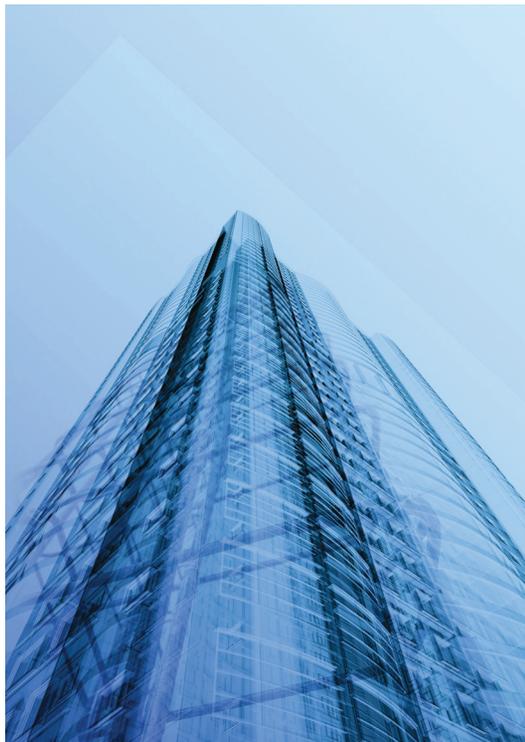




Power to Build



Apex, that forms the backbone of construction ensures that structures stand the test of time

HISTORY

Dating back to 1970, inside a successful General Hardware and Construction Material Trading and Supply House in Mombasa, the company founders had a vision. What they saw led to a company that now manufactures the best structural steel in East and Central Africa.

Producing the region's best steel doesn't happen by chance. It requires a strategy. From the start Apex Steel decided to do things differently, focusing on innovation, creation of value for their customers and an uncompromising commitment to quality.

PRODUCT

'APEX TMX' is manufactured through German Technology which is ISO 6935-2:2007 and BS: 4449. Locally, Kenya Bureau of Standards (KEBS) requires deformed steel bars of Grade 460. 'APEX TMX' is Grade 500+.

At another 'state-of-the-art' manufacturing facility; Apex Steel manufactures Hollow Tubes that have raised the bar and revolutionised the Fabrication industry in the region.

QUALITY

Kenya Bureau of Standards (KEBS) recognised the superior quality of Apex Steel, and so Apex Steel was the first to get a KEBS mark for deformed bars and subsequently to be awarded the 'Diamond Mark of Quality'.

Apex Steel can claim another important 'first'. It is the only steel company in East and Central Africa that manufactures steel that is globally recognised as 'nature friendly'. As such, is the only steel company to be awarded a Leadership in Energy and Environmental Design (LEED) certificate. Now their customers can build strong and 'Go-Green'.

MARKET

Apex Steel is one of the largest steel manufacturing and distribution companies serving the construction industry throughout East and Central Africa. Through innovation and leadership this company has transformed the construction and fabrication market in Kenya. Traditionally twisted bars were used in building construction. Since the past three decades, twisted bars have been banned the world over due to their inconsistent quality. The new generation steel, called 'deformed bars,' became the new global standard.

In 2007, Apex Steel revolutionised the way steel is made in East Africa, and became the first local company to manufacture reinforcement steel bars to international standards. Apex Steel

makes Grade 500+ Deformed Bars BS:4449 at its technologically advanced manufacturing facility at Athi River. Every metre of the deformed bar bears the trademark, 'APEX TMX' and that's how customers know they are getting the best steel.

ACHIEVEMENTS

APEX TMX - Kenya's trusted steel is used in iconic projects. A proof of this claim is the

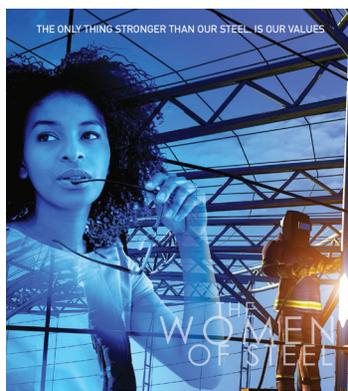
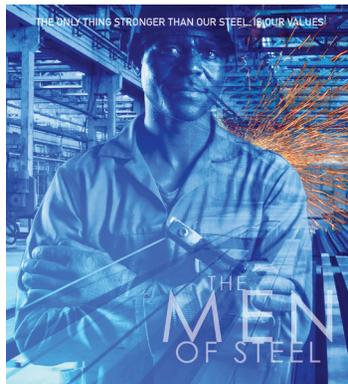
prestigious Thika Road Superhighway which was built using Apex Steel.

To name just a few projects - Apex Steel was also used in the Hotel Sankara, Westgate Mall, Hotel Villa Rosa Kempinski,

Standard Chartered Bank, CFC Bank, Purshottam Place, 9 West, KAM Headquarters, 14 Riverside, Radisson Blu Hotel, Riverside Park, Britam Towers, Kwale Sugar; Mombasa Port Expansion, English Point Marina, Tana River Hydro Plant, Southern Bypass, Northern Bypass, Sondu-Miriu Dam, Kwale Base Titanium, Tsavo Transmission Lines and the SGR project.

Across the border, in Uganda, Apex Steel has been used in building the bridge over the River Nile and the Kampala-Northern Bypass expansion. Safety and strength of steel from





This is the second year in a row that Apex Steel has been awarded the Superbrand status.

OTHER PRODUCTS

Apex Steel also manufactures tubes, rectangular hollow sections, square hollow sections, circular hollow sections, furniture tubes, black pipes for scaffolding, MS plates; angles, flats, T and Z sections. It is one of the region's largest importers of beams, channels, shafts and seamless pipes, and stocks more than 4,000 General Hardware items, wire products, roofing sheets and zed purlins.

Driven by innovation, efficiency and value addition, Apex Steel is the exclusive distributor of Wavin, the global leader in piping and plumbing solutions. Wavin's 'push-fit' plumbing technology continues to revolutionise the plumbing and construction industry.

The company proudly offers GROHE bathroom taps and sanitary solutions. GROHE combines award-winning design with the finest materials and the latest industry-leading

technologies.

Apex Steel represents and markets ZINGA®, a cold galvanising system, which is a one pack coating that contains 96% zinc in the dry film and provides active cathodic protection to metal and prevents corrosion, giving steel a longer life.

The company also represents Graco in East Africa. Graco is the global leader in fluid technology. Graco airless sprayers can spray paint ten times faster than conventional methods, using less paint and delivering a smoother finish.

RECENT DEVELOPMENTS

Becoming the preferred choice for developers, contractors and architects created a huge increase in demand for Apex TMX. That led to a massive capacity expansion at the plant in the recent past.

In 2010, APEX Steel acquired Ken Aluminium Products, known as Kap Plastics.

Kap Plastics manufactures PPR pipes for hot and cold water – the brand name for which is 'Hydro-flo' and are now specified by more and more consultants due to their proven superior quality. 'Hydro-flo' is manufactured from virgin material with no fillers or additives ensuring sustainability, quality and long life durability.

PROMOTION

Apex Steel actively communicates their winning propositions through industry related media channels, as well as billboards, direct mail, POS, calendars and, increasingly, social media, to reach potential customers.

They participate in exhibitions, conventions, and engage the fraternity.

BRAND VALUES

Apex Steel understands the challenges customers face and the high benchmarks they set in their pursuit of excellence and, therefore, behaves as a true partner, committed to relationships with products built on innovation, quality and best value. In short, the company exists to provide its customers with cost effective sustainable solutions and gives them the power to build their dreams.

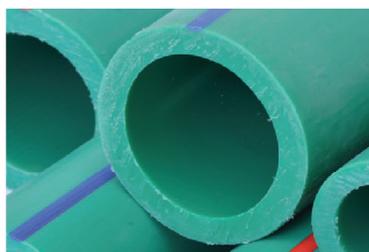
www.apex-steel.com

MOTHER NATURE LOVES APEX STEEL

Apex Steel has been awarded a Leadership in Energy and Environmental Design (LEED) certificate. Together with companies like Laxmanbhai Construction, we are striving for a greener tomorrow.

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apexsteel
Power to Build



Things you didn't know about
APEX STEEL

- FIRST to be given a KEBS certification for deformed bars.
- FIRST to be awarded 'Diamond Mark of Quality' for deformed bars.
- FIRST and ONLY steel company in the region to be awarded LEED certification.
- FIRST to introduce a high-speed, 'state of the art' European mill that has revolutionised the way tubes are made.
- FIRST to be associated with most iconic infrastructure projects in the country and beyond; including the SGR.
- Since the past 46 years, Apex Steel continues to deliver value and trust.

