



WHEN WATER BECOMES A PASSION...

LEBANON | QATAR | UAE



Kempinski Summerland Hotel & Resort Beirut

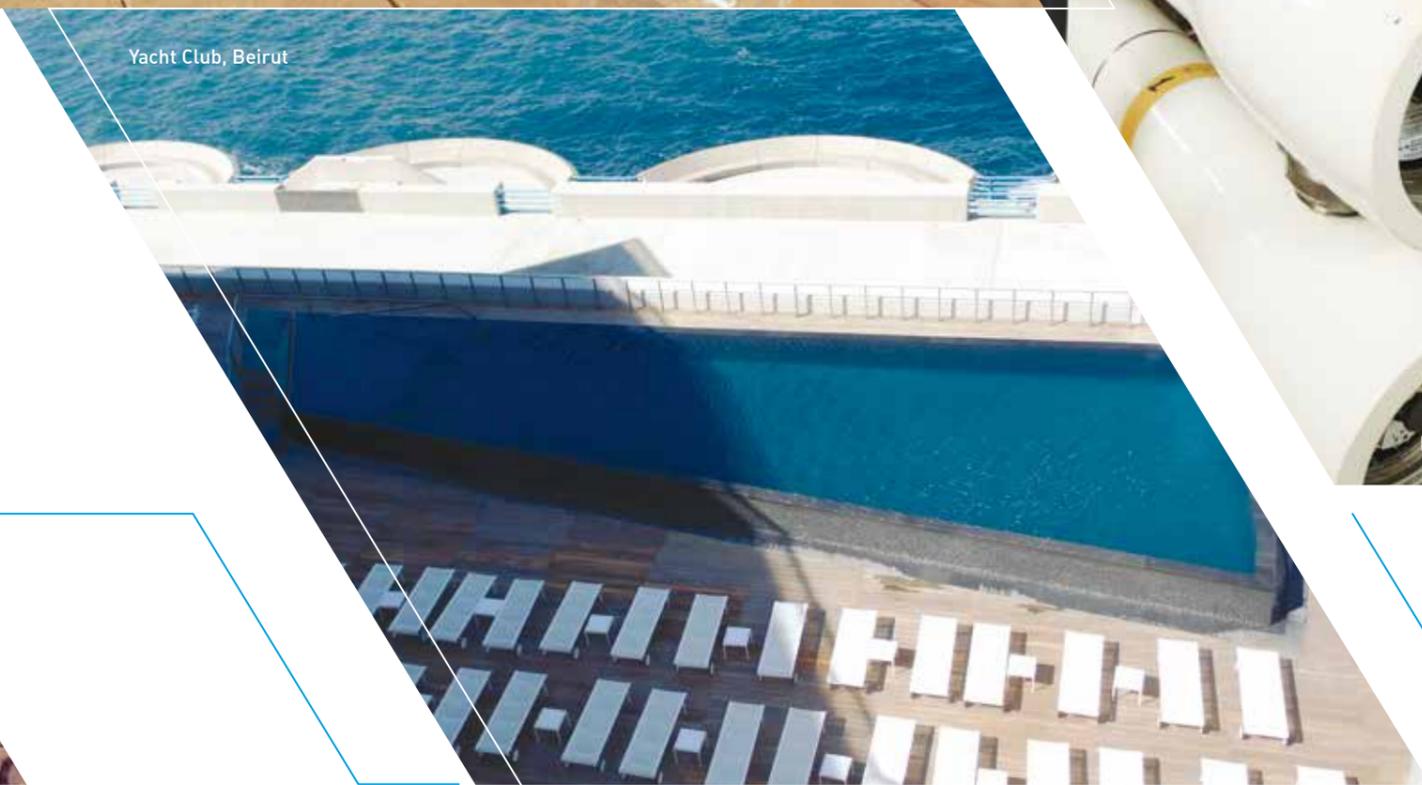


Marina Towers, Beirut



Kempinski Summerland Hotel & Resort Beirut

Marsa Malaz Kempinski



Yacht Club, Beirut

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A photograph of a modern spa or wellness center interior, featuring a large circular hot tub, lounge chairs, and a chandelier. The image is overlaid with a semi-transparent purple filter.

WELLNESS & POOLS

A photograph of a water fountain with multiple jets spraying water upwards. The image is overlaid with a semi-transparent green filter.

WATER FEATURES

A photograph of a water treatment facility, showing rows of large white cylindrical filters and various pipes. The image is overlaid with a semi-transparent blue filter.

WATER TREATMENT

6 000+
PROJECTS
REALIZED
SINCE
1980



WHO WE ARE

WATERMASTER is a 40-year-old, market-leading company that specializes in water-related projects encompassing Wellness & Pools, Water Features, and Water/ Waste Water Treatment. With over 6,000 completed projects around the world and three branches in Lebanon, Qatar and UAE, we have the in-house capabilities and resources to undertake and deliver turnkey projects from A to Z in the role of a complex solution provider.

PASSION FOR WATER

Having grown to the point where we now employ a team of around 1,000 people across 3 countries, we know that it is all due to being passionate about water. It all began with the Founder of **WATERMASTER**, Eng. Khalil Boueri, who has said that he was fortunate to develop relationships with so many loyal and valued customers. Today, we are aware that this was not just down to luck, but a direct result of his enthusiasm. Without the joy, challenge and sense of fulfilment inherent in our everyday work, this success could never have happened.

40 Years in
BUSINESS

WATERMASTER IS A MEMBER OF:

AL MIYAH HOLDING GROUP

With almost four decades of expertise in the industry, Al Miyah Holding stands today as the regional benchmark in all areas of Water & Wellness. With its headquarters in Beirut, Lebanon, the holding's first operation was established in 1980, expanding with time and experience to grow into a solid group of specialized companies, operating in Design, Turnkey Construction, Maintenance and Retail, serving the Wellness, Water Features, Water Treatment & Waste Water Treatment sectors. The Holding is today present in a number of Middle Eastern territories, and has executed successful projects in Lebanon, Iraq, Syria, Qatar, Abidjian, and other countries in the MEA.



Dear Friends and Customers,

When I founded **WATERMASTER** in 1980, I could have never imagined that this venture would be as joyful, challenging and fulfilling as it has been. I have been very fortunate to be surrounded by devoted colleagues and assistants, whose attitude and approach have generated so many loyal and valued customers.

Treating water is a mission and a noble one, indeed. Water treatment is actually one of the only domains - if not the sole of its kind - where at any given stage, we improve the quality of water without causing any harm to the environment.

Water is getting increasingly scarce and polluted on a global scale. Environmental concerns are top priorities today, because the contamination of water occurs at the drinking source, in rivers, wells, or even through rainfall. They all need accurate and complete treatment to eradicate pollutants such as dust, turbidity, excessive salt, hardness, iron, toxic chemicals, insecticides, pesticides, THM's, bacteria, fungi, microorganisms, and many others. Each member of WATERMASTER strongly believes in his/her work and appreciates its importance, which has been a crucial factor in our success.

We are affiliated with the relevant international organizations and are a constant presence at various international seminars. This provides the company with valuable access to the latest technical developments in the field. We have also consistently acted to ensure our leadership in an environment of increasing globalization by re-engineering new processes and reorganizing staff to implement recommendations and address operational quality and control aspects.

The future of the water treatment industry is bright. At WATERMASTER, we firmly believe in our mission and goals: we are keen in our pursuit of endeavors to attain ideal solutions for water-born problems while optimizing the operating costs.

Wellness is our main goal and mission. All our interventions fall under Wellness. It is indeed the wellness of the human being, of nature, of the environment... When we think of it: Drinking fresh potable water as per norms, treating water for domestic use, swimming in safe pools and hot tubs, treating waste water, etc., all of this has one large title: Wellness.

Finally, I am deeply grateful to **WATERMASTER** team for their efforts and devotion, to our directors for their support and trust, and to our customers for their limitless confidence and loyalty.



Khalil B. Boueri
Chairman of Al Miyah Holding Group

Dear Friends,

WATERMASTER was founded in 1980 by my father Eng. Khalil Boueri, who is currently the Chairman and Visionary Leader of the firm. Since its inception, he created a young and innovative culture throughout the company, together with such noble values as Trust and Care for its related stakeholders and, primarily, the CUSTOMER.

Since then, WATERMASTER has grown into a Specialized Turnkey Contractor, with its operations divided into three main divisions: **Wellness & Pools, Water Features, Water Treatment.**

The scope of these activities covers the entire, complete solution, from **Design Concept** and **Turnkey Project Realization**, through to **After Sales Service**. With over 6,000 completed projects around the world, we have transformed from a contractor into a complex solution provider. In short, today, we have the resources and capabilities to undertake **TURNKEY projects** from A to Z, with proper **quality control and planning**, while **meeting the client's budget**.

Forty years in Lebanon, eleven years in Qatar, three years in UAE and multiple projects in the MEA region since 1980, have helped us build trust and develop an impeccable reputation in the region. Having faced thousands of projects where almost each of them required a unique engineering approach or a suited design concept, we have learnt to tailor-make the offer to meet the specific requirements. **We have designed and built over 3,000 pools in the MEA region.** In parallel with that, we have delivered an **ultimate SPA experience** at a number of highly sophisticated locations, with many 5* hotel chains and health clubs equipped with our turnkey solutions. This was thanks to partnership with multiple suppliers that have provided us with the most modern equipment and SPA facilities. Along with the recreational role of water, we have mastered the art of playing with its forms, textures or sound in water feature projects. A separate division of WATERMASTER's expertise encompasses a different sphere of wellbeing - we have become experts in utilizing a water treatment technique so that it perfectly matches different conditions.

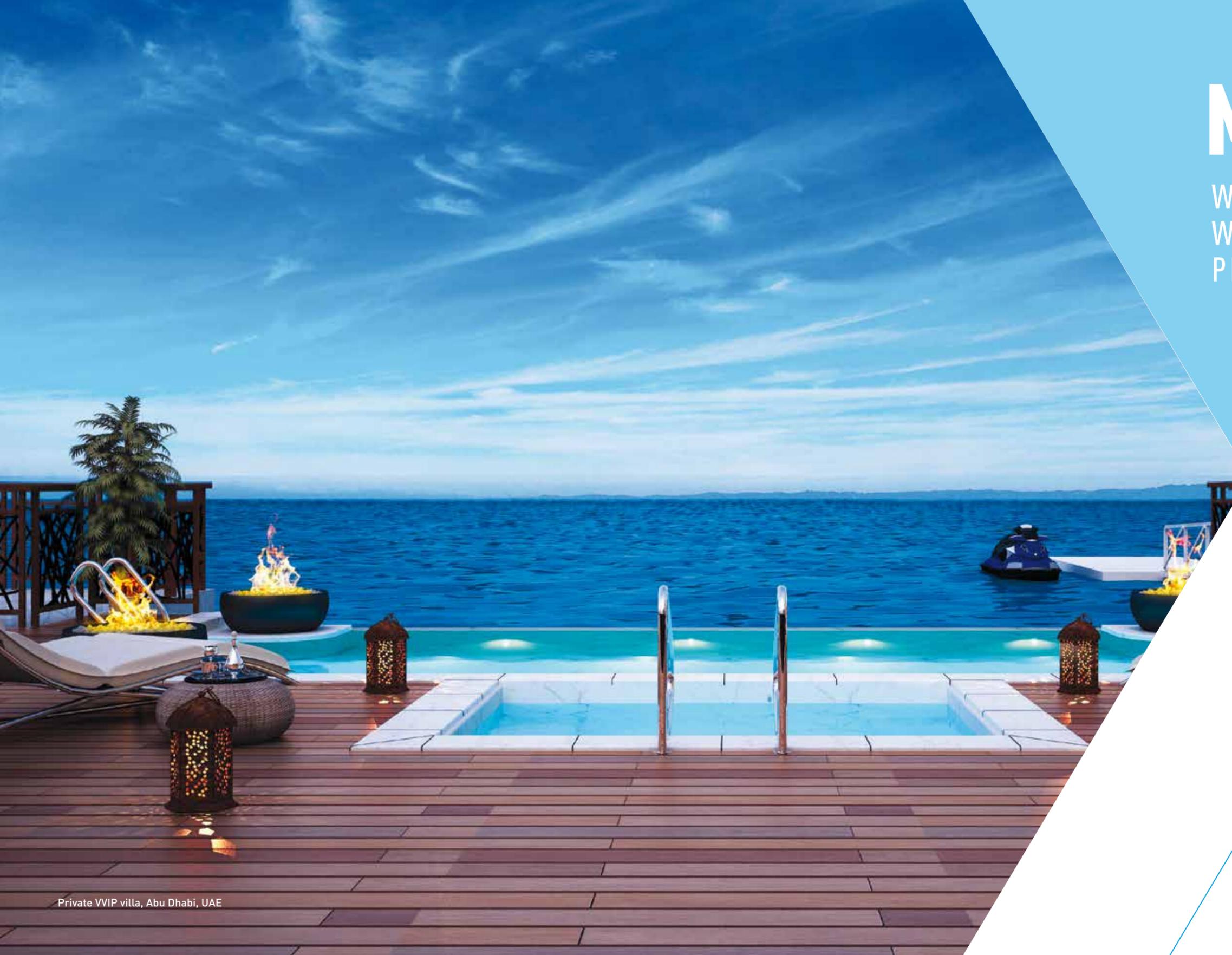
A high degree of specialization in water-related projects and a constant focus on innovations have ensured several awards to execute **the most prestigious of projects**. Branches in Qatar and UAE were booming to bring our solutions to these dynamically developing markets. Our multidisciplinary team is growing every day. We want this potential to be further explored in large-scale developments across the MEA region.

We take pleasure from striving to make the end result of our work both functional and memorable - whether this is due to a custom engineered system or to a unique sensorial experience. We believe that our results have helped us build trust in WATERMASTER across the region - and all this comes from our passion for water.

Thank you for your trust and support along the way!



Pierre K. Boueri
CEO of Al Miyah Holding Group

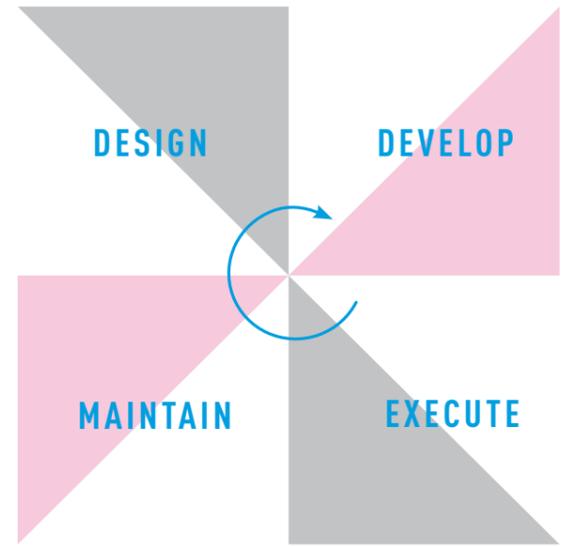


MISSION

WE PROVIDE VALUABLE TURNKEY SOLUTIONS WITH UP-TO-DATE TECHNOLOGY SUPPORTED BY PROFESSIONAL AFTER-SALES SERVICES

SERVICE DELIVERY

WATERMASTER excels at handling of all stages of water-related projects by adopting a Design – Develop – Execute & Maintain approach. As a result, the highest – class service is provided through a precisely planned process in a monitored and controlled environment so we meet deadlines, client’s budget, and global quality standards. We believe that the path to top quality is via perfectionism. So far, it has helped us realize the most demanding projects.



THE SERVICE PROVIDED BY WATERMASTER MEETS THE HIGHEST STANDARDS OF EXCELLENCE

VISION

TO BE THE LEADING PROVIDER OF WATER-RELATED SOLUTIONS IN THE MEA REGION BY PARTNERING WITH GLOBAL SUPPLIERS, AND LEVERAGING THEIR LATEST TECHNOLOGIES

QUALITY

PASSION

VALUES

INTEGRITY
& CSR

PEOPLE

It is not just about a unique design followed by its installation – it is about a complex solution. **Expertise in Wellness & Pools, Water Features and specialized Water Treatment enables us to apply knowledge from three interrelated domains. Our multidisciplinary competences overlap, enabling a turnkey result.** Just as we believe that a safe, timely, trouble-free service based on the highest quality materials is what achieves most appreciation and trust, our vision is to excel by handling all stages of projects, while leveraging the latest technologies. Partnering with world-class experts makes us capable of doing so.

WELLNESS & POOLS

THE ULTIMATE SPA EXPERIENCE

VVIP Palace, Qatar

Our role is to develop an individual plan for each customer so that dreams for the perfect relaxation space can come true. We strive to make sure that the project design is tailor-made based on its designation, budget, time frame, legal restrictions, local culture and, most importantly, the needs, requirements and vision of its future users.

We offer a complete turnkey solution covering:

- Conceptual design of swimming pools & SPA,
- SPA consultancy,
- Supply of most modern equipment and SPA facilities,
- Build phase – installation and project execution, covering a package of related MEP & civil works,
- After-sales support via specialized maintenance.

Successfully delivering complete, valuable wellness solutions for hotel groups like Hilton, Intercontinental, Kempinski and Ritz-Carlton has earned WATERMASTER an enviable reputation. We are known as the creators of the ultimate SPA experience.

OVER 1,000 LUXURY SWIMMING POOLS DESIGNED AND BUILT WORLDWIDE FOR VVIP CUSTOMERS

WATER FEATURES

A MEMORABLE WATER SHOW

At WATERMASTER, we believe a water feature is more than just a visual experience. It always brings added value to the space, giving the location a certain function or usability via its form, flow, surface or setting, and substantially increasing its value at the same time. The main goal of our work is to capture the spirit of a place.

Partnering with international experts enables us to adopt the latest, most technologically advanced solutions in our projects, delivering unending possibilities for expression.

Medina Centrale, The Pearl Qatar

Water feature development by WATERMASTER includes:

- Conceptual design preparation based on a proposal that perfectly suits the character of the space,
- Animation proposal,
- Design development based on sustainable management of water as a resource,
- Supply of the most technologically advanced solutions and components,
- Installation & commissioning, covering a package of related MEP & civil works,
- After-sales support via specialized maintenance.

Our scope of products:

- Fountains
- Cascades & waterfalls
- Water mirrors
- Decorative water installations
- Interactive fountains with incorporated light & music

50 UNIQUE WATER FEATURE CONCEPTS DESIGNED EVERY YEAR

WATER TREATMENT

A SAFE SUSTAINABLE SOLUTION

Mobile containerized solution by WATERMASTER

40 years of experience have made us experts in potable, grey and black water treatment, utilizing a perfectly tailored engineering approach for different conditions.

We offer a complete turnkey solution covering:

- Design of a treatment system for optimised performance and cost-effective treatment,
- Plant supply, installation & commissioning,
- Plant operation,
- After-sales support via specialized maintenance, covering supply of spare parts and the application of chemicals to optimize efficiency, ensuring the longevity of equipment.

We believe that the design phase of a treatment plant is crucial for ensuring top quality water, cutting down on water consumption and generating savings on disposal costs at the same time.

We are mindful of the sustainable use of water. Therefore, we constantly apply new technologies which help to generate water savings by recycling.

Our complete cycle for remote areas with no utility infrastructure encompasses:

- Potable water provision via Reverse Osmosis,
- Sewage treatment process,
- Sustainable waste disposal, including TSE & sludge reuse strategy for additional revenue.

OVER 3,000 WATER TREATMENT PROJECTS, EACH WITH A TAILOR-MADE ENGINEERING APPROACH



PARTNERS

WATERMASTER has a wide network of partners which enables us to use the latest technologies and globally recognized design solutions. Partnering with global suppliers not only allows us to be up to date with the leading trends and materials, but it also guarantees a world-class design that will remain attractive over time.

WATERMASTER acts as a platform for leveraging international experience with a local, customized flavor, in accordance with culture and functionality.

WE BELIEVE THAT SYNERGY WITH PARTNERS IS WHAT LEADS TO BUSINESS EXCELLENCE. OUR WIDE NETWORK OF INTERNATIONAL SUPPLIERS ENABLES US TO APPLY THE LATEST TECHNOLOGIES WITH THE SUPPORT OF WORLD-CLASS EXPERTS.



MAINTENANCE & AFTER-SALES SUPPORT

WATERMASTER's trademark is to provide continuous, strong & professional after-sales support. This entails a prompt and effective response as well as a proactive attitude via high-end preventive maintenance. We are recognized for our exceptional quality, which ensures the longevity of the clients' facilities and years of trouble-free operation.

SEVERAL CUSTOMERS HAVE ENTRUSTED THE MAINTENANCE OF THEIR WATER FEATURE, POOL, TREATMENT PLANT OR SPA TO WATERMASTER – WE ARE RECOGNIZED FOR OUR EXCEPTIONAL QUALITY SERVICE. ENSURING THE LONGEVITY OF OUR PROJECTS IS A SIGN OF OUR HONESTY TO OUR CLIENTS AND THE PERFECTIONISM REFLECTED IN ALL ASPECTS OF OUR BUSINESS.

LANDMARK REFERENCES

LEBANON

Kempinski Summerland Hotel & Resort Beirut
Coral Beach Hotel & Resort Beirut
Eddé Sands Hotel & Wellness Resort Beirut
Hilton Beirut Habtoor Grand Hotel
Mövenpick Hotel Beirut
C Flow Beach Resort
Cyan Beach Resort Kaslik
L'Heritage Resort
Mandaloun Beach Club
Oceana Beach Resort, Damour
RAI Beach Resort, Jbeil
Warwick Pangea Beach Resort & Spa
Publicity, Byblos
Staybridge Suites Hotel, Beirut
Yacht Club, Beirut
Souks of Beirut
Zaytouna Bay, Beirut

UAE

Al Fattan Crystal Towers (Rixos Hotel), JBR, Dubai
Cosmopolitan Hotel, Dubai
Bay View Hotel, Dubai
The One Palm by Omniyat, Dubai
Ascott Park Place Tower, Dubai
Hilton Hotel SPA, Palm Jumeirah, Dubai
Reichreit Hotel SPA, Palm Jumeirah, Dubai
Arenco (1 500m2 SPA), Palm Jumeirah, Dubai
Al Zorah Beach Resort, Ajman
Yas Island Rotana Hotel, Abu Dhabi
BurJuman Arjaan by Rotana Hotel, Dubai
Um Al Quwain Beach Hotel, UAQ
Coya SPA, Mirdiff, Dubai

... and plenty more *VIP pools & private SPAs in Palm Jumeirah (Dubai), in Abu Dhabi and Sharjah*

QATAR

Ministry of Interior Qatar
Qatar Foundation
Qatar Petroleum District
Katara Project
Education City Central Library
Museum of Islamic Art Doha
Hamad Bin Khalifa Medical City
Aspire Academy
Mshereib Downtown Doha Development
Sidra Medical & Research Center
Al Sadd SC
Supreme Education Council

5* Hotel chains

The Torch Doha
Sheraton Grand Doha Resort & Convention Hotel
La Cigale Hotel
Marsa Malaz Kempinski
Intercontinental Hotel Doha
The St. Regis Doha
Sharq Village Hotel & Spa
Double Tree by Hilton Hotel
The Westin Doha Hotel & SPA

Public space

The Pearl Qatar - outdoor fountains & landscaping
Medina Centrale
Katara Amphitheater
Twar Mall, Doha

Remote areas

Banana Island Resort
several labor camps

... and more



Private villa, The Pearl Qatar

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