



**NEXA**  
GENERAL TRADING  
Where Ideas Soar, Possibilities Unfold



# CREATIVE BUSINESS BROCHURE

 **BUY NOW**  


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### OUR INDOMITABLE STRENGTH

Amassed Experience ♦ Accurate Problem - Solving Skills  
Empowered Team ♦ Innovative Thinking ♦ Tenacious Customer Support



## ABOUT US

Nexa General Trading & Technical Installation consultancy is a leading wholesaler in the electrical industry, specializing in low voltage switch gear, PLC systems, and wiring accessories. We offer a wide range of high-quality electrical products from renowned brands such as Schneider Electricals, Siemens, BG, ABB, Sick, Autonics, Mitsubishi, LS, and more. Our comprehensive product line ensures that we can cater to the diverse electrical needs offer a wide range of high-quality electrical products from renowned brands such as Schneider Electricals, Siemens, BG, ABB, Sick, Autonics, Mitsubishi, LS, and more. Our extensive portfolio ensures that our clients have access to the latest and most reliable electrical solutions in the market.

## MISSION

"At Nexa General Trading, our mission is to be the leading wholesale supply unit in Dubai, serving as a trusted source for high-quality electrical, home decor, and low voltage switchgear products. We are committed to delivering excellence to our customers by offering a comprehensive range of reputed brands, with a special focus on Schneider. Our dedication to exceptional service, reliability, and innovation ensures that we meet the diverse needs of our clients, while contributing to the growth and success of the industries we serve."

## VISION

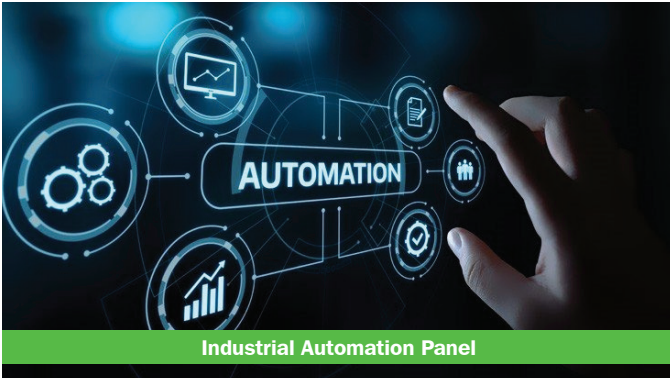
"Our vision at Nexa General Trading is to become the preferred partner for businesses in Dubai and beyond, seeking reliable and efficient solutions in the electrical, home decor, and low voltage switchgear sectors. We aspire to be the cornerstone of success for our clients, by consistently offering top-tier brands like Schneider, maintaining the highest standards of quality, and fostering enduring relationships built on trust and collaboration. As we continue to thrive in the heart of Dubai, we envision a future where Nexa is synonymous with excellence, setting the industry benchmark and driving positive change in the market."

These statements reflect Nexa General Trading's commitment to its core values, its position as a wholesale supply unit, and its dedication to serving its customers in Dubai's competitive market, with a focus on reputable brands like Schneider.



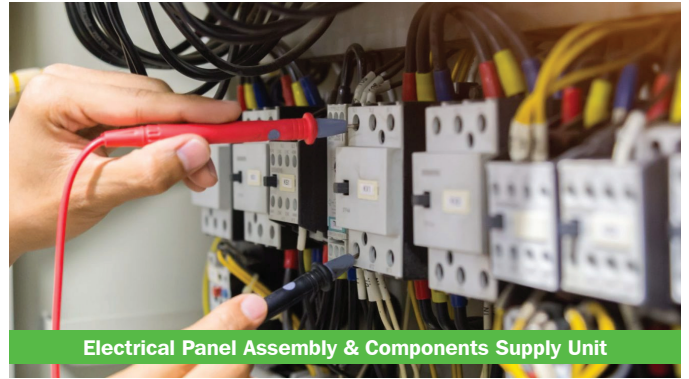
[www.nexamena.com](http://www.nexamena.com)

## PRODUCTS & SERVICES OFFERED



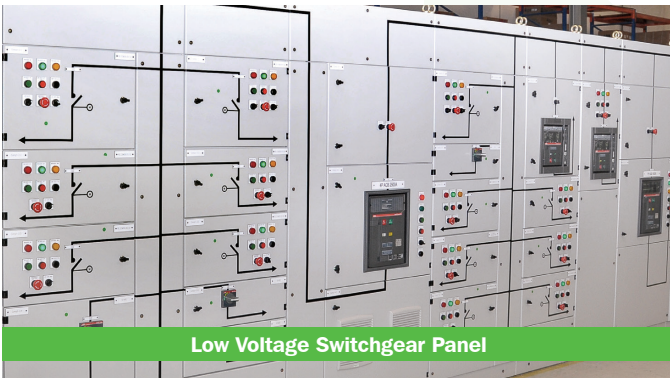
**Industrial Automation Panel**

PLC Control panel with HMI or Touch screen  
 PLC Control panel with SCADA system  
 Remote Terminal units (RTU) with display  
 Smart or programmable relay logic panel with display



**Electrical Panel Assembly & Components Supply Unit**

Motor control center Form 2 to 4 type 7  
 Motor starter panel (Hazardous & safe area)  
 Distribution board (Hazardous & safe area)  
 Pump start/stop station (Hazardous area)



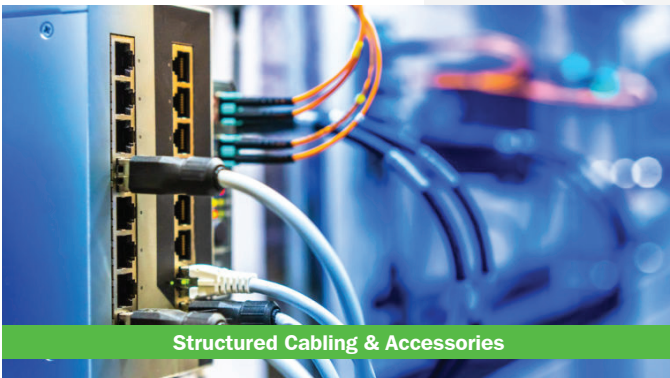
**Low Voltage Switchgear Panel**

**Low voltage switchgear** is a critical component in many electrical distribution systems throughout the country. They play a vital role in the safety, efficiency, and reliability of electric supply. Continue reading to learn all about low voltage switchgear: what it is, its components and functions, and its core benefits and features.



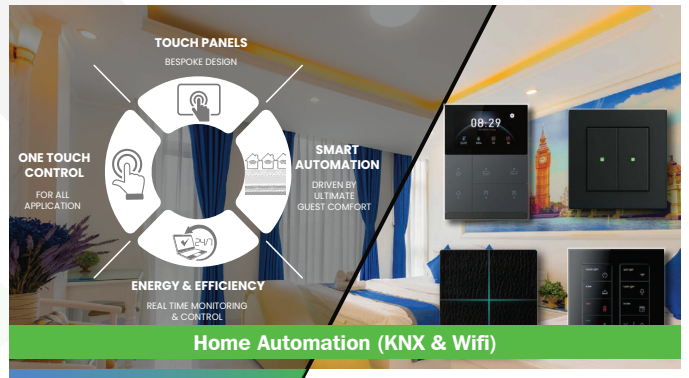
**Industrial & Domestic Lighting**

Choosing **lighting** solutions for your business can be somewhat overwhelming? There are so many different types and grades of lighting to choose from. We here at Conservery understand a thing or two about lighting, and we are here to help you find your way.



**Structured Cabling & Accessories**

**Structured Network Cable systems** have witnessed a quantum change over decades. Once it was just two-pair or four-pair copper wires connecting the main device with components. Nowadays, those have given way to futuristic connectivity. The cable systems carrying high-speed data and voice signals have become part of the new infrastructure.



**Home Automation (KNX & Wifi)**

**Home Automation (KNX & Wifi System)** Take control of your home like never before with our smart home automation solutions. From lighting and temperature to security and entertainment, our systems are designed to make your life easier and more comfortable.



**Wiring Accessories & Home Automation**

**Wiring accessories** are more than just light switches and socket outlets. Get inspired by wide offer of dimmers, socket outlets, data communication outlets, USB chargers, movement detectors, thermostats, timers, etc.



**Submersible Pumps and Motors**

**Pumps and Motors** Designed for reliability, high efficiency and to keep lifecycle costs low, Agua Pumps & Motors match the best efficiency point of the pump and are perfect for all submersible applications.



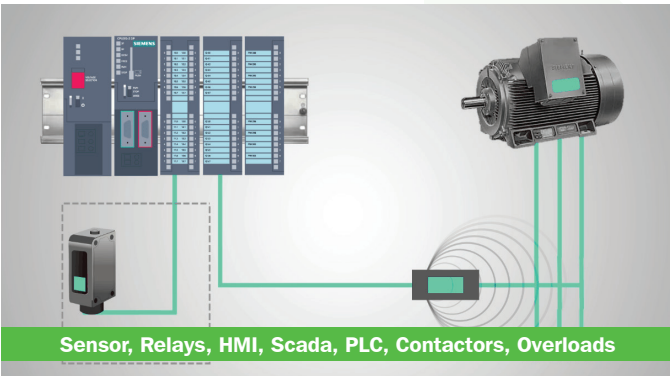
**Building Materials & Sanitary**

Your project matters to us and we know that the success of your project is dependent on the ability to source sanitary, plumbing and building supplies when you need them, at a cost-effective price.



**Industrial Trailing Socket**

**Industrial plugs** and socket-outlets cover all industrial electrical installations, even under the most extreme conditions. From 16 A to 600 A, these connectors are waterproof, robust with a long life span. They guarantee the electrical safety of the users and the durability of the equipment.



**Sensor, Relays, HMI, Scada, PLC, Contactors, Overloads**

PLCs, or programmable logic controllers, are widely used in industrial automation and smart factories to control sensors and actuators. Sensors are devices that measure physical properties, such as temperature, pressure, or motion, and send signals to PLCs. Actuators are devices that perform actions, such as opening valves, moving robots, or switching lights, based on signals from PLCs. In this article, you will learn about the benefits and challenges of using PLCs for sensor and actuator control in smart factories.



**Power Tools & Safety Products**

**Power tools and safety global** limited is one of the largest dealers in safety equipment, building and construction tools equipments and machines, electrical and electronic equipment, air conditioning systems, general hvac products and every form of equipment's including but not limited to machineries, tools and hardware, welding consumables, industrial safety wares light machinery and heavy duty machines.

## NEXA DEALING BRANDS


## Why Choose Us?

Whether you are a Property Owner, Contractor, Architect, Consultant, Interior Designer, Retailer, Technician or Electrician you have our undivided attention. We bring to you the latest electrical innovations, the most competitive products, global brands, and customized solutions at a most competitive price level.

## Working with Property Owner

We want to create a 'Distinctive Image' for your property. We want it to become a 'Landmark' for you and a 'Referral Property' for us. Our 8 Product families and 10,000+ products target to deliver trendy functionality, efficient lighting, climate control, and home automation to your property. Nexa General Trading takes responsibility at every step to provide:

- Understanding and transparency on the electrical product's, warranty/guarantee and claim procedure
- Clarity on product life cycle to help you stay ahead of costly obsolescence
- Seamless up-gradation of products and technology over a period of time
- Smooth handover of electrical systems to the facility management team
- Records of products/projects through in-house software for future traceability

## Working with Consultant & Architect

From creating Project Specifications to elaborating drawings to power up buildings, it requires expertise in electrical engineering. We work closely with architects and consultants to bring their vision and reason together. We provide:

- Complete product specification - a 360 degree view
- Mandatory test reports
- Previous approvals
- Comparative Analysis
- CAD drawings and the specification build-up tool

## Working with Interior Designer

When it's all about producing comfortable and aesthetically pleasing interiors, we completely understand designer perspective about color lighting and material

specification. At Reforce Electricals we remain vigilant to change and adapt quickly to change. We add value by providing:

- Products that meet colour scheme
- Products that meet functionality
- Products that meet latest trends
- Products that stand apart and demonstrate interior designer creativity
- Products that fall into place with whole concept

### Working with **Contractor**

The role of the electrical contractor is vital. We understand the pressure of - meeting deadlines, adhering to project specification and tight budgets. Reforce manages these parameters at all levels from Project Directors, Project Managers, Electrical Engineers, Document Controllers, Procurement Managers, Estimation Engineers and the Store Keeper. Reforce empowers contractors by providing them with:

- Project Specified Products
- Quick samples
- Pre-Qualification & Technical Submittals
- Project Compliance
- Value engineering

### Working with **Retailer**

Life of a retailer revolves around demanding customers, pressure of quick pricing and immediate stock. Here, Reforce experience comes handy and provides:

- Wide product options / Products pictures / Data sheet
- Quick pricing
- Readily available stock
- Quick delivery
- Marketing tools

### Working with **Electrician**

Nexa General Trading extends its full co-operation to these real 'Product Managers' by providing:

- Simple solutions, most suited to their electrical requirement
- Close and constant interaction. No big talks, simple language
- Solution to frequent problems based on ground reality
- Introduction of latest products & installation process
- New project leads



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**NEXA**  
GENERAL TRADING



نیکسا  
جنرال ٹریڈینگ



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