



**2022**

**COMPANY PROFILE**



**BLUELINE GIFTS**



KENYA'S LEADING TOTAL SOLUTION  
**PROMOTIONAL PRODUCTS PROVIDER**

**Happiness doesn't result from what we get,  
but from what we give.**

**- Ben Carson**





PRATIK MANDALIYA  
CEO BLUELINE GIFTS

You brand is just as important to us as it is to you, therefore we take all jobs no matter the size with passion and dedication. Africa has a growing appetite for promotional material and with competition being so fierce we have thrived ourselves to source award winning products from globally compliant companies.

Only 5 years ago we had less than 150 items in our product range, today we have over 5000 SKU items and will always introduce more. Our online catalogues can be accessed anytime 24 hours a day. We will continue to invest in branding technology and stock to deliver the best output and most favourable lead time to you always.

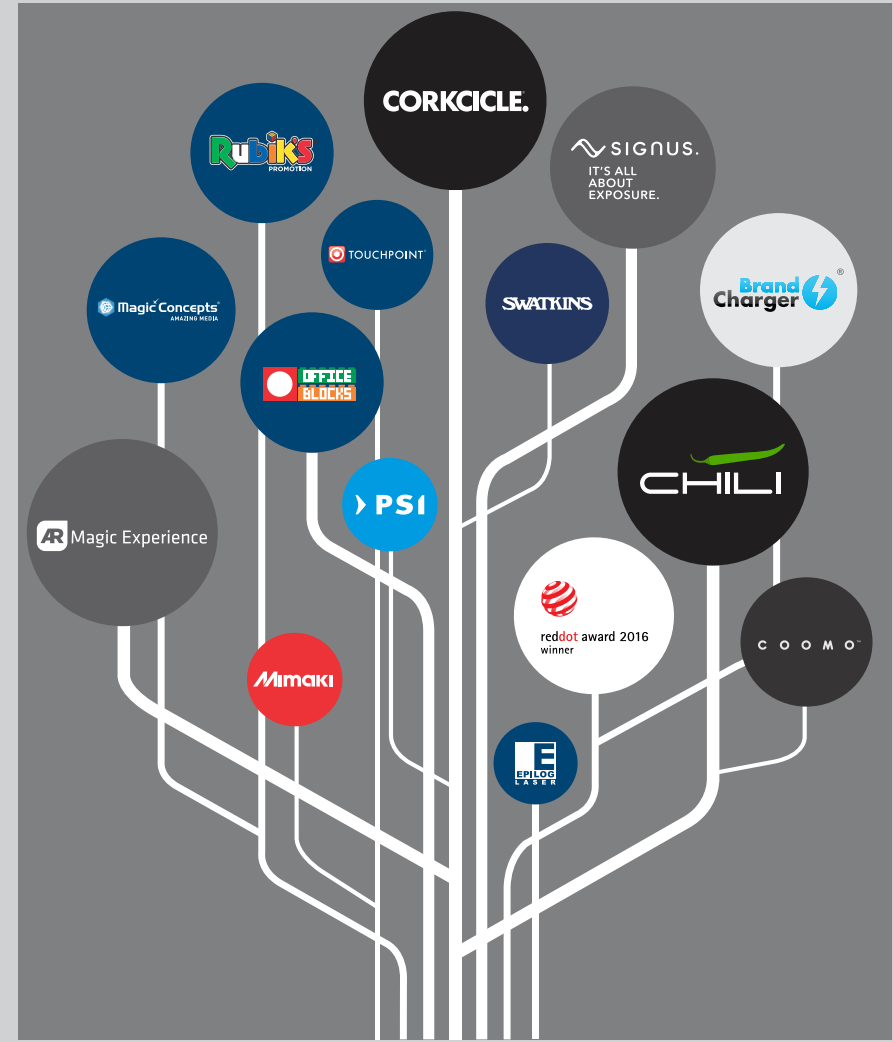
# WE'VE GOT A NOSE FOR GREAT GIFTS













# ABOUT US

Founded in January 1996, Blueline's is Kenya's leading B2B and B2C corporate gifts and promotional material supplier. Presently we:

- Operates the most comprehensive and advanced in-house branding facility in Nairobi investing in Digital Branding, Laser Engraving, Fibre Marking, Mechanical Engraving and Pad Printing.
- Employs over 20 full-time staff members.
- Offers more than 5000 product SKU's with Awarding winning Gifts.
- Holds in excess of Ksh. 25 million worth of Gifting, Apparel and Headwear stock, at cost.
- Brands in excess of 1000 items daily
- Proudly presents the leading Promotional Gifts and Corporate & Promotional Apparel and Headwear catalogues in the industry.
- Holds exclusive distributorships with Corkcicle, Chili Concepts, Rubik's, Magic Concepts, Touchpoint Media, Office Blocks, Signus Inflatables, BrandCharger & Coomo Tech Gifts and Swatkins Awards & Trophies.
- Member of PSI - Promotional Product Service Institute GMBH



# WHAT WE DO

-  24/7 Online Catalogues with over 5000 SKU's
-  1000 + Ready stock items with 24 hours turnaround time
-  Graphic Design, Artworks and 3D rendering
-  On-order items with 10days turnaround time
-  Brain Friendly Merchandise
-  Outdoor Inflatables'
-  Apparel & Headwear
-  Custom Gifting Solutions
-  Festive Hampers
-  In-house Branding





## OUR COMMITMENT

To continue pushing the boundaries of excellence, through extensive innovation, responsible sourcing, bespoke gift solutions and to provide our clients with a Total-Solution that is unparalleled in Kenya. To hold deeper and better stock, offer quicker branding lead times and a wider array of branding solutions, to deliver advanced online platforms and consistently provide a world-class Promotional Products' experience.

## OUR TOTAL SOLUTION

At Blueline, everything is geared towards providing clients with a Total-Solution aimed at making business convenient, simple and cost-effective. Coupled with in-house branding solutions, Blueline's extensive Gifting, Apparel and Headwear ranges, backed by deep inventory levels, provide our clients with the comfort of knowing that they are in good hands with respect to their corporate gifting needs.

## OUR OPERATION

Blueline Gifts has is situated on 71 Muthithi Road Westlands Nairobi. Our premises comprises of an elaborate showroom with a fully equipped branding workshop adjacent to the showroom. We personally show you how to use custom-imprinted products to effectively promote your company, set up successful incentive and recognition merchandise, and create a dynamic impression for your organization in a wide array of items to choose from.



# OUR BRANDS

## EXCLUSIVE

**CORKCICLE**

 **Magic Concepts**  
AMAZING MEDIA

**Rubik's**  
PROMOTION

 **OFFICE  
BLOCKS**

 **TOUCHPOINT**

  
**CHILI**

**Brand  
Charger** 

 **SIGNUS.**

**SWATKINS**

**C O O M O**

## DISTRIBUTOR

 **PILOT**

**Giftology**  


**UMA**  
PENS FROM GERMANY

**BALMAIN**  
PARIS

**@memorii**

**XDDESIGN**

 **SWISS  
PEAK**

  
**Slazenger**

*Hans Larsen*

**SANTHOME**

**eco-neutral**

 **SHEAFFER.**

 **ottohutt**

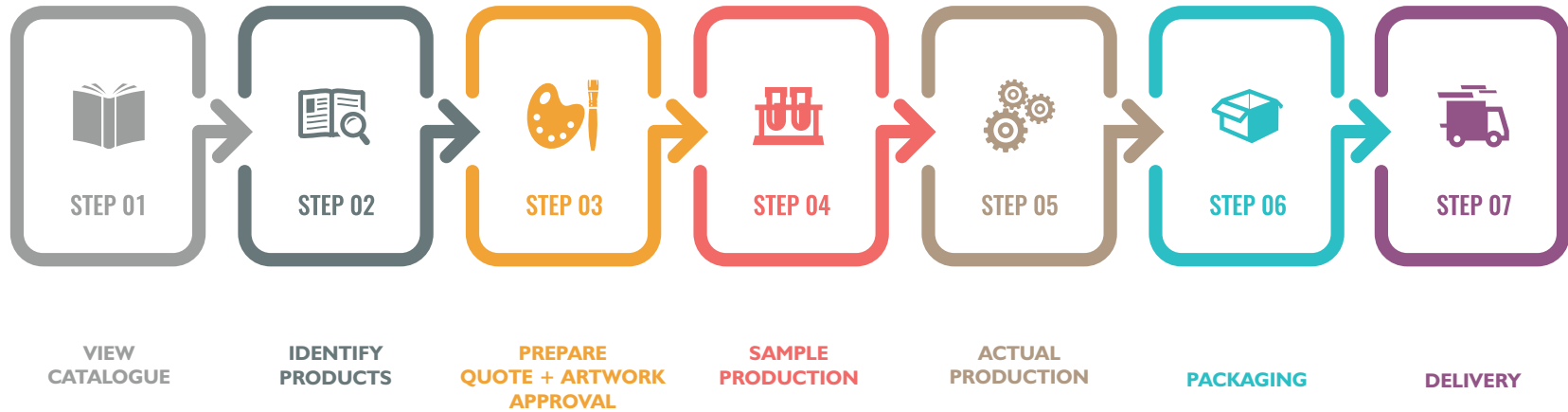
**MOLESKINE**

**CROSS.**

**MONT  
BLANC** 



# SERVICE METHODOLOGY



## WHY CHOOSE BLUELINE?



Over 20 years market experience.



We offer award winning promotional products that are trending in the sector comprising of over 40 international Brands available to view any time from four online catalogues.



We offer a choice of several branding techniques and the ability to combine multiple methods meeting world-class standards when it comes to projecting the right image for your brand.



We offer convenience with our quick turnaround times with readily available stocks. We thrive to provide personalised service given how large or small your organisation is.



We ensure value for money from offering a large product range and cost-saving from an in-depth understanding of the complexity of branding process.



We offer custom gifting and merchandise solutions for any corporate campaign.

## IN-HOUSE BRANDING

Branding is a key element to our business. To us you Brand is as important to us as it is to you. We have therefore invested in the finest branding technology in order to offer our clients world class standard in branding and printing.

At the present time we offer the following branding in-house: Digital UV Printing, Digital Spot UV Printing, Laser Engraving, Fibre Marking, Pad-Printing (2 Col), Epoxy Doming, Sublimation and Mechanical Engraving.



Laser Engraving



Pad Printing



Epoxy Doming



Mechanical Engraving

# CUSTOM GIFTING SOLUTIONS (CGS)

Sometimes we have to go the extra mile and offer something that is not 'off the shelf'. We tend to our clients with solutions that are specific for event or given campaign. With our strong international and local ties with designers, and manufacturers, experts from our team will develop a proposal that will be fitting to you.

Email us today to get a consultation on your custom gifting need.

E: [info@bluelinegifts.co.ke](mailto:info@bluelinegifts.co.ke)

T: 254 733 602777, 254 20 3743454

CUSTOM JOBS

129

GIFTS DELIVERED

25K+

CORPORATE REBRANDS

07

PRODUCT/SERVICE LAUNCH

21



We look into the project at hand and assess the target market, market trends and other key factors relating to the campaign or launch.

We come with various product/merchandise options for you to select from this includes 3D renders and mock-ups for your

Once we have your approval we develop a custom made sample for your further approval.

Once we have your approval we develop a custom made sample for your further approval. this is the last stage you can make changes. we also finalize on packaging at this stage

We execute order and deliver before your deadline.







## MADE TO ORDER GIFTS.

We design, produce, quality control and ship safe and socially responsible corporate gifts to the most discerning brands in the world.

Chili is our exclusive collection of highly customizable corporate gifts and promotional products.

No project is too big or too small for us.



CUSTOM JOBS

29

DEALERS SINCE

2015

NUMBER OF SHAPES

29

### BE ICONIC!

Rubik's for you brand communication  
let your **3D Media** work for you.

- Playful and engaging
- Captivating almost everyone
- Communicating intuitively
- Large printing area for your pictures and messages
- Landing on your Employee's desk or in your Client's hands



LET THIS  
MAGICAL OBJECT  
SPEAK FOR YOUR  
ENTERPRISE

Erdős Rubik, Inventor of the Rubik's Cube



CUSTOM JOBS

57

DEALERS SINCE

2015

NUMBER OF SHAPES

32

**Add the *Magic Touch* to your campaign.**

The original since 1990. More than just promotional items, those endless puzzles are real 3D Media allowing brands to communicate pictures and texts for your product launch, internal communication...

Items generating a strong Communicative and Emotional effect on the recipient and Delivering Tangible result for your Brand.

We use the latest Neuro-scientific finding and Multi-sensory research to Optimize the Impact of our products at all levels: texture, weight, Amazing functions, etc.

The result is a line of products that is Eyes catching, Playful and arouse Interest. Items that provide Enjoyment, trigger Desires and are Memorable.

Enjoy discovering our range !





# CORKCICLE®

BOTTLES SOLD **5K+** DEALERS SINCE **2015** STOCK ON HAND **2.5K+**

It all started back in 2010 with a question: How do you chill wine to the perfect drinking temperature without the mess of an ice bucket? After dozens of prototypes, the original Corkcicle in-bottle wine chiller (now the Corkcicle Air) was born.

Since then, we've come a long way. We kept creating innovative barware, then found our way into the hydration space, and today, continue to push the boundaries of keeping things cool in style. As we grow and evolve, our mission is still the same: Elevate the moments that matter.

Life changing. Innovative. Iconic. Their words, not ours. From the start, Corkcicle has been recognized for not only what we make, but how we make it.



TAKE A SIP.  
TAKE A STAND.

**8**  
BILLION TONS  
OF PLASTIC ON  
THE PLANET

**14%**  
OF ALL PLASTIC  
WASTE COMES  
FROM BEVERAGE  
CONTAINERS

**50%**  
OF ALL PLASTIC  
HAS BEEN MADE  
AFTER THE  
YEAR 2000

**91%**  
OF PLASTIC  
WASTE ISN'T  
RECYCLED

**100%**  
OF ALL PLASTIC  
NEVER GOES  
AWAY



# IT'S ALL ABOUT EXPOSURE.

This lightweight eye-catcher opens up an endless range of possibilities for valuable brand exposure.

**SIGNUS ONE** is an inflatable display pavilion that combines aesthetic appearance with amazing convenience. The organically designed pavilion offers an unprecedented 398 feet<sup>2</sup> (37 m<sup>2</sup>) of printable surface.

 SIGNUS.



## SIGNUS. EXPLODED VIEW

Lightweight and extremely durable, the innovative **SIGNUS ONE** features:

Printable (branded) canvas

Inflatable frame, made of heavy Dacron (polyester), available in black and grey

Water-repellent ripstop fabric (not printable)

Valves

Anchor point

TPU inner tube

All materials are fire retardant (FR).

MADE IN  
NETHERLANDS

# COMPANY DETAILS



## Company Secretary

Equatorial Secretarial Services Ltd.  
Nairobi, Kenya



## Auditors

Eshwar Rao & Associates  
Nairobi, Kenya



## Legal Advisors

Gikera & Vadgama Advocates  
Nairobi, Kenya



## Insurers

Mayfair Insurance  
Nairobi, Kenya



## Bankers

ABSA BANK KENYA PLC  
Wayaki Way Branch  
Nairobi, Kenya

STANBIC BANK  
Chiromo Branch  
Nairobi, Kenya

# COMPANY DATA

## Company Name:

BLUELINE HOLDINGS LTD

## Postal Address:

P.O Box 10476 - 00400  
Nairobi, Kenya

## Physical Location:

71 Muthithi Road  
Fruity Fruits Plaza - Ground Floor  
Westlands - Nairobi  
Kenya

## Telephone:

(L) +254 20 374 3454  
(M) +254 733 602 777

## Company Registration Number:

C.67827

## Company PIN:

P051109986Q

## VAT No.:

0103976X

# OUR CLIENTS





Blueline Holdings Limited.  
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P.O Box 10476 - 00400  
Nairobi, Kenya  
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www.bluelinegifts.com

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