

ALABAMA

BUILDING MATERIALS TRADING L.L.C

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ALABAMA

BUILDING MATERIALS TRADING L.L.C

A LEGACY BUILT ON TRUST

*UAE leaders in supply of
Building Materials*

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*We've grown by keeping things simple: be honest,
be ethical, and stay transparent.
Our customers aren't just part of the journey—they
are the journey.
Everything we build today is possible only because
of the faith they show in us.*

*Junaid Nasheer
CEO and Founder
Alabama Group*

Your Partners In Progress

A trusted supplier of high-quality plumbing and building materials, delivering reliable solutions for residential, commercial, and industrial projects across the UAE. Our portfolio includes water heaters, pipes and fittings, valves, pumps, and sanitary solutions — carefully selected to meet performance, durability, and efficiency standards.



• PLUMBING, SANITARY WARE AND
WATER HEATERS



2500+ PRODUCTS



4+ Warehouses across
UAE



• 50+ Approved Projects
so far



• 24*7 SUPPORT



WRAS AND ESMA
CERTIFIED PRODUCTS

- Strong focus on quality-led sourcing from globally trusted manufacturers
- Efficient warehouse & logistics network ensuring timely availability across the UAE
- Solutions designed to meet the needs of developers, contractors & builders
- Commitment to water efficiency, durability & long-term performance
- Committed deliveries
- Streamlined procurement for projects of all scales — residential, commercial & hospitality

Alabama is led by seasoned professionals with 30+ years of hands-on industry experience. Supported by a strong logistics and facility network, we ensure faster dispatches and efficient deliveries—so your projects stay on schedule and your commitments remain intact.



A PROMISE TO MAINTAIN SUPREMACY



VISION

To be a trusted partner of choice in the building solutions industry, recognized for reliability, quality, and long-term value creation. We aspire to support the growth of the construction ecosystem by delivering products and services that consistently meet the highest standards of performance, safety, and excellence.



MISSION

Our mission is to deliver dependable sanitary ware, plumbing, and water heating solutions that add measurable value to every project we serve. Through strong partnerships, operational excellence, and continuous improvement, we aim to support developers, contractors, and consultants with products, expertise, and service they can rely on—today and in the future.



CORE VALUES

- **Customer First:** We place customer needs at the center of our decisions, delivering solutions that ensure satisfaction, reliability, and trust.
- **Integrity & Transparency:** We conduct business with honesty, accountability, and ethical practices at every level.
- **Quality & Reliability:** We are committed to offering products and services that meet global standards and deliver long-term performance.
- **Collaboration & Teamwork:** We work closely with partners and stakeholders to achieve shared success across projects and markets.
- **Continuous Improvement:** We embrace innovation, learning, and process enhancement to stay ahead in a dynamic industry.
- **Sustainable Growth:** We focus on responsible growth that benefits our customers, partners, people, and the wider ecosystem.

A TRADITION OF EXEMPLARY LEADERSHIP



NASHEER AHAMMAD
FOUNDER

From the very beginning, my focus has been on building Alabama as a company anchored in integrity, trust, and enduring relationships. I have always believed that sustainable growth is not driven by quick wins, but by consistent quality, honest business practices, and a genuine commitment to our partners and customers.

Over the years, this belief has shaped every decision we have made—from the brands we represent and the standards we uphold, to the way we engage with developers, contractors, consultants, and end users. Our aim has always been to deliver reliable solutions and dependable service, while maintaining transparency and accountability in everything we do. These values are not just principles we speak about; they are embedded in our culture and reflected in how we operate every day. As the industry evolves, our commitment remains the same—to grow responsibly, create long-term value, and continue earning the trust of those who choose to work with Alabama.



JUNAID NASHEER
CEO

For me, maintaining supremacy is not about scale or visibility—it is about responsibility. It is the responsibility to uphold the standards that define who we are, to protect the trust we have built, and to consistently raise the bar in everything we do.

This promise reflects our commitment to excellence across product quality, operational efficiency, and customer experience. It means staying disciplined in our processes, uncompromising in compliance and safety, and proactive in adapting to the evolving needs of the industry.

At Junaid Group, maintaining supremacy is a continuous journey—driven by innovation, guided by integrity, and reinforced by a team that believes in doing things the right way. It is this mindset that allows us to deliver lasting value to our partners and ensures that we remain relevant, reliable, and respected in the markets we serve.



FACILITIES DESIGNED TO SUPPORT GROWTH

Warehouse Locations

- Ras Al Khor & Dubai Investments Park 2

Both facilities are strategically positioned with direct access to major highways, industrial zones, and key project corridors, enabling faster dispatch and smooth inbound and outbound logistics.

Storage & Inventory Management

- Well-organized warehousing layout for sanitary ware, plumbing materials, water heaters, valve fittings, and accessories
- Segregated storage zones to ensure product safety, easy identification, and damage prevention
- Optimized inventory planning to support bulk orders, phased project deliveries, and retail distribution

Logistics & Movement Efficiency

- Smooth loading and unloading zones designed for high-volume material movement
- Efficient internal handling systems to minimize turnaround time
- Fleet-ready dispatch areas enabling timely deliveries across the UAE

Dedicated Operations Team

- Trained and experienced warehouse staff managing inbound, outbound, and stock control operations
- Strict handling protocols to ensure product integrity and accuracy
- Coordinated teams supporting urgent requirements and project-driven timelines

Process & Quality Control

- Systematic material tracking and documentation
- Regular stock audits to ensure availability and consistency
- Clean, organized, and safety-compliant warehouse environment

Safety & Workplace Standards

- Safety-first operational practices across all facilities
- Clear movement pathways and ergonomically planned layouts
- Focus on workforce well-being, operational discipline, and compliance
- Designed to Support Growth



WATER HEATERS



MADE IN ITALY



Engineered with Italian precision for everyday comfort - Lamborghini water heaters deliver reliable hot water, energy efficiency, and long-lasting performance.
- Lamborghini Caloreclima (Brand of Ferrol)

Proudly distributed in the UAE by Alabama, Lamborghini Water Heaters combine luxury Italian engineering with everyday durability - ensuring efficient, dependable hot water you can trust.
- ALABAMA

7+5 Years Warranty



7 years on Electrical components
5 years on Tank

Italian Design



Iconic Italian aesthetics & advanced water-heating technology



Blue Forever



Patented Blue-Silicion Enameled Heating Element

WRAS Certified



Tested and approved under WRAS standards

WATER HEATERS

FRESH

MADE IN EGYPT



Designed for consistent comfort, Fresh water heaters pair advanced insulation and corrosion protection with precise temperature monitoring and built-in safety shutoffs - giving you reliable hot water and worry-free operation for your home.
- Fresh

Chosen and supplied by Alabama, Fresh water heaters offer dependable performance, robust build quality, and energy-efficient comfort
- ALABAMA

High Energy Efficiency



Advanced insulation technology helps retain heat longer.

Enhanced Safety Systems



Equipped with thermostats, pressure relief valves, and thermal cut-off.

Corrosion-Resistant



High-quality enameled steel tanks designed to resist rust

WRAS Certified



Tested and approved under WRAS standards



WATER HEATERS

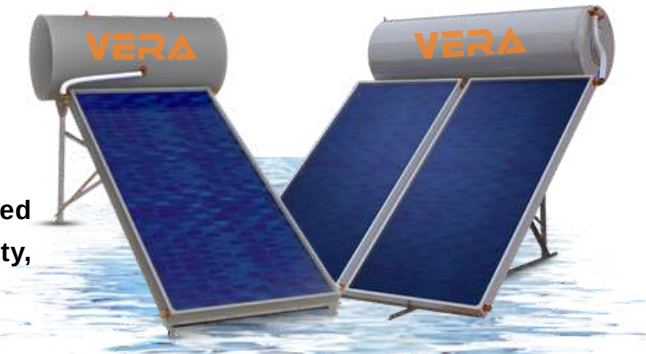


MADE IN GREECE

VERA

VERA delivers high-efficiency, DCL-certified solar water heating solutions, engineered for sustainability and backed by Junaid Group's legacy.
- Vera (By Junaid Group)

Alabama connects you directly to VERA's certified solutions, ensuring competitive pricing, stock availability, and complete project support.
- ALABAMA



Versatile Application



Diverse capacities suitable for residential and commercial applications.

High-Efficiency Collectors



Premium collectors ensure maximum heat absorption and efficiency.

Superior Tank Protection



Heavy-duty enameled tanks resist against corrosion and hard water.

Certified Excellence



DCL and Solar Keymark certified for guaranteed performance.

VALVES & PLUMBING ACCESSORIES



MADE IN UK

HOME CREATOR

Home Creator specializes in high-performance valves meeting the strictest global standards (WRAS, UL, FM, CE). Our automated manufacturing ensures precision and reliability for plumbing, HVAC, and gas systems.
- Home Creator

"Alabama partners with Home Creator to bring certified safety to UAE infrastructure. We supply these internationally approved valves to ensure your projects meet critical MEP standards without compromise."
- ALABAMA



Globally Certified Quality



WRAS, UL, FM, and CE approved for international compliance.

Rigorous CNAS Testing



Tested in accredited labs for durability, pressure, and leakage.

Vertical Production Precision



80% automated manufacturing ensures consistent, defect-free valve performance.

Diverse MEP Solutions



Complete range of valves for plumbing, HVAC, and gas.

VALVES & PLUMBING ACCESSORIES



MADE IN CHINA

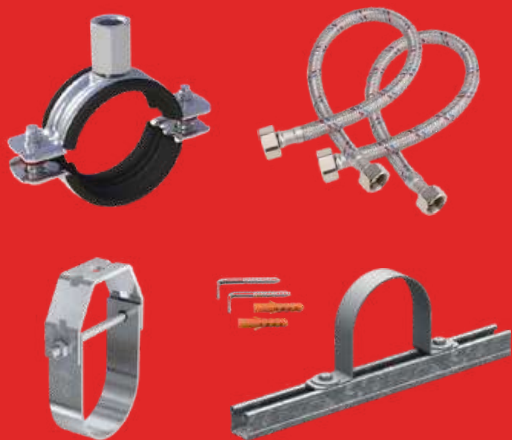


Unified plumbing solutions engineered for safety and efficiency, delivering reliable connections, sturdy support, and advanced water management

- Jomix (By Junaid Group)

Alabama is your one-stop partner for the complete Jomix ecosystem, guaranteeing stock availability and seamless project integration.

- ALABAMA



Heavy-Duty Materials



Premium stainless steel and reinforced metals ensure longevity.

Easy Installation



Smart designs allow for quick, labor-saving site assembly.

Leak-Free Performance



Precision engineering guarantees secure connections and water tightness

Universal Compatibility



Versatile sizes and specifications suit every project need.

SANITARYWARE & ACCESSORIES



MADE IN CHINA



Setting the standard for modern drainage and water hygiene, Aquavera combines high-grade stainless steel manufacturing with intelligent design. From ISO-certified floor drains to advanced 17-stage shower filters, we provide solutions that ensure efficient water discharge, odor prevention, and a healthier bathing experience.

- Vera (By Junaid Group)

Alabama partners with Aquavera to deliver essential drainage and filtration solutions that guarantee hygiene, prevent blockages, and ensure long-term durability for residential and commercial projects.

- ALABAMA



Hygiene-First Design



Stainless steel construction prevents bacteria buildup and simplifies cleaning.

Advanced Shower Filtration



17-stage filters remove chlorine and heavy metals for health.

Odor & Pest Control



Integrated traps block bad smells and insects effectively.

Marine & Commercial Grade



Heavy-duty SS316 options suit demanding industrial environments.

SANITARYWARE & ACCESSORIES



MADE IN CHINA



Redefining the kitchen experience since 1980 with handcrafted precision, using premium AISI 304 stainless steel to deliver sinks that blend minimalist elegance with a lifetime of durability.

- Nuova

Alabama supplies Nuova to offer our clients kitchen solutions that are not only aesthetically stunning but built to withstand the toughest daily demands with a 50-year warranty.

- ALABAMA



50-Year Warranty



Guaranteed longevity backed by decades of manufacturing expertise.

Nano-Tech Surface



Innovative finish creates a 'Lotus Effect' for easy cleaning and hygiene.

Premium AISI 304 Steel



Extra-thick 14-gauge stainless steel resists corrosion and dents.

Handcrafted Precision



Seamless welding and polishing ensure a sleek, modern aesthetic.

SANITARYWARE & ACCESSORIES



MADE IN CHINA



Where Italian-inspired design meets daily functionality, delivering elegant, durable, and water-efficient sanitaryware for modern living spaces

- Jomix (By Junaid Group)

Alabama brings you Jomix to offer the perfect balance of style, durability, and affordability for residential and commercial projects.

- ALABAMA



Premium Cartridge Technology



Smooth ceramic cartridges ensure precise control and drip-free operation.

Water-Saving Aerators



Integrated aerators reduce water consumption without compromising flow pressure.

Durable Surface Finish



High-quality plating resists corrosion, scratches, and tarnishing over time.

Modern Aesthetic Design



Sleek, contemporary styles available in Chrome, Black, and Gold finishes.

QUALITY THAT SHOWS



OUR BRANDS

