الخزف السعودي
Saudi Ceramics

COMPANY PROFILE

REDEFINING
ELEGANCE

REDEFINING ELEGANCE

With a legacy of craftsmanship spanning 4 decades, we at Saudi Ceramics the leading national provider of world-class manufacturing solutions have redefined elegance through our exquisite range of Ceramics, Sanitary ware, Water Heaters, Red Bricks, and Desert Mines.

VISION رؤيـــة 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

Our commitment to pursuing excellence has guided us not only to get inspired by the ambitious Saudi Vision 2030 and implement its values but also to contribute to achieving it.

- CERAMICS
- SANITARY WARE
- WATER HEATERS
- PLASTICS & ACCESSORIES
- RED BRICKS
- DESERT MINES



We blend authentic artistry with modern innovation to offer unparalleled quality and style to fulfil the needs of our clients and partners.



OUR STORY

HERE IS
OUR STORY

Saudi Ceramics has been a pioneer in the ceramics industry, shaping spaces with our timeless designs and perfect efficiency.

Saudi ceramics was established in **1977.**

We implemented the essence of our local culture and values into our craftsmanship to exceed the highest of standards and keep on evolving through an ongoing journey of innovation.



OUR VALUES

INTEGRITY

We strive to ensure the highest quality in every step of the way while preserving our clients satisfaction as the driving force of the company.

UNITY

We believe that success is attained through the collaborative efforts of our human capital. We are growth-centered and aim for an equitable work culture at all times.

RESPONSIBILITY

We embrace our responsibility to contribute to social and environmental causes, playing our part in benefiting society.

AGILITY

It's not just about keeping pace; it's about leading the way. We are always in pursuit of an agile and creative strategic framework for sustainable growth and return for its shareholders.

COMMITMENT TO EXCELLENCE

We are committed to excellence in every aspect, from the selection of premium materials to meticulous craftsmanship, ensuring that each piece reflects our dedication to quality and beauty.

SUSTAINABLE PRACTICES

Embracing sustainability, we prioritize eco-friendly manufacturing processes and materials, contributing to a greener future while maintaining our commitment to excellence.

PRODUCT RANGE

From luxurious tiles and intricate mosaics to bespoke ceramic art pieces, our diverse product range caters to discerning clients seeking elegance and sophistication in every detail and provides them with effective solutions that are tailored to their specific needs.



OUR MISSION

Saudi Ceramics strives to become the leading partner in all home and building projects worldwide. Through its proven standards, it is dedicated to manufacturing every product with unparalleled quality, value, and longevity.

QUALITY

VALUE

LONGEVITY

OUR SUCCESS

FACES BEHIND OUR SUCCESS

BOARD MEMBERS

MR. YOUSEF BIN SALEH ABA AL-KHAIL
Chairman of the Board





MR. ABDULAZIZ ABDULKARIM AL-KHURAIJI
Vice Chairman of the Board of Directors



MR. AHMAD SAEED ALGHAMDI
Board Member



MR. SALAH ABDULRAHMAN ALHUZAMI
Board Member



MR. ABDULLAH JAMAAN ALZAHRANI
Board Member



ENG. MAJED ABDULLAH AL ISSA
Board Member



MR. MOHAMMED HAMAD ALKATHIRI
Board Member



MR. MUATH KHALID ALZAMIL
Board Member



ENG. AZZAM SAUD ALMUDAIHEEM
Chief Executive Officer

AUTHENTIC
TOUCH

AN AUTHENTIC TOUCH
IS JUST WITHIN REACH

DISTRIBUTION CHANNELS

No matter the role we are playing, whether as manufacturers, retailers, or business partners, we always achieve excellence with precision and efficiency tailored to all client types and needs.

RETAIL SHOWROOMS

Experience exceptional quality at one of our 64 showrooms spread across the Kingdom.

EXPORT

Taking pride in sharing Saudi craftsmanship with more than 40 countries around the globe.



40+
COUNTRIES AROUND THE GLOBE

64
SHOWROOMS ACROSS THE KINGDOM

WHOLESALE

Prepared and equipped to handle volume-based orders for major distributors and wholesale dealers.

PROJECTS

Elevating public and private construction projects with our state-of-the-art solutions. .

ONLINE SHOPPING

Explore a great and wide collection of products with ease in our virtual store on our website and mobile app, compatible with Android & iOS.

saudiceramics.com

Download on the App Store

ANDROID APP ON Google play

SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY

Inspired by the sustainable aspects of Saudi Vision 2030, we fulfill our responsibility as an influential entity to prioritize supporting social and environmental causes.



SAUDIZATION

UNLOCKING OUR TRUE POTENTIAL

The fast-paced development and innovation in Saudi Arabia have inspired us to focus on Saudization at all levels and have encouraged us to direct our approach towards attracting and growing Saudi talents by working closely with government bodies such as the Ministry of Labor and the Human Resources Development Fund to contribute to achieving Saudi Vision 2030.

OUR ROLE
IN COMMUNITY GROWTH

Growing our communities through supporting local charitable organizations and programs is not a mere commitment to us, but rather a responsibility we proudly take to give back and contribute to society’s prosperity.

SUSTAINABILITY
SHAPING THE PROSPERITY OF THE FUTURE

Growing natural resources, utilizing resources efficiently, and reducing waste are our main efforts towards the preservation of the environment and have been major keystones that our strategic planning revolves around to ensure a greener and more prosperous future.





REDUCING WASTE



GROWING NATURAL RESOURCES



UTILIZING RESOURCES EFFICIENTLY



WATER
CONSERVATION

Driven by our strong sense of environmental responsibility, we have developed advanced water-saving toilets designed to operate with exceptional efficiency, consuming only 3 to 6 liters per flush. This innovation not only reflects the company's dedication to sustainability but also promises significant water conservation benefits. Should these toilets be widely adopted across the kingdom, the potential annual water savings could reach an astounding 300 million cubic meters, mirroring the output capacity of the Al-Jubail Desalination Plant. This step emphasizes Saudi Ceramics' role in regional water conservation efforts and promoting eco-friendly practices.

300M m^2

ESTIMATED WATER CONSERVATION

OUR PATH
TO SUCCESS

OUR PATH
TO SUCCESS

With dedication to excellence, our ongoing quest for perfection is built on the following foundations:

PARTNERS
Nurturing relationships for mutual growth, whether our own human capital, which we take pride in with our strategic partners.

SOCIETY
Implementing our values to proudly serve our local communities.

DEVELOPMENT
Turning difficult challenges into opportunities for growth.

TEAMWORK
Empowering our team to achieve shared goals.

QUALITY
Keeping on raising the standards for clients' satisfaction.

SUSTAINABILITY
Taking the proper steps towards maintaining a thriving planet.

OPPORTUNITIES
The pathway to drive progress and achieve a competitive advantage.

CUSTOMER CARE

CUSTOMER CARE

WE VALUE OUR RELATIONSHIPS

Our dedication to customer satisfaction is realized through:

- Providing high-quality products and services.
- Introducing new and innovative products and designs.
- Efficient and prompt worldwide delivery.
- After-sales support.
- Technical and marketing support for distributors.
- Providing spare parts.



QUALITY

QUALITY

OUR BADGES OF HONOR

At Saudi Ceramics, quality isn't just a priority; it's a core value that drives every decision and action. We go above and beyond to meet specifications for finished products, raw materials, and packaging through rigorous testing, leveraging the expertise of our skilled team and innovative techniques. This relentless pursuit of excellence is evident in the superior quality of our products, validated by our ISO9001 System Certification and Quality Marks that we wear proudly as our badges of honor, setting us apart as industry leaders in quality assurance.



Domestic Quality Accreditations:

- 'The King's Award for the Ideal Factory' won twice.
- SASO Quality Mark for all of its products.
- SASO Energy Efficiency Certificate & Label (EEL) for EWH Products.
- SASO Water Efficiency Certificate & Label (WEL) for SW Products.

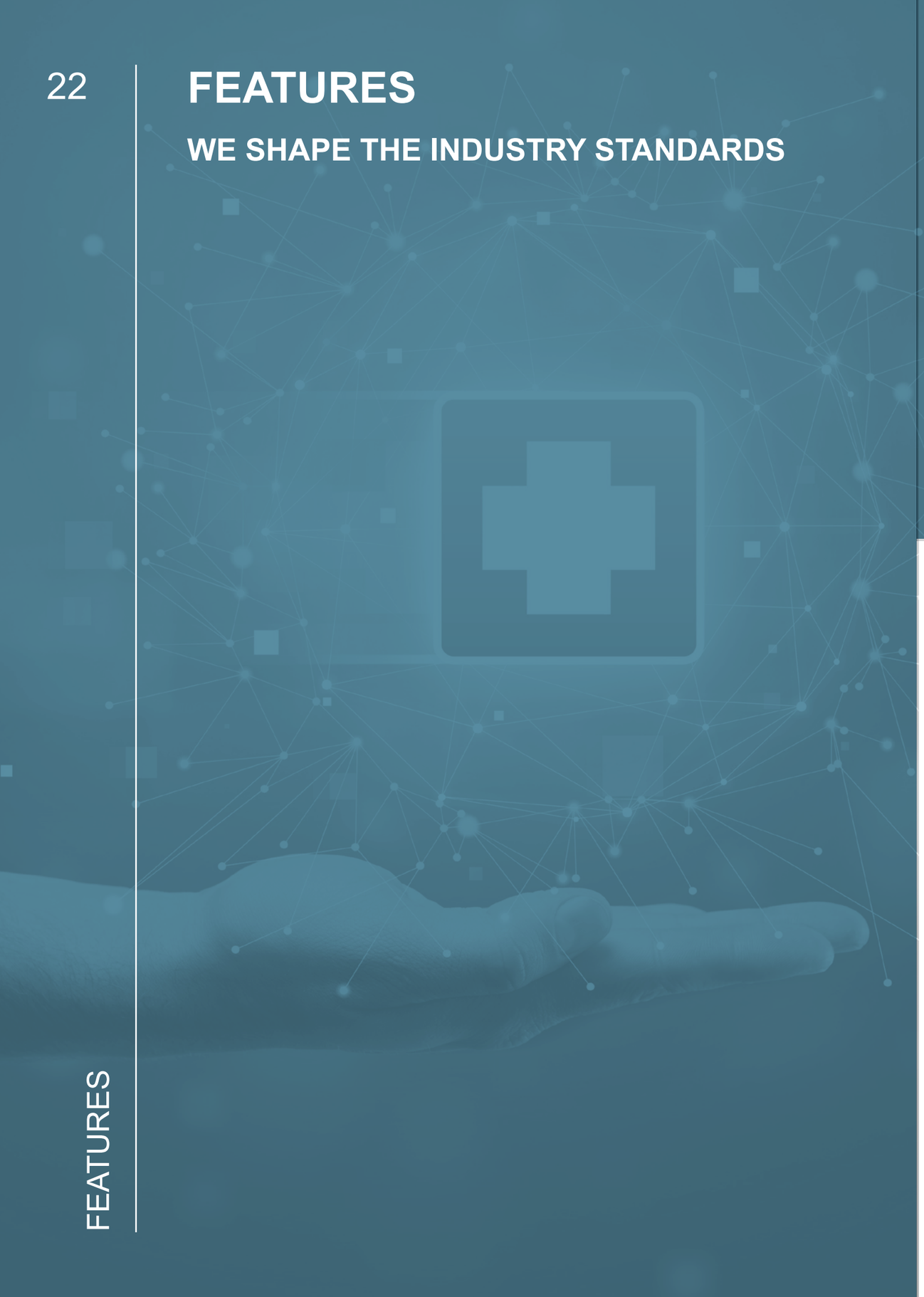
International Quality Accreditations:

- ISO 9001:2015 certificate.
- CE Mark
- Emirates Quality Mark
- Gulf Conformity Mark for EWH Products (G-Mark)

FEATURES

FEATURES

WE SHAPE THE INDUSTRY STANDARDS



A diverse range of cutting-edge product portfolios.

A comprehensive spectrum of complementary products and services.

Advanced production facilities, providing flexibility and productive efficiency through advanced technologies.

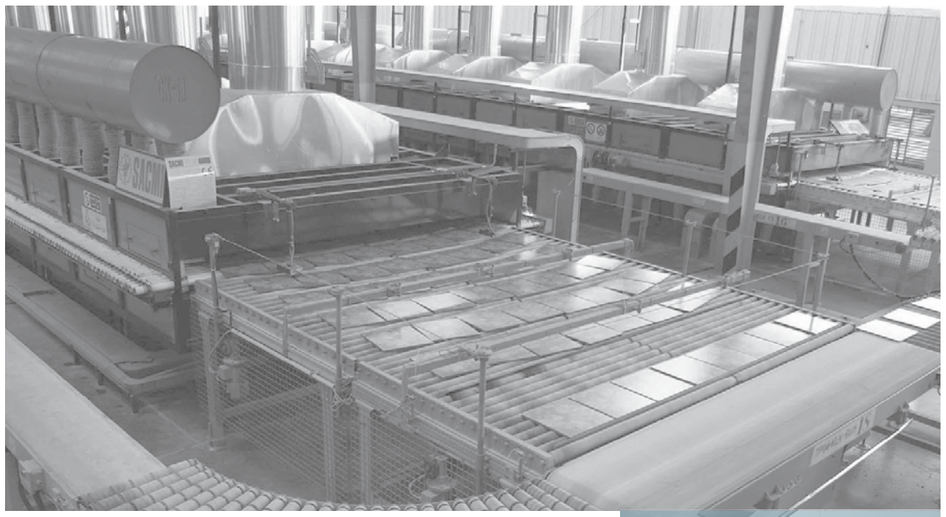
From selecting top-tier raw materials to adopting modern manufacturing techniques and management methods, our focus remains on providing the highest quality.

OUR
FACTORIES

OUR FACTORIES

WHERE EXCELLENCE IS CRAFTED

At Riyadh's Second Industrial City, Saudi Ceramics owns and runs advanced production facilities. With a workforce of 5000 members, our 16 factories span one million square meters and include:







- 5 | TILE FACTORIES
- 2 | SANITARY WARE FACTORY
- 2 | ELECTRIC WATER HEATER FACTORIES
- 1 | MULTI-MINERAL CRUSHING & MILLING PLANT
- 1 | PLASTIC PRODUCTS PLANT
- 2 | FRIT PLANTS
- 1 | RED BRICKS FACTORY
- 1 | SMART PODS FACTORY
- 1 | CLAY PIPE FACTORY

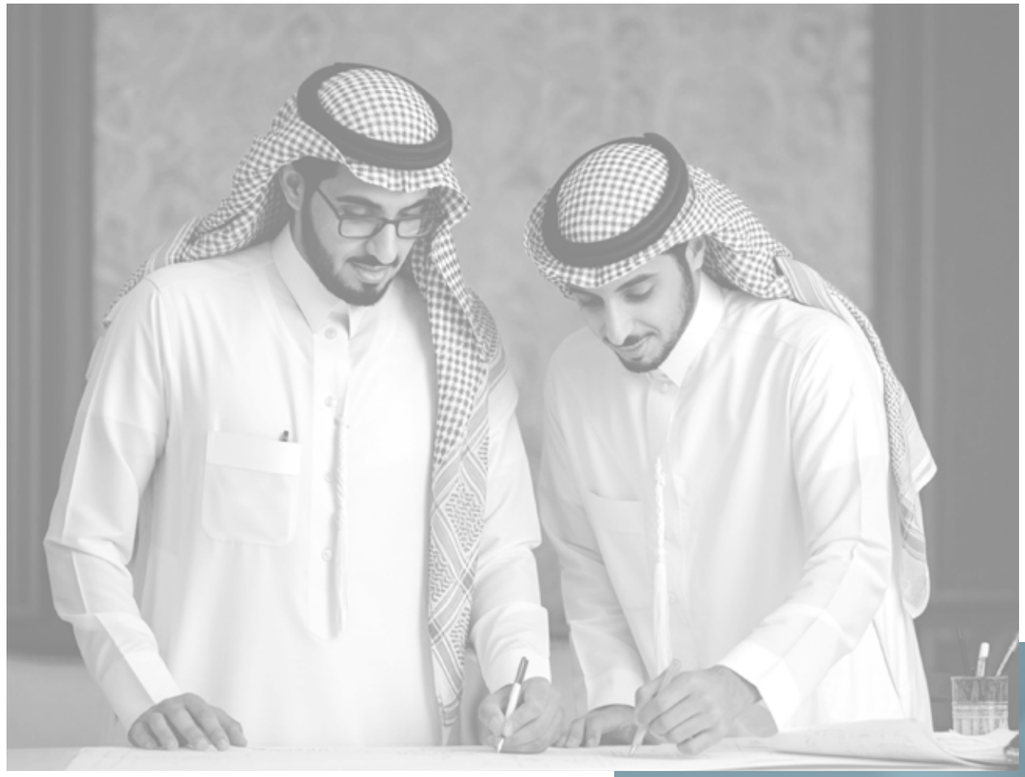
PRODUCT DEVELOPMENT

PRODUCT DEVELOPMENT

A JOURNEY WITH NO STOPS TOWARDS PERFECTION

Saudi Ceramic Company's focus on Research and Development is deeply rooted in our commitment to delivering excellence, as we recognize it as a fundamental pillar in fulfilling the evolving needs of our diverse customer base.





Our ongoing pursuit of innovation is demonstrated through consistent exploration of new ideas, and thorough evaluation of emerging raw materials and technologies, all aimed at optimizing our production processes and delivering cutting-edge solutions that drive value and differentiation in the market.



NEW IDEAS

OUR PRODUCTS

YOUR NEEDS, OUR SOLUTIONS:
A Comprehensive and Versatile Portfolio

Saudi Ceramic Company leads the way in the global ceramic manufacturing industry by utilizing the latest technologies, continuous Research & Development efforts, and a customer-centric approach.



CERAMIC & PORCELAIN TILES
Adding a touch of elegance and luxury

SANITARY WARE
Elevating and polishing essentials for your comfort

RED BRICKS
How every great concept takes shape

ACCESSORIES
It all lies in the details

ELECTRIC WATER HEATERS
Making life easier one heater at a time

BATHWARE
Reshaping convenience to your liking

BATHROOM PODS
Comfort made more accessible

DESERT MINING
Producing the finest minerals

CERAMIC TILES

Saudi Ceramics' extensive range of glazed ceramic tiles transforms any space into a masterpiece. From wall tiles to flooring solutions, swimming pool tiles, and decorative accents, our products are crafted to meet SASO and international quality standards. Explore our assortment of skirting, decorative tiles, and accessories to add touches of luxury and elegance to any project.



SANITARY WARE

Presenting a diverse collection of premium vitreous China sanitary ware in various colours and contemporary designs. Our clients can enhance their bathrooms with our diverse range of products, including baths, shower trays, taps, ceramic soap dishes, shelves, towel rails, and many other accessories.

PORCELAIN TILES

Saudi Ceramics sets the standard as the first porcelain tile manufacturer in Saudi Arabia. Our product lines encompass a variety of sizes and designs, offered in polished or unpolished, glazed or unglazed finishes, delivering both elegance and enduring quality.

ELECTRIC WATER HEATERS

Our electric water heaters are crafted with precision to meet the highest safety standards, incorporating enamel glass-lined boilers for rust-free operation. Our diverse range includes solar water heaters in various sizes and shapes, catering to a wide range of heating needs.

SMART PODS

We pioneer the production of premium, factory-controlled lightweight steel-framed bathrooms known as Smart Pods. These pods combine exceptional build quality, sustainability, and efficiency, contributing to advancements and innovation in the growing building industry.

EXCEPTIONAL BUILD QUALITY



RED BRICKS

Saudi Ceramics proudly unveils its new red bricks factory, equipped to be one of the region's finest for both local and global production. With an initial annual capacity of 330,000 tons, this facility is set for gradual growth and increased efficiency.

PLASTIC PRODUCTS

We provide a comprehensive range of plastic and acrylic products to cover the everyday aspects of our clients' day, including bathtubs, shower trays, seat covers, water tanks, flushing mechanisms, flexible pipes, components for electric water heaters, tile spacers, and grating pins for swimming pools.



CERAMIC ROAD MARKERS

Introducing ceramic road markers as an excellent substitute for their steel counterpart. The markers are known for their exceptional visibility and simple installation. Resilient in both heavy traffic and harsh weather, these markers come in yellow or white with designs made specifically to meet the precise traffic requirements.

BATHROOM ACCESSORIES

Saudi Ceramics offers a personalized touch to your bathroom with a range of accessories, including mirrors, mixers, baths, shower trays, toilet seats, water tanks, flushing mechanisms, tile adhesives, and grouts.

CONTACT
US

CONTACT US



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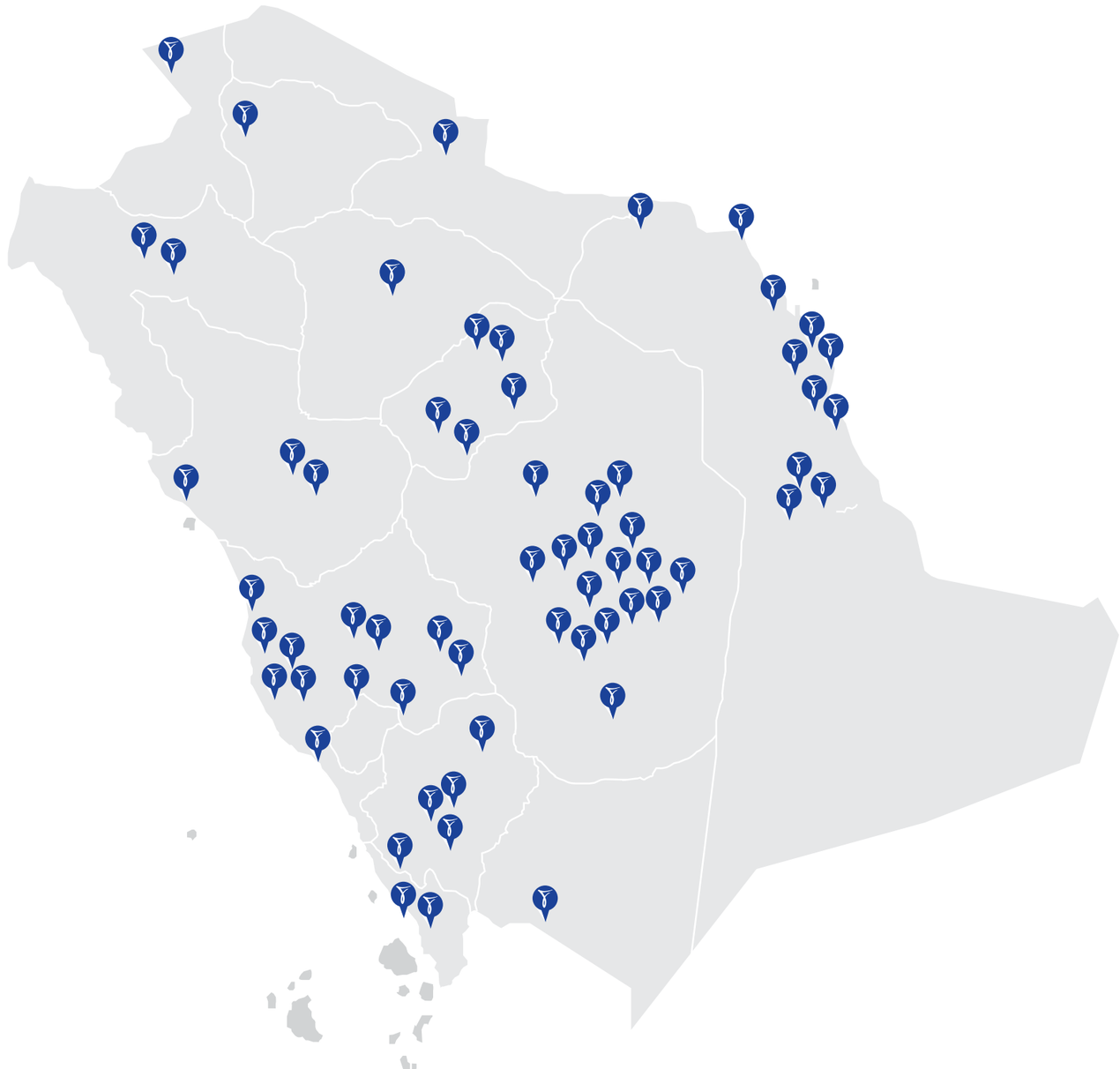
الخزف السعودي
Saudi Ceramics

Saudi Ceramics Showrooms



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THANK YOU