

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



C 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.

a 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.

d 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.

b 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.

e 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

شُرُوق
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
استطبخ - استايلز

KIDDO
KORNER

DILLY DILLY
FIND MY REAL BEAUTY ☺

meokja
LET YOUR TASTE TRAVEL TO KOREA

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



ADDRESSES

Warehouse B07
Phase 1 Dubai
Industrial City, Dubai,
UAE





WAREHOUSE —●

ADDRESSES

Warehouse L16 Phase 1
Dubai Industrial City,
Dubai

ADDRESSES

Warehouse A04 Phase 1
Dubai Industrial City,
Dubai





THIRD PARTY CERTIFICATION



9001:2015

Quality Management
System



14001:2015

Environmental
Management System



45001:2018

Occupational Health &
Safety Management
System

we
are



this is
why

who we
are

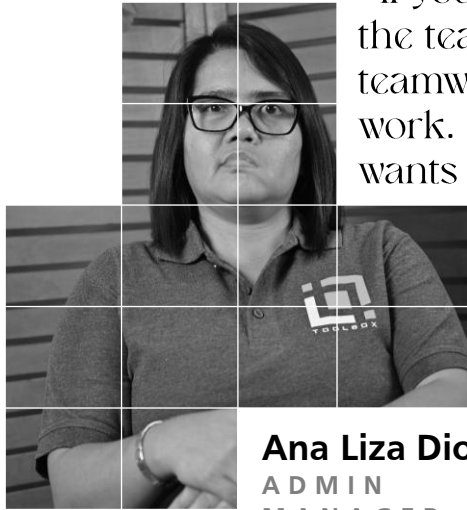
“I value quality, respect, and the well being of my team – always.”



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.

“If you take out the team in teamwork, it’s just work. Now who wants that?”



Ana Liza Dionela
ADMIN
MANAGER

Ana Liza is highly experienced with 34 years of total professional experience, specializing in office management and project support. Holding a degree in Computer Secretarial and Business Management degree, she has spent the last 7 years focused on the events industry. A dedicated hard worker motivated by her family, Ana Liza also enjoys traveling and brings international perspective from her two years working in Malaysia before the UAE.

“ 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



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.

“I build what others can only picture.”



Earon Lagata
CREATIVE DESIGNER

Skilled, detail-oriented, and versatile, he transforms ideas into clear, well-crafted designs. With expertise in design software, he produces accurate concepts, detailed drawings, and production-ready files. His work spans office fit-outs, modules, store displays, and exhibition booths, supporting major projects for Disney, Moët Hennessy, Chivas, Samsung, JTI, Silver Fox, Neumann, and Sennheiser—delivering designs that are practical, polished, and on brand.

Frederick Emia
CREATIVE DESIGNER



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

Fred is our designer who blends technical precision with creative thinking. He enjoys being hands-on on-site, making sure his ideas are executed properly and brought to life. He is always learning new techniques and exploring better ways to improve design production. Fred thrives in collaborative environments, sharing knowledge and picking up insights from others. He is passionate about using innovative tech to push my work further.



EVENT PRODUCTION

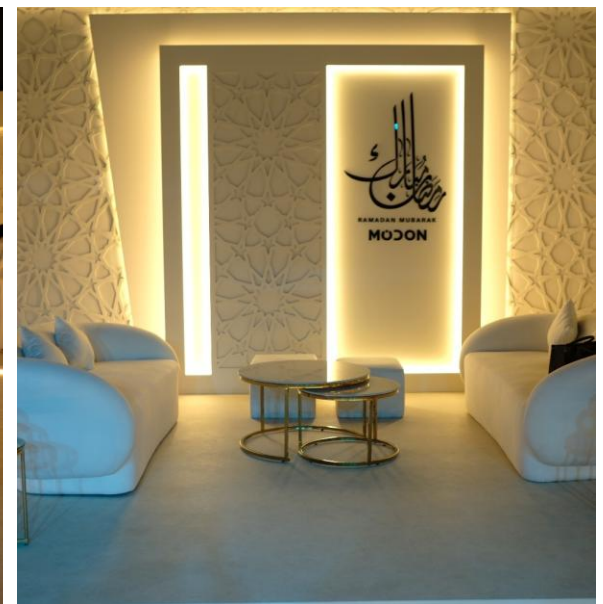





Hudayriyat
By
MODON


MODON

MODON PROPERTIES
RAMADAN 2026
EMIRATES PALACE, ABU DHABI



MODON PROPERTIES
RAMADAN 2026
EMIRATES PALACE, ABU DHABI

TARA
PARK

TARA

MODON PROPERTIES

TARA PARK

HUDAYRIYAT ISLAND, ABU DHABI



MODON PROPERTIES
TARA PARK
HUDAYRIYAT ISLAND, ABU DHABI

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

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



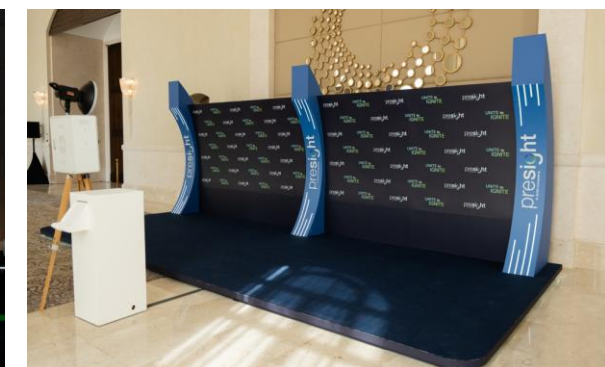
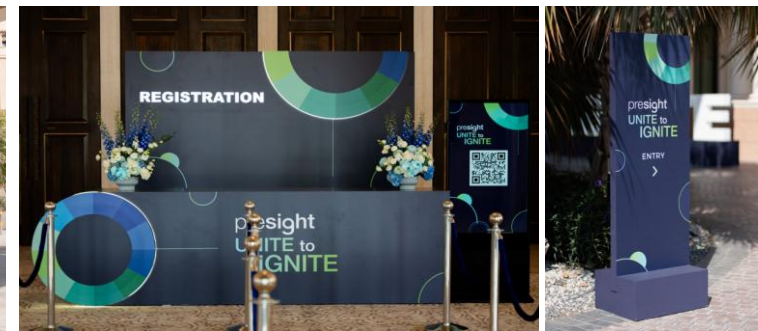
U BY EMAAR
TASTE OF DUBAI
DUBAI MEDIA CITY AMPHITHEATRE

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

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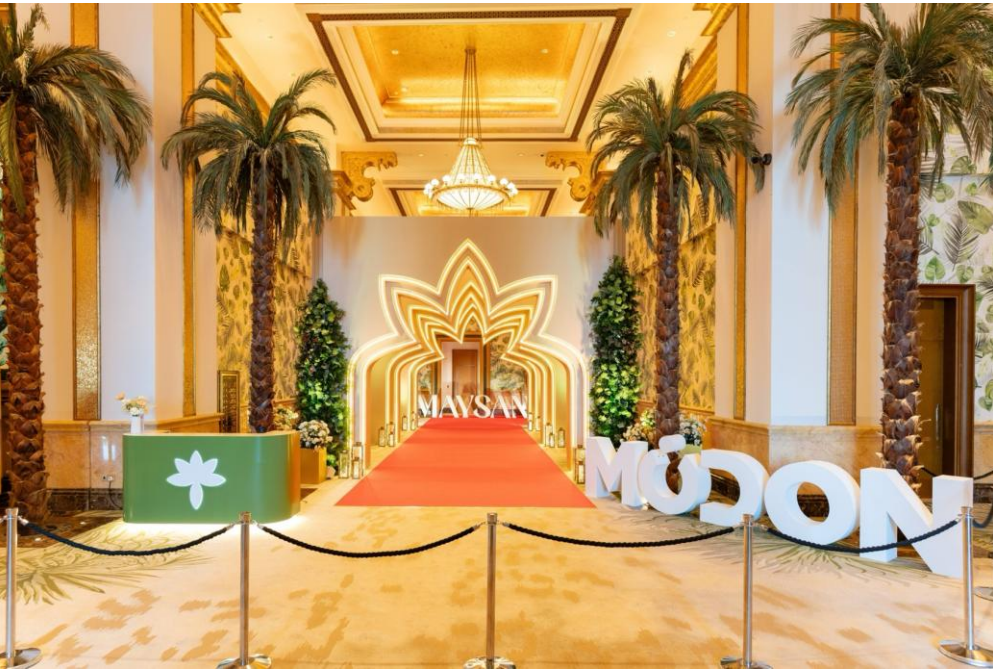


KORO REAL STATE DEVELOPMENT
KORO ONE LAUNCH
DELANO HOTEL, DUBAI

MODON PROPERTIES
MAYSAN LAUNCH
EMIRATES PALACE, ABU DHABI

MÜDON

NO RE-ENTRY
POLICY
GUESTS WHO WILL EXIT
THE VENUE AFTER
OR Verification
will not be allowed
to RE-ENTER



MODON PROPERTIES
MAYSAN LAUNCH
EMIRATES PALACE, ABU DHABI

EVENT PRODUCTION

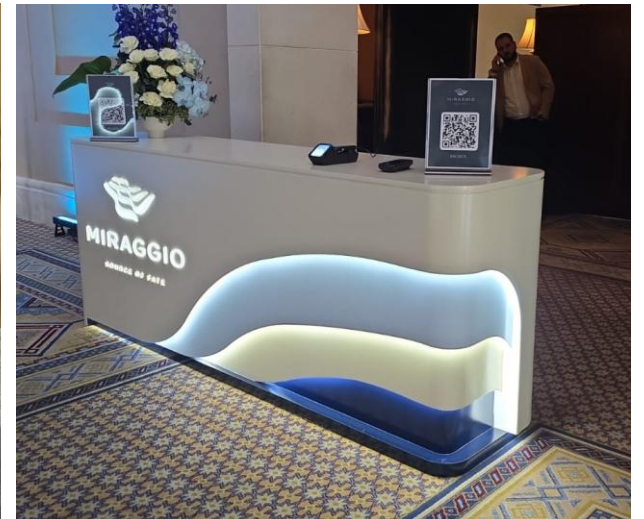
TOOLBOX
TECHNICAL SERVICES


MIRAGGIO
SOURCE OF FATE

SAVILLS
MIRAGGIO
JOHARA BALLROOM, DUBAI

letsdoit@toolboxdb.com

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SAVILLS
MIRAGGIO
JOHARA BALLROOM, DUBAI

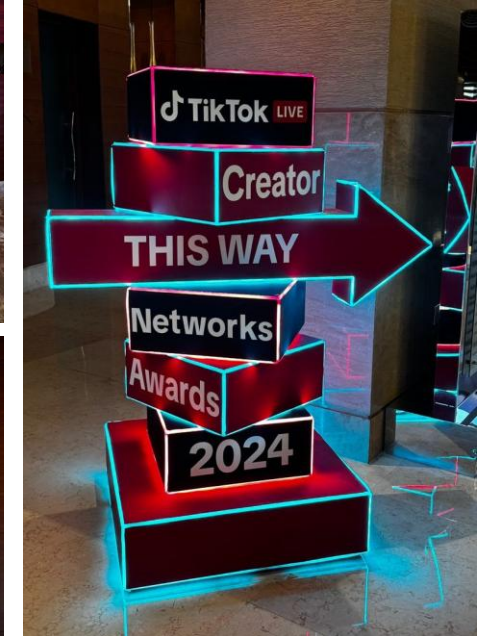
EVENT PRODUCTION

TOOLBOX
TECHNICAL SERVICES

TikTok LIVE

CREATOR NETWORKS AWARDS

JUMEIRAH BEACH, DUBAI



TIKTOK LIVE
CREATOR NETWORKS AWARDS
JUMEIRAH BEACH, DUBAI

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

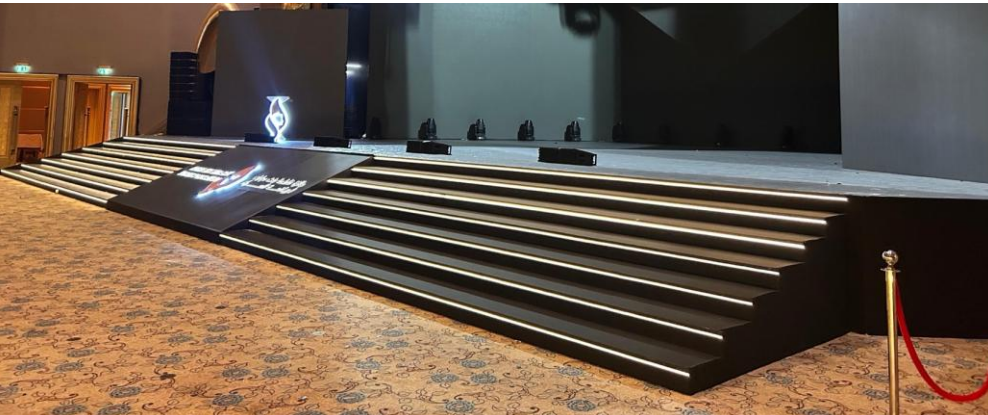
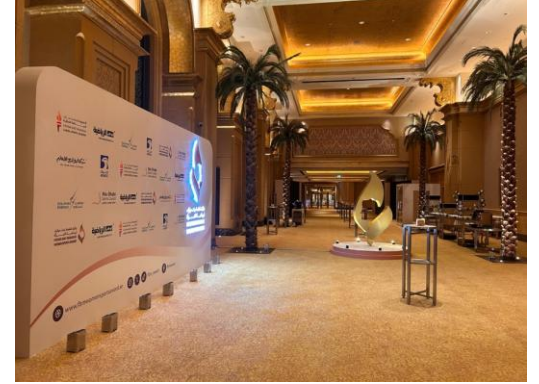


Abu Dhabi
Sports Council
مجلس أبوظبي الرياضي

FATIMA BINT MUBARAK
WOMEN SPORTS AWARD

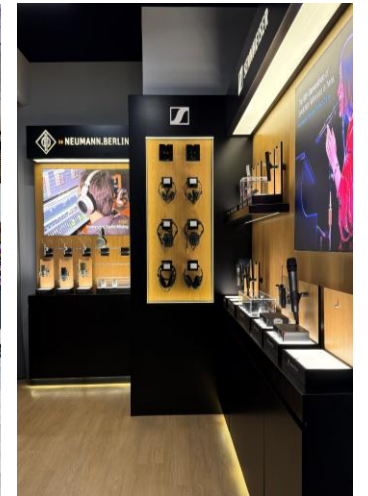


جائزة فاطمة بنت مبارك
لرياضة المرأة



IN COLLABORATION WITH 9YARDS
SPORTS COUNCIL
ABU DHABI

RETAIL KIOSK





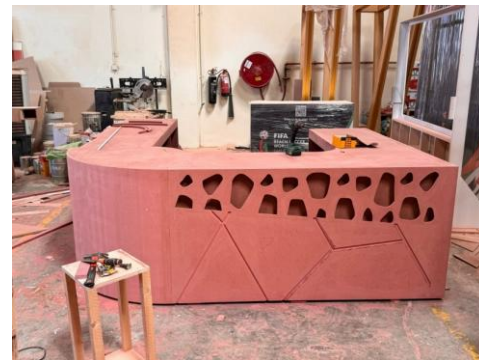
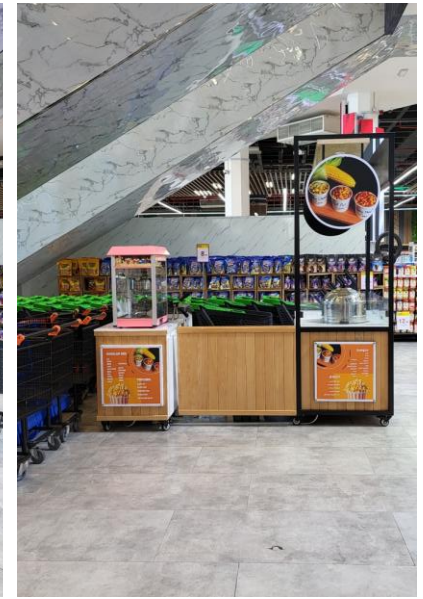
MOMOCHA

MUSHRIFF MALL & KHALIDIYA MALL, ABU DHABI



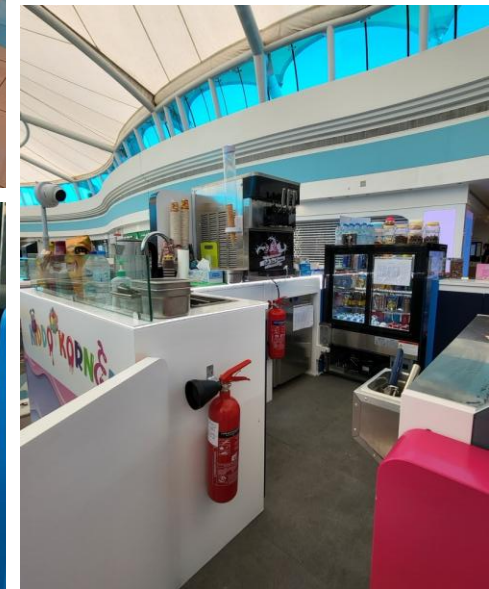
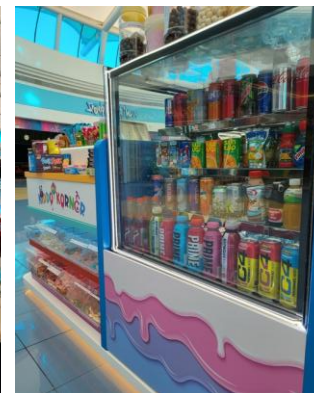
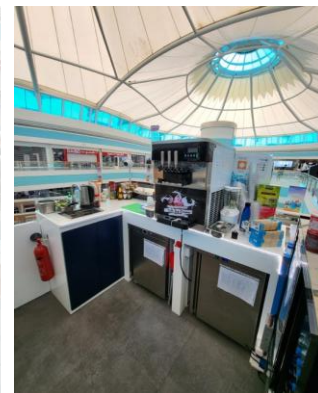
DR. ALTER

DUBAI FESTIVAL CITY & ONYX TOWER, DUBAI



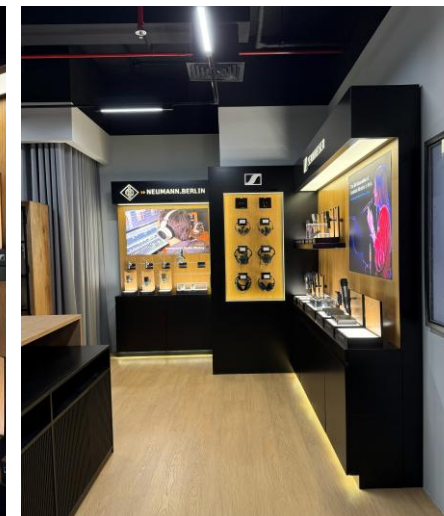
TEMPTING TREATS

MUSHRIFF MALL & GRAND EMIRATES MARKET, ABU DHABI



KIDDO KORNER

MUSHRIFF MALL, ABU DHABI



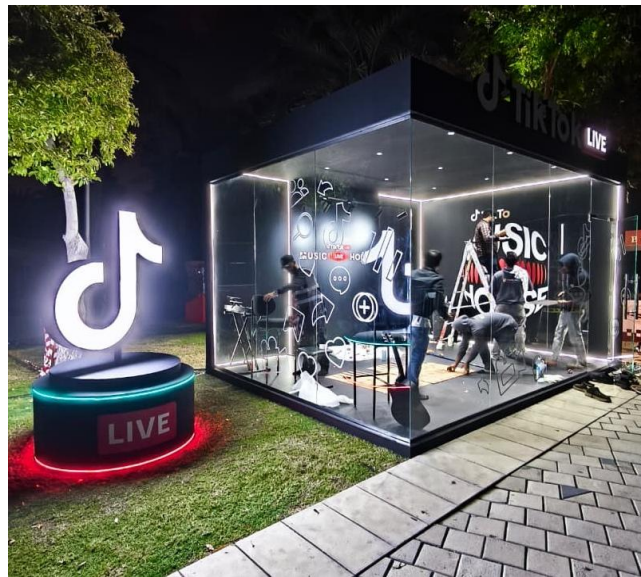
NEUMANN & SENNHEISER

DR. HEAD, DUBAI INTERNET CITY

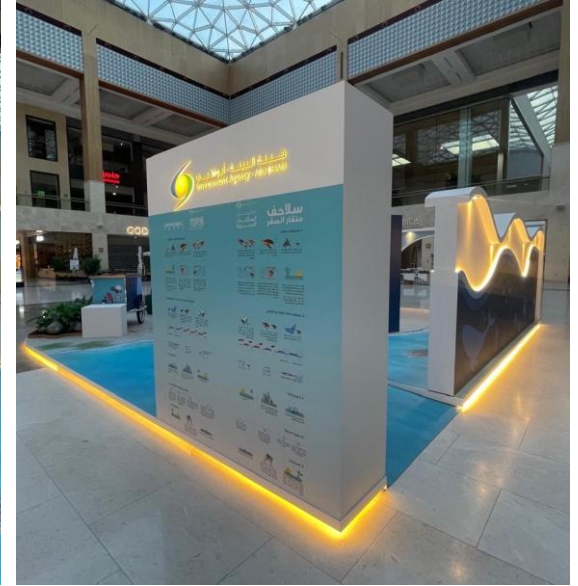


ACTIVATIONS





TIKTOK LIVE
1 BILLION SUMMIT 2026
ZABEEL PARK, DUBAI



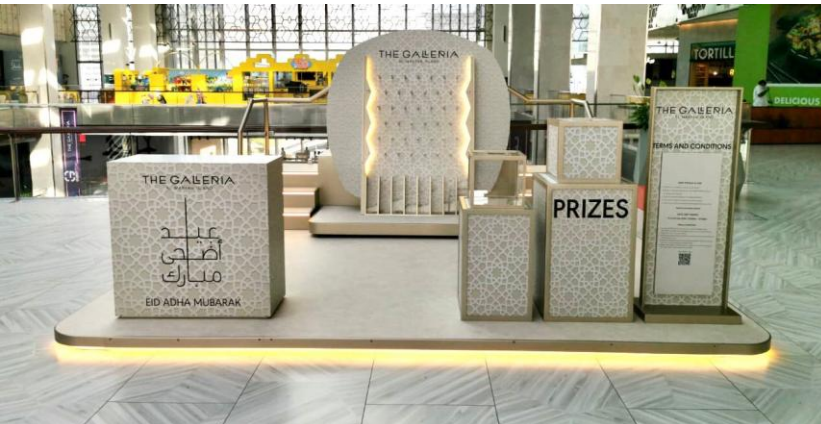
IN COLLABORATION WITH 9YARDS
ENVIRONMENT AGENCY
YAS MALL, ABU DHABI



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 GALERIA
THE GALERIA MALL, ABU DHABI



EMAAR HOSPITALITY GROUP
U BY EMAAR
DUBAI CREEK



BAWADI MALL
LOGOS
BAWADI MALL, AL AIN



EXHIBITION STANDS



جمارك أبوظبي
ABU DHABI CUSTOMS

جمارك أبوظبي
ABU DHABI CUSTOMS

IN COLLABORATION WITH 9YARDS
ABU DHABI CUSTOMS
ADNEC, ABU DHABI



IN COLLABORATION WITH 9YARDS
ABU DHABI CUSTOMS
ADNEC, ABU DHABI

NAUTICA
LINE CARGO
& SHIPPING LLC

GATEWAY
LOGISTICS
MIDDLE EAST

National Shipping Services, LLC
MEMBER OF SULLYBORN, BRIDGES, MIDDLE EAST

C-P
CHIPOLBROK

THANK YOU
FOR VISITING!
See you next year
BREAKBUK
MIDDLE EAST 2019

DP WORLD

CCS CO 中远海运特种运输
COSCO SHIPPING SPECIAL

Greatkun

Greatkun

大鯨 (上海) 供应链管理有限
Greatkun (Shanghai) Supply Chain Management

GATEWAY LOGISTICS

DUBAI WORLD TRADE CENTRE



GATEWAY LOGISTICS

DUBAI WORLD TRADE CENTRE

SILVERFOX

Aerobic
Equipmer
Trading

SILVERFOX

RAWNICE

BIOCHAM

F63

mayee
maurus
Aerobic
Equipmer
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 Medisach



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 | 

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**

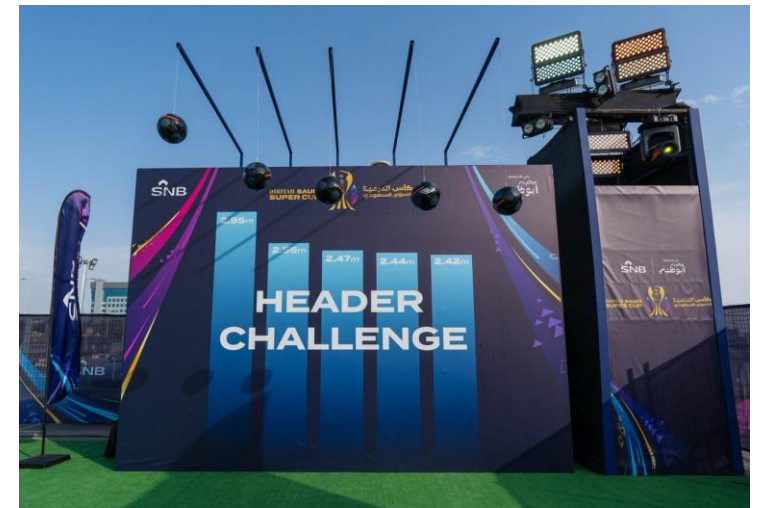
ADNEC, ABU DHABI



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