

Booth Extrusions, a pioneer and leader in aluminium profiles

LOCAL INDUSTRIES VERSUS IMPORTS - BUILDING A STRONG EAST AFRICA

Booth Extrusions Ltd is the result of Dr Manu Chandaria's vision of strengthening the Kenyan economy through the manufacturing sector, especially in the infrastructure segment. This is how the company became the pioneer in the aluminium profiles industry in the region. Booth is a part of the vast and well-diversified Comcraft Group of Companies.

The origins of Booth Extrusions dates back to 1964 when it was located in Nairobi. In 1977, the company moved to the sprawling 12-acre factory in Thika, 50km northeast of Nairobi. It is a wholly integrated factory comprising extrusion press, foundry, anodising and powder coating facilities. It still remains the only fully integrated aluminium extrusions manufacturer in East Africa.

From this modern and new plant built in 1977, Booth expanded

its market and began exporting to Uganda, Tanzania, Rwanda, Burundi, Sudan and Ethiopia. The company has registered impressive growth and today is the leading brand of aluminium profiles in East Africa.

"This growth has not been easy," says the company spokesperson; "the market still has some not so quality conscious contractors who cut corners and use sub-standard products, both imported and local. They evaluate the products to be used on the single dimension of price. In the process, the end-customer, the property owner, gets short changed. In the long run he will spend more to repair and maintain not to speak of the huge inconveniences and frustrations of product failure."

But Booth Extrusions persisted against all odds and held on to its core value that quality is the only way to build a durable brand. The company constantly invested in upgrading its facilities and quality control laboratory and instrumentation. That is why to date, Booth Extrusions is the only Aluminium Extrusions Company to have ISO 9001/2008 certification in East Africa.

"Our biggest quality testimony is not the ISO Certification," says the company spokesperson, "it is the loyalty of our customers.

Many large, reputed architects, contractors and fabricators have been steadfast in their loyalty despite the many 'cheaper' options available especially from manufacturers from China. They have seen the value in relying on a quality local manufacturer." The skyline of East Africa is dotted with impressive structures all of which stand testimony to the durability and quality of Booth Extrusions. "These buildings are our enduring quality certifications," says the spokesperson.

With the East African market in general, and Kenyan market in particular poised for substantial growth, the challenges facing the construction industry are many. Of great significance is the price and quality trade-off. Unscrupulous operators continue to import substandard aluminium profiles at very cheap prices and unsuspecting clients think they have made big "savings" in construction costs. It is with time they realise how wrong they have been and spend a fortune to salvage and rectify all that will have gone wrong.

Companies like Booth are hoping that the customer realises that cheaper products give an illusion of cost saving in the short term but turn out to be more expensive in the long run not to mention the



Prof Mabel Imbuga VC JKUAT and Mr R Tewary Group Managing Director Comcraft Group of Companies

loss of reputation. "Institutions like the Kenya Bureau of Standards (KEBS) should bring in stricter quality standards on imports and help improve customer awareness. This will be a huge contribution to the industry and the country's well-being as a whole," says Booth spokesperson.

The company's commitment to be a quality player does not stop with the products manufactured but goes beyond. Booth has teamed up with Jomo Kenyatta University of Agriculture and Technology (JKUAT) to offer a course on Aluminium

Fabrication. This course will impart structured knowledge and enhance local skills on a critical aspect of construction industry. The course will cover aspects of design, fabrication, alternative material, planning and safety. This will develop a pool of qualified fabricators who will grow expertise and knowledge in this segment.

The architects, contractors, fabricators and even the end-customer should value such contributions to East Africa and not be misguided on the single dimension of price.

EAST AFRICA'S LEADING ALUMINIUM EXTRUSION MANUFACTURER

◆ KENYA ◆ TANZANIA ◆ UGANDA ◆ RWANDA ◆ ETHIOPIA ◆ SUDAN ◆ BURUNDI ◆



ISO 9001

BUREAU VERITAS
Certification



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