

TOOL  
BOX  
SERVICES  
TECHNICAL



# ABOUT Us



**At Toolbox, we are a sum of all various parts.**

Leveraging on our extensive expertise, Toolbox is managed by long-standing players in the industry. The combined skills and experience of these individuals form the new blend of passion and craftsmanship, evident in each project we produce. With meticulous attention to detail and precision craftsmanship, we bring your unique vision to life. From concept to completion, our experienced team ensures a seamless process, exceeding your expectations at every step.

Speaking of passion, our unwavering dedication to perfection for each project fuels the quality of work we produce at Toolbox, thus providing premium quality solutions that transcend clients' expectations. Ranging from simple joinery works to bespoke projects, our expert installation team ensures a smooth and efficient setup, transforming an empty space with your designs into a tangible experience.

# MISSION

At Toolbox, our mission is to bring to life the essence of Dubai and the Gulf region through exceptional designs, fabrication, and installation services, as we capture the unique blend of modernity, cultural richness, and grandeur that characterize this thriving trade hub.

With our unwavering commitment to quality and attention to details, we aim to exceed our clients' expectations and deliver bespoke solutions that elevate their brands and create awe-inspiring environments.

Our goal is to be the go-to partner for businesses seeking to make a lasting impression and immerse their audience in the captivating allure of Dubai and the Gulf region.

# VISION

Our vision at Toolbox is to be the premier provider of extraordinary design, fabrication, and installation services for stands, booths, and pavilions in the dynamic city of Dubai and throughout the vibrant Gulf region. We aim to be synonymous with innovation, luxury, and meticulous craftsmanship, creating unforgettable experiences that reflect the spirit and opulence of this remarkable locale.

# TOOLBOX EXPERTISE



## ACTIVATIONS

Toolbox knows the importance of creating tangible, real-world experiences that allow brands to directly interact with their target audience. That is where our expertise in activations come in—skillfully designed marketing tactics designed to actively engage with the consumers, encouraging participation and interaction with the brand or product. These activations can take many forms, including pop-up shops, interactive games, live demonstrations, or even themed pocket events.

## EVENT PRODUCTION

Toolbox understands the significance of impeccable event production. Be it a corporate conference, a music festival, or an intimate gathering, our devoted team strives ceaselessly to guarantee that every aspect is meticulously organized and flawlessly carried out. From initial conceptualization to final execution, we proficiently handle all elements of event production, encompassing venue selection, audiovisual setups, logistics, and coordination, ensuring seamless and unforgettable experiences for our clients.

## RETAIL KIOSKS

Toolbox specializes in crafting retail kiosk solutions that transform spaces into vibrant and engaging environments. We recognize the significance of retail experiences in driving customer engagement and boosting sales. Our team of experts designs and builds custom retail kiosks that seamlessly integrate with your brand's aesthetic and provide an interactive and immersive shopping experience. From initial design concepts to installation and maintenance, we offer end-to-end solutions tailored to your specific requirements.

## EXHIBITION STANDS

When it comes to exhibition stand build-up, Toolbox stands out as a trusted partner. We combine creativity, craftsmanship, and cutting-edge technology to design and construct stunning exhibition stands that captivate visitors and leave a lasting impression. Our experienced team collaborates closely with our clients to understand their brand identity, objectives, and target audience, translating them into visually appealing and functional spaces that truly showcase their products or services.

## PRINT & EVENT MATERIALS

Our team of design and production experts at Toolbox takes great care in analyzing your specific vision. With a deep understanding of your brand, we craft a tailor-made plan to create an authentic and exceptional experience for you. Allow us to bring your vision to reality, adding a creative touch to your brand whether through elegant decor, captivating ambiance, or branding that artfully conveys your business's core values and visual goal.

# clientele

TOOLBOX  
TECHNICAL SERVICES

MÜDON  
Connected Living

EMAAR

شروق  
SHUROOQ

EMAAR  
COMMUNITY  
MANAGEMENT

من إعمار  
BY EMAAR

REEL  
CINEMAS

TikTok

DUBAI  
AUTODROME

KRISTIES  
LAB  
LB KSA UAE QA KUW

Dr Alter

TOMORROW  
WORLD  
REAL ESTATE DEVELOPMENT LLC

7  
Tempting  
Treats  
استاذة فطيمة التوركي

KIDDO  
KORNER

DILLY DILLY  
FIND MY REAL BEAUTY

meokja  
LET YOUR TASTE TRAVEL TO INDIA

MOMOCHA  
Taste From Himalayas

yards  
COMMUNICATIONS

Viola  
Communications

G42

SR  
SPARKLINGRED  
EVENTS MANAGING EST.

iWorkx

HunterDouglas

ID  
INTERID  
MIDDLE EAST WORKS

CATLAREE

Q  
QUINTESSENTIALLY

ARCS  
CURVES

Having a dedicated warehouse allows us better management of event equipment, customization of storage and logistics processes, and streamline order fulfillment, ultimately leading to offer you better client experience and stronger brand consistency.



# OUR FACILITIES

WAREHOUSE

#01

ADDRESSES

**Warehouse B07  
Phase 1 Dubai  
Industrial City, Dubai,  
UAE**





WAREHOUSE

# #02

ADDRESSES

Warehouse L16 Phase 1  
Dubai Industrial City,  
Dubai

# #03

ADDRESSES

Warehouse A04 Phase 1  
Dubai Industrial City,  
Dubai





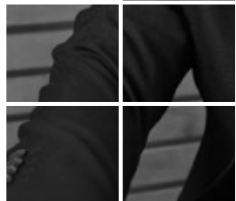
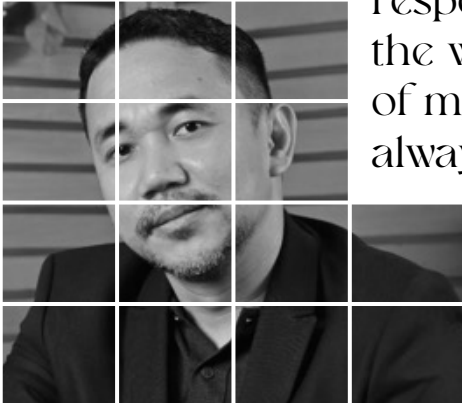
we  
are



this is  
why

who we  
are

“I value quality, respect, and the well-being of my team — always.”



**Rey Lansang**  
PRODUCTION  
DIRECTOR

A powerhouse of creative precision and technical excellence, Rey is an architect by degree and a visionary by passion. With 20+ years in design and 10+ years in events and exhibitions, he’s led high-impact projects for brands like DEWA, Nando’s, Dubai Parks & Resorts, and Meraas. His meticulous eye for detail and extensive production knowledge set the gold standard in experiential builds.

“I take pride in my ability to lead cross-functional teams while ensuring high standards of quality and safety of my team.”



**Ronald De Vera**  
PRODUCTION  
MANAGER

Behind every perfect build is Ronald — the backbone of Toolbox’s production force. With hands-on control over logistics, fabrication, and on-site execution, he ensures every structure stands tall and every deadline is met. Calm under pressure, swift in action, and highly resourceful, Ronald is a true executor. When it’s go-time, Ronald makes it happen — no matter what.

“I’m a workaholic by nature. My energy keeps my momentum high— day or night.”



**Benny Sebastian**  
SALES &  
BUSINESS  
DEVELOPMENT  
DIRECTOR

With 28+ years of versatile experience, Benny is the driving force behind Toolbox’s client relations and project acquisition. Known for his negotiation skills and deep understanding of advertising, acrylics, and metal fabrication, he’s the go-to problem-solver. Clients like ADIB, Dubai Autodrome, and Yas Waterworld trust his leadership.

**Prasanth  
Vadakke  
Purakkal**  
TEAM  
LEADER



“Together everyone achieves more.”

Being in joinery for 13 years, and nine years in event production, Prasanth couldn't imagine being in any other field. His leg work was in carpentry before he started leading his own time in accomplishing tasks. It might be physically challenging at times, but according to him, the feeling of getting the structures up the way it was envisioned was all worth it.

**Pravin Kumar**  
TEAM LEADER



“Alone, we can do so little..”

Pravin has always valued the essence of team work. Used to own a business in India before coming to UAE, he values it now more than before. He carries with him a total of 14 years of work experiences, nine of which in events. Knowledgeable in Autocad, he believes that it is an advantage and it goes hand-in-hand with carpentry. His expertise lies in CNC drawing programs.

**Frederick Emia**  
CREATIVE  
DESIGNER



“I am a sea-lover at heart and a gamer off-hours. I thrive on visual storytelling..”


Creative, adaptable, and technically gifted, Frederick turns concepts into stunning 3D visuals. With 8+ years in architecture and design, his work has supported clients such as EMAAR, MODON, Nissan, and TikTok. His minimalist design approach, fused with sharp attention to detail, ensures each visualization is on point and on brand.



# EVENT PRODUCTION

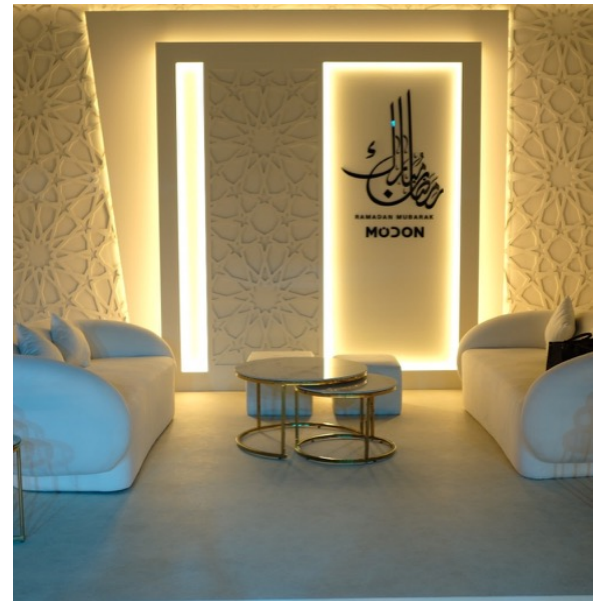




  
**Hudayriyat**  
By  
**MODON**

  
**MODON**

MODON PROPERTIES  
**RAMADAN 2026**  
EMIRATES PALACE, ABU DHABI



MODON PROPERTIES  
**RAMADAN 2026**  
EMIRATES PALACE, ABU DHABI

MODON  
BROKER  
AWARDS  
2025

MODON  
BROKER  
AWARDS  
2025

MODON  
BROKER  
AWARDS  
2025

• ANNUAL BROKER  
• AWARDS 2025

MODON PROPERTIES  
**ANNUAL BROKER  
AWARDS 2025**  
SURF ABU DHABI



# MODON PROPERTIES ANNUAL BROKER AWARDS 2025

SURF ABU DHABI

MODON PROPERTIES  
**MUHEIRA SALES DAYS**

HUDAYRIYAT ISLAND, ABU DHABI



MODON PROPERTIES  
**MUHEIRA SALES DAYS**  
HUDAYRIYAT ISLAND, ABU DHABI

# U BY EMAAR TASTE OF DUBAI DUBAI MEDIA CITY AMPHITHEATRE

BY EMAAR

*Your Way Every Day*

REGISTER & WIN  
*Your Way*

بنك الإمارات دبي الوطني  
Emirates NBD

U BY EMAAR

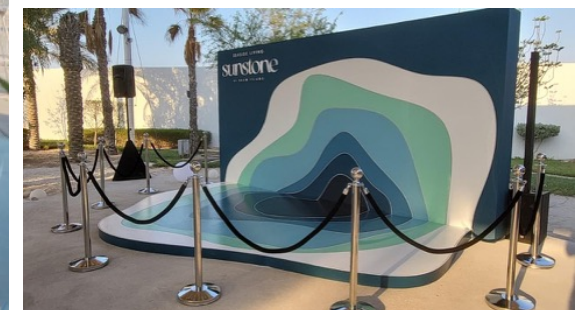
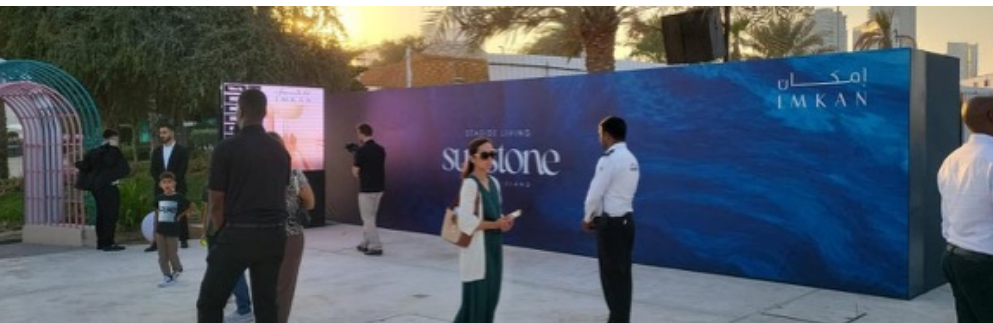
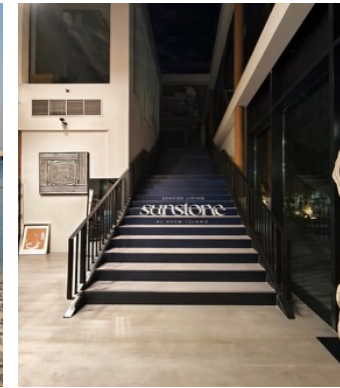
Apply for  
Emirates NBD - U by Emaar Credit Card  
And receive AED 500 Emaar Gift Card



U BY EMAAR  
**TASTE OF DUBAI**  
DUBAI MEDIA CITY AMPHITHEATRE

IN COLLABORATION WITH QUINTESSENTIALLY  
**SUNSTONE IMKAN**  
AL REEM ISLAND, ABU DHABI





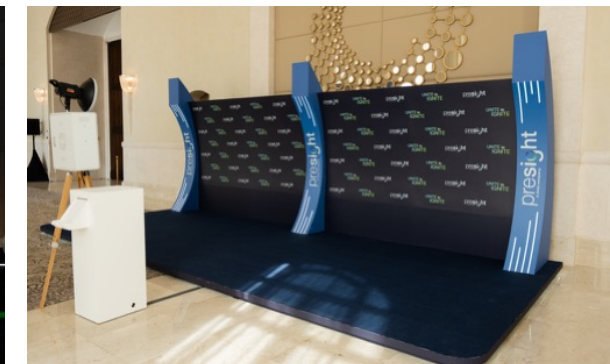
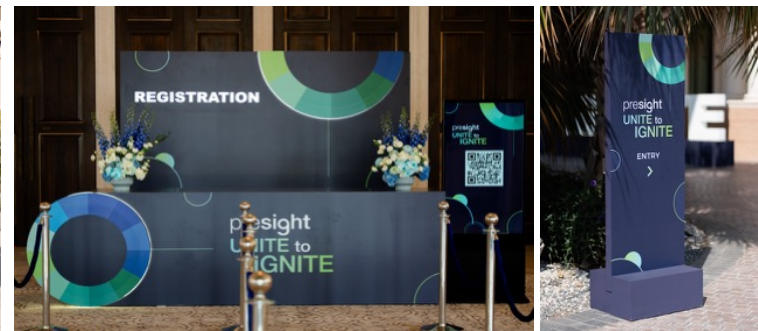
IN COLLABORATION WITH QUINTESSENTIALLY  
**SUNSTONE IMKAN**  
AL REEM ISLAND, ABU DHABI

PRESIGHT, A G42 COMPANY  
**UNITE TO IGNITE**  
ST. REGIS SAADIYAT ISLAND RESORT  
ABU DHABI



**UNITE**

**IGNITE**



PRESIGHT, A G42 COMPANY  
**UNITE TO IGNITE**

ST. REGIS SAADIYAT ISLAND RESORT, ABU DHABI

TOMORROW WORLD REAL ESTATE  
**TOMORROW WORLD**  
**LAUNCH EVENT**  
PARK HYATT, DUBAI

**TOMORROW  
WORLD**  
REAL ESTATE DEVELOPMENT LLC

CREEK BALL

قاعة المناسبات كريك



TOMORROW WORLD REAL ESTATE  
**TOMORROW WORLD LAUNCH EVENT**  
PARK HYATT, DUBAI

EVENT PRODUCTION

TOOLBOX  
TECHNICAL SERVICES

KORO REAL STATE DEVELOPMENT  
**KORO ONE LAUNCH**  
DELANO HOTEL, DUBAI

**KORO** *one*

letsdoit@toolboxdb.com

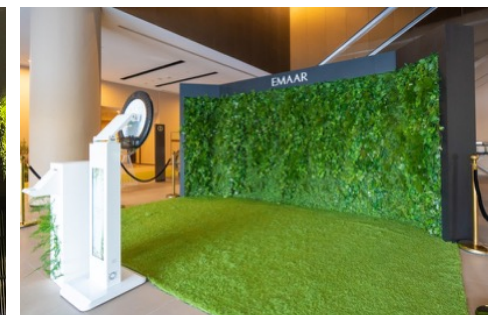
ALL MATERIALS ARE SOLE PROPERTY OF TOOLBOX TECHNICAL SERVICES.



KORO REAL STATE DEVELOPMENT  
**KORO ONE LAUNCH**  
DELANO HOTEL, DUBAI

EMAAR PROPERTIES  
**THE HEIGHTS**  
ARMANI HOTEL, DUBAI





EMAAR PROPERTIES  
**THE HEIGHTS**  
ARMANI HOTEL, BURJ KHALIFA, DUBAI

MODON PROPERTIES  
**MAYSAN LAUNCH**  
EMIRATES PALACE, ABU DHABI

MÜDÖN

NO RE-ENTRY  
POLICY  
GUEST WHO WILL EXIT  
FOR REASON OTHER  
OR REASON  
WILL NOT BE ALLOWED  
TO RE-ENTER





MODON PROPERTIES  
**MAYSAN LAUNCH**  
EMIRATES PALACE, ABU DHABI

EVENT PRODUCTION

TOOLBOX  
TECHNICAL SERVICES

  
MIRAGGIO  
SOURCE OF FATE

SAVILLS  
**MIRAGGIO**  
JOHARA BALLROOM, DUBAI

letsdoit@toolboxdb.com

ALL MATERIALS ARE SOLE PROPERTY OF TOOLBOX TECHNICAL SERVICES.



SAVILLS  
**MIRAGGIO**  
JOHARA BALLROOM, DUBAI

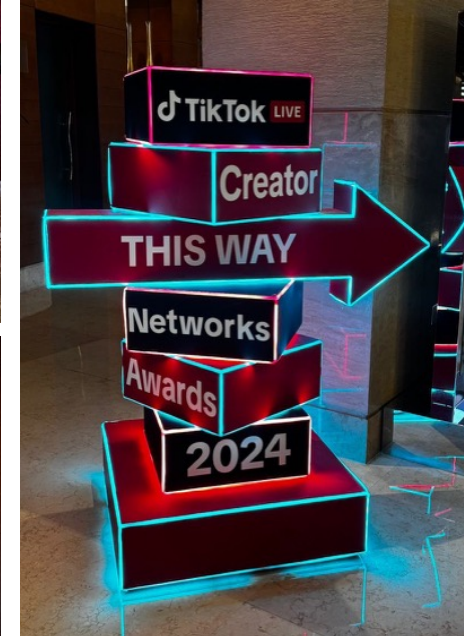
EVENT PRODUCTION

TOOLBOX  
TECHNICAL SERVICES

TikTok LIVE

# CREATOR NETWORKS AWARDS

JUMEIRAH BEACH, DUBAI



# TIKTOK LIVE CREATOR NETWORKS AWARDS

JUMEIRAH BEACH, DUBAI

EVENT PRODUCTION

TOOLBOX  
TECHNICAL SERVICES

DUBAI HOLDING + MERAAS  
**BLACK ONYX  
AWARDS**  
DELANO HOTEL, DUBAI

BLACK  
ONYX  
AWARDS  
2023

DUBAI  
PROPERTIES

MERAAS

BLACK  
ONYX  
AWARDS  
2023

DUBAI  
PROPERTIES

MERAAS



DUBAI HOLDING + MERAAS  
**BLACK ONYX AWARDS**  
BLUEWATERS FORUM, DUBAI

EMAAR PROPERTIES  
**ANNUAL BROKER AWARDS 2023**  
ARMANI HOTEL, DUBAI

EMAAR

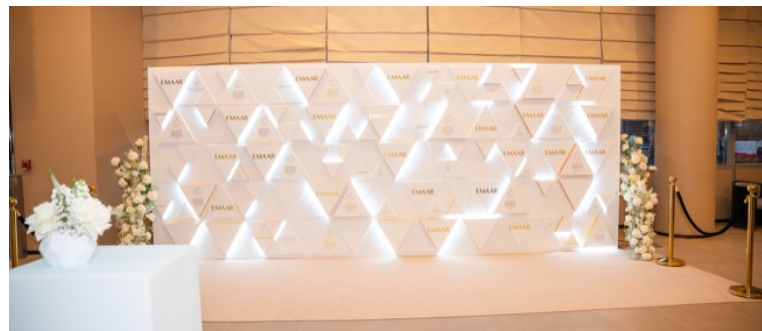


ANNUAL  
BROKER  
AWARDS  
2023



ANNUAL  
BROKER  
AWARDS  
2023

EMAAR



EMAAR PROPERTIES  
**ANNUAL BROKER AWARDS 2023**  
ARMANI HOTEL BURJ KHALIFA, DUBAI

EMAAR PROPERTIES  
**H1 BROKER  
AWARDS 2024**  
DUBAI OPERA

H1  
BROKER  
AWARDS  
2024

EMAAR

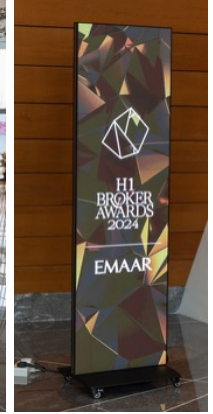


H1  
BROKER  
AWARDS  
2024

EMAAR

EMAAR

H1  
BROKER  
AWARDS  
2024



EMAAR PROPERTIES  
**H1 BROKER AWARDS 2024**  
DUBAI OPERA

IN COLLABORATION WITH 9YARDS

# MARINE TURTLE FESTIVAL

ABU DHABI





IN COLLABORATION WITH 9YARDS  
**MARINE TURTLE FESTIVAL**  
ABU DHABI

IN COLLABORATION WITH 9YARDS  
**SPORTS COUNCIL**  
ABU DHABI

أكاديمية فاطمة بنت مبارك  
للرياضة النسائية  
FATIMA BINT MUBARAK  
LADIES SPORTS ACADEMY



Abu Dhabi  
Sports Council  
مجلس أبوظبي الرياضي

FATIMA BINT MUBARAK  
WOMEN SPORTS AWARD



جائزة فاطمة بنت مبارك  
لرياضة المرأة



IN COLLABORATION WITH 9YARDS  
**SPORTS COUNCIL**  
ABU DHABI

# RETAIL KIOSK





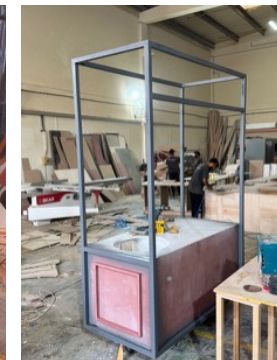
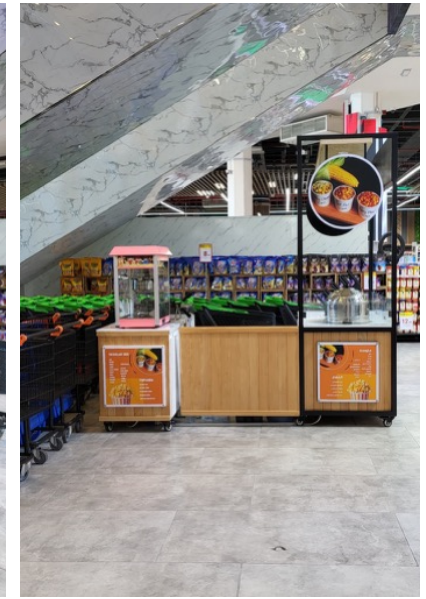
# MOMOCHA

MUSHRIFF MALL & KHALIDIYA MALL, ABU DHABI



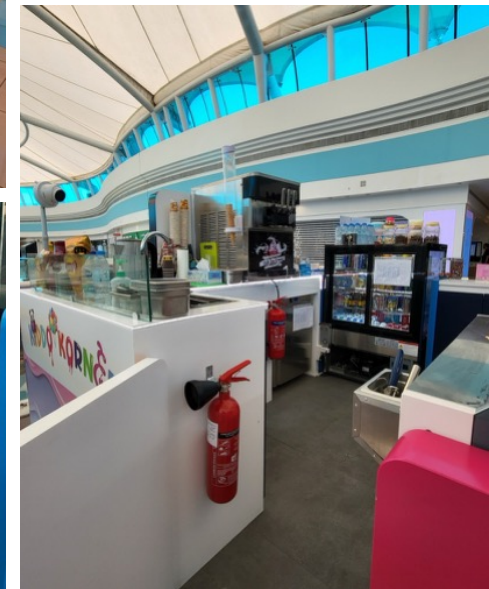
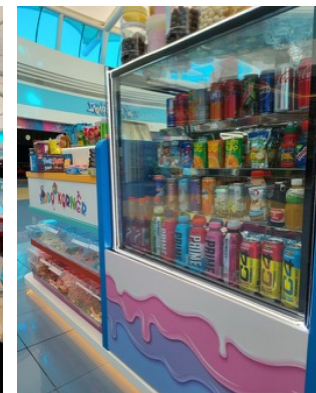
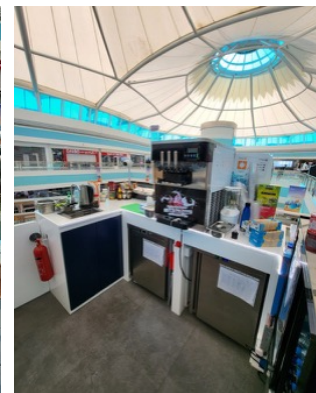
# DR. ALTER

DUBAI FESTIVAL CITY & ONYX TOWER, DUBAI



# TEMPTING TREATS

MUSHRIFF MALL & GRAND EMIRATES MARKET, ABU DHABI



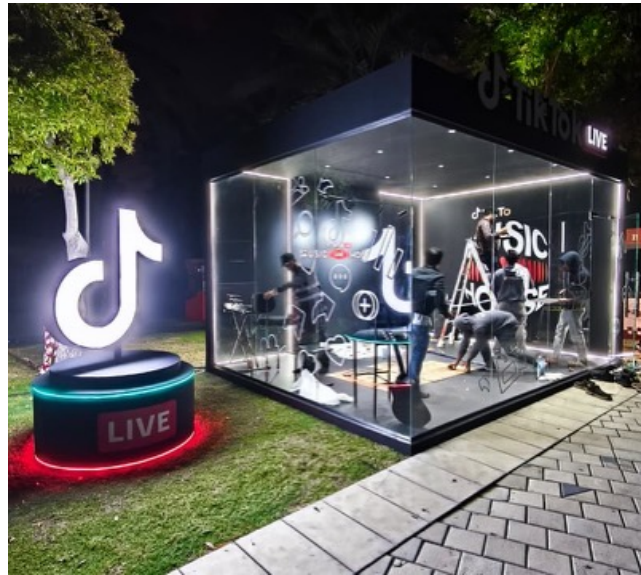
# KIDDO KORNER

MUSHRIFF MALL, ABU DHABI

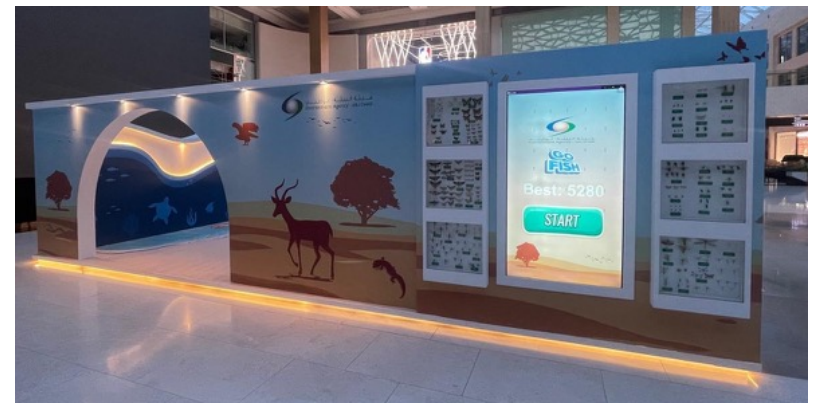
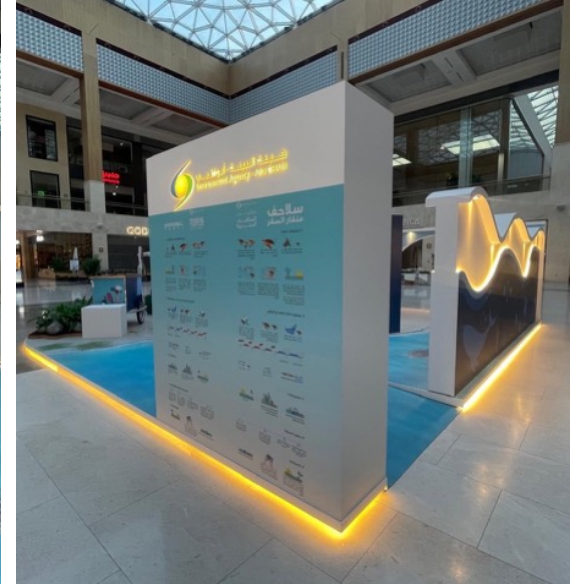


# ACTIVATIONS





TIKTOK LIVE  
**1 BILLION SUMMIT 2026**  
ZABEEL PARK, DUBAI



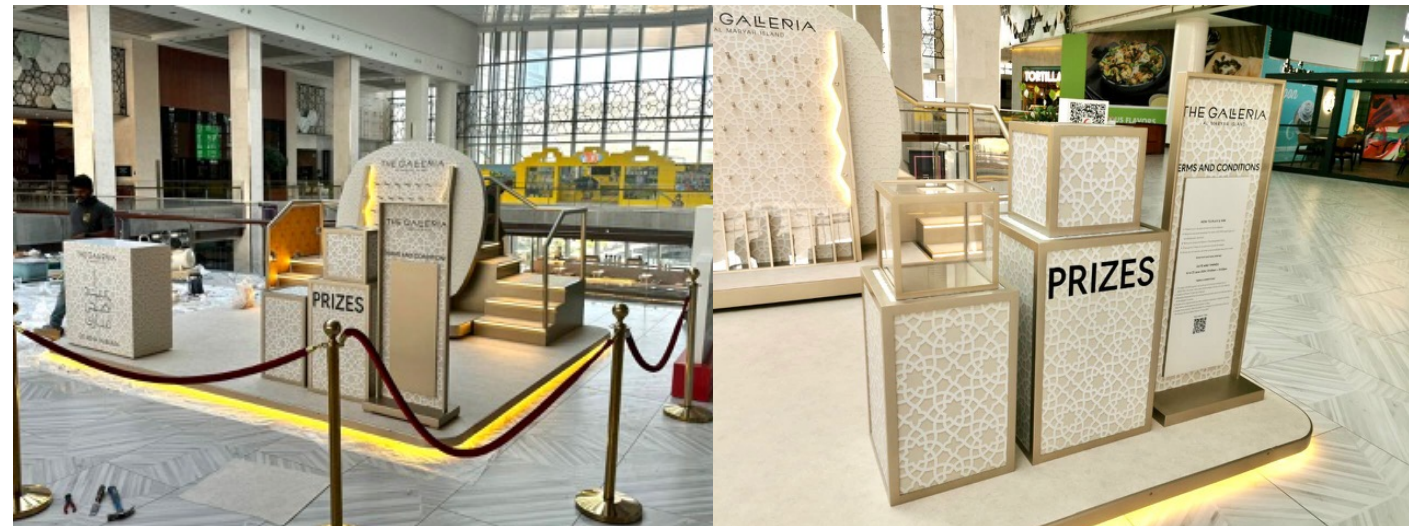
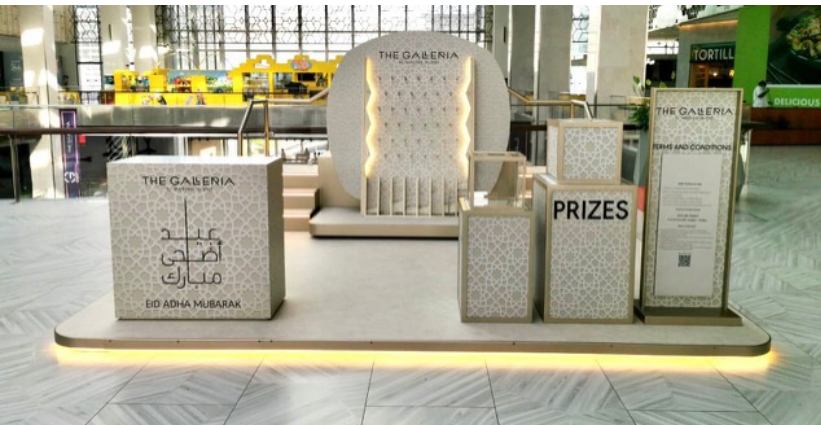
IN COLLABORATION WITH 9YARDS  
**ENVIRONMENT AGENCY**  
YAS MALL, ABU DHABI



IN COLLABORATION WITH SPARKLING RED  
**FESTIVE CELEBRATION**  
BURJUMAN MALL, DUBAI



IN COLLABORATION WITH SPARKLING RED  
**CHALO CHALO**  
BURJUMAN MALL, DUBAI



IN COLLABORATION WITH SPARKLING RED  
**THE GALLERIA**  
THE GALLERIA MALL, ABU DHABI



EMAAR HOSPITALITY GROUP  
**U BY EMAAR**  
DUBAI CREEK



BAWADI MALL  
**LOGOS**  
BAWADI MALL, AL AIN



# EXHIBITION STANDS





# GATEWAY LOGISTICS

DUBAI WORLD TRADE CENTRE



# GATEWAY LOGISTICS

DUBAI WORLD TRADE CENTRE

SILVERFOX

Aerobic  
Equipmer  
Trading

SILVERFOX

RAWNICE

BIOCHAM

F63

mayee  
laurus  
Aerobic  
Equipment  
Trading

**SILVERFOX**  
DUBAI WORLD TRADE CENTRE



# SILVERFOX

DUBAI WORLD TRADE CENTRE

SATURDAY SKIN  
Made in Korea

evercell  
*Forever young cell*



CARROT +  
NIACINAMIDE  
MOISTURIZING  
CREAM

200 AED

Feel the Confidence  
Korean Dermatologist's Choice

Specialist Dermatology  
Dr. Yoonseok Oh  
Me one Clinic, Dubai Mall UAE  
KOL, CHA, MedTech



# SATURDAY SKIN

DUBAI WORLD TRADE CENTRE



# SATURDAY SKIN

DUBAI WORLD TRADE CENTRE



E7 GROUP

توزيع  
TAWZEA  
E7

توزيع  
TAWZEA  
E7

E7 GROUP

E7 GROUP  
**TAWZEA**  
ADNEC, ABU DHABI



**E7 GROUP**  
**TAWZEA**  
ADNEC, ABU DHABI



# EXCEL PIXELS

ADNEC, ABU DHABI



# EXCEL PIXELS

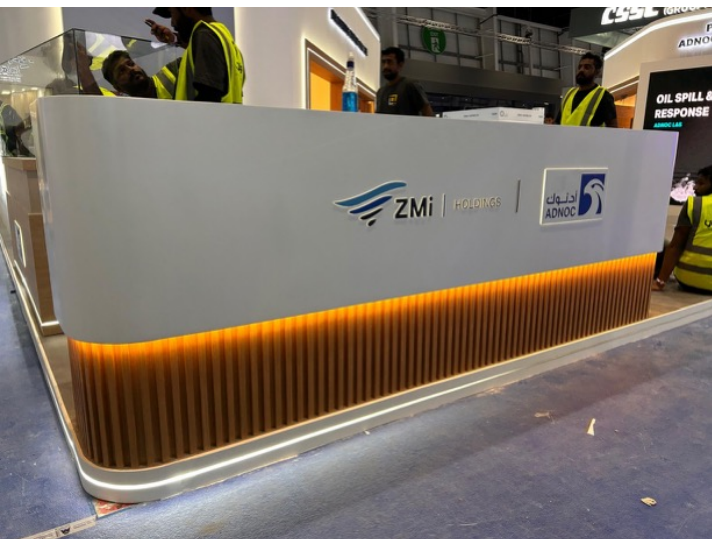
ADNEC, ABU DHABI



THE FUTURE OF  
INTEGRATED LOGISTICS

ZMi | HOLDINGS |  
ادنوك  
ADNOC

IN COLLABORATION WITH 9YARDS  
**ZMI HOLDINGS**  
ADNEC, ABU DHABI



IN COLLABORATION WITH 9YARDS  
**ZMI HOLDINGS**  
ADNEC, ABU DHABI



UNITED ARAB EMIRATES  
MINISTRY OF INDUSTRY  
& ADVANCED TECHNOLOGY



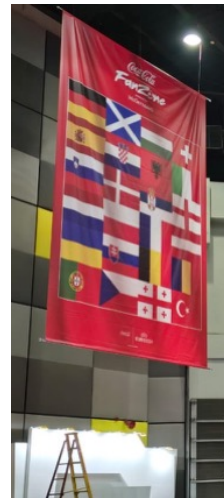
الإمارات العربية المتحدة  
وزارة الصناعة  
والتكنولوجيا المتقدمة

IN COLLABORATION WITH 9YARDS  
**MINISTRY OF INDUSTRY  
& ADVANCED TECHNOLOGY**

ADNEC, ABU DHABI



IN COLLABORATION WITH 9YARDS  
**MINISTRY OF INDUSTRY & ADVANCED TECHNOLOGY**  
ADNEC, ABU DHABI



# PRINT & EVENT MATERIALS





# JOHNNIE WALKER BLACK RUBY

DUBAI

EVENT PRODUCTION

RETAIL KIOSKS

ACTIVATIONS

EXHIBITION STANDS

PRINT & EVENT MATERIALS

**Dubai Industrial Park  
Phase 1 Warehouse, Block B07  
Dubai Industrial City  
+971 4 433 48 64**

**THANK  
YOU**

**TOOLBOX**  
TECHNICAL SERVICES