



LANDSCAPE



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ABOUT THIS PROFILE

This profile provide an overview of Robinsons' landscape department services that cover softscape, hardscape and irrigation design, installation and maintenance.



WHO ARE WE?

“The world is changing rapidly. People are more and more looking for better living places, bigger outdoor spaces, and greener environment.”

We as urban citizens, are feeling the need of having a greener environment. These are the fundamentals of who we are at ROBINSONS because our business is “Life All Season”.

Our Head Office in Lebanon was established by a team of professionals focused on offering a fully integrated solution of Landscaping and Interior design. As Robinsons Team today, we are looking after strategies and objectives to developing a sustainable business that add value to all stakeholders.

The most critical among all is achieving strategies and ensuring the business growth through the highest client satisfaction rates. We proudly invite you to take a look at our profile, see our vision and mission statement, our team and take a quick look at our selection of major projects executed during the previous years.

Robinsons Team



OUR MISSION

Providing comprehensive services to help improve the aesthetic and economic value of properties.

Helping our clients manage, maintain and improve the landscape of their outdoor and indoor living spaces.

We strive to create sustainable designs tailored to the customer needs that are functional, attractive and cost-effective.

We offer best practices guidance and assistance for landscapes including plant protection, irrigation management and maintenance.

Robinsons SAL belongs to a group of companies, active in agriculture since 1966.

Activities cover:

- Crop advisory
- Manufacturing
- Distribution of Agri-products

Robinsons SAL expanded its services to Landscape Development in 1996.





OUR VISION

Our vision is to create sustainable and beautiful outdoor spaces that enhance the well-being of individuals and communities. We believe that the great outdoors are not only an extension of our living spaces, but they also play a crucial role in our health and vitality.

As such, our team is committed to delivering exceptional landscape services that are not only functional but also environmentally conscious.

We strive to be at the forefront of sustainable innovation, utilizing eco-friendly techniques and materials that minimize our environmental footprint.

We understand that each project is unique, and we work closely with our clients to develop tailored solutions that meet their specific needs. At Robinsons, we are not just a service provider, but a partner in creating an outdoor space that reflects our clients' vision and enhances their lifestyle.



“Our core intention is to create environments that meet our clients’ needs and exceed their expectations.”

“We strive to provide the highest quality service and workmanship in a timely manner, while enhancing the beauty and value of every client’s property.”



OUR TEAM

We hub the most talented individuals in our different units who are dedicated to accomplish any required job.

As landscape team, we take pride in our work and are committed to delivering services that enhance the aesthetics and functionality of every client's property.

Our team of engineers, agronomists and technicians has extensive knowledge in landscaping techniques. Their diverse expertise and know how make us excel under any work environment and condition.

“Teamwork is the secret that makes common people achieve uncommon results.”

Ifeanyi Enoch Onuoha





OUR HISTORY

Our technical roots and know how in agriculture go back to 1966. Since 1996 we have expanded our services to Landscape Development. We have been focused on landscape execution and maintenance.

We specialized in irrigation network technology. Our main goal is to ensure the best possible designs and solutions that are tailored to the customers needs that bring beauty and value to their living spaces.

We have been, and still are, leaders in strategic and big size projects on the Lebanese market. We always seek to introducing new technologies and developments to the landscape sector.

“Our customers are our most valuable assets. We maintain open lines of communications in all customer relations.”

“We are able to serve a wide range of needs from standard projects to tailor made technically sophisticated ones.”



OUR EXPERTISE

We bring 50+ years of knowledge and experience in Agriculture services and Landscaping to your project.

We have the creativity and experience to offer "Out of the Box" ideas and designs, as well as the expertise and skills to provide functional and environmentally friendly landscape services.

We value our clients and are open to any type of communication to create tailored solutions that meet their specific needs.

We always prioritize quality over quantity to ensure our customers satisfaction.





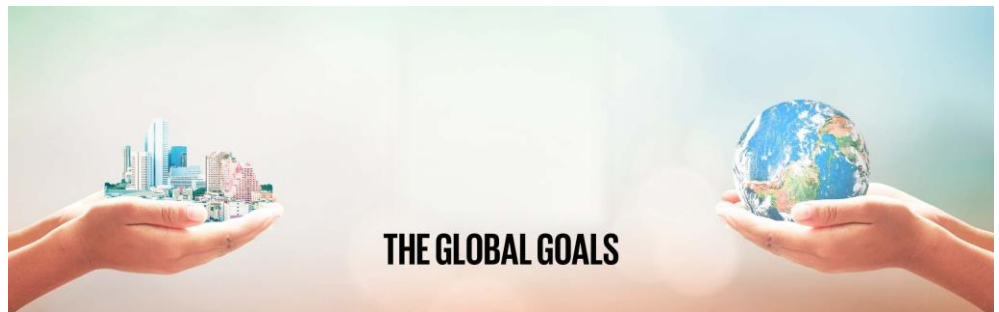
OUR COMMITMENT TO SDGs

Sustainability is no longer on the side-line in commercial planning but integral to operations, allowing businesses to reduce costs, enter new markets and improve corporate reputation.

Climate change and resource scarcity are amongst society's greatest challenges. As a global organization we are fully committed to minimizing our operational impact on the environment when and wherever possible.

“Being green is more than just buying ‘eco’. It is an unshakable commitment to a sustainable lifestyle.”

Jennifer Nini



We as Robinsons have established a set of goals and practices that align with the United Nations Sustainable Development Goals (SDGs). We have started incorporating eco-friendly techniques and materials in our different practices, reducing waste, and promoting biodiversity.

By committing to sustainability through these practices, we can contribute to a healthier environment while providing exceptional services to our clients.

One of our main commitments to SDG is through implementing composting programs.

Composting practices can help many SDGs goal, and more specifically the no poverty #1, zero hunger #2, good health and well-being #3, clean water and sanitation #6 by installing rainwater harvesting systems and using drip irrigation, sustainable cities and communities #11, responsible consumption and production #12, climate action #13, life below water #14 and life on land # 15 by planting native species that support local ecosystems and habitats.

“We are not above nature... We are a part of Nature.”



Reduce the use of chemical fertilizers



Increase food production and promote improved nutrition



Increase people well being



Decrease watering and streams water contamination



Decrease the waste treatment volumes requirements



Decrease food loss



Reuse of CO2



Reduce water pollutants and algal blooms



Enhance biodiversity by maintaining a healthy soil





ENVIRONMENTAL SUSTAINABILITY

Robinsons designs, builds, maintains, and enhances landscapes that improve communities and the environment.

We are committed to reduce our carbon footprint, halt deforestation, maintain green areas and reduce our water consumption.



We use environmentally responsible equipment and methods include reducing energy and emissions, state of the art water conservation technology, reducing waste and pollution and innovative landscape designs.

“We are sowing the seeds of a greener tomorrow, not just in our fields but in our commitment to reforestation and landscape projects.”



GROWING A GREENER FUTURE

To reduce our energy and emissions, we are adopting advanced strategies and equipment that help us reduce our carbon footprints and meet LEED certification standards.

Eliminating carbon from our own operations represents our biggest opportunity to reduce corporate risk, contribute to a healthy environment, and be a leader in our industry.

For that, we began shifting from combustion engine machinery and equipment to electrical ones.

In addition, we are piloting our own company-designed telematics platform that monitors vehicle location, maintenance, and idle time, helping to maximize fleet efficiency and minimize emissions.

“By planting trees and tending to green spaces, we actively contribute to the decrease in CO₂ emissions.”



Robinsons aims to minimize its impact on the environment by:

1

Putting environmental issues front and center,

2

Setting ambitious targets to cut our carbon emissions,

3

Saving trees by planting rainforests and reducing paper waste,

4

Reducing our use of natural resources and prevent pollution,

5

Integrating environmental considerations into business decisions in line with our commitment to environmental sustainability,

6

Using sustainable practices in property design and property management,

7

Raising our employees' awareness of environmental issues,

8

Encouraging environmentally responsible behavior and providing appropriate training,

9

Engaging with different organizations in order to contribute positively and proactively to environmental sustainability in business.

“We don’t want to protect the environment. We want to create a world where the environment doesn’t need protection.”



LANDSCAPE DESIGN

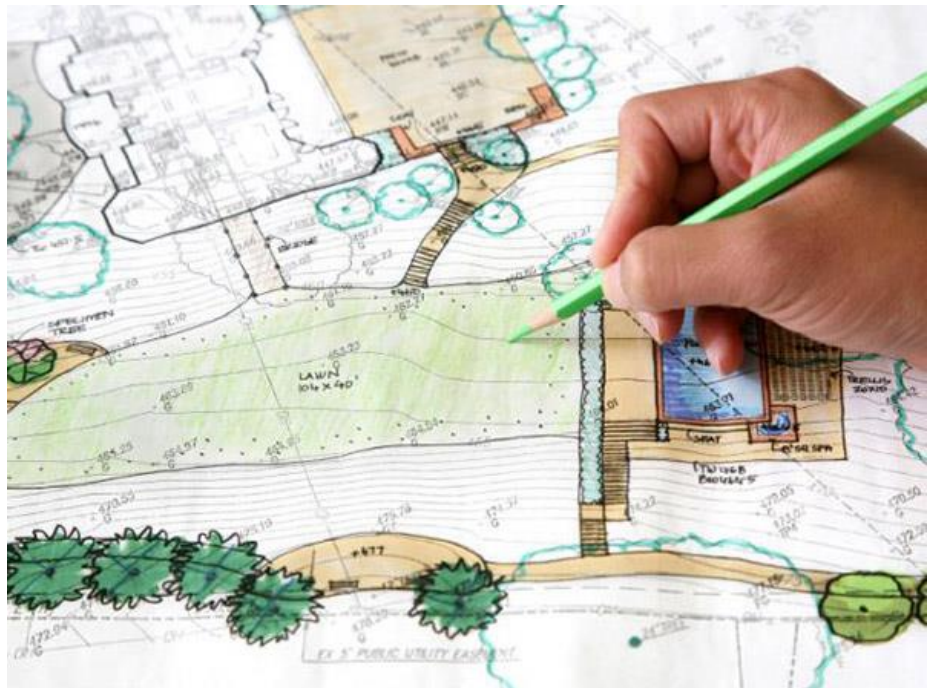
Hardscape or Softscape, our architects partners set high values on creativity and innovation, yet are very keen on considering customers ideas and the surrounding culture.

We collaborate with our clients on their vision and build on that to achieve functional designs tailored to meet there requirements and to create memorable environments for people to enjoy.

Whether our design is for private homeowners, shopping destinations, parks or resorts, our architects know how to create a landscape that elevates the overall experience of any destination.

We, at Robinsons, challenge ourselves to make each project unique and enjoyable.

Landscape Design
Execution Drawings
Hardscape & Softscape
Installation
Irrigation Installation
Landscape Maintenance





EXECUTION DRAWINGS

Using any mass plan, customer preferences, regional conditions, database information and experience, Robinsons drafts scaled execution plans for accurate construction and for comparative bidding from outside contractors.

These indicate the exact placement of all existing and proposed structures, plant material and hardscape elements.

From value engineering, plant descriptions, indicative photos, project specifications, irrigation design, and maintenance recommendations, we do it all.

Landscape Design
Execution Drawings
Hardscape & Softscape
Installation
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Landscape Maintenance





HARDSCAPE & SOFTSCAPE INSTALLATION

Designing a landscape is one thing. Bringing that design into the sphere of reality is quite another. Robinsons will get any functional landscape plan into the ground at the required time.

We take pride in the skill of our installation team acquired through professional trainings and on the job experience.

Engineers, Foremen, and labors' work against a very clear time table for every single project regardless of its simplicity or complexity.



We take full responsibility to enable our team by giving them the best tools and machinery available in the market for them to be able to perform the perfect job at the right time.



IRRIGATION INSTALLATION

Watering is one of the most crucial components for a healthy landscape. It is about providing turf with the optimum amount of water, getting an even coverage without missing spots and watering consistently at the right times.

Our irrigation experts work on providing the proper system for an optimal performance throughout the year.

Landscape Design
Execution Drawings
Hardscape & Softscape
Installation
Irrigation Installation
Landscape Maintenance





LANDSCAPE MAINTENANCE

Maintaining a healthy, colorful landscape is no small feat. It takes work, treatment and techniques. Our maintenance team manages each site using the best known maintenance practices to meet our clients expectations.

From grass maintenance and water management to shrubs and trees care, we can handle every aspect of Landscape maintenance.

Building upon our wide experience we serve different types projects, from resorts, retail centers, and corporate campuses to homeowner's, public spaces, and private residences.

Landscape Design
Execution Drawings
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Timeline for some Executed Projects since 2004.



USA NEW EMBASSY COMPOUND

Location:	Awkar, Dbayeh – Lebanon
Type:	Governmental, Ministry
End User:	Bureau of Overseas Buildings Operations
Consultant:	ETEC
Main Contractor:	BL Harbert International
Landscape Sub-Contractor:	Robinsons SAL
Job:	Softscape
Execution Date:	2023
Execution Duration:	3 Years
Site Altitude:	200 m
Total Surface Area	140,000 m2
Number of trees and palms:	1,300
Number of shrubs:	37,000
Ground cover:	540,000
Mobilization:	2021 to date





MEA FACILITY OFFICE BUILDING

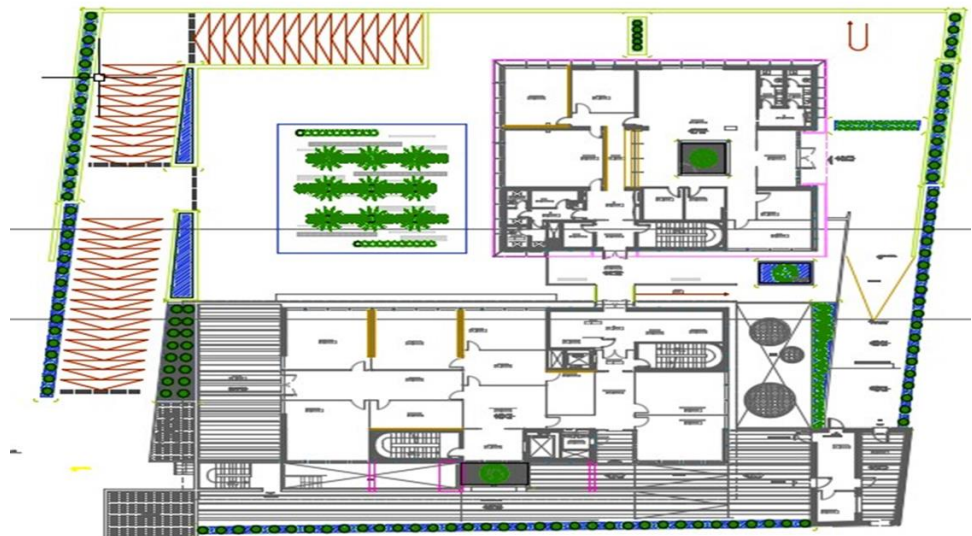
Location:	Beirut – Lebanon
Type:	Offices Building
Owner:	Middle East Airlines
Landscape Consultant:	Khatib & Alami
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2021
Execution Duration:	3 Years
Site Altitude:	Sea Level
Total Surface Area	2,008 m ²
Number of trees and palms:	84
Number of shrubs:	1,202
Ground cover area:	153 m ²
Grass area:	1,500 m ²
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers, Pop up Sprayers
Maintenance:	Irrigation & Softscape 2021 to date





UAE EMBASSY

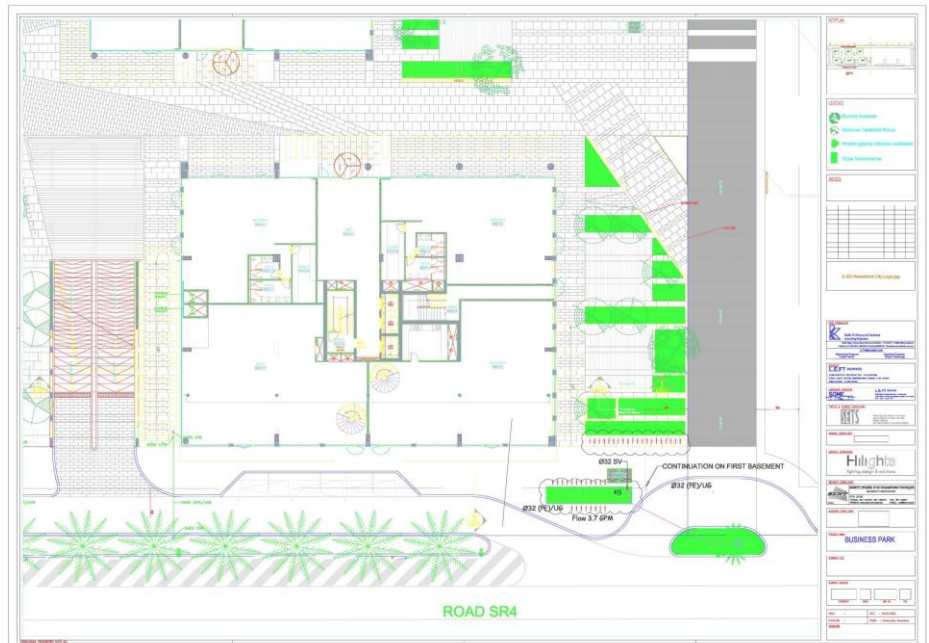
Location:	Beirut – Lebanon
Type:	Governmental – Ministry
End User:	Ministry of Foreign affairs of UAE
Consultant:	ETEC
Main Contractor	M.A. Kharafi & Sons
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2020
Execution Duration:	2 Months
Site Altitude:	Sea Level
Total Surface Area	3,000 m2
Number of trees and palms:	20
Number of shrubs:	235
Ground cover area:	600 m2
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers
Maintenance:	Irrigation & Softscape 2020 – 2021





LEBANESE WATERFRONT CITY- DBAYEH-SPI

Location:	Dbayeh – Lebanon
Type:	Business Offices
Owner:	Majed Al Futaim & Joseph Khoury
Landscape Consultant:	Some Existing Trees
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2019
Execution Duration:	4 Years
Site Altitude:	Sea Level – Waterfront
Total Surface Area	1,700 m2
Number of trees and palms:	140
Number of shrubs:	7,000
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers
Maintenance:	Irrigation & Softscape 2019 to date





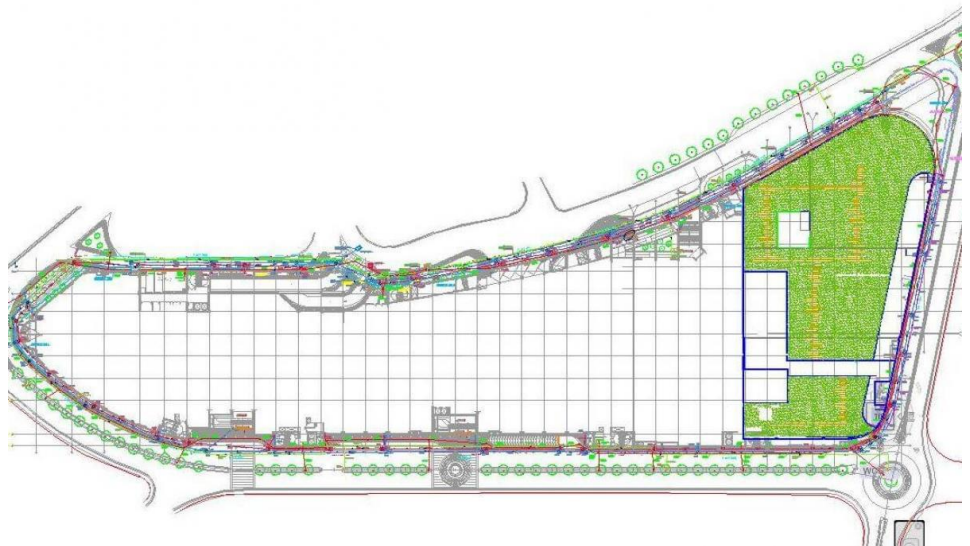
GEMAYZEH VILLAGE

Location:	Gemayzeh – Lebanon
Type:	Residential
Owner:	CGI (Saradar Group)
Landscape Consultant:	Vladimir Djurovic
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2019
Execution Duration:	4 Years
Site Altitude:	Sea Level
Total Surface Area	3,000 m2
Number of trees and palms:	100
Number of shrubs:	1,000
Ground cover area:	600 m2
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers
Maintenance:	Irrigation & Softscape 2019 to date





Location:	Hazmieh – Lebanon
Type:	Shopping Mall
Owner:	Majed Al Futaim
Consultant:	SKP
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2018
Execution Duration:	7 Months
Site Altitude:	Sea level
Total Surface Area:	33,000 m ²
Number of trees and palms:	89
Number of shrubs:	3,000
Ground cover area:	7,500 m ²
Roof garden area:	5,000 m ²
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers
Maintenance:	Irrigation & Softscape 2018 to date





LEBANESE UNIVERSITY NORTH CAMPUS – FACULTY OF SCIENCE

Location:	Tripoli – Lebanon
Type:	University
End User:	Lebanese University
Consultant:	Laceco Architects and Engineers
Main Contractor	JV Maalouf and Binaa and Imar
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2018
Execution Duration:	5 Months
Site Altitude:	70 m
Total Surface Area	1,100 m ²
Number of trees and palms:	100
Number of shrubs:	300
Ground cover area:	450 m ²
Grass area:	650 m ²
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers, Pop up Sprayers
Maintenance:	Irrigation & Softscape 2018 – 2019



A photograph of a modern, multi-story residential building with a swimming pool and a landscaped garden area. The building features a mix of brick and concrete, with balconies and large windows. The pool is surrounded by a paved deck and a low wall. The garden area is lush with green grass and various plants. The sky is overcast.



MEA TRAINING CENTER

Location:	Beirut – Lebanon
Type:	Training Center
Owner:	Middle East Airlines
Consultant:	Khatib & Alami
Landscape Contractor:	Robinsons SAL
Job:	Softscape
Execution Date:	2016 – 2017
Execution Duration:	18 Months
Site Altitude:	Sea level
Total Surface Area	16,000 m2
Number of trees and palms:	101
Number of shrubs:	3,140
Ground cover area:	980 m2
Grass area:	1,650 m2
Maintenance:	Softscape 2016 to date



LEBANESE WATERFRONT CITY DBAYEH SEASIDE

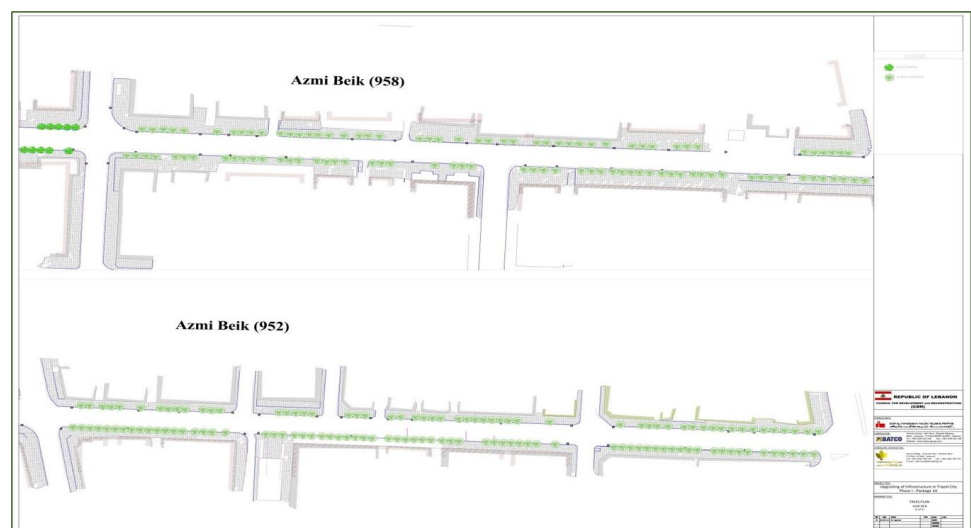
Location:	Dbayeh – Lebanon
Type:	Residential - Offices
Number of Residencies:	80
Owner:	Majed Al Futaim & Joseph Khoury
Landscape Consultant:	ZMK
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2016
Execution Duration:	1 Year
Site Altitude:	Sea level - Waterfront
Number of trees and palms:	370
Number of shrubs:	5,836
Ground cover area:	6,608 m2
Grass area:	1,514 m2
Sidewalks covered:	18 Km
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers, Pop up Sprayers
Maintenance:	Irrigation & Softscape 2018 to date





TRIPOLI INFRASTRUCTURE – PHASE I

Location:	Tripoli New City – Lebanon
Type:	Street Landscape
End user:	Tripoli and Al Mina Municipalities
Consultant:	Dar Al Handassa – Nazih Taleb
Main Contractor:	BATCO SAL
Landscape Contractor:	Robinsons SAL
Job:	Softscape
Execution Date:	2014 – 2016
Execution Duration:	3 Years
Site Altitude:	Sea level
Total Surface Area:	15,000 m ²
Number of trees and palms:	4,400
Number of shrubs:	5,000
Ground cover area:	11,000 m ²
Sidewalks covered:	18 Km
Maintenance:	Watering & Softscape 2014 to 2017





The map displays the SAMA project area, divided into various zones and controlled by different entities. The legend identifies the following controllers:

- Controller1 (Green)
- Controller2 (Red)
- Controller3 (Blue)
- Controller4 (Purple)
- Controller5 (Yellow)
- Controller6 (Grey)
- Controller7 (Light Green)
- Controller8 (Dark Green)
- Controller9 (Light Blue)
- Controller10 (Dark Blue)
- Controller11 (Orange)
- Controller12 (Light Orange)
- Controller13 (Light Purple)
- Controller14 (Dark Purple)

The map shows the following zones and landmarks:

- SAMA
- SARAT
- TILAL
- YASMEEN
- DALIA
- YASMEEN
- SAHAB
- RAWABI
- MEYSAN
- NASSEEM
- REYHAN
- ZAHRA
- SNOOBAR
- AMBER
- KEENA
- COMMERCIAL CENTER

The map also shows roads, water bodies, and other landmarks.



BYBLOS SUD VILLAGE

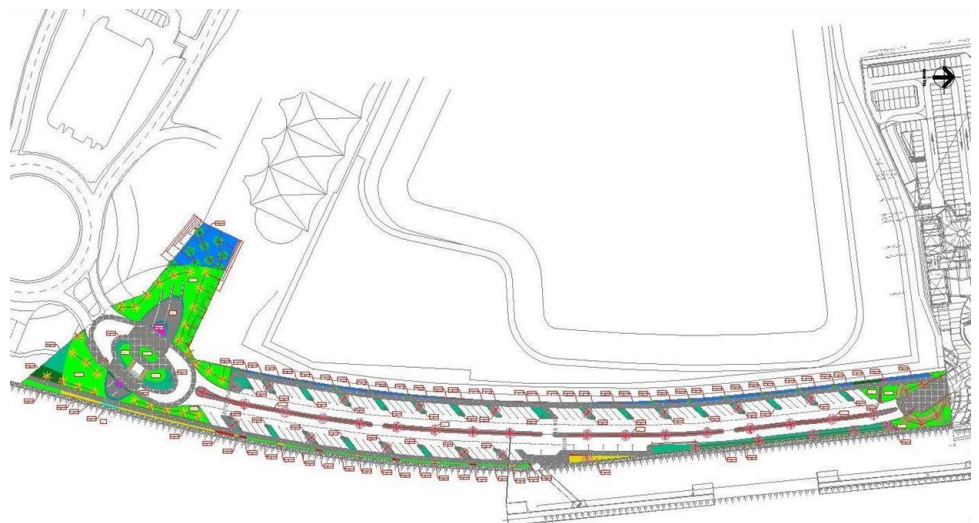
Location:	Jbeil – Lebanon
Type:	Gated community
Number of Residencies:	60
Owner:	TPD
Consultant:	Menasseh
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2010
Execution Duration:	6 Months
Site Altitude:	Sea Level – Waterfront
Total Surface Area:	24,000 m ²
Number of trees and palms:	400
Number of shrubs:	3500
Ground cover area:	4,500 m ²
Grass area:	6,300 m ²
Green wall area:	1,500 m ²
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers, Pop up Sprayers
Maintenance:	Irrigation & Softscape 2010 to date





YAS ISLAND (PHASE I)

Location:	Abu Dhabi – United Arab Emirates
Type:	Touristic and Attractions Island
Owner:	ALDAR
Consultant:	Halcrow
Landscape Contractor:	Robinsons SAL
Job:	Irrigation & Softscape
Execution Date:	2010
Execution Duration:	5 Months
Site Altitude:	Sea Level
Total Surface Area:	25,000 m ²
Number of trees and palms:	82
Number of shrubs:	2,028
Ground cover area:	2,130 m ²
Grass area:	1,860 m ²
Irrigation system type:	Automatic, Controller
Irrigation emitters type:	Drippers, Bubblers, Pop up Sprayers
Maintenance:	Irrigation & Softscape 2010-2011



POLO AND GOLF COURSES PROJECTS

Our company has entered in 2023 into a joint venture with Mr. Thierry DOULUT, a highly experienced professional in the golf course execution and maintenance with over 35 years of experience. With this collaboration, we aim to bring his expertise to our landscape execution and golf course new projects in Riyadh and the Gulf region.

Mr. Doulut's extensive experience and knowledge in golf course construction and maintenance will undoubtedly play a pivotal role in executing great projects in Riyadh and achieve new goals in the city. Having previously worked in various golf courses across multiple locations such as Argentina, France, Egypt and Dubai, he has acquired a vast pool of expertise in all aspects of golf course industry, including turf management, irrigation, pest and weed control.



THIVERVAL GRIGNON, FRANCE

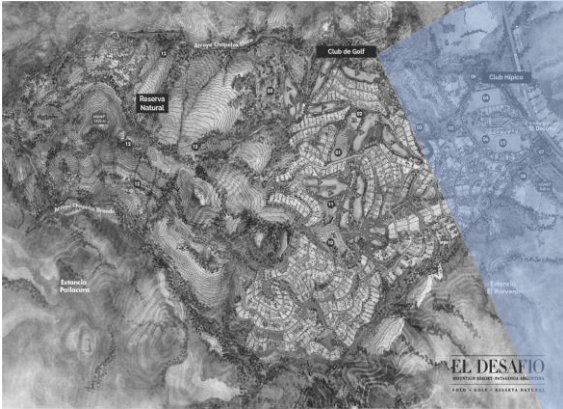
Project name	“Les Chênes” golf course
Location	La-Queue-les-Yvelines, Thiverval Grignon, France
Type	Golf Course construction (Eighteen-hole course and six-hole Golf)
Job	Seed selection, Supply and install of irrigation, lawn execution
Architect	Patrick Fromanger
Execution Duration	2019 to date



GOLF DES YVELINES
Parcours 18 trous - Les Chênes

CLUB DE GOLF AT DESAFIO MOUNTAIN RESORT, PATAGONIA, ARGENTINA

Project name	Desafio Mountain Resort, Club de Golf
Location	San Martín de los Andes, Neuquén, Argentina
Job	Golf course construction (18-holes), Supply and install of irrigation, Maintenance
Execution Duration	2010 to date
Maintenance Works	Since work completion of the first 9-holes to date
Total Surface Area	2,700 m²



ESTANCIA EL PORVENIR, SAN MARTIN DE LOS ANDES, ARGENTINA

Project name	El Porvenir Polo Club - La Estancia Polo Club
Location	Neuquén, Argentina
Job	Supply and install of materials, soil leveling, irrigation installation, Polo field construction and maintenance
Execution Start Date	2020
Maintenance Works	Since work completion to date
Type	Golf Course

MIRAGE GOLF COURSE, CAIRO, EGYPT

Project name	Mirage Golf Course
Location	Cairo, Egypt
Architect	Peter Harradine
Execution Duration	1997-1999
Job	Supervision and consultancy, supply and install of materials, course construction and maintenance
Type	Golf Course



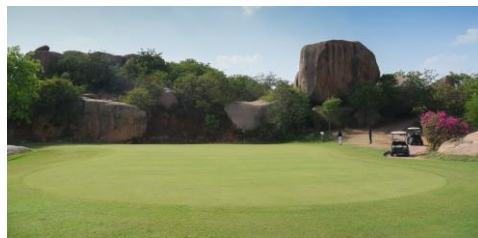
GOLF COURSE CONSULTING AND SUPERVISION OF PROJECTS

Project name	Location	Job
Golf Resort Jebel Ali	Dubai U.A.E. (1997-1999)	Supervision during lawn plantation - Bermuda and Paspalum Grass
Melreese Golf Course	Miami, USA (1996-1997)	Supervision during lawn plantation and after work completion
Golf Disneyland	Paris, France (1990-1995)	Construction of the 27 holes, supervision during lawn plantation, planification of daily Golf Operations



GOLF COURSE CONSULTING AND SUPERVISION OF PROJECTS

- Golf Los Leones, Santiago Du Chile, Chile (2011-2017)
- Marbella Golf Resort, Valparaiso, Chile (2011-2017)
- Tupungato Winelands Golf Club, Mendoza, Argentina (2019-2011)
- Hill Springs Golf Course, Hyderabad, India (2007-2008)
- Golf Gerre Losone, Ticino, Suisse (1999-2007)



GOLF COURSE MAINTENANCE PROJECTS

- CHAPELCO CLUB DE GOLF, PATAGONIA, ARGENTINA, (2017 To Date)
- European Senior, 2005
- Swiss Ladies Open (Lpga), 2005
- International Mid-amateur Championships, 2004



Chapelco Club De Golf



ROBINSONS'

life all seasons

Website: www.robinsons-lb.com