



COMPANY PROFILE

SINCE 1948

HOME OF HARDWARE

OUR STORY

ASL Ltd. – Trading Division is a flagship company under the Ramco Group, operating under the Ramco Ekon vertical. Established in 1948, we are one of Kenya’s leading importers and suppliers of hardware, building materials, and electrical products. Over the years, we have built a strong reputation for delivering quality products, excellent customer service, and competitive pricing.

With over 10 strategically located branches in Nairobi and its outskirts, we ensure convenience and accessibility for our diverse clientele. ASL Trading is an authorized distributor for globally renowned brands from China, India, America, United Kingdom, South Africa, Egypt, Malaysia and henceforth.

We have successfully blended trading and distribution into a hybrid business model, allowing us to be a one-stop shop for building solutions. Our extensive product portfolio serves sectors such as construction, NGOs, and manufacturing, wholesale and retail ensuring, that our customers receive high-quality, affordable, yet constructive solutions for their projects.

OUR BRANCHES

- Industrial Area Showroom, Lusaka Rd
- Lavington Showroom, Lavington Curve, Naushad Merali Rd
- Nairobi CBD Showroom, Sheikh Karume Rd
- Nairobi Gikomba Showroom, Kombo Muniyiri Rd
- Westlands Showroom, 84th Muthithi Rd
- Westlands Hardware, 80th Muthithi Rd
- Juja Showroom, Thika Rd – Exit 10
- Ongata Rongai Hardware, Magadi Rd
- Kitengela Hardware, Nairobi – Namanga Rd
- Machakos Hardware, Wote Rd
- Machakos Showroom, Mbolu Malu Rd



OUR HISTORY

ASL Trading was originally known as Rambhai & Company. In 2000, the business was acquired by Associated Steel Limited (1976), forming a new division called Associated Steel Limited – Trading Division.

In 2004, the company was rebranded to **ASL Ltd – Trading Division**. Today, ASL Trading is an independently and professionally managed unit of ASL Limited.



1948

Rambhai & Company Ltd was founded by Mr. Rambhai Patel, in the heart of the CBD



1976

Associated Steel Ltd and **Ramco Hardware Ltd.**, were founded, and operated as independent entities



1985

Juma Hardware Ltd., founded as a separate entity



2000

Rambhai & Co Merged with **Associated Steel Ltd.**, **Ramco Hardware Ltd.**, & **Juma Hardware Ltd.**, forming **ASL Hardware Ltd.**



2004

Name change to **ASL Limited – Trading Division**



OUR PURPOSE



Our Purpose is to provide customer-centric solutions with the widest range of quality products in accordance with our competitive price policy backed with the best service.



Our Mission

is to understand our customer and meet their needs and convert bricks into dream building; growth starts within us and we desire the same for our customers, providing innovative products and commitment.



Guiding Principles

Friendly environment, availability, integrity, respect, teamwork, leader and innovation. We pursue sustainability within our operations by striving to make them socially responsible and environmentally aware and economically viable.



Community Impact

We are dedicated to being responsible members of the community. We have adopted a noble cause of supporting schools in the slum areas and schools with special needs children to make sure that the children study in habitable condition

WHY CHOOSE US

- Over 70 years of experience in the Kenyan market.
- A trusted distributor of globally and locally renowned brands.
- Comprehensive product range catering to construction, manufacturing, and NGO sectors.
- Customer-centric approach ensuring quality, affordability, and reliability.
- Part of the Ramco Group, a well-established and diversified business group.

We are committed to building Kenya's future by providing innovative, high-quality solutions for the construction and industrial sectors.



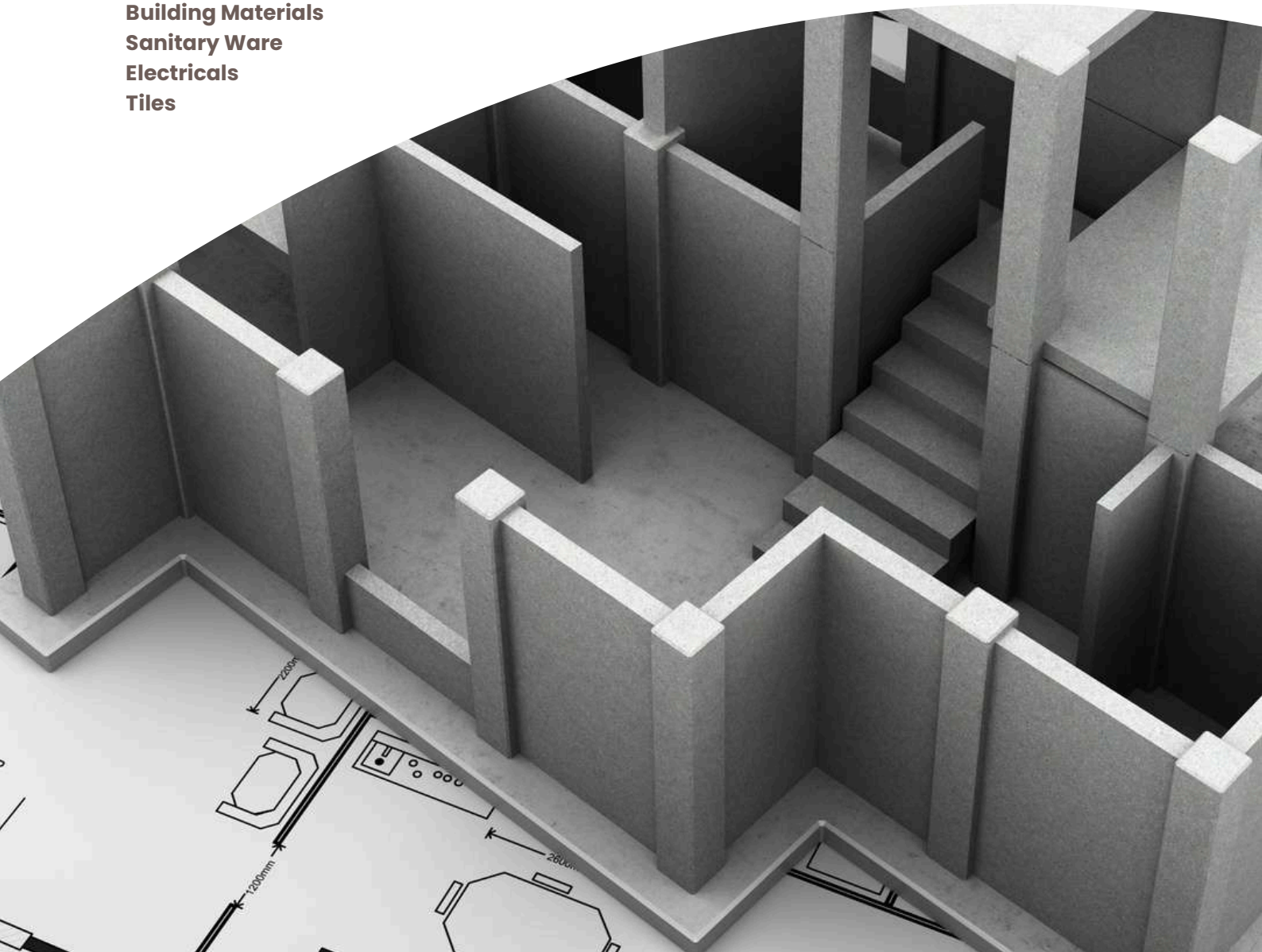
HOME OF HARDWARE

PRODUCT RANGE

Building Trust ONE PRODUCT At a time

At ASL, we understand that quality and reliability are the foundation of any successful project. As a leading supplier of premium building materials, hardware, and finishing solutions, we are committed to providing products that not only meet but exceed your expectations. Whether you're a contractor, developer, or homeowner, our vast product range ensures that you get everything you need under one roof.

General Hardware
Building Materials
Sanitary Ware
Electricals
Tiles



GENERAL HARDWARE



GENERAL HARDWARE

From hand tools to heavy-duty machinery, we offer a wide selection of high-quality hardware to support your construction and maintenance needs. Our products are sourced from globally trusted brands, ensuring durability, efficiency, and safety for every task.



Pipes & Fittings



Fasteners, screws & nails



Hand Tools



Agricultural Tools



Power Tools



Iron Mongery



Adhesives & Sealants



Plumbing Tools



Ladders & step stools



Jointing Materials



Safety & Personal Protection Equipment

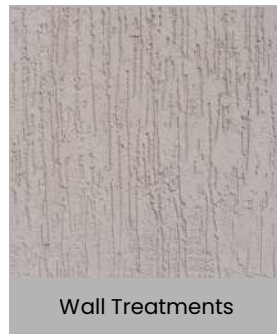
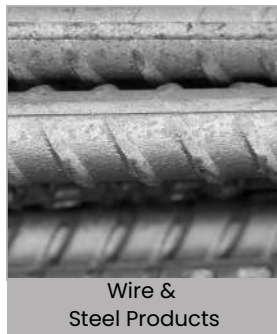
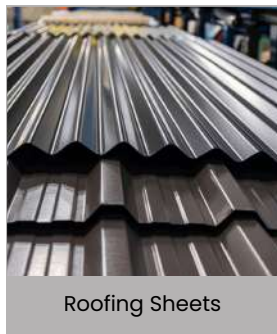
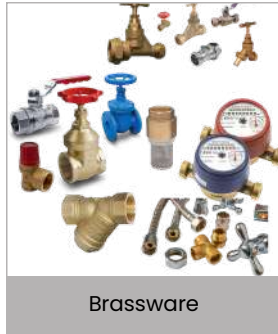
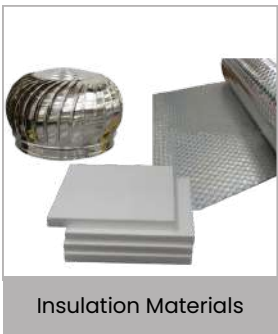


BUILDING MATERIALS



BUILDING MATERIALS

Strong structures start with superior materials. We supply top-grade cement, gypsum, steel, and other essential building materials to help you achieve structural integrity and long-term reliability in your projects.





Paint Products



Paint Accessories



Wood Finishes

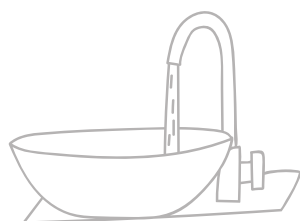
Whether for large-scale construction or home renovations, our materials guarantee strength and stability. We take pride in offering products that meet the highest industry standards, ensuring the safety and longevity of your work.





HOME OF HARDWARE

SANITARY WARE



SANITARY WARE

Upgrade your spaces with our elegant and durable sanitary ware solutions. From modern sinks and stylish toilets to sophisticated bathroom accessories, we provide products that blend aesthetics with practical efficiency.



Toilets



Cisterns



Basins



Bidets



Urinals



Seat Covers



Bathroom Faucets



Shower Mixers



Kitchen Mixers



Bathtubs



Shower Systems



Mirrors



Storage Units



Bathroom Accessories



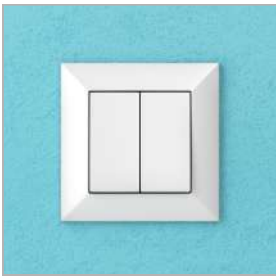
Kitchen Ware

ELECTRICALS

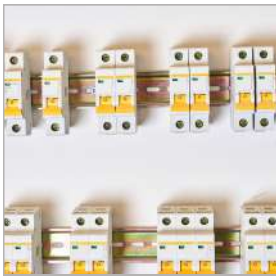
Reliable electrical solutions for safe and efficient energy distribution. Our range includes high-quality wiring, circuit breakers, lighting solutions, and accessories to ensure seamless power management in residential, commercial, and industrial projects.



Wiring & Cables



Switches & Sockets



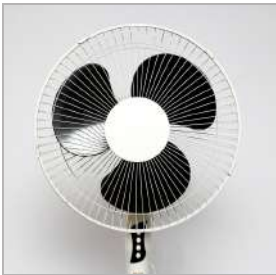
Circuit Breakers



Electrical Panels



Lighting Fixtures



Fans



Home Appliances



Electrical Fittings



TILES

A perfect blend of durability and style, our extensive tile collection caters to every aesthetic preference. From classic ceramic and porcelain tiles to contemporary mosaics and stone finishes, we provide flooring and wall solutions that add elegance and character to any space.



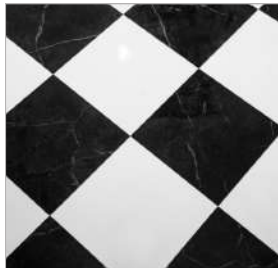
Ceramic Tiles



Glazed Tiles



Wooden Flooring Laminate



PVC Tiles



Parking Tiles



Mosaic Tiles



Stone plastic Composite (Vinyl)



Tiling Accessories



Tile Adhesives



Spacers



Corner Strips



Grout





EXPRESSIVE ELEGANT

Span.
An expression of pure geometric form and warm
toned design, Span, collection brings a sense of
refinement to the bathroom.

Aleo.
Bringing home the elegance of a traditional design,
Aleo, collection offers a sense of timeless
elegance, functionality and enduring quality.

HOME OF HARDWARE

BRAND PARTNERS



Hardware & Building Materials



Faucets



Sanitary Ware



Plumbing



Electrical & Lighting



VISIT OUR SHOWROOMS



Head Office

Industrial Area
Lusaka Road



Nairobi CBD

Sheikh Karume Rd



Lavington Curve

Naushad Merali Dr.



Nairobi Gikomba

Kombo Munyiri Rd



Westlands

80th Muthithi Rd
84th Muthithi Rd



Machakos

Wote Rd
Mbolu Malu Rd



Juja Mall

Thika Rd, Exit 10



Kitengela

Namanga Rd



Ongata Rongai

Magadi Road



020 698 3000



www.asltrading.co.ke



info@asltrading.co.ke



www.asltrading.co.ke