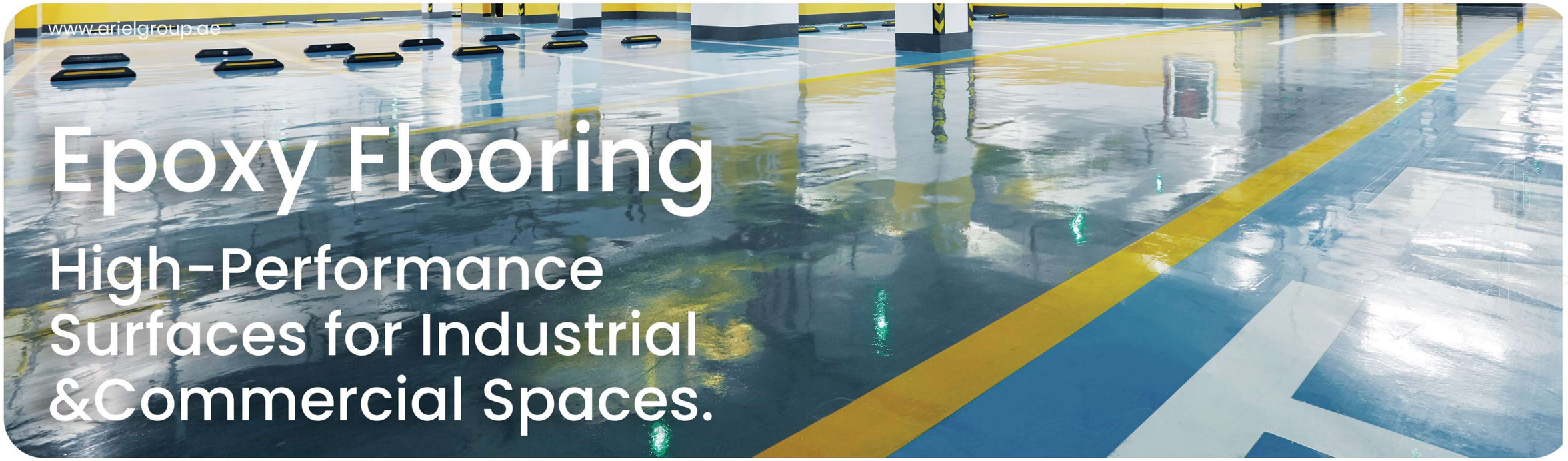
AR50
Industrial Grade Strength For Heavy Loads

AR50 is an industrial concrete coating formulated with mineral compounds and special additives to withstand extreme physical and mechanical stresses. With a hardness level of 6–8 on the Mohs scale, it offers exceptional durability in demanding environments. It is also abrasion- and wear-resistant, helping reduce surface erosion under heavy traffic and impact. The coating is applied with a typical thickness of 10 to 20 mm, depending on site conditions and performance requirements.

Advantages:

- Automotive and petrochemical industries
- Warehouses and logistics centers
- Power plants and factories
- Airports, railways, parking lots
- Textile, cold storage, and military facilities



Epoxy Flooring

Chemical-resistant, seamless, high-strength, ideal for warehouses, workshops, hospitals & food industries.

PU Flooring

Elastic, UV-resistant, flexible, suitable for sports areas, outdoor zones, cold rooms, walkways.

Feature / Property	Epoxy	Polyurethane (PU)
Durability :	Very High	High
Elasticity :	Low	High (Flexible)
Chemical Resistance :	Excellent	Good
UV Resistance :	Weak → Can yellow	Excellent (UV-Stable)
Surface Type :	Hard, rigid finish	Slightly soft, flexible finish
Elasticity :	Warehouses, food processing	Sports areas, outdoor zones
Temperature Resistance :	Good	Excellent (thermal shock resistant)
Installation :	Fast, seamless	Fast, flexible
Movement & Vibration :	Not ideal	Fast, flexible
Longevity :	Very Long	Long

Our expert team is always ready to provide you with free professional consultation tailored to your project needs.

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