



**PINEWOOD GLOBAL**



**One stop solution that  
meets your comprehensive  
wood product needs**





## Introduction

Pinewood Global is a name that has been contributing to a robust collective future for over three decades. Every year, the demand for high-quality white wood in the Middle Eastern region increases with millions of cubic meters in demand. And we, being the finest procurer and supplier of European whitewood and other timber products, are actively expanding our horizons in the Middle East to cater to the high influx.



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From unicorn-mindset startups to large-sized enterprises in the wood industry, we have been providing unparalleled services in the Middle Eastern market, particularly in the KSA and UAE. Our head office is based in Dubai, from where we conduct all the game-changing and deal-breaking operations. Over the period of 30+ years, we have earned a potent reputation by delivering sublime quality, pragmatic solutions, and unparalleled value.

On top of that, we follow simple, transparent, and resilient principles that enabled us to outpace all our competitors in this industry. To devise a unique yet game-changing strategy, we have built our fortress in Europe that established long-lasting relations with premium sawmills in the European market to acquire the finest whitewood. These partners in Europe make sure to use the latest equipment and techniques to craft the finest quality whitewood.

We then import millions of whitewoods every year and supply them to our clients spread all across the Middle East. During the import, we ensure to provide the adequate environment and conditions to the wood so that we intact the quality we are known for. Plus, we address all the on-demand specifications like length and moisture, which has made us clients' first-choice.





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## Mission

Pinewood Global is a pioneer timber product supplying company whose mission is to empower the European whitewood and timber product retailers & manufacturers across the Middle East to deliver quality combined with uniqueness. We strive to follow our core principles of transparency, honesty, dedication, and integrity. Our strategy is to provide our clients with eminent quality whitewood to outpace all their competitors with their creations. For this, we have developed long-lasting relationships with premium sawmills across Europe to procure the best whitewood.

## Vision

Our vision is to be a leader in the global supply of whitewood and other timber products; to emerge as the world's most sought-after company from which retailers, manufacturers, or other vendors can acquire products to deliver committed goods to their customers. Therefore, we strive regularly to create a place where products are well-engineered, cost-effective, and of high quality to qualify and meet all the international standards.



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## Chairman's Message

I, Jamal Khan, the chairman and founder of Pinewood Global, started my timber industry career 30 years ago in Saudi Arabia with prodigious passion, strong willpower, and a can-do attitude. All my life, I have been a firm believer that we all are the master of our destinies, and it is in our hands to make our lives what we want them to be. And this certainty and conviction in beliefs have never stopped learning, developing, and growing to be a business leader and the most stirring entrepreneur.

I have always strived to become an impeccable trailblazer whom people see as a stimulus agent. In order to make this happen, I have learned incessantly and did what it takes to build a timber empire in the Middle East. With sheer dedication and the go-to conduct, I erudite every tiny detail, process, and phenomenon about the timber industry and used that to become a proficient industry expert and starting my own successful venture.

It was 2009 when I founded Pinewood Global in Dubai, United Arab Emirates. The company was started to become a front-runner in the timber industry. And without a doubt, it has grown to exponential heights all because of the tireless endeavors, top-notch practices, and latest technologies we use at Pinewood Global to procure the finest timber and supply it to manufacturers and other vendors.

Using my profound experience of more than 30 years and unparalleled skillset in the timber industry, I have erected a company with widespread dimensions in the Middle Eastern Market. And to reach this point, we use the latest methodologies and technologies to fetch in-demand and optimum timber to our clients in whatever country they are.



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Today, Pinewood Global is a top-notch name for quality, commitment, sincerity, and services in the Middle East. By means of my in-depth expertise of more than three decades, I accumulated a team of high-professionals and industry professionals who possess strong values of ingenuity, drive towards precision, and uncompromised perseverance. It is because of this groundbreaking reason that my venture is unceasingly growing and scaling to new heights. Since our emergence, we have been successfully achieving benchmarks after benchmarks. And we aim to continue this flow to help us become the global leader in timber supply.

At the moment, my vision is succinctly clear – to make Pinewood Global the world's most reputed timber supplier not only in the Middle East but the entire world. And for this, high-caliber relations, trustworthy deals, and thoughtful methodologies are being carefully adopted to bring quality products to our clients. Besides, our processes and strategies are well-engineered, cost-effective, and quality-driven.

We look forward to building a state-of-the-art timber supplying enterprise that brings perfect utilization of forest resources. Lastly, following this great ideology, undisrupted enthusiasm, continuous learning, unceasing drive to improvisation, and resilience to thrive will bear the fruits of our hard labor and take Pinewood Global to the top in the timber industry.

Mr. Jamal Khan  
**Chairman - Pinewood Global**



**Middle Eastern Market**



**The Middle Eastern market** has gained the limelight for rapid transformation. And when we talk about change, the demand for wood, particularly white wood, cannot be kept aside. Yes, the increasing addiction to white wood in the middle eastern market is due to a substantial rise in commercial sites, industrial expansion, and real-estate progression.

From ornamentation to installation, whitewood use in the middle east market is because of its durability, density, texture, price, and elegance. And when wood product manufacturers or others involved in development think of the best supplier of European white wood, the name of Pinewood Global doesn't require any introduction.

Being the industry leader and trustworthy supplier of European white wood, Pinewood Global is a name of quality and reliable delivery. Moreover, the lasting deals in Europe acquire the best product, and from there, the smooth logistics bring you the exact product you asked for. All this with 100% quality, cost-effectiveness, and sustainable value ensures our clients' customer satisfaction.

So, if you want to acquaint yourself with top-class supplier and industry leader of white wood or other timber products, look no further as Pinewood Global has covered you entirely.





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Our Speciality

## **European Whitewood**

European Whitewood, also known as silver fit, Norway spruce is an in-demand timber well-finished with any paint or varnish. With the growing industrial and real estate sector in the Middle East, whitewood has emerged as the most sought-after softwood. It is mainly used in interior and exterior for structural objects, ornamented woodwork, cladding, and flooring.





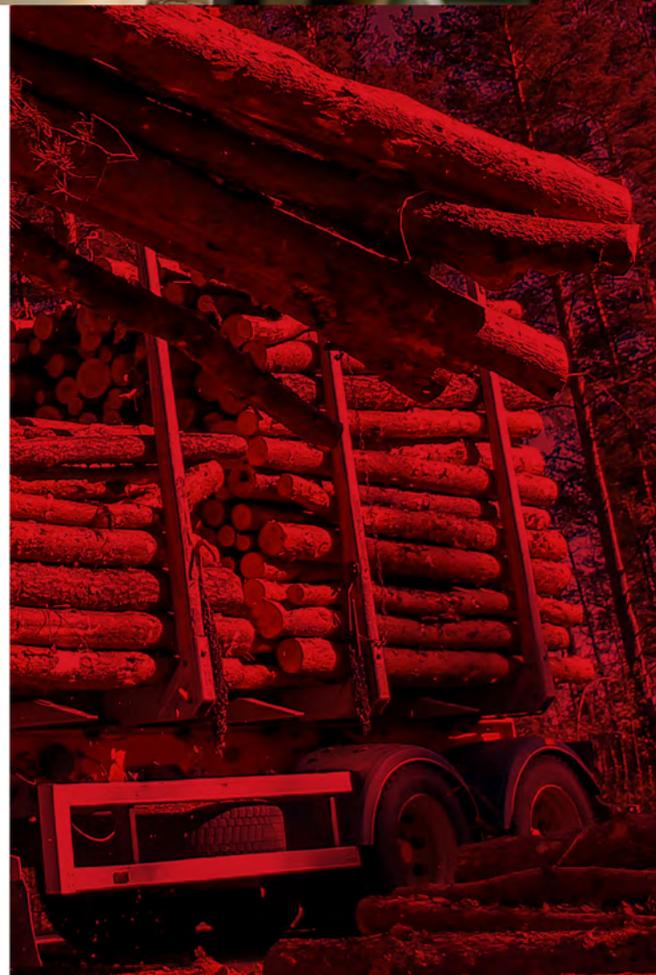
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Speaking more about whitewood, it has a straight wood grain that varies from almost white to a pale yellow. The European whitewood has a generally soft texture that makes it a foremost choice for people. Besides, it is easy to maintain, looks incredibly enticing with the interior design, and can be modified to any shape or structure you want.

Keeping this in mind, Pinewood Global is the largest supplier of European whitewood in the whole Middle East. Whatever your grades demand and specification requirements are, we bring the whitewood of impeccable quality to deliver our clients with what they demand.

This has only been possible because of our top-notch associations with high-class manufacturers and partners across Europe. They ensure to employ state-of-the-art saw-milling techniques and machines to maintain consistency in quality and grade.





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