

PHOTO WATCH



■ Zain Group announced the establishment of ZainTech, a new operating regional entity that unifies the Group's ICT assets to offer a unique value proposition, centred on a one-stop provision of comprehensive enterprise digital solutions and transformation services all under one roof.



■ Al Adil, UAE's leading name for Indian spices and masalas, is all set to add glitter to this year's Diwali shopping. Dr Dhananjay Datar, Chairman & Managing Director Al Adil Trading Co LLC, said: "We have more than 5,000 products stocked to provide a complete Diwali experience this year."



■ Kamal Vachani, Partner and Group Director at Al Maya Group, was honoured by the US Department of Agriculture's Friends of the Office of Agricultural Affairs Award. The award ceremony was held at the USA Pavilion in the Expo 2020 Dubai.



■ F5 Global, a sustainable athleisure brand launched by Sarisha Ved, a 16-year-old entrepreneur, has raised Dh30,000 for children's education associated with Emirates Red Crescent. Launched in March 2021, the initial F5 collection 'Tees for Fees' donates 100 per cent of profits to support underprivileged children.



■ Malabar Gold & Diamonds, the leading global jewellery retailer with over 260 retail outlets across 10 countries has launched its third store in Singapore. The grand showroom was virtually inaugurated by M.P. Ahamed, Chairman, Malabar Group, on October 20.

Glaze Granite & Marble appointed as official distributor of Ariostea in UAE

The Italian brand leader in porcelain slab is now available for UAE customers

DUBAI
Gulf News Report

The UAE's largest marble importer, Glaze Granite & Marble, has been appointed as the official distributor of Ariostea, one of the leading Italian brand in high-end technical ceramics (or in large format porcelain slab). Ariostea was established in 1961 and it is part of the Iris Ceramica Group, which is an example of excellence at an international level in the ceramics industry. The group, based in Italy, has always had a strong innovative spirit often acting as a pioneer in the ceramic sector.

Luxury and glamour
Umesh Punia, CEO of Glaze, said, "In the last 25 years, we have focused on bringing the world's best brands to the UAE to bring luxury and glamour to the homes & offices of our clients. This agreement with Ariostea is another step towards fulfilling our clients' expectations. Though, in the last 5-7 years, numerous brands of large format porcelain slabs have become available in the UAE, Ariostea stands definitively apart, due to its high precision print quality, especially in marble & onyx



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designs, thanks to the most advanced print technology developed by Ariostea through relentless research and development. Any home owner or architect would love to specify these beautiful surfaces." Alessandro Branzoni, Sales

cutting and fixing techniques for large format technical ceramic slabs will bring a great transformation in the usage of large format ceramics from standard porcelain products. Overall, a natural stone look can never go out of style, and we are really excited about our new partnership with Glaze and we would like to assure UAE's home owners, architects and designers that as a team, we will give you the best experience possible."

Providing quality, taste and consistency

Dubai-based Aqua de Fonte launches new line of products

DUBAI

Launched in 2017, Aqua de Fonte is a Dubai-based energetic and youthful brand aimed at the urban middle class. Aqua de Fonte bottled water has created a niche for itself and won customer loyalty primarily because of its quality, taste, consistency and smart packaging. The facility leverages state-of-the-art technology to produce an output of 30,000 bottles per hour. Aqua de Fonte is planning to capitalise on this top-level execution to grow in the food and beverage industry. In the last 4 years, with an expanded distribution and logistics network, they have witnessed tremendous growth across all the channels. Aqua de Fonte source their water from Dewa — Dubai Electricity and Water Authority and the process starts with raw



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water which goes through various filtrations and treatment units such as RO and UV, then it is dosed with minerals before it goes into bottle filling. The water has a distinctive natural taste which gives a refreshing feeling to the consumer. Aqua de Fonte has had an impressive start — growing by over 100 per cent since the

launch in 2017 — and has featured in numerous publications as well as achieving Super-brand status in 2021. The brand is proud to have also achieved ISO 22000:2018.

Caring for environment
Aqua de Fonte recently launched its new line of Soft facial tissues and wet wipes, one

of its kind in the UAE. In their aim towards sustainability and taking care of the environment, Aqua de Fonte have teamed up with DGrade to collect plastic bottles and turn them into flakes and fibres. These flakes and fibres are turned into yarn to create several items such as T-shirts, blankets & masks. Aqua de Fonte has recently undergone a brand makeover, under the visionary leadership of its MD Yogesh Valaulikar. The new branding perfectly encapsulates honesty, transparency, vibrancy, and youthfulness, the brand's promise. The new tagline, "taste life in every drop," draws parallels between a single drop of water and a single moment in life. "We saw an opportunity in positioning ourselves as a modern refreshing brand with high levels of brand awareness and appeal. Our strategy to position Aqua de Fonte as a youthful and energetic brand has created a key differentiator in the market," said Valaulikar.

BRIEFS

Celebrate Halloween

■ Get ready to celebrate Halloween at Daiso Japan. The brand well-known for its wide variety of unique, affordable, and quality Japanese lifestyle products, has stocked its shops with a large collection of Halloween articles estimated to be around 3,000 items. The collection is also renowned for its variety and affordability, which will leave the customers wanting for more. What's unique about Daiso Japan's collection is that it is suitable for people of all ages. There's also a wide range of party supplies available for small Halloween family parties, including themed banners, paper plates, cookie cuts, mugs, cups, and much more. There's also a wide range of party supplies available for small Halloween family parties. The best news is ... the range starts from only Dh7.35.

Amazfit smartwatches

■ Amazfit, the leading global smart wearable brand has unveiled three new smartwatches: the GTR 3 Pro, GTR 3 and GTS 3 available across all power retailers & hypermarkets in the UAE. Delivering smart health made easy, all three of Amazfit's new sleek and stylishly designed smartwatches bring about a wealth of innovative health, fitness and lifestyle features, showcased in the Zepp OS, a powerful interface, that empowers users to unleash their full potential. Mohammad Badri, Director, Eros Group said, "Despite the challenging market conditions, Amazfit sales remained robust due to its cutting-edge product innovations."

