

COMPANY PROFILE.

WWW.APTB.AE



ASSIST PLUS

Trading Brokrage

Locally Rooted. Globally Connected.

Connecting Quality Brands with the Right Markets in UAE.

Assist Plus Trading Brokerage is a 100% national company and a dynamic trading and brand-management enterprise dedicated to connecting quality products with the right markets. As part of the Assist Plus Group, we leverage deep industry expertise, strong supplier relationships, and innovative marketing channels to help brands grow, thrive, and reach customers across the UAE and beyond.

Assist Plus Trading Brokerage is a dynamic trading and brand-management company committed to connecting quality products with the right markets. As part of the Assist Plus Group, we leverage strong industry expertise, strategic partnerships, and innovative marketing channels to help brands grow, thrive, and reach customers across the UAE and beyond.

Specialists in Brand Development and Management.

We specialize in developing and managing high-potential brands across e-commerce and offline retail. Driven by a vision to deliver convenience, comfort, and excellence, our company bridges the gap between global suppliers and local consumers—offering curated, reliable, and value-driven products.



Our Vision

Driving Brand Excellence
To empower brands with intelligent trading solutions, build long-term partnerships, and deliver high-quality products that positively enhance the daily lives of our customers.

Our Mission

To be a leading trading and brand-distribution company known for trust, innovation, and market connectivity—supporting businesses and consumers with seamless access to world-class products and sourcing services.





ASSIST PLUS

Trading Brokrage

Locally Rooted. Globally Connected.



OUR BRANDS

WWW.APTB.AE

A Premium Lifestyle & Wellness Brand by Assist Plus Trading Brokerage.

Le Serenity is a premium lifestyle and wellness brand proudly owned and managed by Assist Plus Trading Brokerage. Established in 2020, the brand reflects our commitment to elevating everyday living through thoughtfully curated products that bring comfort, tranquility, and quality into the homes of our customers across the UAE.

At Le Serenity, we focus on delivering a refined selection of lifestyle goods, including kids' essentials, wellness products, and unique technology items, all chosen with an emphasis on reliability, practicality, and modern living. Each product is handpicked to align with our guiding philosophy: to inspire a sense of calm, simplicity, and well-being in every household.

With a growing online presence through our dedicated platform LeSerenity.ae, we continue to expand our offerings to meet the evolving needs of families, professionals, and wellness-focused consumers. Our brand stands apart through its dedication to quality, customer satisfaction, and an elevated product experience that mirrors the values of the Assist Plus Group.

As part of Assist Plus Trading Brokerage's broader retail and commercial portfolio, Le Serenity benefits from strong operational backing, structured supply-chain management, and the group's proven track record in delivering reliable services across various sectors.



Le
Serenity
Find It. Buy It. Love It.





Premium Magnetic Tiles for Kids – 3D STEM Magnetic Building Blocks (Ages 3+)

Our Premium Magnetic Tiles are a fun and engaging STEM toy designed for children aged 3 and above. These vibrant magnetic pieces let kids build anything from simple 2D shapes to advanced 3D structures, helping develop motor skills, problem-solving, creativity, and spatial awareness. Made from durable, BPA-free ABS plastic with smooth edges, the tiles are safe, long-lasting, and perfect for both solo and group play. Ideal for homes, nurseries, and classrooms, this set offers endless building possibilities and makes a thoughtful, educational gift for children ages 3–9.



Premium Reusable Baby Training Pants – Soft, Waterproof & Breathable Cotton

Our reusable baby training pants are a comfortable and eco-friendly solution for toddlers transitioning from diapers to potty training. Made from soft, breathable cotton with a TPU waterproof layer, they offer reliable absorbency and leak protection while remaining gentle on the skin. Available in sizes S, M, and L for ages 0–3 years, these training pants are machine washable, cost-effective, and crafted with OEKO-TEX 100 certified materials. Designed for everyday use, they come in multiple colours and prints—perfect for supporting confident, mess-free potty training.



Gurr – A Smart, Tech-Driven Lifestyle & Media

Gurr is a modern, technology-driven lifestyle brand under Assist Plus Trading Brokerage, built around a simple mission: to keep people powered, connected, and engaged wherever they go. Designed for today's mobile-first world, Gurr combines convenience, digital innovation, and smart mobility to deliver a seamless experience that benefits users, advertisers, and location partners alike.

At the core of the brand is a network of smart power bank rental stations integrated with dynamic digital advertising displays, strategically deployed in high-traffic environments such as airports, shopping malls, retail stores, cafés, and entertainment destinations. Gurr solves one of the most common daily challenges—low battery anxiety—by offering instant, on-demand portable charging solutions that are reliable, accessible, and effortless to use.

Beyond charging, Gurr positions itself as a tech-forward media platform, enabling brands to gain premium visibility through eye-catching digital screens that deliver targeted messaging at moments of maximum attention and footfall. This dual-revenue model—rentals and digital advertising—drives strong commercial value and underlines Gurr's identity as an innovative, efficient, and scalable business brand.

Visually and conceptually, Gurr embodies simplicity, smart connectivity, and modern urban energy. It is designed for movement, for people on the go, and for the fast-paced rhythm of today's cities. Whether supporting customers, boosting brand exposure, or enhancing venue experiences, Gurr creates a connected ecosystem that delivers convenience, empowerment, and measurable returns.



Product Line:



Gurr Smart Power Bank Sharing Station – Fast Charging, Waterproof & Built for High Traffic Locations



The Gurr Power Bank Sharing Station is a premium, high-performance charging solution designed for malls, cafés, gyms, events, restaurants, and other high-traffic locations across the UAE. Built for seamless on-the-go charging, it offers fast power delivery, multi-device compatibility, and stable 4G/WiFi connectivity—all within a durable, IP54-rated, safety-certified design.

Businesses can boost customer convenience while earning passive revenue, with options for custom branding, app integration, and advertising display features.

Feature Highlights

- Fast Charging Technology – Up to 50% power in one hour
- IP54 Waterproof Protection – Suitable for indoor/outdoor use
- Supports Global Socket Standards – USA/Canada, UK, EU, Australia/NZ, Italy, Brazil, Japan & more
- 4G / WiFi Enabled – Smart, reliable connectivity
- Custom App Development – Full branded digital experience
- Advertising Display Function – Promote your venue or partners
- International Safety Certifications – CE, ROHS, FCC, MSDS, UN38.3, MFI, CB, CQC, BSMI
- Portable Power Banks Included – 6000mAh & 8000mAh options
- Fireproof ABS + Metal Construction – Built for commercial environments
- Multi-layer Protection – Short circuit, overcurrent & overvoltage safety

Perfect for hotels, F&B outlets, coworking spaces, exhibitions, nightclubs, and any busy venue looking to enhance guest experience.



ASSIST PLUS

Trading Brokrage

Locally Rooted. Globally Connected.

VivaGuest – Redefining Guest Interaction with AI for Hotels & Exhibitions.

VivaGuest is a next-generation PropTech solution built specifically for hotels, resorts, serviced apartments, and large exhibition spaces. Powered by advanced AI, VivaGuest elevates the entire guest and visitor journey, enhancing communication, increasing engagement, and boosting satisfaction at every touchpoint.

The hospitality and events sector in the UAE is advancing quickly, yet many hotels and exhibition venues still face challenges such as fragmented guest communication, delayed responses, and outdated check-in and inquiry processes. Today's travellers and event attendees expect instant, personalised, and multilingual support from booking to departure—standards many venues struggle to meet.

Why Hotels & Exhibitions in the UAE Choose VivaGuest

- Tailored for the UAE's multilingual and diverse audience
- Reduces staff workload and speeds up response times
- Enhances guest satisfaction and improves review scores
- Unlocks new revenue through targeted upselling
- Streamlines operations with smart automation
- Scalable for hotels, resorts, and high-traffic exhibition venues

AI Powered



VivaGuest

www.vivaguest.com



VivaGuest - Key Features

www.vivaguest.com



01. Multilingual AI Assistance

Guests receive 24/7 support in their preferred language via WhatsApp. The system responds instantly and routes conversations to a live receptionist whenever human involvement is needed.

02. Real-Time Promotions & Upselling

Hotels can send personalized offers, upgrades, F&B promotions, spa deals, and event alerts, helping increase engagement and generate additional revenue throughout the stay.

03. Automated Guest Communication

VivaGuest automates every step of the guest journey—

- Pre-arrival messages
- Check-in guidance
- Stay updates
- Service requests
- Check-out reminders

04. Easy Feedback Collection

Real-time feedback is captured instantly, allowing teams to resolve issues before they escalate while improving review scores and building long-term loyalty.

05. Seamless API Integration

Compatible with leading hotel systems such as Opera, Apaleo, Salesforce, and more—ensuring a fully connected hotel ecosystem that is easy to manage and maintain.

06. WhatsApp-Native Solution

No extra apps, no friction. Guests access all hotel services directly from WhatsApp, making communication effortless and familiar.

07. Audio & Written Communication

Supports voice notes and text, providing easy accessibility for elderly guests and people of determination—offering a truly inclusive guest experience.

08. Staff & Guest Interaction

One staff member can manage dozens of active conversations at once. Internal messaging tools enhance collaboration, speed up response times, and improve service efficiency.

09. Broadcasting & Announcements

Hotels can broadcast updates to all in-house guests, promoting special events, F&B offers, entertainment schedules, and seasonal campaigns—helping drive traffic to on-site outlets.

10. Guest Reviews & Online Reputation

At the end of the stay, guests are guided to leave reviews on Google, Booking.com, TripAdvisor, and social media—helping boost the hotel's digital presence and ranking.

11. Customizable Conversation Design

Build tailored, AI-driven conversation flows that match your hotel's brand identity and operational requirements—no coding required.



ASSIST PLUS

Trading Brokrage

Locally Rooted. Globally Connected.

CONTACT US.

WWW.APTB.AE



ASSIST PLUS

Trading Brokrage

Locally Rooted. Globally Connected.

4th floor, Office: 403, Building C29 -
Ammar Bin Yasir Street, Khalifa Park -
Abu Dhabi, UAE, P. O. Box 6533
Phone: +971 (2) 641 6751
Email: info@assistplus.ae