

COMPANY
PORTFOLIO



UNITED LINES EST.
IMP & EXP

CONNECTING . . .
OPPORTUNITIES



ABOUT US

UNITED LINES: Streamlining Trade. Securing Partners. Building Brands.

Backed by over 21 years of senior-level industry expertise, UNITED LINES was established in 2026 to specialize in global product sourcing, B2B trading, and private label development. Based in Amman, Jordan, we transform complex global supply chains into streamlined, profitable lines of commerce across the Middle East and beyond.

We offer deep market knowledge, regulatory compliance, and technical expertise across three core sectors:

- **Consumer Goods** (Electronics, Appliances, Apparel, and Housewares)
- **Technical & Engineering** (Automotive parts and Tools)
- **Construction** (Building materials, Sanitary ware)

Our Core Pillars:

- **Strategic Sourcing & Import-Export:** End-to-end supply chain management driven by a "Senior Purchasing" mindset that optimizes logistics and reduces costs by up to 10%.
- **Commercial Mediation:** Acting as a strategic, trust-based bridge to facilitate high-value partnerships and resolve complex international trade negotiations.
- **Business Management & Branding:** Bridging the gap between sourcing and sales by turning raw technical products into market-ready, certified private label identities.

WHY CHOOSE US

At **UNITED LINES**, we go beyond traditional sourcing and trading. Instead, our true strength lies in our ability to deliver tailored solutions, cost-effective procurement, and trustworthy partnerships backed by decades of experience.

What Sets Us Apart

- ✓ **21 Years of Industry Expertise**
First and foremost, we offer proven leadership in international procurement, private label development, and supplier management across Middle East, Asia & Europe.
- ✓ **End-to-End Sourcing Solutions**
In addition, we provide complete supply chain management from product ideation to final shipment delivery with total precision and transparency.
- ✓ **Specialization in Household Electronics & Appliances**
Specifically, our team brings deep technical insight into sector-specific engineering, product trends, certifications, and consumer needs.
- ✓ **Turnkey Private Label Development**
Moreover, we deliver comprehensive brand-building services covering product selection, customized packaging design, labeling, and certification support.
- ✓ **Audited & Compliant Supplier Network:**
Consequently, you get direct access to verified factories meeting strict international and regional standards, including CE, CB, SASO, Gmark (GCC), IECEE, EER, and RoHS.
- ✓ **Flexible Commercial Models**
At the same time, we offer scalable, tailored trading and advisory solutions built to fit the unique goals of startups, wholesalers, and large retailers alike.
- ✓ **Regional Regulatory Mastery**
Ultimately, our clients benefit from deep operational familiarity with customs clearance, shipping logistics, and compliance laws across Middle Eastern markets.

“With **UNITED LINES**, you’re not just sourcing products, you’re gaining a strategic partner.”

BUSINESS

ACTIVITIES

In addition to our core business in electronics, appliances, and private label solutions, **UNITED LINES** is based and legally registered in **Jordan** to operate in a wide range of commercial sectors. This diverse licensing allows us the flexibility to expand, adapt, and deliver versatile solutions to meet evolving market needs.

We are officially registered & licensed to operate in the following sectors:

- Commercial Mediation
- Commercial Brokerage Activities
- Import & Export Activities
- E-commerce and online shopping activities
- Administrative office
- Graphic design
- Business and office management activities

COMPANY LOGO



PROVEN TRACK RECORDS

21+

YEARS OF
EXPERIENCE

300+

MANAGED
PRODUCTS

\$25M+

ANNUAL IMPORT
VALUE

+10%

COST
REDUCTION

VISION

To become the most trusted sourcing and private label partner in the Middle East and beyond, delivering innovation, quality, and lasting value.

MISSION

We empower and connect businesses with reliable manufacturers and partners by providing sourcing solutions, customized product development, and building sustainable B2B relationships that drive growth and efficiency, all by leveraging our deep industry expertise and global supplier network.

CORE VALUES

- **Integrity** – We act with honesty and professionalism.
- **Reliability** – We deliver consistent results and long-term partnerships.
- **Innovation** – We embrace new ideas and product trends.
- **Customer-Centricity** – We prioritize our clients' success.
- **Efficiency** – We streamline sourcing and logistics for optimal results.



OUR SERVICES

- Product Sourcing & B2B Trading,
- Procurement, supplier negotiation, logistics, and business development.
- Private Label (Household Appliances, Electronics, Apparels, etc.)
- Commercial Mediation & Business Advisory.
- Specialty Design Services:
 - Packaging & Label Design (Retail boxes, cartons, private label packaging)
 - Corporate Form Design (UI formal documents and forms, invoices, etc.)
 - Product Instruction & Technical Compliance Labeling
- Business Management Consulting.
- Wholesale-to-Retail Hybrid Online Store.
- Import Consulting Service.

YOUR LIMITLESS SUCCESS PATH



COMPLIANCE & QUALITY

At **UNITED LINES**, quality is not just a benchmark, it's a promise we deliver through every product and partnership. We maintain strict compliance with international standards to ensure our clients receive safe, durable, and market-ready goods.

Our Commitment Includes:

- **Certified Products**
All appliances and electronics we source or develop comply with international regulations such as CE, CB, SASO, Gmark, RoHS, and IECEE standards.
- **Reliable Manufacturers**
We collaborate only with vetted and approved suppliers who meet global quality control protocols and hold the required factory and product certifications.
- **Inspection & Testing**
We oversee third-party pre-shipment inspections, laboratory testing, and factory audits to ensure consistency, safety, quality, and performance.
- **Documentation Transparency**
We provide clients with complete technical documentation, certificates of conformity, and shipment compliance reports applications upon request.

Certifications We Handle:

- **CE** (European Conformity)
- **SASO** (Saudi Standards, Metrology and Quality Organization)
- **GCC / G-Mark** (Gulf Technical Regulations - Low Voltage Electrical products & children's toys)
- **RoHS** (Restriction of Hazardous Substances)
- **CB** Safety Test Reports
- **EER** Energy Efficiency Labels (as required)
- **IECEE** (international committee for electrical and electrotechnical equipment)
- **Saber** certification platform (Saudi Arabia)

Key Inspection and Testing Agencies We Work With:

- SGS
- TUV
- Intertek
- Bureau Veritas
- VKAN (CVC)
- QIMA

PRODUCTS SHOWCASE

Air Conditioner (Window, Split, Stand and Water Air Cooler Types)

Domestic and commercial models sourced for various climates and energy standards.



Refrigerator & Freezer (Single/Double Door, Chest & Showcase)

Available in multiple capacities and energy-efficient models (Inverter, No Frost).



Washing Machines (Twin Tub / Top & Front Loading)

High-performance models developed for private label clients.



Water Dispenser (Desk / Stand)

Hot and cold models with child-lock, Cabin or Fridge and optional features.



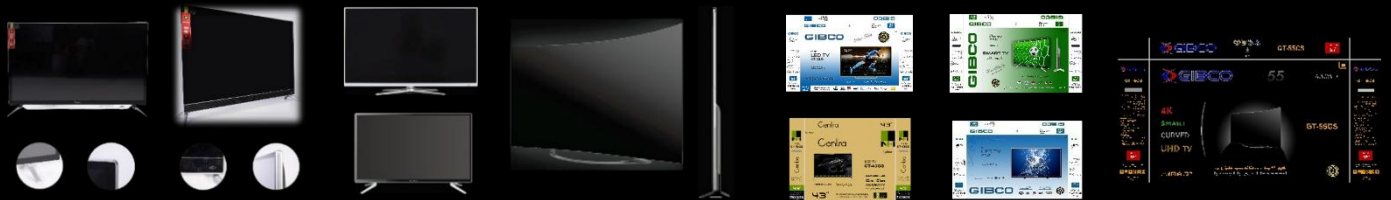
Electric Oven, Microwave, Hobs

Tabletop, built-in, and freestanding options with Full Safety and smart controls.



LED TV

Smart 4K and non-smart, 24–75 inch, with customized branding options.



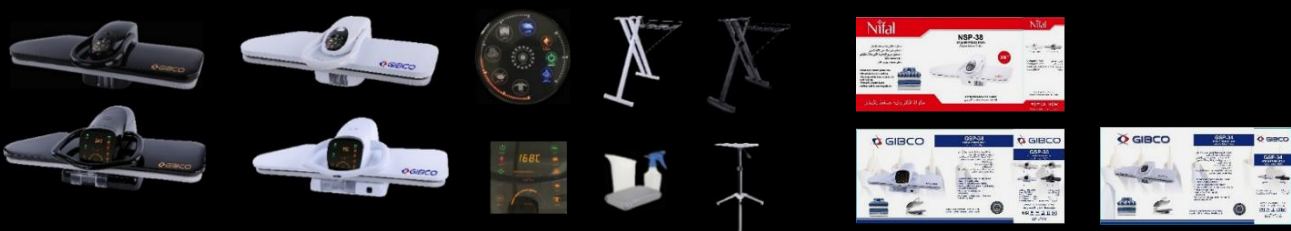
Vacuum Cleaners

Canister, upright, handheld, and wet & dry models.



Steam Press Iron

Compact and large models ideal for domestic and commercial use.

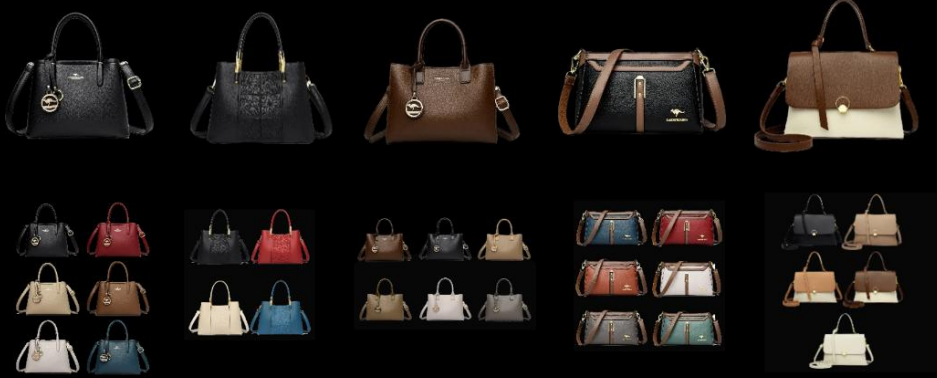


(All portfolio items displayed represent historical design, supply chain management, and purchasing work successfully executed for companies in Saudi Arabia. All brand rights belong to their respective owners. Inclusion of these items serves solely as a factual career record and does not imply a current active affiliation or endorsement.)

Apparels (Clothes, Bags, etc.)

Custom-designed, seasonal collections, All ages and packaging solutions.

**COMING
SOON**



SIMPLICITY OF EXCELLENCE



OUR ACHIEVEMENTS

Although newly established, **UNITED LINES** is founded on over 21 years of proven leadership in sourcing, procurement, and private label development, particularly in the household appliances and electronics industry.

The Founder and Managing Director bring extensive experience, developing and executing estimated plans, managing international supply chains, launching private labels, and excelling in operational management.

Key Achievements

⇒ **Cost Optimization & Supplier Management**

Led international procurement operations with an annual purchasing budget exceeding \$25 million (delivered 300+ SKUs to Saudi Arabia, Syria & Jordan). Created and managed supplier networks across China, Europe, and the Middle East, achieving up to 10% cost savings through strategic negotiations and long-term contracts.

⇒ **Supply Chain & Logistics Efficiency**

Streamlined coordination with shipping agencies and customs clearance agents, reducing delivery lead time by 15%. Improved inventory flow and eliminated slow-moving stock, increasing storage efficiency by 30%.

⇒ **Product Development & Innovation**

Accelerated product development cycles within 4 months, expanding market share across categories. Revamped product design and packaging, and improved quality control processes reduced product fault rates below 0.5%, increasing customer satisfaction.

Successfully co-founded and developed private label brands, and products, including: DANSAT, BeauSat, Thunder, Gibco, Centra.

⇒ **Consulting & B2B Solutions**

Delivered tailored product sourcing, cost forecast, packaging, and branding strategies for regional B2B clients. Consulted clients include: Nifal, Star1, Asaadco.

⇒ **Market Expansion & Sales Growth**

Leveraged market research to optimize product pricing and features, resulting in sales growth of up to 60% and stronger market positioning.

⇒ **Operations & Organizational Development**

Created organizational structures, job roles, policies, and operational controls, enhancing cross-department performance and administrative efficiency.

⇒ **Service & After-Sales Management**

Establish and supervised service centers, implemented quality control protocols to monitor the performance of technicians and employees and the quality of output, and maintain high standards of customer service.

⇒ **Financial & Regulatory Compliance**

Providing annual estimated financial plans for imports and their implementation mechanisms, as well as managing and monitoring Letter of Credit and Commercial documents, ensuring smooth international trade transactions, avoiding errors, and ensuring timely deliveries.

BRANDS MANAGED & TRUSTED PARTNERS

Built, co-founded, and consulted for leading Middle Eastern retail brands



CORE COMPETENCIES

- Contracts Management
- Product Development
- Business Development
- HR & Administration
- Cost Analysis
- Market Research
- Marketing Strategies
- Visual Design
- Supply Chain Optimization
- Inventory Management
- Commercial Correspondence
- Service Center Management

STRATEGIC GOALS

- 1. Expand Regional Market Presence**
Strengthen and grow our partnerships across the Middle East region, targeting emerging markets to increase our footprint and client base.
- 2. Diversify Product Portfolio.**
Introduce new categories in Household Appliances, Electronics, Apparels, and complementary lifestyle products to better serve evolving market needs.
- 3. Enhance Private Label Capabilities**
Develop and launch exclusive private label brands with superior quality, competitive pricing, and local customization to increase market share.
- 4. Strengthen Supply Chain & Logistics Efficiency**
Optimize procurement and logistics processes to reduce lead times and costs, ensuring timely delivery and enhanced customer satisfaction.
- 5. Leverage Digital Tools & Technology**
Implement advanced ERP and CRM systems to improve operational efficiency, transparency, and client communication.
- 6. Build Strategic Partnerships**
Collaborate with reliable manufacturers, distributors, and service providers (Shipping forwarders & custom clearance agents) to enhance product quality, innovation, and market reach.
- 7. Sustainability & Compliance**
Commit to responsible sourcing, environmental standards, and regulatory compliance across all operations.
- 8. Increase Brand Awareness**
Invest in marketing initiatives to position **UNITED LINES** as a leading and trusted sourcing and wholesale partner in the region.

CERTIFICATIONS

- Commercial Registration: 101066552
- Chamber of Commerce: 259702
- TAX no. (TIN): 81473524
- Vocation License: 52383
- Mediator License: 712
- Appreciation & Experience Certificates:



CONTACT US



+962 7777 3 11 55



info@ule.com.jo



www.ule.com.jo



Khilda, Amman, Jordan

Get in Touch ..

“Start scaling your business today”