

BRAND X GROUP

Home of sports.

 "SPORTS CONTRACTING & INFRASTRUCTURE Div."

FIFA

ITF 

 WORLD
ATHLETICS

BRAND X

"THE SLOGAN GOES HERE"

Brand X Group is a diversified ecosystem of specialized brands dedicated to shaping active lifestyles, healthier communities, and innovative environments. From world-class sports infrastructure to children's active spaces, athletic nutrition, and future lifestyle concepts, every division is built around one shared purpose: inspiring movement and creating lasting impact.

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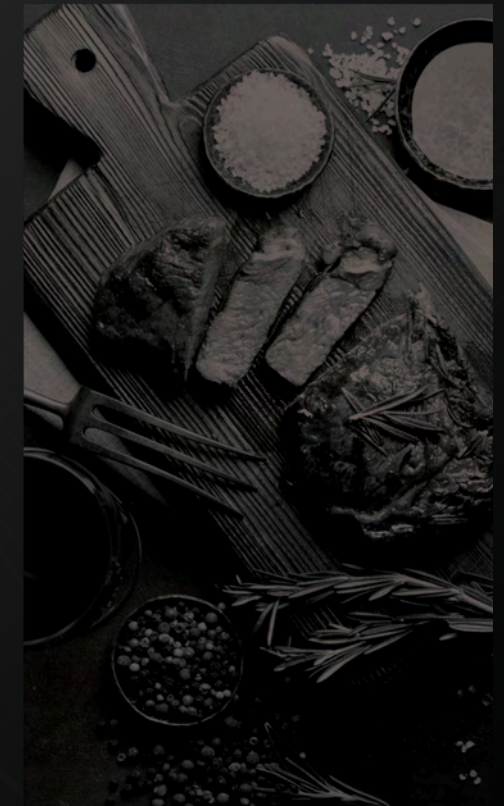
BRAND X
"SPORTS CONTRACTING & INFRASTRUCTURE"



BRAND X
JUNIORS



BRAND X
"ATHLEISURE"



BRAND X
"ATHLETIC-NUTRITION"

Founder's Message

Building the Next Generation of Sports Environments

"At BRAND X Group, we believe sports are more than facilities — they are environments that inspire movement, discipline, wellness, and future generations.

What started as a vision to build high-quality sports infrastructure in Qatar has grown into a multi-division group focused on creating complete athletic and lifestyle experiences. Today, BRAND X Group proudly operates across sports contracting & infrastructure, children's active environments through Brand X Juniors, athletic nutrition, and our upcoming athleisure division.

Our mission is to deliver world-class solutions that combine innovation, safety, performance, and design excellence. From international-standard running tracks and sports courts to inspiring children's environments and performance-focused lifestyle concepts, every project we undertake reflects our passion for quality and long-term impact.

At BRAND X, we are not simply building courts or spaces — we are creating healthy, active environments that bring out the best in individuals and help them become the best version of themselves, especially now more than ever. We believe sports and movement have the power to positively shape lifestyles, strengthen communities, and inspire future generations of athletes and champions.

As Founder, I take great pride in the trust our clients, partners, and team place in us, and we remain committed to pushing the boundaries of sports infrastructure and athletic development in Qatar and beyond."



WHO WE ARE

About Brand X Sports

Brand X Sports is the sports contracting and infrastructure division of Brand X Group, established to deliver advanced sports environments that combine technical quality, functional performance, and long-term value.

At its core, the company specializes in sports surfaces, facility systems, and infrastructure execution for indoor and outdoor sports environments. But its role extends beyond installation. Brand X Sports operates as a strategic project partner that understands how athletic spaces must perform, how facilities must endure, and how every environment should contribute to user experience, safety, and purpose.

As part of Brand X Group, the company benefits from a broader brand ecosystem that includes sports infrastructure, athletic nutrition, athleisure, and customized environments for younger audiences. This multi-division foundation gives Brand X Sports a stronger perspective than a typical specialist contractor. It allows the company to work with a deeper understanding of how sports environments connect to performance, health, identity, and the evolving standards of active living.

Brand X Sports therefore represents both technical capability and broader sector awareness. It is the operational arm of a brand that sees sports not as isolated facilities, but as part of a wider performance and lifestyle landscape. The result is a company positioned to deliver not only surfaces and spaces, but environments with intent, quality, and relevance.





Vision

To be a global leading sports contracting and infrastructure division recognized for building high-performance environments, raising the standards of sports facility development, and contributing to the future of sports culture across regional and international markets.



Mission

Our mission is to deliver sports infrastructure and surface solutions that combine technical excellence, dependable performance, and long-term usability—while supporting healthier communities, stronger institutions, and better sporting experiences.



Aim

Our aim is to provide reliable expertise in sports infrastructure development, deliver systems that enhance athletic and institutional use, and create spaces that are safe, functional, visually refined, and built for real-world performance.

Our Values

◆ Commitment

We are committed to delivering what we promise, standing behind our work, and approaching every project with responsibility, seriousness, and long-term accountability.

◆ Care

We care about the environments we build, the people who use them, and the standards by which they are judged. That care is reflected in planning, detailing, finish quality, and follow-through.

◆ Quality

Quality is not limited to materials. It includes execution, consistency, finish, technical judgment, and the overall experience of delivery.

◆ Professionalism

Professionalism shapes how we communicate, plan, coordinate, execute, and represent the brand at every stage of a project.

◆ Punctuality

Respect for time is respect for the client, the project, and the operational realities of delivery. We value disciplined timelines and organized execution.

◆ Performance Mindset

We think in terms of function, outcome, and long-term value—not only short-term completion.

Why Industry Leaders Choose Brand X

Building Confidence Through Performance.

Engineering Excellence

Delivering technically advanced sports infrastructure designed for long-term performance.

International Standards

Solutions aligned with internationally recognized sports and safety requirements.

Turnkey Delivery

From concept and design to supply, installation, and final handover.

Custom-Built Solutions

Every project is tailored to the client's objectives, budget, and operational needs.

Premium Materials

Carefully selected systems engineered for durability, safety, and high performance.

Long-Term Partnership

Supporting clients beyond project completion through maintenance and technical guidance.



Project Delivery Methodology

From Initial Consultation to Successful Project Handover

At BRAND X, we deliver turnkey sports infrastructure solutions that combine engineering excellence, international standards, and long-term performance. From concept development and technical consultation to procurement, installation, and final certification, every project is executed with precision and uncompromising quality.

Our expertise covers athletic tracks, football fields, multi-purpose courts, indoor sports flooring, and complete recreational environments designed to meet Olympic, FIFA, World Athletics, and international sports specifications.

Whether for governments, educational institutions, developers, or private organizations, we create facilities that inspire performance, enhance communities, and stand the test of time.



Sports Infrastructure Solutions

Delivering advanced sports flooring, turf, and infrastructure solutions engineered for durability, safety, and long-term performance across indoor, outdoor, and signature environments.

Certified Standards

FIFA



**WORLD
ATHLETICS**





Indoor Sports Systems

Engineered Indoor Systems Built for Performance, Comfort, and Precision

PU Indoor Sports Flooring

A high-performance, seamless multi-layer polyurethane (PU) flooring system designed for indoor sports environments that require durability, comfort, and consistent performance.

The system is engineered to absorb impact, reduce athlete fatigue, and provide excellent grip under various playing conditions. Its seamless construction enhances hygiene, simplifies maintenance, and ensures long-term structural integrity.

Ideal for multi-purpose sports halls and institutional facilities, PU systems deliver a balance between performance, safety, and cost efficiency, making them a preferred solution across educational and professional environments.

Applications:



Basketball



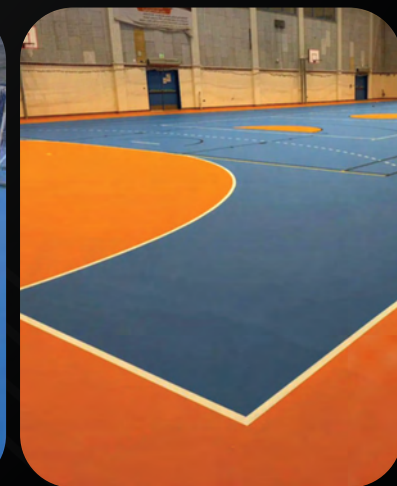
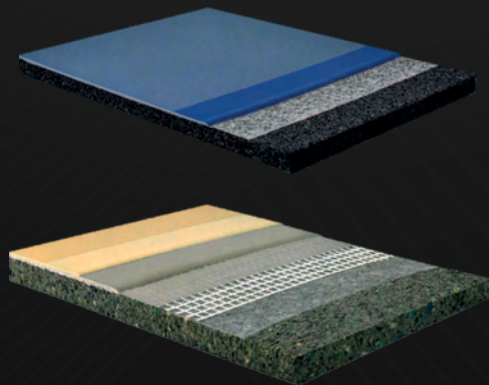
Volleyball



Badminton



Handball



Indoor Sports Systems

Climate-Controlled Performance for Year-Round Play

Indoor Padel Courts

Indoor padel court systems designed for controlled environments where consistency, comfort, and uninterrupted play are essential.

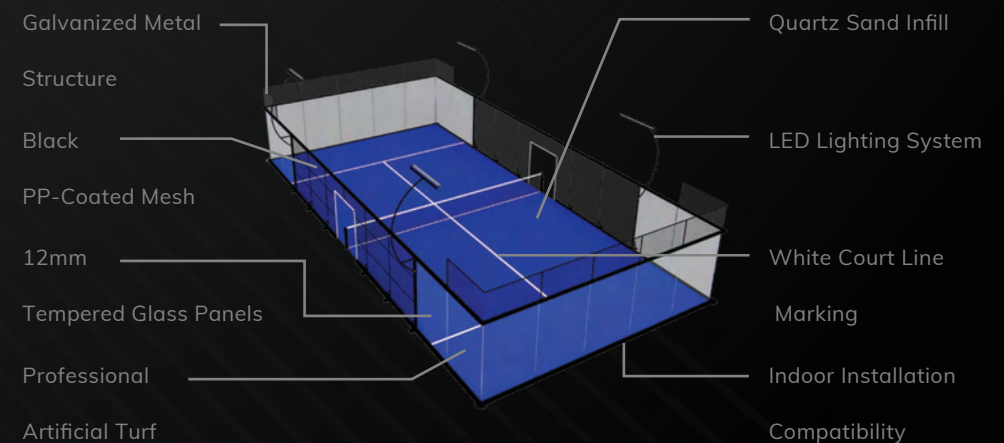
These courts are engineered to deliver stable gameplay regardless of external weather conditions, making them ideal for premium clubs and indoor sports facilities. The system integrates high-quality artificial turf, tempered glass panels, and precision-engineered steel structures, ensuring optimal ball response, player safety, and long-term durability.

Indoor installations also allow for enhanced lighting control and a refined user experience, supporting both professional training and recreational play.



Applications:

- Indoor padel clubs
- Sports complexes
- Fitness centers
- Private training facilities
- Premium recreational environments
- Badminton
- Handball



Indoor Sports Systems

Engineered Indoor Systems Built for Performance, Comfort, and Precision

Hardwood Sports Flooring

A premium multi-layer hardwood sports flooring system engineered to deliver exceptional playing performance, natural resilience, and long-lasting durability for professional indoor sports facilities.

Constructed from high-quality timber with advanced shock-absorption technology, the system enhances athlete comfort, minimizes impact on joints, and provides consistent ball response while maintaining outstanding stability under intensive daily use.

Ideal for basketball courts, volleyball arenas, multi-purpose sports halls, and educational facilities, hardwood sports flooring combines timeless aesthetics with international performance standards, making it the preferred choice for elite athletic environments.

Applications:



Basketball



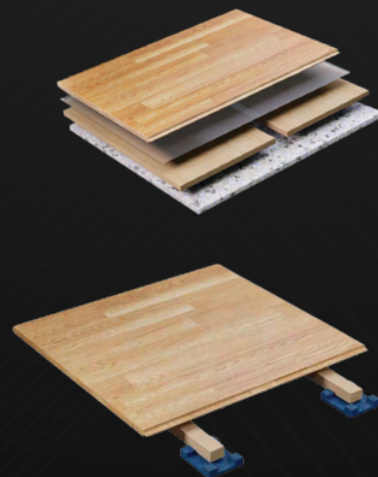
Volleyball



Squash court



Handball





Outdoor Sport Systems

High-performance outdoor sports systems engineered for durability.

Acrylic Sports System

A premium multi-layer acrylic sports surfacing system engineered to deliver exceptional durability, consistent ball response, and reliable traction for professional outdoor sports facilities.

Constructed using high-performance acrylic resins with UV-resistant pigments and specialized coating technology, the system provides excellent weather resistance, color stability, slip resistance, and long-term performance under intensive daily use while requiring minimal maintenance.

Ideal for tennis courts, basketball courts, multi-purpose sports facilities, schools, and recreational complexes, acrylic sports systems combine superior playability with outstanding durability, making them the preferred solution for high-performance outdoor sporting environments.

Applications:



Basketball



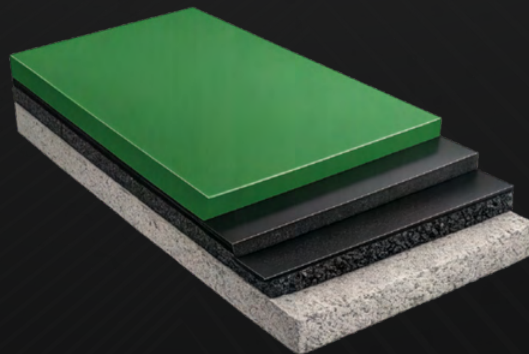
Tennis Courts



Volleyball Courts



Multi-Purpose Courts



Outdoor Sport Systems

High-performance outdoor sports systems engineered for durability.



Rubber Sandwich Track

A high-performance sandwich polyurethane running track system engineered to provide exceptional durability, shock absorption, and consistent athletic performance for professional outdoor sports facilities.

The system combines a resilient rubber base layer with a seamless polyurethane wearing course, creating an optimal balance between force reduction, energy return, and surface stability. Its advanced construction offers outstanding resistance to weathering, UV exposure, and intensive daily use while maintaining long-term performance and minimal maintenance requirements.

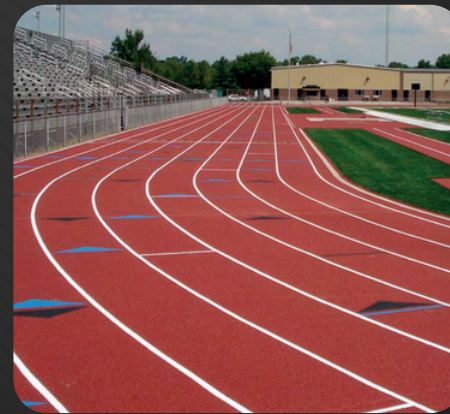
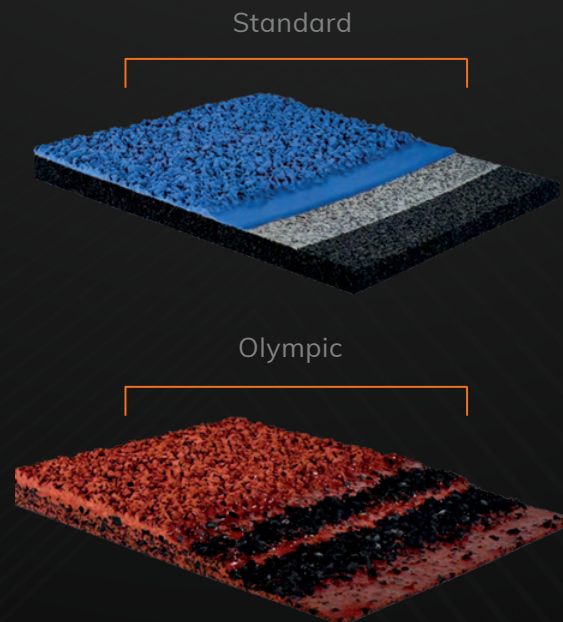
Applications:

Athletics tracks

Training facilities

Schools & Universities

Stadiums



Outdoor Sport Systems

High-performance outdoor sports systems engineered for durability.

Artificial Turf Systems

A premium synthetic turf system engineered to replicate the appearance and performance of natural grass while delivering exceptional durability, player comfort, and year-round usability.

Manufactured using advanced polyethylene fibers and high-performance backing technology, the system provides excellent shock absorption, ball roll consistency, UV resistance, and outstanding drainage performance under all weather conditions.

Ideal for professional football stadiums, training facilities, schools, sports

systems significantly reduce maintenance costs while ensuring consistent playing characteristics throughout their service life.

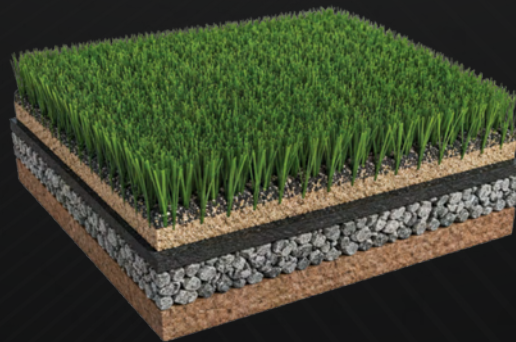
Applications:

Football Stadiums

Rugby fields

Cricket Grounds

Multi-sport facilities



Outdoor Sport Systems

High-performance outdoor sports systems engineered for durability.

Outdoor Padel Courts

Outdoor padel court systems engineered to withstand environmental conditions such as heat, UV exposure, humidity, and wind while maintaining consistent performance.

These courts are built using durable materials and protective coatings to ensure structural integrity and long-term usability in outdoor settings. The system combines artificial turf, tempered glass, and reinforced steel structures to deliver reliable gameplay and safety under continuous exposure.

Outdoor padel courts are ideal for large-scale developments, sports communities, and recreational spaces where accessibility and visibility are key.



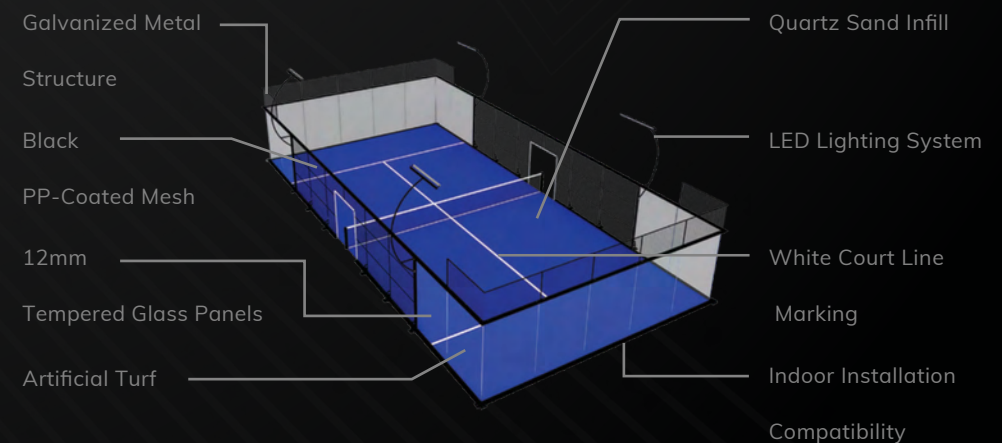
Applications:

Outdoor sports clubs

Residential compounds

Public parks & recreation areas

Community sports facilities



Outdoor Sport Systems

High-performance outdoor sports systems engineered for durability.

Playground Safety Systems

A comprehensive playground safety surfacing system engineered to

provide maximum impact protection, long-term durability, and exceptional performance for children's recreational environments.

Our playground safety systems utilize premium EPDM rubber granules combined with advanced polyurethane binders to create seamless, highly resilient surfaces that minimize injury risks while delivering outstanding slip resistance, UV stability, weather resistance, and vibrant long-lasting colors. Designed for continuous outdoor use, the system offers excellent drainage, low maintenance, and superior durability in all environmental conditions.

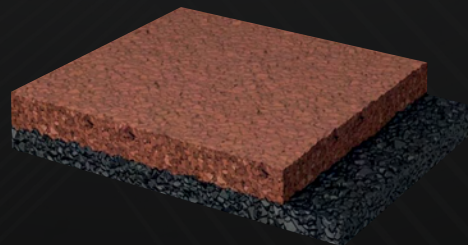
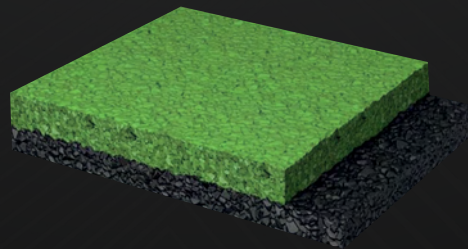
Applications:

Children's Playgrounds

Residential compounds

Public parks & recreation areas

Schools & Kindergartens





Decorative Landscape

Design-Driven Outdoor Elements for Aesthetic and Functional Spaces

Decorative Gravel Stones

Premium decorative gravel solutions designed to enhance the aesthetics, functionality, and durability of outdoor landscapes and recreational environments.

Our decorative gravel stones are carefully selected to provide excellent drainage, long-term durability, and minimal maintenance while adding natural texture and visual appeal to a wide range of landscape and infrastructure projects. Available in various sizes, colors, and finishes, they complement both modern and traditional outdoor designs.

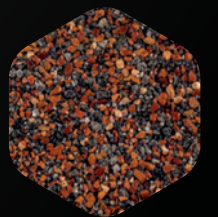
Applications:

Landscape Areas

Walkways & Pathways

Public parks & recreation areas

Residential Projects





Signature Luminous Systems

From the darkness to the light

LUMINOUS X-Signature

An exclusive decorative luminous stone system designed to transform outdoor landscapes into captivating environments through elegant illumination and timeless design.

Crafted using premium photoluminescent aggregates, LUMINOUS X-Signature absorbs natural and artificial light during the day and emits a soft, ambient glow after dark without requiring electrical power. The system enhances safety, improves wayfinding, and creates striking visual effects while maintaining exceptional durability and weather resistance in outdoor environments.

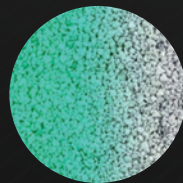
Applications:

Luxury Residential Projects

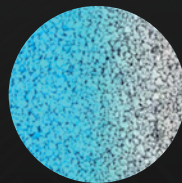
Walkways & Pathways

Parks & Gardens

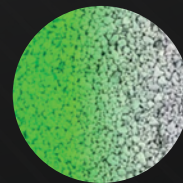
Swimming Pool Surrounds



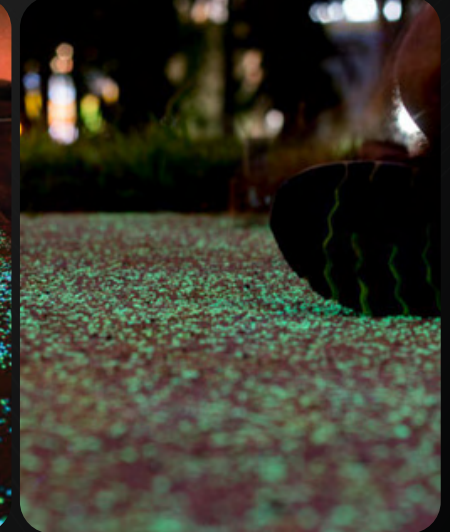
Green Turquoise



Blue Turquoise
Light Gray



GreenTurquoise





Sports Equipment

Premium Equipment for Every Facility

Built for Every Sport

At BRAND X, we supply and install a comprehensive range of premium sports equipment designed to meet international standards of quality, safety, and performance. From competition-grade goal systems and basketball units to volleyball and tennis equipment, every product is selected to deliver exceptional durability, reliability, and long-term value for professional and recreational sports facilities.

Our equipment solutions are engineered to integrate seamlessly with indoor and outdoor sports environments, ensuring optimal functionality, athlete safety, and compliance with international sports specifications.

Equipment Range:

- Football Goal Systems
- Handball Goal Systems
- Basketball Systems
- Tennis Posts & Nets
- Volleyball Systems
- Players' Benches
- Protective Netting Systems
- Court Divider Curtains
- Ball Stop Systems
- Multi-Sport Equipment



International Standards & Certifications

Built on Certified Quality and Global Compliance

At BRAND X, quality is the foundation of every project we deliver. Our sports surfacing systems, equipment, and infrastructure solutions are designed, tested, and supplied in accordance with internationally recognized standards and certifications issued by leading testing laboratories, certification bodies, and global sports organizations.

Through compliance with these internationally accepted benchmarks, we ensure exceptional product quality, athlete safety, environmental responsibility, and long-term performance across every installation.

The FIFA logo, consisting of the word "FIFA" in a bold, blue, sans-serif font.The World Padel Tour logo, featuring a blue stylized graphic of a padel racket head to the left of the text "WORLD PADEL TOUR" in blue, stacked vertically.The World Athletics logo, featuring a stylized graphic of a running track or path in orange and purple to the left of the text "WORLD ATHLETICS." in black.The ITF logo, featuring a green stylized graphic of a tennis ball to the left of the text "ITF" in green, with "International Tennis Federation" in smaller text below.The ISO logo, featuring a blue square with a white globe icon and the letters "ISO" in white.The SGS logo, featuring the letters "SGS" in a bold, black, sans-serif font, with a red vertical line to the right.The EN logo, featuring a blue square with a white "E" and "N" to the left of the text "EUROPEAN STANDARDS" in blue.The kiwa logo, featuring the word "kiwa" in blue, with a red stylized graphic of a kiwi bird to the right.The ASTM logo, featuring a stylized graphic of a globe with the letters "ASTM" in blue, and "ASTM INTERNATIONAL" in smaller text below.The TÜV HELLAS logo, featuring a blue stylized graphic of a curved line to the right of the text "TUV HELLAS" in blue, with "TÜV NORD GROUP" in smaller text below.The LABOSPORT logo, featuring the word "LABOSPORT" in red, with a red stylized graphic of a curved line to the right.The intertek logo, featuring the word "intertek" in black, with "Total Quality. Assured." in smaller text below.

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Contact Us



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