



Company Profile

We specialize in supplying hardware, building materials, machine tools, power tools, hand tools, safety items, welding equipment and manufacturing industries, ensuring efficient delivery and competitive pricing while prioritizing long-term client relationships.

About Our Company

A Brief Story About The Company

Once upon a time in 2012, amidst the bustling metropolis of the Emirate of Dubai, a group of seasoned professionals with over 32 years of market experience embarked on a journey to establish a company unlike any other. Their vision was simple yet ambitious: to become the leading supplier of hardware, building materials, machine tools, structural steel, pipe fittings, sanitary, electrical, and consumables for the construction, oilfield services, and manufacturing industries.

Driven by a passion for excellence and a commitment to customer satisfaction, the company quickly gained traction, forging strong partnerships with clients across the region. With each passing year, their reputation for reliability, efficiency, and competitive pricing grew, propelling them towards greater heights of success.

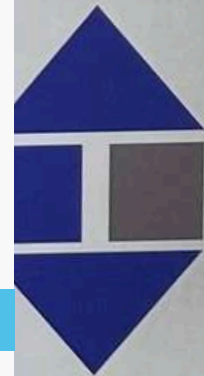
Today, that once-small venture stands as a towering testament to the power of dedication, perseverance, and a steadfast commitment to quality. With a vast and esteemed client base, the company continues to thrive, its story a shining example of what can be achieved when passion meets purpose.

Vision

Our vision is to be the top supplier of quality materials for construction, oilfield services, and manufacturing, surpassing expectations through innovation and customer-centric solutions while fostering sustainable growth and community impact.

Mission

Our mission is to build the future, one material at a time, by delivering excellence in hardware, building materials, and more for construction, oilfield services, and manufacturing. We're dedicated to surpassing expectations, forging lasting partnerships, and making progress with every supply we provide.



Key Factors



01 Desire

Desire drives us to surpass expectations, innovate relentlessly, and deliver excellence in every aspect of our business, ensuring that our clients' needs are not just met but exceeded.

02 Responsibility

Responsibility anchors us, guiding every decision and action as we ensure the ethical and sustainable delivery of our products and services, while actively contributing to the well-being of our communities and the environment.

03 Relations

Relationships are the cornerstone of our success, as we prioritize understanding, trust, and collaboration with our clients, suppliers, and stakeholders, fostering enduring partnerships built on transparency, integrity, and mutual respect.

04 Creative

Creativity fuels our journey, inspiring innovative solutions and pushing boundaries in everything we do. It's the spark that ignites new ideas, drives continuous improvement, and keeps us at the forefront of our industry, delivering fresh perspectives and unexpected delights to our clients and partners alike.

Product Portfolio



Step into a world of boundless possibilities with our extensive array of total products, meticulously curated to cater to every facet of your project needs. From the indispensable power tools and their accompanying accessories to bench tools, generators, welding machines, and more, we pride ourselves on offering a comprehensive suite of solutions.

But our offerings don't stop there. Dive deeper into our catalogue to discover air tools, water pumps, hand tools, measuring tools, safety products, garden tools, lamp series, socket series, and an array of hardware essentials meticulously selected to ensure your every requirement is met.

At our core lies a commitment not just to providing products, but to delivering excellence in every aspect of your journey. Our knowledgeable team stands ready to assist you, offering expert guidance to help you navigate through our offerings and find the perfect tools for your projects.

With our total products, the potential for innovation and achievement knows no bounds. Whether you're a seasoned professional or an enthusiastic DIYer, trust in our range to deliver unparalleled quality, innovation, and reliability, empowering you to turn your ideas into reality.

ABRASIVES:

3M

- Experience our diverse range of cutting, grinding, and flap wheels meticulously tailored for metal, stainless steel, and stone applications, complemented by our inventory of high-quality waterproof paper in various grades, Scotch pads, and more. From 3M, renowned for innovation and quality, our products provide comprehensive solutions for all your surface preparation needs, ensuring superior performance and efficiency in every project.

raSTA®

- Discover our comprehensive range of cutting, grinding, and flap wheels meticulously crafted for metal, stainless steel, and stone applications. Elevate your experience with our three distinct quality lines: the precision-engineered RASTA Specialist line, the versatile Multi-Power-Line, and the time-tested excellence of RASTA CLASSIC (Thailand)
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- Explore our extensive selection of hand tools, featuring precision-engineered measuring tapes, durable pliers, and more, alongside our comprehensive range of cutting, grinding, and flap discs meticulously designed for metal, stone, and stainless steel applications. From Tyrolit, renowned for quality and innovation, our products ensure superior performance and reliability, empowering you to achieve exceptional results in every task.

POWER TOOLS:



- Experience the pinnacle of performance and reliability with our DeWalt range, featuring a diverse selection of cutting-edge electric power tools including drills, grinders, saws, and more, meticulously crafted to meet the highest standards of durability and precision. Whether you're tackling professional projects or DIY tasks, our DeWalt tools offer unparalleled performance and efficiency to help you get the job done right every time.
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The Stanley logo is displayed in a bold, yellow, sans-serif font against a black rectangular background.

- Discover our comprehensive range of electric power tools from Stanley, covering all your drilling, grinding, boring, and cutting needs. From precision drill machines to efficient cut-offs, rugged demolishers to versatile circular saws, innovative marble cutters to reliable angle grinders, high-performance die grinders to precise jig saws, dependable sanders to powerful blowers, and versatile planners, we have everything you need to tackle any project with confidence. Additionally, explore our extensive selection of spares and accessories to ensure you have everything necessary for optimal performance and productivity.

The Hikoki logo features the brand name "HIKOKI" in a bold, white, italicized sans-serif font, with the tagline "HIGH PERFORMANCE POWER TOOLS" in a smaller, white, sans-serif font below it, all set against a dark green rectangular background.

- Uncover the unparalleled performance of our Hikoki power tools, meticulously engineered to excel in drilling, grinding, boring, and cutting tasks. From precision drill machines to versatile circular saws, robust angle grinders to high-performance sanders, our comprehensive lineup ensures you have the right tool for every job. Elevate your efficiency with our range of Hikoki spares and accessories, designed to optimize the performance and lifespan of your equipment.
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WELDING EQUIPMENT:

VICTOR®



- Experience the precision and reliability of Victor tools for your welding needs. From industry-leading torches, nozzles, and regulators to a wide array of accessories, we offer comprehensive solutions for professionals and enthusiasts alike. Trust in Victor for quality, performance, and durability, ensuring optimal results in every project. Explore our Bestweld items, including pipe fitting solutions like Belled-end fittings, for added excellence in welding and beyond.



KISWEL

ESAB®

- Explore our wide range of welding products and solutions, featuring Kiswel items renowned for their quality and performance. From various sizes of welding rods to stainless steel welding rods and MIG wire, we offer a comprehensive selection to meet your welding needs. Additionally, discover our complete line of Esab products, providing cutting-edge solutions for welding and cutting applications. With our extensive range of Kiswel and Esab offerings, you can trust us to deliver the high-quality materials and equipment needed for successful welding projects.

HAND TOOLS:

The logo for DORMER, featuring the word "DORMER" in white, bold, uppercase letters inside a red rectangular box.

- Explore our extensive collection of drilling essentials, featuring a comprehensive range of Dormer products. From all kinds of drill bits to tap sets, tap & die sets, and more, we offer precision-engineered tools to meet your drilling and threading needs. With Dormer's renowned quality and performance, you can trust in our selection to deliver exceptional results in every project.

The logo for Mitutoyo, featuring the word "Mitutoyo" in a bold, orange, sans-serif font.

- Explore our precision measuring instruments, featuring a wide range of Mitutoyo products. From traditional Vernier calipers to advanced digital models, we offer tools to meet your measuring needs with precision and accuracy. Trust in Mitutoyo's reputation for excellence to ensure quality and reliability in every task.



- Explore our range of Nicholson files, offering flat files, including bastard, rough, round, and half-round types. With Nicholson's renowned quality and durability, trust us to provide the perfect tool for every filing task, ensuring precision and reliability in all your projects.
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The logo for Starrett, featuring the word "Starrett" in a bold, red, serif font with a registered trademark symbol (®) to the upper right.

- Discover our range of high-quality Starrett cutting tools, including hack saw blades, power saw blades, hole saws, and arbors. With Starrett's reputation for precision and durability, trust us to provide the perfect cutting solution for your needs, ensuring exceptional performance and reliability in every task

The logo for Stanley, featuring the word "STANLEY" in a bold, yellow, sans-serif font with a registered trademark symbol (®) to the lower right, set against a black rectangular background.

- Explore our extensive range of Stanley hand tools, featuring all kinds of measuring tapes, aviation cutters, right-angle tools, pliers, hammers, and more. With Stanley's legacy of quality craftsmanship and durability, trust us to provide the perfect tool for every job, ensuring precision and reliability in every task.

The logo for Rothenberger, featuring the word "ROTHENBERGER" in a bold, red, sans-serif font with a registered trademark symbol (®) to the lower right, preceded by a red curved line graphic.

- Explore our extensive range of Rothenberger products, offering a wide variety of tools and equipment for plumbing, HVAC, and mechanical applications. From pressure testing equipment and manifold gauges to Rofire sets, multigas torches, threading sets, cutting torches, and more, we provide the tools you need for precision and efficiency in every task. With Rothenberger's reputation for quality and reliability, trust us to deliver the perfect solution for your needs.
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AEROSOL:



- Discover our range of high-quality Starett cutting tools, including hack saw blades, power saw blades, hole saws, and arbors. With Starett's reputation for precision and durability, trust us to provide the perfect cutting solution for your needs, ensuring exceptional performance and reliability in every task



- Step into the world of Weicon, your trusted partner for industrial maintenance solutions. From lubricants to zinc sprays, co-contact cleaners, brake degreasers, chain lubricants, and more. Count on Weicon for quality, reliability, and performance in every application.



- Discover a comprehensive range of industrial maintenance solutions from Ambersil, including lubricants, zinc spray, co-contact cleaner, brake degreaser, chain lubricants, and lube spray.



- Introducing a comprehensive suite of industrial solutions from 3M. From stainless steel polish to trouble shooters, Scotch Guard, and a wide range of industrial lubricants. With our trusted products, you can tackle maintenance challenges with ease, ensuring optimal equipment functionality and longevity.
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FASTENERS:



- Introducing Fischer's comprehensive range of fastening solutions for all your industrial needs. From bolts and nuts to through bolts, self-drilling screws, self-tapping screws, coach screws, gypsum screws, threaded bars in stainless steel, nickel plate, galvanized, and mild steel variants, as well as blind rivets in aluminum.

SAFETY ITEMS:



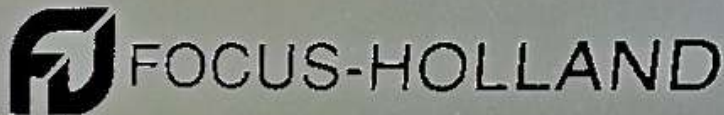
- Experience a new standard in safety with 3M's complete lineup of protective gear and equipment. From helmets and harnesses to dust masks, welding helmets, safety goggles, and an extensive range of other safety items



- Discover Delta Plus's comprehensive lineup of safety gear, ensuring the protection of workers across diverse industries. From helmets, harnesses, gloves, and eyewear to respiratory and ear protection, as well as footwear, high-visibility clothing, fall arrest equipment, and protective gear like clothing and head protection accessories.
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Ansell

- Discover Ansell's wide array of safety solutions, meticulously crafted to shield workers in various industries from potential hazards. From gloves and protective clothing to eyewear, footwear, respiratory protection, chemical, heat/flame protection, and electrical safety gear, Ansell offers a comprehensive suite of protective equipment. Engineered to withstand challenges ranging from chemical exposures to heat and electrical currents,



- Introducing Focus-Holland's welding safety gear: welding helmets and hand shields. Designed for durability and precision

MEASURING UNITS:



- Discover our comprehensive selection of Uni-T measurement tools, including multimeters, clamp meters, insulation resistance meters, sound meters, distance meters, and more.

The logo for Fluke, featuring the word 'FLUKE' in black, bold, sans-serif font on a yellow rectangular background.

- We offer a range of Fluke testing equipment, including multimeters, clamp meters, insulation resistance meters, sound meters, and distance meters. These instruments are trusted by professionals across various industries for their accuracy and reliability in measurement tasks.
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PACKAGING MATERIALS:

- Introducing our comprehensive range of industrial supplies. We offer cotton rags in color or white for versatile cleaning solutions, along with durable polythene rolls available in all gauges for packaging needs. Our stretch film ensures secure wrapping for goods during transit, while tarpaulin sheets, offered in various sizes, provide waterproof covering for outdoor use. For added protection, we supply corrugated rolls and bubble wrap to safeguard fragile items. Additionally, our packaging materials include foam sheets for safe packaging. Moreover, we can arrange the supply of electrical, sanitary, and timber items, ensuring a one-stop solution for your business needs. Trust us for high-quality products and reliable sourcing across various industrial sectors.
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Meet our esteemed Managing Director and CEO



**ALIASGHER
ABID**

Thank You

Because, we're here to help

Write down your hopes for the future of your company.
Don't forget to thank the company for the opportunity and
convince related parties to support your company.



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<https://maps.app.goo.gl/jbqtXzNjdu5mqa8B6>



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