

A large, solid red abstract shape, resembling a thick, curved line or a partial circle, positioned to the left of the text.

NEWSLETTER 2022

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FATHER'S DAY SALE

A promotional graphic for Father's Day. At the top center is a logo that says "HAPPY FATHER'S DAY" with a hat and a bow tie. Below this, there are two columns of text. The left column says "FLAT 15% OFF" in large red numbers, with a black box below it that says "ON OFFICE FURNITURE WITHIN 200K PURCHASE". The right column says "FLAT 30% OFF" in large red numbers, with a black box below it that says "ON ALL DECOR SHELVES". The background of the graphic is light gray with faint, repeating icons of various items like hats, ties, and furniture.

HAPPY FATHER'S DAY

FLAT 15% OFF

ON OFFICE FURNITURE WITHIN 200K PURCHASE

FLAT 30% OFF

ON ALL DECOR SHELVES

Father's Day is the ideal occasion to honor and show appreciation for fathers, so Profiners made a video to express their sentiments to their fathers in a way that they were unable to do so in person. The majority of people were currently hunting for unique father's day gifts. With a 200k purchase, Profine was offering 15% off office furniture and 30% off all décor shelving. The sale began at 13th June and continued till 20th June, 2022.

WOMEN'S DAY



The celebration of women's equality and empowerment in society takes place on Women's Day. All of Profine's female colleagues received a surprise from our Brand and Communication head, Miss. Ambreen Mahmood, who also decorated the office with balloons, cards, and bouquets. Besides this, a finely prepared cake. For all the female employees, it was a gratifying and empowering experience.

JULY EXHIBITION



The Lahore Exhibition took place at Expo Center from July 22 to July 24 in 2022. Profine just unveiled a new Diva Bed Set with a classic design. Due to its exquisite fusion of traditional and modern styles, Diva experienced a significant increase in footfall.

AUGUST EXHIBITION



Profine participated in the Islamabad Exhibition, which took place at Tulip Banquet Hall from August 19th to 21st, 2022. There, the Alder Bed Set, Charm Dining Table, and our new Diva Bed Set were displayed. Many customers were attracted in by our well-designed stall and outstanding display.

LAHORE DHA EXHIBITION



The Lahore DHA Exhibition was held on 2nd Sept to 4th Sept, 2022. At the event, Profine launched the new Aldo Bed Set. The vast audience was drawn in by its casual and organic aesthetic blend with modern and vintage design.

MULTAN EXHIBITION



The Multan DHA Exhibition was held from 23rd to 25th Sept, 2022. The Diva Bed Set, Luna Bed Set, and Charm Dining Table were all displayed. Profine took part in the Multan Exhibition for the first time to make an impression there on the Multan market. We got a very enthusiastic response.

NEW LAUNCHES



DIVA BED SET



WINGROVE BED SET



ALDO BED SET



ALDER BED SET



ASPIRE OFFICE SERIES

IAPEX EXHIBITION

A promotional poster for the IAPEX exhibition. The background is dark with a faint image of an office interior. The text is in white and red. At the top, 'PROFINE™' is written in white, with a red circle around the 'O'. Below it, 'IS PLEASED TO INVITE YOU AT THE' is in red. The 'iapex' logo is in blue, with 'BUILDING MATERIAL EXHIBITION & CONFERENCE' in white below it. The main text 'VISIT US AND CHECK OUR NEW OFFICE SERIES LAUNCH' is in white and red. The dates '4th - 6th NOVEMBER 2022' are in white and red. The location 'Hall no. 2, Expo Center, Johar Town, Lahore' is in white on a red background. The hashtag '#iapex2022' is in red. At the bottom, contact information is listed in white: 'profine.pk', 'sales@profine.pk', 'Profine Furniture (Lahore/Islamabad)', and '0304-111-7763'.

PROFINE™
IS PLEASED TO INVITE YOU AT THE
iapex
BUILDING MATERIAL
EXHIBITION & CONFERENCE

**VISIT US AND CHECK OUR
NEW OFFICE SERIES LAUNCH**

4th - 6th NOVEMBER 2022

Hall no. 2, Expo Center, Johar Town, Lahore

#iapex2022

profine.pk sales@profine.pk Profine Furniture (Lahore/Islamabad) 0304-111-7763

Profine participated in the Largest Building Materials Exhibition, IAPEX which held at Expo Center from 4th to 6th November, 2022. This exhibition was based on B2B market. Profine launched whole new range Aspire Office Series. The sleek and modern design of Aspire Series were appreciated by many architects and consumers

CLEARANCE SALE

A promotional graphic for Profine's clearance sale. It features a black background with a radial pattern of thin white lines emanating from the center. At the top right is the 'PROFINE™' logo in white. In the center, the words 'CLEARANCE' and 'SALE' are stacked, with 'CLEARANCE' in white and 'SALE' in large, bold red letters. Below this, a white square contains the text 'FLAT 25% OFF' in red, with '25%' being the largest. Underneath the square, the text 'ON HOME AND OFFICE FURNITURE' is written in white. At the bottom, a red horizontal bar contains the white text 'STILL THE STOCK LAST'.

PROFINE™

CLEARANCE
SALE

FLAT
25%
OFF

ON HOME AND
OFFICE FURNITURE

STILL THE STOCK LAST

Profine announced a clearance sale, providing flat 25% off on kitchens, office furniture, and wardrobes. Besides, Profine offered 40% discount on Kitchens. It started on August 22 and ran till September 30. It was the year's most prosperous sale.

WEDDING SALE



Wedding season is an emotional mixture. The excitement and anxiousness of beginning a new life. Each year, Profine tries to launch a new product. Profine provided a flat 20% discount for this year's sale. It began on October 1 and is still going today

EMPLOYEE EXCELLENCE AWARD



In an organization, recognizing and appreciating employees is important. On October 1, 2022, Profine conducted a ceremony to present awards for employee excellence. It included training sessions on team building, time management, and management with our CEO, Mr. Ali Hassan, and HODs. Following the training, our well-deserving resources received promotions and the employees of the year were recognized. At the DHA Club, our CEO, Mr. Ali Hassan, organized a lunch buffet. The day was enthralling for every employee.

SEE PAKISTAN 2022

SEE Pakistan 2022
Innovative & Creative پاکستان

YES!
I'M COMING TO
SEE PAKISTAN

ALI HASSAN
CEO Profine Furnitures

ایسے
پاکستان

CO-HOSTS
SUPERIOR UNIVERSITY
THE UNIVERSITY OF LAHORE
A Project of World Educational Trust

COLLABORATORS
EOL
Lahore

PLATINUM SPONSOR
Programmers Force
Private Limited

GOLD SPONSOR
Dr. Easa Laboratory
Dr. Easa Laboratory
Dr. Easa Laboratory
Dr. Easa Laboratory

SILVER SPONSOR
Meezan Bank
The Priority Islamic Bank
Exchange Marketing
CHUGH TALAB

Our CEO Mr. Ali Hassan was invited as a guest at the largest Entrepreneurship Exhibition showcasing Innovative and Creative Pakistan. Leading speakers from Industry and Government were invited as well and there was the live streaming of the show “Idea Cronon Ka”.

DISCOVER PAKISTAN



Profine was really delighted to be featured in the "Made in Pakistan" show. All facets of Profine were discussed on the show. They spoke with our CEO while seeing our factory and showroom. The show described how we manufacture the products.

HENKEL CORPORATION



Henkel Corporation, World Leading German Adhesive Brand CEO and Head of Business Development for the Middle East and South Asia, visited Profine with his team to investigate the adhesive market in the furniture industry. Profine is a pioneering client in the adhesive furniture segment.

UCP ALUMNI ASSOCIATION



Our CEO, Mr. Ali Hassan, was invited to an Interactive Iftar Meet-up by the UCP Alumni Association. They invited the top 25 family-owned business owners.

LEARN FEST



LEARN FEST
اپنی دنیا آپ پیدا کر!
CEO's as Mentors
کوئی قابل ہو تو ہم شان کئی دیتے ہیں
ڈھونڈنے والوں کو دنیا بھی نئی دیتے ہیں

Topic: "How to Become a CEO"



Almas Hyder
Chairman, Synthetic
Products Enterprises Ltd
(SPEL) Group



Salim Ghauri
CEO and Founder NetSol
Technologies Ltd



Muhammad Usman
MD, Cakes & Bakes



Ali Hassan
CEO Of Profile Furniture
Industries (pvt) Ltd



Hamid Raza
CE, Neutro Pharma
(Pvt.) Ltd.

REGISTER NOW!
Contact us: +92 300 400 3710
register@ceotoday.co

Saturday, 2nd April, 2022
Timing: 9:00 am - 6:00 pm
Venue: Management House 95-J/1, Johar
Town, Lahore

CEO CLUB
PAKISTAN

CEO
TODAY
MAGAZINE

Our CEO Mr. Ali Hassan was invited at the Learn Fest which was organized by CEO Club. This program was arranged to encourage the youth on Entrepreneurship. Top companies CEO were invited

ANNUAL SPORT DAY



Working continuously is hectic. Employees need some activity to stay focused and to keep mind fresh. Every year, Profine arranged Sport Day, which include different type of games like cricket tournament, badminton, table tennis and ludo tournament. It is enjoyable to see our Profiner's sport man spirit

SIGNING CEREMONY



Profine took another step towards betterment by partnering with ITSEL (Company of Elite Engineering Pvt. Ltd.) for implementation SAP B1 ERP.



Profine Furniture Industries(pvt) Ltd.

LAHORE DISPLAY: 65 A Main Boulevard, Gulberg 2, Lahore, Pakistan

FACTORY ADDRESS: Plot no. 214, Sunder Industrial Estate, lahore

UAN: 0304-111-7763 (PROF)

Shop Online

profine.pk

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