

AL HAEL CERAMICA

COMPANY PROFILE LLC



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OVERVIEW

Al Hael Ceramica LLC, a dynamic and innovative subsidiary of AL Maha Ceramics SAOG, stands as a leading manufacturer and supplier of high-quality ceramics and porcelain tiles. With a steadfast commitment to excellence and a customer-centric approach, Al Hael Ceramica LLC is dedicated to transforming spaces through superior design and craftsmanship.



To be the preferred choice for ceramic and porcelain tile solutions, setting benchmarks in quality, design, and sustainability, and creating lasting value for our stakeholders.

VISION MISSION

To manufacture and supply world-class ceramic and porcelain products that exceed customer expectations, fostering innovation and sustainability in every aspect of our operations.

CORE VALUES

- **Quality:** Commitment to the highest standards of quality and continuous improvement.
- **Innovation:** Embracing creativity and technological advancements to deliver unique and superior products.
- **Customer Satisfaction:** Prioritizing customer needs and building long-lasting relationships based on trust and satisfaction.
- **Sustainability:** Ensuring environmentally responsible practices in all facets of our



PRODUCT RANGE

Al Hael Ceramica LLC offers a diverse portfolio of ceramic and porcelain products designed to meet the needs of various sectors, including residential, commercial, and industrial markets. Our product range includes:

- **Ceramic Wall Tiles**
- **Ceramic Floor Tiles**
- **Porcelain Tiles**
- **Decorative Tiles**
- **Custom Ceramic and Porcelain Solutions**

PRODUCT FINISHES

Our products are available in a variety of finishes to cater to different aesthetic and functional needs:

- **Polish**
- **Hard Matt**
- **Satin Matt**
- **Lapato**
- **Antislip (R11)**





MANUFACTURING EXCELLENCE

Al Hael Ceramica LLC operates four production lines equipped with advanced machinery from SACMI, a renowned Italian machinery provider. We produce tiles in various sizes, including:

- **60x60 9mm**
- **60x120 10mm**
- **60x60 2CM exterior tiles**

Leveraging state-of-the-art technology and adhering to stringent quality control measures, we ensure that every product meets international standards.

SUSTAINABILITY COMMITMENT

At Al Hael Ceramica LLC, sustainability is at the core of our operations. We are committed to minimizing our environmental impact through responsible sourcing, efficient manufacturing processes, and the promotion of eco-friendly products.



MARKET REACH

Currently, Al Hael Ceramica LLC sells its products across the GCC, catering to a wide range of customers who appreciate the quality, durability, and aesthetic appeal of our offerings.

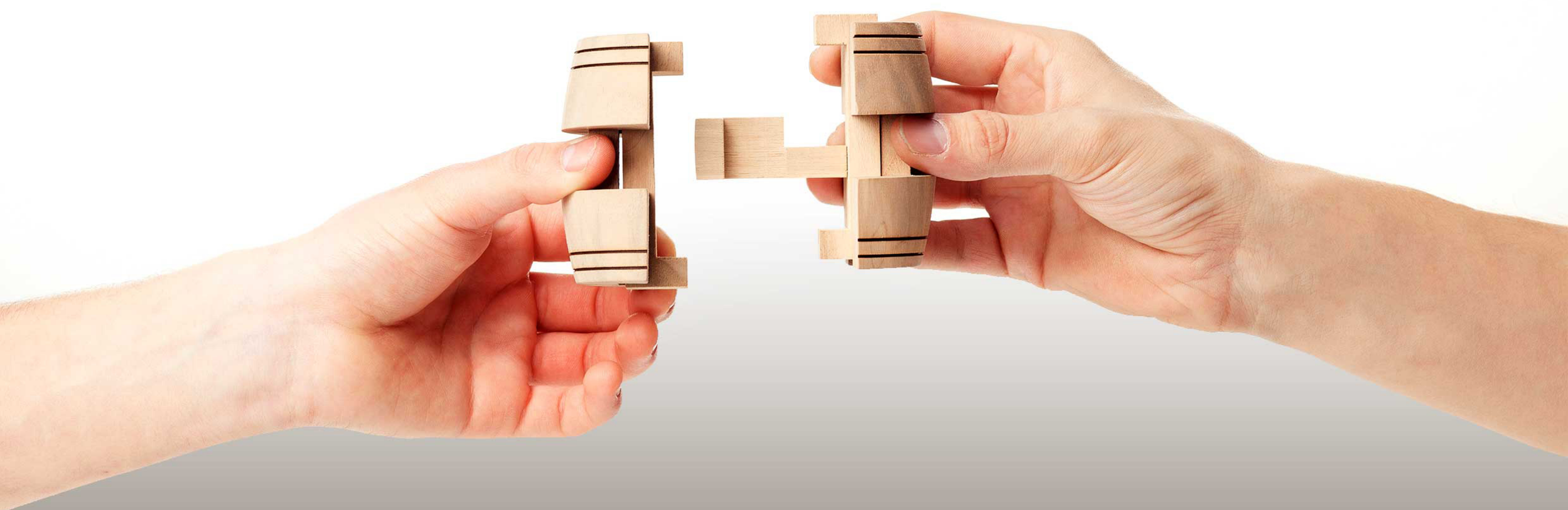


PARENT COMPANY: AL MAHA CERAMICS SAOG

AL Maha Ceramics SAOG, a renowned name in the ceramic industry, provides the foundational strength and expertise that empowers Al Hael Ceramica LLC to innovate and excel. Founded in 2006, AL Maha is one of the largest ceramic tiles manufacturers in Oman, producing around 6 million sqm of tiles annually and exporting to over 15 countries.



STRATEGIC PARTNERSHIP



In 2022, AL Maha acquired a 45% stake in Al Hael Ceramics LLC, solidifying a strategic partnership. Al Hael, the largest manufacturer of tiles and porcelain in Oman, has a capacity to produce up to 18 million sqm of tiles annually. The Al Hael manufacturing plant, completed in 2019 with an investment of around OMR 40 million, features state-of-the-art facilities and equipment from SACMI. This partnership positions both companies to serve Oman and the GCC's growing demand for ceramic and porcelain tiles. Combined, AL Maha and Al Hael have a production capacity of over 24 million sqm of tiles, making them one of the largest tile producers in the GCC and the only producer of porcelain tiles in Oman.

*Every Tile
is a
Masterpiece*



AL MAHA CERAMICS SAOG

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