

2024
COMPANY PROFILE

 **BLUELINE GIFTS**



KENYA'S LEADING TOTAL SOLUTION
PROMOTIONAL PRODUCTS PROVIDER

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



**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 complaint 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



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



WHAT DO
YOU NEED?

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


UMQ
PENS FROM GERMANY

BALMAIN
PARIS

@MEMORI

XDDESIGN

 **SWISS
PEAK**


Slazenger.

Hans Larsen

SANTHOME

eco-neutral

 **SHEAFFER.**

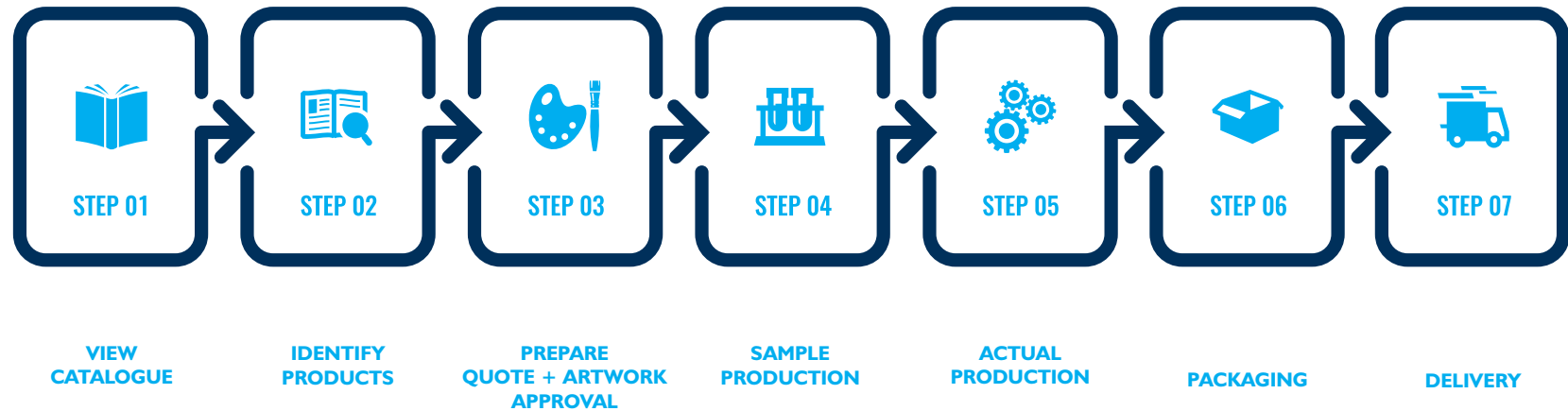
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MOLESKINE

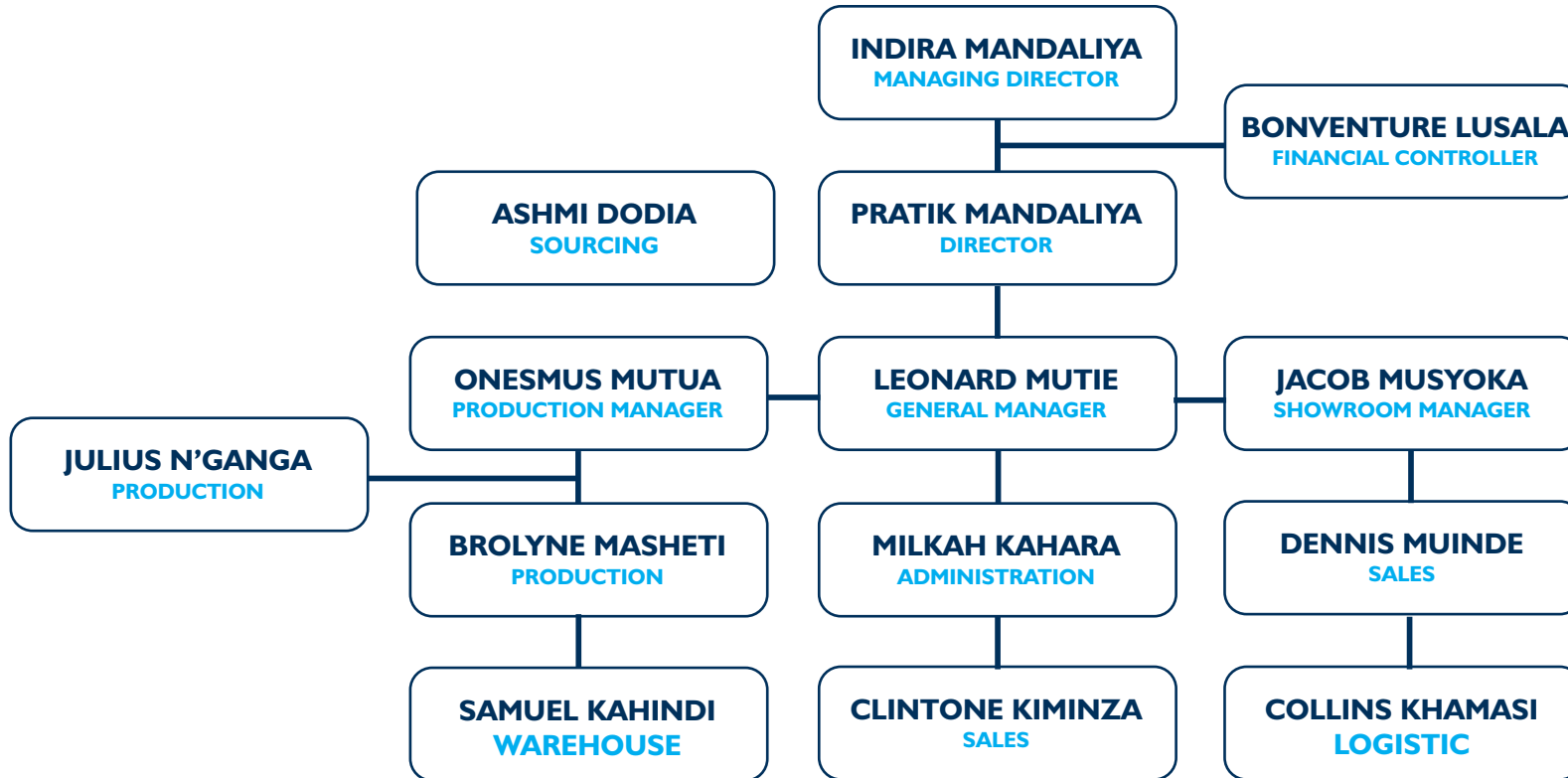
CROSS

**MONT
BLANC**

SERVICE METHODOLOGY



COMPANY ORGANOGRAM



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 your 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

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



Erno Rubik inventor of the Rubik's Cube

LET THIS MAGICAL OBJECT SPEAK FOR YOUR ENTERPRISE



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 feet² (37 m²) of printable surface.

surface

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



SIGNUS.

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:
PO 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





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