

AN OUTSTANDING
BRANDING
EXPERIENCE



FHL TRADING PLC
COMPANY PROFILE

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WHO ARE WE ?

FHL Trading is a full range Branding Venture that works on various branding sections; Indoor, Outdoor, Giveaways & Equipments Branding. We supply high standard branded items with a reasonable price for the value offered. We are the pioneer in the Laser Cutter Engraving Industry in Ethiopia.

VISION

We will keep on working to be as one of stakeholders of development in our country in respective to our business sector.

MISSION

We, as an outstanding branding venture will work thoroughly to consistently enable our clients push their brand image, accommodate large market share & boost their sales volume by branding generic sections of their establishment.

CORE VALUES

INTEGRITY

Our employees work collaboratively in order to assure our clients are satisfied.

Different divisions of the company have a combined effort to give a relentless service that assures high customer service.

INNOVATION

Our design team keeps on coming up with different promotional items that are tailored specific to a certain client.

STRATEGIC PARTNERSHIP

Our partnership with our clients is long term and with a mutual benefit. Our relationship with our clients is based on a progressive standard and a collaborative effort.

BROAD CATEGORIES OF OUR PRODUCT LINES

INDOOR WALL BRANDING | EXTERIOR SIGNAGE | CORPORATE GIVEAWAYS BRANDING | EQUIPMENTS BRANDING | POINT OF PURCHASE (POP) BRANDING |
BRANDED LEATHER MADE PRODUCT TAGS | AWARDS | PICTURE ENGRAVINGS (MASS MARKET) | BACKDROP

#1 INDOOR WALL BRANDING



Branding Indoor sections for any establishment is an essential part since their Brand Image, Branding Recognition & Brand Recall can easily be enhanced by implanting the brand elements on their customer's subconscious mind during their stay at their physical space.

INDOOR WALL BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

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#1 INDOOR WALL BRANDING ... cont.



Various designs & methods of production are tailored specific to our client's need.

INDOOR WALL BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

INDOOR WALL BRANDING | EXTERIOR SIGNAGE | CORPORATE GIVEAWAYS BRANDING | EQUIPMENTS BRANDING | POINT OF PURCHASE (POP) BRANDING |
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#1 INDOOR WALL BRANDING ... cont.



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#1 INDOOR WALL BRANDING ... cont.



INDOOR
WALL
BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

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#1 INDOOR WALL BRANDING ... cont.



INDOOR WALL BRANDING

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#1 INDOOR WALL BRANDING ... cont.



INDOOR WALL BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

INDOOR WALL BRANDING | **EXTERIOR SIGNAGE** | CORPORATE GIVEAWAYS BRANDING | EQUIPMENTS BRANDING | POINT OF PURCHASE (POP) BRANDING |

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#2. EXTERIOR SIGNAGE



Outdoor Ads with premium quality can be produced & mounted with ultimate designs on the exterior branding sections of our client's establishments.

EXTERIOR SIGNAGE

BROAD CATEGORIES OF OUR PRODUCT LINES

INDOOR WALL BRANDING | EXTERIOR SIGNAGE | CORPORATE GIVEAWAYS BRANDING | EQUIPMENTS BRANDING | POINT OF PURCHASE (POP) BRANDING |

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#2. EXTERIOR SIGNAGE ... cont.



Range of materials can be used for production based on our design team's design proposal.

SIGNAGE

EXTERIOR



BROAD CATEGORIES OF OUR PRODUCT LINES

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#2. EXTERIOR SIGNAGE ... cont.



SIGNAGE

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#2. EXTERIOR SIGNAGE ... cont.



SIGNAGE

EXTERIOR

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#3. CORPORATE GIVEAWAYS BRANDING

BRANDED (EMBROIDERY) BASE CAPS



BRANDED LEATHER MADE MEN'S WALLET & WOMEN'S PURSES



ENGRAVED DRINKING GLASSES



BRANDED (ENGRAVED) ACRYLIC MADE KEY CHAINS



Giveaways can be used by companies to boost their sales volume & brand image. It can also be included in their marketing campaigns, events, product launch, and seasonal price-offs.



We have range of branded corporate giveaway items specific to our client's needs as it is stated in the sub-categories.

- Branded(Engraved) acrylic made key chains
- Branded leather made Men's Wallet & Women's Purses
- Branded (Embroidery) Base Caps
- Engraved Drinking Glasses
- Branded(Direct Printout) Mugs
- Branded(Engraved) Wrist Bands

CORPORATE GIVEAWAYS BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

INDOOR WALL BRANDING | EXTERIOR SIGNAGE | **CORPORATE GIVEAWAYS BRANDING** | EQUIPMENTS BRANDING | POINT OF PURCHASE (POP) BRANDING |

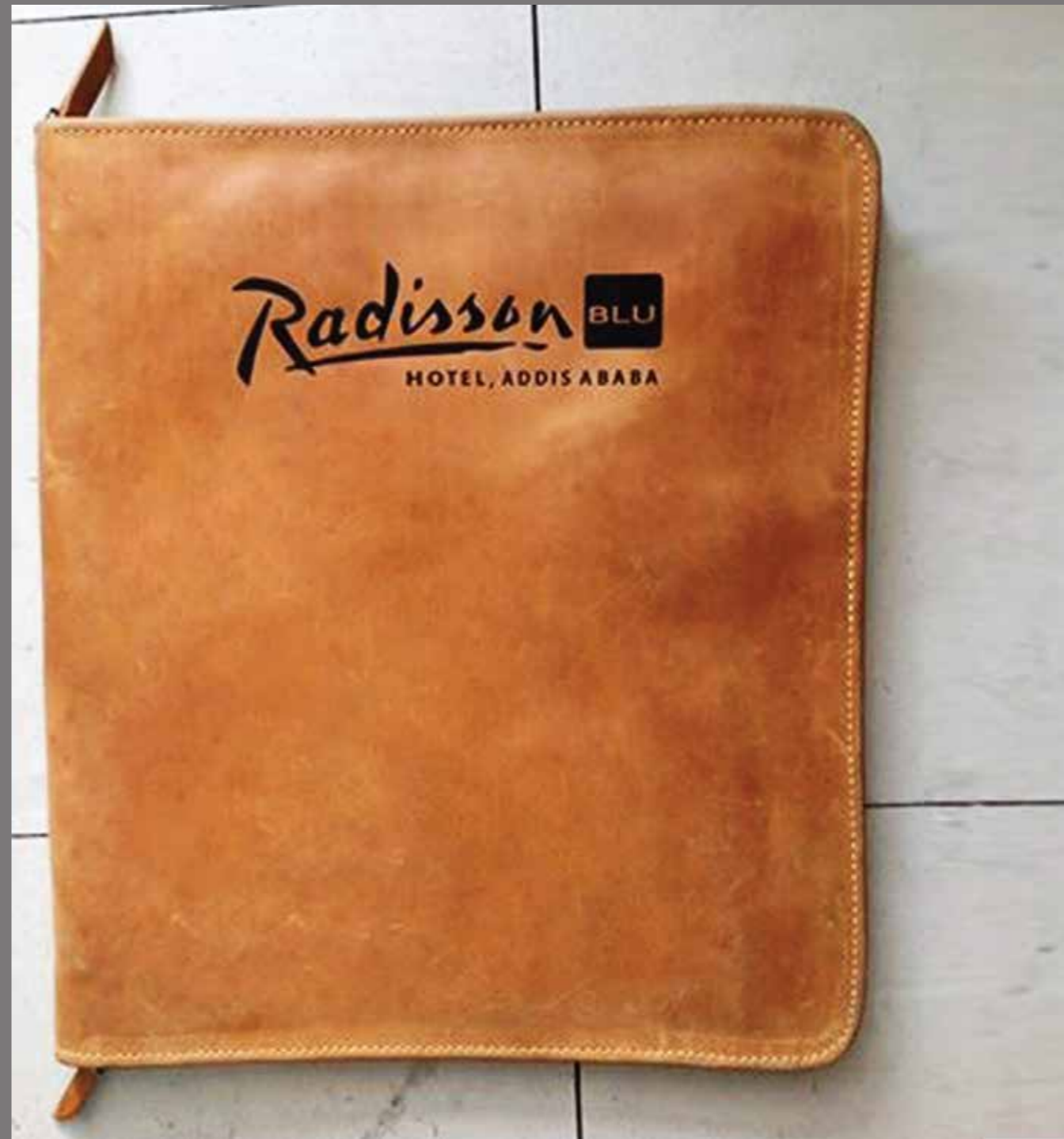
BRANDED LEATHER MADE PRODUCT TAGS | AWARDS | PICTURE ENGRAVINGS (MASS MARKET) | BACKDROP

#3. CORPORATE GIVEAWAYS BRANDING ... cont.

BRANDED (DIRECT PRINTOUT) MUGS



BRANDED LEATHER MADE MEN'S WALLET & WOMEN'S PURSES...cont



BRANDED(ENGRAVED) WRIST BANDS



CORPORATE GIVEAWAYS BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

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#4. EQUIPMENTS #4. BRANDING

DESK ITEM (EMPLOYEE NAME & LOGO)



OFFICE DESK BRANDING



BRANDED (ENGRAVED) BUSINESS CARDS HOLDER



These Branded items are regularly used in the company's daily activities. This will enhance the image of our clients in respective to their customers who come to their establishments.

The sub-categories are stated below.

- Desk Item (Employee Name & Logo)
- Branded (engraved) Business Cards Holder
- Office Desk Branding
- Branded Menu & Bill Holders



EQUIPMENTS BRANDING

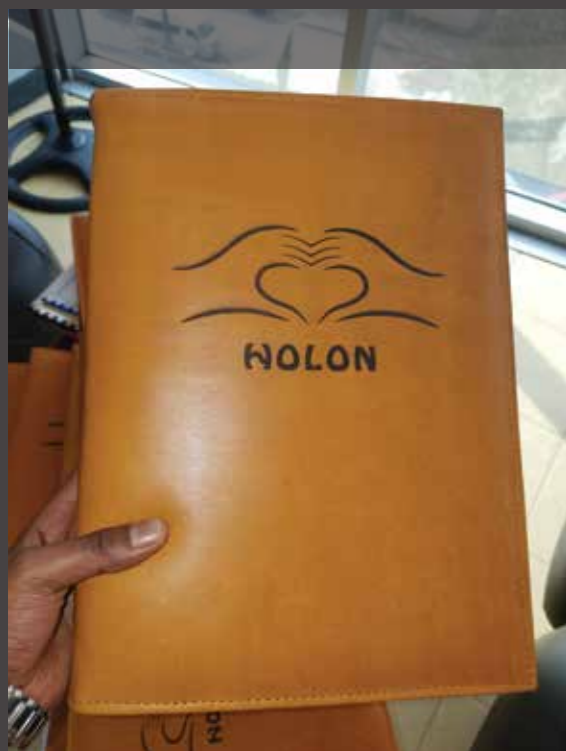
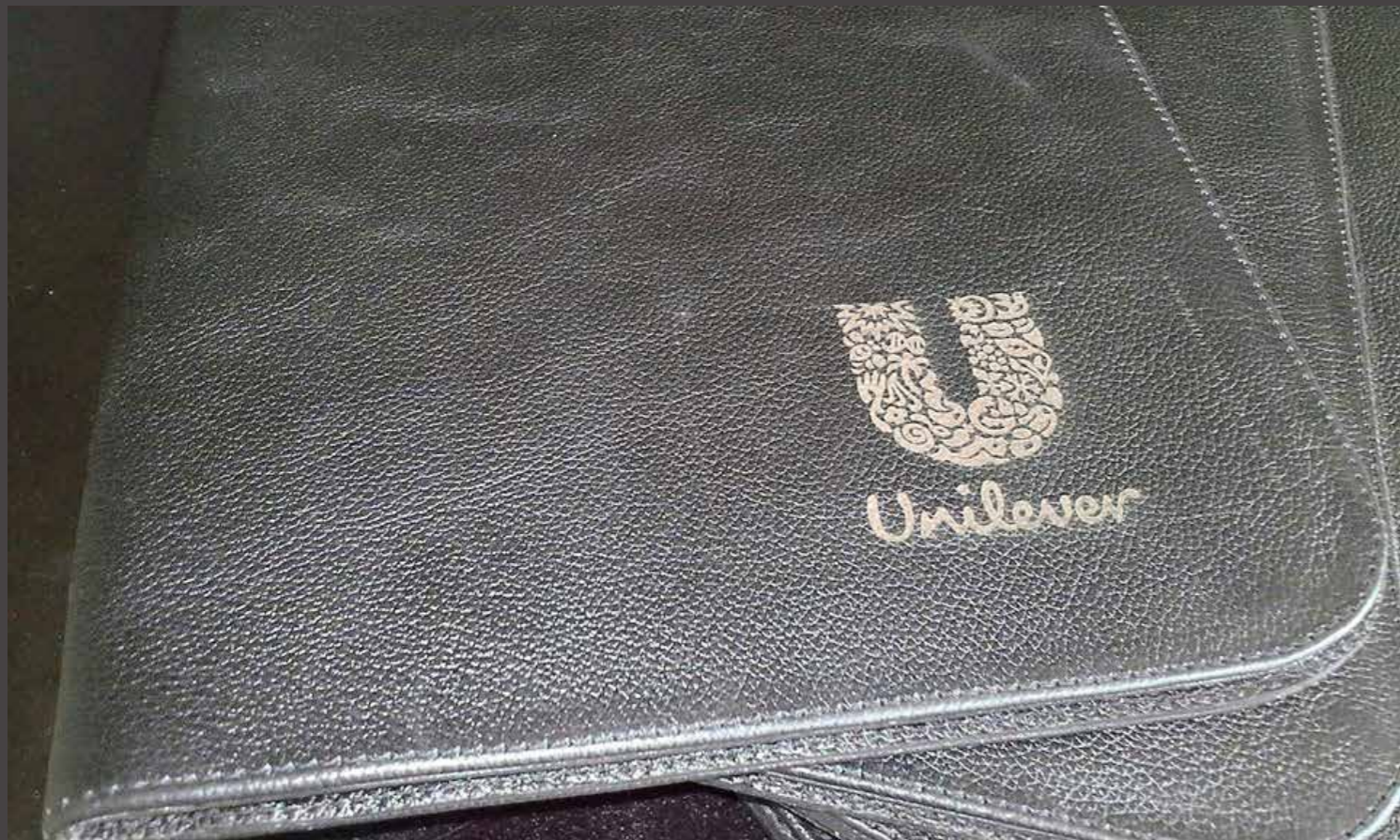
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#4. EQUIPMENTS BRANDING

BRANDED MENU & BILL HOLDERS



OFFICE DESK BRANDING



EQUIPMENTS BRANDING

BROAD CATEGORIES OF OUR PRODUCT LINES

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#5. POINT OF PURCHASE (POP) BRANDING



POP's will be put at the purchasing point of our client's customers so that it can subconsciously influence the decision making. Various materials (Wood, Acrylic & Aluminum) & machines will involve based on the designs & methods of production specification.

POINT OF PURCHASE (POP)

BRANDING

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#5. POINT OF PURCHASE (POP) BRANDING



POINT OF PURCHASE (POP)

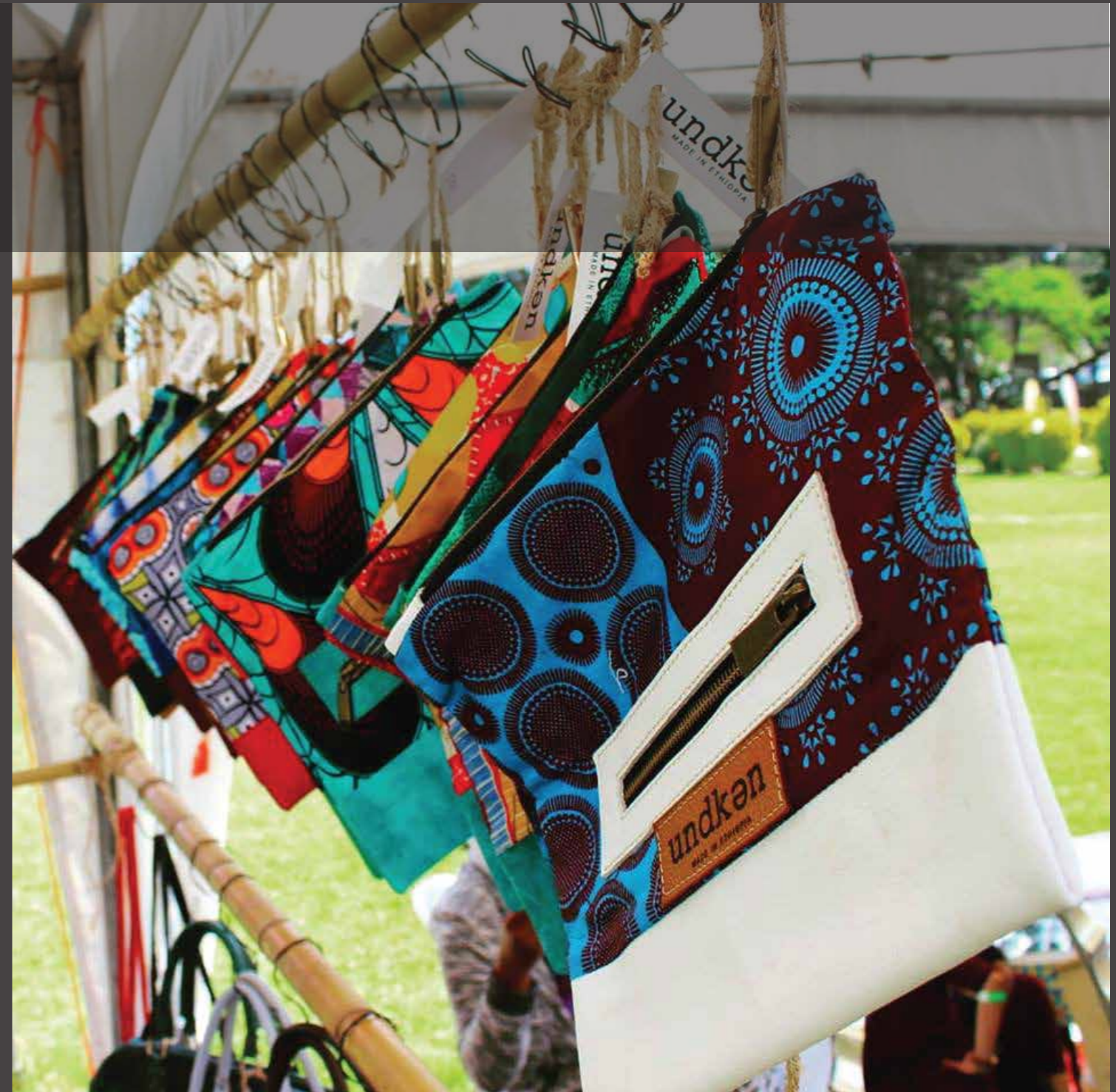
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#6. BRANDED LEATHER MADE PRODUCT TAGS



We produce leather tags for bulky produced items like leather bags. The product tags we produce are made with engravings which will endure long term.

BRANDED LEATHER MADE

PRODUCT TAGS

BROAD CATEGORIES OF OUR PRODUCT LINES

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#7.AWARDS



Recognition Awards we produce are with premium quality. There are four types of awards done with Engravings & Cutouts.

- Crystal Awards
- Acrylic made Awards
- Wooden Awards
- Hybrid (blend of different materials)

AWARDS

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#8. PICTURE ENGRAVINGS (MASS MARKET)

This product line is one of our Innovations of our design team.



An engraved picture has been a special choice of gift for couple of thousand customers for nearly a decade.

PICTURE ENGRAVING

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#9. BACKDROP



Most of our clients use backdrop for Events, Conferences, PRs & so on. Our method of production is very different & with high standard. Its unique specialties are ease of assembly, light weight, high quality & reusable for a long term with different contents.

BACKDROP

GUIDING PRINCIPLES (HOW WE DO IT)

- Innovation
- Premium Quality
- Consistency
- Prompt Delivery(Timeliness)
- Reliability (Dependability)
- High Value for Money

OPERATIONAL PROCEDURES



POINT OF DIFFERENCE (WHY US)

- High standard
- Customized products based on your specific needs
- Highly qualified operational procedures
- Flawless production procedures
- Professional Design Team
- Highly Capable Mounting Team
- Free after sale service for non-accidental defects

SOME OF OUR CLIENTS





love

hope

faith

Contact Us



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(Around Bole Medhanialem Church, in front of Zemen Bank)



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