



TOGETHER FOR BETTER

ALAZEM COMPANY

For Ceramics & Sanitary Materials



THE EXCLUSIVE AGENT IN LIBYA FOR
IDEAL STANDARD INTERNATIONAL

Welcome to Alazem Company



Contents :

- Introduction
- Design & Performance
- Brands and company dealing
- Solutions by sector
- Leaders in performance
- Delivering on quality
- Why work with us
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- Location



Company Name :

Alazem for import of construction materials

The Main office :

Korgi Road, front of the main Alwaha Bank - Tripoli, Libya

Branch :

Located in the Al-Saraj area of Tripoli, opposite Istanbul Street, and with a clear view, the center offers a unique experience both inside and out

Who Are We :

Alazem Building Materials Import Company specializes in importing high-quality ceramics and sanitary ware. We have been authorized agents for Ideal Standard International for over 30 years, operating across all its branches worldwide. Ideal Standard is one of the world's largest sanitary ware manufacturers.

Authorized distributors for the largest ceramic manufacturing group in Spain, represented by Pamesa Ceramics Company, for no less than 20 years.

Together for better.....

ENG. IBRAHEM ALWAHESHI
CEO Alazem Company



Ideal Standard

Exclusive agent in Libya



Company Establishment Date and Activity :

- Alazem Company is your primary destination for exquisite ceramic tiles, sanitary ware, faucets, and a wide range of bathroom accessories.

Al-Azem Company for Importing Ceramics and Sanitary Ware is an extension of AlWaheshi Company for Trading Building Materials, which was established in the 1970s.

- After that, the company was reactivated and its business expanded in several stages, until it became one of the distinguished companies in importing high-quality sanitary materials, through our extensive experience in this field and our dealings with major manufacturing companies.

- The company's name was changed to Alazem Company in 2008.

- We also had a distinguished place and a major role in the success of the ceramics market on June 11th Road (currently Ramadan 20th), which has now become a major market for ceramics in Libya, through opening a distinguished showroom at the beginning of the ceramics market on June 11th Road.

Together for better.....





The Mission :

- Making life better for our customers and providing unique added value when it comes to importing sanitary ware and bathroom ceramics.
- We strive to make life better for our customers by meeting market needs for products that meet modern lifestyle needs.

The vision :

- Tomorrow doesn't wait for us to be ready. In partnership with major companies around the world, we are working to positively shape the future of modern life.

The Services :

- We offer our leading knowledge, expertise, and experience in importing intelligently designed products to meet our customers' needs.
- We continually work to improve people's quality of life by importing innovative health products.
- We strive to achieve a harmonious balance between business, environmental, and social goals.

Together for better.....



The Goals and objectives :

- The best is the promise we make to our customers, the people who use the products we import every day.
- Continuously building experience and expanding knowledge.
- Operating with a prominent presence in the Libyan market.

Our projects :

- We have extensive experience and the ability to handle large and small projects by supplying Ideal Standard global products that suit all solutions in most projects (hotels - hospitals - airports - residential projects).

The Values :

- Providing excellence is the goal that always drives our business.

Together for better.....

Welcome to the next generation of Ideal Standard



Ideal Standard :

- For over 100 years, Ideal Standard's mission has been to use innovation and design to make life better for our customers. We can look back on a proud history of pioneering innovation that shaped the industry. For example, in 2019 we celebrated the 50th anniversary of the invention of the ceramic disc cartridge, a radical Ideal Standard innovation that created an entirely new category of single lever taps.
- At Ideal Standard Group, we focus on the growth and massive business opportunities of Middle East and Africa with presence in the MENA region since the 60's. Ideal Standard services over 40 countries in Middle East and Africa
- We are perfectly placed to deal with the challenges of the future. Our vision is one of continued growth, innovation and excellence in the service we provide to our customers.
- We are proud of how far we've come, and proud to mark the beginning of a new era. We look forward to continuing our journey. A journey we are on together with our customers, our partners and our employees. Together, we're shaping the future of modern living.

Together for better.....



Ideal Standard

Exclusive agent in Libya



alazem

for import of construction materials



We believe in the power of
working together for better.



Ideal Standard

Exclusive agent in Libya

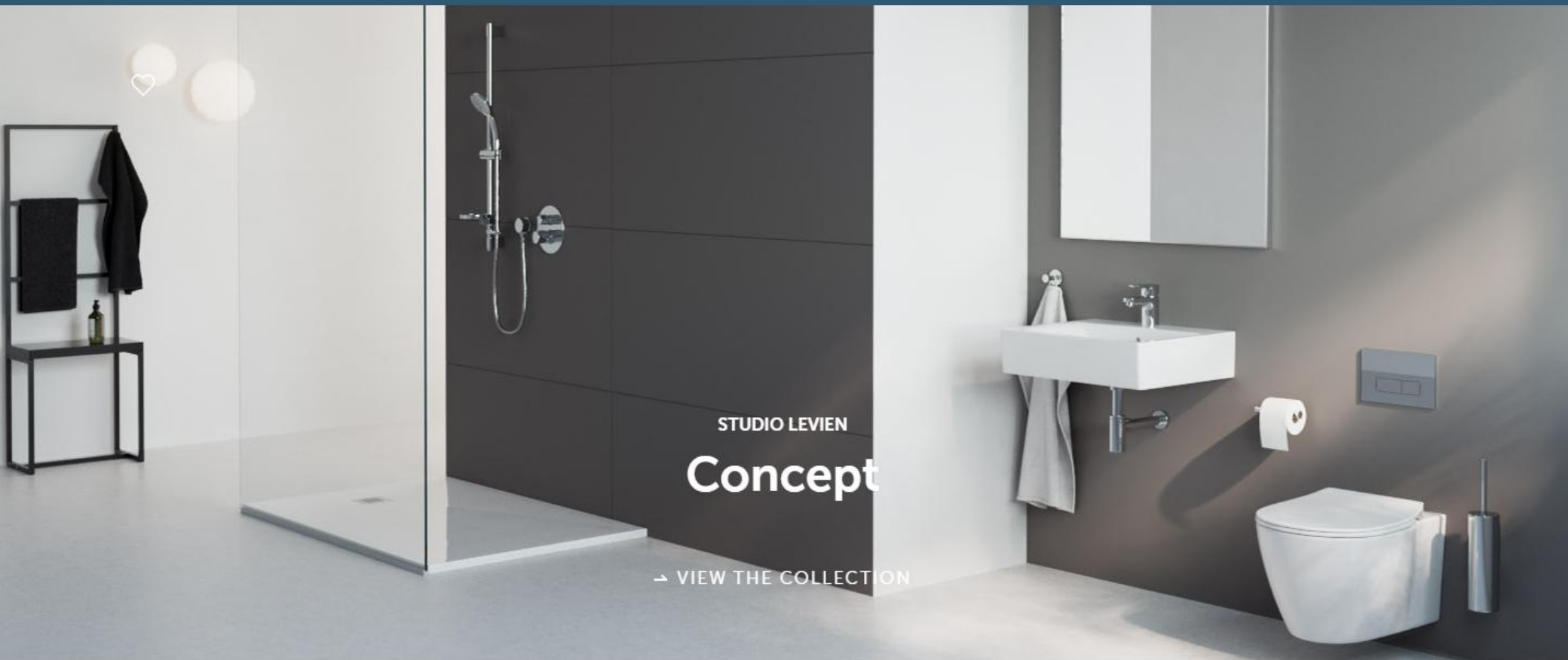


The exclusive agent of
Ideal Standard Company

Design & Performance

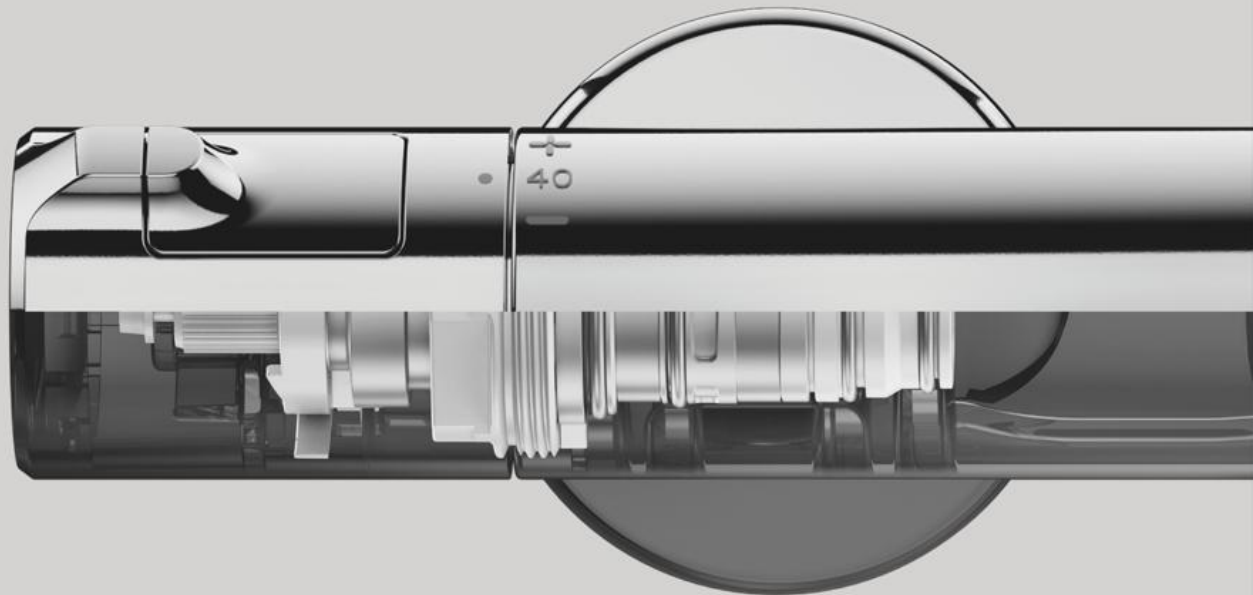
We bring design and performance together to deliver
better bathrooms and washrooms across sectors.

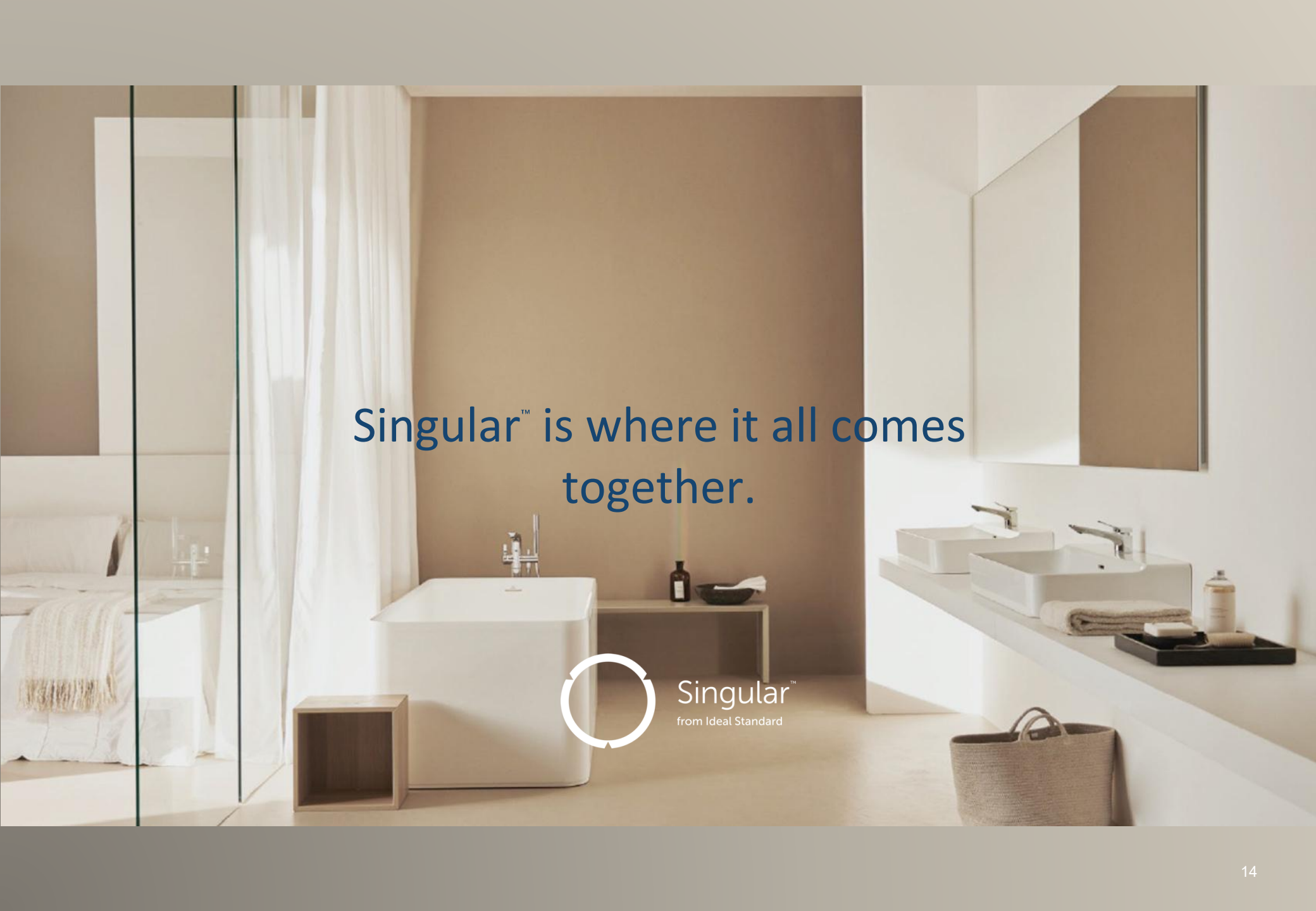
- All of our products are made by design.
- 'By design' means that every element has been carefully considered so that it not only looks good, but has a clear purpose and long-lasting quality.



**At the same time,
performance makes all that
we do possible.**

**This means that our
technology, expertise
and ingenuity makes
everything we do - from our
products to end solutions -
possible.**





Singular™ is where it all comes
together.

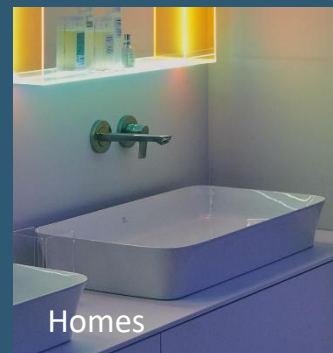
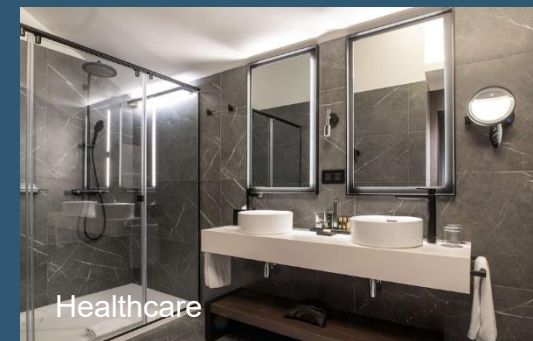


Singular™
from Ideal Standard

Different environments need different washrooms and bathrooms - that's why we explore our solutions by sector.

We create solutions for :

- Homes
- Hotels & Hospitality
- Health & Residential Care
- Public Washrooms & Workspaces
- Education Facilities.





Solutions for Homes





Singular™
from Ideal Standard

Solutions for Hotels





Singular™
from Ideal Standard

Solutions for Public Washrooms & Workspaces





Singular™
from Ideal Standard

Solutions for Education





Singular™
from Ideal Standard

Solutions for Health & Residential Care



- We work together to create products that are compliant with health, safety and industry standards
- We work together to create positive spaces that make children feel valued
- promote and support high standards in hygiene.
- are durable to withstand frequent daily use.
- are easy to clean and maintain.
- guests enjoy and staff can easily clean.
- are reliable and durable.
- are water efficient and
- compliant with industry standards and regulations.





Ideal Standard

Leaders in performance

Technological expertise and ingenuity makes
everything we do possible.

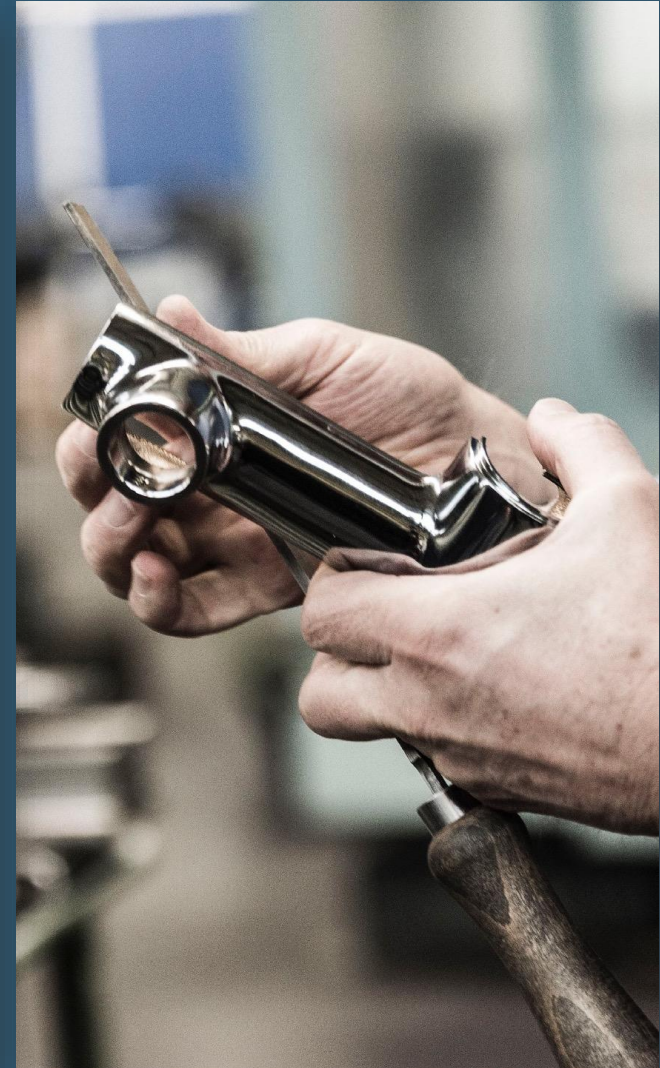


- Water mixers and shower sets are designed in Germany, assembled and manufactured in Europe.

- They're made of state-of-the-art materials, including dezincification resistant & stress corrosion resistant DZR Brass, high tech zinc-diecast and high-performance polymers.



Ideal Standard



Quality control :

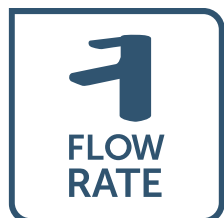
We thoroughly lab-test our products during development and carry out 100% hydraulic tests on our assembly lines to check for leak-tightness and functionality.

We follow European Union regulations (EN 817, EN 200, EN 1111) for :

- Leak-testing
- Mechanical and hydraulic performance
- Mechanical endurance
- Acoustic characteristics
- Cycles



Fittings Product Features :



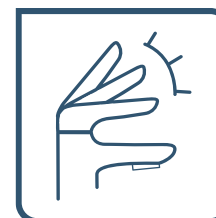
Flow limiters with special aerators

Limit the flow to 5, 8 and 12 litres per minute (for basins, hand showers and head showers respectively), to save water with no loss of flow.



Cool Body Technology

For improved safety, this innovation stops the fitting's body from becoming hot to prevent burning



Click technology

Mixers that feature our water-saving Click technology, providing 'half' and 'full' flow rate stops.



BlueStart technology

Saves energy by releasing unheated water when the tap is opened from the centred (and most frequently used) position.



Electronic washroom management

Ensures that water is only used when needed.



Ideal Standard

Ideal Standard International one of the largest ceramics manufacturers in Europe.

We use high-tech pressure casting, automated glaze spraying and environmentally efficient kilns. Every product is made using vitreous china and fine fire clay for the highest quality.



Ideal Standard



Quality control :

We continually work to improve the quality of our ceramics. Our laboratory checks raw materials on arrival and our Vitreous China slip is tested daily. And by making small incremental changes we now achieve over 85% first fire yield – top performing in the industry.

We follow European Union regulations (EN 997, EN 14528, EN 14688) for testing :

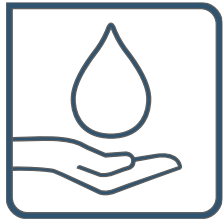
- Water absorption level
- WC flushing and leakage
- Load bearing capacity
- Hygiene
- Durability
- Resistance to temperature changes, chemicals, staining agents, scratching & absorption



Ideal Standard



Ceramic Product Features :



Dual flush WCs

Flush on either 4.5 or 3 litres of water – saving up to 50%.



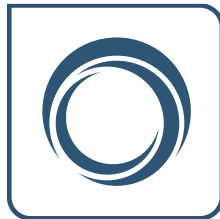
Waterless urinals

Reduce overall washroom water consumption by 20%.



Electronic washroom management

Ensures that water is only used when needed.



AquaBlade™ Technology

Provides high levels of cleanliness in toilets, even at lower volumes

AquaBlade™
TECHNOLOGY



Quality Control :

Each bathtub is tested for :

- Uniformness
- Insulation to heat and electricity
- Load bearing capacity
- Hygiene
- Resistance to temperature changes, chemicals, staining agents, scratching & absorption

We're pioneers in the acrylic industry since 1986, exporting to more than 45 countries worldwide.

Our UV resistant, highly durable materials ensure color stability, longevity and prevent bacteria proliferation. All our products have a 25-year guarantee and are NF certified.



Ideal Standard



Supporting our Partners

We offer our partners accurate design and specification support, hands-on product experience and training services.



A strong brand, at your service

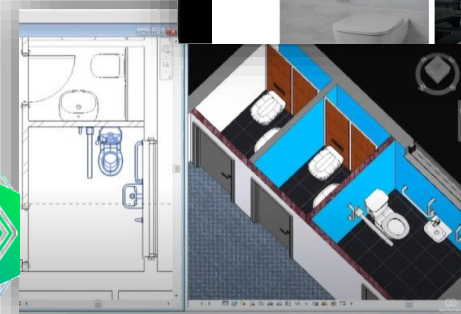
We're committed to finding ways to make your working life easier and more productive.



Displays and POS materials



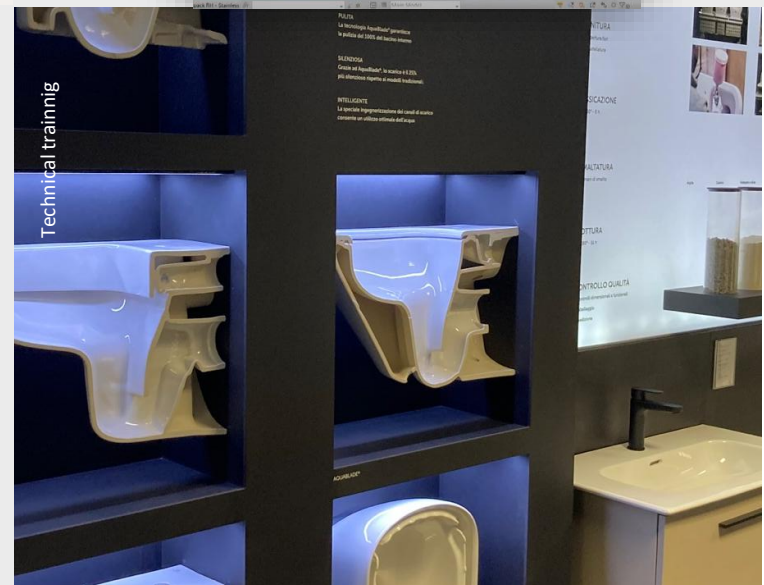
Digital support: BIM files & IdealSpec



Insights on advanced healthcare



Technical training



Our Guarantees :

**LIFETIME
GUARANTEE**

All ceramic
products

**25 YEAR
GUARANTEE**

Acrylic baths and
shower trays

**10 YEAR
GUARANTEE**

Shower enclosures,
wet room panels
and bath screens

**5 YEAR
GUARANTEE**

Taps and mixers

**2 YEAR
GUARANTEE**

Cistern fittings, non-glass/metallic
spare parts, toilet seats, showers,
steel baths and bath panels



Ideal Standard



We're committed
to transforming
our activities to be
more responsible
to people.



Our Commitment to ESG



Decarbonise

- Committed to actively working towards carbon neutrality by 2050



Culture

- Foster growth in our employees, encouraging social awareness & engagement



Customers

- Safeguard Supply Chains Resilience & Customer Satisfaction



Circular Economy

- Use recyclable and sustainable sourced materials wherever feasible



Suppliers

- Robust Governance of Supplier Commitment to Ideal Standard Values



Safety

- Maintain world class safety standards



Innovation

- Deliver innovative products that encourage sustainable living



Equality

- Operate a Gender & Ethnically Diverse environment that ensure equality for all



Transparency

- Deliver Accurate, Transparent & Ethical Reporting to all stakeholders

Ideal Standard global products are available through the exclusive agent in Libya (Alazem Company), ready to meet all the needs of large and small projects within Libya.

Alazem Company
was designed by
Ideal Standard
Group to be a one-
stop destination
for all the most
luxurious
bathroom
solutions.



The Projects :

Some of Ideal Standard's projects around the world

Ideal Standard products have been used and approved in most government institutions' projects for decades.



Ideal Standard
Exclusive agent in Libya



We're working together for a better future.

- Our vision for corporate social responsibility is to develop our activities in a way that respects the boundaries of our planet .
- We work together to find solutions for all major and small projects, in accordance with internationally recognized standards .



Ideal Standard
Exclusive agent in Libya





Ideal Standard

Sector :

Hotels

Location :

Germany



Haptic perception, design and technologies of Ideal Standard sanitary products strengthen the hotel character and the sustainable operating concept in the interior design of the 465 bathrooms of the H2 Hotel at the Olympiapark, Germany.



Ideal Standard

Sector :

Hotels

Location :

Büsum, Germany



The Bretterbude lifestyle hotel at Perlebuch in Büsum demonstrates how Ideal Standard fittings, ceramics, and accessories contribute to a highly creative hotel design that reflects the unconventional spirit of surfing and skateboarding.



Ideal Standard

Sector :

Hotels &
Hospitality

Location :

Germany



Marriot Hotel Wolfsburg - Germany



Ideal Standard

Sector :

Hotel

Location :

Milan, Italy



The Radisson Collection Hotel Palazzo Touring Club, Milan



Sector :
Hotels

Location :
Dubai



Fairmont hotel, Dubai



Ideal Standard

Sector :

Hotels

Location :

Dubai



Grand Hyatt, Dubai



Ideal Standard

Sector :

Hotels

Location :

Dubai



Shangri La Hotel, Dubai



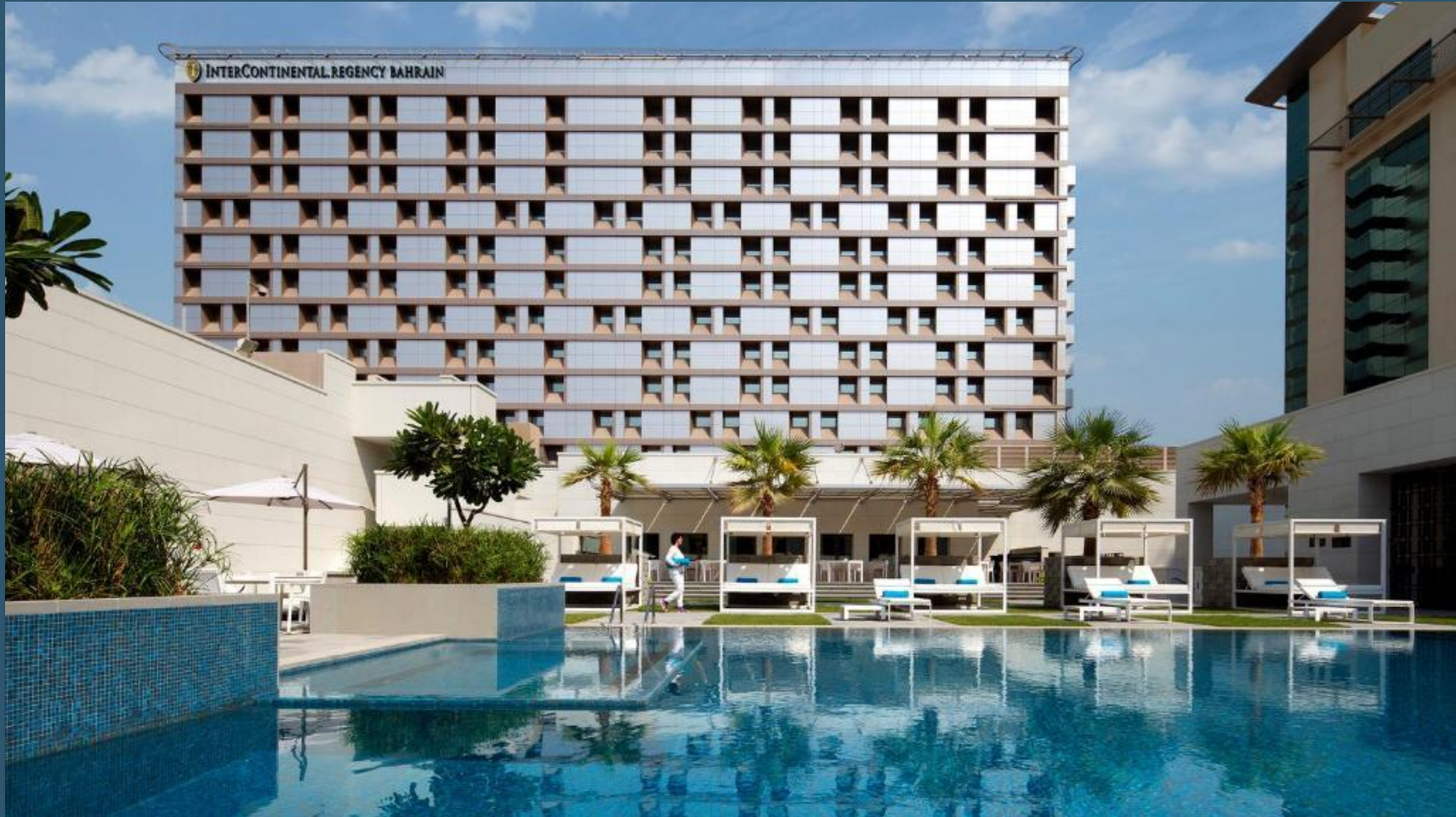
Ideal Standard

Sector :

Hotels

Location :

Bahrain



Intercontinental hotel, Bahrain



Ideal Standard

Sector :
Hotels

Location :
Amman



Sheraton Hotel Amman, Jordan



Ideal Standard

Sector :
Hotels

Location :
Amman



Four Seasons Hotel Amman, Jordan



Ideal Standard

Sector :

Mall &
Marketing

Location :

Dubai



Marina Mall, Dubai

Sector :
Towers

Location :
Qatar



Towers Projects Qatar, Doha

Sector :
Towers

Location :
KSA, Riyadh



Kingdom Tower - Kingdom of Saudi Arabia, Riyadh



Ideal Standard

Sector :

Towers

Location :

Dubai



Burj Al Arab – Dubai



Ideal Standard

Sector :

Airport

Location :

London, UK



Ideal Standard, the UK's leading provider of innovative bathroom solutions, was tasked with assisting the airport's facilities management team with refurbishing a busy restroom facility used by over 1,000 visitors daily..
Stansted Airport London, UK

Sector :
Airports

Location :
Abu Dhabi



Airport Abu Dhabi



Ideal Standard

Sector :

Sport

Location :

London,
Stratford



Ideal Standard moves into the Olympic Village, Among the projects that Ideal Standard was able to win are the Olympic athletes' living quarters, the handball arena, the Aquatic Centre, the International Broadcast Centre and the Olympic Stadium, which has a total of 430 toilets



Ideal Standard

Sector :

Sports

Location :

Doha, Qatar



Al-Janoub Stadium - Doha, Qatar

Sector :
Healthcare
& Hospitals

Location :
Germany



The Winsen Hospital enhances comfort and hygiene in sanitary areas with innovative technologies from Ideal Standard, Germany



Ideal Standard

Sector :

Healthcare
& Hospitals

Location :

Germany



Sanitary products from Ideal Standard support comfort and hygiene at St. Josephs Hospital in Potsdam, a Catholic institution in one of the largest denominational associations in the health and social care sector in Germany



Ideal Standard

Sector :

Healthcare
& Hospitals

Location :
Jordan



The King Hussein Cancer Center (KHCC) - Jordan



Ideal Standard

At the German headquarters of the European real estate company Covivio in Oberhausen, the group's Central Construction Technology department, in cooperation with Ideal Standard, modernized the entire sanitary facilities, ensuring that the latest technologies for increased hygiene and cost-effectiveness are consistently utilized, integrated into the building management system.

Location - German





Ideal Standard

Sector :

Homes &
Hospitality

Location :

Germany



The corporate design of the administrative headquarters of the State Housing Association of Düsseldorf (SWD) on Erna Eckstein Street reflects its identity as a progressive municipal housing company. This is evident in the design of the restrooms, which feature integrated solutions from Ideal Standard, Germany



Ideal Standard

Sector :

Homes &
Hospitality

Location :

Germany



LBG, together with the Oberland Housing Cooperative (GWO), built a total of 102 apartments with over 7,000 m² of living space in the Ulm neighborhood known as Postdörfle, Germany.



Ideal Standard

Sector :

Homes &
Hospitality

Location :

Germany



SWD Städt. Wohnungsbau-GmbH & Co. KG Düsseldorf completed an energy-efficient new building with 33 high-quality apartments in the Am Bonnhof district of Golzheim , Germany.



Ideal Standard

Sector :

Homes &
Hospitality

Location :

Center of
Frankfurt
Germany



Ideal Standard contributes to the long-term residential value of the Westside Tower in Frankfurt with holistic product ranges for the bathroom, Germany.



Sector :
Homes &
Hospitality

Location :
Dubai



Ideal Standards has set a new benchmark in luxury with its work at the Akoya villas, Dubai.



Ideal Standard

Sector :

Student
Houses

Location :

Germany



Campo Novo Mainz combines modern architecture with urban student living in an ideal location. Modern bathrooms with complete Ideal Standard fittings contribute to outstanding living comfort, Germany.



Ideal Standard

Sector :
Education

Location :
Germany



Located in the Education City Campus in Qatar, Sidra Medical



MAIN SHOWROOM - KORGİ ROAD
- IN FRONT OF ALWAHA BANK
TRIPOLI, LIBYA



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PROJECT MANAGEMENT



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