

architektur und innenräume



Anglo
FURNITURE CO.

Anglo
CURTAIN FACTORY

Anglo
LIGHTING FACTORY

ad group

Dear Client,

Thank you for taking the time to read our corporate profile. Our organization values all our clients and ensures that we create a relationship that is built on integrity, transparency and trust. We are confident that you will find all the relevant information that you require, however, should you need any further info or data, please feel free to contact us at any time for all requests and we will gladly assist.

Our Company

Anglo Distributors Group (A.D.Group) is a BBBEE company that started over 20 years ago as a factory that initially focused on the manufacturing and wholesaling of Lighting Products under the brand 'Anglo Lamps & Shades'. The company then expanded into the design and manufacturing of other decorative products for the South African market that included ornaments, soft furnishings, wooden products and furniture. Collectively, the group of companies employed over 300 staff at our corporate headquarters & manufacturing plant in Johannesburg, South Africa.

Today, the company and the various divisions have been combined into a company called A.D.Group that still focuses on the manufacturing sector but has been restructured in order to efficiently service our unique target market in terms of a complete and hassle free turn key solution for all professional services and the resulting product related projects.

A.D.Group currently comprises of the following brands:



Architecture, Concept Architecture, Interior Architecture, Interior Design, Master Planning, & Landscaping



Custom Furniture, Woodend Furniture, Accessories, Decorative Items & Product Design



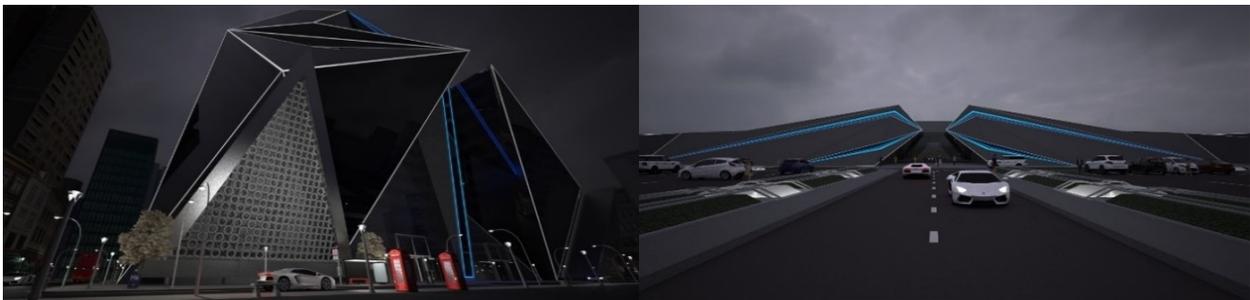
Custom Curtains, Custom Blinds, Custom Shutters, Linen, Cushions, Pillows, Embroidery & Accessories



Lampshades, Chandeliers, Pendants, Wall Lights, Table Lamps, Floor Lamps, Outdoor Lighting & Accessories

A.D.Group is currently planning on opening offices in Germany (Frankfurt) Japan (Tokyo) & The U.S.A. (Las Vegas) within the next few years in order to expand our presence on a global scale. Our main focus for the medium to long term goal will still include the bespoke professional services but with an expansion into further retail and manufacturing market segments. This will also allow all our clients to benefit from further reduced rates as well as lower production times for all products and related professional services.

At this stage we plan on also starting a separate division that will specifically focus on private homes & other smaller projects for the North American region as well as most of the European region. Preparations for a high-end luxury orientated retail store is already underway and this will further compliment our specialist services and cater for smaller Interior Design projects including the direct sale of our in-house furniture and other decorative items that will also include highly sought after designer brand products, Gold Plated electronics and other specialist items.





Große Posament Architektur und Innenräume AG or G.P.A.I. is the professional services division of our group and focuses on a specialized niche market for a selective amount of clients around the world. In total, we believe that there is currently only 4 other companies on the planet that provides our specialist services. We are specifically fortunate to have access to some of the most sought after artists that work with us on a contractual basis for various projects. Our company name, Große Posament Architektur und Innenräume, is of German origin and translates to (Große) Great/Magnificent, (Posament) a traditional German form of art that intertwines soft materials such as fabric or cotton with hard materials such as steel and wire (symbolizing our correlated services of the soft furnishing/interior design and our construction/architectural division). Architektur und Innenräume simply means Architecture and Interiors.

Our Areas of Expertise

G.P.A.I. specializes in Architecture, Conceptual Architecture, Product Design, Interior Architecture, Interior Design, Lighting Design, Landscaping and Graphic Design. Our specialty has to be the creative Conceptual Architecture that works harmoniously with our Interior Architecture and Interior Design services, hence the reason of our name. Our usual client profile is generally Casino, Resort and Hotel groups, Fast Food & Hospitality brands, Airports & large corporate institutions. We occasionally work on private residences but only for a select group of high net individuals.

Almost all professional designers have been trained to work along textbook guidelines and therefore restrict their creativity due to their concern of not adhering to the traditional formalities. What we specialize in is turning every project at hand into a unique piece of art that is still functional and viable in terms of the required expectations. Our architecture, for example, always stands out - we don't want our clients to have their buildings blend in with the rest of the skyline, we make sure that your projects create a unique landmark. We believe in a unique and new approach to each and every project and we are not as fortunate as other designers who simply copy and/or places various elements from a virtual library, created & used by others, into their work - we design everything from scratch in almost all situations. We strongly believe in a high level of detail and frequently invert our train of thought in order to simulate the end user experience (your ideal consumer/desired target market) and point of view in terms of resulting product / the completed project experience.

The 'Große' Difference

The inception of G.P.A.I. started when our previous architectural company associated with A.D.Group (A.D. Group Architecture RSA) disbanded due to the sole task at hand being completed. As a result, the permanent employees started their own ventures that still service the industry but mostly from Germany and North America. G.P.A.I. is now a completely owned family business part of the A.D.Group brand that still consults with our colleagues on a contractual basis.

The reason our firm is considered to provide a niche market offering is due to the fact that most clients & even most professionals do not understand what Conceptual Architecture is. Conceptual Architecture is ultimately the visionary drawing that will defy the traditional guidelines that an architect or interior designer would adhere to and create something entirely different and much more creative compared to the standard expectations of even the best architects in the profession: a unique, elusive and out of this world design for the architecture, interior and landscaping vision/conception. This is usually done on paper by hand sketches or, as with most concept artists for Movies & Digital Entertainment, by means of computer aided design (C.A.D.) and Adobe Photoshop/Illustrator. The client will then provide these sketches or drawings to their Architect of record for final implementation that will reduce their required amount of work and creativity substantially, ultimately resulting in reduced costs for our client as well as fast lead times for the relevant professional services.

At G.P.A.I. we pride ourselves by creating the conceptual designs directly into a 3D format that allows our clients a wide variety of benefits that is not available from hand/computer sketches. What this means is that when we provide Conceptual Architecture (Interior Architecture & Interior Design is generally excluded), our final product is designed to such an extent, most architects would consider the model a final draft ready for submission. The best part is that we achieve such results in at least half to a quarter of the time that our competitors services are completed in.

Some of our unique benefits include:

- Allowing our clients to benefit from a relatively high discount from the Architect of Record and even more so if the client appoints A.D.Group as such
- Potentially unlimited perspectives/artists impressions
- 3D virtual walkthroughs including immersive VR (Virtual Reality) & Augmented Reality technological capabilities
- Fast revisions and re-implementation to other sites at reduced rates



Our Ideology

The fundamental ideology of our strategy is to ensure that all our clients achieve or exceed their vision for each and every project and to maintain a personal relationship that ensures exceptional support whilst aiming to provide you with flexible solutions that you deem necessary and beneficial, regardless of the request and complexity.

Some of our clients may believe that the term 'Conceptual Design' could be viewed by some as an unnecessary cost that would not suit their business model or project vision, even though the level of creativity and subsequent end results is incomparable. As a result, we have decided to provide our clients the Conceptual Architecture and Landscaping design services free of charge in most cases (dependant on the specific client profile) while the client will only pay for the Interior Architecture and Interior Design services - In order to further enhance and exceed our clients expectations in terms of the quality of service we provide.

Our design service does not only involve creative and problem solving methods of conduct, we also implement marketing and business strategies as well - regardless of the client profile or project designation. Our relatively extensive knowledge of the global financial markets (stocks/securities trading/derivatives) gives us exclusive insight of current and projected consumer trends as well as the psychological mind-set of regional markets and the subsequent patterns. Ultimately, this allows us to identify opportunities for our clients that can enhance the end user experience (your target market/consumers) and to increase revenues whilst aiming to reduce operating and maintenance costs (wherever deemed possible).

A great example of such a strategic opportunity would be in a seafood restaurant shown in the images below. The client could easily benefit from selling frozen seafood to consumers that are dining at the restaurant in order to allow the end user/patron/consumer to prepare a meal with their own recipe, whenever they want, in the comfort of their own home. This will expose our client to increased revenue per store without the need to create further infrastructure as the showcase/display unit is also used as an alluring/eye catching design element including the fact that all the stock shiwcased is also consumed by patrons dining in the restaurant. The mentality of most consumers is projected to result in a confident expectation of the quality of the seafood (due to their previous in store dining experience) as well as the clients ability to choose the exact product they wish to purchase, due to the 'Interactive' experience that is available. Some clients will intend on visiting a store just for this reason and may end up purchasing a take-a-way meal or make an 'impulse' purchase of other branded 'off the shelf products' made available. This will also allow our client the opportunity to possibly wholesale their frozen seafood and other branded products on a wholesale level to chain stores/retailers at an international scale.

In terms of marketing implementation, we find multiple ways to use our clients branding that will be used in the project to create a subliminal yet effective advertising impact that enhances the design aesthetics of the area(s). Our ultimate objective is to ensure that the end user/patron feels proud to visit and make purchases at the store/property as well as to entice consumers to share their experiences with friends and family via social media and word of mouth - this allows our client a wider and more diversified advertising spectrum that is considered to be more effective than traditional methods of advertising campaigns where clients may not take an in immediate interest or give their undivided attention compared to a friend or family members recommendation. In the case of the Seafood Restaurant that was referred to earlier on in this document, we will also go as far as creating concepts of packaging for the P.O.S. business in order our client to fully understand and appreciate the potential.

Furthermore, audience retention is the most vital objective of our comprehensive research and development that is initiated on each and every project in order to ensure further brand activation/awareness as well as to keep clients interested and loyal to the brand. Our network of Concept Artists from around the world assist us with certain projects that require a specified theme and we ensure that a unique masterpiece will be the outcome. Concept Artists generally provide their services to the Film and Entertainment industry, mostly for movies and digital media. The end user will then use the 'Concept Art' and set the project vision for the set design and visual effects. We implement the same strategy and only require their services when specific themes are requested.

Ultimately, the sole purpose for a conceptual design is to explore the various possibilities and ensure an informed decision when initiating projects. This allows our clients the opportunity to decide what they feel is viable in terms of their budget and vision, without having to redevelop their completed projects. Motor Vehicle manufactures also adopt the 'Conceptual Design' process regularly in order to efficiently adapt their business models and product offerings to current market trends and the projected technological advances. BMW, for example, will create a concept car that has numerous features with the sole intention of R&D as well as feedback from their counsel. Not all the features and advancements will make it into the final product but will gradually be implemented in a 'Trickled Down' effect, first as standard with their flagship product line (7 Series models) and then, at a later stage, into their mass production lines (3 Series models). The same principal applies to the film & entertainment industry. In our industry, only a few elements change or are omitted, depending on the budget and deadline.

We also provide tailor made quality assurance agreements on all services and products, according to each and every client profile/project requirements. In terms of the guarantee on our professional services, in some cases, a portion of the fee will be refunded depending on the contractual agreement that is created according to each projects specific technicalities and areas of concern. In terms of our products supplied by the groups various brands, we offer some of the best guarantees in the world with some furniture items including up to 15 years and in some cases, guarantees on fabrics.



Our Process

Our step by step process is usually the same for most projects with the exception of a brand that has multiple stores/locations that would have the same design elements implemented according to each unique site. The processes involved is usually:

- Briefing
- On Site Measurements and Profiling
- Research & Development
- Concept Artwork/Sketches
- Formal Design Work
- Initial Presentation
- Revisions (when requested)
- Blue Print/Floor Plan processing
- Cost Schedule Documentation
- Submission for approval
- Project Management & Manufacturing of Products
- Quality Control & Final Inspection
- Final Handover

We also work with our clients to ensure that the best possible price is achieved for all the related products and services that the designated contractor provides, by analysing the initial quotations to ensure that there is no lower cost possible in our vast network of suppliers, on the same or similar product and service. This allows us to maximize savings for our clients and to implement the maximum amount of design elements from the initial conceptual design into the final project, without exceeding your budget targets.

Final Note

In conclusion, our unrivalled offering allows all our clients to benefit from our unique approach that will be used as an effective resource to achieve a sustainable growth for your company as well as to enhance the end user experience of your patrons and target market. We are extremely cautious in terms of venturing with new clients and would never allow a possible conflict of interest between competitive firms as transparency is vital to our strong relationships with you.

We regularly keep our clients up to date with the status of their projects by allowing them to log in to our website and view the updated status of each and every project we are busy with. This also allows our clients convenient access to all the relevant files and documentation, from anywhere in the world, 24/7 hours a day. Furthermore, we send out industry related information regarding consumer trends from around the world as well potential business opportunities that may arise. We also entertain requests from clients to present their projects to investors and H.O.D.'s in order to answer any difficult questions that may occur, eliminating the need for constant feedback and revisions - ultimate client satisfaction is mandatory for our organization.

Lastly, you can view our website for more information and to view our web profile video that showcases some of the work we have done. You are also more than welcome to request an appointment for a presentation at your leisure or via video call. We would like to thank you once again for taking the time to go through our offering and we look forward to working with your organization in the near future.



