

# — EMPOWERING SOLUTIONS

For a Sustainable Future

Innovative  
Solutions in  
Power, Water,  
Construction  
Machinery, MRO,  
and Electrical  
Systems Across  
the MENA Region

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# WHO WE ARE

**Abunayyan Trading Company (ATC)** is a premier provider of integrated solutions in the power, water, construction machinery, maintenance, repair, and operations (MRO), and electrical sectors. Established in 1950, ATC has a rich history rooted in innovation and a commitment to excellence. What began with the introduction of the first diesel-powered turbine pump in Saudi Arabia has evolved into a diversified enterprise, serving a wide range of industries across the Middle East and North Africa (MENA) region.

**Our Growth**  
Today, ATC is headquartered in Riyadh, Saudi Arabia, and operates numerous branches across the Kingdom. With a workforce of over 300 experienced engineers and skilled

professionals, we are committed to delivering high-quality solutions that meet the evolving needs of our clients. Our extensive network and strategic partnerships with leading global brands enable us to provide best-in-class products and services.

**Core Activities**  
As a trading company, ATC's core activities encompass engineering, supply, construction, and service. Our engineering division offers tailored design and implementation services for power and water projects, ensuring optimal performance and efficiency. We maintain a robust supply chain, partnering with renowned brands such as Kohler, Mitsubishi, Schneider Electric, and Phoenix Contact to ensure the availability of essential equipment and materials.

## History and Evolution

**Abunayyan Trading Company (ATC)** is a cornerstone of Abunayyan Holding, providing integrated solutions across the power, water, construction machinery, maintenance, repair, and operations (MRO), and electrical sectors.

Founded by Abdullah Rashed Abunayyan, ATC revolutionized the Saudi Arabian agricultural sector by introducing diesel-powered water pumps. This pioneering move significantly transformed the nation's irrigation methods; it paved the way for modern agricultural practices. Over the decades, ATC expanded its operations, leveraging its expertise to enter new markets and industries, including power generation, water treatment, and heavy machinery.

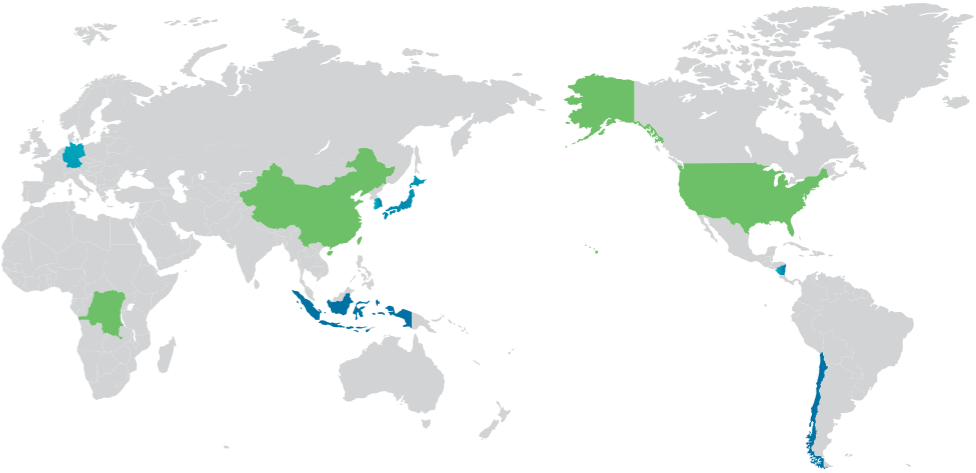
# BRIEF OVERVIEW



**70+**  
Years of Experience

With over seven decades of experience, Abunayyan Trading Company has established itself as a leader in the trading sector. Our long-standing presence in the market reflects our ability to adapt to industry changes, embrace innovation, and consistently deliver high-quality solutions. Our extensive experience enables us to understand the unique needs of our clients and provide tailored solutions that drive their success.

**20+**  
Numerous  
Brand Names  
All Over the  
World



Our team of over 500 dedicated professionals is the backbone of Abunayyan Trading Company. Comprising experienced engineers, skilled technicians, and knowledgeable support staff, our workforce is committed to delivering exceptional service and solutions. We invest in continuous training and development to ensure our employees are equipped with the latest skills and knowledge. This commitment to our people allows us to maintain a high standard of service and stay ahead of industry trends, providing our clients with the best possible outcomes.



**500+**  
Experienced  
employees

# COMMITMENT TO EXCELLENCE



## Innovation and Sustainability

Innovation is at the heart of our operations. We continuously invest in research and development to enhance our product offerings and service capabilities. Our commitment to sustainability is reflected in our environmental policies and corporate social responsibility (CSR) initiatives. We strive to minimize our environmental impact through sustainable practices and innovative solutions, contributing positively to the communities we serve.



## Strategic Business Lines

ATC operates through multiple strategic business Lines (SBLs) that specialize in different market verticals, including power generation, water and wastewater management, construction machinery, MRO solutions, and electrical systems. Each SBL is dedicated to delivering specialized solutions that cater to the unique needs of our clients, ensuring maximum efficiency and effectiveness.



## Market Presence

Our market presence extends across Saudi Arabia and the MENA region, serving diverse industries such as oil and gas, agriculture, healthcare, and logistics. We pride ourselves on our ability to deliver tailored solutions that meet regional demands, leveraging our local expertise and extensive network.



## Client-Centric Approach

ATC's client-centric approach ensures that we understand and meet the specific needs of each client. Our team of experts works closely with clients to develop customized solutions that address their unique challenges and requirements. By maintaining open communication and fostering strong partnerships, we ensure the success and satisfaction of our clients.



# VISION, MISSION & VALUES

*At Abunayyan Trading Company, we are dedicated to delivering innovative and reliable solutions across multiple industries. Our commitment to excellence drives us to exceed customer expectations and foster long-term partnerships.*



## Our Vision

To be the preferred strategic partner, delivering innovative solutions by passionate and talented teams across the Middle East and Africa.



## Our Mission

To create value for our stakeholders and drive sustainable growth for our family business by providing innovative and reliable solutions across the power, water, oil & gas, and construction industries.



## Our Goals

Enhance Customer Satisfaction:  
To consistently provide exceptional service and high-quality solutions that meet the unique needs of our customers, thereby fostering long-term relationships and customer loyalty.



## Our Value

We strive for excellence in every aspect of our business. Our commitment to high standards and continuous improvement ensures that we deliver top-quality products and services that meet and exceed industry benchmarks.



# MARKET VERTICALS

Tailored solutions illustrate how Abunayyan Trading Company addresses the unique needs of various market verticals, leveraging our expertise and comprehensive product offerings to drive success across different industries.



## Utilities

- Power Generation and Distribution
- Water Treatment
- Automation and Control Systems
- Safety Equipment
- MRO Solutions
- Electrical solutions



## Oil & Gas

- Reliable generators and UPS systems
- Pumping Systems
- Instrumentation and Control
- Safety and Compliance
- MRO Solutions
- Electrical solutions



## Petrochemicals

- Power Supply and Management
- Water Treatment
- MRO Solutions
- Process Control Systems
- Electrical solutions



## Telecom

- UPS systems and generators
- Structured Cabling
- MRO Solutions
- Electrical solutions



## Transportation

- power generation systems
- Lighting Solutions
- Pumping Systems
- Automation and Control
- MRO Solutions
- Electrical solutions



## Healthcare

- UPS systems and generators
- Water Treatment Solutions
- MRO Solutions
- Electrical solutions



## Mining

- Heavy Machinery
- Pumping Systems
- Power Solutions
- Safety Equipment
- MRO Solutions
- Electrical solutions



## Defence & Sec.

- Power Solutions
- MRO Solutions
- Electrical solutions



## Real Estate

- Electrical distribution and control sys
- Power Backup: Generators & UPS sys
- Water & Wastewater Solutions
- Lighting Solutions



## Industrial

- MRO Service
- Power Generation & UPS sys
- Water Treatment Solutions
- Electrical solutions



## Agriculture

- Water Management
- Power Solutions
- MRO Solutions
- Electrical solutions



## Education

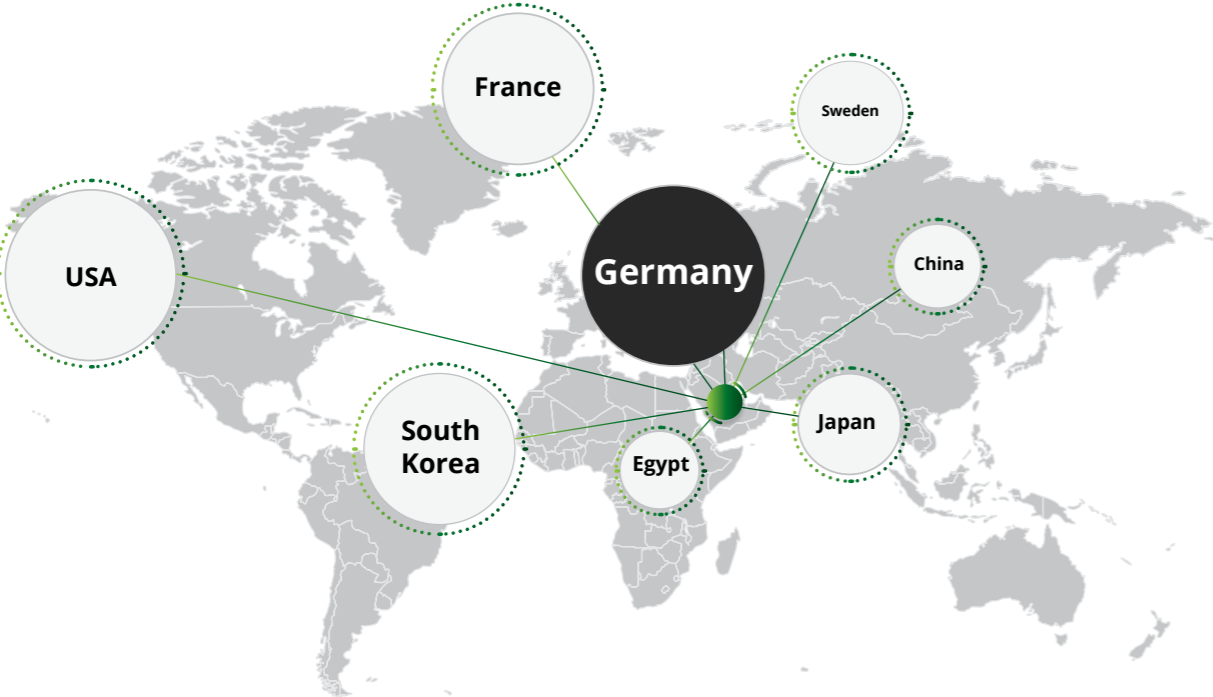
- Power Supply and Management
- MRO Solutions
- Electrical solutions



# STRATEGIC PARTNERS

Abunayyan Trading has built strong relationships with leading global brands to provide best-in-class products and solutions:

By leveraging these partnerships, we ensure that our clients receive the highest quality products and services to meet their specific needs.



# NUMEROUS BRAND NAMES

All Over the World

Our partnerships with industry-leading brands such as Kohler, Mitsubishi, Schneider Electric, Phoenix Contact, and many more enable us to provide best-in-class products and solutions. These collaborations ensure that our clients have access to cutting-edge

technologies and high-quality products, enhancing their operations and competitiveness. Our global brand alliances reflect our commitment to excellence and our ability to meet the diverse needs of clients across different markets and industries.

# POWER OF COLLABORATION

We believe in the power of collaboration, both within our team and with our partners. By working together, we leverage collective expertise to deliver superior outcomes and drive mutual success.





# PRODUCTS & SOLUTIONS

Abunayyan Trading Company operates through five distinct business lines, each specializing in a critical industry sector:

Each business line is dedicated to delivering specialized solutions that cater to the unique needs of our clients, ensuring maximum efficiency and effectiveness across various sectors. This diversified approach allows us to leverage our expertise and provide comprehensive, integrated solutions that drive client success.



## Power Solutions

Power Generation, Uninterrupted Power Supply (UPS), Switchgear and Control Systems, Renewable Energy



## Water & Wastewater

Desalination Plants, Water Treatment Plants, Pumping Stations, Aeration and Filtration Systems



## Construction Machinery

Heavy Machinery, Hydraulic Breakers, Lighting Towers



## MRO Solutions

Genuine parts for various machinery and equipment., Maintenance Services



## Electrical Solutions

Electrical Distribution, Industrial Automation, Energy Management Systems, Lighting Solutions



# COMMITMENT TO EXCELLENCE

These business verticals illustrate Abunayyan Trading's diverse capabilities and expertise across various industries, highlighting our commitment to delivering innovative and reliable solutions tailored to specific market needs.





# POWER SOLUTIONS

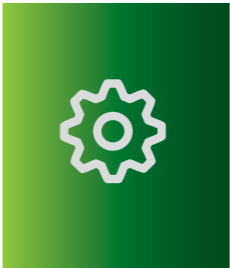


Empower Your Business with Abunayyan Trading's Comprehensive Power Solutions. From reliable generators and uninterrupted power supply systems to advanced switchgear and renewable energy options, our tailored solutions ensure your operations run smoothly and efficiently. Trust Abunayyan Trading to provide the power you need to succeed, no matter the challenge."



## Comprehensive Power Solutions

- 1. Power Generation**  
We offer a wide range of power generation solutions, including prime, continuous, & standby generators. Our generators, ranging from 10KW to 3,250KW, are designed to deliver reliable power under all conditions. They are ideal for industrial plants, commercial facilities, healthcare institutions, and more.
- 2. Uninterrupted Power Supply (UPS) Systems**  
Our UPS systems ensure continuous power supply, protecting critical operations from power disruptions. These systems are essential for data centers, healthcare facilities, telecommunications, and other sectors where power reliability is paramount.
- 3. Switchgear and Control Systems**  
We provide advanced switchgear and control systems that enhance power management and distribution. Our solutions include automatic transfer switches, switchboards, all designed to optimize power usage & improve operational efficiency.



**Integrated Power Solutions**  
Our integrated power solutions encompass the design, installation, and commissioning of power systems. We provide turnkey solutions that seamlessly integrate with other electromechanical products, offering a comprehensive power package that ensures superior performance and reliability.



# You Got Covered

From 10KW to  
3,250KW

Abunayyan Trading's delivers  
reliable power solutions for  
every application, ensuring  
your operations run smoothly





# WATER & WASTEWATER



Ensure Clean and Sustainable Water Management with Abunayyan Trading's Innovative Water and Wastewater Solutions. From desalination to advanced treatment systems, our comprehensive solutions guarantee efficient and reliable water management for various industries.

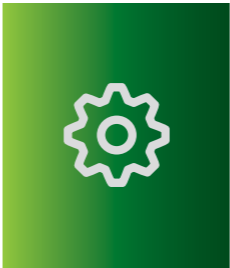


**Comprehensive WWW Solutions:**

We provide a comprehensive variety of solutions, backed by engineering and design expertise, which are widely recognized for their quality and reliability in water and wastewater applications. We help you use your existing water and wastewater infrastructure more efficiently through our portfolio of complete solutions that address a spectrum of water and wastewater issues.

We specialise in solutions for the following water and wastewater operations, completed on schedule by a single supplier:

- I Water, Wastewater and Industrial Wastewater
- I Treatment Plants
- I Power Plants
- I Desalination Plants
- I Pumping Stations
- I Dewatering Applications
- I Fire Fighting



Sustainable Water Management Solutions for Every Industry. Rely on Abunayyan Trading for innovative and reliable water and wastewater solutions."



# High-Performance Pumps

From dewatering to firefighting

Abunayyan Trading ensures reliable and efficient water conversion for diverse applications. our pumping solutions guarantee optimal performance for superior water treatment.





# CONSTRUCTION MACHINERY



Build with confidence using Abunayyan Trading’s reliable construction machinery.. Our extensive range of equipment ensures you have the right tools to complete any project efficiently and effectively.



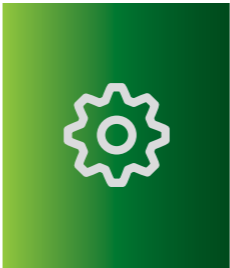
### Comprehensive Construction Machinery Solutions:

With over 20 years in the business, Abunayyan Trading has been providing some of the industry’s leading equipment, supplies, and parts to businesses just like yours.. In keeping with our commitment to provide the best products to our customers. We offer an unbeatable full line of heavy equipment..

**Heavy Machinery:** Robust excavators, Backhoe Loaders, Compact Mini Excavators, Compact Track Loaders, Heavy Excavators, Rough Terrain Forklifts, Site Dumpers, Skid Steers, Telehandlers and more.

**Hydraulic Breakers :** Durable and high-performance hydraulic breakers for efficient construction and demolition, offering exceptional power and reliability.

**Industrial Forklifts.** Our range of Flexi and Clark Forklifts. offers versatile and efficient material handling solutions for your construction needs. Whether you need compact, maneuverable forklifts for tight spaces or heavy-duty forklifts for larger loads, Flexi and Clark provide the reliability and performance required to keep your operations moving smoothly.



High-Performance machinery for Demanding Tasks. Abunayyan Trading offers durable solutions for all your construction and demolition needs



# Robust & Reliable Machinery

for Every  
Construction Need

Abunayyan Trading's excavators, loaders, and cranes ensure your projects run smoothly. We provide the machinery you need to build with confidence and efficiency.





# MAINTENANCE, REPAIR, & OPERATIONS (MRO)



Optimize Your Operations with Abunayyan Trading's Comprehensive Range of MRO Products. Our high-quality products ensure reliability and efficiency for all your maintenance, repair, and operations needs.



## Key Product Offerings

**Spare Parts Supply:** Wide range of genuine spare parts for various machinery and equipment to ensure reliability and longevity.

**Industrial Tools :** High-quality tools designed for maintenance and repair tasks, ensuring precision and durability.

**Safety Equipment :** Comprehensive selection of safety gear and equipment to protect your workforce and ensure compliance with safety standards.

**Lubricants and Chemicals:** Advanced lubricants and chemicals to maintain the efficiency and performance of your machinery.

**Bearings and Seals:** High-performance bearings and seals to reduce friction and wear, extending the life of your equipment.

**Fasteners and Connectors:** Durable fasteners and connectors for secure and reliable assembly of machinery and equipment.

**Electrical Components** A wide range of electrical components, including switches, circuit breakers, and wiring devices.



Optimize Your Operations with Abunayyan Trading's Comprehensive Range of MRO Products. Our high-quality offerings ensure reliability and efficiency, helping you maintain, repair, and operate your equipment with confidence.

## Comprehensive Workshop Solutions

At Abunayyan Trading, we offer complete solutions for setting up new workshops and upgrading existing ones. Our expertise ensures that your workshop is equipped with the latest technology and tailored to your specific needs.

### New Workshop Setup

- BOQ Preparation
- 2D & 3D Layout Design

### Workshop Upgrades

- Lathe Machines
- Milling Machines
- Radial Drill Machines
- Grinding & Drilling Machines
- Welding Setup
- Air Compressors Systems
- Calibration Workshop Setup
- Customized Fabrication Solutions
- Portable Containerized Tool Rooms



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Electric

**rehlko**

**PHOENIX**  
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INSPIRING INNOVATIONS

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ART IN INNOVATION  
BE SAFE...BE EFFICIENT

**FLYGT**  
a xylem brand

# Minimize Downtime

with Our MRO  
Solutions

We offer comprehensive MRO solutions to enhance performance and reduce costs. ensures reliable and high-quality parts supply for all your needs



# ELECTRICAL SOLUTIONS

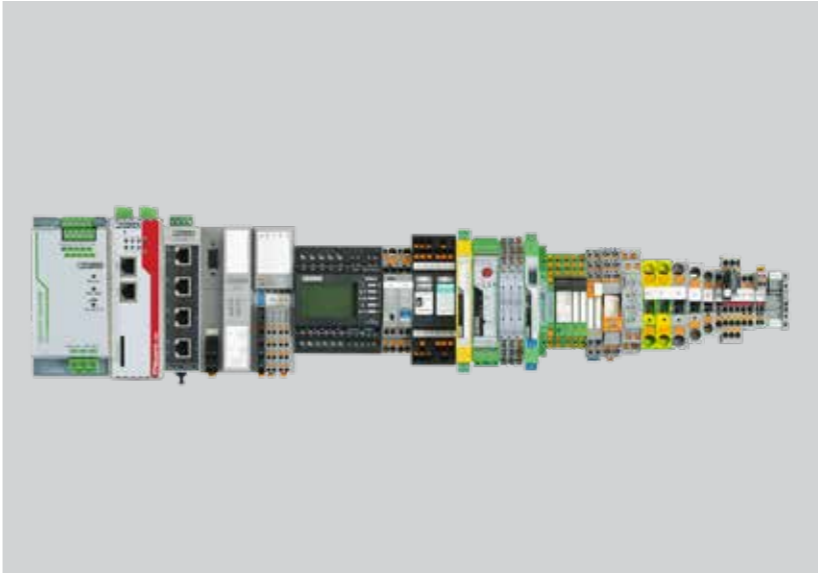


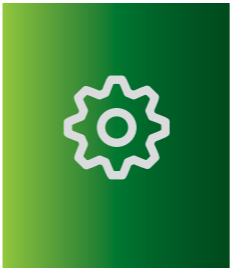
Power Up Your Operations with Abunayyan Trading's Advanced Electrical Solutions. From distribution to automation, our comprehensive electrical systems ensure safety, reliability, and efficiency.



### Comprehensive Electrical Solutions:







- LV Circuit Breakers
- Motor Starter solution
- Final Distribution Board (Load Center)
- Isolators & Changeover Switches
- Energy Management Systems
- Busway Systems
- DC UPS and Power Supply
- Surge Protection
- Terminal Blocks and Industrial connection
- Cable Joints
- Industrial Enclosures
- Industrial Communication
- Structured cabling Systems
- Wiring Devices
- Solar Inverters & Components
- Intercom system, access control
- Video surveillance

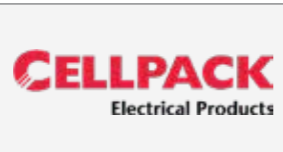




Reliable Electrical Solutions for Every Industry. Abunayyan Trading delivers comprehensive systems to power your success.



 Energy Distribution	 Wiring Devices	 Guest Room Management Systems
 Cable Management	 Uninterruptible Power Supplies (UPS)	 Home Automation Systems



# INNOVATION

We provide advanced electrical solutions for industrial and commercial applications, including LV circuit breakers, motor starter solutions, and energy management systems. To support the infrastructure of modern facilities, ensuring safe and efficient power distribution.



# OVERHAULING & MAINTENANCE



Extend the Lifespan of Your Equipment with Abunayyan Trading's Expert Generators and Pump Overhauling and Maintenance Services. Our comprehensive solutions ensure optimal performance, reliability, and efficiency for your critical machinery."



## 1. Generators Overhauling and Maintenance

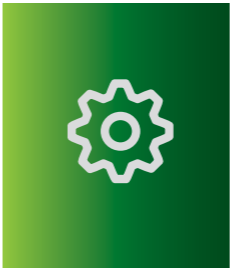
Abunayyan Trading offers specialized services for the overhauling and maintenance of generators. Our expert team ensures that your generators operate at peak efficiency, providing reliable power when you need it most.

### Services Include:

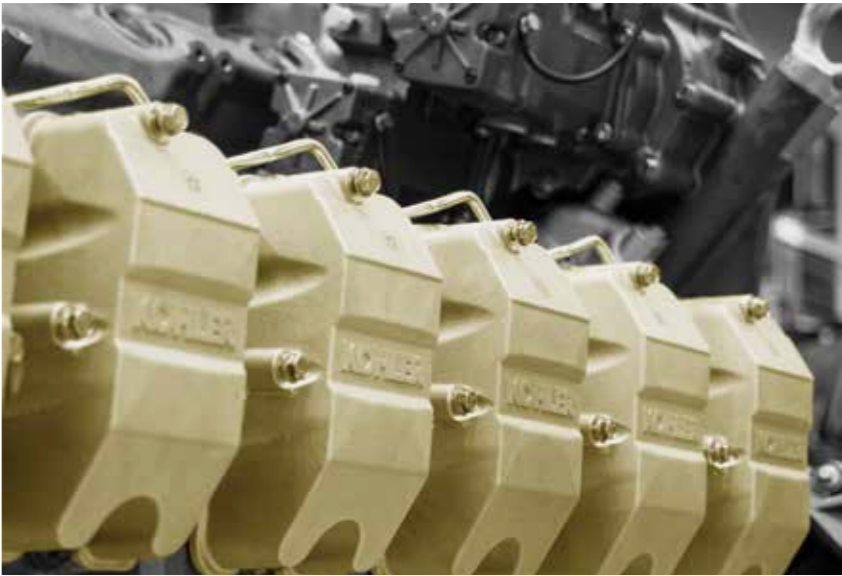
- Complete Overhaul:** Comprehensive disassembly, inspection, cleaning, and reassembly of generator components to restore them to optimal condition.
- Preventive Maintenance:** Regular maintenance schedules to identify and address potential issues before they lead to equipment failure.
- Performance Testing:** Rigorous testing procedures to ensure your generators meet performance standards and operate efficiently.

## 2- Pump Overhauling and Maintenance

Our complete overhaul service for pumps involves a thorough inspection and refurbishment of all pump components. This comprehensive service restores your pump to like-new condition, enhancing its reliability and efficiency.



Our complete overhaul service involves the meticulous disassembly of your generators & Pumps to inspect each component for wear and damage. Our skilled technicians clean and refurbish parts, replace worn-out components, and reassemble the generator to restore its original performance standards. This process ensures that your generator operates reliably and efficiently, extending its service life.





# AFTER SALES & CUSTOMER SUPPORT



Experience Unmatched Support with Abunayyan Trading's Comprehensive After Sales and Customer Support Services. Our commitment to excellence ensures your complete satisfaction and the ongoing reliability of your equipment.



## Comprehensive Support Network

Our comprehensive after sales and customer support services are designed to ensure that your equipment continues to operate at peak performance, providing you with the reliability and efficiency you need to succeed.

### Our Support Infrastructure:

- 9 Locations: Strategically located across the region to provide prompt and efficient support wherever you are.
- 4 Showrooms: Displaying our extensive range of products and solutions.
- 3 Parts Shops: Stocked with a wide range of genuine spare parts to ensure quick replacements and minimize downtime.

### Dedicated Service Fleet and Team:

- 30+ Service Vehicles: Our well-equipped service vehicles are ready to provide on-site support and maintenance, ensuring your operations run smoothly.
- 50+ Service Team: Our highly skilled and experienced service team is dedicated to providing top-notch maintenance, repair, and support services.

### 3-After Sales Support

- 24/7 Technical Assistance Our technical support team is available around the clock to assist you with any issues or inquiries. Whether you need help troubleshooting a problem or require expert advice, we are here to support you.



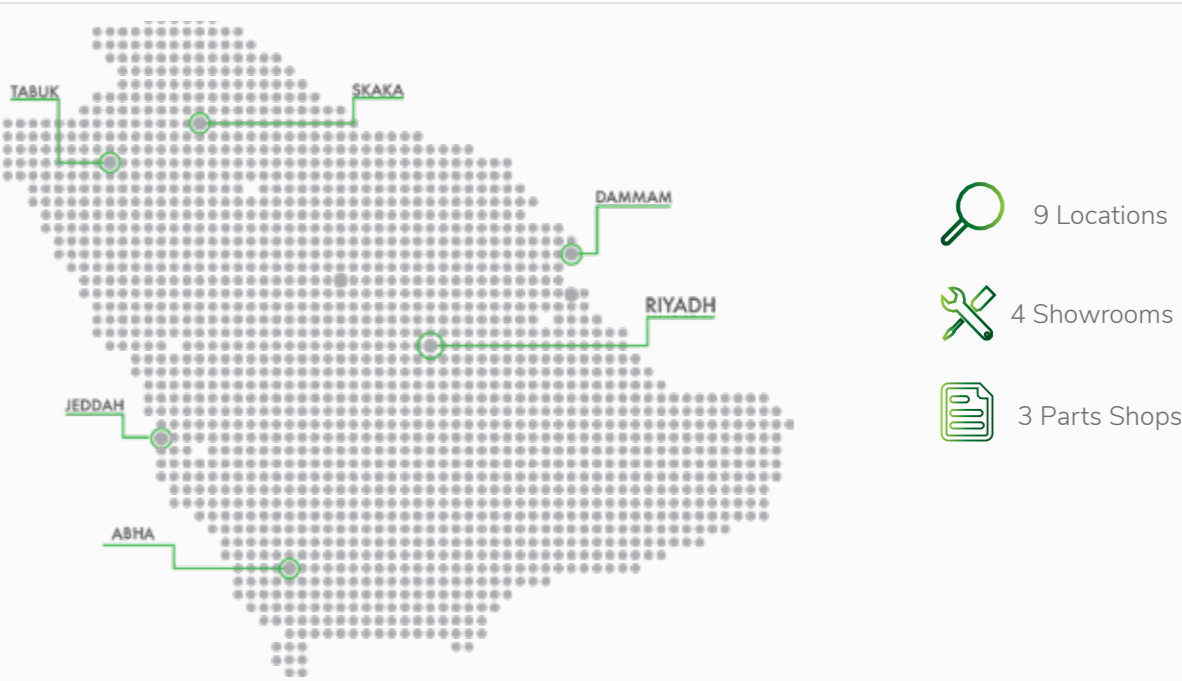
Service Vehicles



Service Team



Technical Assistance



- 9 Locations
- 4 Showrooms
- 3 Parts Shops



Rely on Abunayyan Trading for comprehensive after sales and customer support. With our extensive network, dedicated service team, and robust infrastructure, we ensure your equipment operates reliably and efficiently, providing you with peace of mind and the support you need to succeed.

# Professional Maintenance Services

to Maximize  
Equipment Lifespan

Extend the Lifespan of Your  
Generators with Abunayyan  
Trading's Expert Overhauling  
and Maintenance Services.  
Reliable power, guaranteed

**JCB 8045ZTS**



# BUY ONLINE

## YOUR ONE-STOP SHOP FOR INDUSTRIAL SOLUTIONS



Discover the Ultimate Source for Industrial Solutions at Tejara Direct. From power generation and construction machinery to MRO products and advanced electrical solutions, we provide everything you need to drive your business forward



### About TejaraDirect.com

Tejara Direct is your premier online destination for a comprehensive range of industrial products and solutions. Our e-commerce platform, [www.tejaradirect.com](http://www.tejaradirect.com), is designed to meet the diverse needs of businesses across various sectors, including power generation, water and wastewater management, construction, maintenance, repair, and operations (MRO), and electrical solutions. With an extensive product catalog and a commitment to quality and customer satisfaction, Tejara Direct is your trusted partner in achieving operational excellence.

### Why Choose Tejara Direct?

#### Extensive Product Range

Tejara Direct offers an extensive selection of products across multiple industrial sectors, ensuring you find exactly what you need for your operations.

#### Quality and Reliability

We partner with leading global brands to provide high-quality products that meet international standards, ensuring reliability and performance.

#### Competitive Pricing

Our competitive pricing structure ensures you get the best value for your investment, helping you optimize costs without compromising on quality.

#### Customer Support

Our dedicated customer support team is always available to assist you with any inquiries, providing expert guidance and ensuring your satisfaction.



Our complete overhaul service involves the meticulous disassembly of your generators & Pumps to inspect each component for wear and damage. Our skilled technicians clean and refurbish parts, replace worn-out components, and reassemble the generator to restore its original performance standards. This process ensures that your generator operates reliably and efficiently, extending its service life.

**TEJARA**  
DIRECT





EMPOWERING  
**SOLUTIONS**



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