

HASEEN  
GROUP





By the grace of **Allah Almighty**, Mr. Haseen-ud-din had started his first business with the manufacturing of wax and candles while he was a student in a middle secondary school. He kept his struggle and hardworking going on with a dream of becoming a top class industrialist one day. Mr. Haseen-ud-din formally had laid the foundation of HASEEN Rubber Works in 1976. He initially started manufacturing of rubber latex balloons, rubber tennis balls, and rubber elastic bands. He then expanded his field to plastics industry and started manufacturing of LDPE plastics shopping bags for some years. In 1986 he started floor mats manufacturing. Since then, Haseen Rubber Works has been manufacturing floor mats and car floor mats with a registered brand "Haseen Diamond Mat". Over the years, Haseen Rubber works has progressed very well and is now become the famous company in Rubber and plastic manufacturing field in Pakistan. Now Haseen Rubber Works has got the major market share through out Pakistan of its products and also doing necessary efforts to take big market share in the Global world.

Mr. Haseen-ud-din has really worked hard over the years for Haseen rubber works, Now his sons

- Mr. Salman Haseen (B.Eng Hons Polymer Engineer UK) ,
- Mr. Zain-ul-Abedin (B.A) ,
- Mr. Umar Haseen (B.Sc Hons)
- Mr. Rohail Haseen (B.cs Hons)

have joined Haseen Rubber Works. All sons are well-educated, trained, extremely passionate, confident to work hard and give their best to get success and fame for their family business locally and internationally.

Haseen Group is extremely passionate to grow a largest group in Plastic, Rubber manufacturing and in Worldwide trading locally and internationally.



This family business of Haseen Rubber Works is now become a group called **Haseen Group** including following companies:

**Haseen Rubber Works** manufacturers of:

- Car Floor mats, Floor mats, Bath mats, Mudflaps, PVC Flooring Sheets
- Rubber (Neolite) Sole Sheet, PVC sole Sheets
- HDPE and PVC PIPES.
- Injection Moulding Facility, Injection Mould Makers.
- Plastic Recyclers, especially in all types of soft PVC.

**Haseen International**

- Importer & Exporter of
- Plastic scrap, waste & Recycling Material
  - General Trading
  - Rice

**Haseen Developers**

- Construction and Developers of Houses
- Residential Land and plot property business

**Haseen Technologies**

Providing IT solutions

**Our Main Export Markets are**

- USA
- CANADA
- UK
- EUROPE
- MIDDLE EAST
- AFRICA
- and other countries.

**Our Main Import Markets are**

- UK
- EUROPE
- CHINA
- UAE

**AGENTS, REPRESENTATIVES & DISTRIBUTORS WANTED.**





## Message from C.E.O

As I look at the growth over the decades since our inception, I am extremely thankful to Allah Almighty of what we have achieved, and even more excited about our outlook for an equally promising future. We have successfully transitioned from a local start-up to become a respected firm, garnering business from across the nation, while earning our clients' trust along the way.

In today's business environment, charting a course for the future has become increasingly more challenging. While there is still uncertainty in the global marketplace, CEO confidence is coming back and leaders are eager to look ahead at where to take their companies.

For many organizations, this is a defining moment. Companies are taking important steps to position themselves for the future, and they are turning to strategic and powerful tools—like analytics—to ignite growth, gain competitive advantage and translate information into actionable insights that drive business results.

We own an excellent technical management and business staff, whose devotion and deeply understanding about our business, group and our all products that ensure you to get quality, punctual delivery, reasonable price as well as satisfactory service.

I promise you on behalf of Haseen group, our group companies are based on trustworthiness and sincerity, our products try forward the best quality, and our price is candid and reasonable. I believe you will find us an effective, satisfactory and excellent manufacturer and supplier. Our group companies will make both, our business more profitable and more successful.

May ALLAH ALMIGHTY give us strength and courage to take Haseen Group of companies higher and higher. Insha'Allah

Sincerely,  
**Sheikh Haseen-ud-Din**  
CEO Haseen Rubber Works  
Haseen Group

haseen@haseengroup.com  
+92 300 8478 876

Quality, innovation and commitment have always been the emphasis of Haseen Group of companies, since their establishment. When it comes to quality, we are always serious about achieving our best performance, both externally (providing services to the customers) and internally (by producing quality goods). Our R&D dept. will continuously offer innovative and quality products to support the buyers on their journey towards success.

I strongly believe that competitiveness in terms of quality & cost is the key to business growth. We strictly follow the TQM (total quality management) rules in order to improve ourselves & to raise our graph of satisfied customers.

We firmly believe in protecting the environment & providing socially developed working setup to our employees. On the job training is another encouraging element which we provide in house. An independent human resource dept ensures the negative acceleration of the employee turn over.

We are on a continuous path of expansion due to the inherent attributes of ethics, integrity & self actualization.

**Sheikh Salman Haseen**  
Managing Director/Partner Haseen Rubber Works  
Haseen Group

salmanhaseen@hotmail.com  
salman.haseen  
salman@haseengroup.com  
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Haseen Group has kept pace with global trends by adopting state of the art machinery, which enabled us to provide quality, higher productivity, and increased sales. We are intending to produce high quality products and are determined to adopt and employ most modern machinery and latest technology.

I firmly believe in a decentralized corporate culture & the delegation of authorities to the professional management. Behind every successful organization there is dedication, commitment and team spirits of its employees.

We believe in long term business relationships on the basis of trust and partnership. This is the maximum for our creative dialogues with clients and employees for more than 25 years. Our center of concentration is maintaining the quality. It is our objective to develop and apply new technologies in order that our clients have a competitive edge.

We are taking each step towards a new direction, holding ourselves ready to meet the future challenges.

**Sheikh Zain-ul-Abedin**  
Director/Partner Haseen Rubber Works  
C.E.O Haseen Developers  
Haseen Group

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***"The aim of marketing is to know and understand the customer so well the product fits him and sells itself"***

Haseen Group of Companies exists to satisfy the needs of our clients worldwide to build and develop profitable business relationships with their clients. Haseen Group prides itself on being one of the most dynamic and progressive direct marketing companies in the country. Our ultimate goal is to strive in acquiring 100% efficiency in all our operations as well as attaining complete customer reliability and satisfaction in all our products. This goal has been translated down into all our company's aims and objectives.

***"We're obviously going to spend a lot in marketing because we think the product sells itself"***

**Sheikh Umar Haseen**  
Director Marketing Haseen Rubber Works  
C.E.O Haseen International  
Haseen Group

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The Sales Department have many more responsibilities, many times it seems as though the tasks or responsibilities tend to get in the way of the primary function of sales. It takes discipline, delegation and a concentrated effort to get the whole job done.

We look at the sales and strategy objectively, introduce performance management to the sales function or team, develop stronger sales processes, acquire new customers and develop partnerships, coach and manage the sales people to be more effective.

I would like to end my note by mentioning one of our focal maxims, which has enabled us to come this far in these different areas of corporate services- "We will go further!"

**Sheikh Rohail Haseen**  
Director Sales Haseen Rubber Works  
C.E.O Haseen Technologies  
Haseen Group

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### **Our Vision**

To be a premier manufacturing & trading companies as "Haseen Group" offering superior Floor Mats, Car Floor Mats and high quality products to people locally and around the globe.  
To become successful companies as Haseen Group

### **Our Mission**

Together, we provide high quality products by bringing innovative ideas and people who represent the highest standard of excellence, delivering sustainable growth to our customers.

### **Our Values**

#### • **Team Work**

We shall work together and achieve synergy, through the exchange of expertise, information and ideas. Each of us succeeds individually when we as a team achieve success.

#### • **Respect**

We shall respect and care for our people and communities by fostering an environment built upon honesty, trust, openness, and respect for all.

#### • **Innovation**

We shall strive to develop and implement innovative ideas to build our brand and drive our business.

#### • **Excellence**

We shall strive to deliver excellence in everything we do. This is by getting the job done right the first time, in an effective and efficient manner and in accordance with our values.

#### • **Integrity**

We shall honour our commitments, act according to our stated values, and hold ourselves to the highest ethical practices in our interactions with customers and with each other.

#### • **Empowerment & Accountability**

We shall empower our employees in order to better serve our consumers and customers. We shall be accountable to our customers and shall recognize and reward our people for outstanding performance.





The world at your feet



Haseen Rubber Works is a leading and largest manufacturer of Car floor mats, Floor mats, Bath mats, Mudflaps, PVC sole sheets, Rubber (Neolite) sole sheets, PVC flooring sheets, and HDPE & PVC PIPES.

Haseen Rubber Works also provides injection moulding facility to its customers on contract basis. We also provide injection Moulds making facilities to our customers with our mould manufacturer partners from china. We have Compression, Injection and blow moulding machines and also Plastics extruders machines. We are also Plastics recyclers particularly in soft PVC materials.

Haseen Rubber Works is located at Industrial Area, Thokar Niaz baig, Lahore, Punjab, Pakistan, with a convenient traffic and beautiful scenery. Lahore city is known as the heart of Pakistan. Our factory is only 30 minutes away from Lahore International Airport. It is just adjacent to the Lahore Motorway by pass which is very convenient in transportation to the port.

The factory is the early producer of Floor mats since 1986. And from starting time to now, it always holds the management concept of "quality is the soul of the business" in mind to supply so good quality products to all customers, it wins deep confidence of them.

We supply our products to importers, retailers, wholesalers & world famous chain super stores locally and internationally. Customers, both old and new are wholeheartedly welcome to our company for business and co-operation.

Our Registered Floor mats brand is "Haseen Diamond Mat"



We aim to provide quality, principal to customers profit, integrate with strong R&D, manufacturing and testing capabilities and satisfying customers need with the best quality of the mats.



Inspired by your needs



Haseen rubber works manufacturer and supplier of quality car floor mats nationally & internationally.

Our Car floor mats are made of

- PVC
- Carpet
- Rubber

We produce **Universal Fit, OEM Fit, Custom Fit** & Personalized Fit Car Floor Mats for all major and common types of automobiles (cars, vans, trucks, busses) and vehicles. Available in many colors, designs and sizes.

Our plants are dedicated to the production of the finest automobile mats in the world, having Strong R&D capability. Our Company is specialized in producing and processing high quality Car mats. Our products are of competitiveness in the international market. Supplying the premier brands in the automotive industry.

We have established a professional team with abundant technical advantages, advanced equipments, approved quality and delivery on time.

Car Floor Mats

Haseen Diamond Floor Mats are available in PVC car floor mats, Carpet car floor mats and Rubber car floor mats with high range of variety in design, sizes & colors





The perfect experience



## PVC Car Floor Mats

Haseen Rubber Works is a leading manufacturer of PVC Car Floor Mats. We produce PVC Car Floor mats with advanced production equipment & workmanship and technology with strict quality control for a life time which stays forever. We have obtained quality in our PVC Car Floor Mats which are manufactured according to the international standard. Based on our company spirit featured as factuality and innovation, we will maximize the value, quality and service for you. At the same time, we have quit affordable prices.

Our PVC Car Floor mats are available in many colours, sizes , designs and specially matching the color of automobile/vehicle interior. our mats are high quality which are highly resistant to weather and atmosphere attack



### PVC Universal HRW-067

Size (cm) Front: 71.5 x 53  
Middle: 28 x 25  
Rear: 52 x 50

Sold in 5 pieces set is available  
Packing: 6 sets per carton



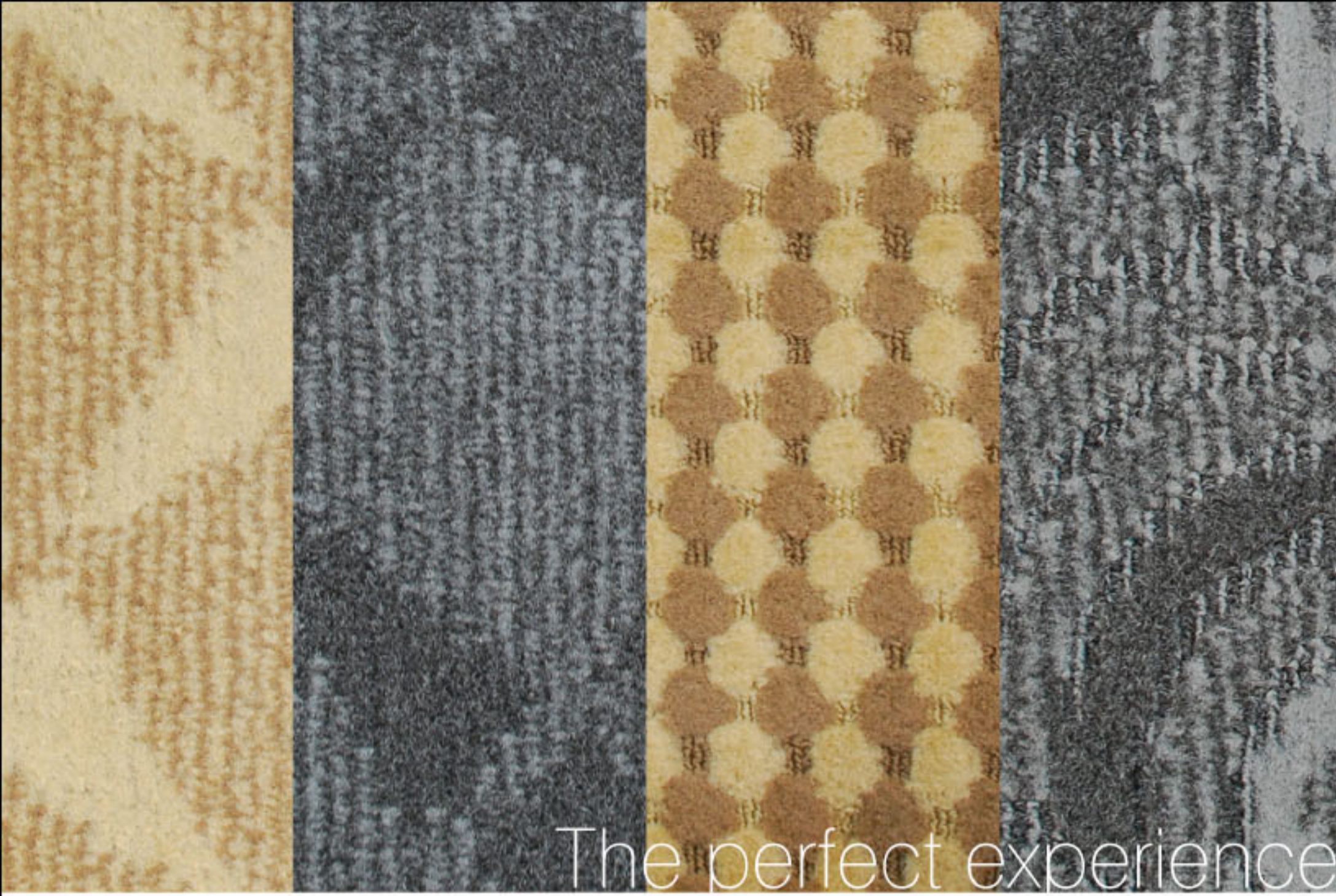
The perfect experience

**PVC Universal HRW-068**

Size (cm) Front: 68 x 49  
Middle: 47 x 20  
Rear: 46 x 48

Sold in 5 pieces set is available  
Packing 10 sets per carton





The perfect experience

## Carpet Car floor Mats



Our carpet car floor mats have a variety of quality carpet from needle punch to tufted carpet. our needle punch and tufted carpet are specially designed and produced by the world top quality carpet manufacturing industries locally and internationally.

Our carpet floor mats are backed up with anti slip spikes of PVC sheet and stitched with binding tape and over locked with fine polyester and nylon thread. Driving seat front mat come with a heel foot pad to give better abrasion resistant, vehicles/automobiles names with logos are embroidered and pasted on the car floor mats to give a real genuine look and feel.

Customized Car Floor Mats can be produced in any design, sizes and colors by customer choice & demand

### OEM CUSTOM FIT



The Right Choice for You



### Carpet Plain Universal HRW-034

Size (cm) Front: 65.50 x 48  
Middle: 56 x 25.50  
Rear: 50 x 47

Sold in 5 pieces set is available  
Packing 10 sets per carton





The perfect experience

**Carpet Design Universal  
HRW-034**

Size (cm) Front: 65.50 x 48  
Middle: 56 x 25.50  
Rear: 50 x 47

Sold in 5 pieces set is available  
Packing 10 sets per carton



**OEM CUSTOM FIT**



The Right Choice for You

**OEM/Custom Fit - Honda City**



**Carpet Tufed Universal**

Size (cm) Front: 70 x 49  
Middle: 58 x 24  
Rear: 46.50 x 49

Sold in 5 pieces set is available  
Packing 6 sets per carton





The perfect experience



## Rubber Car Mats

Haseen Rubber Works is specialist in producing high quality Rubber Car Floor Mats for all types of automobiles and vehicle. We use high quality rubber material in the car floor mats production which is smell free and durable. With the experience gained from over 25 years of producing Rubber Car Floor Mats, you can be sure that you will be getting a quality Car Floor Mat product.

Our Car Floor Mats are available for several automobiles models and our on-going development programme is to extend the range of the product.

Colors are available



Also available in customize color  
All are Universal Fit

**Universal HRW-101**  
 Size (cm) Front: 71 x 51  
 Middle: 53 x 26.50  
 Rear: 45.5 x 48  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton

**Auto Star HRW-059**  
 Size (cm) Front: 68 x 47.5  
 Middle: 55.25 x 27.5  
 Rear: 51 x 43  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton

**Yoko HRW-048**  
 Size (cm) Front: 68 x 48  
 Middle: 55 x 28  
 Rear: 50.5 x 43  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton



**Benz HRW-050**

Size (cm) Front: 66 x 49.75  
Middle: 56 x 28  
Rear: 50.5 x 49.5

Sold in 5 pieces set is available  
Packing 6 sets per carton



**Tip Top HRW-052**

Size (cm) Front: 65 x 49  
Middle: 55.50 x 27.5  
Rear: 42.5 x 47

Sold in 5 pieces set is available  
Packing 10 sets per carton



**TypeR HRW-043**

Size (cm) Front: 65.5 x 44.5  
Middle: 55 x 28  
Rear: 50 x 45.5

Sold in 5 pieces set is available  
Packing 6 sets per carton



**Juki HRW-017**

Size (cm) Front: 121 x 42  
Middle: 65 x 50  
Rear: 65 x 50

Sold in 5 pieces set is available  
Packing 12 sets per carton



**Target HRW-046**

Size (cm) Front: 55 x 49.5  
Middle: 55 x 27.50  
Rear: 42 x 47.5

Sold in 5 pieces set is available  
Packing 6 sets per carton



**King HRW-035**

Size (cm) Front: 65 x 48  
Middle: 55 x 27.25  
Rear: 44.5 x 50.5

Sold in 5 pieces set is available  
Packing 8 sets per carton





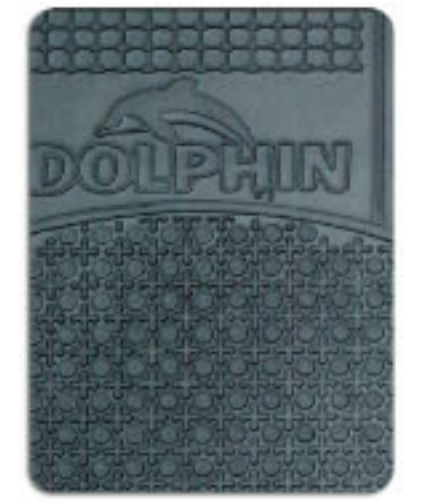
**Pency HRW-037**  
 Size (cm) Front: 62.5 x 42  
 Middle: 55 x 27.50  
 Rear: 41.25 x 35  
 Sold in 5 pieces set is available  
 Packing 8 sets per carton



**Sports HRW-005**  
 Size (cm) Front: 66 x 49.75  
 Middle: 55 x 27  
 Rear: 57.5 x 45  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton



**Long Life HRW-003**  
 Size (cm) Front: 65 x 49  
 Middle: 55 x 27.50  
 Rear: 49.5 x 49  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton



**Dolphin HRW-047**  
 Size (cm) Front: 55.5 x 49.5  
 Middle: 55 x 27.50  
 Rear: 51.5 x 46  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton



**Ateral Toyota HRW-045**  
 Size (cm) Front: 65 x 49  
 Middle: 56.50 x 27.5  
 Rear: 49 x 49.5  
 Sold in 5 pieces set is available  
 Packing 6 sets per carton



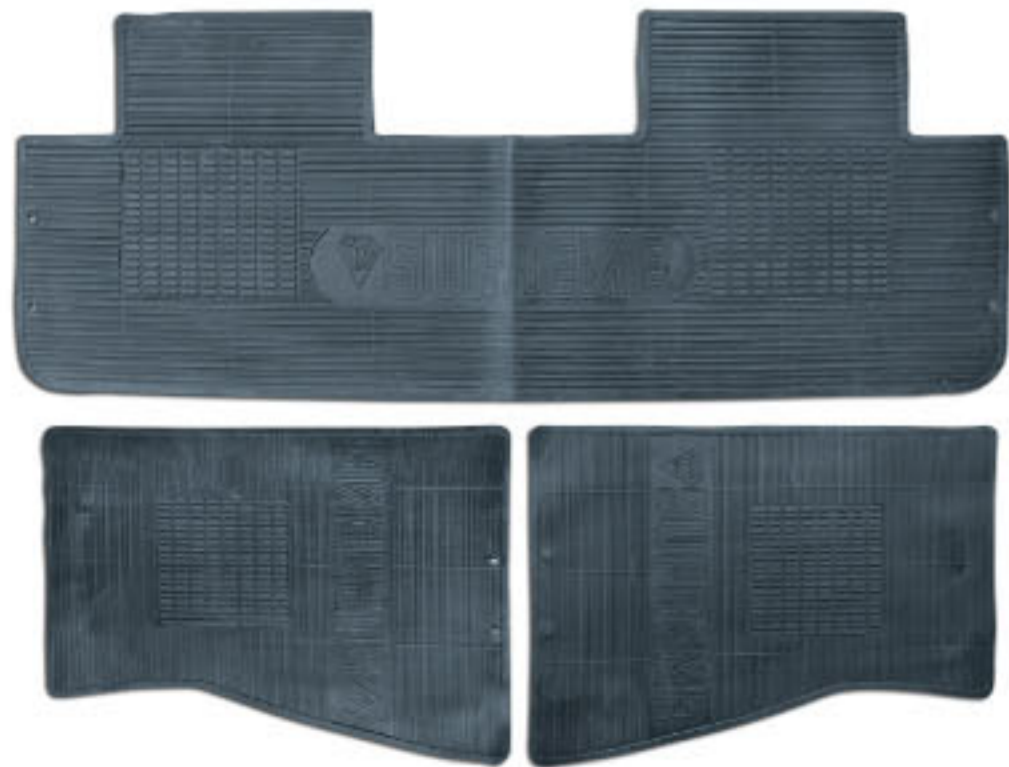
**Gateway HRW-036**  
 Size (cm) Front: 68 x 51  
 Middle: 56 x 28  
 Rear: 56 x 40  
 Sold in 5 pieces set is available  
 Packing 10 sets per carton



**Juki HRW-017**  
 Size (cm) Front: 121 x 42  
 Back: 65 x 50  
 Sold in 3 pieces set is available  
 Packing 12 sets per carton



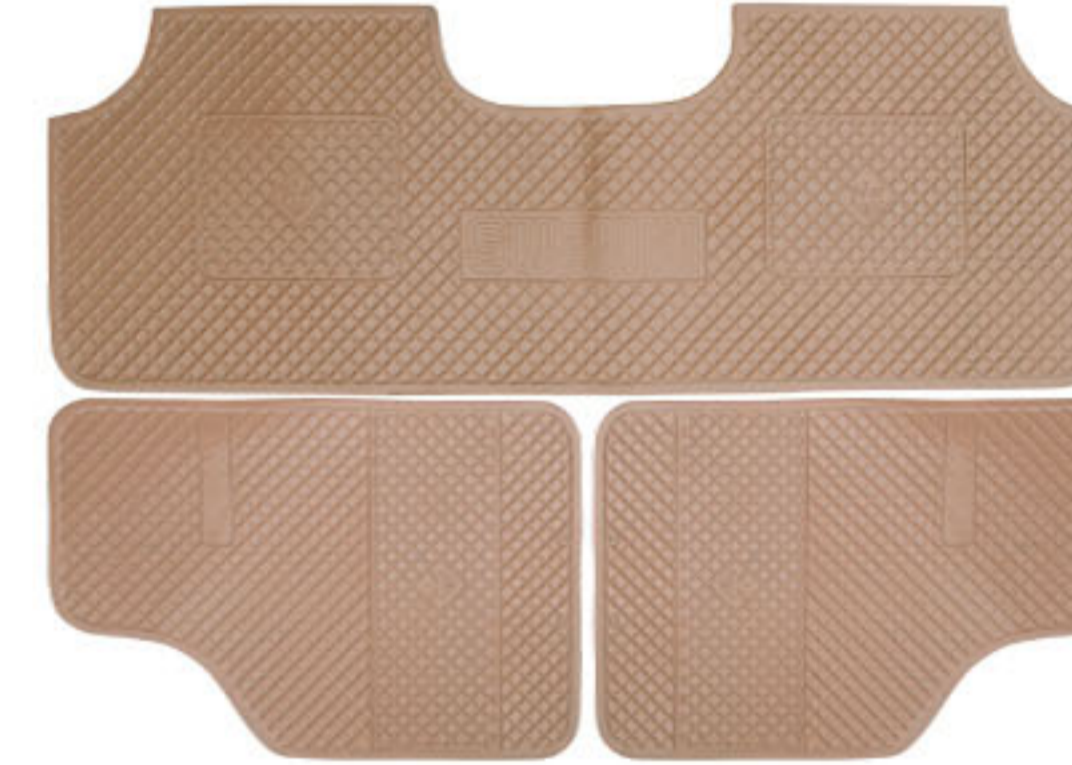
**Shehzore HRW-054**  
 Size (cm) Front: 60 x 58.5  
 Front: 42.5 x 38  
 Back: 59 x 54  
 Sold in 3 pieces set is available  
 Packing 12 sets per carton



**Supreme HRW-013**  
 Size (cm) Front: 124 x 45.5  
 Middle: 69 x 49  
 Sold in 3 pieces set is available  
 Packing 12 sets per carton



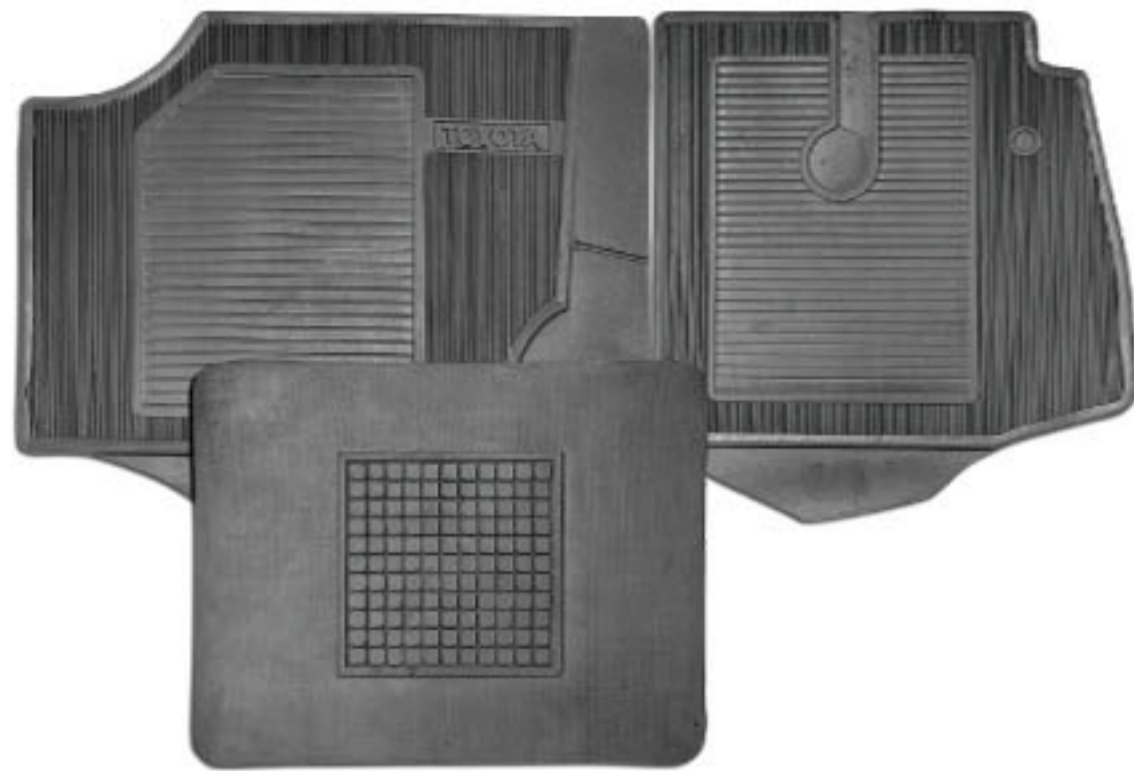
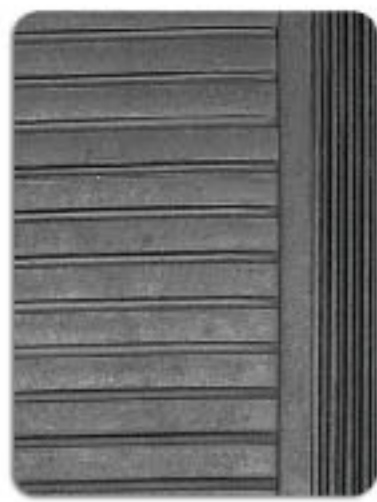
**Suzuki Car HRW-014**  
 Size (cm) Front: 70 x 45  
 Back: 122 x 42.5  
 Sold in 3 pieces set is available  
 Packing 12 sets per carton



**Suzuki Omega HRW-016**  
 Size (cm) Front: 66.25 x 45.5  
 Back: 120 x 42  
 Sold in 3 pieces set is available  
 Packing 12 sets per carton



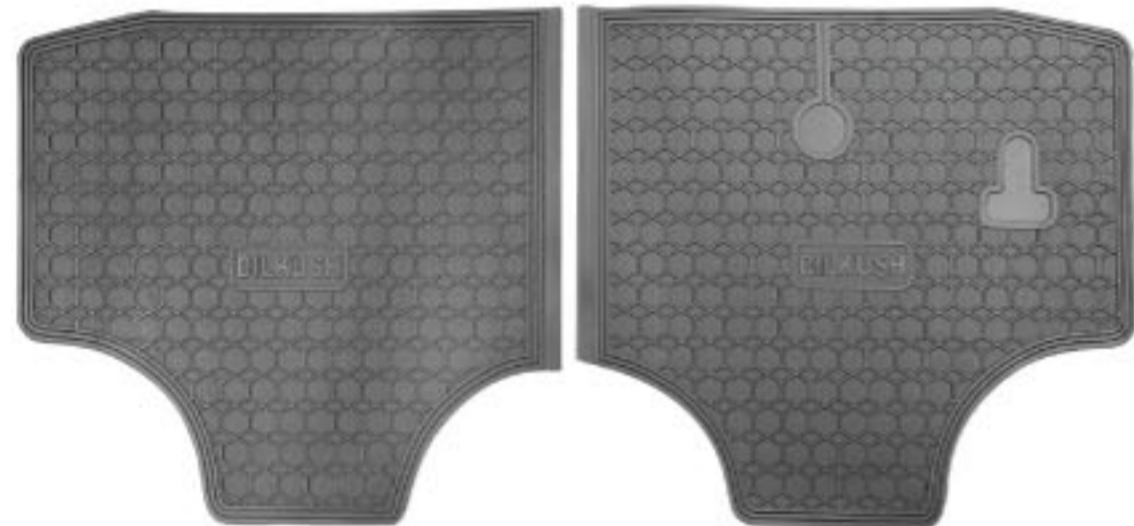
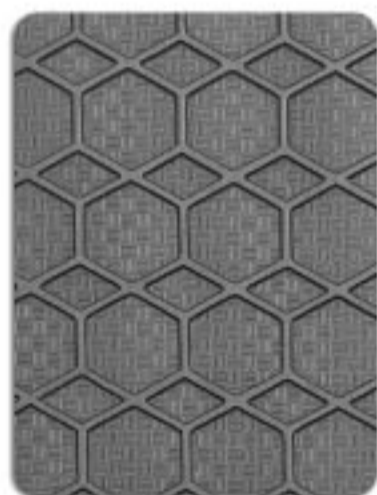
**Hiace HRW-019**  
 Size (cm) Front: 140 x 62  
 Sold in 1 piece is available  
 Packing 12 sets per carton



**Toyota Hiace HRW-018**

Size (cm) Front: 65 x 51  
Middle: 48 x 38.5  
Rear: 67 x 54

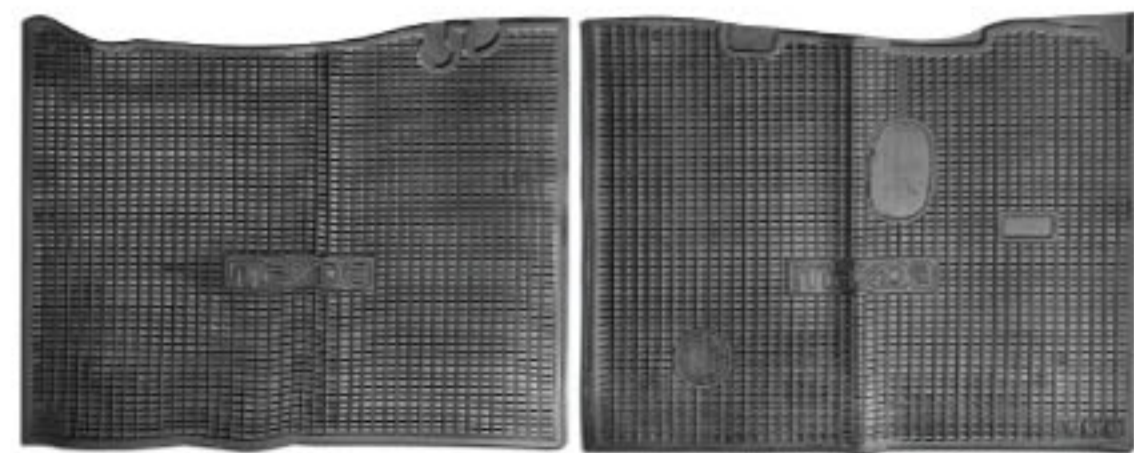
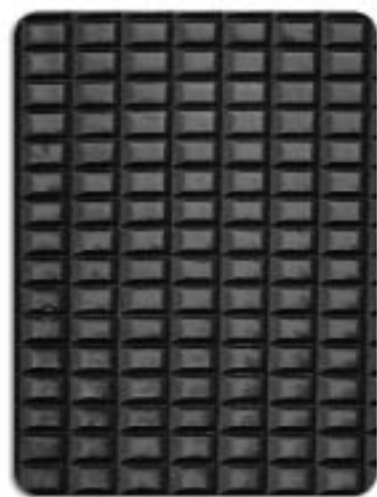
Sold in 3 pieces set is available  
Packing 12 sets per carton



**DILKUSH**

Size (cm) Front: 59 x 53.5

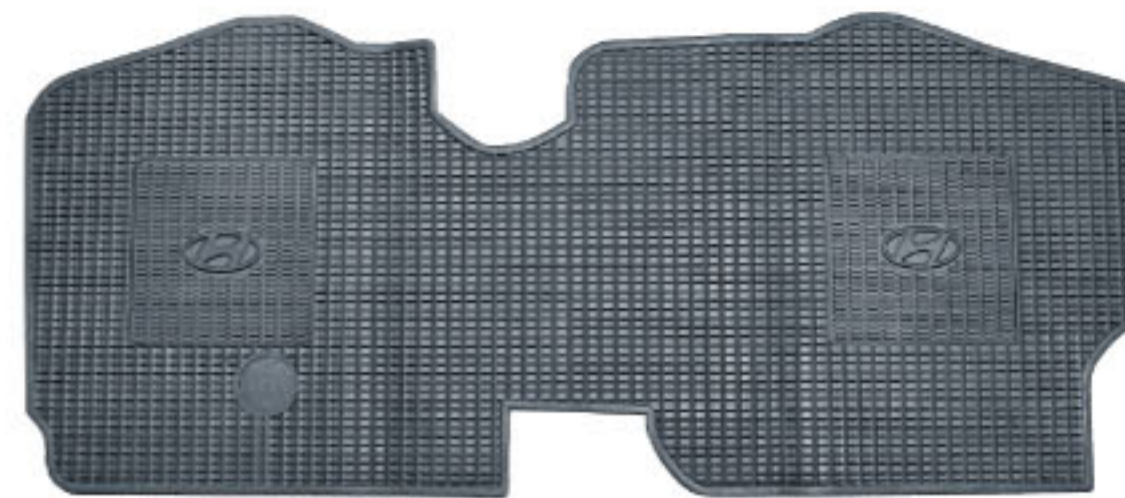
Sold in 2 pieces set is available  
Packing 20 sets per carton



**MAZDA**

Size (cm) Front: 87 x 66.5

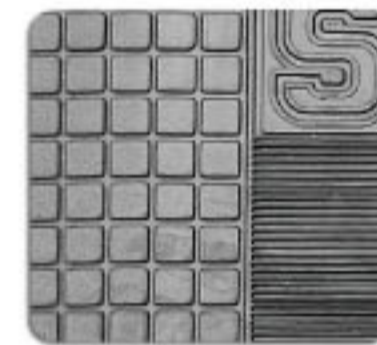
Sold in 2 pieces set is available  
Packing 10 sets per carton



**Shehzore HRW-053**

Size (cm) Front: 144 x 60

Sold in 1 piece is available  
Packing 12 sets per carton



**Suzuki Carry HRW-024**

Size (cm) Front: 115 x 51.5

Sold in 1 piece is available  
Packing 20 sets per carton



**Vespa HRW-033**

Size (cm) Front: 82 x 98

Sold in 1 piece is available  
Packing 30 sets per carton



## Floor Mats

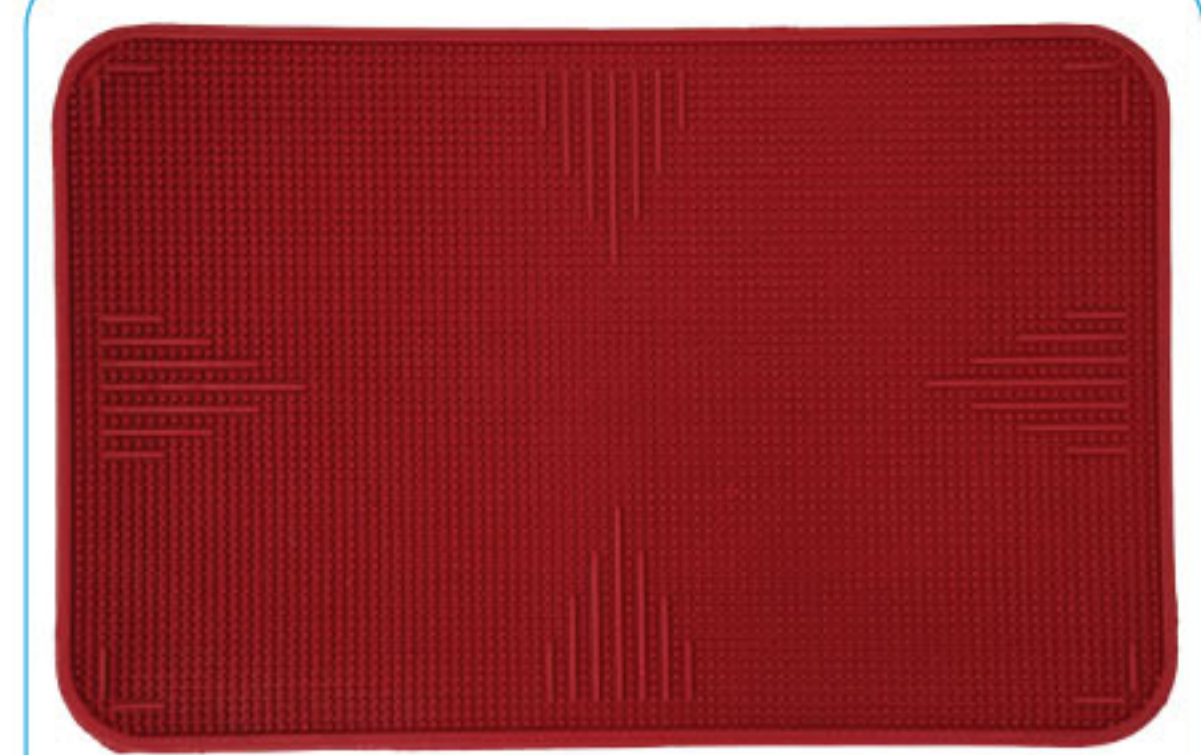
Haseen rubber works manufactures top quality anti slip and anti-noise Floor Mats in Rubber ,PVC and Carpet material. Floor mats are available in many designs, sizes and colors. Floor mats are used in homes and offices as entrance mat, passage mat ,door mat and bath mat.

Haseen Diamond Floor mats have been protecting and defending the nations floors and carpets from the damage caused by mud, dirt and dust for over 25 years. We have a wide range of PVC, Rubber and Carpet mats. Super strong absorbent material tufts remove all trace of moisture and dirt from boots, shoes and paws.

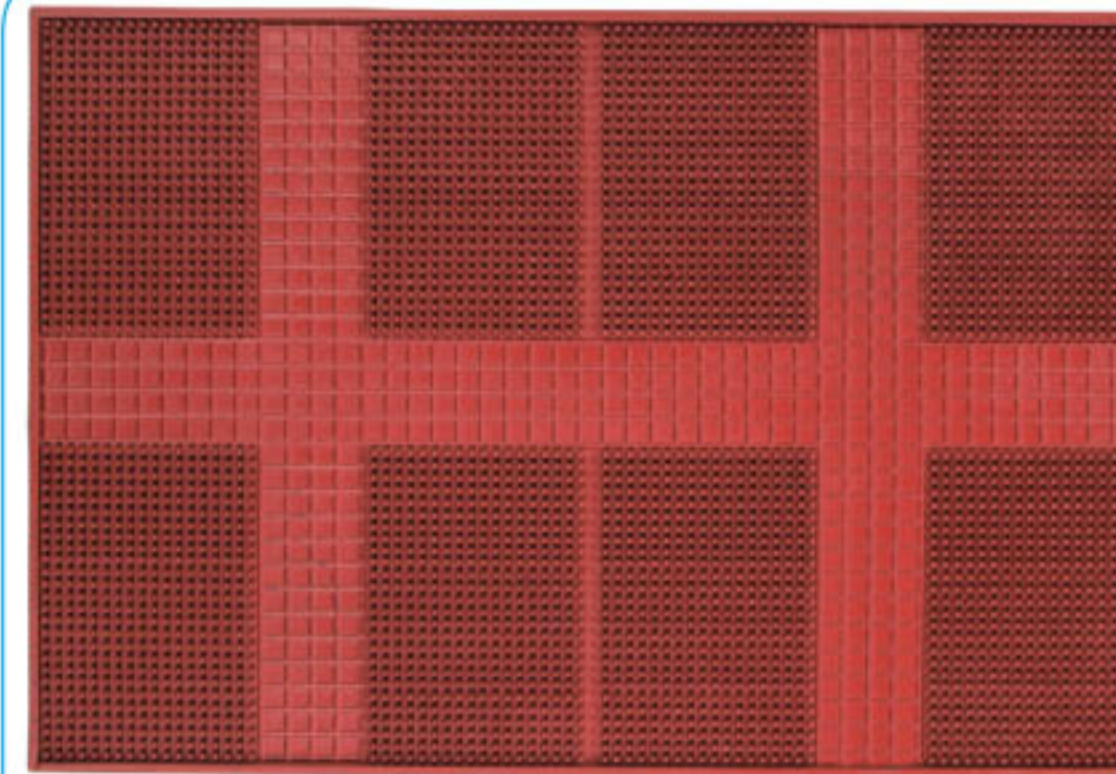
The beautiful and practical floor mats provide a decorative alternative to the average floor mat. With a range of designs there are mats for every area of your home and office. Front door mats, back door mats, kitchen mats, bath mats, area mats on landings and stairs. They are also ideal for mobile homes and holiday lets.



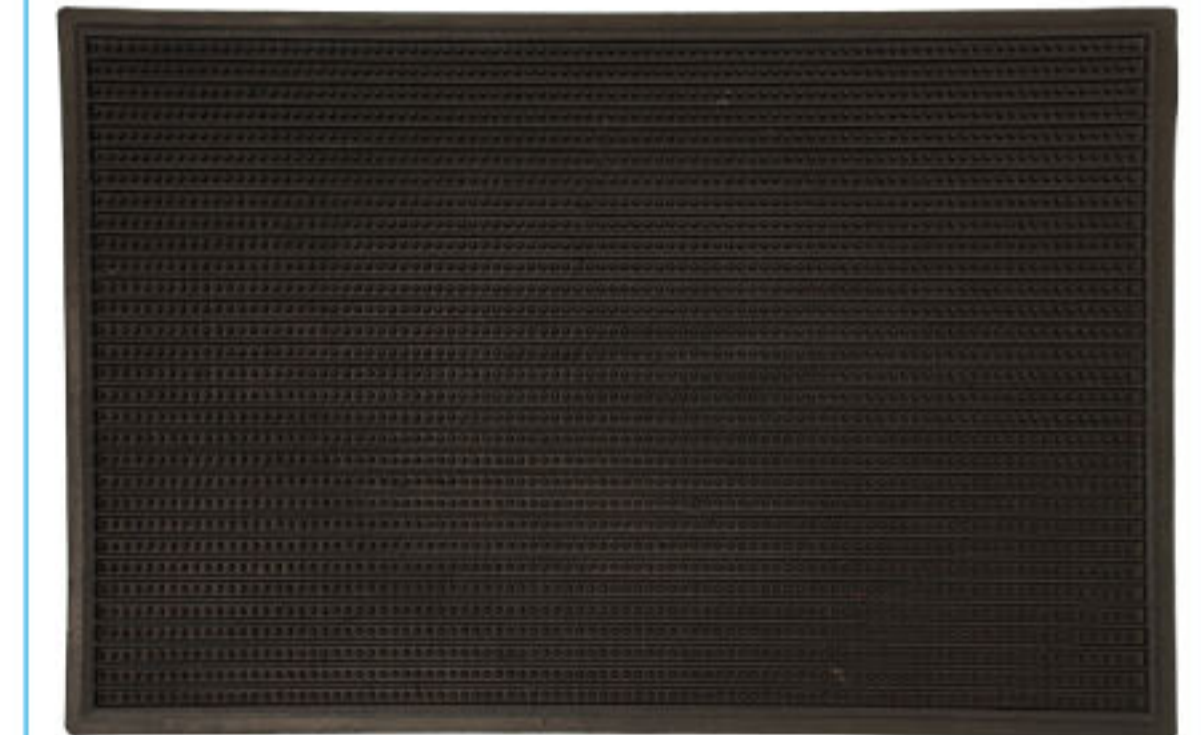
**Shoes Nail HRW 060**  
 Size (cm): 60x 40  
 Packing: 25 pcs per carton



**Nail Top HRW 030**  
 Size (cm): 56x 40  
 Packing: 25 pcs per carton



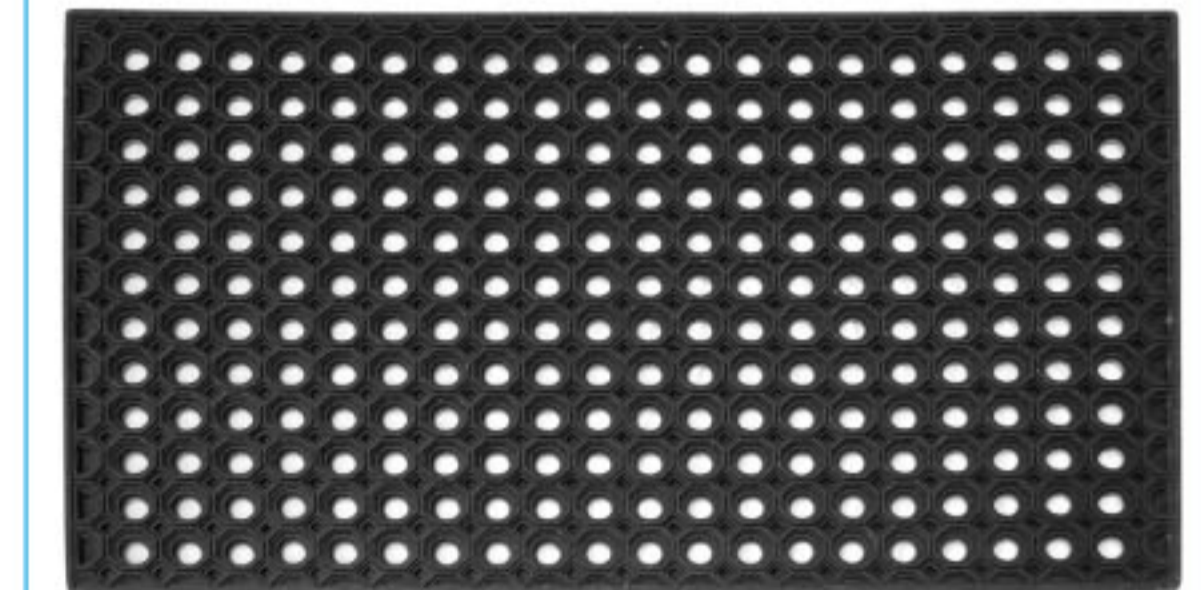
**Nail Cross HRW 029**  
 Size (cm): 56x 40  
 Packing: 25 pcs per carton



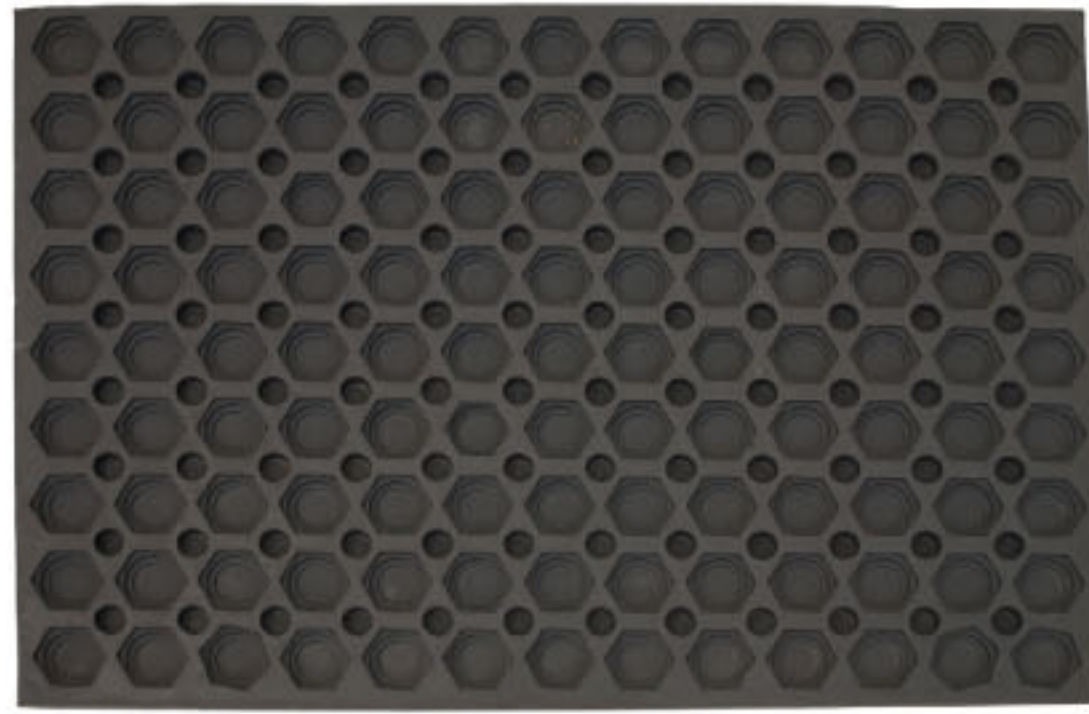
**Nail & Lining HRW 031**  
 Size (cm): 56x 40  
 Packing: 25 pcs per carton



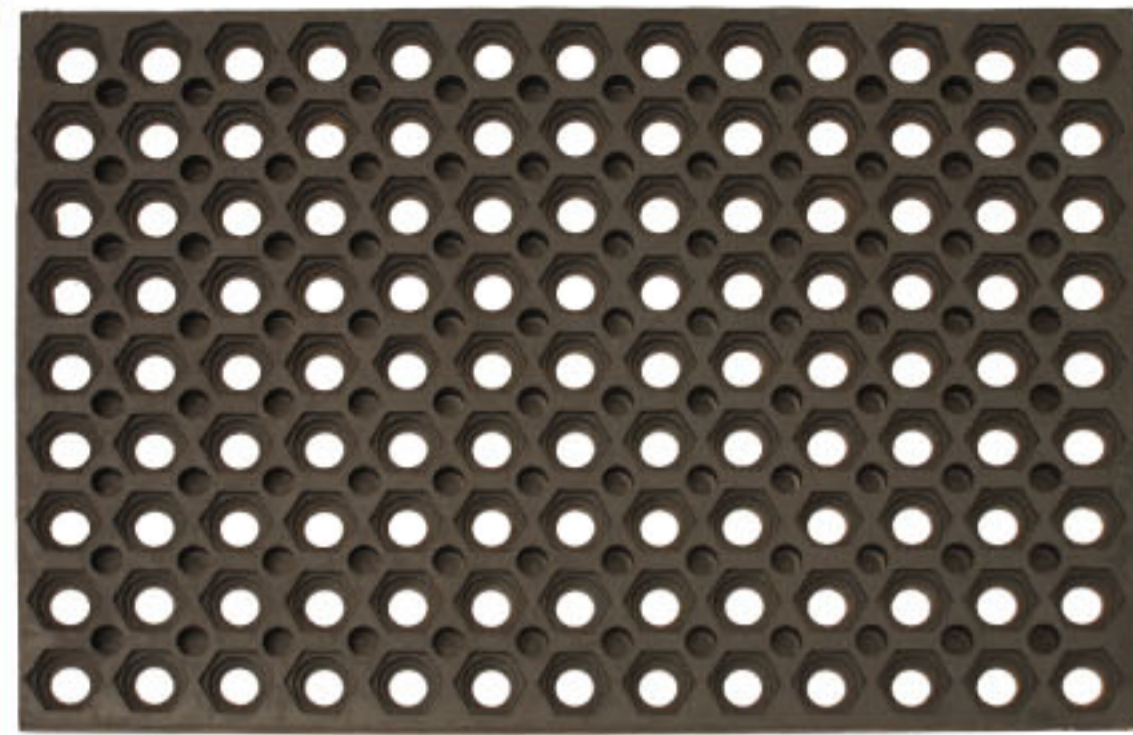
**Floor Care HRW 055L**  
 Size (cm): 76 x 46  
 Packing: 10 pcs per carton



**Floor Care HRW 055LH**  
 Size (cm): 76 x 46  
 Packing: 10 pcs per carton



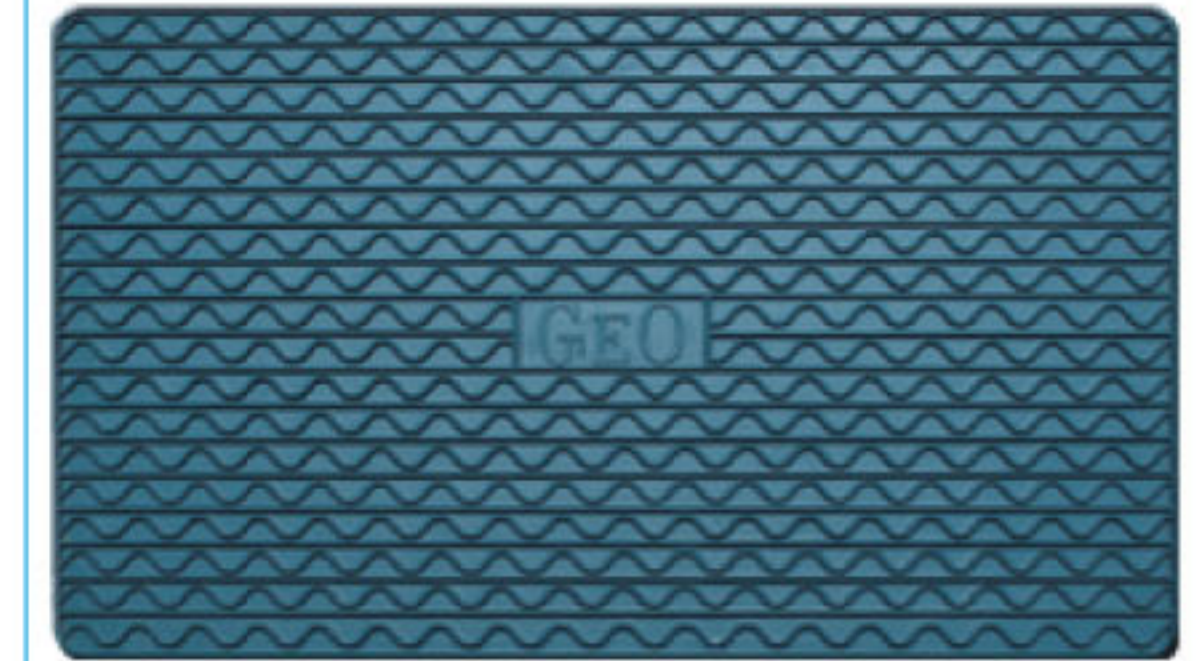
**Bolt Head HRW 027**  
 Size (cm): 58 x 40.5  
 Packing: 15 pcs per carton



**Bolt Head HRW 027H**  
 Size (cm): 58 x 40.5  
 Packing: 15 pcs per carton



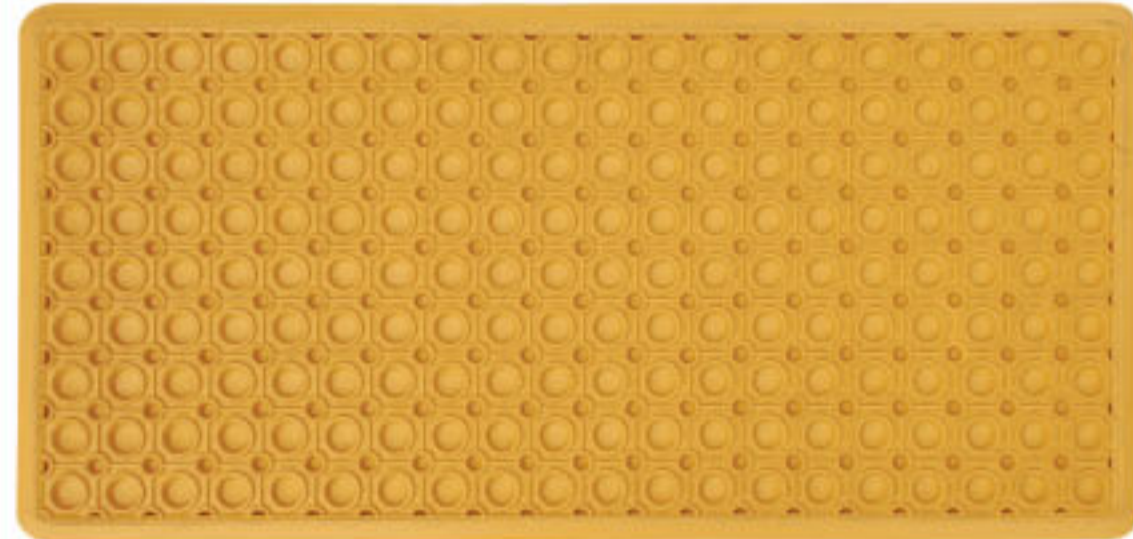
**Kankard HRW 057**  
 Size (cm): 58 x 42  
 Packing: 45 pcs per carton



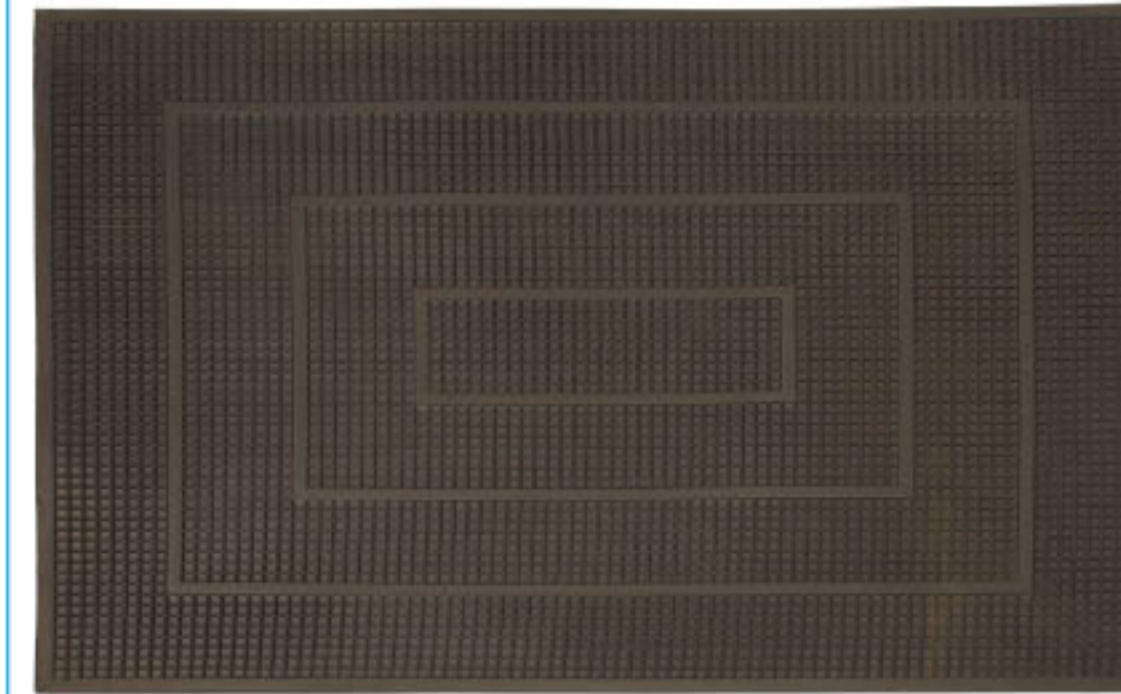
**Geo HRW 056**  
 Size (cm): 76.25 x 46  
 Packing: 15 pcs per carton



**D Mate HRW 092**  
 Size (cm): 76 x 46.5  
 Packing: 12 pcs per carton



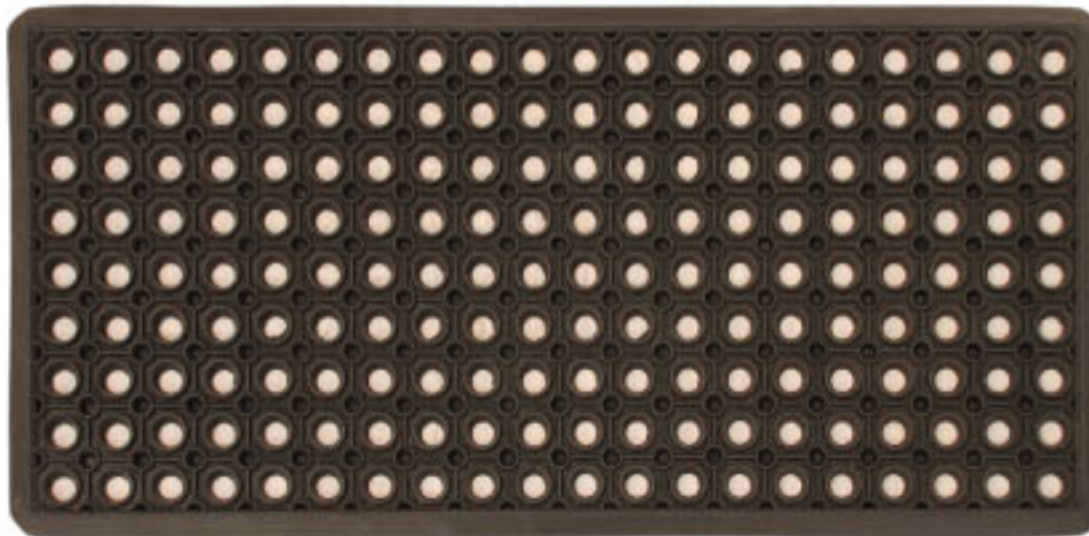
**Floor Care HRW 055S**  
 Size (cm): 67 x 32.5  
 Packing: 20 pcs per carton



**Fancy HRW 023**  
 Size (cm): 68 x 51 / 56 x 40  
 Packing: 30 pcs per carton



**Denso HRW 023**  
 Size (cm): 68 x 51 / 56 x 40  
 Packing: 30 pcs per carton



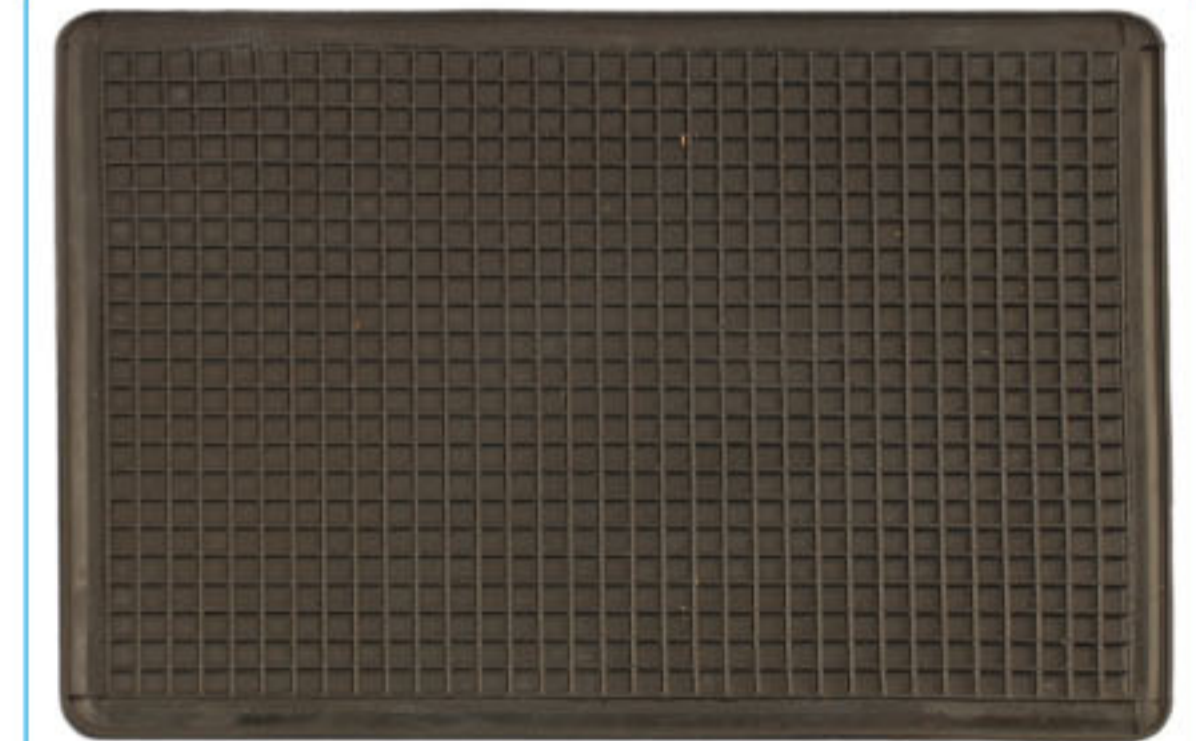
**Floor Care HRW 055SH**  
 Size (cm): 67 x 32.5  
 Packing: 20 pcs per carton



**GOGO HRW 059**  
 Size (cm): 76 x 46  
 Packing: 15 pcs per carton



**Gateway HRW036**  
 Size (cm): 68 x 51 / 56 x 40  
 Packing: 30 pcs per carton



**Super Fancy HRW 025**  
 Size (cm): 68x 51/56 x 40  
 Packing: 30 pcs per carton





**Crown HRW 022**  
Size (cm): 68 x 51 / 56 x 40  
Packing: 30 pcs per carton



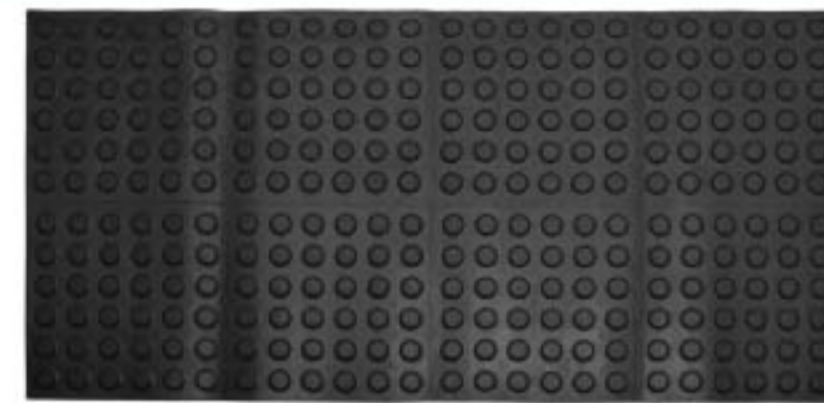
**World Cup HRW 026**  
Size (cm): 68 x 51 / 56 x 40  
Packing: 30 pcs per carton



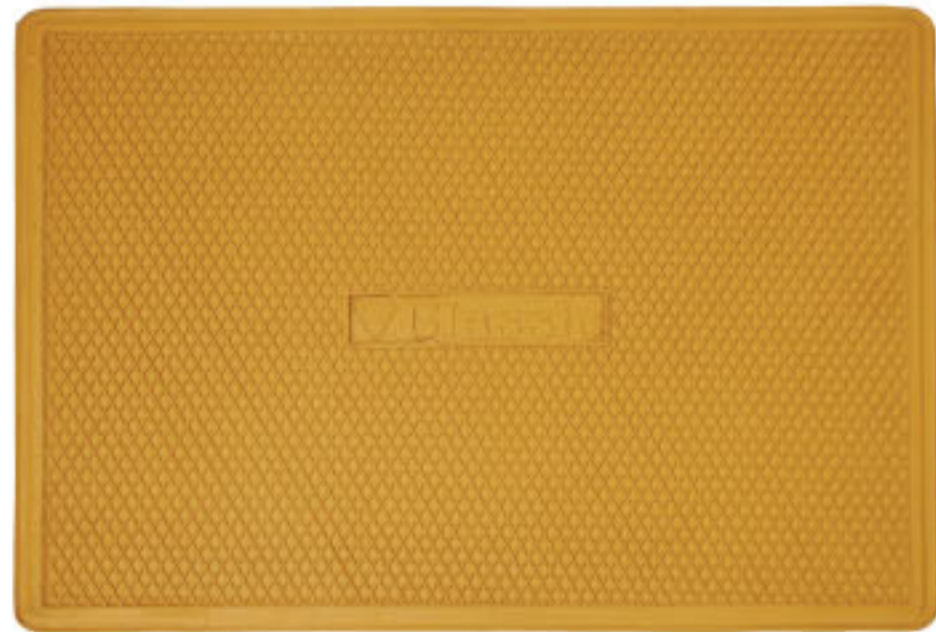
**Care Care HRW 021**  
Size (cm): 68 x 51 / 56 x 40  
Packing: 30 pcs per carton



**Lines HRW 061**  
Size (cm) 120x 60  
Packing: 25 pcs per carton



**Tops HRW 062**  
Size (cm): 120 x 60  
Packing: 12 pcs per carton



**Classic HRW 041**  
Size (cm): 68 x 51 / 56 x 40  
Packing: 30 pcs per carton



**Super Rainbow HRW 058**  
Size (cm): 125 x 65 / 68 x 51 / 56 x 40  
Packing 15 pcs per carton



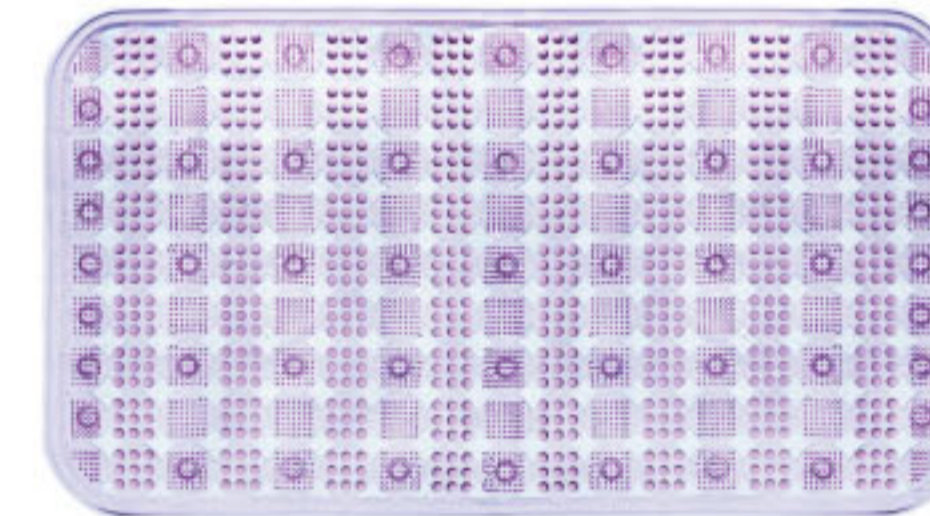
**Tea Time HRW 011**  
Size (cm): 68 x 51 / 56 x 40  
Packing: 30 pcs per carton



**Rainbow HRW 028**  
Size (cm): 61 x 39  
Packing: 25 pcs per carton

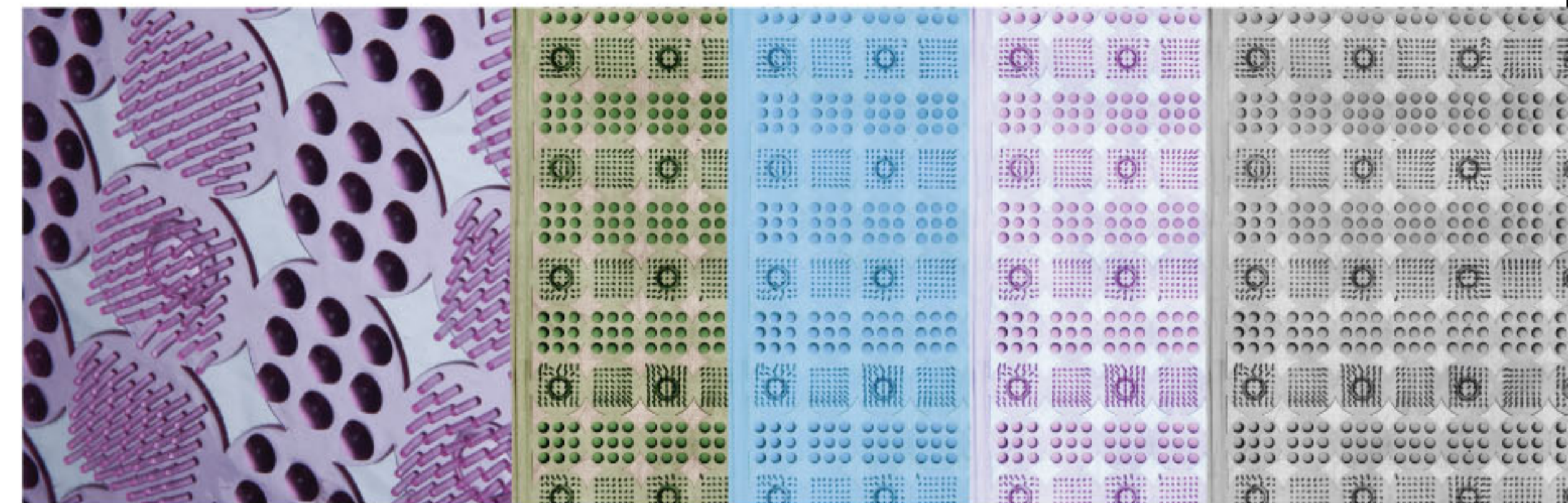


We make PVC anti slip bath mat in different designs and in various colours.



# BATH Mats

**Bath Floor Mat**  
Size: 68cm X 38cm (W x L)  
1 piece  
Packing: 50 Pieces per carton





Innovation as the spirit



(Rubber & PVC sole sheet for shoes and sandals manufacturing)

- We manufacture, import / export and trade two types of sole sheet.
- Rubber sole sheet (Neolite sheet)
  - PVC sole sheet

Rubber sole sheets are made from quality rubber and are painted and coated with superior quality inks and paints to give excellent shine and leathery look.

PVC sheets are made in PVC soft material and patterned with different design of PVC film on top as layer, This top of PVC sheet then gives a feeling of artificial leathery look in various colors and patterns.

Sole Sheets are widely used in ladies sandals and footwear. We manufacture these sheets and supplies to ladies sandals and footwear manufacturing companies locally and Internationally. PVC and rubber sole sheet is available in many sizes and colours. Thickness and quality according to customers need and requirement.

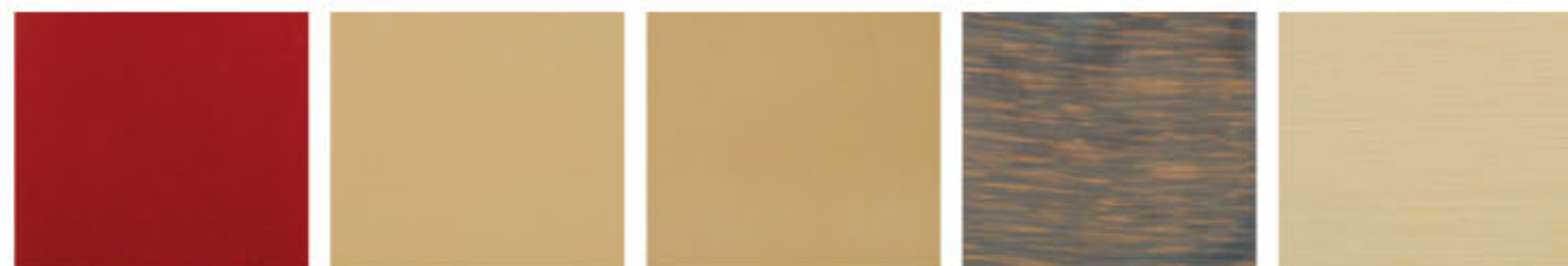
Our registered sole sheet brand is;

**HG**

Diamond Sheets



Size (inch) 40 x 44 / 24 x 36 / custm fit



We are the leading manufacturer of PVC flooring sheet. Our PVC flooring sheet is sound proof and of extremely good quality is available in different designs, colours and sizes. Normally it is available in the form of Roll of standard Size. Customised sizes can also be developed and produced according to customer demand with a minimum order quantity condition.

Our PVC flooring sheets are used in Passage covering, Stairs covering, Lifts and Escalators, Entrances and in flooring of large automobile such as buses, coaches and Trains. It is also used as floor covering in Hotels, Restaurants, Gyms and wet area like sides of swimming pools and wuzu ablution area in mosques.

## PVC Flooring Sheet

### PVC Sheet

Standard Size Roll  
Width: 1m, Length: 15m  
Thickness: ±2mm  
1 Roll=15sqm

### Custom Fit. Available in Rolls





## PVC Mud Flaps

We make PVC mud flaps for automobiles particularly for medium and large size of coaches, lorries, buses and trucks. It is available in different patterns and designs with standard and custom made fits for all major automobiles. We provide set of mudflaps along with its fitting for all types of automobiles. Customised Sizes and designed can be produced on customers demand.

### PVC Mud Flap HRW042

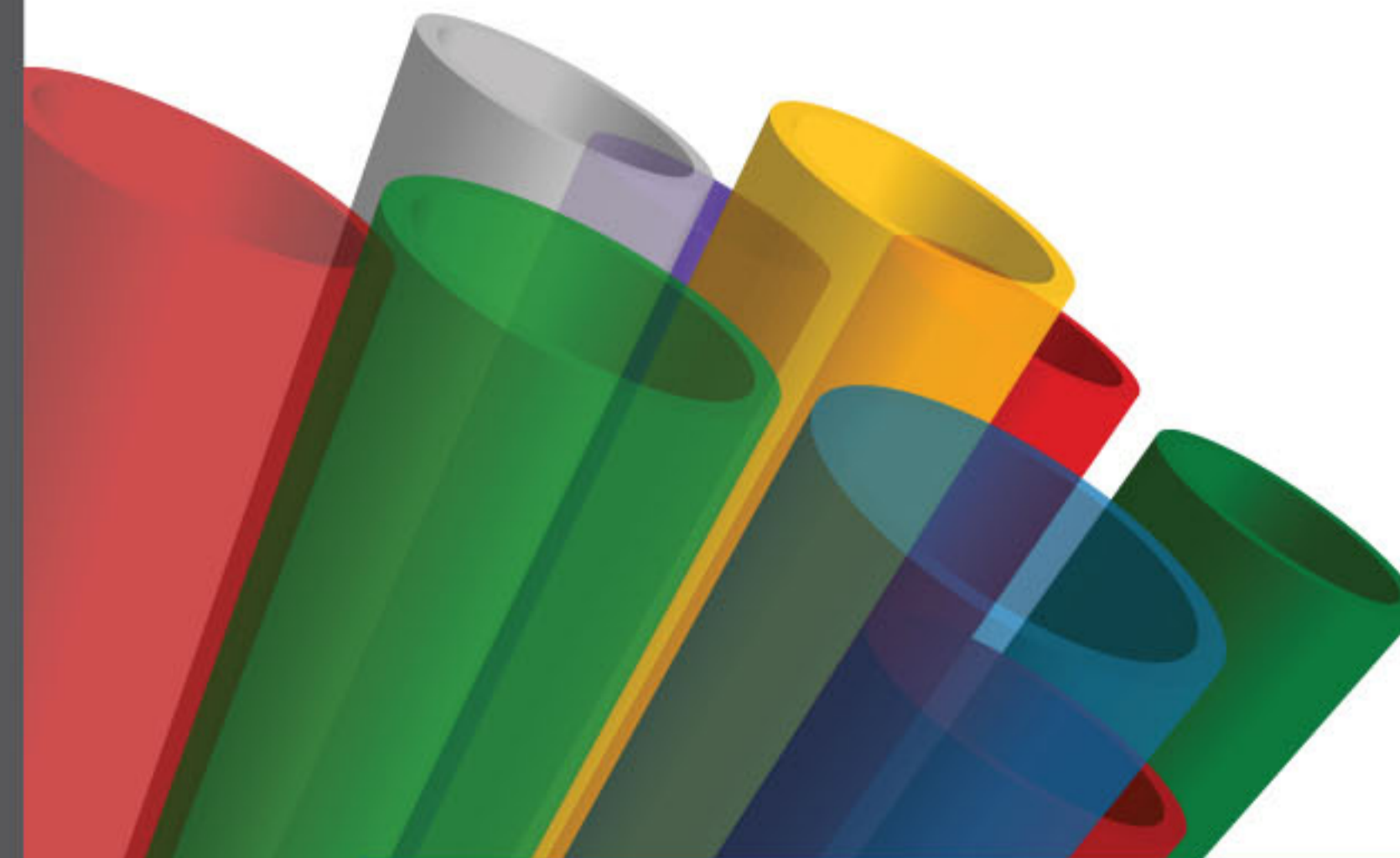
Size (cm) Length: 61.25  
Width: 45.5

Thickenss 2mm or custom fit  
Packing 6 sets per carton



Haseen Rubber Works manufactures superior quality HDPE and PVC pipes in different sizes, shapes and colors .HDPE pipes are used in underground telecommunication wiring and PVC pipes are used in Electric Wiring and water drainage.

## HDPE & PVC Pipe





## Moulding Facility

We Haseen Rubber works is a potential supplier for injection moulding, blow moulding, Compression moulding and extrusion moulding, Plastic bottles and containers manufacturers, all under one roof.

We have supplied leading multi national companies with personal care products such as shampoo bottles, food grade PET bottles and Jars, automotive parts, household plastic utility products, garment accessories etc. We also supply regular and custom made products to Government Tenders.

We have been involved with the above molding processes for over three decades and at present have two generations of entrepreneurs and professionals working together in a friendly environment to supply high quality plastic parts to the quality conscious customers at reasonable prices.

We have a range of moulding machine with a product weight capacity of 2.5 kg and we are working to increase our capacity of injection moulding machines.

### Moulds Making Facility

We can get any kind of moulds manufactured from our associated partners in china. Our Moulds are manufactured under very experienced technical staff and are of extremely good and durable quality. Haseen Rubber Works believes that mold engineering is the key to successful mold making. Excellent quality begins with excellent tooling design. A good design is the heart of a mold, therefore, The company pays special attention to the mold construction, cooling channels and moving mechanisms to ensure the highest quality parts are delivered from its mold at the minimum cycle. A good quality mold should be an efficient and automatic for production. All molds are carefully designed to maximize its service life and to ease maintenance.



“ We believe that only a satisfied customer makes us gratified. Hence, we wish to create a long-term business relation with all our prospective clients. ”





HASEEN INTERNATIONAL is a general trader importer and exporter of food and non food items.

Non-Food Items:

- Plastic scrap, waste & Recycling Material
- General Trading

Food Item:

- Rice (Premium Basmati Rice)

Haseen International has started its operation since May 2006 with imports of Car accessories Item like car floor mats, Neolite sheet for shoes industry and Industrial Plastic Scrap material from Europe.



Environmental



Recycle



Haseen International is a sole company for local and international Trading. We believe in generation high revenues and maximum effort for earning good profit. Haseen International is now a member company of Haseen Group and doing its best efforts to make Haseen Group a world best Group.

We deal in plastic scrap and waste plastics, post-industrial plastic scrap, post-consumer plastic scrap, and the relevant processing via our parent group plants or selected recycling partners. Plastics handled include PVC soft, PVC Rigid, PVC Resin, LDPE, HDPE, PET, PP, ABS, Nylon, PS, EPS, PC, as well as specialized engineering plastics.

The following are our main Trading Plastics scraps:

- PVC soft cable waste (Soft PVC cable production waste, Soft PVC cable casing/skin, Soft PVC lumps & all type of soft PVC scrap)
- PVC soft Medical (PVC soft Medical Production waste of PVC tubes, PVC bags etc)
- PVC Resin Soft (Prime resin, Off grade resin, production waste resin, Floor Sweep resin, K value 67)
- LDPE (Clear LDPE films Bales 99/1, 98/2)
- HDPE (HDPE pipe production waste, Clear Milk Bottles and all type of HDPE scrap)

We trade with UK, Europe, USA, China and other Asian countries.





Haseen International is also dealing with all types of Basmati rice produced in Pakistan and also become a reputed supplier and exporter of "Basmati Rice". We have our own brand rice known by "Haseen Basmati Rice". We have strong collaborations with rice mills and processors who are well equipped with world's best and most advanced technology machinery and are located near Muridke, a town near Lahore Pakistan, which is considered the land of Basmati Rice.

The vision of Haseen international is to become a global rice company which seeks to take lead in providing the finest and high quality of Pakistan rice to its customers worldwide. For centuries, the quality and purity of the rice has been questionable. HASEEN Rice Pakistan aims to take lead in exporting high volumes of finest basmati rice and white rice from Pakistan to satisfy an increasing demand of rice consumers worldwide.

Haseen International always comes up to the expectations of customers. It makes a concerted effort to give the best quality. The achievement of excellence of standards that we have set up for irreproachable quality of rice is made possible through constant vigilance of the entire process from procurement to marketing. We offer traceability, end-to-end controlled process by conducting checks and monitoring every stage.

Rice delivered by HASEEN INTERNATIONAL is top quality, well-cleaned, textured, graded and inspected by our highly experienced Quality Assurance unit to make sure that quality is not compromised at any stage of the process.

At HASEEN INTERNATIONAL, we enforce strict quality control measures throughout all of our processes and packaging procedures; we look forward to providing our customers with the highest quality products that are competitively priced with the very best customer service in the industry.

HASEEN INTERNATIONAL is a major exporter and supplier of all types of basmati Rice with standard 5 /10 /20 kg or customized packing on customer's request:

WE ARE ALSO WORKING ON PRIVATE LABELING WITH CUSTOMISED BRANDS



# HASEEN

PREMIUM  
BASMATI RICE



BASMATI RICE IS KNOWN AS THE QUEEN OF RICE, IT IS LONG GRAINED AND EXTRA LONG GRAINED, NON-GLUTINOUS, AROMATIC SLENDER RICE FROM THE PAKISTAN AND INDIA. IT IS PARTICULARLY GOOD FOR FORMAL RICE COOKING. IT HAS BEEN CULTIVATED FOR THE CENTURIES IN THE WORLD'S BEST RICE GROWING DELTAS OF RIVERS INDUS, RIAVI, JHELUM AND CHENAB IN PAKISTAN. THESE RIVERS ORIGINATE FROM THE MIGHTY HIMALAYAS. THE WORLD "BASMATI" IS EXTRUDED FROM TWO PUNJABI (A NATIVE LANGUAGE OF PAKISTAN) WORD, I.E. "BAS" AND "MATI", WHICH MEANS "SMELL OF SOIL" WHICH ASSURES US THAT SPECIAL QUALITY OF BASMATI HAS LOT TO DO WITH THE SOIL TYPE. ITS SPECIAL AROMA WHICH HAS FANTASIZED THE WORLD FOR CENTURIES IS DUE TO THE SPECIAL SMELL OF SOIL OF THIS AREA. THE RICE IS SCENTED AND WHEN LITERALLY TRANSLATED FROM THE PUNJABI ITS MEANS 'QUEEN OF SCENTS' OR 'PEARL OF SCENTS' ●

A PROJECT OF HASEEN GROUP  
For product info visit us at [www.haseengroup.com](http://www.haseengroup.com)

REAP  1-1-09-5033



### Haseen Developers

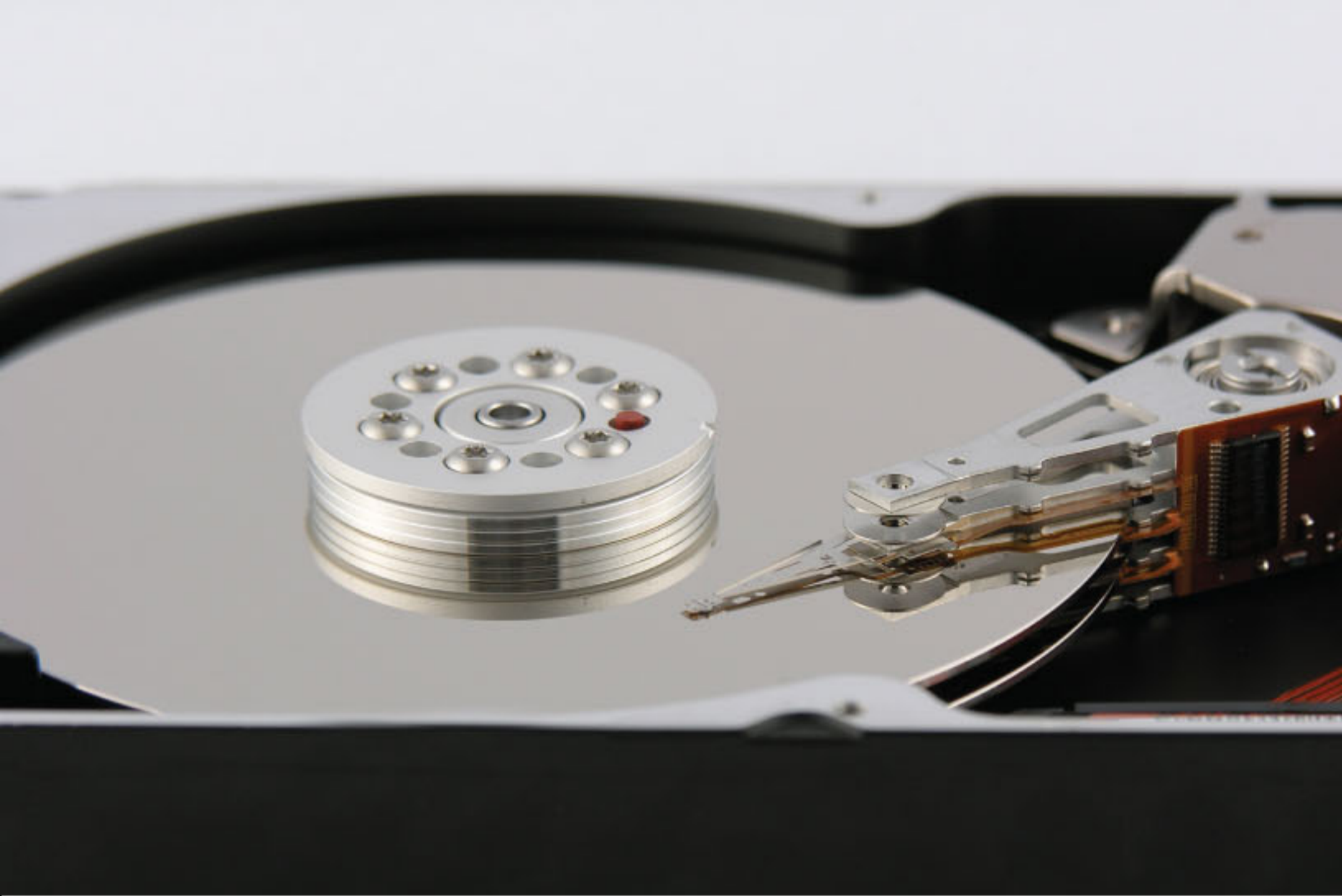
- Construction & Developers of houses
- Residential Land and plot property business

Haseen Developers has been working in the building and construction of houses and in property business since 2001. Haseen Developers is a private construction deal with private customers on contract basis for the construction of houses in a major developed societies and towns of Lahore. Haseen Developers also deals in residential lands and plots property business. We have a professional team of builders, architects, designers and engineers for the development of modern houses.

Haseen Developers enjoys the reputation of being a trend setter in the ever expanding arena of housing in the last 10 years and has earned a respect and reputation of being most recognized name in the market. The biggest name in real estate development is proud to have Haseen Developers associated with them. Haseen Developers has added value through a useful engineering contribution towards the concept of development of housing.

It will be our great privilege to serve your needs.





Haseen technologies is a young and dynamic software house based in Lahore Pakistan and a member company of Haseen Group providing services to both local and international customers. We have a team of experienced and highly educated staff who are ready to take any challenge to provide any IT solution. Presently in the market, an effective IT solution is more than simply just a matter of knowing the technology. At outsourcing Services Company, we understand it's a matter of understanding the client's business goals. This means that we always think about.

**The end-users:**

Interface has never been so important - that why we believe that end-user need to have an intuitive and visually appealing way to use any kind of software or web-site.

**The Quality:**

Internal quality policies ensure that we deliver a stable and robust code and provide ongoing technical support after the project completion.

**Your Business:**

We will never start a project without understanding the nature of your business and the issues which need to be addressed by completing the project, moreover we will always suggest you several alternatives to choose the best one matching your business needs and budget!



**Our Services:**

- Custom Software Development
- Web Application Development
- Web Development
- Web Designing
- E-Commerce Solutions
- Domain Registration
- Web Hosting
- Graphic Design
- Search Engine Optimization

It will be our great privilege to serve your needs.



**PAKISTAN**

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