



مؤسسة أثير أنور إبراهيم العقاد  
ATHER ANWER IBRAHIM AL-AQQAD EST.

# ATHER ANWER AL-AQQAD EST

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Delivering Excellence Across Saudi Arabia  
with Global Brands and Personalized  
Service.



# About Company

Ather Anwer Al-Aqqad Est. is one of the market-leading supplier of quality Plumbing-Sanitary and electromechanical Items and Luxury tile trims . Established in Jeddah, Saudi Arabia in 1999, as a representative to a handful of USA, UK, Germany, Spain and Italian manufacturers, we specialize in delivering high-quality, reliable, and cost-effective solutions for residential, commercial, and industrial clients. With a team of certified engineers, skilled technicians, and a commitment to safety and innovation, we have built a strong reputation for excellence in the MEP (Mechanical, Electrical, and Plumbing) sector. Today the company conducts business in all provinces of Saudi Arabia and distributes over 20 of the world's leading brands. The sustained growth of the company has been built on four key areas of competitive advantage • A unique „three channels to market" approach of Project, and Wholesale • An extensive and exclusive product portfolio • Unrivalled supply chain capabilities • A focus on customer relationships rather than customer transactions

## Our Vision And Mission

Our mission is to cater to the diverse needs and evolving trends of customers throughout the Kingdom of Saudi Arabia. We strive to offer an extensive range of products that align with market demands. Partnering closely with our Project Clients, we aim to be their preferred supplier, guiding them from design conception to project completion and beyond.

## How do we see the future

At Ather Anwer Al-Aqqad Est., our team is a mix of young talent and seasoned professionals. Our suppliers offer reliable, quality products. Our goal is to provide high-performance items at affordable prices, and our services are tailored to your needs. We're all focused on growth and excellence. In the future, success depends on delivering quality products and services, meeting demands promptly and effectively.

# How do we do this ?

We bring our extensive technical and commercial experience into practice when discussing customer requests in order to advise on the most suitable options according to the business need. On the other hand, we have forged strong partnerships with expert international suppliers based on reliability, flexibility, cost-effectiveness, and un-preceded quality. Al-Aqqad provides all possible solutions through continuous consultation and investment in human resources, with our representatives constantly attending trainings at suppliers' premises.

## Our Division

In 2014, Ather Anwer Al-Aqqad Est. split itself into 3 operational areas:

01

Wholesale

02

Projects

03

Trade

# List of items we sell

| ITEMS  | MADE  |
|--|---|
| ZENITH WATER HEATER & CALORIFIER                             | UAE   |
| WATER CLOSET   | INDIA, GERMANY, CHINA & PORTUGAL                      |
| WASH BASIN   | INDIA, GERMANY, CHINA & PORTUGAL                      |
| WASH BASIN MIXERS  | ITALY, GERMANY, UK, CHINA, SPAIN & INDIA              |
| BATH SHOWER MIXERS   | ITALY, GERMANY, UK, CHINA, SPAIN & INDIA              |
| KITCHEN SINK MIXERS  | ITALY, GERMANY, UK, CHINA, SPAIN & INDIA              |
| HAND SHOWER MIXERS   | ITALY, GERMANY, UK, CHINA, SPAIN & INDIA              |
| SENSOR MIXERS  | ITALY, GERMANY, UK, CHINA, SPAIN, SWITZERLAND & INDIA |
| HAND SHOWERS/ SHATAF   | ITALY, SPAIN, GERMANY, UK, & CHINA                    |
| SAINATORY ITEMS LIKE BATHROOM ACCESSORIES, HAND DRYERS E.T.C | AMERICA, SPAIN, ITALY, UK & GERMANY                   |
| PLUMBING ITEMS LIKE VALVES, PPR                              | GERMANY, UKRANE, CHINA, TURKEY,                       |



# Wholesale

The Project division has become the „go-to“ choice for leading Developers, Architects, Interior Designers and Contractors, with our products represented in several of the world's most iconic projects. Our core strength is the ability to work with our clients through every stage of the project. Our Specifications team work with Architects and Designers on product selection before passing it to our Sales team in the relevant location. Post Sales and Logistics ensure the products are delivered to site when the client wants them.

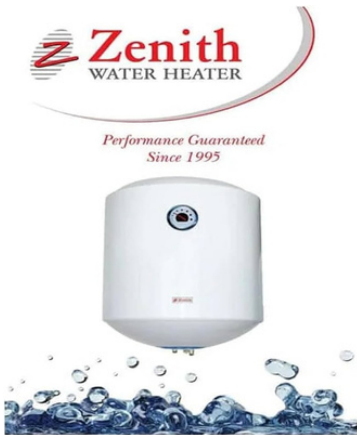
## ■ Projects

Plumbing and Sanitary - Multi Brand Our company has set the standard for Market and Private Clients. The products from 20 of the world's leading manufacturers and suppliers, providing a solution to the clients to meet their satisfaction. The development of the Ather Al-Aqqad rely on the product line and its supply to the customers, which enabled the company to expand in most of the fields. This Company has become the blueprint for potential suppliers looking to open division in Wholesale. Through Multi Brands Company, we are able to protect market exclusivity for our suppliers and control the distribution of the product in the respective markets.

## ■ Trade

Europe, Asia, Middle East and USA. Trade Sales are right at the heart of Ather Al-Aqqad Est. business. From its beginnings as a Sales Agency company in 1999, Ather Al-Aqqad Est. has grown to be a leading provider of Sanitary ware and Plumbing Materials. In recent years, it has developed its own ranges under the Grand Rock and AQ brands in many categories in order to bring the best value and best quality products to its discerning customer base. In several markets, Ather Al-Aqqad Est. works closely with handpicked partners to ensure that the fundamental values of the company are delivered in full to the customers and end user. It is through this commitment to value, service and quality that it continues to experience strong growth in the region.

# Brands We Partner With



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## Our Project References

|  |                   |
|--|-------------------|
| Military city                              | Dawadmi           |
| Dallah hospital                            | Riyadh            |
| King saud university long term care centre | Riyadh            |
| South border housing                       | Multiple location |
| Rosa farm house                            | Riyadh            |
| Sharma complex                             | tabuk             |
| Dariiya palace                             | Riyadh            |
| Modon oasis                                | Jeddah            |
| Development housing project of MOH         | Multiple location |

|   |        |
|---|--------|
| Thumamah Housing Project                | Riyadh |
| Sang Housing Project                    | Riyadh |
| 500 Bed Hospitals                       | Tabuk  |
| Public pension fund building            | Riyadh |
| Shopping Mall                           | Riyadh |
| Sheik Fadal Bin Shinon Villa            | Jeddah |
| King Abdullah Sports City – Sports Hall | Jeddah |
| King Abdullah Financial District        | Riyadh |
| King Abdullah International Foundation  | Jeddah |



|                            |                          |
|----------------------------|--------------------------|
| C15 and Maaden Matrafiah   | Dammam                   |
| Sang Specialized Hospitals | Riyadh / Jeddah / Qassim |
| Oasis                      | Dammam                   |
| Dareen Marina              | Dammam                   |
| Lamar Tower                | Jeddah                   |
| Twin Tower                 | Jeddah                   |
| Haramain Makkah            | Makkah                   |
| Haramain Madina            | Madina                   |



## ■ What makes us unique?

We share a set of five core values: Integrity, Understanding, Excellence, Unity, and Responsibility. In this sense, we have established a reputable name among the major industries and sectors of the market, and we have earned the trust of thousands of customers while adhering to international standards of business ethics and corporate social responsibility. Moreover, we have successfully responded to different business requirements and have served most of the

Major sectors including healthcare, banking, insurance, media, retail, medical, education, manufacturing, telecom, airline industry, to name but a few. Our Commitment to you. "To satisfy customers and exceed their expectations", this is our commitment. We focus on providing quality service, professionalism, expert advice and superior customer/client relationship. We constantly strive to bring new ideas, innovations and the latest technology to the market in a timely fashion, in order to provide our customers with a greater business advantage.



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# ■ Thank You !

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