



# FACTORY DETAIL

**BLUESTREAM**  
WASTE · STREET FURNITURE · PLAY

OUR WORKSPACE. OUR TEAM. OUR PHILOSOPHY.

Your design reimagined.

## OUR FACILITY

Hyper specialised for turnkey urban design solutions.

Welcome to our home. This is where our passion for bespoke urban design transforms from concept to reality. A place where your vision is brought to life through our holistic, sustainable solutions. Where we are free to design with vigour and integrity. Where we take charge of the entire journey with turnkey urban design solutions that are hyper specialised. And where you are invited to join us on our creative journey of collaboration and experience the manifestation of your product at every step of the process.

With more than two decades of experience bringing life to urban spaces with bespoke solutions, Bluestream has fully embraced the evolution of urban design to provide you with only the most alluring and sustainable urban elements. Our custom-built 170,000 sq. ft. facility located in the National Industrial Park in Jebel Ali, Dubai, housing a design and engineering office, and a factory for manufacturing. This is where our in-house teams transform urban spaces with customised street furniture at any timeframe and any scale.

We have all the machines to make modern urban elements - from all kinds of mild steel, stainless steel, aluminium, sheet metal processing machineries like bending, rolling, laser cutting, plasma cutting, auto Tig & Mig, welding, turning, polishing, among others, to our 10 ton in-built overhead gantry crane that helps us with movement and assembly work, increasing the speed of operation.

Our fully-fledged carpentry joinery shop houses an array of woodworking machinery to enhance and control the quality of our work. We also have shot blasting and Zinc thermal spray equipment, and our in-house paint coating shop uses exclusively high-quality coating products from Jotun.



As part of Jotun Green Building Solutions, we follow a JOTUN Specified Paint System to prevent the onset of rust, which is in accordance with ISO 12944-5 and ISO 20340. The surface is prepared to an SSPC SA 2.5 to 3, followed by zinc thermal spray coating or high zinc primer coating with glass flakes and a marine-grade epoxy polyurethane topcoat. We advocate for epoxy coating vs powder-coating for outdoor furniture for higher durability against corrosion.

By using cutting-edge technology, locally sourced products and the best talent in the industry, our design and manufacturing solutions raise the bar when it comes to precision, safety and excellence in urban design. Our production facility is quality and environmentally certified by ISO 9001 and ISO 14001. We offer a truly integrated approach to our design and production processes, with stringent quality control guidelines, and our furniture is delivered virtually ready assembled from the factory.

## OUR TEAM

Our multi-skilled and highly talented in-house team is passionate about transforming concepts into reality and embedding creativity into the realm of urban spaces. We design and build urban elements that make a big impact on the local community and urban environment.

Our DNA is built on the idea that personalised service always delivers better results. We remain agile to adapt to our client's needs, and our people thrive on adapting our capabilities and methods to fit our client's brief and transform spaces at any timeframe and any scale.

Our design team acts as your eyes and ears helping you visualise your product and while bringing creative ideas to life through detailed drawings and technical plans. Meanwhile, our production team is an expert in aligning all production processes, including pre-production and execution, while working towards a deadline.



## OUR PHILOSOPHY

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### **Turnkey solutions**

Our relationship with our clients begins from exploring the project requirements and collaboratively agreeing on a solution and execution of the finished product. Starting from material, finishing and form selection, and sampling and prototyping, to production and manufacturing, and installation and maintenance, we do everything in-house so that we can always remain agile, control quality, speed up our processes, tackle challenges and deliver our projects on time and within budget.

### **Prototype it, test it, see it**

Our approach to design assumes that collaboration is the key to stunning design. Our multi-disciplined team of designers will take inspiration from your vision, use our expertise and experience to absorb its essence, and bring your product to life.

Your presence at our factory is as important as ours. We have created a welcoming environment where you are an essential part of the creative process. Step into our factory and draw inspiration from our material pallets, explore our concepts through augmented reality in our dedicated visual design area, or get to know some of our projects and unique urban elements in our bespoke furniture showroom.

### **Staying local**

We believe in making a conscious choice to stay local with our materials and supplies. Our local partners offer materials with enhanced quality and superior life cycles. We can remain agile with our sourcing and have greater control of our supply chain while reducing the carbon footprint. This way, the benefits of local sourcing extend beyond just our products to local communities, wildlife, and the planet.

### **Driving sustainable urbanism**

Environmental sustainability is an indispensable part of our organisation, which is why the wood we use comes from legal and sustainable sources. To ensure the best quality, we are conscious that where we buy wood from is often as important as the type of wood we use. At Bluestream, we offer Coconut Timber, fast-growing in popularity as the new timber resource and a sustainable alternative to rainforest timber. Coconut timber has zero impact on deforestation. We try our best to subsidise this offering as a member of the Dubai Sustainability Network.



## INNOVATIVE TECHNOLOGY FOR RECYCLING & OPTIMUM WASTE MANAGEMENT

Integral to our philosophy and identity is how we deal with waste, both as a company and society. With forward-thinking cities such as Dubai & Abu Dhabi aiming to reduce their adverse per capita environmental impact by paying particular attention to waste management, we are proud to be the only company in the region to offer an integrated and innovative approach to waste management through the unrivalled Nord Automated Waste Collection System from Italy.

Installed in our premises by the NORD expert team, NORD EASY is undeniably a world-class modern-day urban waste collection system helping to enhance urban appearance, hygiene and health. It is a completely automated and integrated 60-second waste collection system with multiple cameras, bilateral waste collection capabilities, automated container washing, and self-greasing. The unit is fully automatic, allowing the operator to take a step back and witness the work being carried out by the machine. Indeed, very unique in nature.

