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▶ **COMPANY PROFILE**  
**2023**



**UBMC**<sup>TM</sup>  
UNIVERSAL BUILDING MATERIALS  
AND CHEMICALS COMPANY

“

A brand for a company is like a reputation for a person.  
You earn reputation by trying to do hard things well.

”

# Index

About UBMC

---

6

Our Brands

---

10

Industrial Facilities

---

24

Research and Development

---

28

Our Projects

---

30

Awards & Certificates

---

42



# MESSAGE FROM BOARD OF DIRECTORS AND UPPER MANAGEMENT



## LETTER FROM CEO



To our valued customers and partners,

UBMC is committed to provide our clients and partners with world-class painting, coating and chemical solutions.

Over the years, many changes were implemented to expand widely, securing our rank in the MENA region. All credit goes to our esteemed customers and partners supporting us to achieve a leading position in the Market.

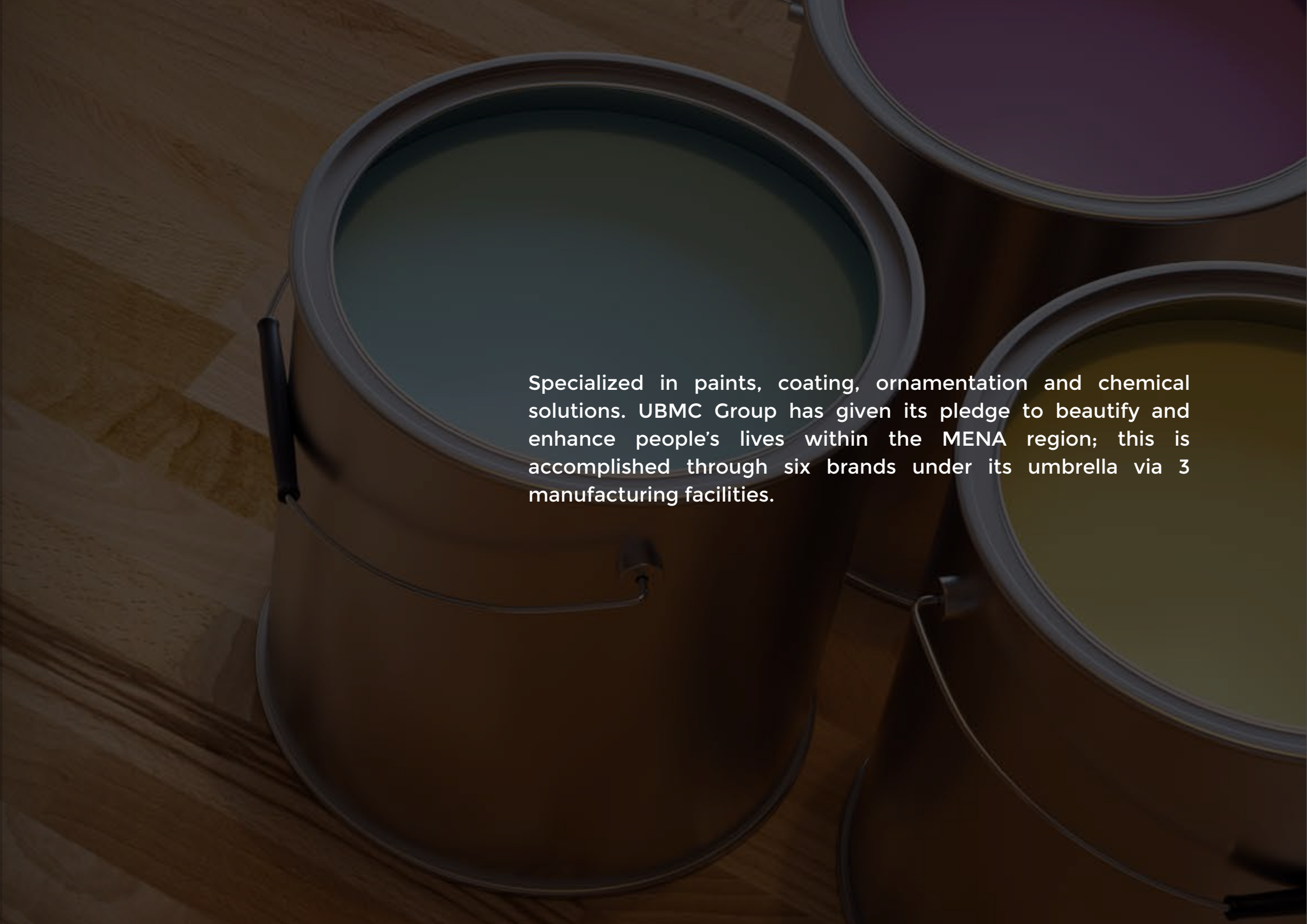
We follow very strict measures to protect the welfare of our employees and their families without compromising our service levels or standard quality of our products.

Our aim is to sustain the company's goals by achieving our vision of industry leadership while reaching our partners' satisfaction.



A color palette fan with various shades of colors is positioned in the upper left corner. Below it, two paintbrushes with wooden handles and metal ferrules are lying on a light-colored wooden surface. The text 'About UBMC' is overlaid on the image, with 'About' in white and 'UBMC' in red.

# About **UBMC**

Three open paint cans are arranged on a wooden surface. The largest can in the foreground is filled with a light blue-grey paint. To its right, a smaller can contains a yellowish-green paint. In the upper right corner, another can contains a purple paint. The text is overlaid on the right side of the image.

Specialized in paints, coating, ornamentation and chemical solutions. UBMC Group has given its pledge to beautify and enhance people's lives within the MENA region; this is accomplished through six brands under its umbrella via 3 manufacturing facilities.



UBMC Group has over 1,000 employees spread-out across various operating facilities and numerous warehouses strategically located across the country serving different geographical locations with its headquarters located in Al Thawra Street, Heliopolis, Cairo.

Technology and innovation are complemented by a solid, highly trained, industry-leading Research & Development Team enabling UBMC to become one of the Middle East exporters of paints and construction chemicals.

More commonly known as SIPES in Egypt, people associate the name with dedication and high-quality innovations. UBMC now provides Egypt and 15 other countries with top-notch quality paints and revolutionary solutions that satisfy various market needs.



**VISION**  
 Seeking global recognition and sustainability through becoming the key drivers of the industry in MENA, in addition to fostering ongoing partnership with clients.

**MISSION**  
 Providing first class customer experience through delivering quality products as well as serving customers with excellence, integrity and pride.

## VALUES

UBMC/SIPES complies with local & global regulations and standards to guarantee sustainability.

Measurements are taken to ensure the work process and daily operations are aligned with our corporate strategy.

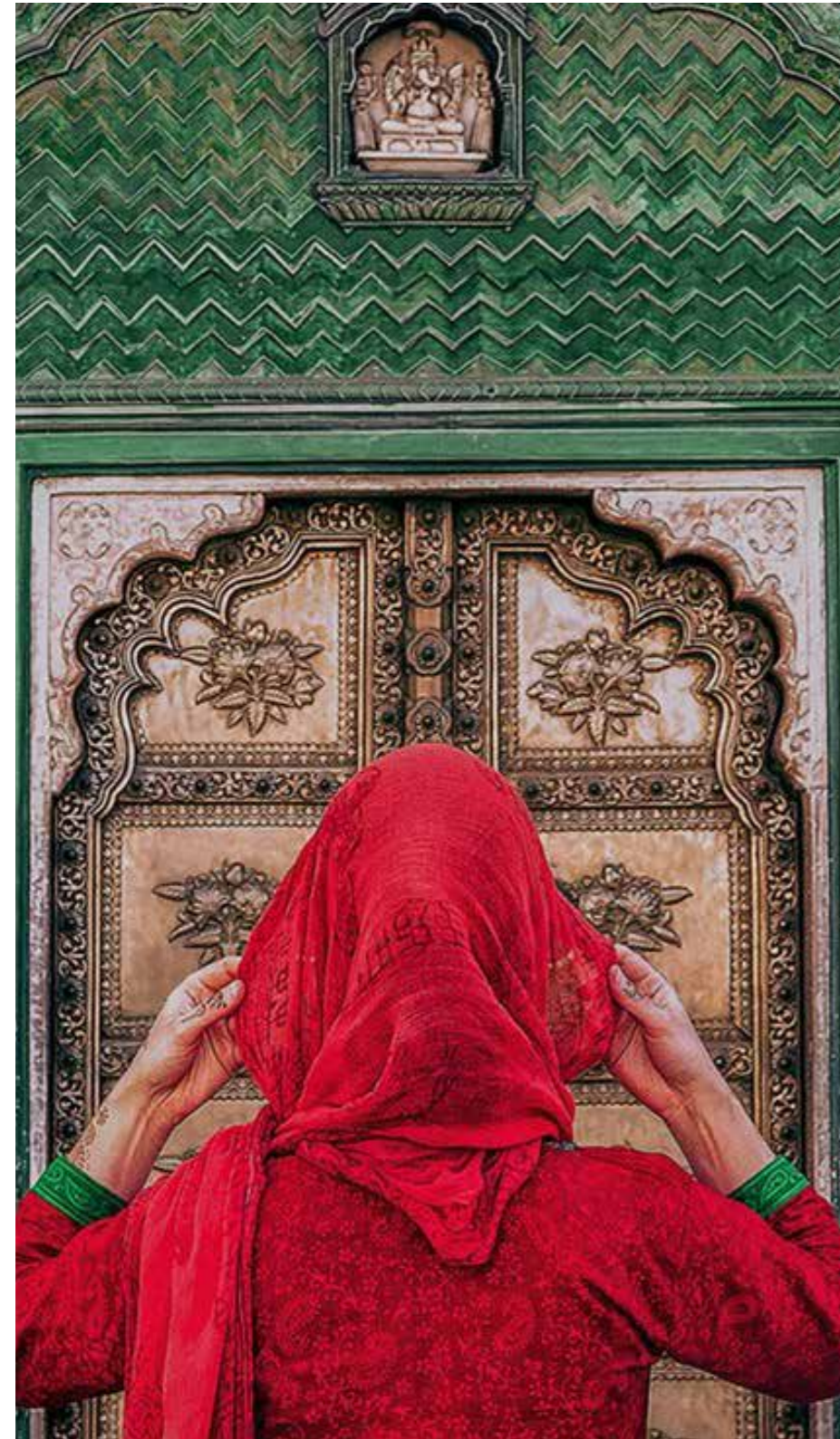
People are the essence of our development. Ensuring a dynamic learning environment secures our rank in the market today.



# Our Brands

UBMC's derived brands are the main channels providing top-quality paints and revolutionary solutions to satisfy various market needs





After more than 6 decades of experience in the region, SIPES has become a distinctive mark for business and homeowners regarding interior and exterior painting solutions.

This is achieved through utilizing premium raw materials and colorants which fulfill the needs of individuals, interior designers and architects.

Egypt is regarded as the main site delivering guaranteed long-lasting decorative solutions.

In addition to the Egyptian market, SIPES gloriously serves and fulfills the needs of 15 other countries through providing quality paints and innovative solutions.

SIPES has been constantly determined to exist and expand in the MENA region establishing several manufacturing facilities; the first was held in Lebanon in the year 1956, followed by another in Jordan, then Egypt, KSA, and Libya. SIPES has further expanded operations in Africa through establishing its most recent manufacturing facility in Nigeria.

SIPES; the name of painting solutions in Egypt and MENA.







| Rod El Farag Bridge



With over 5 decades of practice, Transocean Coatings has become the Expert in conserving offshore and onshore assets.

Transocean Coatings provides insulation for offshore and onshore apparatus, pipelines, tank linings, vessels and industrial facilities since 1959.

Committed to supplying ultimate premium quality, Transocean Coatings is seeking to access new markets targeting an increase in its market share as well as developing to be globally recognized as a world-class supplier of top-quality specialized products.



Transocean Coatings/SIPES takes pride to serve coatings needs of major sectors

Transocean Coatings associated "SIPES", has the sole accreditation to produce and retail Transocean products serving all coating demands of Egypt's most well-known companies in the petroleum, marine, infrastructure and electrical sectors.

Transocean Coatings/SIPES collaborates with distinguished companies in the Egyptian market prestigiously partnering with Lebanese, Syrian and Nigerian markets.



Major gas tank projects and various marine vessels.



## WOOD CARE™

WOODCARE is the UBMC brand specialized in providing wood coatings; hence represents a major part of UBMC's range of coatings production.

WOODCARE presents a full range of lumber coatings serving as solutions that protect and perpetuate wood beauty. WOODCARE provides a variety of sealers, primers, preservatives, varnishes and topcoats.

WOODCARE category products are: Polyester - Polyurethane - Nitrocellulose - Synthetic Varnishes - Wood Stain.

WOODCARE is proud to be playing a prime integral role in wood coating solutions.

Complete Assortment of Wood Coatings





# SITECH®

Professional Coatings

Si Tech provides a variety of professional coatings in different applications such as exterior paints for the protection of external building surfaces against weathering effects in urban, industrial, coastal and different harsh services conditions. The unique formulation, certifications and superior quality of UV resistant and facade colorants are behind the superiority of protection.



Si Tech offers the finest exterior paints and a variety of professional coatings with superior quality.

Besides superior protection, Si Tech exterior paints give a superior decorative effect in smooth and different textures in a wide array of colors.

In addition, Si Tech family contains a lot of premium quality highly specialized interior paints such as anti-bacterial and cooling paints.

Si Tech family also includes a wide range of high-quality floor coating products such as self-leveling epoxies, mortars, grouts, cracks fillers, and many other products, which provide excellent protection for the concrete floors against oils, chemicals, abrasion and impact resistance.





Swift Paints is the budgetary economic brand of SIPES under the umbrella of UBMC. Swift presents a full range of good-quality paint solutions at economic price.

Swift Paints offers swift sealer, putty and top coat along with Swift Enamel.

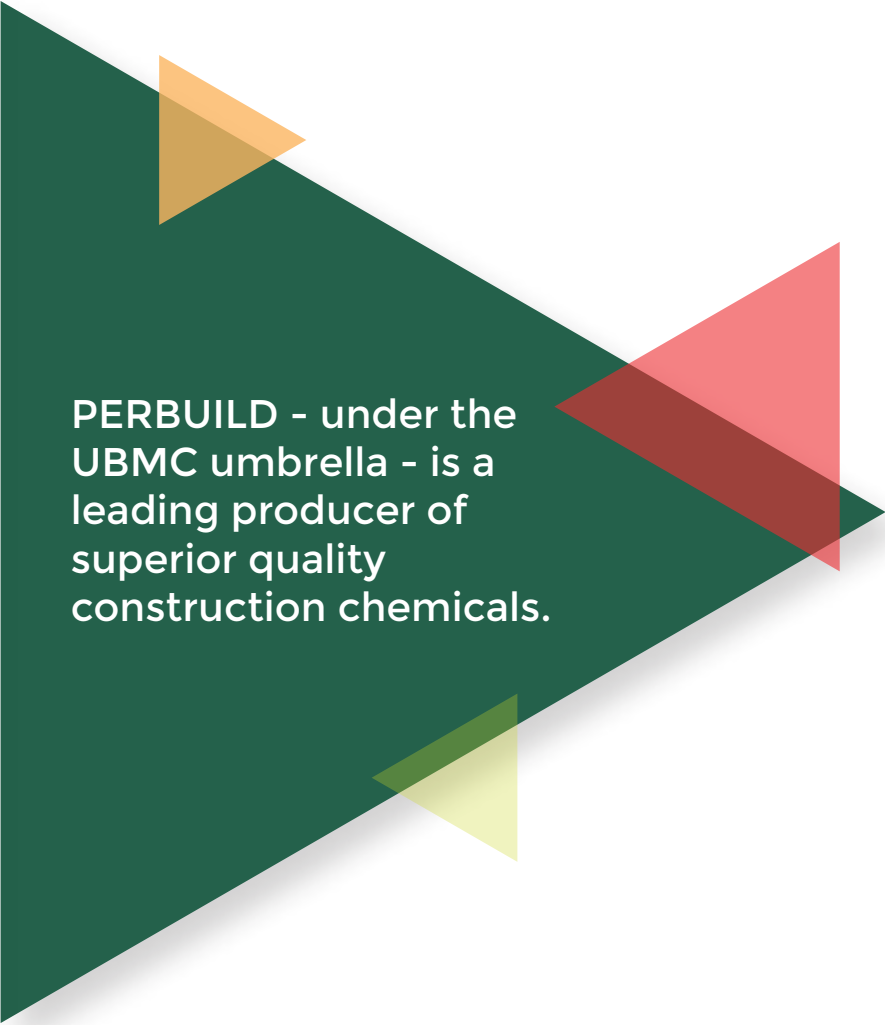
Swift Paints presents a full range of good quality paint solutions at an economic price.





PERBUILD is UBMC's brand specialized in Construction Chemicals. PERBUILD - under UBMC's umbrella - has been a leading producer of superior and eco-friendly construction chemicals.

By deploying PERBUILD's strong devoted team of technicians, we are heading towards high intelligence levels in the construction chemical production field.



PERBUILD - under the UBMC umbrella - is a leading producer of superior quality construction chemicals.

Adding PERBUILD to UBMC group completed our commitment as an integrated group in the building, construction and decoration market fields.





# INDUSTRIAL FACILITIES

UBMC achieved its objective to reach top quality products through strong logistic support for its growing business as well as ongoing comprehensive research.

INDUSTRIAL FACILITIES



Built on around 64,000 square meters, with a production capacity of 180,000 tons per year, UBMC's industrial facilities have all been established and equipped to ensure production of high efficiency paints, coatings, and construction chemicals. Each product is made using the finest materials and further exposed to strict quality procedures.

Furthermore, UBMC strictly adheres to industrial safety standards and requirements in order to ensure the successful execution of painting and coating projects guaranteeing the safety of both employees and customers.

Committing firmly to global ecological measurements concerning specific manufacturing processes, UBMC ensures full engagement in environmental preservation. In addition to being a global requirement, environmental preservation is a social responsibility, which UBMC has always maintained to be up to.



# RESEARCH & DEVELOPMENT



UBMC aims at reaching exceptional product technologies while maintaining the required ecological balances.



Combining technology and innovation with a solid highly trained industry-leading Research & Development Team, UBMC stretched to become one of the leading exporters of coatings and building materials in the Middle East.

The UBMC team is primarily devoted to developing improved products and manufacturing methods. This requires conducting programs of research and experimenting to assess the effectiveness of novel solutions and techniques.



# Our Projects

For more than 30 years, UBMC/SIPES has been a permanent resort and first choice for leading businesses, architects, contractors and household owners, accommodating interior and exterior decorative essentials for private and national projects.

# OUR PROJECTS

In addition to the wide variety of products and integrated solutions offered by UBMC/SIPES, integrity and excellence in serving clientele is an ongoing commitment.

At UBMC/SIPES, we tailored our brands using various elements and aspects allowing each of our clients to enjoy putting in place their own unique decorative solutions.



Porto El Sokhna



Egyptian Museum



Intercontinental



Baron Hotel

Misr University  
for Science & Technology



UBMC/SIPES premium quality products paved the way to engage and partake in distinctive projects implemented in Egypt.

UBMC/SIPES guarantees long lasting elite results, making it the first choice for our customers.



- **Karma House** Karma House is an elegant modern project established on an area of 24000 square meters within one of the most esteemed locations in East Alexandria. The plot includes 37 residential buildings of eleven floors each.

Brought by Al Karma for Real Estate Investment Co with commitment to delivering high standard fully finished units, UBMC has been the first choice to supply the project's interior painting materials.

UBMC holds in high regards customers' trust and confidence and is determined to secure its continuity. UBMC is honored to consider its products as a success factor to finalize distinguished projects.



- **Pharma City** On an area of 21,000 square meters, in a very famous location in Alexandria, the city of Pharmacists was founded. The project comprises 15 residential premises, a mosque, a commercial mall and a banks' zone.

This elite housing project is established by Pharma City Group for Real Estate, which commits to deliver high quality fully finished units using the best finishing materials.

To maintain the group credibility, Pharma City selected UBMC to deliver the interior painting materials required for the huge venture. UBMC is honored to carry out all requirements to the fullest with its specialized team supporting the sustainability of UBMC customers' trust.



▶ **Residential District - New Capital**

In the heart of the New Capital lies this gigantic national enterprise with huge assimilation of residential and service projects.

UBMC is proud to participate in one of the New Capital projects through supplying interior paints for 36 buildings being constructed by Petrojet Contracting Company. The project is part of the residential district, inclusive of 1008 housing units.

When excellence is the goal, UBMC is the guaranteed partner.

▶ **Bashayer El Kheir**

UBMC takes pride in its societal role being a partner in the national plan to transform poor areas into new urban communities with an advanced pleasing vision.

Bashayer El Khair project transforms poor areas in both Alexandria and Beheira governorates. The project comprises 500 residential buildings, a mosque, a church, a large commercial mall and a social club.

UBMC congratulates itself to be the supplier of interior painting materials for Bashayer Al Khair projects 1, 2, 3, 4, 5 and 6.





### ► **Social Housing Project**

UBMC is keen to participate in new approaches. The Social Housing project in New Alamein City is a progressive housing form in terms of architecture, interior design and finishing.

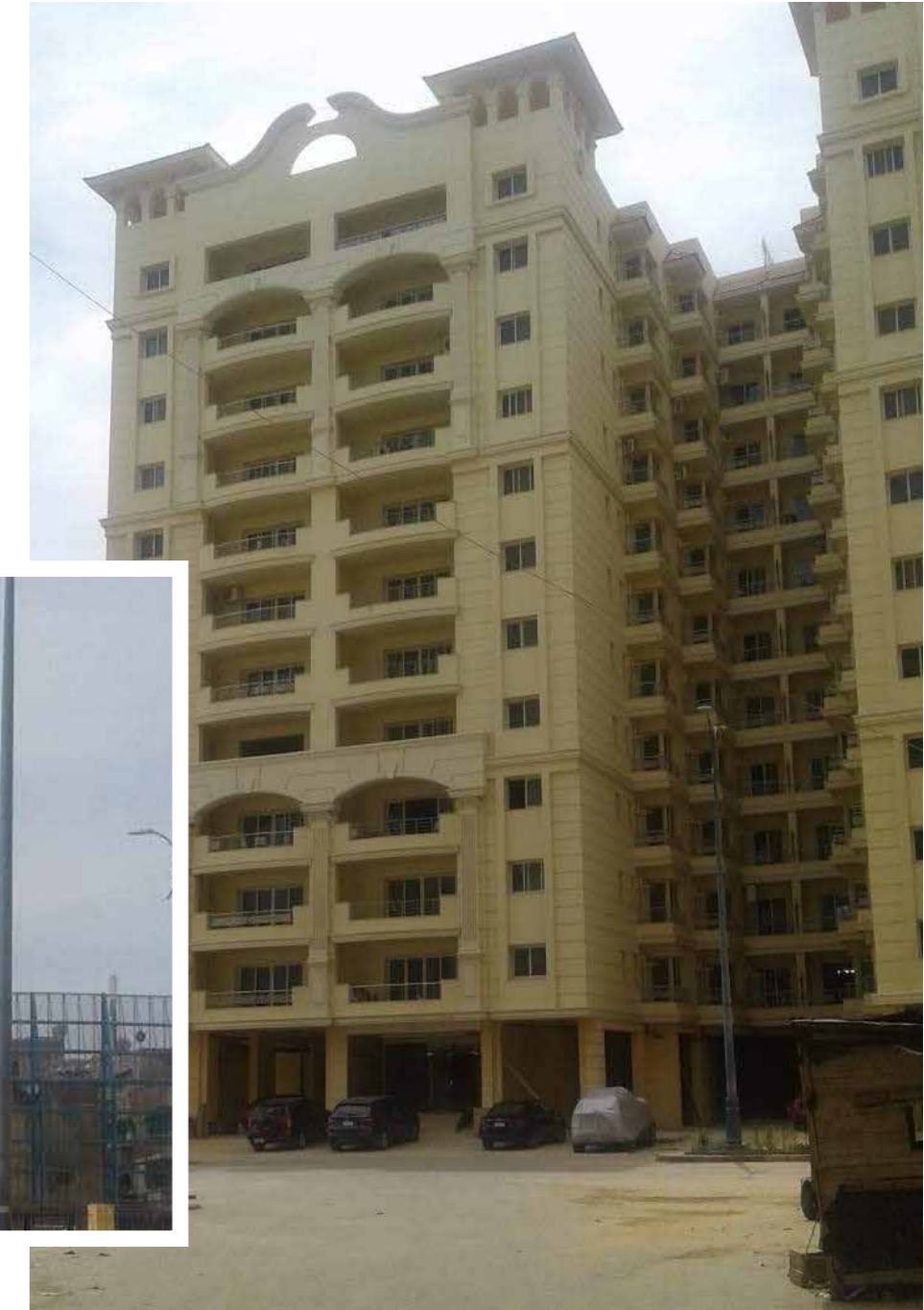
UBMC provides interior painting materials for the finishing works of the unique model of the cities of the new republic, where the appealing exterior view is complemented with a distinctive interior look



### ► **Antoniades City**

In the heart of Alexandria and in one of its most elegant neighborhoods “Smouha”, we engage in spreading beauty through this luxurious and fascinating project based in the ancient city.

The Antoniades City venture including 35 residential towers, a school, a nursery, a commercial mall and a mosque, is the definition of classiness and luxury. UBMC has supplied all the requirements of interior and exterior painting materials for such remarkable project.



► **West Shorouk housing project**

West Shorouk housing project - constructed by the Engineering Authority of the Armed Forces with its known accuracy - is one of the major development projects.

The project consists of 550 villas and 523 residential buildings with a total of 11022 housing units in addition to service areas that include a commercial complex, a mosque and a sports club.



The project was established to match the highest standards using locally manufactured components of world-class quality.

To reach such high standards set for the interior finishing, UBMC was recommended to supply interior painting materials for all residential and service units within this huge project; ensuring timely delivery according to the set specifications.



# AWARDS & CERTIFICATES

Throughout the journey of pursuing excellence, UBMC/SIPES continues to obtain and update recognition and acknowledgement granted by the industry's utmost renowned certification and registration bodies.



UBMC/SIPES is known for strict adherence to standards whether in respect of production, safety, environment or management systems. Accredited – as known – UBMC/SIPES attempts to reach optimal value by its products “Proudly made in Egypt”.

Quality of raw materials used in the manufacturing process and the high standards of the working environment, support UBMC to reach the highest level of product quality. The peak of both formulation factors is UBMC signature.

UBMC/SIPES has attained notable awards and certifications.

