



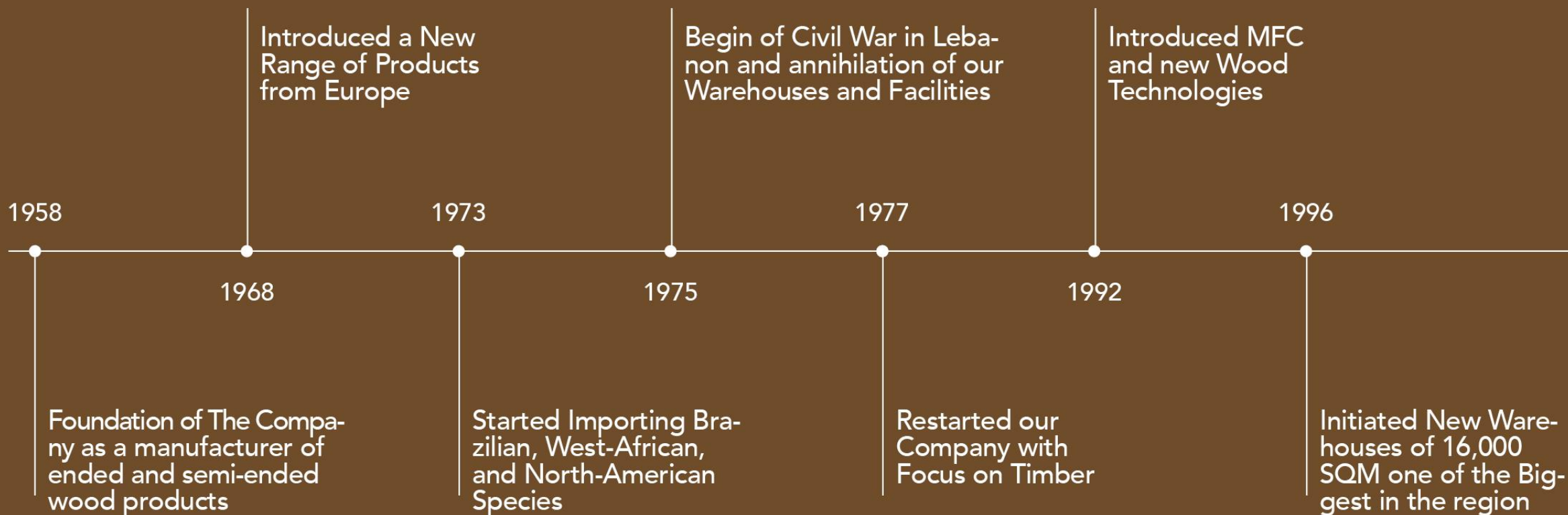
ASMAR WOOD

# ASMAR WOOD INTERNATIONAL

WOOD DEVOTED SINCE 1958

# HISTORICAL OVERVIEW

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# VISUAL TOUR

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**KEY LANTERN**  
Productions







# PRODUCTS CATERGORIES

PRODCUTS CATERGORIES

## Raw Wood

- Lumber
- Cladding
- Slabs
- Veneers

## Flooring

- Hard Wood
- Engineered Wood
- Laminate Flooring
- Decking

## Products

- Raw MDF Boards
- Coloured MDF
- Veneer Faced MDF
- MDF Paper Overlay
- Innovus MFC
- Losan MFC
- Melamine PET Faced MDF
- Veneer Faced Blockboard
- Soft Boards

## Formwork Solutions

- H20 Beams
- Plywood, Shuttering Plywood
- Yellow Panels

## Finished Products

- Plasyets
- Pergolas

# SERVICES CATERGORIES

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## Service Center

- Manufacturing
- Customization
- Production
- Execution
- Consultation

## Showroom

- Finished Products Display
- Unfinished Products Display
- Product Experimentation
- Sales Services
- Technical Assistance
- B2B and B2C

## Asmar Wood Academy

- Seminars
- Workshops
- Production Unit Visit
- Collaborations
- Consultation
- Program Implementation



# PRODUCTS RANGE

## Environmentally Responsible

- FSC Certified
- Sustainable
- Recyclable
- Eco-friendly

## Innovative and Safe

- Low in Volatile Organic Compounds (VOCs)
- Antibacterial
- Heat Resistant
- Moisture Resistant (MR) Fire Retardant (FR)





# MANAGING THE CRISIS

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COVID 19 Outbreak

Economic Crisis

Recession

# MANAGING THE CRISIS

## COVID 19 Outbreak

During this period commerce around the globe has reduced its activities and lockdowns were obligatory for people

At Asmar Wood International we strengthened our relationship with our partners and redesigned our business plan. We implemented new strategies and virtually communicated with our team and have increased our stocks with goods, preparing our business for the post-COVID phase.

## Economic Crisis

With the absence of a governmental scheme and a strategy to save the economy in Lebanon, inflation by this time reached its peak with a rate of 154.8%

In order to protect and guarantee the rights of our employees, we have coordinately adjusted their salaries achieving good wages during an economic crisis.

## Recession

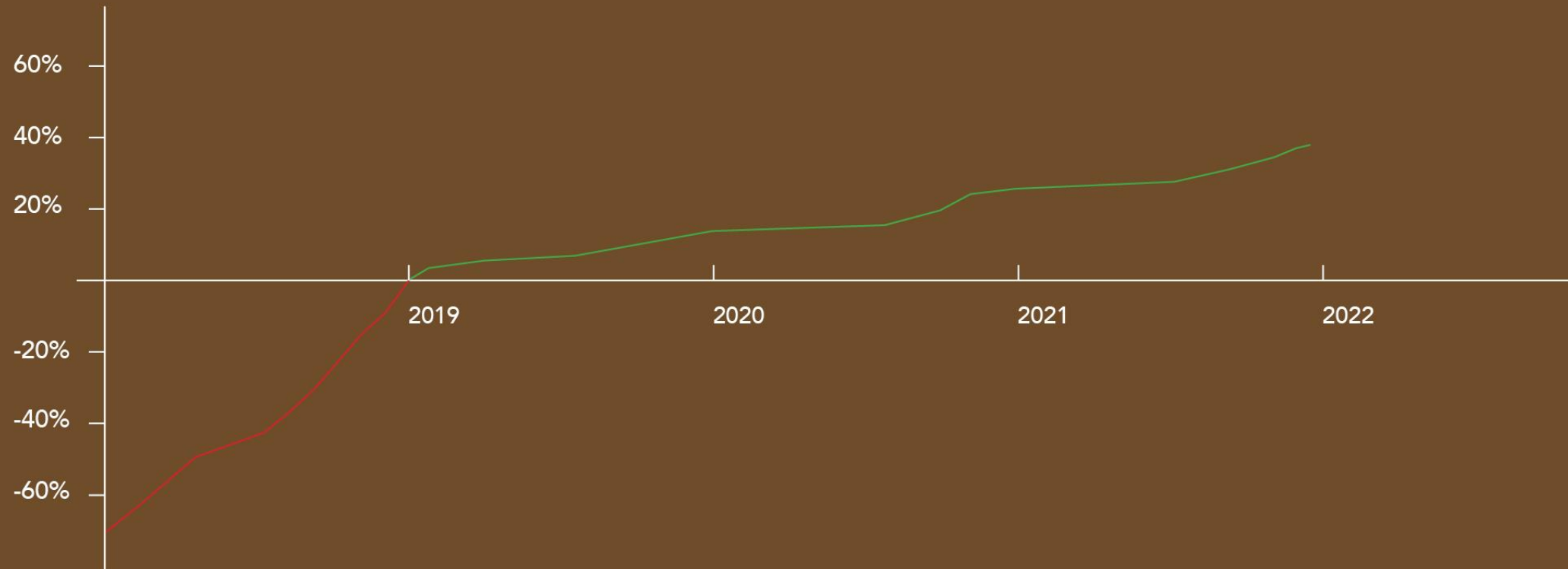
The economic crisis made Lebanon's gross domestic product fall to about \$14 billion from about \$55 billion today. Which directly affected businesses, employees, and the Lebanese community.

Our plan included cutting off expenses on different entries for Asmar Wood International in order to sustain the business during this period.

# PERFORMANCE INDICATOR

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With our strategic business plan, we were able to recover our loss and increase our sales growth from -70% to 30% within 3 years





# EXPORT READINESS

EXPORT READINESS

## Certification

- 88% of our products are FSC Certified
- We are exclusive re-sellers for numerous brands in the MENA region
- We import products with the highest European Standards

## Operational Flexibility

- We started a partnership with 402 Design Studio for interior, architectural design, and contracting services
- We have increased our production unit workforce by 30%
- We initiated new facilities and production units
- We imported the latest technologies in wood machinery

## Product Range Readiness

- Our warehouse holds more than 1,140 products and more than 90 wood species
- We focused on products with innovative technologies (Antibacterial, Fire Retardant, Moisture Resistant, Recyclable, Anti-scratch)

# TARGET MARKETS

We currently export to West Africa, the MENA Region and USA.



**Managing Partner**  
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