

# Where Production Meets Reliable Execution

From concept to on ground execution.



COMPANY PROFILE

CREATIVE SERVICE | PRINTING | SIGNAGE | FABRICATION | EXHIBITIONS | PRODUCTION



# About Watermark

**Watermark Advertising** company is a UAE-based production and execution company, **established in 2015**, specialising in signage, printing, event production, and on-ground installation support.

We work closely with **event agencies, corporate marketing teams, exhibition organisers, and government entities** as a reliable backend production partner. Our role is simple: to execute branding and event requirements efficiently, safely, and on time.

From last-minute event requirements to large-scale corporate branding rollouts, our team is built to deliver under tight timelines without compromising quality.

We focus on **practical execution, premium finishing, and dependable installation**, making us a trusted support partner for businesses that value reliability.



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Great ideas mean nothing  
without great execution.



## OUR APPROACH

Every project is approached with careful consideration of:

- Timelines and delivery commitments
- Site conditions and logistical challenges
- Safety, approvals, and compliance
- Brand standards and visual accuracy

Our structured planning and coordinated teams ensure seamless execution from start to finish.

## OUR MISSION & VISION

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### MISSION

To deliver reliable, high quality production and execution solutions that support branding, marketing, and event objectives across diverse industries.

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### VISION

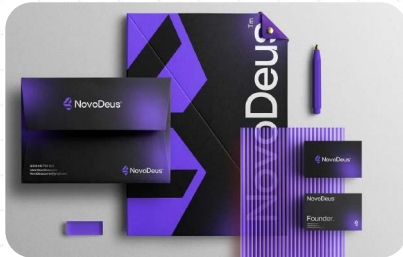
To be recognised as one of the UAE's most dependable production and execution partners for corporates and agencies that value speed, precision, and accountability.





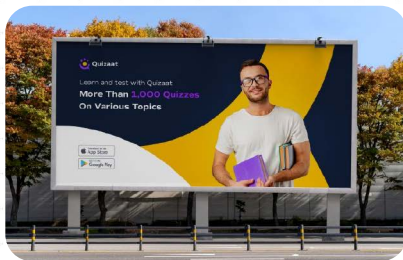
# WHAT WE DO

A structured overview of our core services presented in clean blocks:



## Creative and Branding

- Brand identity development
- Marketing collateral
- 3D visualisation & layout planning



## Signage

- Indoor & outdoor signage
- Illuminated & non illuminated lettering
- Acrylic, metal & wooden signage
- Retail & corporate signboards



## Printing

- Large format digital printing
- Offset printing
- Vinyl stickers & branding films
- Corporate stationery



## Fabrication

- Custom kiosks
- Product display stands
- Retail fixtures
- Speciality builds in wood, metal & acrylic



### Exhibitions

- Booth design
- Booth fabrication
- Graphics production
- On site installation & support



### Retail and Interiors

- Cafe branding
- Shop interiors
- Wall graphics
- Frosted films & glass treatment



### Event Production

- Event branding and theming
- Custom stage backdrops and set fabrication
- Display units and temporary structures
- On-site production and installation support





# WHY CLIENTS CHOOSE US

## Fast & Responsive Execution

We are structured to handle urgent and last-minute requirements efficiently.

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## In-House Production & Installation

Our production and installation teams work together, ensuring better control over quality and timelines.

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## Premium Finish & Attention to Detail

Every project is executed with a focus on durability, visual quality, & finishing standards.

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## Safety & Compliance Focused

All installations are carried out following safety guidelines and site requirements.

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## Proven Delivery Team

A proven team trusted to execute branding and production requirements reliably and on time





**MAKE  
SMART  
CHOICES  
IN YOUR  
LIFE**



# HOW WE WORK

## Our Work Process

### Understanding Requirements

We study the project scope, timelines, and site conditions.

### Planning & Coordination

Materials, production schedules, and installation plans are aligned.

### Production & Fabrication

Printing and fabrication are carried out using suitable materials and methods.

### Installation & Execution

Our on-site team installs and executes with safety and precision.

### Final Review

We ensure all elements meet agreed standards before handover.



# OUR WORK PORTFOLIO

Our portfolio represents a wide range of production, branding, event execution, fabrication, printing, signage, and on ground installation projects delivered across diverse environments and scales.

Due to client confidentiality and NDAs, selected works are presented without brand identification, focusing on execution quality, technical complexity, and delivery standards.

## CLIENTS & PARTNERS

We work with a diverse client base including:

- Event agencies
- Corporate marketing teams
- Government & semi government entities
- Exhibition organisers
- Facility management companies
- Food and beverage brands
- Construction companies
- Real estate developers
- Retail and commercial brands



We support our clients as an execution partner, helping them deliver successful branding and event outcomes.

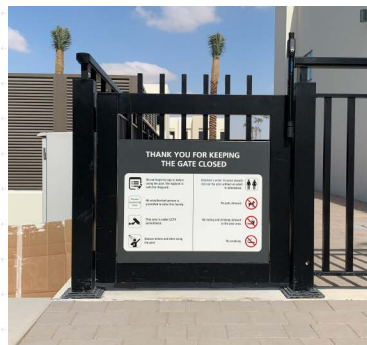


# Portfolio

## Signage Solutions



- Indoor signage
- Outdoor fascia signage
- Hanging and directional signs
- Frosted and one way vision graphics



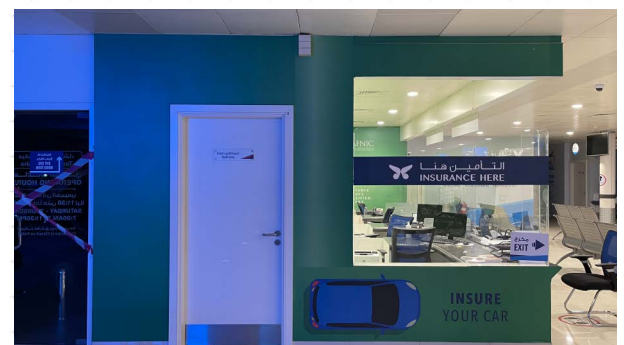


# Portfolio

## Product Display Units



- Custom shelving systems
- Retail display structures
- Electronics display stands
- Modular product presentation units





# Portfolio

## Retail and Cafe Branding



- Menu boards
- Wall and glass graphics
- Interior brand styling
- Exterior fascia and signage





# Portfolio

## Shop Interiors



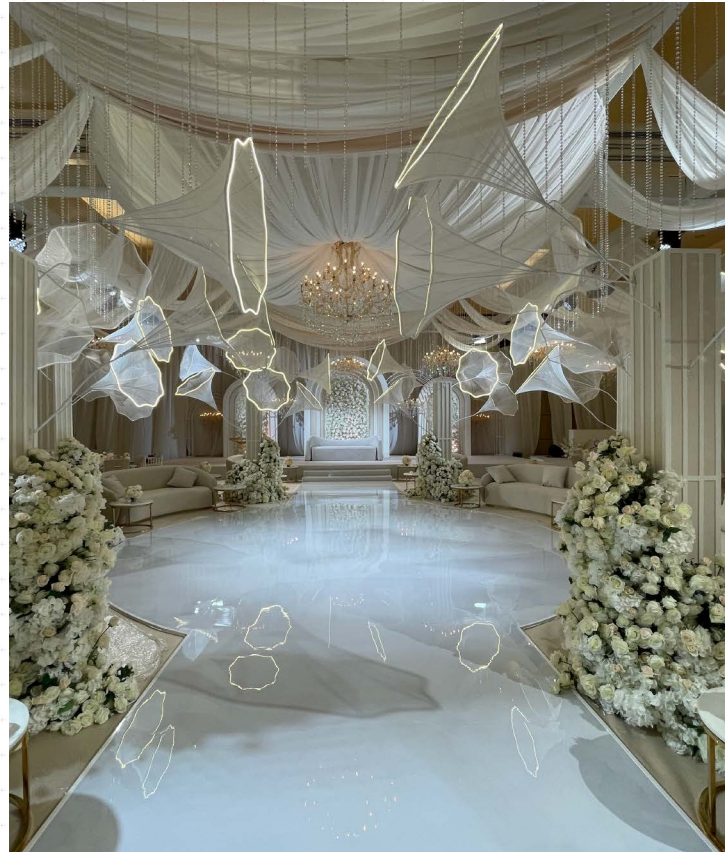
- Retail fitouts
- Signboards
- Reception branding
- Customer interaction zones





# Portfolio

## Event Production & Branding



- Entrance structures
- Floor graphics
- Stage backdrops
- Decorative installations for themed events





# Portfolio

## Exhibition Stands



- Full booth design
- Fabrication and installation
- Backwall graphics
- Modular and custom stand builds



# LARGE FORMAT PRODUCTS



## Flags & Portable Displays

High-visibility outdoor branding solutions designed for durability and ease of installation.

## Roll-Up Banners

Lightweight, practical display systems suitable for indoor promotions and events.



## Exhibition Stands

Custom-built exhibition structures designed for brand presence, clarity, and functionality.

## Promotional Counters

Compact counters suitable for sampling, activations, and customer interaction.



## Vehicle Branding

Professionally applied vehicle graphics to enhance brand visibility on the move.

## Outdoor Billboards

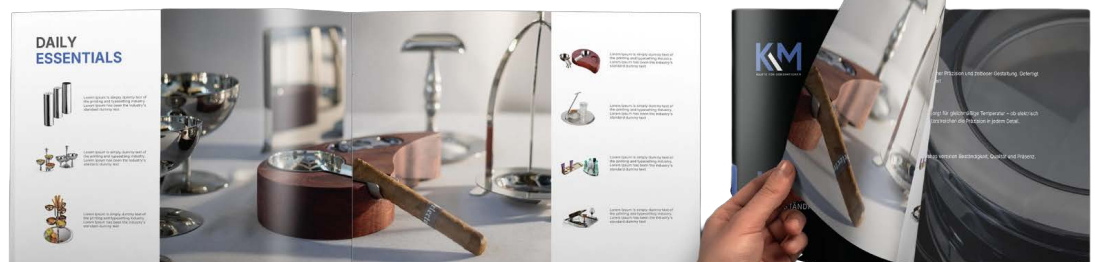
Large-scale outdoor signage solutions built for maximum visibility and weather resistance.



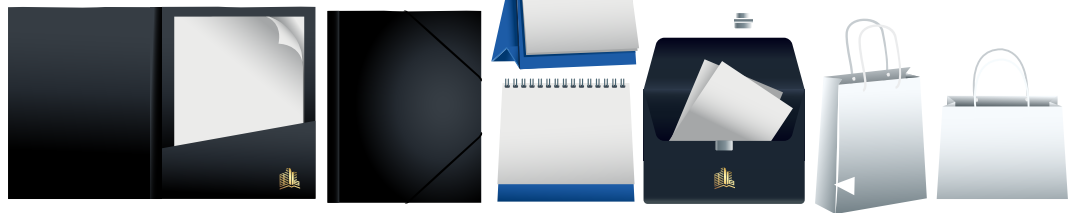
# OFFSET PRINTING SOLUTIONS



High-quality printed materials produced with attention to detail, colour accuracy, and finish.



# PROMOTIONAL MATERIALS





# Our Capabilities

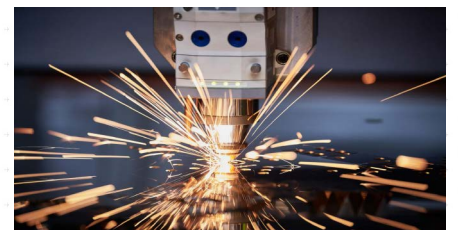
## Material Expertise

Acrylic, MDF, metal, aluminium, wood, composite materials and premium branding films.



## Machinery

CNC routing, laser cutting, digital printing and UV printing.



## Execution Strengths

- Large-scale installations
- Corporate building branding
- Mall and site-compliant fabrication
- Custom structures for events and exhibitions

# Industries We Serve



**FMCG & consumer brands**

**Corporate & enterprise organisations**



**Government & public sector**

**Events & exhibition organisers**



**Facility management**

**Food & beverages**



**Construction companies**

**Real estate & property developers**



**Retail, hospitality, & lifestyle brands**





# Our Team & Culture

Watermark operates as a coordinated production team comprising designers, fabricators, technicians, and installation specialists. Each project is handled with structured coordination to ensure accuracy, efficiency, and on-site execution excellence.

Our team culture focuses on responsibility, problem-solving, and delivering work that meets site, safety, and quality standards.



# OUR COMMITMENT

**WE PROMISE**

**CONSISTENT QUALITY**

**TRANSPARENT COMMUNICATION**

**ACCURATE TIMELINES**

**RELIABLE AFTER SERVICE SUPPORT**

**A FINISHED PRODUCT THAT  
REPRESENTS YOUR BRAND AT ITS BEST**

**We**

Build with intention, clarity and care so that every project becomes a positive part of your brand's journey.



# let's talk

Looking to bring your next project to life or explore how we can support your brand?

Our team offers end-to-end advertising, production, and installation solutions, working closely with you to deliver impactful results that align with your goals.



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