



Com *Profile* **pany**

ILLUMINATE • INSPIRE • INNOVATE

STORY OF TAJDEED

Welcome to **TAJDEED**, a leading innovator in the lighting industry. Since its foundation in 2011 and With years of experience and a commitment to excellence, we have collaborated with some of the most reputed brands in the field, delivering high-quality lighting solutions that enhance both functionality and aesthetics.

Our portfolio showcases a diverse range of projects, from residential spaces to Industrial installations, where we've integrated cutting-edge technology and design. We pride ourselves on our ability to tailor solutions to meet the unique needs of our clients, ensuring that every space is beautifully illuminated.

At **TAJDEED**, and from its name (which means Renewal), we believe that great lighting is not just about brightness; it's about creating an atmosphere that inspires and uplifts. Join us as we continue to light the way toward a brighter future!

+13 Years

Lighting Experience

+150 Projects

Executed with TAJDEED Lighting

+2.3M Lighting Fixtures

Delivered to Prestigious Projects

+184 MWatt

Saved by adopting LED

+110 Clients

Served by TAJDEED Portfolio

GENERAL LIGHTING

PHILOSOPHY

TAJDEED always respects the lighting design inspiration which is developed from the architectural shape and form of the project.

Thus, TAJDEED team have a keen eye and can notice details that others might overlook.

HOW?!

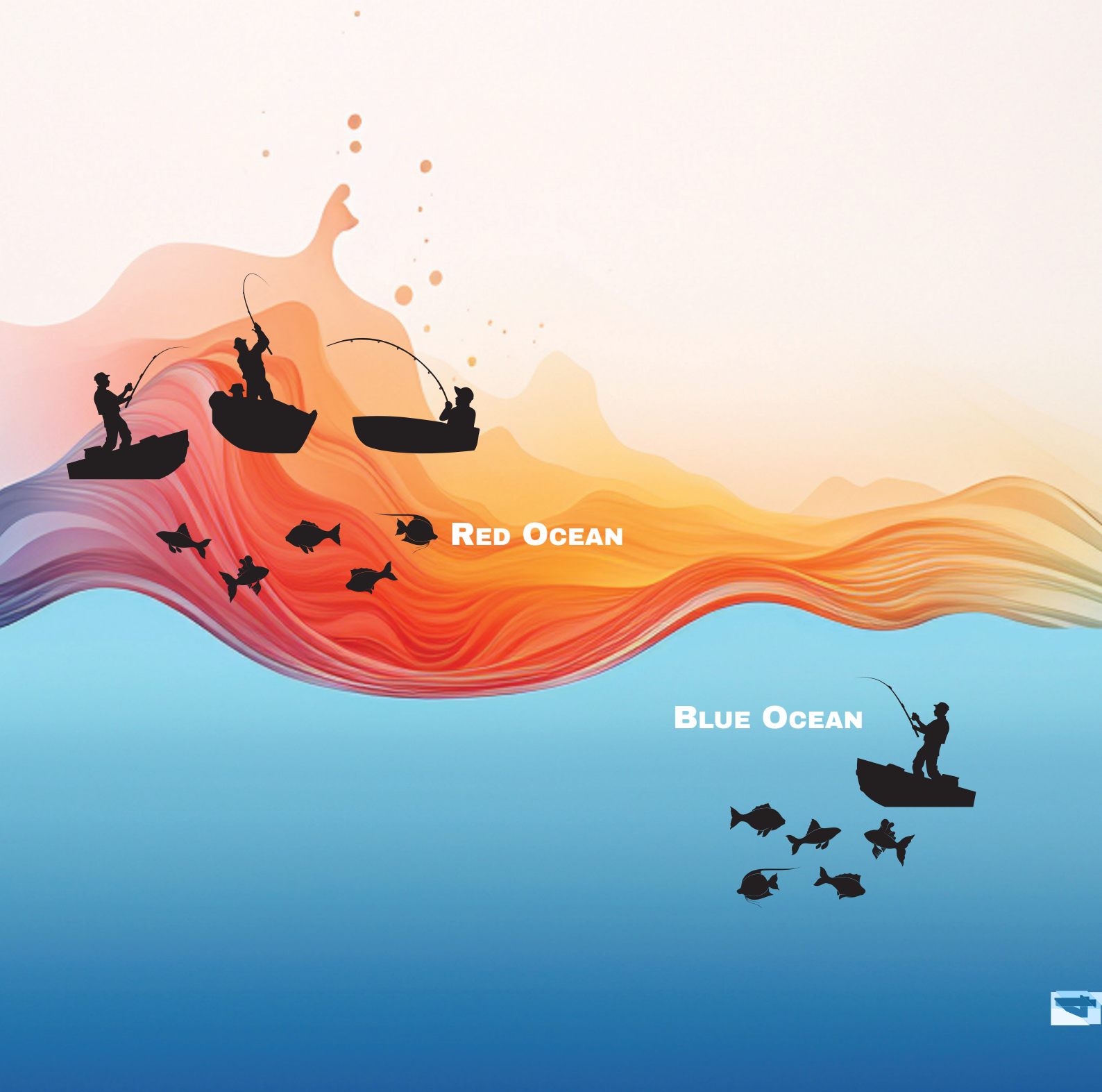
We considered the following guidelines in our lighting proposals:

- Studing the lighting design, concept, specification & layouts of each projects to have adequate information to submit comprehensive and accurate proposal.
- All lamp sources are LED only to provide a long-life and easy to maintain lighting solution.
- Mindful of LEED requirements.
- Deliver high quality and efficient lighting systems, that create the perfect mood within environment.
- Create a lighting proposal that is sustainable, energy efficient, cost effective and easy to maintain.
- Selections of appropriate luminaires adhering to their superior technical standards of efficacy, colour rendition and longevity.

BLUE OCEAN STRATEGY



Since it was established, TAJDEED focused on embracing the Blue Ocean Strategy on its path. By adopting new Lighting technologies, Tajdeed always creates uncontested market space, thereby making the competition irrelevant.

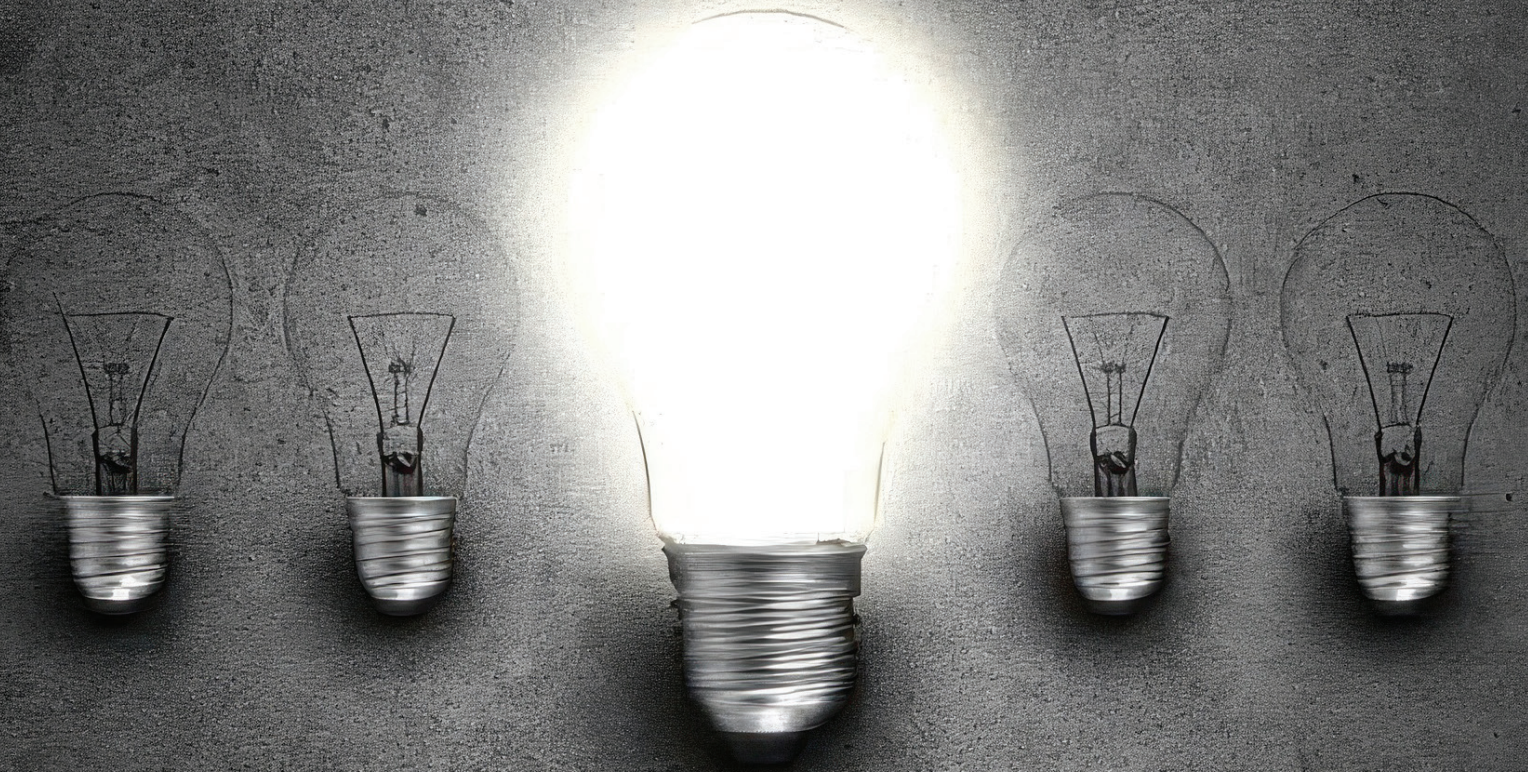


RED OCEAN

BLUE OCEAN



The
1ST ADOPTION
of LED Technology in Saudi Market



Based on Blue Ocean Strategy, we launched the initiative of **"FIT & FORGET SUSTAINABLE LIGHTING SOLUTION"** in 2012.

Our technical and marketing team did various energy saving studies and lighting designs and convinced clients to convert from conventional lighting system to LED technology.

The first implementation of LED technology in the kingdom was 800 MAADEN Villas project - 2012.

It followed with huge and prestigious projects, such as:

- 2500 AJYAL Villas | Saudi Aramco - Dhahran
- Information Technology & Communication Complex ITCC (PH II) | Digital City - Riyadh
- RC-C16 Apartments | Royal Commission - Jubail
- SHARQ Industrial Facility - Jubail
- 106 SATORP Residential Villas - Jubail



TAJDEED **VS** ENVIRONMENT

In TAJDEED, we are not only adopting sustainable and reliable lighting solutions; such as LED and Solar Renewable Lighting solution, but also Tajdeed has the ability - with the support of our partners - to comply with LEED Sustainability accreditation by achieving the following elements:

- Light Pollution Reduction: aim to improve night time visibility by avoiding glare, minimize building and site light trespass onto neighbourhood property, and reduce the skyglow, which increases visibility of the night sky.
- Controllability of Lighting System: ability to provide control of light levels to individuals and groups in multi-occupant spaces.
- Minimum Energy Performance: aim to achieve the minimum improvement in energy performance that complies with ASHRAE 2010-90.1.



COLOURED & DYNAMIC LIGHT

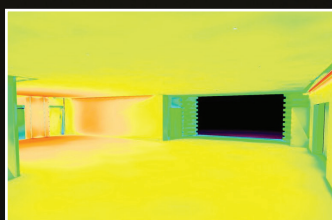
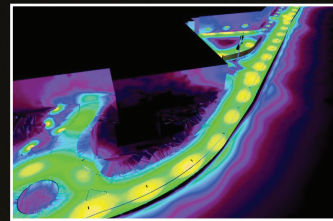
Dynamic light refers to the progression of varying light colours or temperatures chronologically. Part of its comprehensive portfolio, Tajdeed can supply professional high-tech range of façade lighting, stage and theatre lighting, events lighting and architectural lighting which achieve dynamic colour displays.



LIGHTING CALCULATION

In today's dynamic architectural and engineering landscape, effective lighting design is crucial for enhancing both functionality and aesthetics. At TAJDEED, we pride ourselves on our ability to deliver precise and innovative lighting calculations tailored to meet the unique needs of each project.

Our professional technical team comprises experts in the field, equipped with advanced tools and extensive industry experience. We understand the importance of integrating natural and artificial light to create spaces that are not only visually appealing but also energy-efficient and compliant with relevant regulations.



By leveraging cutting-edge software and methodologies, we ensure that every project benefits from optimized lighting solutions that enhance safety, comfort, and ambiance. Our commitment to excellence and attention to detail sets us apart, making us a trusted partner for architects, designers, and developers alike.

Let us illuminate your vision with our comprehensive lighting calculation services.

OUR PARTNERS





OUR CLIENTS



SOME REFERENCES

L I G H T E D B Y T A J D E E D



أرامكو
aramco



SAUDI ARAMCO AJYAL

2500 Villas South Dhahran Home Ownership Program
Dhahran



ITCC INFORMATION TECHNOLOGY & COMMUNICATIONS COMPLEX

Digital City - Phase 2

Riyadh





MAADEN 800 VILLAS

Al-Mutrafiah - Jubail



HOME OWNERSHIP PROGRAM

106 Residential Villas
Jubail





KAFD PROJECT

Two Towers Building Parcel 5.03
Riyadh



NEOM نِوَم



**SHARMA SITE2-, (COMPLEX),
PUBLIC AREA & ROYAL SUITE,
SPA & POOL**

Sharma



مدينة جازان الاقتصادية
JAZAN ECONOMIC CITY



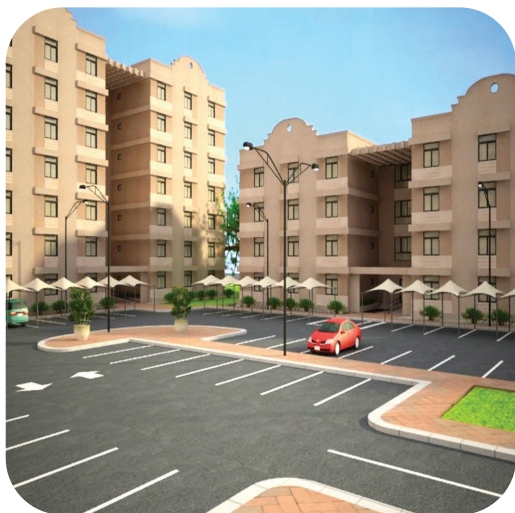
JAZAN ECONOMIC CITY PART & INFRASTRUCTURES

Jazan



KING FAHAD MILITARY MEDICAL COMPLEX

Dhahran



RC-C16 FAMILY APARTMENTS ROYAL COMMISSION FOR JUBAIL AND YANBU

Jalmudah - Jubail



spark
مدينة الملك سلمان للطاقة
King Salman Energy Park

أرامكو
aramco



KING SALMAN ENERGY PARK SPARK

Abqaiq

LIGHTING IS NOT JUST A FIXTURE ... IT'S **A CONCEPT,** A DESIGN AND **A SOUL.**



+966534454999

+966507807275



i.mustafa@tajdeed.com.sa

h.atyani@tajdeed.com.sa



Al-Najim Business Tower - 3rd Floor,
King Faisal Road, Al-Mazruiyah Dist.,
P.O. Box. 5536 Dammam 32414,
Kingdom of Saudi Arabia

CONTACT US