EXCELLENCE
CREATIVE
CRAFTMANSHIP

IHG INDUSTRY

Inspired Solutions

Since 2004

We Create Brands, Wayfinding Systems, Signage, & Digital Displays.

Clients in around 200+ brands, with over 7000+ projects.

www.ihgind.com

The Sophisticated Sign People

AVA Backer Haji
Chairman

Althaf Ali A.V
CEO

Safar Ali A.V
DIRECTOR

Rajeena Ali
CCO

"I consider advertising to be more of a creative craft than a marketing technique." It all starts with a fundamental grasp of how we may turn our dreams into reality. Then, on a platform, we assemble suitable materials and make magic.
We, At Metroplus, are dedicated to provide you with the most innovative solutions with the utmost attention and care, because advertising signs are more than just a business to us; they are a deep seated PASSION in our hearts."

Althaf Ali A.V
CEO - Inspired Holding Group

Our H.Q

METROPLUS
SIGNAGE – DIGITAL – FACADE

Mena Jabal Ali - INDUSTRIAL AREA 1
Dubai - UAE

Milestone

2022

Announced the opening of new Headquarters and Rebranding of Ledworld & Metro as IHG INDUSTRY with new HQ in Al Quoz.

2019

We bagged INSIDE OUT AWARDS 2019 as the 'BEST FOR LIGHTING'

2017

Lumibright UK's largest product release, with a significant inventory of high-quality products that are well-routed in the market.

2015

IHG acquired the whole Metroplus under the banner IHG INDUSTRY, has formed partnerships with Led world lighting.

2013

Our very own lighting brands; Ecolit, E-star and brightluxx were launched

2011

In Sharjah, a fully equipped warehouse for the signage division was inaugurated.

2009

Large sign divisions were fixed in various cities of Dubai.

2008

The concept of the signage division began with plotter signs on Swiss Mountain, which was renamed as Metroplus Advertising.

2004

Started off as swiss Mountain Trading In Murshid Bazar - Deira

Our Strength.

EMPLOYEES	BRANDS	MANUFACTURING FACILITIES	WAREHOUSING / HO	PARTNERS IN	YEARS
260+	69+	90,000 Sq. ft	130,000 Sq. ft	43+ Countries	18+

HG INDUSTRY is the company's manufacturing arm, with plants in Dubai, Sharjah, India, and China, as well as more than 130 OEM/ODM partners in 13 other countries. We develop, manufacture, assemble, and market our own brands, as well as bespoke solutions, signage solutions, and custom manufacturing of architectural facades, digital signage, and other custom fabrication techniques. All B2B activity, including specification selling, trade sales, and channel distribution, is handled by the IHG brand, which is now active in the Middle East, India, and the United Kingdom. We have merged the Lighting, Electrical, Automation, Digital, Signage, and IT industries by synergizing the most sophisticated advances in the online globe, thanks to our vast commercial accomplishments and long-standing expertise. We are overjoyed to see our company grow and develop over the world. IHG provides transshipment services to more than 43 countries in the Middle East, Southeast Asia, and India. "Be inspired to inspire" is the driving force behind our company's mission to bring about change and innovation in the lighting industry, with the best brands and services to offer.

Values

Leadership
Inspire and set standards governed by a commitment to quality, timely delivery and sustainability

Sustainability
Work within parameters of sustainable materials, production processes and logistics

Innovation
Integrate latest technologies across operations, software, equipment, machines and tools

Agility
Pivot with changes in the industry to solve complex challenges with smart and pragmatic solutions

Transparency
Remain transparent with all stakeholders to foster life-long relationships and partnerships

Empowerment
Grow and develop our team by engaging and aligning everyone towards collective performance

Our Brands

LUMIBRIGHT

BRIGHTLUXX

DE LUXE
Les EXCLUSIVES

LEDWORLD.com
"Inspired lightings, Smart solutions"

DESROCH
LIGHT AND LIVING

LEXA
LIFE STYLE

LUMI LUCE inspired lighting

VEROCASA
ARTISTIC LIVING

FM
FLAEMILANO

PRASTARA
BESPOKE INTERIORS

METROPLUS
SIGNAGE - DIGITAL - FACADE

PHILIPNICK

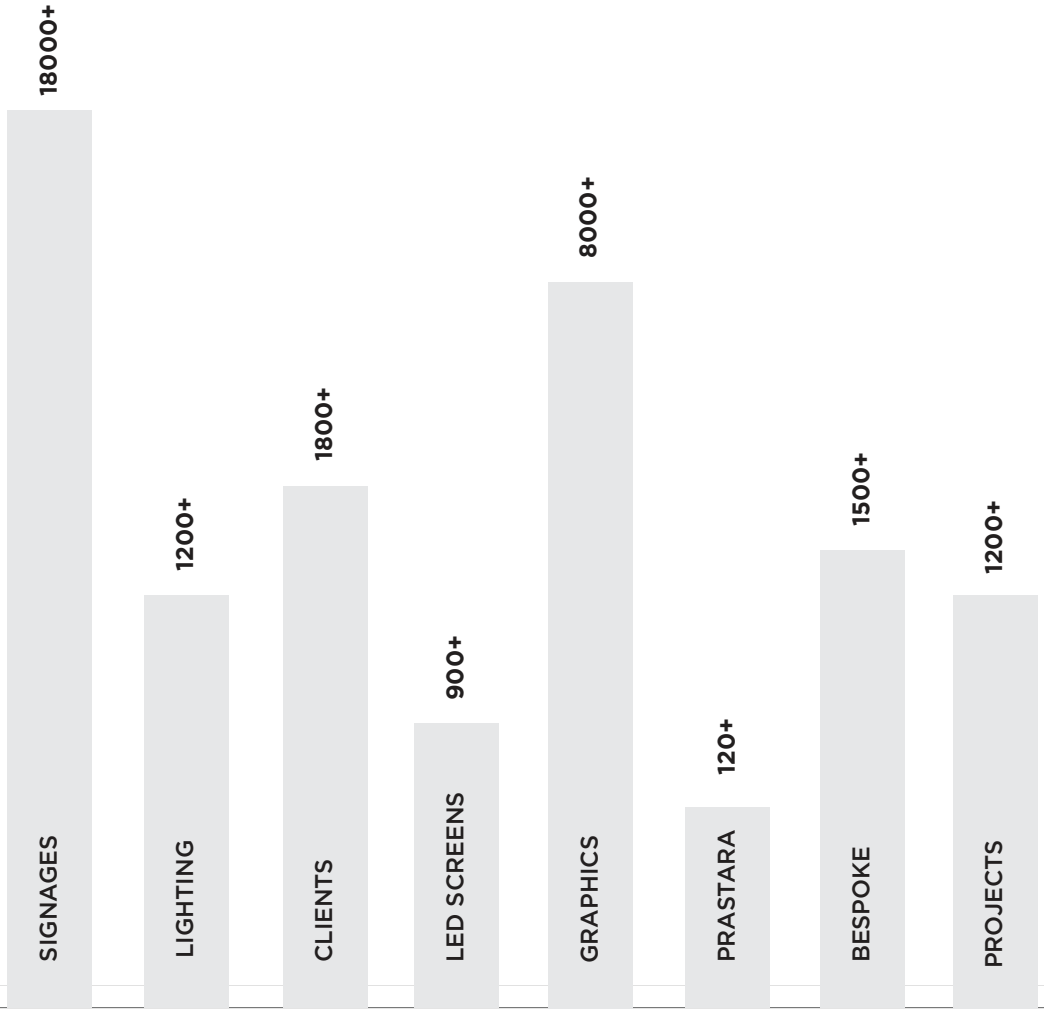
IHG BRANDS

About us

'Metroplus Advertising,' a full-service firm, collaborates closely with clients to create personalized advertising solutions. We are a complete turnkey provider for all your advertising requirements, from simple reception signage to shop front illuminated signs, building-wide sign systems, retail graphics, redesigned brand logos, high-quality website development, and complex maintenance LED signage. To accommodate entire branding solutions ranging from ATL to BTL, we operate with four primary divisions – Signage, Print, Media, and digital signs. We provide professional signs and graphics solutions tailored to the needs of retail, business, and public contexts. By providing quality, reliability, efficiency, and innovation in a highly dedicated and courteous manner, we have developed a loyal customer base. We take pleasure in being at the forefront of industry challenges and innovation, actively seeking out new technology and opportunities to integrate into our operations. It is equipped with cutting-edge machinery and software, allowing us to deliver the best options for creating an unrivaled identity for our clients in a timely and cost-effective manner. With an expanded signage workshop in Al Qusais, Amman Street Dubai, and an existing full-fledged workshop in Al Qusais industrial area 3 and Al Nahda Sharjah, we are a truly production-based enterprise. We work with customers all over the MENA region, with a main core focus on the GCC market. We've established a strong network of dependable suppliers and installers across the Asia-Pacific region, allowing us to design any full-fledged product roll-outs or campaigns to your specific geographic or organizational requirements.

Why Us.

We have a competent staff with over 12 years of experience in signage production, digital print management, LED sign systems, media services, and digital advertising. The majority of our signage projects are commercial signs. Retail stores, supermarkets, professional offices, restaurants, hospitals, and educational buildings are among the projects we've worked on. We collaborate closely with designers, shop fitters, architects, and individual clients who want their brand or logo to be incorporated into signage.



Value preposition

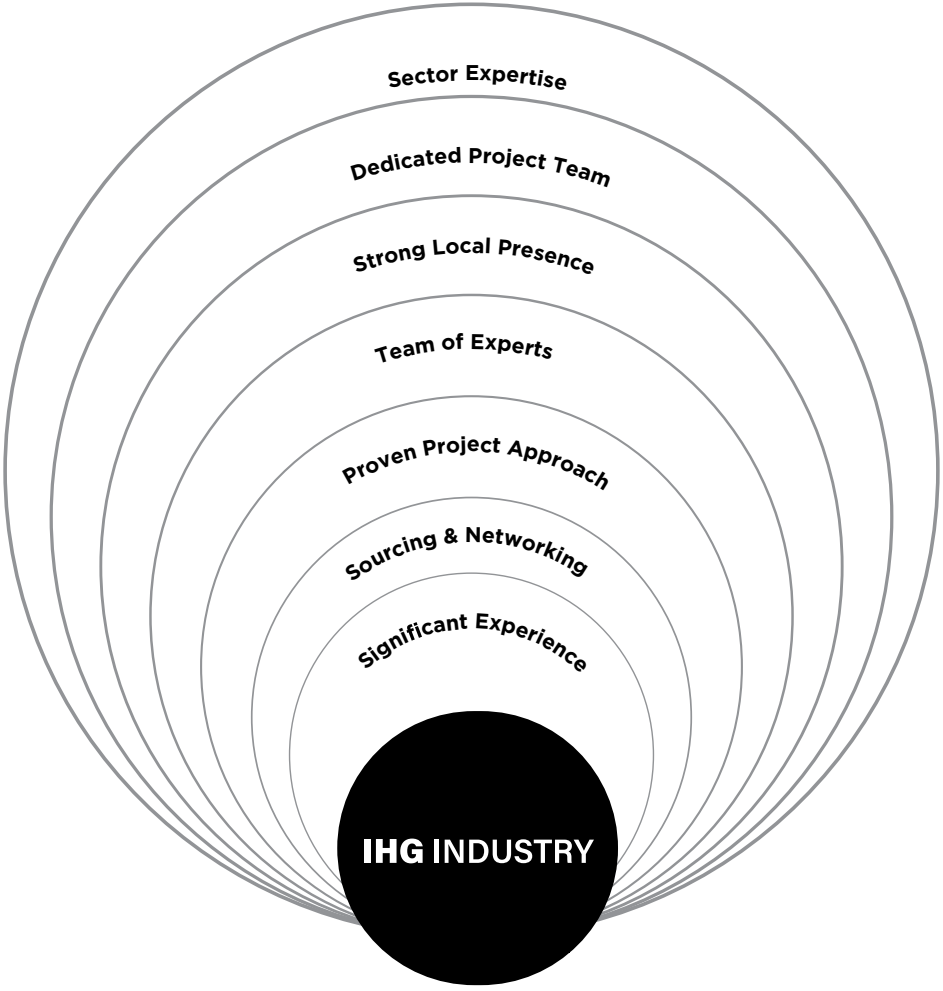
Our previous experience attests to our ability.

We have the necessary industry knowledge to deliver.

Our experts are actively involved, and we use a tried-and-true methodology.
Our people are our greatest asset.

Working in the region is something we're familiar with.

“ A specialized team with extensive experience to deliver value ”



Sectors
Signages.

Retail stores

/malls / supermarkets / F&B

The word "retail" conjures up images of mystery and invitation. We've been designing retail spaces for more than 10 years to improve the consumer experience and exhibit new ideas and products while keeping the brand's character. Above all, we want to create spaces that leave an indelible impact on people who enter.

Commercial

offices / corporates

Commercial signage provide your company exposure in ways that no other kind of advertising or promotion can. Your calling card is a well-designed, made, and affixed commercial sign. Not only do commercial signs promote your company's identity and image to your target audience, but they also promote it to the rest of the globe.

Industrial

corporate headquarters / showrooms

We understand the impact of physical spaces on the way students explore and discover. Learning environments that promote optimism, intellectual curiosity, academic excellence allow students and teachers to take pride in their education. We are mindful of the importance of getting this right in order to inspire the next generation of leaders.

Government

offices / service centers

Government spaces are places of civic pride. We create places of distinction that enhance the services governments provide for citizens while being respectful to historical context and cultures. Our experience creating spaces for governing entities across the country allows us to seamlessly navigate public sector.

Hospitality

hotels / resorts / spas

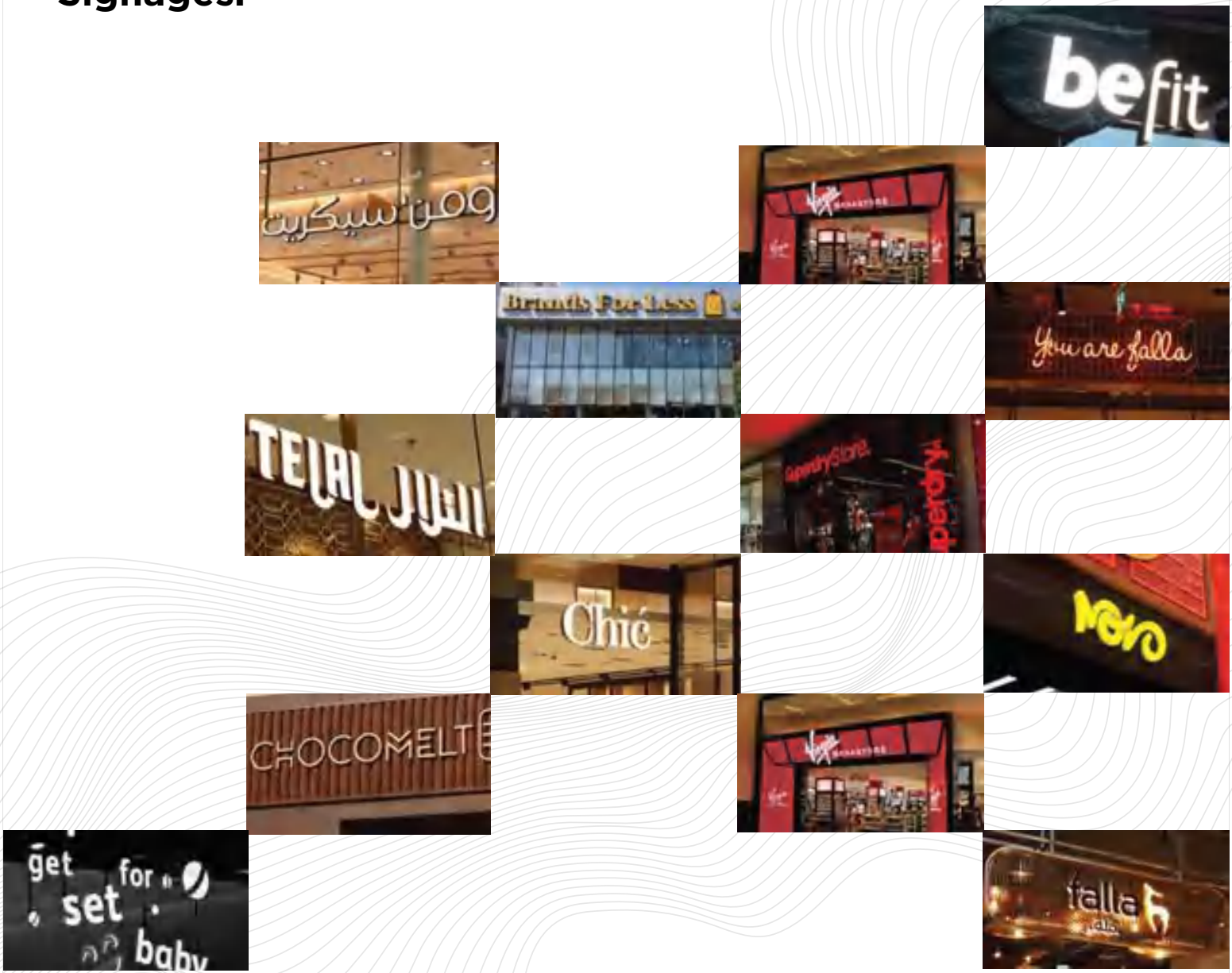
Our hospitality areas are created to encourage and enable guests to fully immerse themselves in a location. Work or play; adventure or relaxation; party or unplug are all options. Long after the visit is over, the interiors leave an indelible impression.We aim to build spaces and locations that people want to come back to, places that have improved their work, play, or stay.

Others

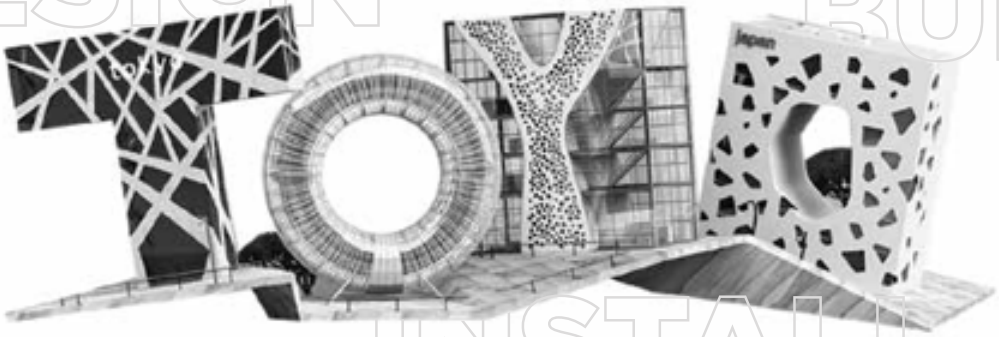
restaurants / lounges / cafes

Few things make people smile or bring as much joy as a dining experience. And the interiors of an F&B outlet leaves as strong of an impression as the food itself. We approach the interiors of bars, restaurants and cafes with creativity and operational understanding, producing dynamic, ambient and functional spaces for entertainment.

Sectors Signages.



What We Do.



" Creative, Intelligent, Inspire Solutions
For Your Goals & Requirements "

www.ihgind.com

What We Do.

SIGNAGES

LED SIGNS
OUTDOOR SIGNS
INDOOR SIGNS
ARCHITECTURAL SIGNS
WAYFINDING SIGNS
NEON SIGNS
PYLON TOTEM
SAFETY SIGNS

GRAPHICS

ART PRODUCTIONS
WALL PAPER
CARPET / MAT PRINTING
3D PRINTING
VINYL / CANVAS PRINTING

DIGITAL LED

LED SCREEN SYSTEMS
INTERACTIVE DISPLAYS
DIGITAL MENU BOARDS
DIGITAL FAÇADE

FABRICATIONS

ARCHITECTURAL FACADES
METAL LASER / CNC WORKS
METAL FABRICATIONS
ARTIFACTS / SCULPTURE

BESPOKE

BESPOKE CHANDLIERS
FIBRE OPTIC LIGHTING
MOTIFS LIGHT
FESTIVE DECORATIONS
DESIGN ELEMENTS &
LIGHTING PROJECTS

What We Do.

- Signage Consultancy,Design Development
- Project Management, supervision and execution.
- Maintenance and other related Services

- Non-illuminated Signs
- Illuminated Signs
- Engraved Signs
- Etched Signs
- Point-of-sale
- Vinyl Graphics
- Vehicle Graphics
- Digital Printing
- Billboards
- Atm Kiosks / Casing
- Indoor/outdoor Led Walls

What We Do.

Our Scope

We provide our clients with the most comprehensive service in the business, from Sign Audits to assessing floor plans, site plan and design preparation, manufacturing, and project management of sign programs.

Our Production

To maintain our high quality standards, all sign installations are handled by our in-house installation crew. Each client is treated with the utmost priority and respect from start to finish. A specialized project manager will be able to accompany you through the whole process of designing, commercializing, and finally installing your very own signboards, guaranteeing that every signboard we sell meets or exceeds our customers' expectations. In order to develop quality, long-lasting Signage boards, our engineers are adept in knowing exactly what is required in structural design, electrical work, and installation needs.

- **Engraved Signs**

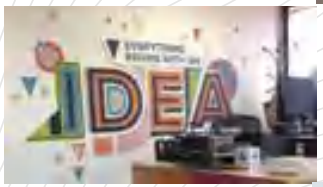
- **Illuminated Signs**

- **Non-illuminated Signs**

- **Etched Signs**

- **Point-of-sale**

- **Vinyl Graphics**



- **Atm Kiosks / Casing**

- **Vehicle Graphics**

- **Digital Printing**

- **Billboards**

- **Indoor/outdoor LED Walls**

- **Mall Kiosk**

Design.

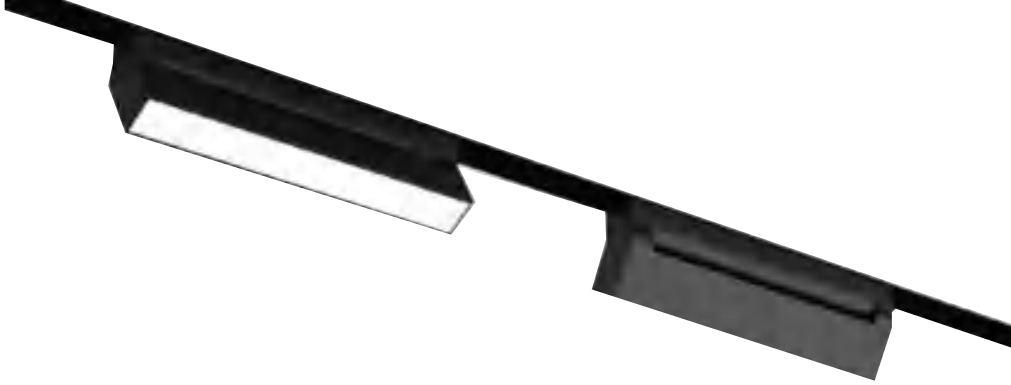
IHG Industries provides manufacturing, bespoke lighting, interactive facades, digital solutions, customized lighting, and outdoor/linear lighting manufacture. We adapt and create to meet your specific requirements.

Build.

To maximize efficiency and improve product quality, we regularly analyze materials, designs, and techniques. We encourage our design and production teams to use their knowledge and experience to find the latest materials and technologies in order to create the best designs for our customers, thanks to our cutting-edge manufacturing.

Install.

We constantly evaluate materials, designs, and methods to maximize efficiency and enhance product quality. With our state-of-the-smart manufacturing, we encourage our design and production staff to apply their knowledge and experience to identify latest materials and technologies to provide the finest designs for our customers.



Source.

IHG Industries offer the amenities of manufacturing, bespoke lights, interactive facade, digital solutions, customized lighting & outdoor /linear lighting manufacturing for the IHG group of companies.

Supply.

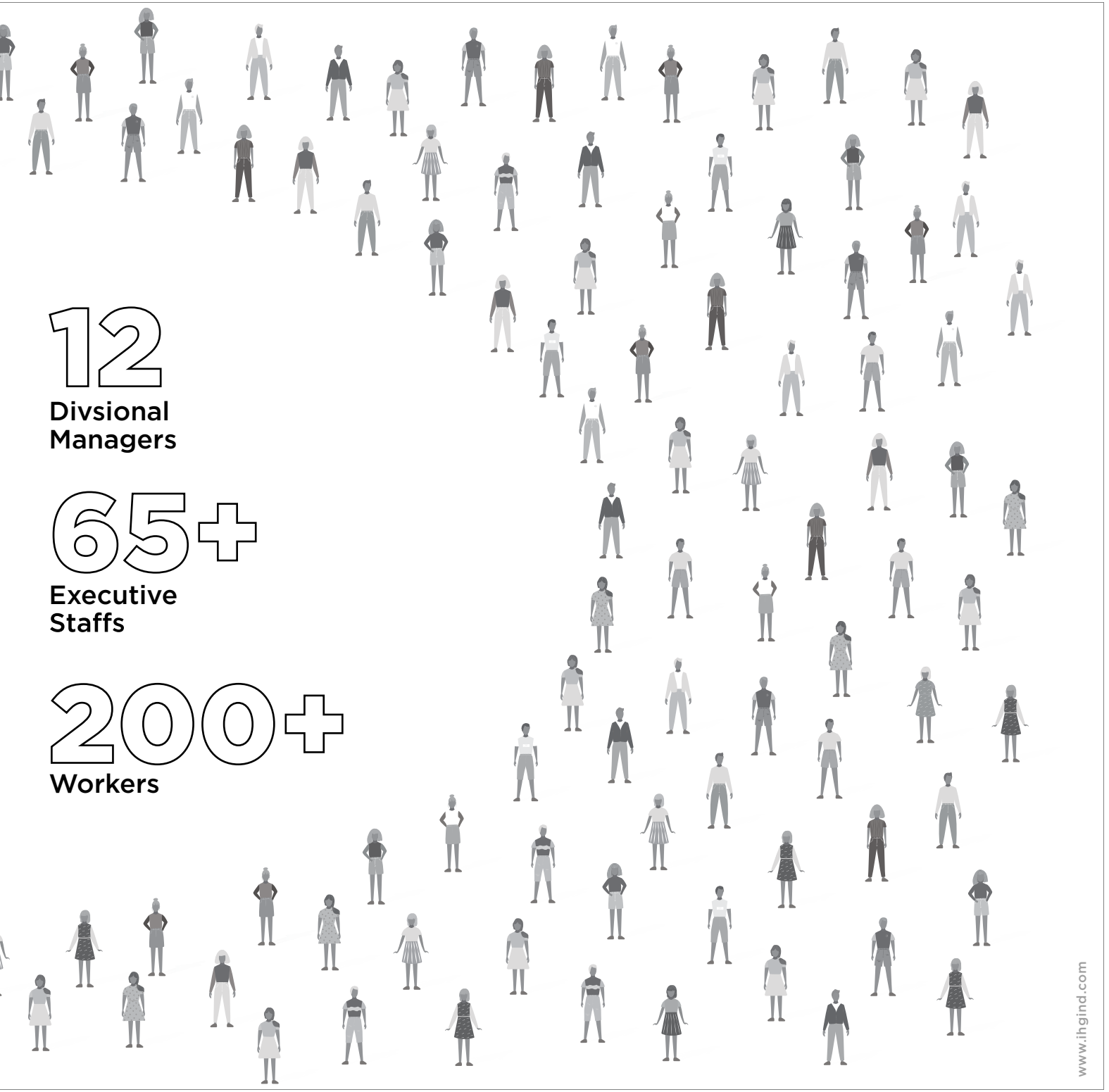
IHG Industries offer the amenities of manufacturing, bespoke lights, interactive facade, digital solutions, customized lighting & outdoor /linear lighting manufacturing for the IHG group of companies.

IHG INDUSTRY

www.ihgind.com

Our Team.

" If everyone is moving forward together, then success takes care of itself. "


12
Divsional Managers
65+
Executive Staffs
200+
Workers
www.ihgind.com

Facility.

We just relocated to our new corporate headquarters in Al Quoz, a 200,000-sq.ft. fully integrated building including offices, a customer experience center, a design studio, joinery manufacture, and warehouses.

Head Office.

Our corporate headquarters, design studio, projects office, production factory, showroom, and warehouse & production are all housed in one site.

Work space.

IHG INDUSTRY has compact CNC milling machines that are at the forefront of desktop and benchtop 3D production, delivering precise results on a wide range of applications, including subtractive rapid prototyping, rapid manufacturing, hobby, craft, and jewelry making, as well as producing medical and dental prosthetics. Engineers and designers use milling machines to create highly accurate, functional parts and snap-fit prototypes from a variety of materials and software rapidly and affordably. MDX and monoFab brands go beyond 3D printing to deliver clean and accurate subtractive milling solutions that bring your 3D creations to life and pique people's interest.

CNC Router Flexicam

CNC Punching System

Laser Metal Cutting System

Laser Acrylic Cutting System

Channel Letter Making Machine

Shearing Machine

Sheet Bending Machine

Laser Engraving System

Machineries

From simple indoor safety signs to large-format outdoor signage, IHG INDUSTRY has the perfect industrial signage printing machine for your needs. We are recognized as the number-one seller of wide format inkjets for the durable graphics market, leading the sign and graphics industry in products and innovation for more than 15 years. Whether you need a machine for vinyl wrap applications, window signs, engraved signs, or full-color POP's, provides versatile, reliable, and cost-effective devices to take your signage printing and production to the next level.

HP Designjet L26500

HP Designjet Z6200

HP Designjet 5500

Mimaki JV33

Plotter

UV Printer

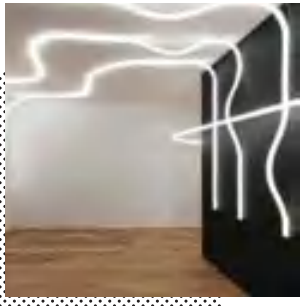
HP Flatbed Printer

Lamination Machine 1650

Machineries

Our Workforce

LIGHTING



FABRICATION

FURNITURE

JOINERY

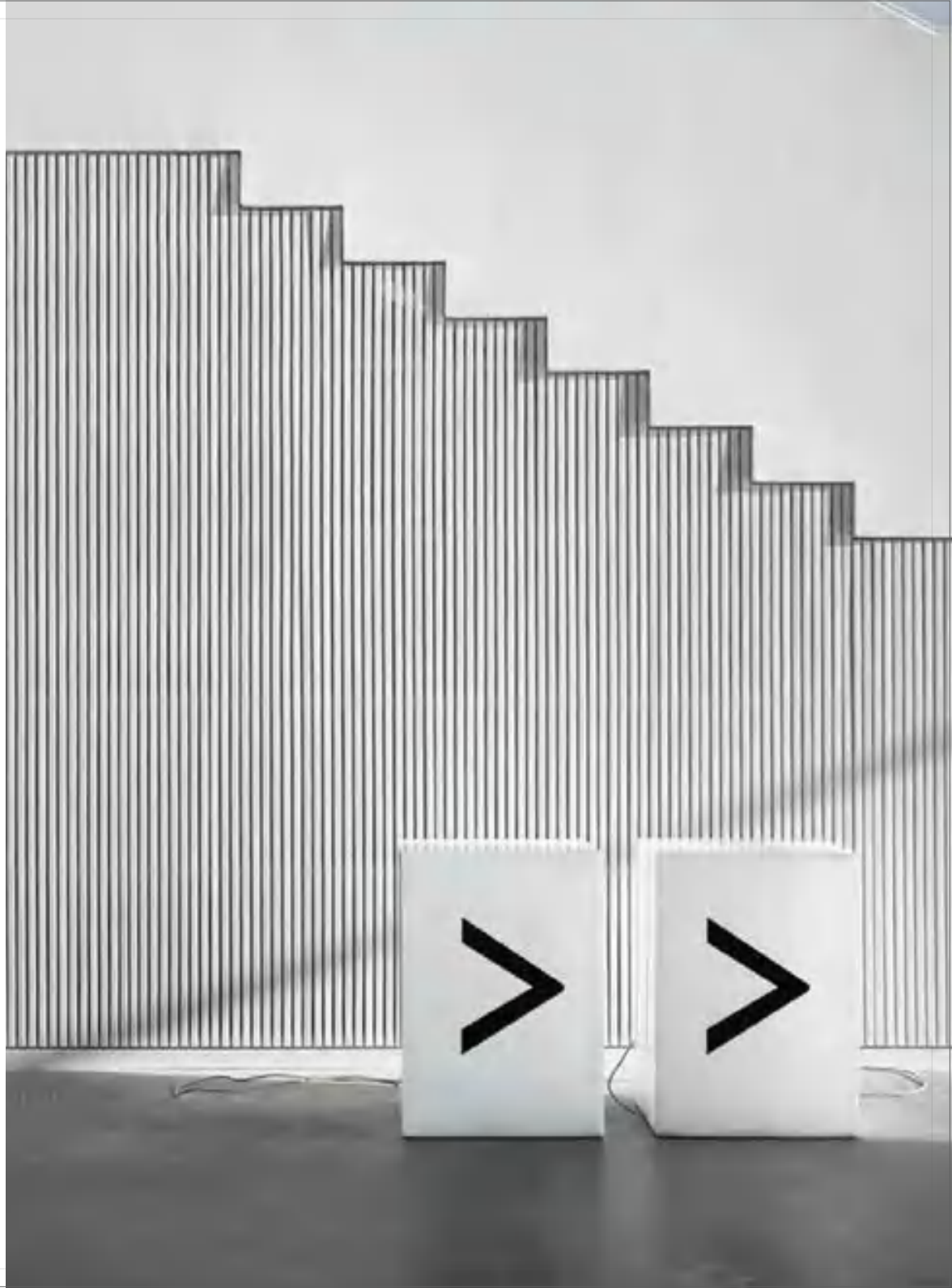
SIGNAGE

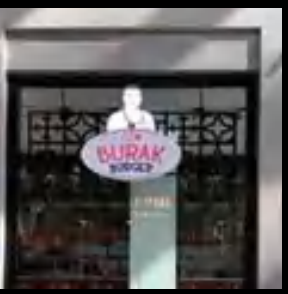
MEP

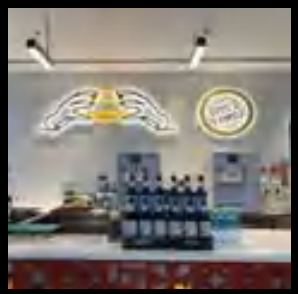
SECTORS
SIGNAGES.

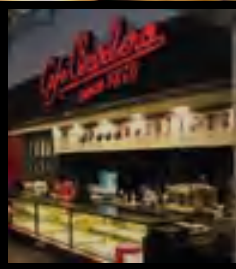
PROJECT PORTFOLIO

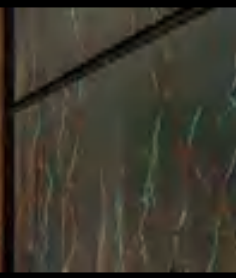
2021
/2022

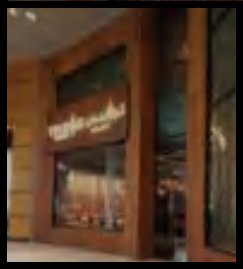




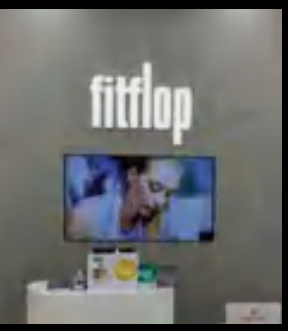


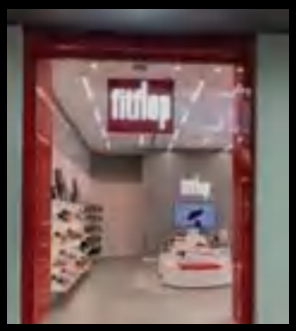


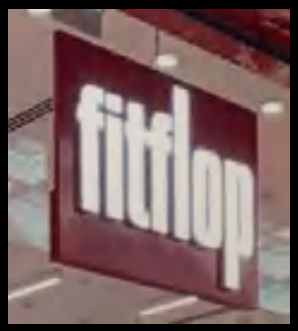


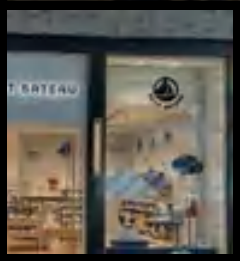


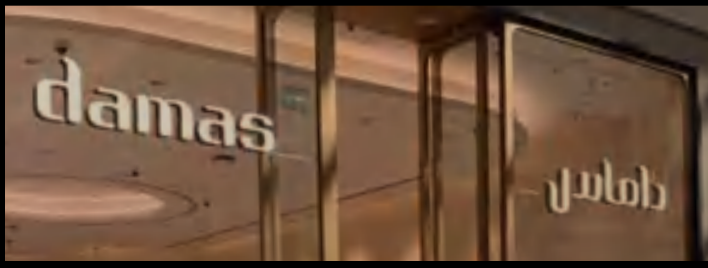
DUBAI
HILLS
MALL











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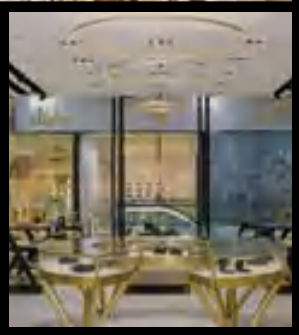
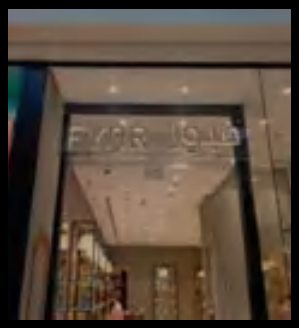
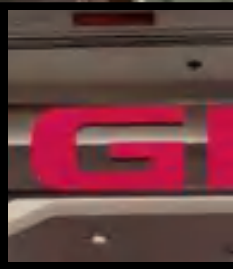
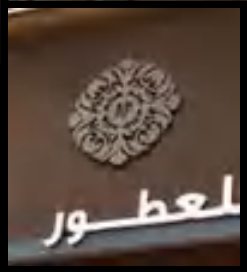
HILLS
MALL

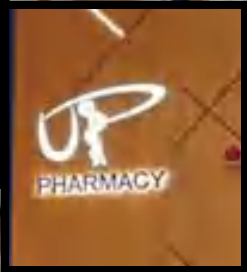


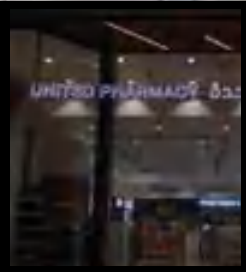


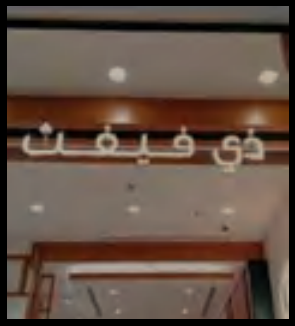


سيتي سنتر
CITYCENTRE
AL ZAHIA الزاهية

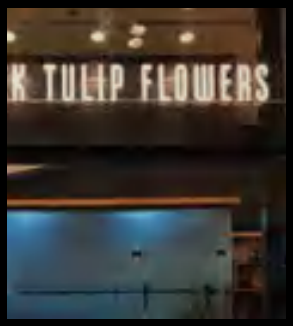


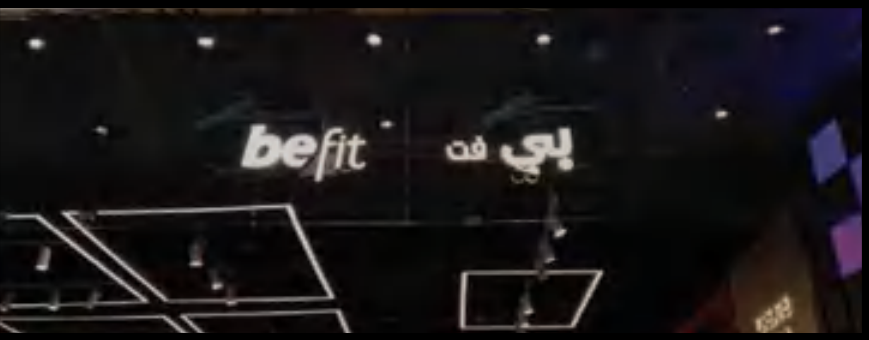


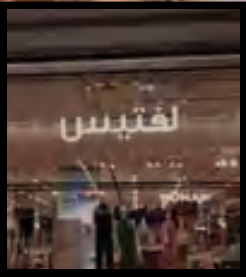




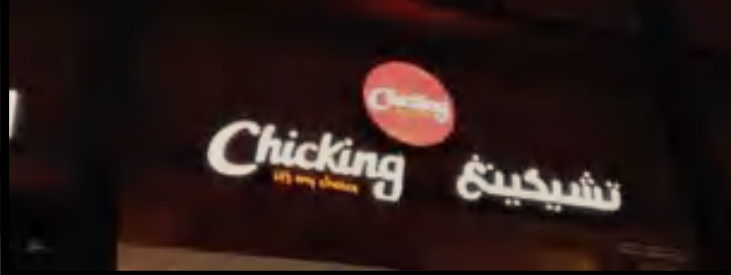
سيتي سنتر
CITYCENTRE
AL ZAHIA الزاهية

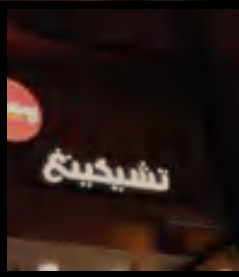


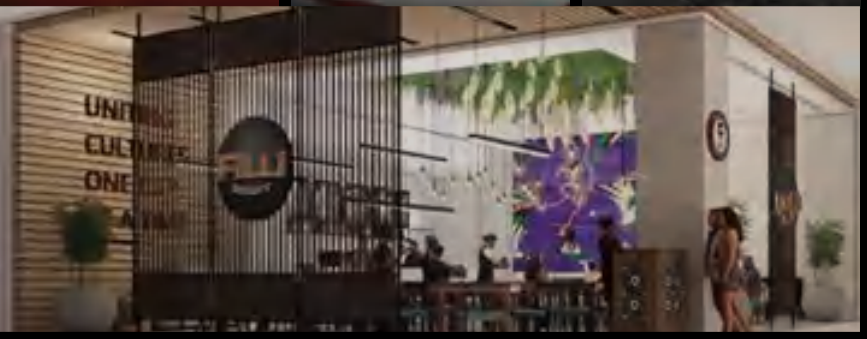


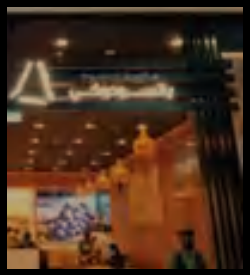


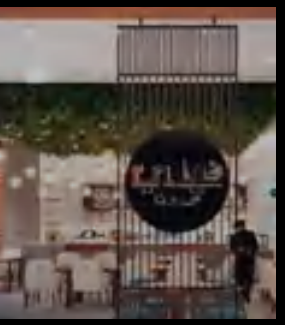
سيتي سنتر
CITYCENTRE
AL ZAHIA الزاهية

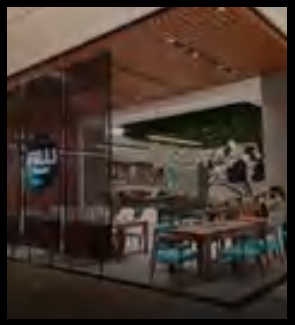












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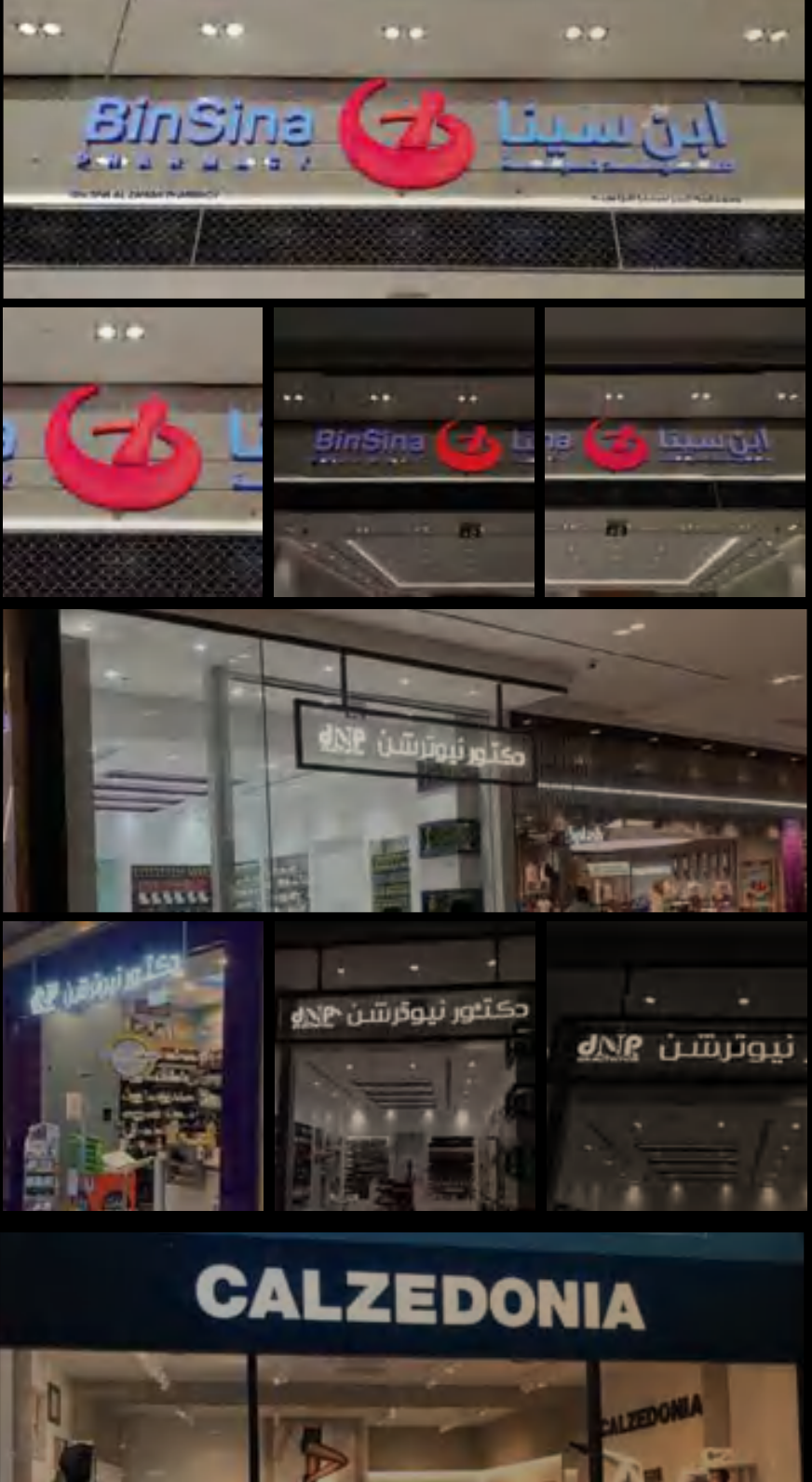

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