



AL HAYA AL JAMEELA GROUP

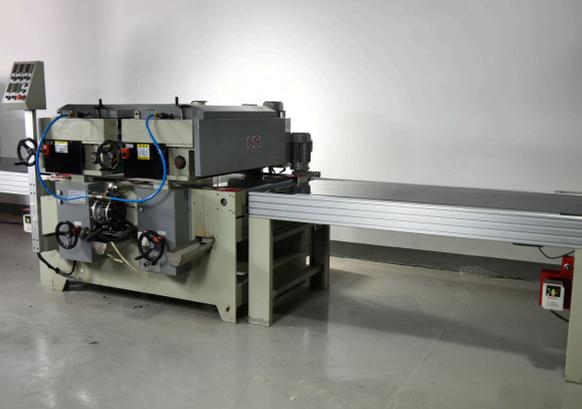
COMPANY PROFILE





About us

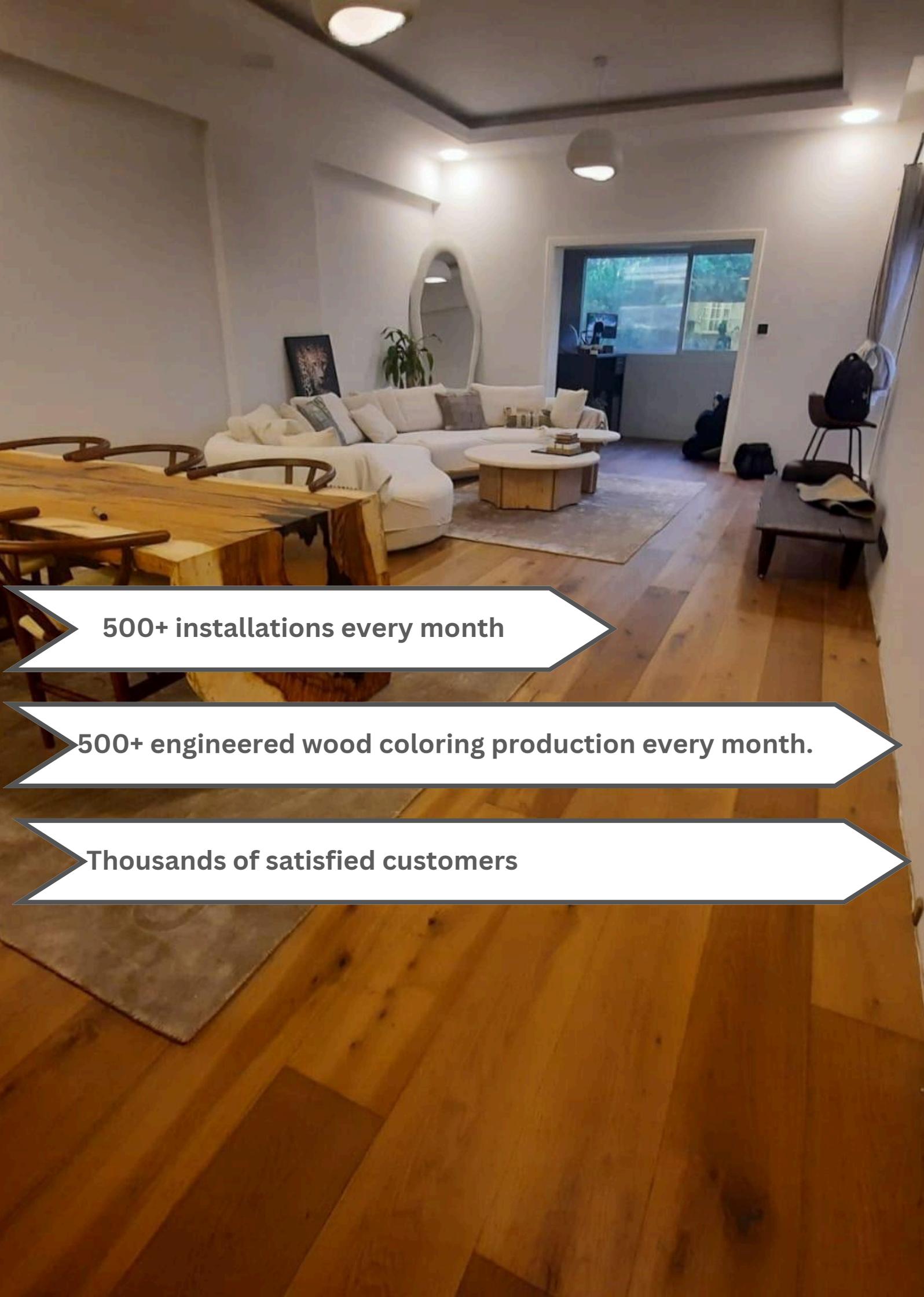
Al Haya Al Jameela Group (AHAJ), established in 2011, is a multidivisional conglomerate, continuously developing and improving its resources, services and capabilities to meet the needs and demands of our clients and partners in the market. Since its inception, we have experienced phenomenal growth on account of quality of its good and services. At AHAJ, our main objective is to improve quality of life, as we continue to expand substantially.



OUR FLAGSHIP DIVISION



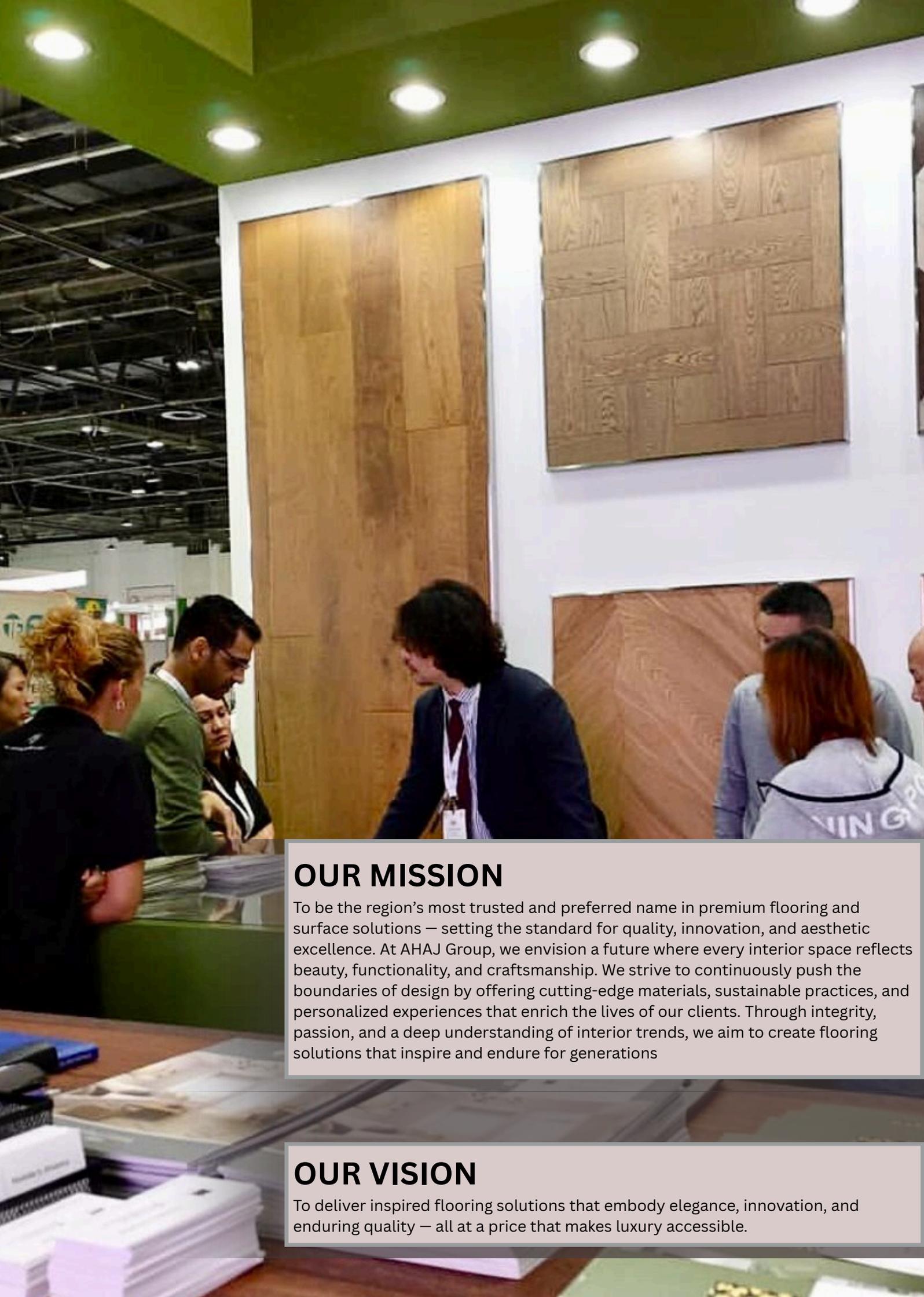
Under the alliance of Samling Group and AHAJ Group, Elegant Living is established as an integrated forest resources and wood products company in the regions, where we operate. Elegant Living is one of the most leading groups of flooring manufacturers in the world in terms of production capacity and upgraded technology, manufacturing products that meet the highest requirements in terms of design, comfort and best quality.



500+ installations every month

500+ engineered wood coloring production every month.

Thousands of satisfied customers



OUR MISSION

To be the region's most trusted and preferred name in premium flooring and surface solutions – setting the standard for quality, innovation, and aesthetic excellence. At AHMJ Group, we envision a future where every interior space reflects beauty, functionality, and craftsmanship. We strive to continuously push the boundaries of design by offering cutting-edge materials, sustainable practices, and personalized experiences that enrich the lives of our clients. Through integrity, passion, and a deep understanding of interior trends, we aim to create flooring solutions that inspire and endure for generations

OUR VISION

To deliver inspired flooring solutions that embody elegance, innovation, and enduring quality – all at a price that makes luxury accessible.

WHY CHOOSE US

Quality You Can Trust

We offer a wide range of high-quality flooring from trusted international and local brands—carefully selected for performance and durability.

Fast & Reliable Delivery

With large stock on hand and our own delivery system, we make sure your order gets to you quickly and on time.

Competitive Prices

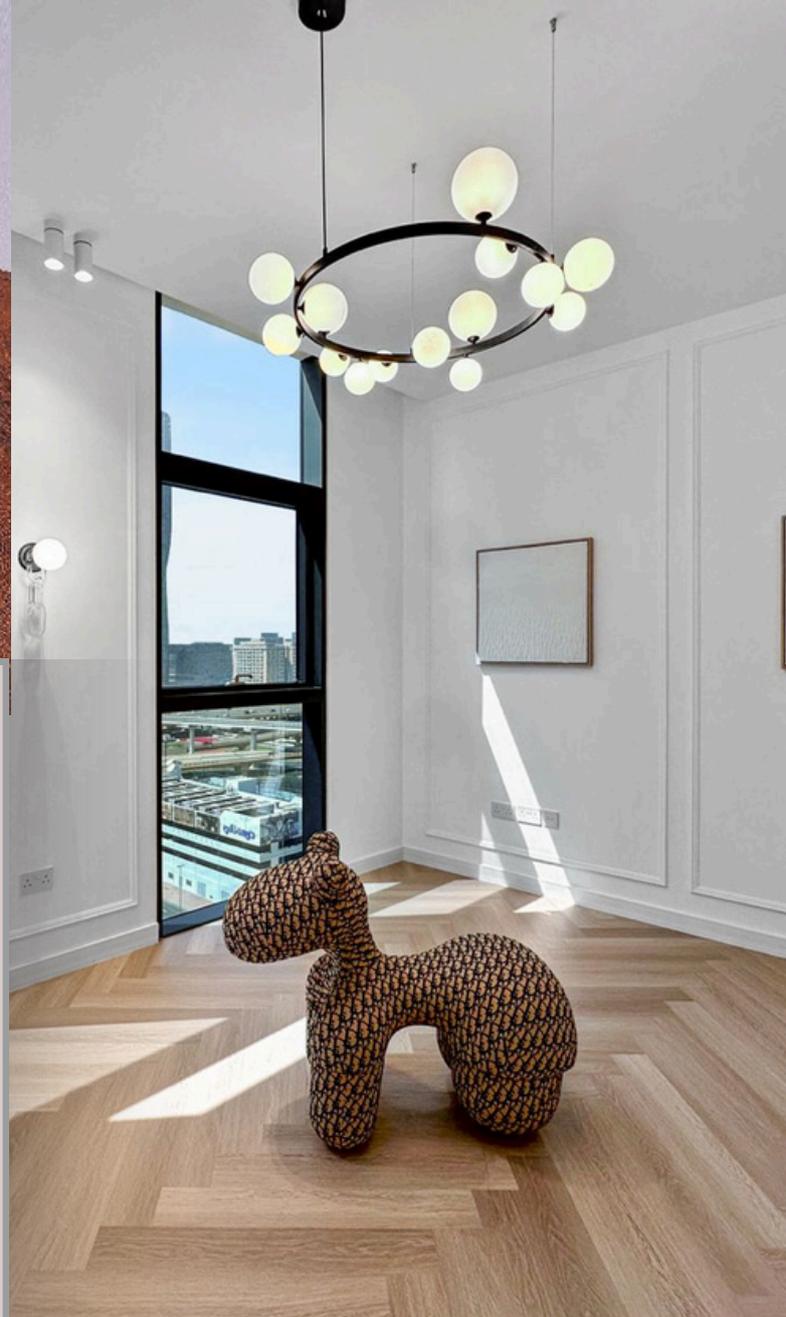
By working directly with manufacturers, we keep costs low and pass the savings on to you—no middlemen, no hidden fees.

Expert Support

Our experienced team is here to help you choose the right flooring, provide accurate quotes, and guide you through installation if needed.

Honest & Transparent

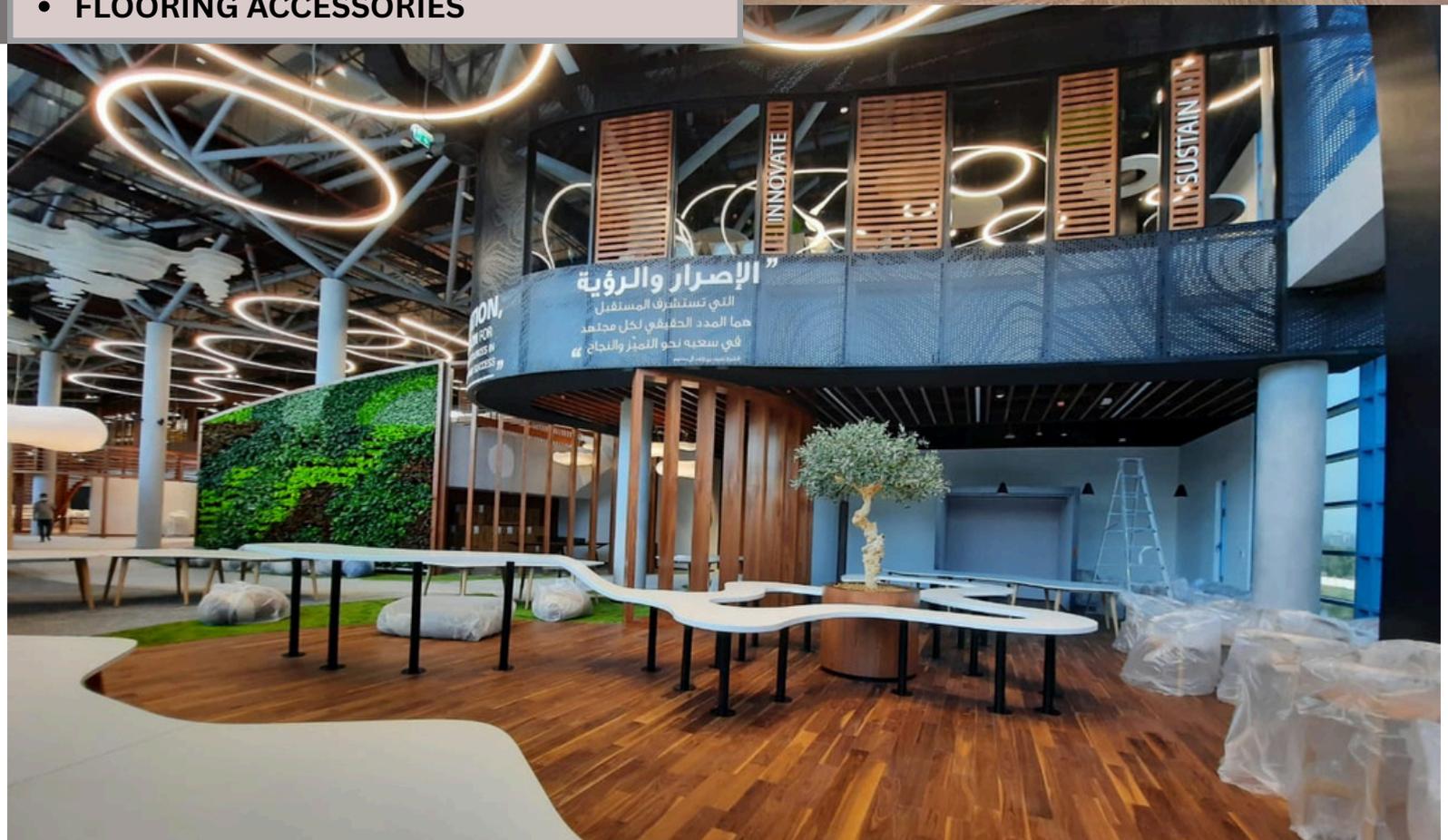
We believe in straightforward service, fair pricing, and clear communication—no surprises, just results.

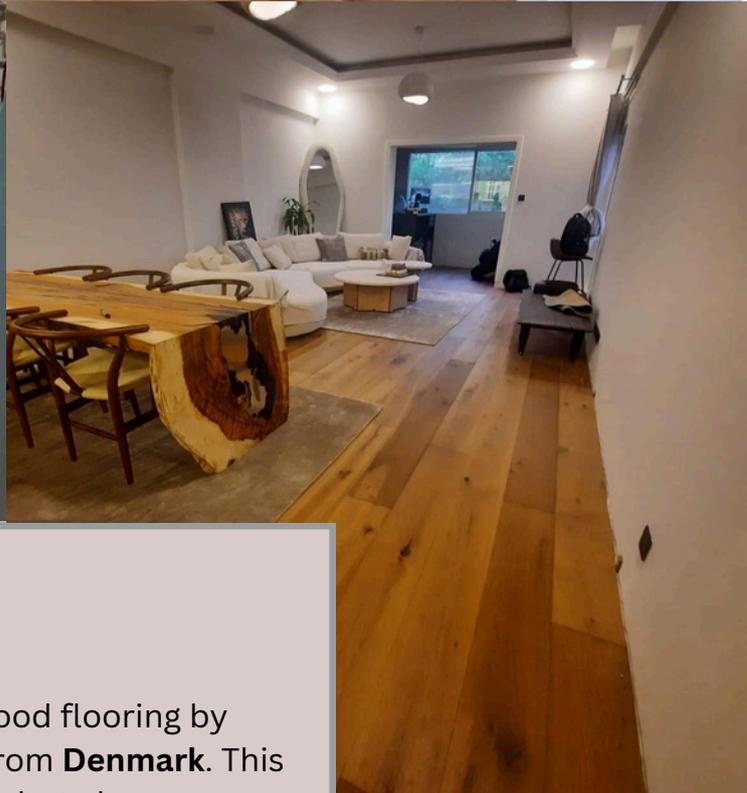


OUR PRODUCTS

At AHAJ, we offer a curated selection of premium surface and architectural materials tailored for residential, commercial, and hospitality projects. Our product range emphasizes durability, design, and sustainability.

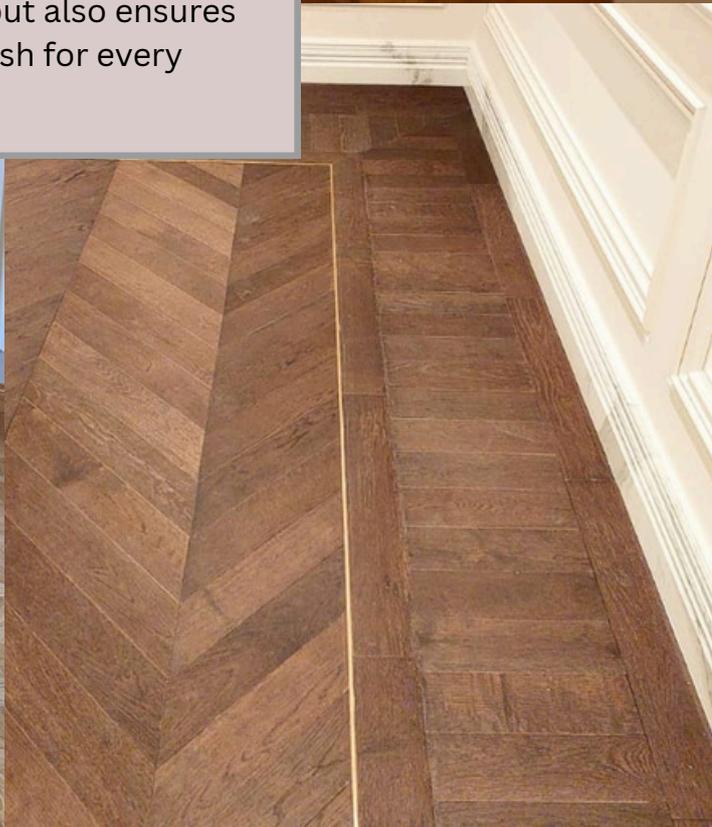
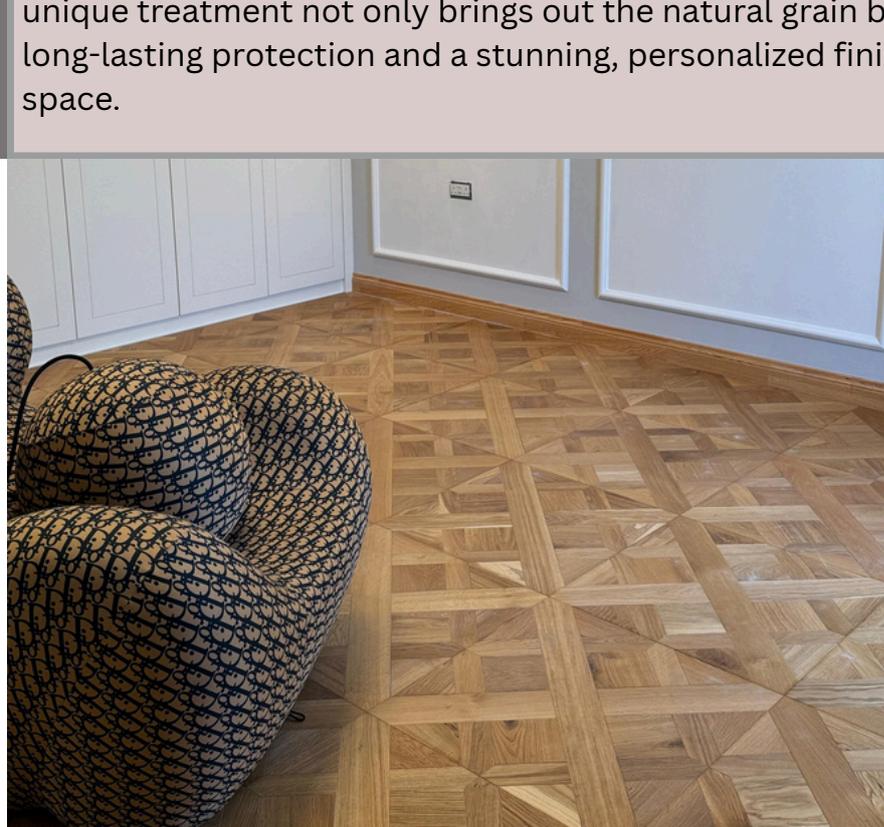
- **ENGINEERED (Semi solid)**
- **LVT (Luxury Vinyl tiles)**
- **SPC (Stone Plastic Composite)**
- **HDF LAMINATE**
- **WALL CLADDING**
- **OUTDOOR DECKING**
- **FLOORING ACCESSORIES**

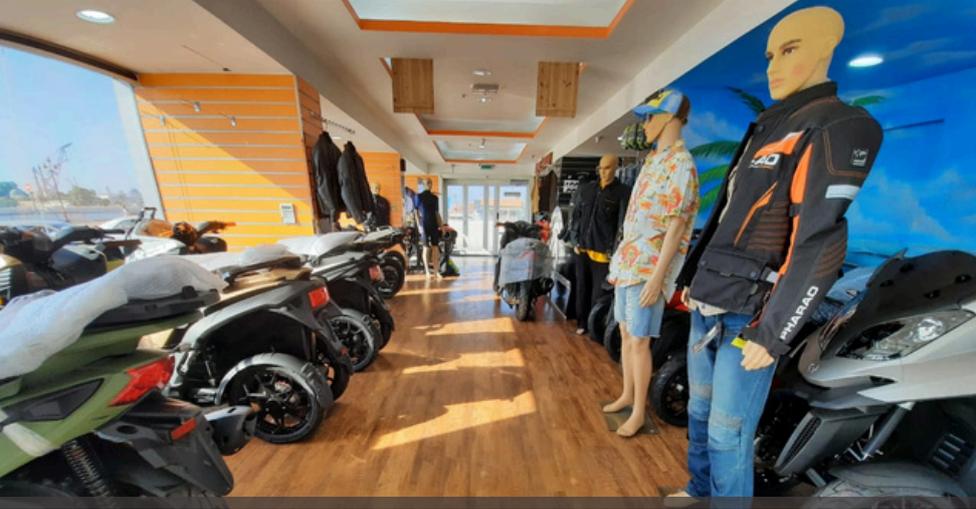




Our Products ENGINEERED FLOORING

At AHAJ, we enhance the beauty of our Engineered wood flooring by customizing colors with premium WOCA Oil finishes from **Denmark**. This unique treatment not only brings out the natural grain but also ensures long-lasting protection and a stunning, personalized finish for every space.





Our Products
LVT (LUXURY VINYL TILES)

AHAJ's LVT deliver the perfect mix of style, comfort, and performance. Designed to replicate the beauty of natural wood and stone, LVT offers superior water resistance, durability, and easy maintenance. Ideal for both residential and commercial interiors, our LVT flooring combines elegance with practicality—making it a smart and stylish choice for modern spaces..





Our Products
SPC (Stone Plastic Composite)

SPC Flooring from AHAI offers the perfect blend of durability, elegance, and innovation. With a stone-plastic composite core, this flooring is highly resistant to moisture, scratches, and wear, making it ideal for both residential and commercial spaces. Available in a variety of stunning designs and easy to install, SPC flooring delivers unmatched strength and style for any interior.





Our Products
HDF LAMINATE FLOORING

AHAJ's HDF Laminate Flooring combines affordability with style and strength. Crafted with a high-density fiberboard core, it offers excellent durability, scratch resistance, and a realistic wood look. Ideal for high-traffic areas, our laminate flooring is easy to maintain, quick to install, and available in a wide range of elegant finishes to suit any interior.





Our Products
OUTDOOR DECKING

AHAJ's Outdoor Decking Flooring is designed to transform exterior spaces with style, strength, and lasting performance. Built to withstand harsh weather conditions, our decking is slip-resistant, low-maintenance, and available in a range of natural wood tones and textures. Perfect for patios, gardens, pool areas, and terraces – it delivers beauty and durability in every plank.





ACCESSORIES

AHAJ offers a complete range of premium flooring accessories designed to enhance both the function and finish of your flooring installation. From underlays and skirting to profiles and edge trims, our accessories ensure seamless transitions, added durability, and a polished final look. Engineered for compatibility with all our flooring types—SPC, LVT, laminate, and engineered wood—they deliver the perfect balance of performance and style.



OUR SERVICES



FREE SAMPLES

Experience the look and feel of our products firsthand before you decide.

Free Site Visit & Estimation

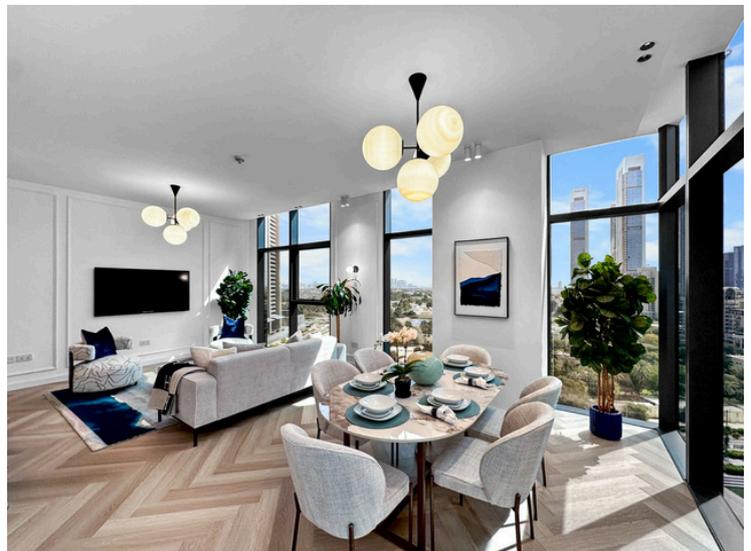
Our experts visit your location to take accurate measurements and provide tailored recommendations — at no cost.



Professional Installation

Our skilled installation team ensures precise, clean, and timely execution, guaranteeing the perfect finish every time.

OUR PROJECTS



CENTRAL PARK TOWER RESIDENCES, DIFC - DUBAI

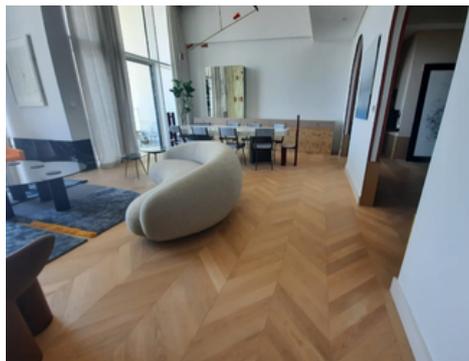
OUR PROJECTS



ZYED UNIVERSITY, DUBAI - UAE



PRIVATE VILLA - DUBAI



CENTRAL PARK TOWER RESIDENCES, DIFC - DUBAI

OUR BRANDS



HILLSWOOD

DESIGNS



ELEGANT LIVING



RESERVE



Polymer and Composite Decking (USA)

