



FLOOR & MORE

REFORM TRADING

WWW.REFORM-TRADING.COM



About Us

We are a forward-looking provider of innovative products and integrated solutions, delivering exceptional value, quality, and reliability. With expertise in flooring, furniture, and advanced equipment installations, we offer tailored solutions that meet both functional and aesthetic requirements. Driven by innovation, precision, and professional execution, we build long-term partnerships and consistently exceed client expectations.

About Company

We are a trusted leader in the supply and installation of premium flooring solutions. Specializing in high-quality, durable, and design-driven systems, we deliver performance-oriented solutions tailored to diverse project needs. Backed by years of industry experience, we are recognized for our professionalism, precision, and commitment to superior products and services.

Our Product Portfolio

01 CARPETS

- Modular Carpet
- Broadloom Carpet
- Axminster Carpet
- Printed Custom Carpet
- Prayer Room Carpet
- Hand-Tufted Carpet & Rugs

02 RAISED ACCESS FLOORING

- Cementitious Panels
- Calcium Sulphate Panels
- Woodcore Panels
- Perforated Panels

03 VINYL FLOORING

- Healthcare Vinyl Sheet
- Educational Vinyl Sheet
- Commercial Vinyl
- Sports Vinyl Flooring

04 LUXURY VINYL TILES (LVT) FLOORING

05 STONE PLASTIC COMPOSITE (SPC) FLOORING

06 VINYL COMPOSITION TILES (VCT) FLOORING

07 WOODEN / PARQUET FLOORING

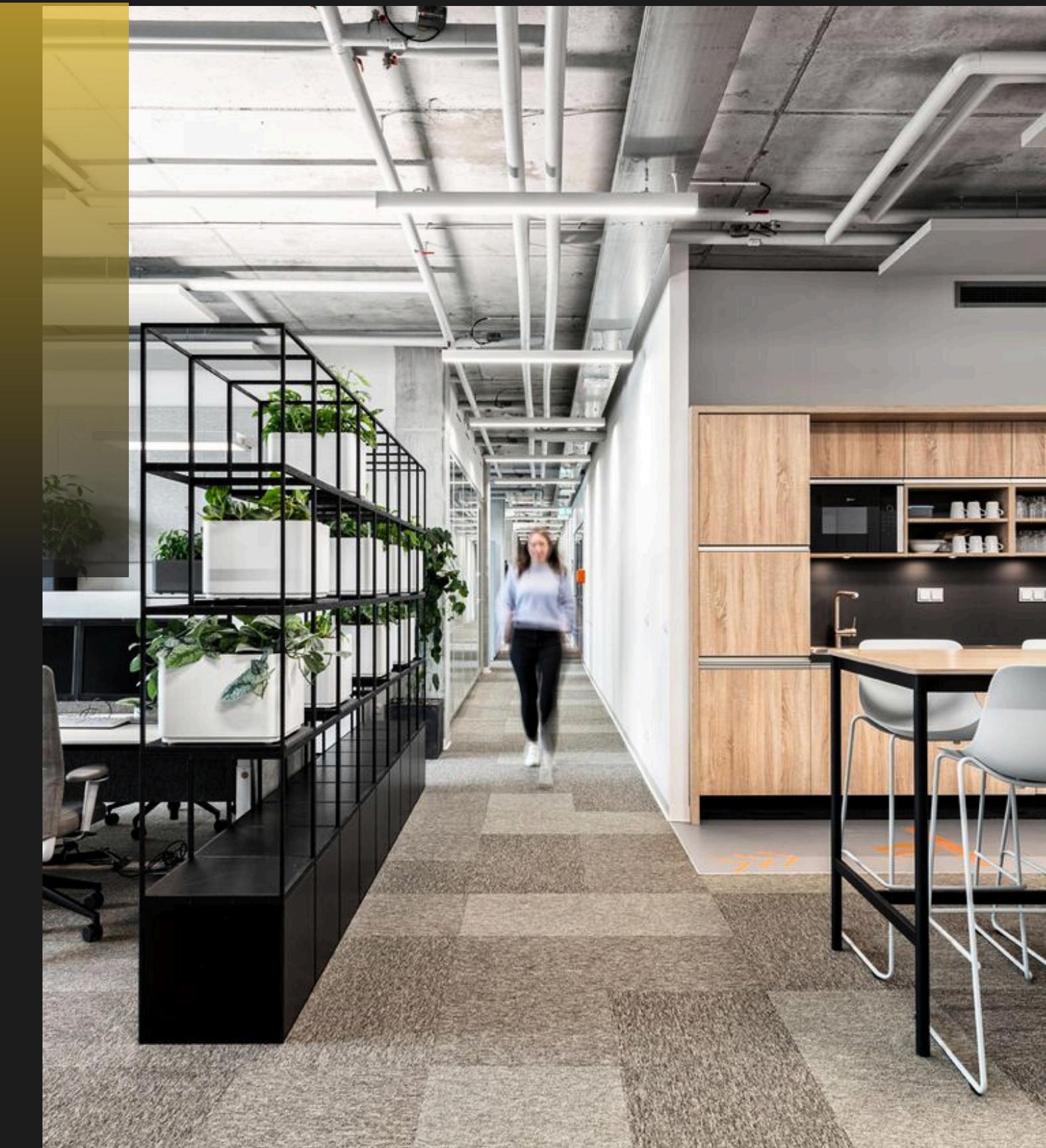
- Solid Wood
- Engineered Wood

08 DECKING (WPC)

- Solid Decking
- Hollow Decking

09 WALL COVERINGS

- Commercial Wall Coverings (Vinyl backed)
- Residential Wall Coverings



Brands We Represent

01

MODULYSS (Belgium) – Commercial Carpet Tiles

Modulyss provides high-quality, durable carpet tiles that are flexible in design and ideal for offices, hotels, and public spaces.

02

GRABO (Hungary) – Commercial Vinyl Flooring

Grabo offers durable vinyl flooring that provides comfort, hygiene, and resilience for healthcare, sports, and educational spaces.

03

KNAUF (Germany) – Calcium Sulphate Raised Access Floor

Knauf offers durable, fire-resistant raised access flooring with excellent acoustic performance for corporate and technical spaces.

04

ARMSTRONG – Vinyl, Luxury Vinyl Tiles & Carpet

Armstrong provides premium LVT, vinyl, and carpet flooring that is stylish, durable, versatile, and high-quality for modern commercial spaces.

05

HALBMOND (Germany) – Printed Carpets

Halbmond offers durable, custom-printed carpets that bring creative, unique designs to offices, hotels, and public spaces.

06

AMTICO (United Kingdom) – Luxury Vinyl Tiles

Amtico provides stylish, high-quality luxury vinyl flooring suitable for both commercial and residential spaces.

07

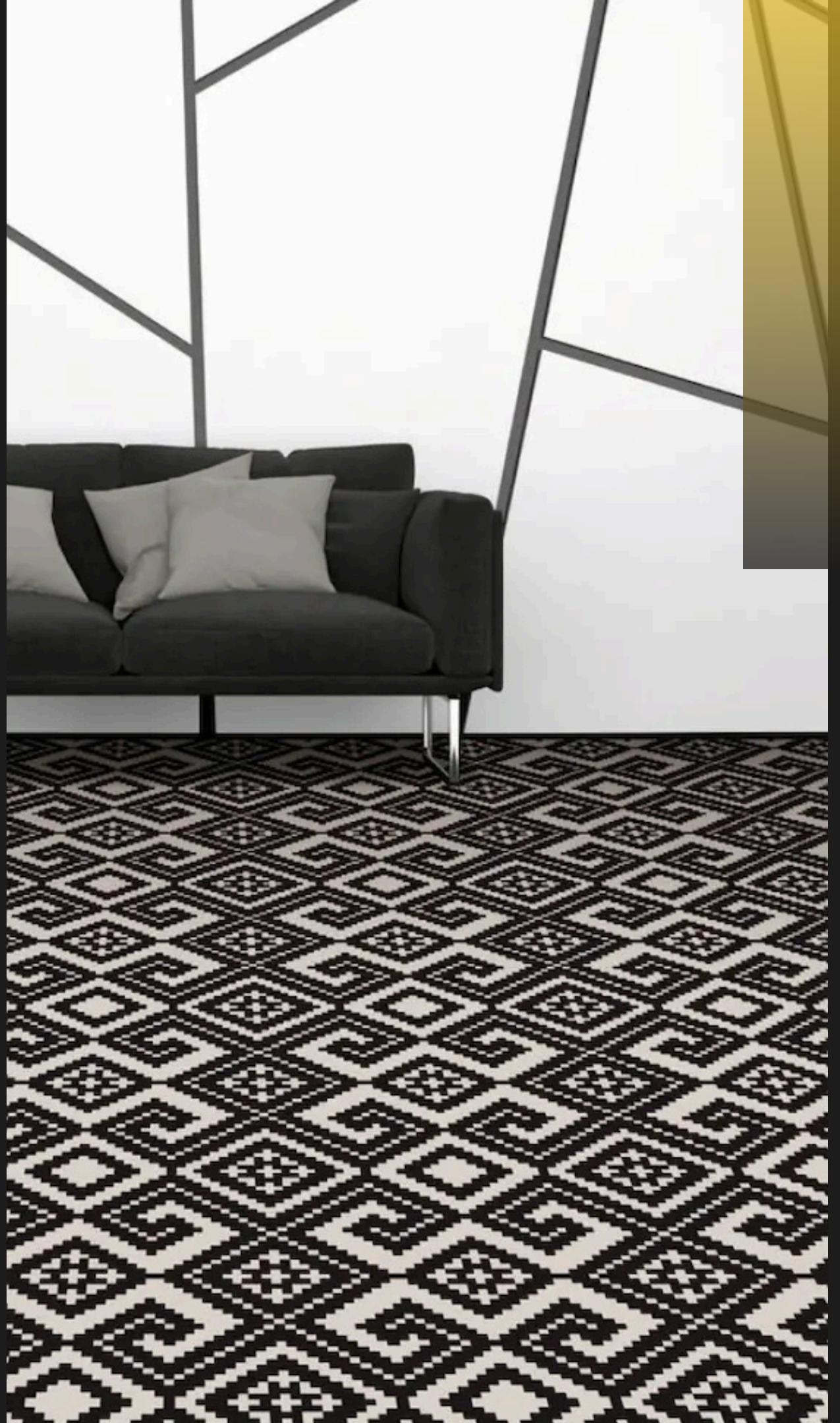
HUATONG (China) – Cementitious Raised Access Floor

Huatong provides strong, reliable cementitious raised access flooring for commercial and data center applications.

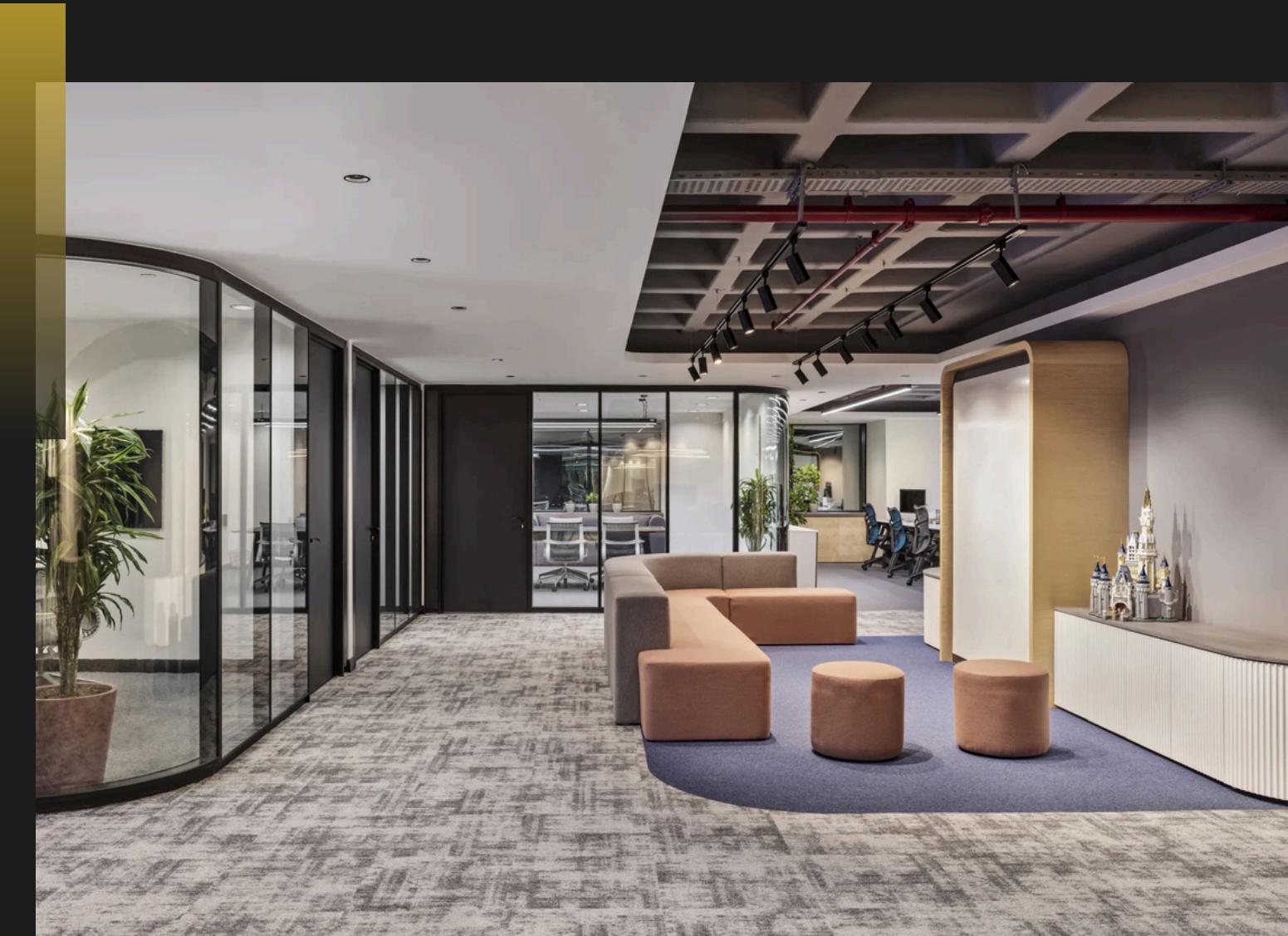
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HAND TUFTED, AXMINSTER – Custom Design Carpets

Hand-tufted and printed carpets provide bespoke, custom-designed solutions that blend artistic detail, durability, and comfort for modern commercial spaces.



MODULYSS - CARPETS



Modulyss carpets are premium modular carpet tiles engineered to elevate commercial and office interiors with a perfect balance of design, performance, and sustainability. Crafted for durability and resilience, these tiles offer excellent acoustic comfort, wear resistance, and easy maintenance, making them ideal for high-traffic environments such as offices, retail spaces, hospitality, and public areas. Modulyss carpet tiles feature a wide range of colours, textures, and patterns, enabling creative, mix-and-match layouts that support bespoke interior design. Their modular format allows quick installation and simple replacement, reducing downtime and waste, while sustainable materials and eco-conscious production reflect the brand's commitment to environmental responsibility.



GRABO - COMMERCIAL VINYL FLOORING



Grabo Vinyl Flooring provides durable, high-performance flooring solutions for both commercial and residential spaces. With a range of Luxury Vinyl Tiles (LVT) and sheet vinyl, Grabo flooring offers scratch, stain, and wear resistance, realistic designs, and easy maintenance, making it ideal for high-traffic environments. Engineered for long-term durability, comfort, and aesthetic appeal, Grabo vinyl enhances interiors while supporting practical, everyday use. Designed for quick and hassle-free installation, these flooring solutions minimize downtime, and with eco-friendly materials and sustainable production, Grabo flooring supports environmentally responsible building practices.



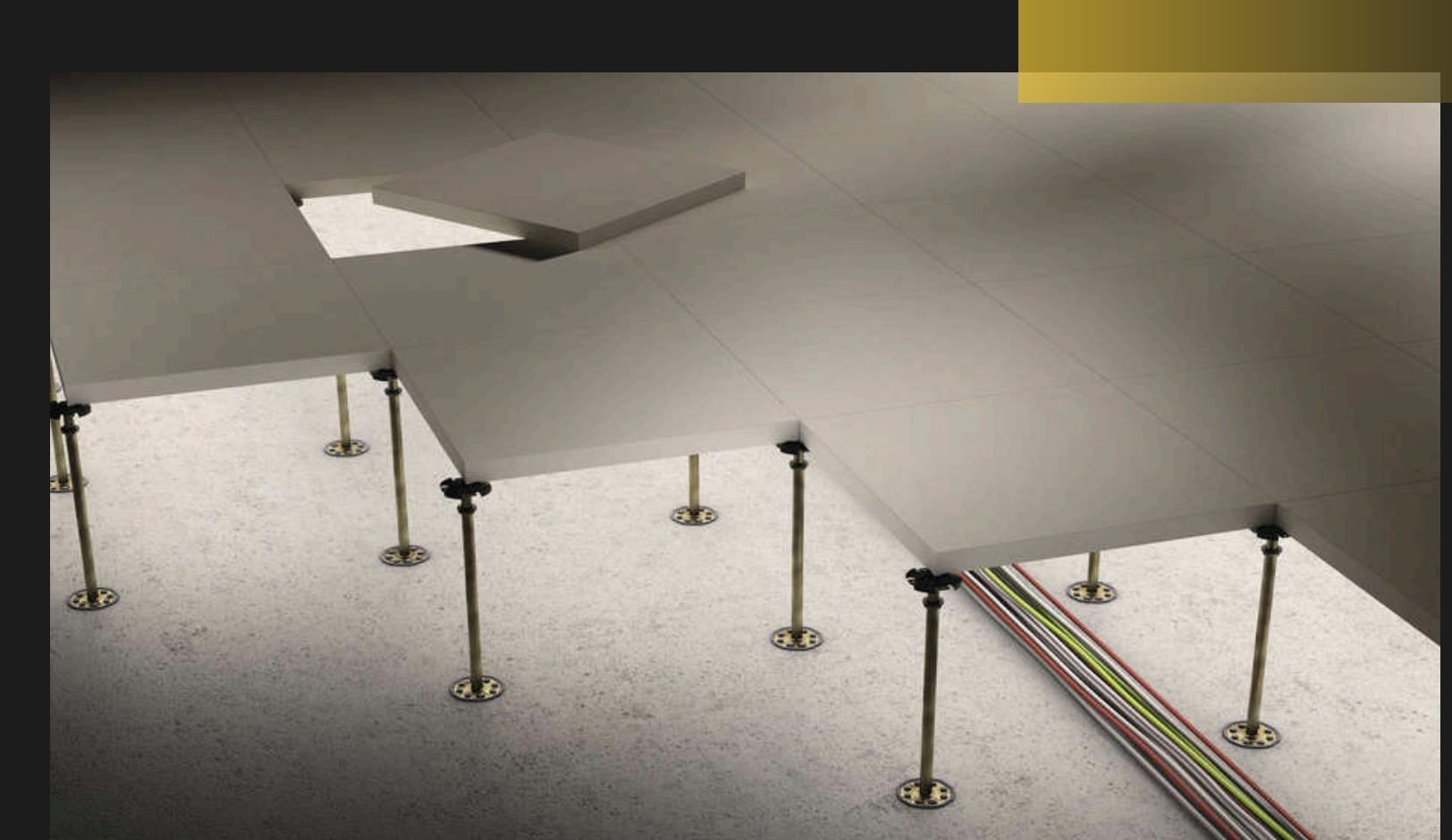
KNAUF - RAISED ACESST FLOOR



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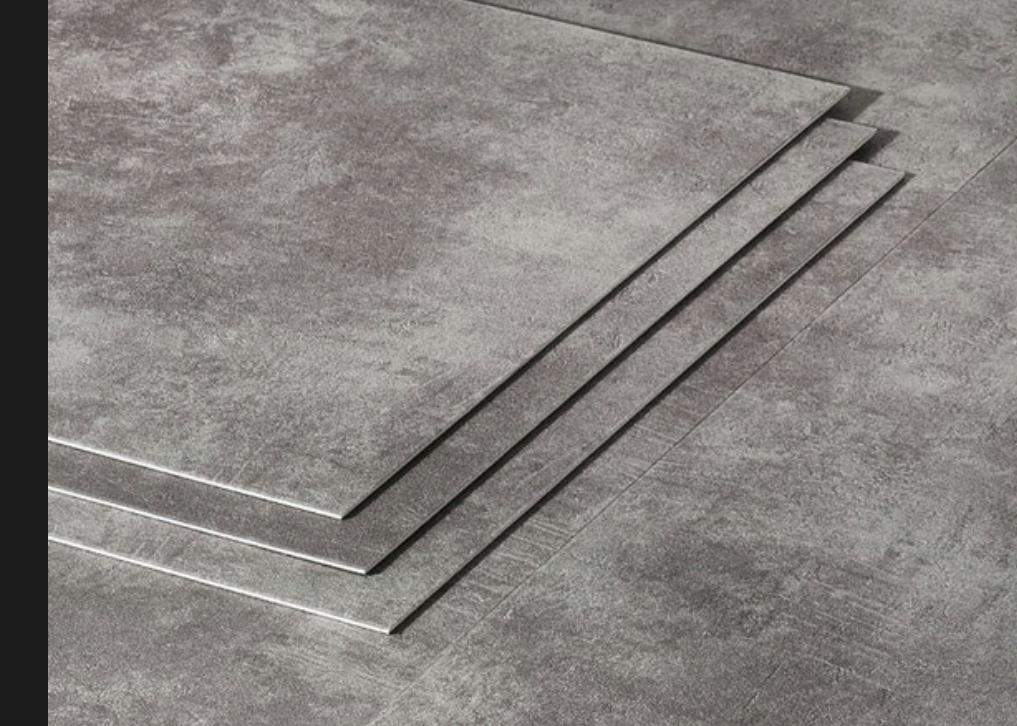
Knauf Raised Access Floor (GIFAfloor) is a high-performance modular flooring system designed to meet the demands of modern commercial and office environments. Manufactured using high-density gypsum fiber panels, it creates a durable elevated floor system that allows easy access to electrical, data, and HVAC services beneath the finished surface. Known for its excellent load-bearing capacity, fire resistance, acoustic performance, and compatibility with premium finishes such as carpet tiles and LVT, Knauf Raised Access Floor offers flexibility, safety, and long-term reliability while supporting efficient space management and future adaptability.



ARMSTRONG - VINYL, LVT & CARPETS

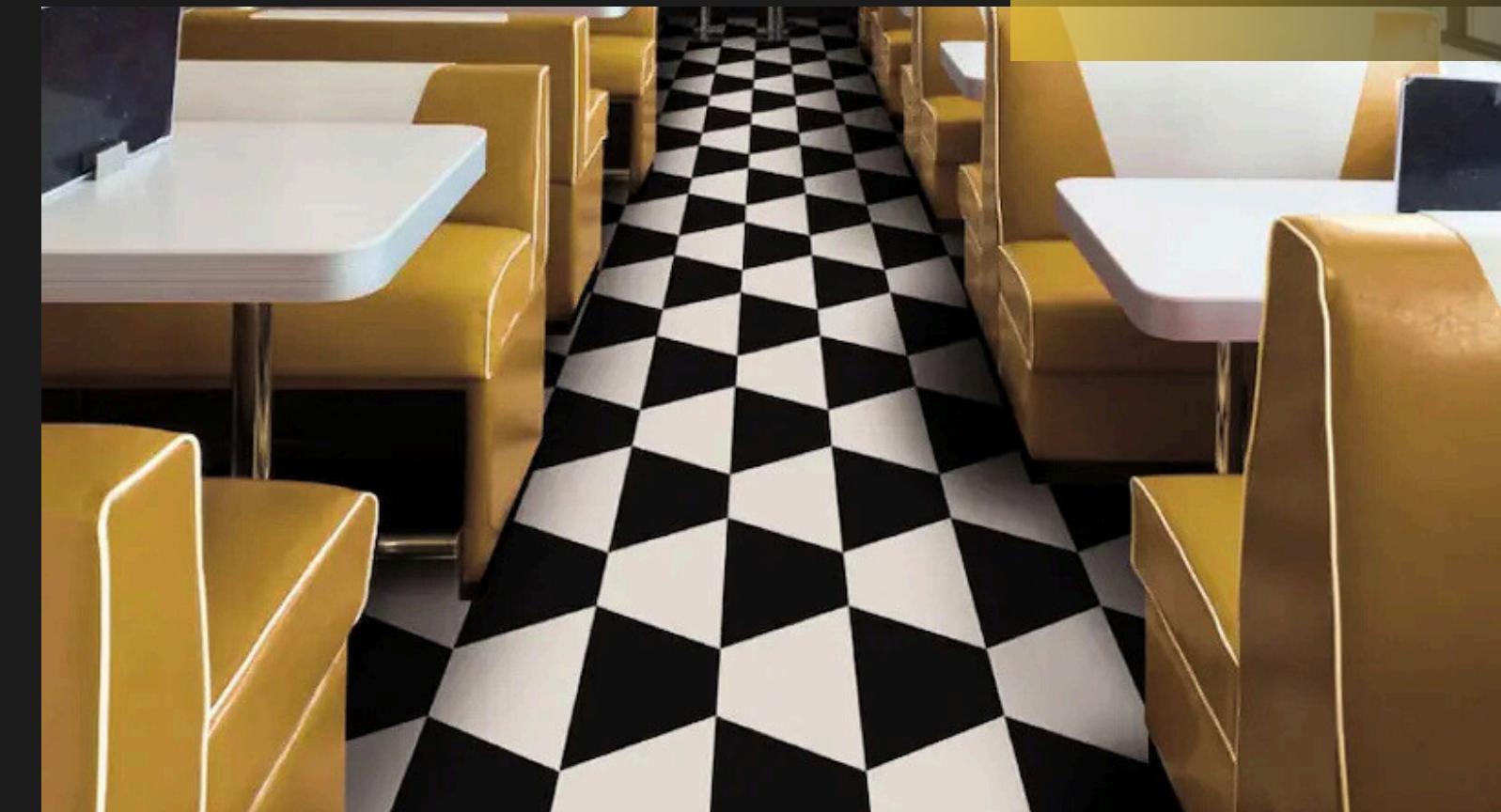


Armstrong Carpets and Vinyl Flooring provide durable, high-performance solutions for commercial and residential spaces. Armstrong vinyl flooring, including LVT and sheet vinyl, offers scratch, stain, and wear resistance, realistic designs, and easy maintenance, making it ideal for high-traffic areas. Armstrong carpets combine comfort, style, and acoustic benefits, enhancing interiors while withstanding heavy use. Together, they deliver functional, versatile, and long-lasting flooring solutions that balance design and performance. Both carpets and vinyl are designed for quick and easy installation, reducing downtime, and are made with eco-friendly, sustainable materials to support environmentally responsible building practices.





Halmbond Printed Carpets offer innovative, high-performance flooring solutions for commercial and hospitality environments. Utilizing advanced printing technology, these carpets deliver vibrant colors, precise detailing, and unlimited design possibilities, allowing for fully customized patterns and branding. Engineered for durability, acoustic comfort, and ease of maintenance, Halmbond printed carpets are ideal for high-traffic areas. Designed for efficient installation and long-term performance, they combine visual impact with functionality while supporting sustainable and environmentally responsible manufacturing practices.

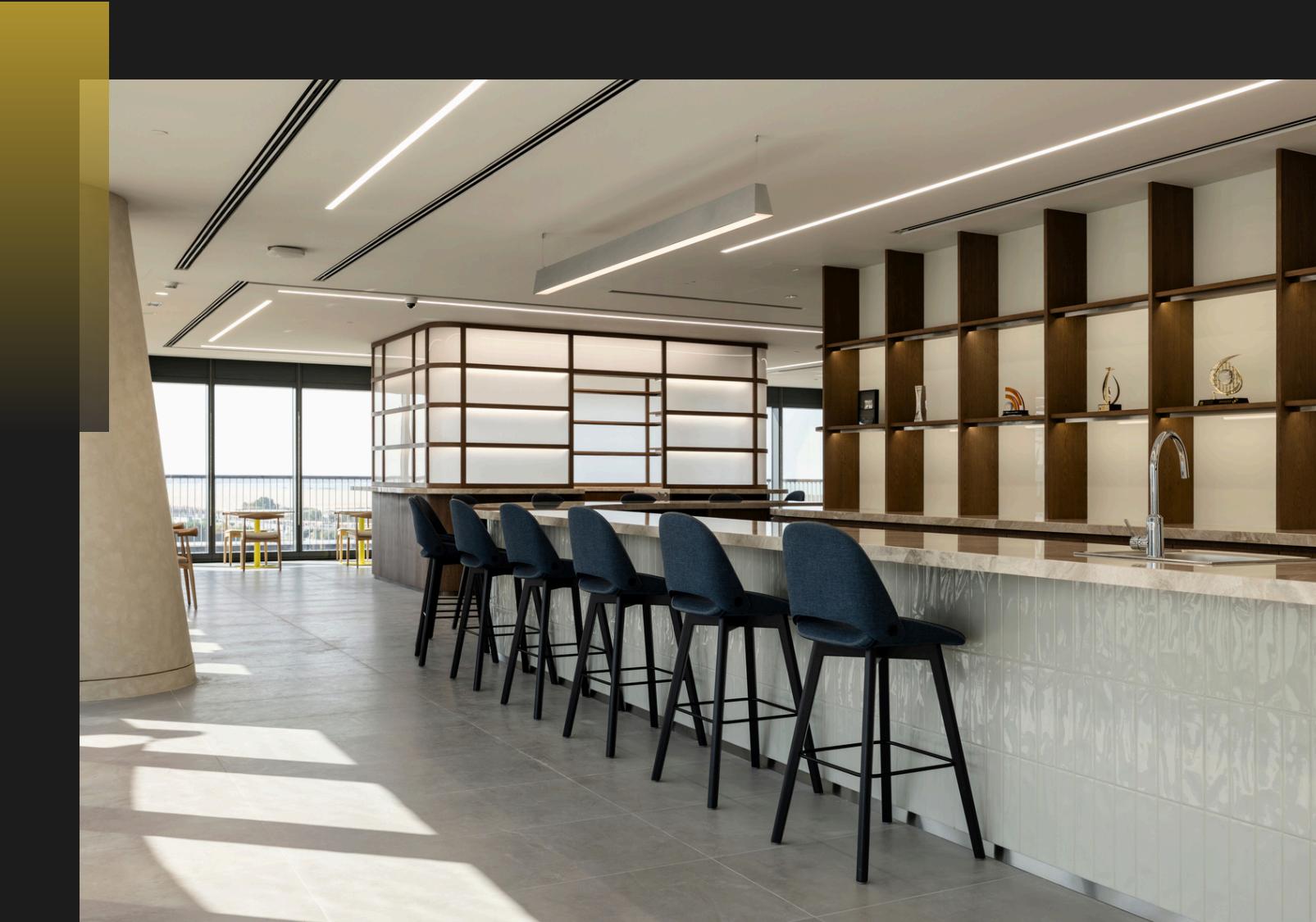




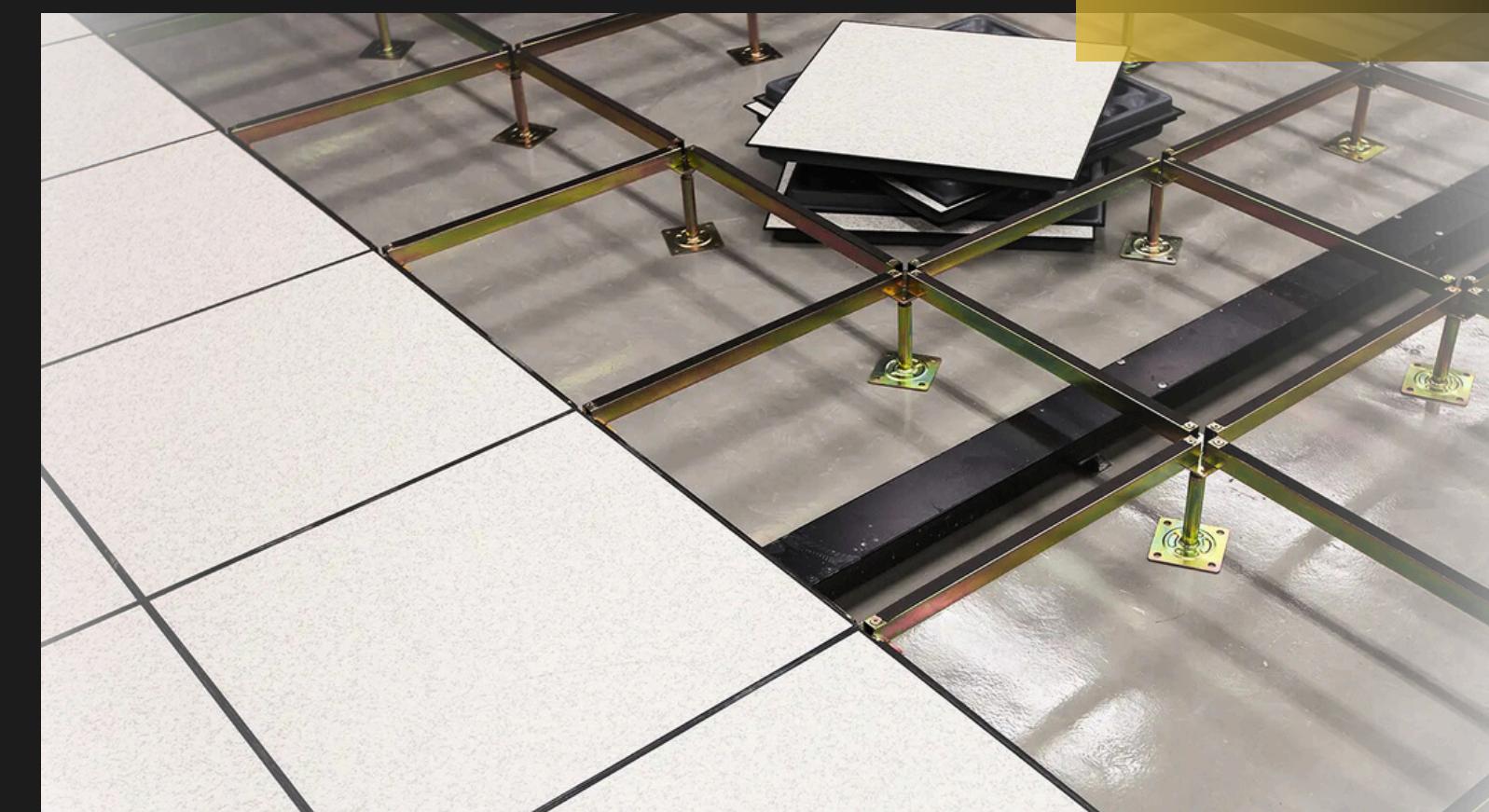
Amtico, LVT, and Carpet Flooring Solutions offer premium, high-performance options for modern interiors. Amtico flooring provides designer luxury with realistic wood, stone, and geometric patterns, combined with exceptional durability and wear resistance for high-traffic spaces. Luxury Vinyl Tile (LVT) delivers resilience, easy maintenance, and a wide variety of contemporary designs, making it ideal for commercial and residential projects. Carpet flooring adds comfort, acoustic benefits, and visual warmth, while withstanding daily use. Together, these solutions provide a perfect balance of style, functionality, and long-lasting performance for offices, hospitality, retail, and residential environments.



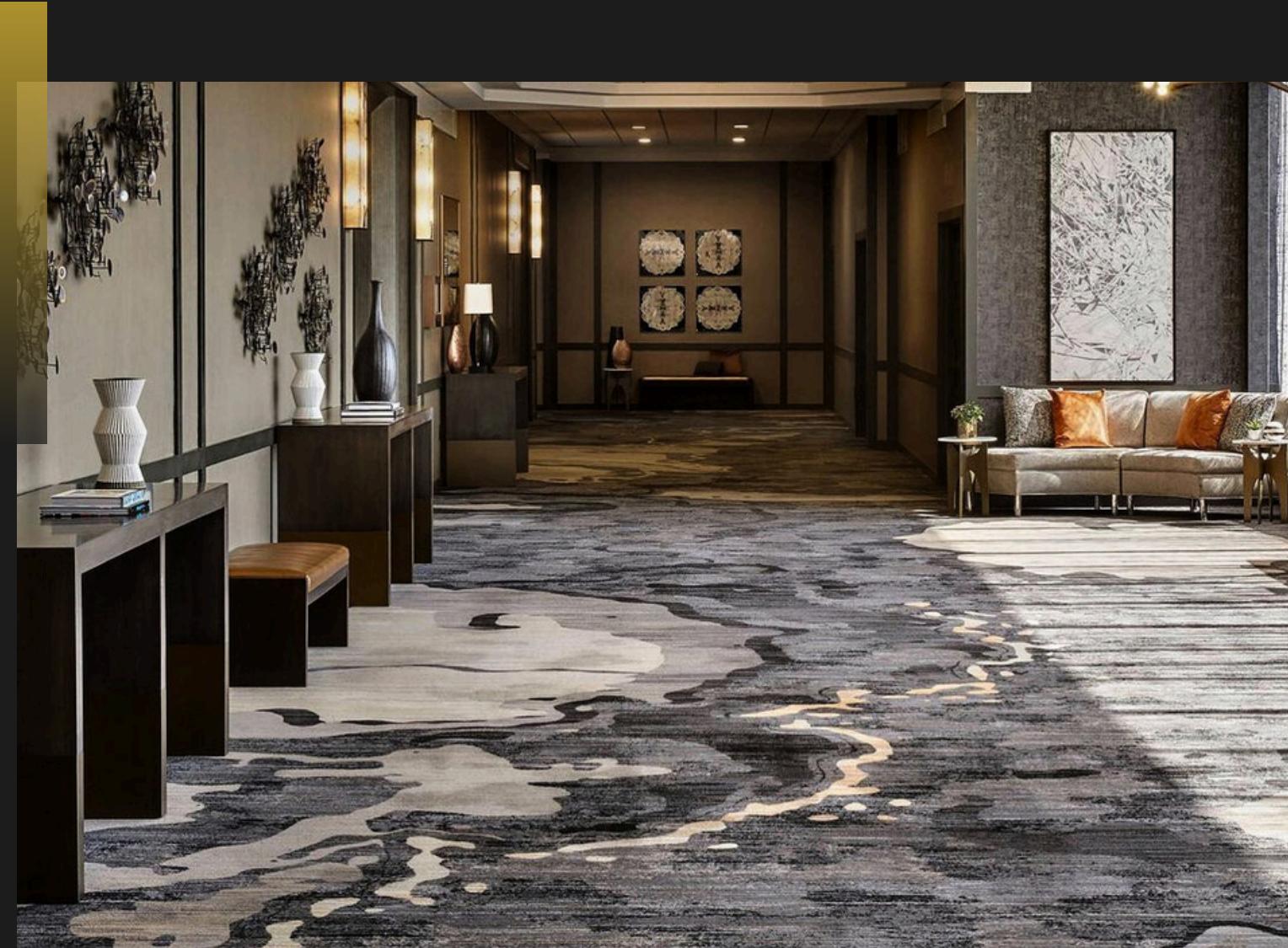
HUATONG - RAISED ACCESS FLOOR



HUATONG Raised Access Floor Panels are high-performance modular flooring systems for offices, computer rooms, and data centers. With high-density cores and steel shells, they provide strength, stability, and long-term durability. Installed on adjustable pedestals and rigid stringers, they allow precise leveling, easy maintenance, and full interchangeability. Flexible cable routing and outlet options optimize power and data management, while the anti-static design ensures effective ESD control. The panels also offer fire resistance, acoustic insulation, and compatibility with finishes like carpet, vinyl, and LVT, combining functionality, and aesthetic versatility. They are designed for fast, hassle-free installation, minimizing downtime, and are environmentally friendly, made from sustainable materials for long-term use.



HAND TUFTED, AXMINSTER - CUSTOM DESIGN CARPET



Handtufted Carpet provides luxurious, high-performance flooring solutions for commercial and residential spaces. It offers exceptional comfort, durability, and aesthetic appeal, with rich textures and intricate designs that elevate interior environments. Engineered for long-term resilience and easy maintenance, handtufted carpets enhance both style and functionality, making them ideal for high-traffic areas. Designed for efficient installation and adaptability, these carpets deliver lasting beauty and performance, while supporting eco-friendly and sustainable production practices.





PROVEN SUCCESS STORIES

From Vision to Results

At **Reform Trading**, our proven success stories highlight our expertise in delivering premium flooring solutions that seamlessly blend design, functionality, and durability. From understanding the client's vision to precise execution, every project is handled with meticulous attention to detail. Our commitment to quality materials, skilled workmanship, and timely delivery ensures results that enhance spaces and stand the test of time. Backed by industry knowledge and a customer-focused approach, we consistently deliver flooring solutions that meet diverse project requirements while exceeding client expectations.

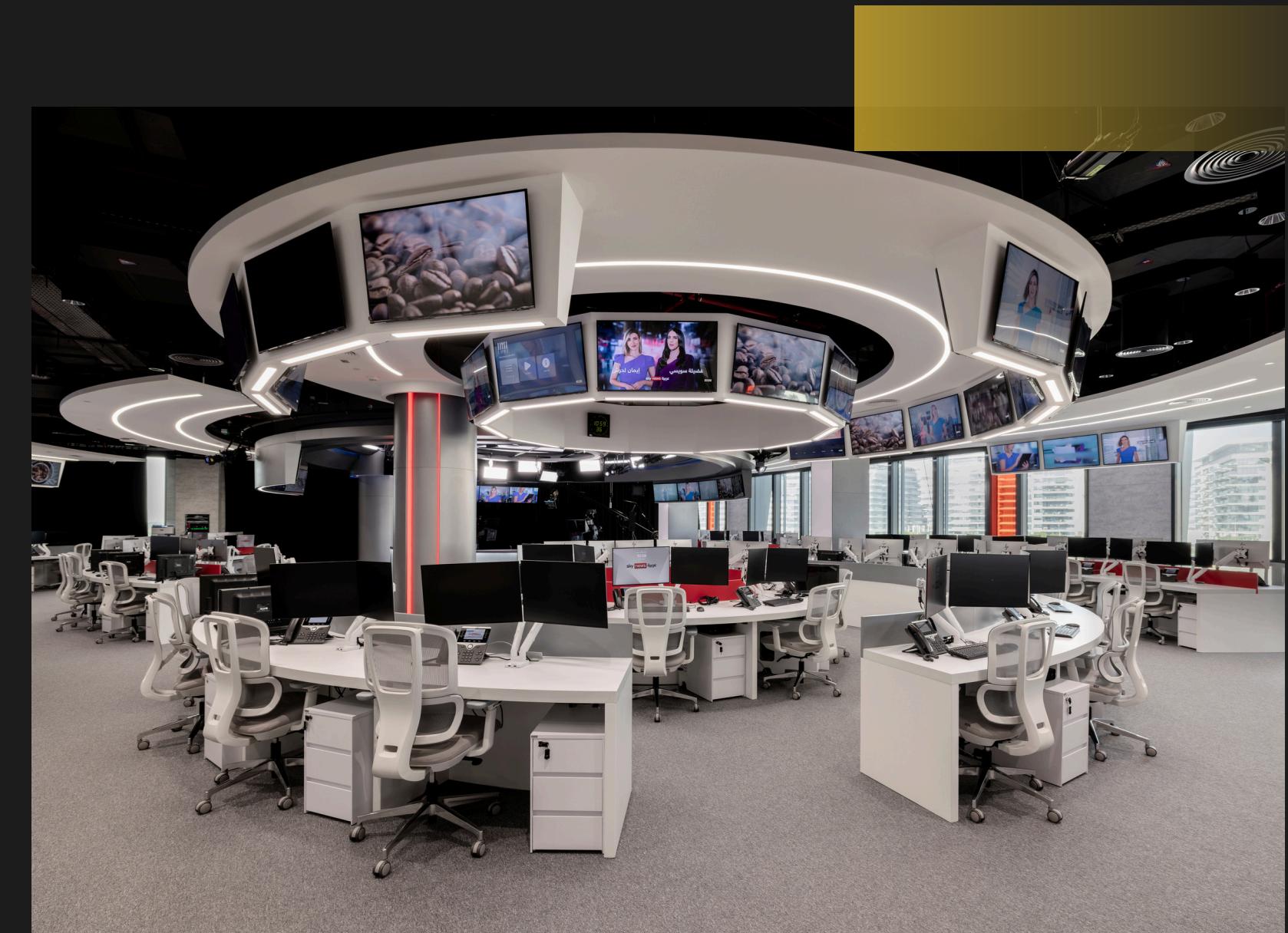
INTERNATIONAL MEDIA INVESTMENT HQ (IMI) - ABU DHABI



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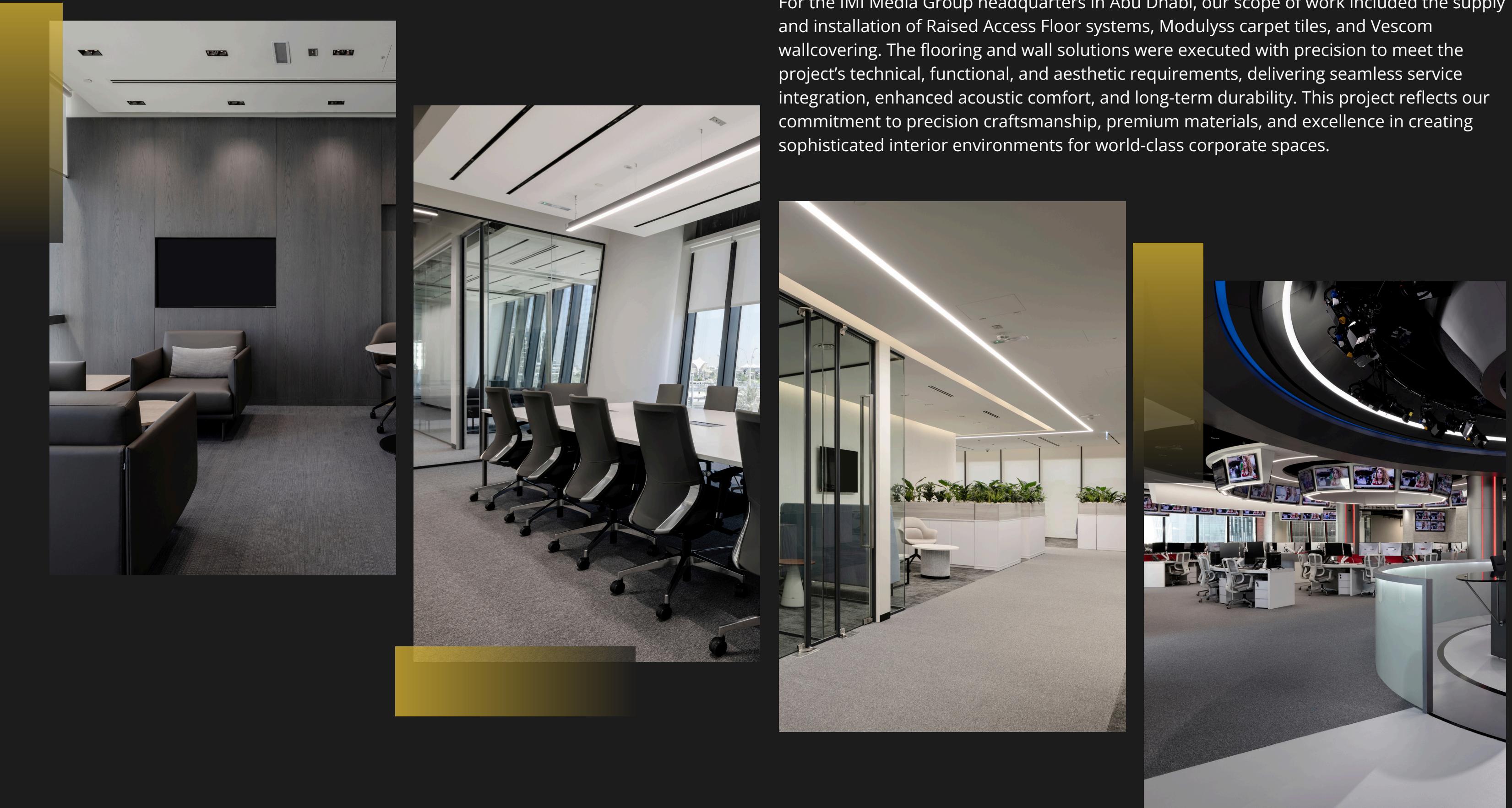
IMI Media Group is a leading global media powerhouse headquartered in Abu Dhabi, United Arab Emirates, known for its diverse portfolio of influential news, entertainment, and factual content brands. The group operates prominent media platforms including Sky News Arabia, The National, Al-Ain News, and CNN Business Arabic, delivering high-quality content across broadcast, digital, audio, and print platforms. Driven by innovation and immersive storytelling, IMI leverages advanced technology and the expertise of seasoned journalists and creatives to connect audiences across the region and beyond, reaching millions of viewers and readers worldwide with trusted and impactful content.



INTERNATIONAL MEDIA INVESTMENT HQ (IMI) - ABU DHABI



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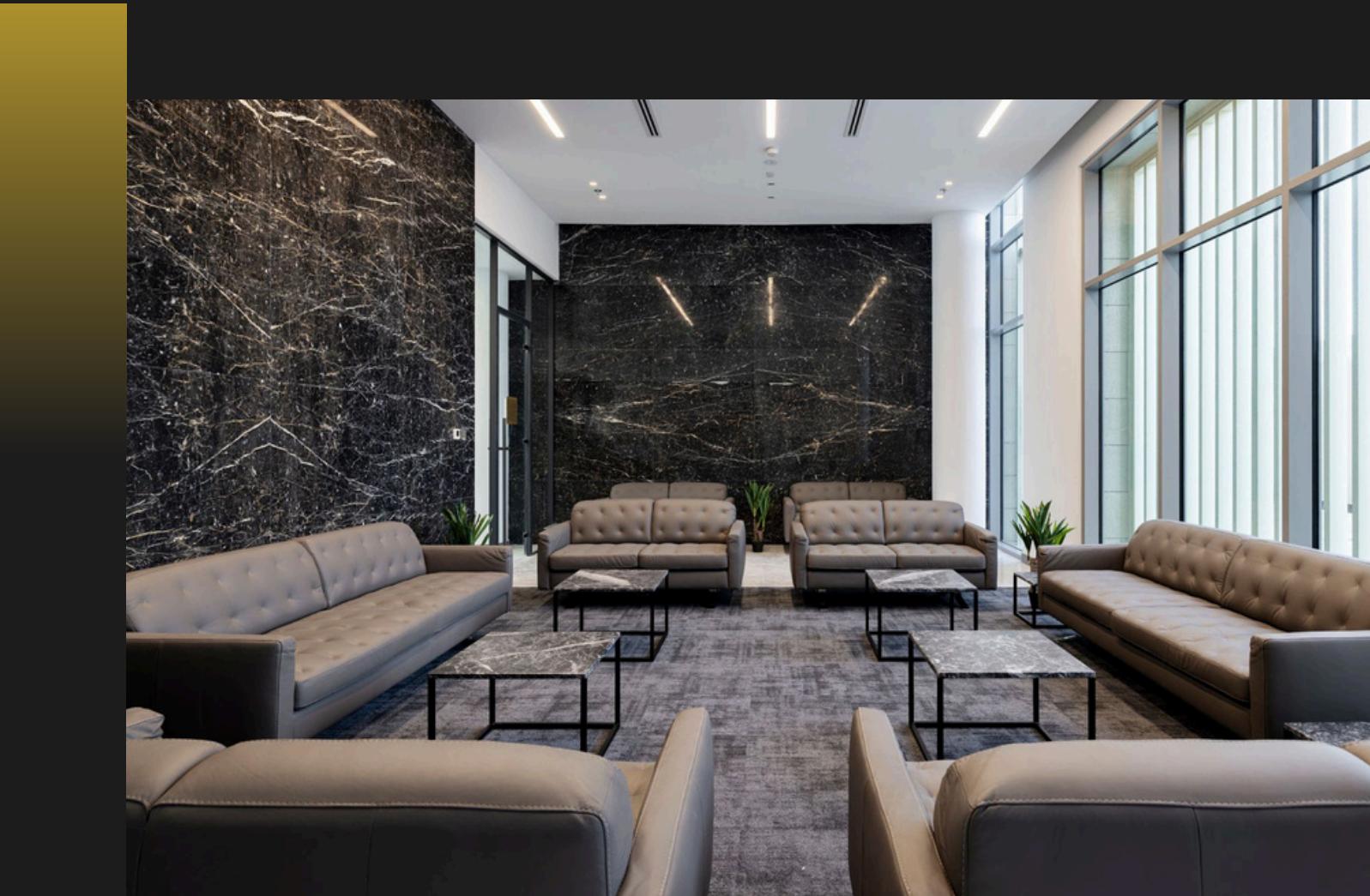


For the IMI Media Group headquarters in Abu Dhabi, our scope of work included the supply and installation of Raised Access Floor systems, Modulyss carpet tiles, and Vescom wallcovering. The flooring and wall solutions were executed with precision to meet the project's technical, functional, and aesthetic requirements, delivering seamless service integration, enhanced acoustic comfort, and long-term durability. This project reflects our commitment to precision craftsmanship, premium materials, and excellence in creating sophisticated interior environments for world-class corporate spaces.

MINISTRY OF INTERIOR - ABU DHABI



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The Ministry of Interior in Abu Dhabi is a strategically designed government facility that supports critical administrative, security, and public service operations. The space integrates functional planning, operational efficiency, and a professional architectural character, reflecting the Ministry's commitment to safety, governance excellence, and high standards in public service delivery.

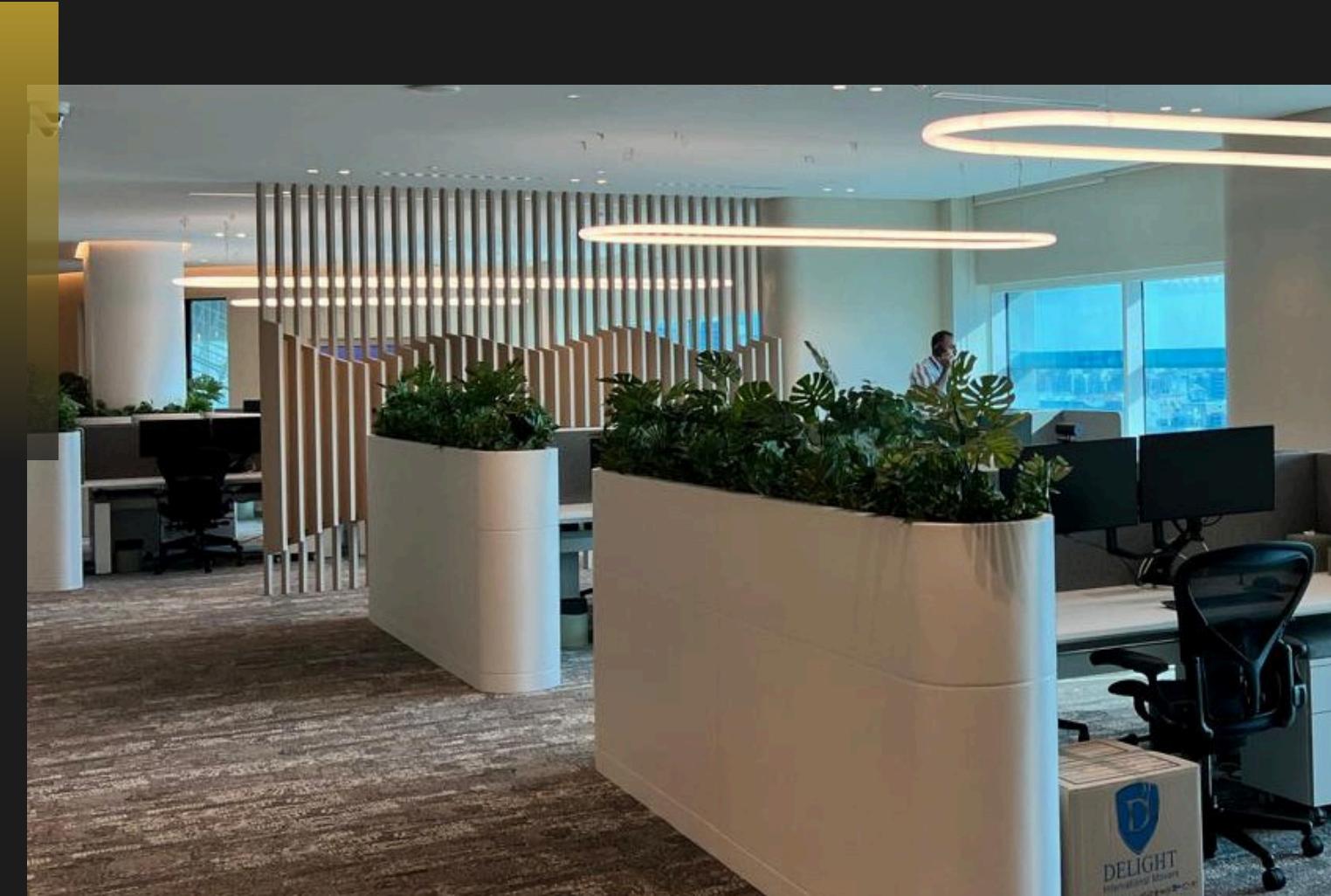
For the Ministry of Interior in Abu Dhabi, our scope of work comprised the supply and installation of premium Modulyss carpet tiles. The flooring solution was precisely planned and executed to meet the project's stringent functional, acoustic, and durability requirements, while maintaining a refined and professional aesthetic. Designed for high-traffic government environments, the carpet system delivers enhanced comfort, sound absorption, and long-term performance with ease of maintenance. This installation reflects our commitment to quality craftsmanship, reliable execution, premium materials, and delivering flooring solutions that support efficient and professional public sector environments.



EXECUTIVE AFFAIRS AUTHORITY HQ - ABU DHABI



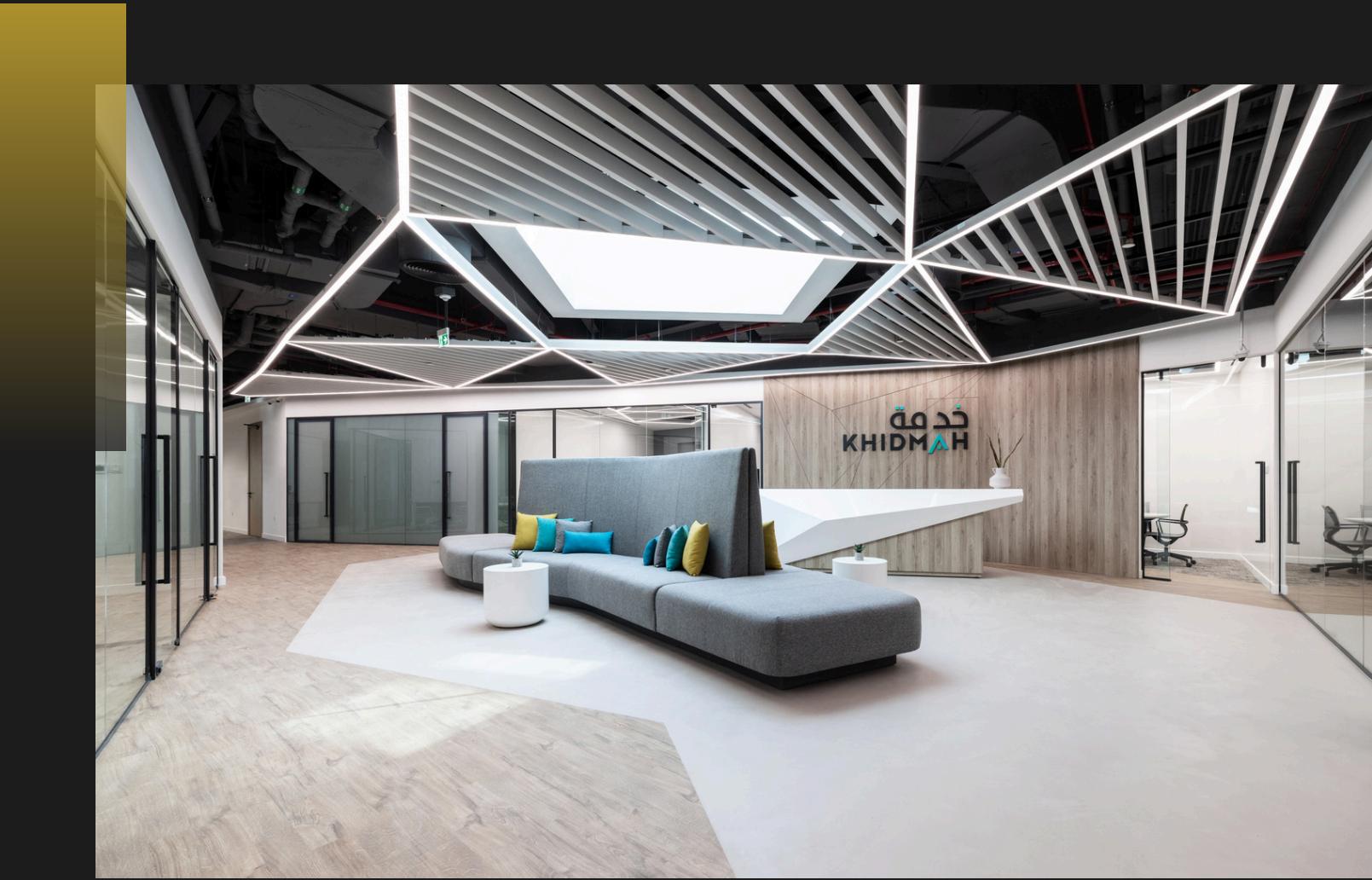
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Executive Affairs Authority Headquarters in Abu Dhabi is a modern facility designed to support the organization's administrative and operational functions. Combining functionality, efficiency, and advanced infrastructure, it reflects the Authority's commitment to excellence, innovation, and high-performance workplace solutions.

For Executive Affairs Authority HQ in Abu Dhabi, our scope of work comprised the supply and installation of Knauf Raised Access Floor systems. The flooring solution was carefully planned and executed with precision to meet the project's technical, functional, and aesthetic requirements, providing efficient underfloor service integration, flexible space management, and ease of future upgrades. Engineered for long-term durability, load-bearing capacity, and precise leveling, the system ensures a safe and stable working environment. This installation reflects our commitment to quality craftsmanship, premium materials, and delivering reliable, high-performance flooring solutions for modern institutional and corporate facilities.



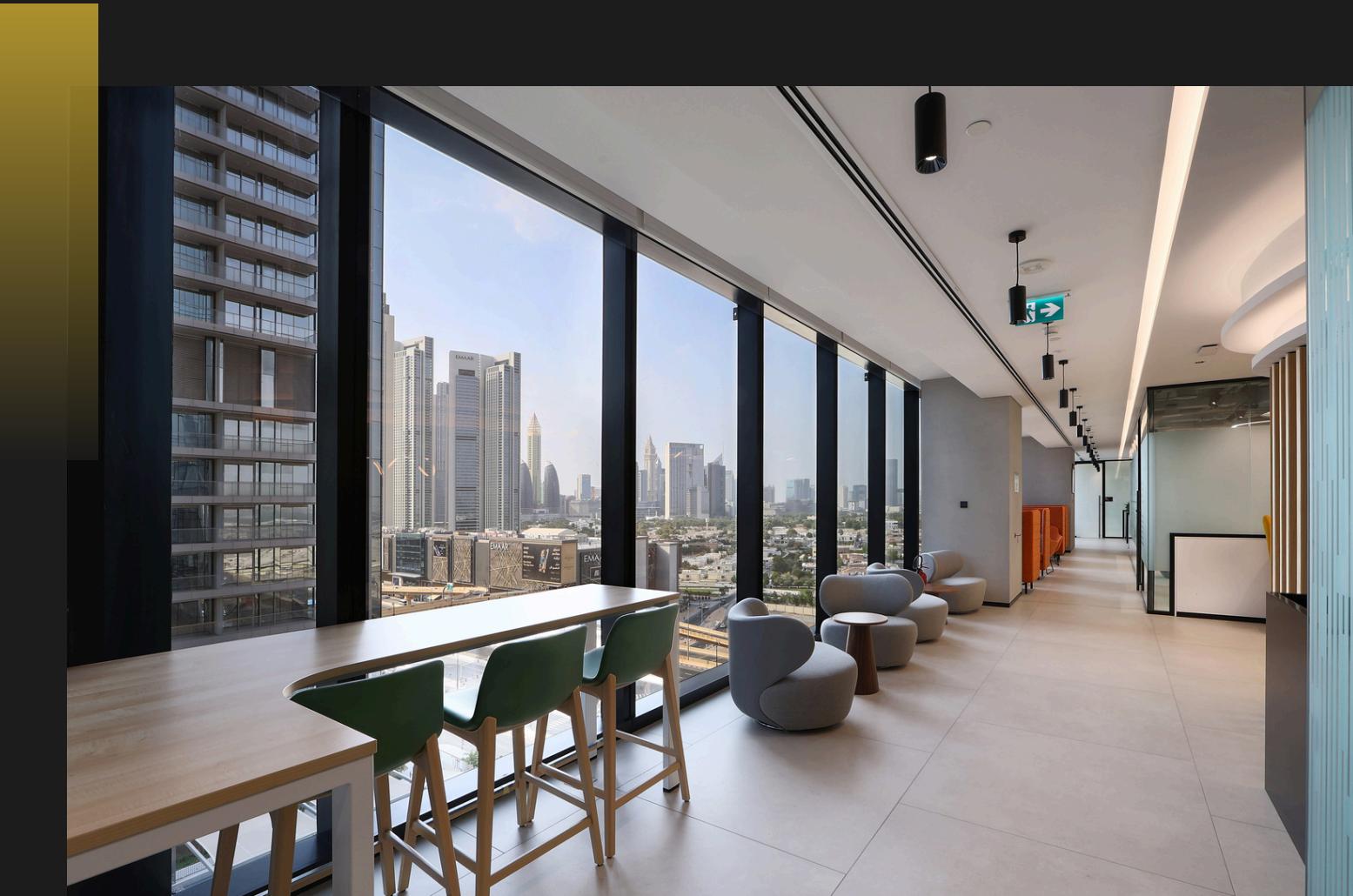


Khidmah Headquarters in Abu Dhabi is a state-of-the-art facility supporting the company's integrated property, facilities, and maintenance services. Designed for functionality and efficiency, it reflects Khidmah's commitment to excellence, innovation, and sustainable workplace solutions.

For Khidmah Facilities Management, Headquarters in Abu Dhabi, our scope of work included the supply and installation of premium Amtico Luxury Vinyl Tile (LVT) flooring. The flooring solution was carefully selected and precisely executed to meet the project's functional, aesthetic, and performance requirements, delivering durability, design excellence, and ease of maintenance suitable for a high-traffic retail environment. This project reflects our commitment to quality craftsmanship, premium materials, and delivering refined flooring solutions for landmark commercial destinations.



MACE HQ - DUBAI



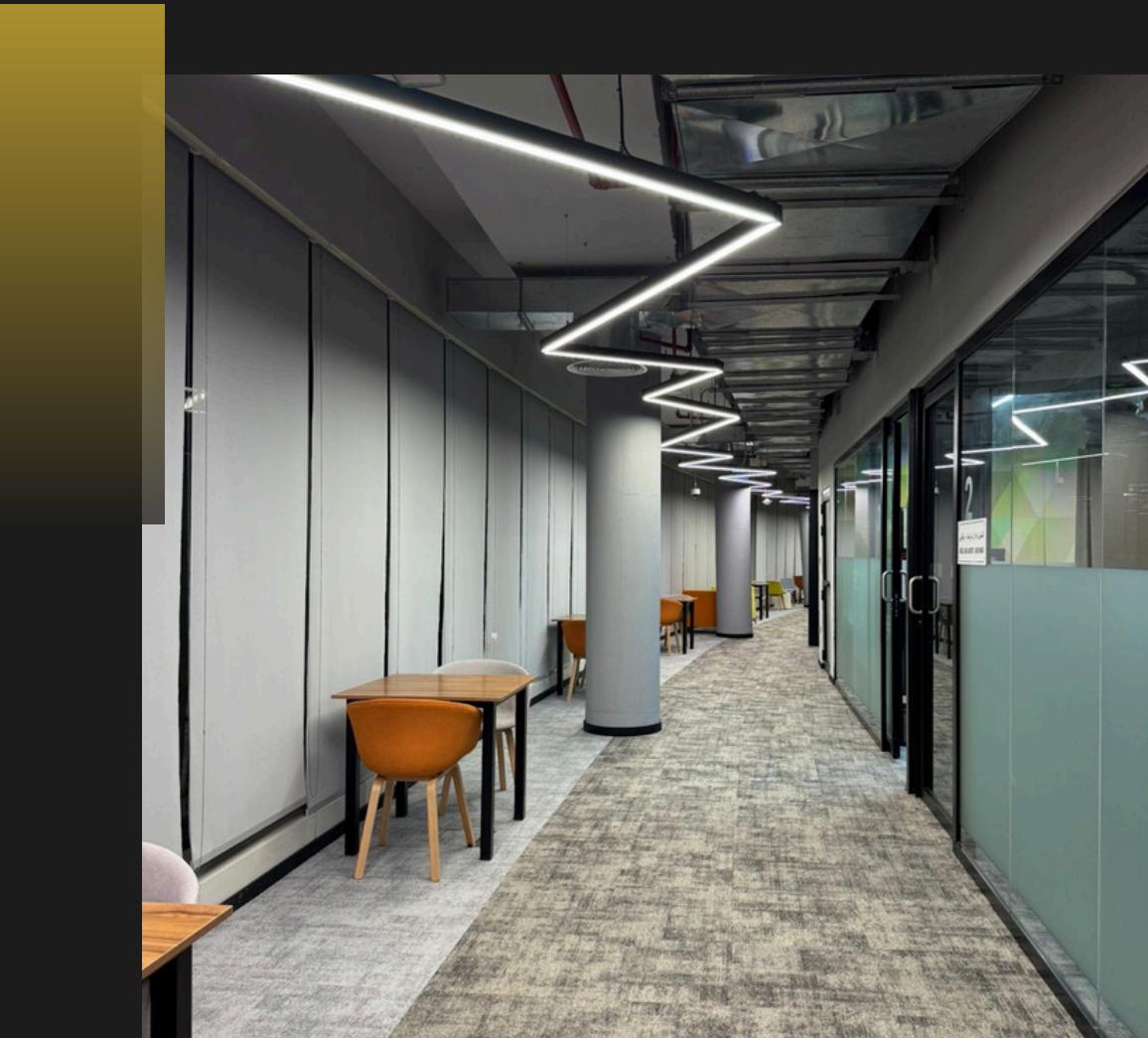
Mace Headquarters in Dubai is a modern corporate facility designed to support the company's global construction and consultancy operations. The workspace combines efficiency, functionality, and contemporary design, reflecting Mace's commitment to excellence and innovation in delivering high-performance projects.

For the Mace Headquarters in Dubai, our scope of work encompassed the supply and installation of Raised Access Floors and Modulyss carpet tiles. The flooring solutions were carefully planned and executed with a high level of precision to meet the project's technical, functional, and aesthetic requirements, ensuring efficient service integration, acoustic comfort, and long-term durability. This project reflects our commitment to precision workmanship, premium materials, and excellence in delivering refined flooring environments for leading corporate workplaces.

ALT SPACE - ABU DHABI



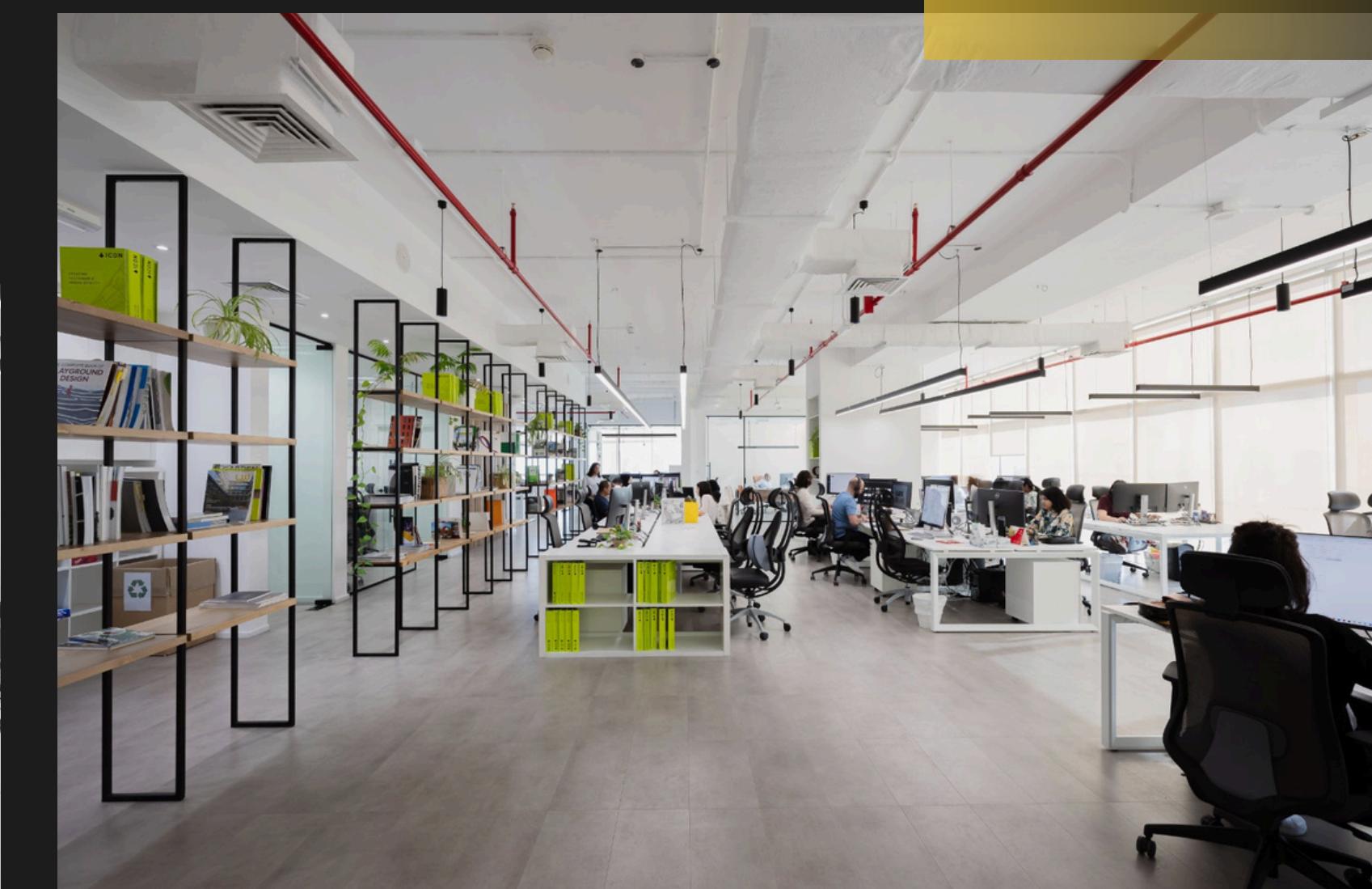
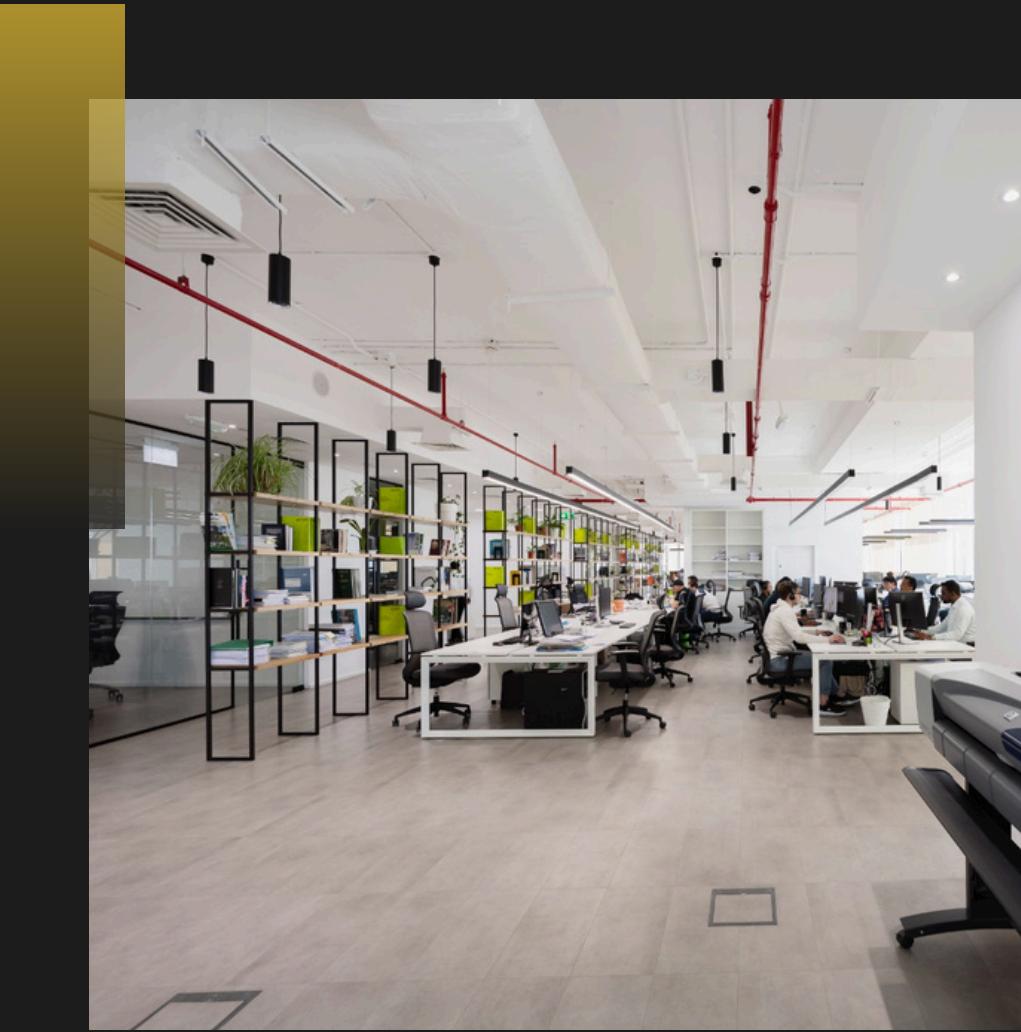
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ALT Spaces in Abu Dhabi is a contemporary workspace designed to support flexible commercial operations and dynamic business activities. The facility combines functional design, efficiency, and modern aesthetics, reflecting ALT Spaces' commitment to innovation, adaptability, and high-quality work environments.

For ALT Spaces in Abu Dhabi, our scope of work encompassed the supply and installation of premium Modulyss carpet tiles. The flooring solution was carefully planned and executed to meet the project's functional, aesthetic, and comfort requirements, delivering enhanced acoustic performance, visual appeal, and durability. Engineered for long-term resilience and ease of maintenance, the carpet system ensures a comfortable and sophisticated interior environment. This installation reflects our commitment to precision craftsmanship, premium materials, timely execution, and delivering high-quality flooring solutions for modern commercial and residential spaces.

ICON HQ - ABU DHABI



Icon Headquarters in Abu Dhabi is a state-of-the-art corporate facility designed to support the company's operational and strategic activities. The workspace blends functionality, efficiency, and contemporary design, reflecting Icon's commitment to innovation, excellence, and high-performance business environments.

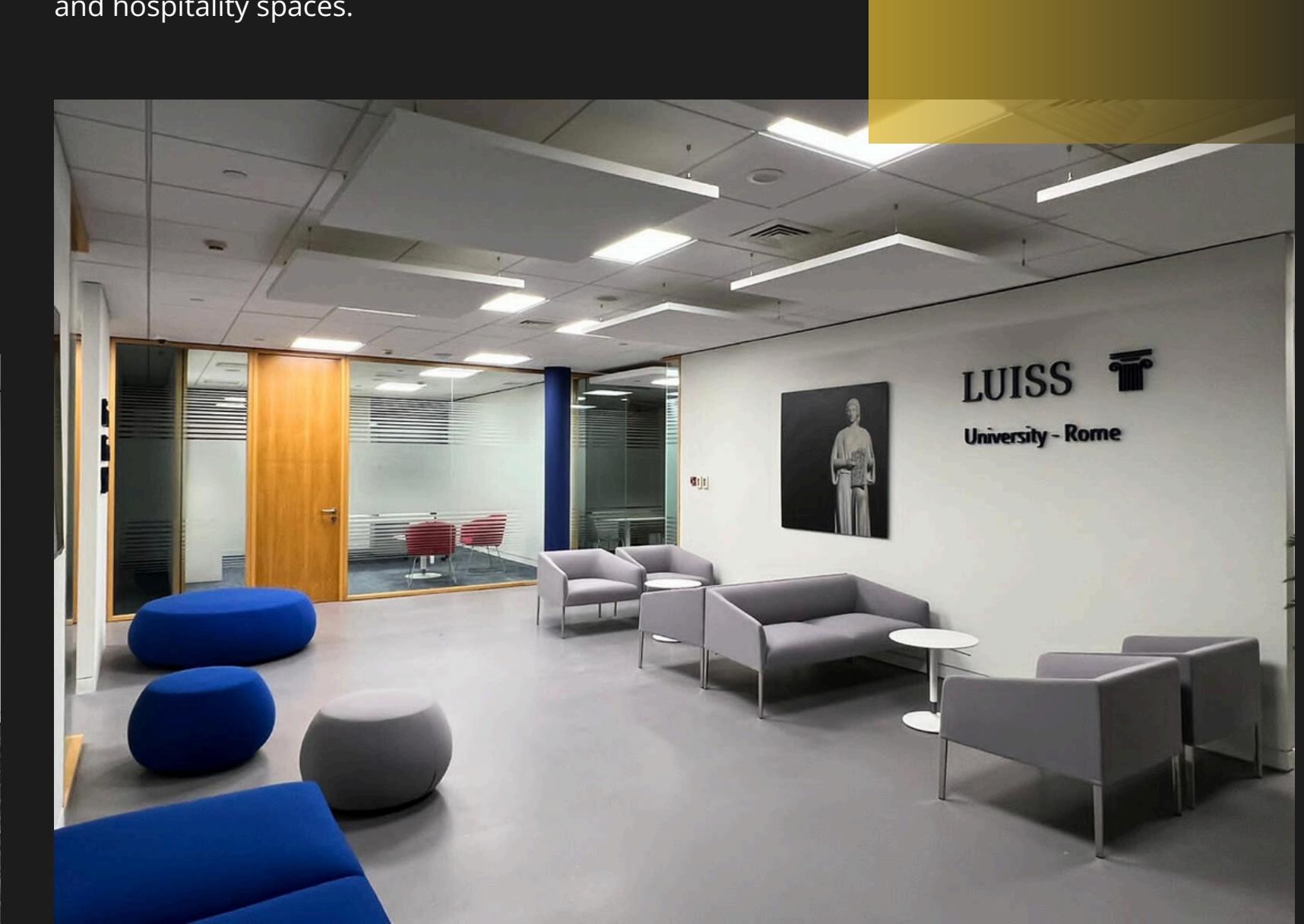
For ICON Headquarters in Abu Dhabi, our scope of work comprised the supply and installation of Luxury Vinyl Tile (LVT) flooring. The flooring solution was meticulously planned and executed to meet the project's technical, functional, and aesthetic requirements, delivering durable, visually striking, and easy-to-maintain surfaces. Engineered for long-term resilience, wear resistance, and seamless finish, the system ensures a high-quality, sophisticated interior environment. This installation reflects our commitment to precision craftsmanship, premium materials, timely execution, and delivering reliable, high-performance flooring solutions for modern corporate and commercial spaces.

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ITALIA CAMP - LINOLEUM &
CARPET TILES

Italia Camp is a modern facility designed to support dynamic commercial and hospitality operations. Combining functionality, durability, and contemporary design, the space reflects a commitment to comfort, efficiency, and high-quality workplace and guest experiences.

At Italia Camp, our scope of work comprised the supply and installation of linoleum and carpet tiles, tailored to create a functional, durable, and visually striking environment. The combination of resilient linoleum and premium carpet tiles delivers ease of maintenance alongside enhanced comfort, ensuring spaces are both practical and sophisticated. Executed with precision and attention to detail, the flooring solutions support long-term performance, aesthetic appeal, and a superior user experience, reflecting our commitment to premium materials, expert craftsmanship, and delivering versatile, high-quality flooring solutions for dynamic commercial and hospitality spaces.



LEED & SUSTAINABLE SOLUTIONS



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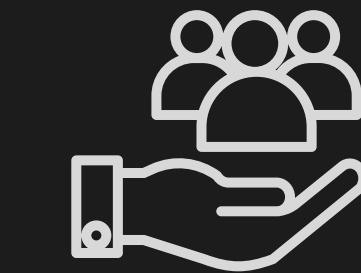
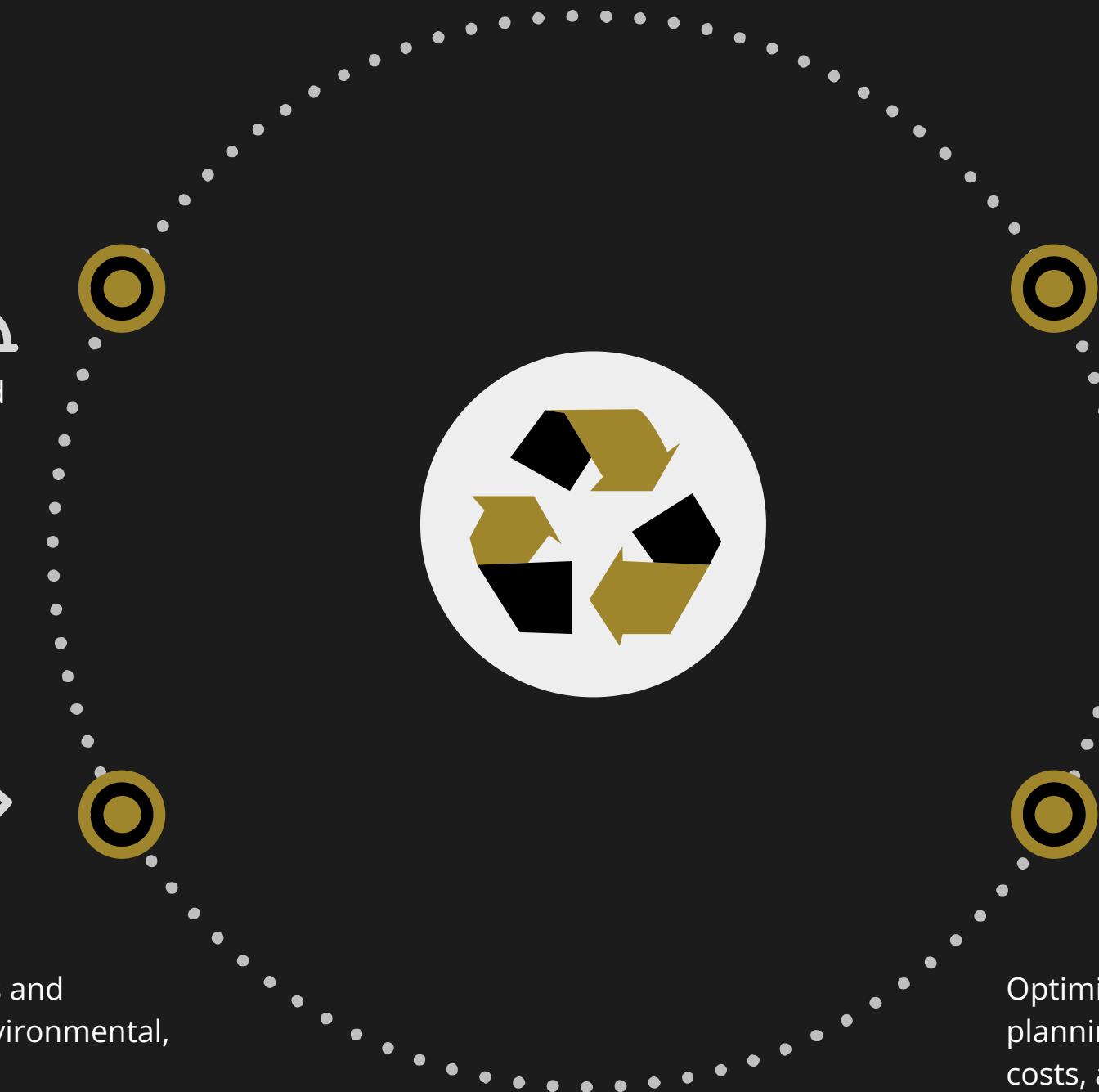
Collaboration with clients, consultants, and project teams to support sustainable design and responsible decision-making.



Working with certified suppliers and partners who follow ethical, environmental, and sustainability standards.



CISCA
Ceilings and Interior Systems
Construction Association



Design solutions that enhance indoor environmental quality, comfort, health, and productivity of building users.



Optimized material selection and lifecycle planning to reduce waste, operational costs, and environmental impact.

Thank You

We appreciate your time and interest.



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