



Power to Build



Dam, Kwale Base Titanium, the Tsavo Transmission Lines and more.

'APEX TMX' is manufactured through German Technology with ISO certification ISO 6935-2:2007 and BS: 4449.

'APEX TMX' was the first deformed bar to be given a KEBS mark of approval. It was later awarded the Diamond Mark of

owners and operators be environmentally responsible and use resources efficiently.

HISTORY

Dating back to 1970, inside a successful General Hardware and Construction Material Trading / 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. The company started as a trading enterprise in MS PLATES, BEAMS, CHANNELS, SHAFTS, ANGLES; FLATS.

The company commenced operations in Nairobi in 1992.

Over the past 47 years, Apex Steel has grown into the number one provider of sustainable solutions to contractors and fabricators in the supply of steel, plumbing, piping, roofing, hi-spec plastics and general hardware items.

Encouraged by the company's sustained success in producing high quality steel, Apex directors made the decision to acquire Ken Aluminium Products, now known as KAP Plastics, in 2010, effectively becoming a one-stop shop for all construction-related needs in Kenya.

PRODUCT

Apex Steel not only has their unique "top-of-the line" products but also represents the following brands in the region:



MARKET

Apex Steel provides a variety of high quality products to the construction industry, government departments and ministries.

They cater to a very specific market, but their products are utilised by all. They provide the region with their own steel (angles, flat bars, square/ rectangular black pipes, plates, mesh) and water products (PVC, PPR, and HDPE Pipes), in addition to being distributors for international brands.

Apex Steel are the pioneers in the manufacturing of deformed bars; BS:4449 in Kenya, which have been trademarked as 'APEX TMX.'

Every one metre of the deformed bar has this name inscribed on it.

This unique product is the crowning glory of an already impressive product range.

ACHIEVEMENTS

Apex Steel was the principle supplier selected by the contractor, China Road and Bridge Corporation (CRBC), to provide steel for the Standard Gauge Railway (SGR), which is Kenya's biggest infrastructure project since independence and the flagship project under the Vision 2030 Development Agenda.

Key projects that Apex Steel has been a part of are: Thika Superhighway, Standard Gauge Railway, Villa Rosa Kempinski, Westgate Mall, Sankara Hotel, Delta Towers, Lab and Allied, Sameer Business Park, CFC Bank, Purshottam Place, 9 West, One West, 14 Riverside, Hotel Radisson, Riverside Park, the Mombasa Port expansion, English Point Marina, Tsavo-Emabakasi Transmission Line, Tana River Hydro Power Plant, Southern Bypass, Northern Bypass, Sondu-Miriu

Quality by KEBS.

Since 2015, Apex Steel has been at the forefront of the green movement, becoming the first and only steel company in the region to be awarded a Leadership in Energy and Environmental Design (LEED) certificate. LEED is a popular green building certification programs used worldwide that includes a set of rating systems for the design, construction, operation, and maintenance of green buildings, homes, and neighbourhoods. The aim is to help building



Wavin:

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 is revolutionising the construction industry.

GROHE:

Apex Steel also proudly offers GROHE bathroom taps and sanitary solutions. GROHE combines award-winning design with the finest materials and the latest industry-leading technologies.

ZINGA®:

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 to prevent corrosion, giving steel a longer life.

Graco

Graco is the global leader in fluid technology. Graco airless sprayers can apply paint 10 times faster than conventional methods, using less paint and delivers a smoother finish.

PROMOTION

Apex Steel has a very specific target market and actively targets them via industry related media channels such as:

- TV commercials and shows (The Property Show with Nancy)
- Outdoor advertising (billboards)



The company also participates in exhibitions, conventions, workshops, trainings, conferences, etc.

BRAND VALUES

Apex Steel focuses on innovation; the creation of value for their customers and an uncompromising commitment to quality.

Apex means 'The Top and 'The Pinnacle.' Getting to be number 1 is relatively easy. What

create value additions; driven by innovation; technology & efficiency for the construction and fabrication industry in Kenya and East Africa.

MISSION

By offering solutions through 'Cutting Edge' technology; providing relevant ancillary products; offering efficient propositions that enable speed of execution; by developing employees and by being a responsible corporate in investing in the environment.

www.apex-steel.com



Things you didn't know about APEX STEEL

- Construction-related publications /Print ads (Daily Nation Newspaper, Kenya Engineer Magazine, Construction Review Magazine, Buildesign magazine)
 - Websites and Social media (ApexSteelLtd and KAPPlastics on Facebook, Twitter, Instagram, LinkedIn and YouTube)
 - Direct mail, email, WhatsApp, and WeChat
- In addition to that, they have an app available on the Play Store and App Store named "Apex Steel Kenya"

takes courage, grit, perseverance and skill is the ability to stay at the top.

Apex Steel, endeavours to exceed customer expectations by offering sustainable solutions to the building construction and engineering industry.

Apex Steel is now synonymous with quality and reliability and has become East Africa's No. 1 choice for deformed bars.

VISION

To offer sustainable solutions in steel and plastics;



- Apex Steel was the first company to make Deformed Bars in East Africa Bars BS:4449-2005.
- Apex Steel has its name written on every one meter of the bars they produce.
- Apex Steel was the first company to sell by weight and not per piece.
- Apex Steel has an 'in-house' world-class testing facility based at the plant.
- Apex Steel was the first steel company in East and Central Africa to earn LEED certification.
- Apex Steel achieved Superbrands status 3 years in a row.
- Apex Steel was the first company to offer 'Cut and Bend' services using their own automated 'Cut and Bend' machine.
- Apex Steel was the only company that makes sizes that are used outside of Kenya (D 14; 18; 22; there are 7 of these).
- Apex Steel was the only company that makes D 40mm.
- Apex Steel was the first to offer winning solutions in 'Coupler'
- Apex Steel was awarded the Diamond Mark of Quality by KEBS