

**SECURE AND PROTECT  
YOUR BAGS !**

**أمن و أحمي  
حقائبك !**

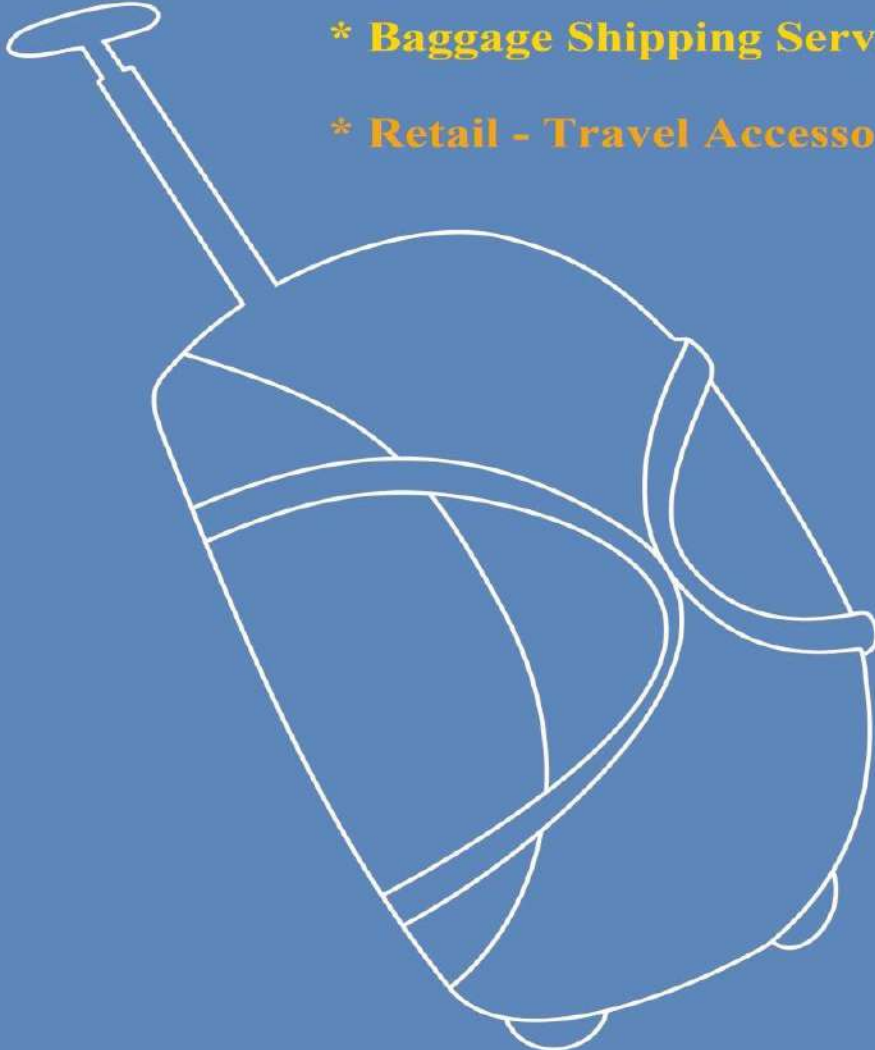
- |                                       |                            |
|---------------------------------------|----------------------------|
| ➔ AGAINST - DAMAGE                    | ضد - التلف                 |
| ➔ AGAINST - THEFT                     | ضد - السرقة                |
| ➔ AGAINST - ACCIDENTAL OPENING        | ضد - الفتح نتيجة الحوادث   |
| ➔ AGAINST - LIQUID - / RAIN INFLUENCE | ضد - السوائل و تأثير المطر |

**\* Baggage Wrapping services**

**\* Baggage Storage Services**

**\* Baggage Shipping Services**

**\* Retail - Travel Accessories**



## **Introduction**

Tetra Gulf is a leading and trusted service provider specializing in luggage wrapping and airport services across the United Arab Emirates. With over 14 years of experience, we have established ourselves as a premier partner for a wide range of airport terminals and facilities, including Abu Dhabi Airport (Terminals 1, 2, 3, and City Terminal), Dubai Etihad City Terminal, Dubai Airport Terminal 3 (Emirates Airlines), and Fujairah Airport, among others.

As the UAE continues to be a global leader in growth and development, we understand the significance of maintaining the highest standards in all sectors. Abu Dhabi International Airport, as a key pillar of the emirate, is particularly vital. At Tetra Gulf, we have always aligned our services with the aspirations and policies of Abu Dhabi International Airports, ensuring that we provide not only exceptional service but also reflect the high standards of the UAE.

Our commitment to customer satisfaction goes beyond financial performance. We prioritize the delivery of premium, high-quality services to meet the diverse needs of passengers, building long-term relationships based on trust and excellence. With a team of highly trained operators and experienced management, we have created a robust operational and management framework designed to meet the unique demands of airport services. This includes a focus on service delivery, marketing, advertising, security, and health and safety standards, all while protecting the reputation and image of the airports we serve.

Tetra Gulf's unwavering dedication to quality and professionalism ensures that we remain a trusted partner in the UAE's thriving airport sector.

# Services Planning and Strategies:

## Bag Wrap Services

### Description of services

Tetra Gulf will provide security luggage wrapping services at Abu Dhabi international airport terminals, City Terminal and Al Ain Airport.

### The services applied to:

- Luggage bags
- Carry bags
- Suitcase
- Baby buggies
- Pack packs
- Food boxes
- Fragile objects boxes
- Packing loose objects



The service applies a strong **eco-friendly (OXO-Bio Degradable) film** of stretch wrap plastic around your bag, forming a secure envelope of protection for your luggage.



### Luggage wrapping services may protect your bags and belongings from:

- Theft / Manipulation
- Damage
- Foul weather (rain – snow – sandy – etc...)
- Wear and tear
- Stains
- Scratches
- Accidental opening
- Mishandling

## Machines and equipment:

We used the most advanced European made Luggage wrapping machines, manufactured according to the international civil airlines and airports standards, as per following top features and benefits:

- Low electrical consumption required in single phase 220 v electrical power supplies.
- Zero heat and gas emission from the operation process
- Zero noise level of the machine operation
- Luxury nice looking and made in deferent colors to match the airport decoration and color scheme used.
- Very small space required due to the design shape of the machines
- Machines pictures and options as following:

### A- Luggage wrapping service stations design.



B- Luggage wrapping machine single unite.



C- Luggage wrapping machine double unite 2 in 1.





## Technology and added value services:

- The luggage wrapping machines equipped with advanced technologies and unique features such as:
  - Electronic counter of wrapped unites, can show each moment report or daily work report.
  - Digital command screen for settings, faults viewing, operations programs, etc...
  - Machines provided with electronic sensor to determine the baggage size and dimensions and automatically selecting the wrapping program with one press operation by the operator
  - USD and memory stick slot for transferring data in & out.
  - Online software updating technology
  - Security monitoring camera to watch the operators and performance quality
  - Digital advertising media screen (videos – photos)
  - Advertising Lighted screen board
  - Machine made from robust, high quality powder coated, stainless steel parts, against rust and corrosion.
  - Machine provided with manual and electronic lock for operators anti-manipulating.

- **Bag labeling & unique serial number**

We provide sticker on each bag, with unique serial number to facilitate the count, passenger recognition of his bag, facilitation if the bag lost, in addition to passenger name, contact number at current country or country of destination, email address, date, flight number, and other information if required.



- **Lost and found services**

We provide through our web page a lost and find facilities service, while if the bag taken wrongly by another passenger, or lost at any airport, the person who find the bag can register this information using the serial number at the bag sticker provided after wrapping, and in our turn we will contact the original owner of the bag through the information provided, in additional, the person who lost his bag can register the case in our web site again using the same sticker information, to be contacted by our team or the person who found his bag directly.



While with this free added value service we can be part of the facilitation to find the lost bag, with no any legal liabilities as per the airports rules and regulations.

- We will provide additional **bag weight checking service**, using advanced bag weight checking kiosk , with digital weight show screen and printing ticket of the weight and time of measure



## **Manpower capacity**

We will provide professional trained permanent operators to perform the work as following:

- One project manager to communicate with Abu Dhabi airport administration and operations department.
- 3 operators on each machine, everyone will work 6-8 hours for coverage of 24 hours services at all machines terminals, with relievers in a total of 28 operators.
- 3 supervisors to watch, control and follow up the work process in all terminals at Abu Dhabi international airport
- 1 permanent supervisor to follow up al Ain Airport bag wrapping services
- 1 supervisor to follow up city terminal bag wrapping services

## **Baggage Storage Services**

### **Description of services**

The services will be provided to transit passengers or waiting another flights and might like to enter the city of Abu Dhabi for couple of hours, or for any passengers would like to store their baggage for any period to be collected later according to the terms of Abu Dhabi airports.

The service will be as following:

- Receiving the passenger bag against official receipt voucher showing all terms and condition of the service
- The voucher will be signed and agreed by the passenger



- The baggage will be scanned using Abu Dhabi police security scanning machine
- Tetra Gulf will follow and coordinate the work process as per Abu Dhabi security and police regulations at Abu Dhabi airport.
- The bag will be wrapped using the luggage wrapping machine at the baggage storage service area
- We will provide labeling sticker containing client information with unique serial number
- The bag will be stored securely at a labeled shelf location
- The passenger will have copy of the receipt voucher to claim his bag when he required
- The bags will be kept clean and dust free as long as stored in the storage service center
- The operator will use RFID storage device for data entry of the baggage (in & out) transactions, and this data will be downloaded at the end of each working day to a computerized system which can generate the daily report of bags in or out containing all passengers details, date and time, for proper follow up and monitoring by Tetra Gulf and Abu Dhabi international airport operations.

### **Machines and equipment**

- Luggage wrapping machine as explained in clause # 2.1.2 & 2.1.3
- Hand held RFID reader & storage data entry device



- Label sticker printer connected to Laptop



### **Manpower capacity**

- 3 trained professional operators to cover continues service of 24 hours, at Abu Dhabi international airport baggage storage service center.

### **Added value services**

The passenger upon his request can select the way of handing over his baggage back, either directly to by hand, or to be shipped through our shipping services to any destination he might select, after his presence to the storage service center with the receipt voucher provided when receiving the bag from our side initially.

### **Baggage Shipment**



## Description of services

Tetra Gulf will provide baggage shipping services by (air, land or sea) in cooperation with the most reliable, reputation, cost saving and trustful cargo and courier service provider to all over the world destinations.



- Passenger are welcomed to enjoy this service if having access baggage weight during the check in, or would like to use our services for reducing the baggage volume that would be carried by hand during their flight or for any other reasons and conditions, while the service will be open for all passengers at any circumstances.
- The baggage will be wrapped using luggage wrapping machine before shipping to be protected and secured.

- The service charges will be subject to international cargo and courier services rates according to the country of destination, in addition to the service provider fees agreed with Abu Dhabi international airport.

### **Manpower capacity**

- The shipping service will be provided through our retail unites, while the same team at retail outlets will provide the shipping services and to be part of their duties.

### **Technology and added value services:**

- Labeling sticker containing unique serial number, passenger information, country of source and destination
- Daily reporting system of the baggage received and shipped showing all details & data required
- Free tracking system, while the passenger can track the situation and date of receiving his bag at destination.

## **Retail Unites**

### **Description of services**

We will build and design a luxury prestige retail outlet, to facilitate for all passengers finding all their travel demands and accessories requirements in one stop shop, at lowest possible rates, and best products quality and well-known brand names.

## Outlet store design

- 1- We will propose the following few real designs from a well-established travel retail branding organizations, but all are subject to Abu Dhabi Airport selection and approval, as well as we are flexible to accept any proposed design by Abu Dhabi airport according to the uniform scheme as per the airport decoration and design.
- 2- The retail outlet will be containing, **two luggage wrapping machines** (two in one design) made specifically to suit the work process at retail stores, with hidden plastic roll storage facilities and colored to be matching the retail unite decoration as per Abu Dhabi Airport approval:





### 3- Wall shelving designs





## Middle shelving designs



#### 4- Stand type show cases:



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- **SPACE MANAGEMENT**

We will provide sophisticated *Impulse Program*, with high value presentation stands

All stands come with planograms:

- Choice of items optimal for POS
- Maximize turnover potential
- in given space
- Brand Availability
- Brand Display
- Brand Recognition
- Brand Awareness



## **Manpower capacity**

- 3 sales & cashier staff each shift for 24 hours working coverage
- Total manpower for two retail units will be 18 employees
- Promotion and marketing manager from our head office will be responsible to follow up and manage the daily sales transactions and work on best achievements in coordination and reporting to Abu Dhabi Airports.

## **Products list**

**Options# 1** of product details:

### **1. In Flight Comfort**

- Pillows and Blanket
- DVT Prevention
- Earplugs & Eyeshade
- Foot Rests
- IN Flight Health
- Noise Reduction Headphones Earphones
- Travel Guides, Books & Translators
- Seat Cushions

### **2. Small Bags & Wallets**

- a. Day Bags (Shoulder Bags)
- b. Security Purses, Packs & Totes
- c. Wallets & Money Belts
- d. Totes
- e. Waits Packs
- f. Purses
- g. RFID Blocking

### **3. Luggage**

#### **Luggage,**

- a. Carry-on Bags
- b. Wheeled Luggage
- c. Backpacks
- d. Briefcases & Laptop cases
- e. Duffels & Trunks
- f. Garments Bags

#### **Luggage Accessories**

- a. Luggage Scales
- b. Luggage Locks & Tags
- c. Luggage Straps

### **4. Packing Aids**

- a. Toiletry Kits
- b. Compression Bags & Packing accessories
- c. Medicine & Pill Cases
- d. Packing Cubes & Folders
- e. Travel Bottles & Containers
- f. Jewelry & Eyewear Cases
- g. Wine Accessories

### **5. Portable Electronics**

- a. Laptop Accessories
- b. iPad Accessories
- c. Headphones, Speakers & Radios
- d. Adaptors & Converters
- e. Alarm Clocks
- f. Chargers
- g. Flashlights & Magnifiers
- h. Personal Alarms & Security
- i. iPhone, iPod and Cell Phone Accessories

## **6. Health & Hygiene**

- a. Bed Bug Prevention
- b. DVT Prevention
- c. Hygiene
- d. Toiletries
- e. Wellness
- f. Insect & Sun Protection
- g. Air Purifiers & Breathing Masks
- h. Hair care
- i. Food & Drink
- j. Jet-Lag Prevention
- k. Walking Aids
- l. Water Purification

## **7. GIFTS**

- a. Gifts just for Her
- b. Gifts just for Him
- c. Gifts for Children

## **8. Clothing**

### **For Women**

- a. Jackets and Vests
- b. Shirts and Tops
- c. Pants and Shorts
- d. Skirts and Dresses
- e. Underwear and Sleepwear
- f. Socks
- g. Hats, belts & Accessories
- h. Shoes
- i. Sun & Insect Protection
- j. Scarves
- k. New In Women's

### **for Men**

- a. Jackets and Vests
- b. Pants & Shorts
- c. Shirts
- d. Underwear and Sleepwear
- e. Socks
- f. Shoes
- g. Hats, belts & Accessories
- h. Sun and Insect Protection
- i. New in Men's



## **Options# 2 of product details:**

### **1. Books**

- a. Best Sellers
- b. New Books
- c. Atlases And References
- d. Animals And Nature
- e. Culture, History And Religion
- f. Exploration
- g. Photography
- h. Science And Space
- i. Travel And Adventure
- j. Kids' Books and Atlases
- k. Calendars And Stationery

### **2. DVDS**

- a. Best Seller
- b. New DVDs
- c. National Geographic Channel DVDs
- d. Animals And Nature
- e. Culture, History And Religion
- f. Adventure And Exploration
- g. Science And Space
- h. Best of National Geographic
- i. Kids DVDs And Videos
- j. Sale

### **3. Clothing**

- a. Men's Clothing
- b. Women's Clothing
- c. Jewelry
- d. Accessories
- e. Footwear
- f. T-Shirts And Logo Gear

#### **4. Home Décor**

- a. Birdfeeders And Garden
- b. Home accents
- c. Historic Collectibles
- d. Seasonal Décor
- e. Historical Games

#### **5. Maps**

- a. Best Sellers
- b. New
- c. Wall Maps
- d. Travel And Hiking Maps
- e. Atlases
- f. Globes
- g. Map Puzzles And Gifts
- h. Education Maps

#### **6. Gear and Gadgets**

- a. Outdoor Gear
- b. Binoculars And Optics
- c. Telescopes And Microscopes
- d. Cameras And Photography Gear
- e. Weather Instruments
- f. Radios
- g. Clocks
- h. Logo Gear

#### **7. Photography**

- a. Cameras
- b. Photography Gear And Bags
- c. Photography Guides
- d. Photography Books
- e. Posters
- f. Calendars And Stationery

## 8. Travel

- a. Luggage And Travel Bags
- b. Travel Accessories
- c. Translators and Language Software
- d. Travel Clothing And Accessories
- e. Travel Guidebooks
- f. Travel And Hiking Maps

## 9. Magazines

- a. National Geographic Magazine
- b. National Geographic Traveler
- c. National Geographic Kids
- d. National Geographic Little Kids
- e. Slipcases

## 10.Kids

- a. Books And Atlases
- b. DVDs And Videos
- c. Clothing
- d. Toys And Games

## 11.Gifts

- a. Gift Specials
- b. Best Sellers
- c. National Geographic Favorites
- d. Gifts By Price
- e. Gifts By Recipient
- f. Gifts By Category
- g. Gifts By Theme

- **Note:** General Products details and catalogues as attached, as example, and not exclusive.

## Technology

Tetra Gulf will use the following technologies and software in controlling the sales tasks and following up the work process

- 1- Accounting and cashier software for issuing invoices and registering sales transactions and controlling items stock.
- 2- Barcoding sales & posting system
- 3- Online security cameras at the retail shops to watch and control work process quality and safety as per airport rules
- 4- System will generate daily report showing all transactions and activities and total sales report, at the retail store
- 5- As explained in clause # 2.3.2, the retail unite store & staff will Handle the baggage shipping services, to deal with passengers, receive their baggage, and organize the shipment as per rules and regulations.

### Added value services & features:

- **FREE LOST & FOUND SERVICE**

- 1- A real benefit for travellers, secures your belongings while you travel
- 2- All products with unique ID Code, personalisation possible
- 3- Permission Based Marketing with client's data for Cross-selling
- 4- Promotion possibilities (registration on the spot)



- a- Many of these personal items, although found, are never reunited with their owners as there are no personal details on the items found.
- b- Loss of personal belongings is one of the key issues worrying the consumer on the move.
- c- We offer a unique way to re-unite lost items with their owners.
- d- Our products carry a unique and individual I.D. number together with clear instructions on how to bring the finder and the owners quickly and easily together.
- e- This service is completely free-of -charge!
- f- Together with Free-Lost-Found offer the consumer a REAL ADDED VALUE!



## 1- Marketing & Advertising:

With over 14 years of experience in the airport services industry, Tetra Gulf has developed a comprehensive and effective marketing strategy designed to drive sales and enhance brand visibility. By leveraging a wide variety of marketing channels and techniques, we ensure that our services consistently meet the needs of our customers and maintain a high profile in the competitive UAE market.

- **Sales Team Motivation:** We empower our sales team and operators by implementing a structured incentive program, motivating them to achieve and exceed sales targets. This rewards performance and drives continuous improvement in service delivery.
- **Seasonal Promotions:** Tetra Gulf runs seasonal promotions at Abu Dhabi Airport, ensuring that we stay competitive by adjusting to changing passenger flows and market trends, thus keeping sales figures at their highest potential.
- **Long-Term Agreements with Travel Agencies and Ticketing Offices:** We form strategic partnerships with travel agencies and ticketing offices, signing long-term agreements that offer special rates. These agreements allow us to provide complimentary luggage wrapping vouchers to customers who purchase air tickets through these agencies, adding value to the customer experience.
- **Collaborations with Luxury Hotels:** Tetra Gulf partners with luxury 5-star hotels to offer complimentary luggage wrapping services to their guests at check-out.
- **Corporate Partnerships:** We also engage in long-term agreements with reputable companies, offering complimentary luggage wrapping





- vouchers to their employees during vacations. This further solidifies our commitment to offering value-added services to a wider audience.
- **Advertising in Print Media:** We leverage the power of print media, particularly during peak seasons, to showcase the value and benefits of our airport services. Through carefully crafted advertisements, we communicate our service offers and highlight special offers to attract more passengers.
  - **Online Advertising and Promotions:** Tetra Gulf utilizes digital platforms to reach both local and international audiences. Through online business pages and promotional campaigns, we engage with potential customers, keeping them informed of our services and promotions.

By employing a diverse range of marketing, advertising, and promotional strategies, Tetra Gulf continuously strengthens its presence in the UAE's airport service sector, ensuring that passengers and clients alike are aware of and benefit from our premium offerings.

## **Training & Supervision:**

### **Quality Management and Training at Tetra Gulf**

Tetra Gulf is an ISO 9001:2008 certified company, demonstrating our commitment to maintaining the highest standards of quality in every aspect of our operations. As part of our dedication to quality management, we have implemented a comprehensive in-house training program designed to ensure that all employees are well-equipped to meet the demands of the airport service industry.

### **Training Program Overview:**

Our training program covers a wide range of essential subjects to enhance the skills and knowledge of our team, ensuring that we consistently provide top-tier services across all locations. The training includes:

- **A. Technical and Operational Training:** This includes hands-on sessions to ensure our team is proficient in all technical and operational procedures, always maintaining smooth service delivery.
- **B. Marketing Strategies and Customer Service:** We train our team on the latest marketing trends, effective customer service practices, and how to engage with passengers to enhance their experience.
- **C. Shipping and Cargo Procedures:** Understanding the logistics behind shipping and cargo is crucial to providing seamless luggage wrapping services, and our employees receive regular training in this area.
- **D. Storage of Baggage and Materials:** Proper storage techniques are key to maintaining security and order, and our team is trained in the best practices for handling baggage and materials.
- **E. Reporting and Supervision:** Training in reporting and supervisory tasks ensures that we meet all operational standards, effectively track progress, and manage staff.
- **F. Quality Control:** Quality control is integral to our operations, and our team is trained in how to monitor and maintain high standards throughout the service process.
- **G. Labeling and Accounting Basics:** Proper labeling and accounting are essential for tracking baggage and services, and our employees are well-versed in these procedures.

#### **Advanced Reporting and Supervision Systems:**

To maintain a strong oversight of all operations, Tetra Gulf has adopted an efficient and real-time reporting system. This system allows us to monitor work processes, transactions, sales, and other critical activities across all terminals and locations on an hourly basis. This ensures transparency, operational efficiency, and quick problem-solving.

Our supervisors are stationed around the clock at all locations within Abu Dhabi Airport. They work closely with the airport's operations team to ensure that services are provided seamlessly and in alignment with airport regulations.

#### **24/7 Supervisor Support and Communication:**

To enhance coordination and reporting, our supervisors are equipped with laptops and smartphones, allowing them to report directly to the Tetra Gulf head office and the Abu Dhabi Airport management team in real time. This connectivity ensures that any issues are addressed promptly, keeping operations running smoothly across all locations.

Tetra Gulf's commitment to continuous training, robust reporting systems, and effective supervision ensures that we uphold the highest standards of quality, efficiency, and customer satisfaction in all our airport services.

## **Health & Safety:**

### **ISO-OSHAS 18001:2007 Certification and Health & Safety Commitment**

Tetra Gulf is proud to be an ISO-OSHAS 18001:2007 certified company, which demonstrates our commitment to maintaining a safe and healthy work environment for all employees, clients, and passengers we serve. This certification reflects our dedication to adopting best practices in occupational health and safety management, ensuring that our operations meet the highest safety standards.

Our certification is supported by a comprehensive Health & Safety Procedure Manual that outlines the protocols and procedures we follow to mitigate risks, prevent accidents, and always ensure a safe working environment. This manual serves as a key component in our daily operations, guiding our teams in safety practices and ensuring compliance with industry regulations.

### **Key elements of our Health & Safety Management System include:**

1. **Risk Assessment and Mitigation:** Regular risk assessments are conducted across all locations to identify potential hazards and implement measures to reduce or eliminate them.

2. **Employee Safety Training:** All employees receive regular health and safety training to ensure they understand the risks associated with their roles and are equipped to handle emergency situations.
3. **Health and Safety Audits:** We conduct frequent internal audits and reviews to assess our adherence to health and safety policies, identify areas for improvement, and ensure compliance with legal requirements.
4. **Emergency Procedures:** Clear and concise emergency procedures are established and regularly practiced, ensuring that all staff know how to respond effectively in case of an emergency.
5. **Protective Equipment:** Tetra Gulf ensures that all staff members are provided with the appropriate personal protective equipment (PPE) to minimize the risk of injury.
6. **Ongoing Improvement:** Our health and safety management system is continuously reviewed and improved to adapt to new regulations, best practices, and operational changes.

By maintaining our ISO-OSHAS 18001:2007 certification, Tetra Gulf reinforces its commitment to the well-being of our employees and clients. This certification not only strengthens our operational safety but also underscores our responsibility toward always fostering a safe and secure working environment.