

# AL-Ahrām

Top Cookware in Egypt® since 1963

## MARKET

Al Ahram Company for aluminum industry is an Egyptian private limited company, established in 1963, specialised in household utensils made of aluminum. At the time that the company started aluminium was a newly introduced metal for cooking in Egypt. The company then bore the burden of acquainting customers of this modern metal with its use in cooking utensils and the initiative received a very promising response. Since 1963 Al Ahram has been a pioneer in the utensil and household articles industry. It has established a sound name with Arab and



Egyptian consumers and it is worth mentioning that it was a pioneer in developing this industry and has occupied the top spot in the market place since 1963.

It is considered to be a trusted trade mark which is perceived by customers as a high quality Egyptian product in the field of utensils and household articles. It is even used as a substitute for money, in the sense that when a merchant or supermarket is owed money by any other supplier who has no liquidity to settle his dues, they often request Al Ahram products as a substitute in lieu of money. This confidence has been greatly valued throughout Al Ahram's history and they always ensure that they research and produce new and innovative ideas. Their research and development department aims to provide everything that is new and useful on the Arab and Egyptian markets.

They cooperate with high expertise houses around the world in various industrial, engineering, commercial and marketing spheres to be able to maintain constant development and secure their advanced position in the market. The company has a clearly defined vision - constant development in all fields to secure their place at the top not only as a slogan but also as a factual reality.

## ACHIEVEMENTS

Al Ahram were the first to introduce a barcode system in the utensil industry to facilitate the selling process in the large supermarkets that have spread across Egypt. It also opened export

potential in American and European markets.

Al Ahram were the first to win quality assurance certificates from the largest entity granting ISO in the world, which is SGS, as affirmation of their worth to achieve top quality in utensils in Egypt.

**ISO certificate 14000:** 2004 from Environmental Management System awarded to Al Ahram in 2009  
**ISO 9001 - 2008:** Quality Management System awarded to Al Ahram in 2009

**O H S A S 18001 - 2007:** Occupational Health and Safety Assessment Certificates awarded to Al Ahram in 2009

## HISTORY

Aluminum Al-Ahram company was established in February 1963. The company started its activities producing aluminum cookware at the old location of the factory. Afterwards this location was turned into a reception, a retail sales department and an exhibition for company products and outlet.

Early in 1977 Al-Ahram established a new production line for producing aluminum cookware coated with a non-stick substance with the name TEFLON2, this was done in cooperation with the biggest international companies specialised in this field such as Dupont.

In mid 1982 Al-Ahram production increased by a large factor so the company's management decided to change the location of the factories in order to have more chance to increase their production. Thus Al-Ahram factories were moved to the industrial area - Om Zegeo, which is west of Alexandria, south of Agamy coast covering an area of 35,000 sq m.

Early in 1984 Al-Ahram started to produce cookware made of stainless steel (18/10) and the company mission at that time was to cover the market needs in all kinds of cookware whether made of Aluminum, Teflon or Stainless Steel.

In January 1988 Al-Ahram inaugurated its first exhibition in Alexandria to display and sell its products allowing the company to serve the downtown market as the exhibition is located in Manshia area, the place of the old factory, with its address as 35 El Bab El Akhdar Street, Manshia.

In March 1998 Al-Ahram was changed from a partnership to a corporation and, in July 2002, Al-Ahram started renovating and developing the machinery in the factory together with the systems used in the company for increasing production and improving all their products.

In January 2006 Al-Ahram changed the company logo, which added a theme of renovation and development as well as enhancing the image in customers' minds. The logo change was accompanied by some principle changes in their products as well.

In January 2007 Al-Ahram established its fourth store in Alexandria, which is located in Ibrahimia, one of highest population suburbs, in an attempt to get closer to their customers.

In August 2007 Al-Ahram opened its fifth store in Alexandria. The new store was located in Al-Manshia Square, the business square in downtown Alexandria.

In February 2008 Al-Ahram celebrated 45 years in the market. For this special event there were lots and lots of surprises waiting for their clients in that special event.

In January 2009 Al-Ahram launched the latest technology in producing bright aluminium cookware, the DRND technology. The new technology enabled them to launch a product with new quality, more shine, heavier weight and more smooth but at the same price as before.

## PRODUCT

Al Ahram is among the most distinguished companies as regards product volume which is produced in their factories. They have more than 2,500 products to satisfy the various tastes of their valued customers.

They manufacture bright pure aluminum of 99.7% purity and have unlimited numbers of



forms and models to cover all levels and tastes from classical sets to modern, ultra induction and belly sets, with all handle types such as Baccalite, stainless steel, high temperature and Italian handles. **Al Ahram have aluminium products for restaurants** As a pioneer in this field of restaurant utensils they produce all forms and models of products which are indispensable for any specialised chef. There are also Teflon products with Flon Al Ahram mark which are very hard wearing due to their tripartite paint layer where food doesn't stick and ensures durability.

They have stainless steel 18/10 stainless steel products in various models and large scale



forms and tripartite bottoms for distributing temperature. These are distinguished by their 6mm thick bottoms which are considered one of the best bottoms for stainless steel utensils in Egypt and the Middle East and all at a very competitive price. They are the best sets available at the lowest price.

## RECENT DEVELOPMENTS

As Al Ahram are pioneers in the household utensil industry, they concluded agreements with large corporations who are expert in other field to maintain development years ahead of their competitors, thus making it more difficult for their competitors to catch up, when one takes investment volume, range of ideas, difficulty of product forms and impossibility of their imitation into consideration.

The first product of this alliance is the "induction line" which is considered a big improvement in safe and healthy cooking technology for Egyptian and Arab families. It is the first time that a stainless steel bottom has been integrated into aluminum pans to provide exceptional thermal distribution to allow ease of use and ensure proper balanced cooking. The new pan is so well made that there is no danger of its bottom bulging from misuse of the product or any other fault arising from misuse of the product. All you have to do is to use this pan for as long as you wish and it will serve you year after year.

## PROMOTION

The company is a pioneer in the area of promotion of all types and forms as they believe

in the importance of customer loyalty to a brand. They undertake a weekly advertisement in newspapers which have a new and different message every week to inform customers of their various offers such as gifts or discounts to assure customers on a weekly basis that they appreciate their increasing acceptance of Al Ahram's products.

## Quality

Al Ahram present to their customers the best quality through constant development of production lines in their factories and the updating of machine efficiency as well as applying top quality raw materials to be able to present the best quality and fairest prices.

## Partnership

Al Ahram believe that their ability to develop and maintain close working relationships with their customers, suppliers, employees and business partner is paramount.

## Development

Company executives all stress the message to their work staff and suppliers that the basis for worker progress lies in the strategy of development. Every department places this as their first priority to uplift both the company and the utensil industry in Egypt.

## BRAND VALUES

Al Ahram's success is marked by the discovery that their trade mark is increasingly earning the public's trust day after day through their constant care and attention.

[www.alumalahram.com.eg](http://www.alumalahram.com.eg)



## Things you didn't know about AL-Ahram

Al Ahram take care to remain at the top of the utensil industry in Egypt and have pride in being the first manufacturing company for housewares in Egypt.

Al Ahram have the honour to be the agents of International Brands offering Egyptian and Arab consumers a high quality imported, and high end, product that reaches every strata of society catering to all tastes and aspirations.

Among Al Ahram's agencies are the following:-

Favola  
Teflon  
Ghidini  
Inoxpran  
DOMO

Al Ahram are proud of their status as pioneers in the world of housewares, in Egypt and Arab World, since 1963.

Superbrands