



Having established itself as a leading supplier of bathroom fixtures and fittings in the Middle East, The Sanipex Group is set to take its operations global.

If you're accustomed to working on hospitality projects in the Middle East, chances are you'll be familiar with The Sanipex Group. Since its conception in Dubai in 1994, the sanitaryware supplier has built a solid operation in the Emirates, expanding in recent years to East Africa, the Levant, Saudi Arabia, and Central Asia. Now, the group is set to make its international debut with the launch of Sanipex Oceana, and plans to open a showroom in Central London.

The news comes during a call with founder and Group Managing Director Daryl Barker, who rather modestly reports that the company is "doing well". "We're 42% up at

our financial half-year which was the end of July," he says. "Our retail business is growing tremendously and our projects business is also growing well, allowing us to expand the area we cover."

Our communication came about after Specifications Director Ben Bryden hinted there were new developments on the horizon when he visited Sleeper's offices in Manchester last month.

A new showroom in London is just one of the steps that Sanipex is taking to make the transition from a regional company to a global one. "The big success so far this year has been with projects in Qatar," explains Barker, adding that the team has just completed the supply for InterContinental Doha West Bay, situated in the new Silhouette Tower. The influx of projects in Qatar has led to the opening of a 2,900ft² showroom in the Emirate, and another in Abu Dhabi.

"We also have a showroom in Baku in ►



THIS PAGE (CLOCKWISE FROM TOP): Group Managing Director Daryl Barker, Monaco countertop ceramic basin, Serenity freestanding composite stone basin
 PREVIOUS PAGE: Qasr Al Sarab Desert Resort by Anantara in Abu Dhabi is one of Sanipex's many projects in the Middle East

► Azerbaijan and we're looking to open in Georgia and in Kazakhstan by the end of this year," continues Barker. "One of the most exciting developments is a new showroom that we're opening in Erbil in Iraq. And we've just done a deal to open Sanipex Oceana in Auckland, New Zealand, through a 50-50 joint venture with a local company." Further to this, the group has appointed a regional sales manager to look after East Africa due to a growing number of projects there, and is looking to establish an office in Mauritius.

Catering for projects from three-star hotels through to the most luxurious five-star plus resorts, Sanipex's projects include the likes of Easy Hotel and Premier Inn through to The Yas Hotel in Abu Dhabi, Raffles Dubai, The Chedi in Muscat, Taj Faluknuma Palace in Hyderabad, India, and Angaga Island Resort & Spa in the Maldives. Around 70% of projects are hotels, however a large part of the group's growth is in universities, schools,

airports and hospitals.

The company's strength lies in its three 'channels to market' – project, retail, and wholesale – which it operates through four trading divisions: Bagno Design is the name given to the retail showrooms for trade and private customers; Sanipex Projects works alongside architects, interior designers, contractors and developers for hospitality, residential, commercial and institutional developments; Sanipex Trading is the wholesale of fast moving commercial products to a network of professional dealers operating in their respective local markets; and Aquazone offers a complete package of plumbing materials.

The group sets itself apart through the long term partnership it offers to clients, working with design and development teams on specification, through to Mechanical, Electrical & Plumbing contractors during fitout and the end client offering after sales

technical support. Their 80,000ft² logistics centre in the Jebel Ali Free Zone provides an unrivalled capability to stock and deliver products quickly.

Sanipex distributes over forty brands including Vado, GSI, Galassia, Appaiser, Bossini, and ASI, and is a preferred dealer for Kaldewei and Geberit. In addition, the group has developed its own products, with a range specifically designed for hotels. With a growing demand for added value, the Bagno Design range includes mirrors, mixers, showers and accessories with quality and design but at a lower price point.

"We have packages to suit all," concludes Barker, before announcing he is off to London in a matter of days to look for premises that will suit an "orientation centre" to serve European designers. "The London showroom is very much at the forefront of our agenda and the intention is to have it open by the beginning of next year." ■