




For HVAC Electromechanical  
Electrical & Plumbing Products

**YOUR**  
PARTNER IN SUCCESS



 SCAN ME





# Company Overview

Al Sayed Center first opened its door for business in 1992 in Riyadh, Saudi Arabia under the chairmanship of Mr. Salman A. Al Sayed with a belief that "If you work just for money, you'll never make it, but if you love what you're doing and you always put the customer first, success will be yours". At ASCO, we provide high quality HVAC - MEP products while establishing longer and closer working relationships with our clients and suppliers and continually exceeding expectations and goals. As a trading company, we - and our brand licensees-innovate meaningful solutions-focused on our customers' needs - remains at the heart of everything we do. Our operations stretch all over the Kingdom of Saudi Arabia. We have branches and warehouses in Riyadh, Jeddah, Dammam and Madinah with a central warehouse in Riyadh spread over 21,000 square meters. We are the only company in the kingdom which owns trailers for swift deliveries of products like steel pipes directly to the customers projects sites across the country.

# Our Strategic Focus

A strategy focused on growth is founded on clear choices in business and innovation, and improved execution of plans. Over the past 30 years, ASCO has undergone a transformation to reshape its portfolio and become a leader dealing in HVAC- MEP products. As a result, we are active in highly attractive segments that offer significant potential for growth and product extension.





## A diverse and inclusive workplace

# Our Team

The continued success of our company depends on every employee feeling valued, respected, and empowered to contribute fully.

We are a diverse team made up of some 150 plus individuals, all with different backgrounds, perspectives, and experiences. We value these differences -they're what make creativity and innovation flourish. We want ASCO to be the best place to work for people who share our passion.



# Our Vision

'doing business responsibly and sustainably'.  
As a responsible company, we operate sustainably, to high Environmental, Social and Governance (ESG) standards.

We continue to embed sustainability ever deeper in the way we do business - in our own operations and beyond, together with our partners.

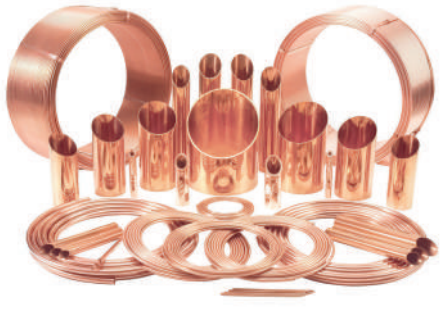


# Our Product Lines



# COPPER TUBES ,COILS & FITTINGS

**ASCO**  
Copper Tube & Coil



Made in Korea

**Ruby**® COPPER



Made in Vietnam

**ICG**  
Infinity Copper Group



Made in Uzbekistan

**HALSTEAD**®



Made in Bahrain

**MUELLER  
INDUSTRIES**



Made in USA

**MUELLER  
INDUSTRIES**



Made in USA

# STEEL PIPES & FITTINGS

**INTERPIPE**



Made in Ukraine

**NKK**



Made in China

جسدية الجزيرة  
**Jazeera Steel**



Made in Oman/ KSA

**SSP**  
الأساب



Made in KSA

**BENKAN**



Made in China

**STEEL ME**



Made in UAE

**GOURD BRAND**



Made in Thailand

**SA**  
S.A. BRAND



90° Elbow    45° Elbow

Made in Thailand

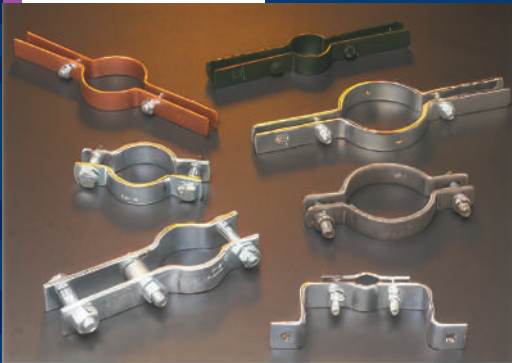
**1NUO**



Made in China

# PIPE HANGERS & SUPPORTS

**CLAMIX**



Made in India/UAE/ China

**CLAMIX**



Made in India/UAE/ China

**CLAMIX**



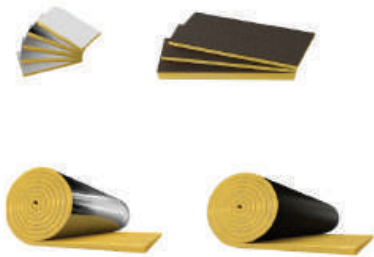
Made in India/UAE/ China

**CLAMIX**



Made in India/UAE/ China

# DUCT & PIPE INSULATION



Made in KSA



Made in KUWAIT



Made in Bahrain



Made in KSA

# TAPES



Made in PRC



Made in USA



Made in Taiwan



Made in China

TAPES

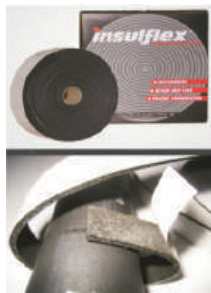
# DUCT ACCESSORIES



Made in Belgium



Made in UAE



Made in Malaysia



Made in UAE

# ALUMINUM & STAINLESS STEEL JACKETING

**ASCO**  
Aluminum Jacketing



Made in UAE

**ITW**



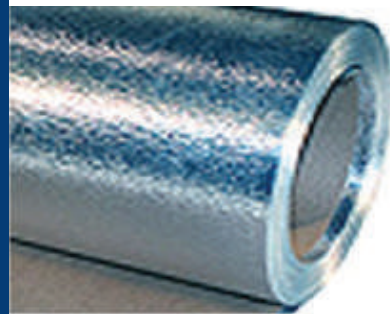
Made in UAE

**ITW**



Made in UAE

**ASCO**  
Aluminum Jacketing



Made in UAE

## SMOKE PRODUCTS

**BJÖRNAX**



Made in Sweden

## NOISE & VIBRATION CONTROL SYSTEM

**NVC**  
NOISE VALUE CREATOR



Made in Korea

## ADHESIVES & SEALANTS

**NAPCO**



Made in UAE

## ADHESIVES & SEALANTS

**Childers**



Made in USA

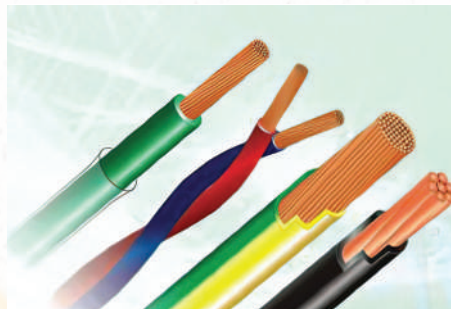
## NOISE & VIBRATION CONTROL SYSTEM

  
**AMORIM**



Made in Portugal

# ELECTRICAL CABLES AND WIRES



WIRES – NYA /  
THHN-AWG



Medium Voltage  
Cables



Unarmoured



Low Voltage Cables



Flexible Cable



WIRES





Unarmoured



Low Voltage Cables



Flexible Cable



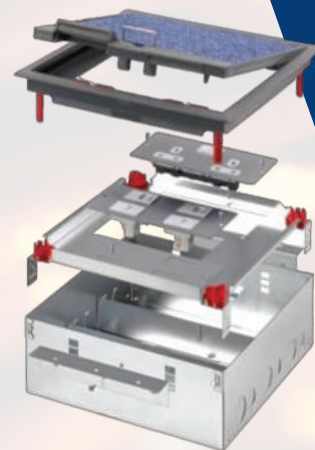
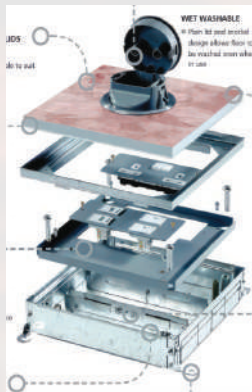
Medium Voltage Cables



Wires – Nya / Lsoh

# MK WIRING DEVICES

- MK ESSENTIALS RANGE
- MK LOGIC PLUS RANGE
- MK AIBANY PLUS RANGE
- MK FLOOR BOXES



# EMT CONDUITS & FITTINGS



Emt Conduit



Rigid Conduit



Pvc Coated Conduit



Steel Flexible Conduit



Steel Boxes



Pvc Coated Fittings

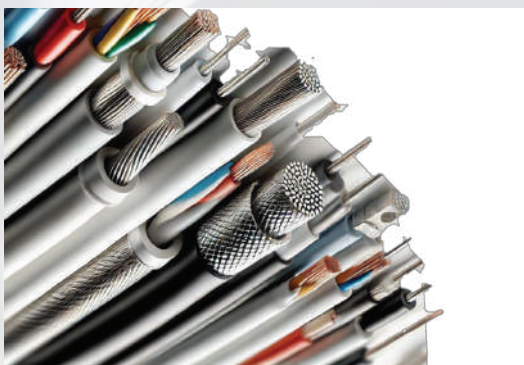


Liquid Tight  
Flexible Conduit



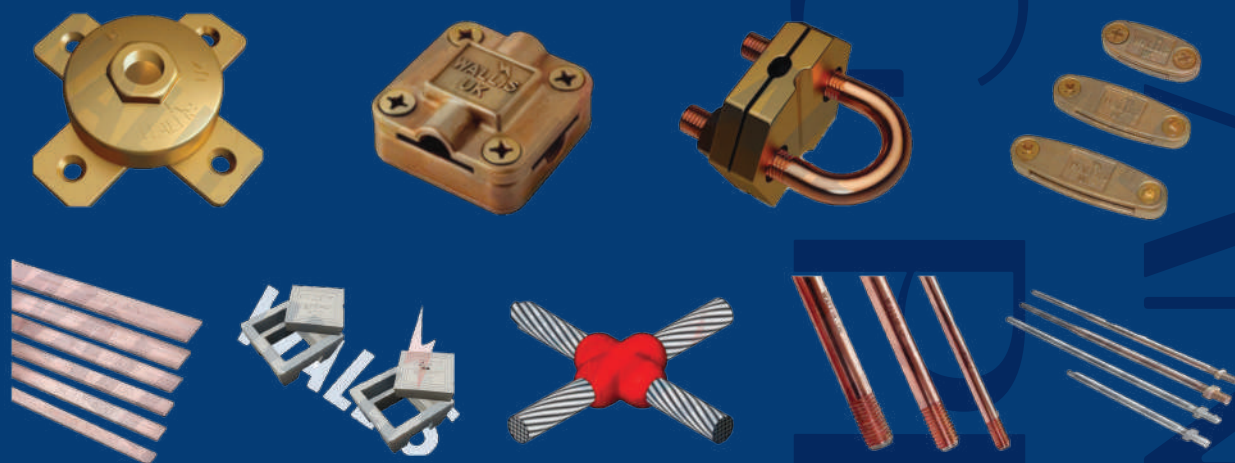
Emt & Rigid Fittings

- **Ramcro** is expanding its presence in different countries and in a few different but important sectors: oil and gas, fire, signals and control, building management systems and optical cables.



# EARTHING AND LIGHTNING PROTECTION SYSTEMS

- Earthing and lightning protection systems play a crucial role in ensuring the electrical safety of buildings and facilities.
- Earthing system safely dissipates excess currents into the ground, protecting individuals and equipment from electrical shocks.
- lightning protection system directs electrical charges from lightning strikes away from the structure, reducing the risk of fires and structural damage.
- These systems are essential in residential, commercial, and industrial buildings to ensure a safe and reliable electrical environment.
- All Wallis products are manufactured and tested to British, European and International standards:
  - BS EN 62305 and BS 7430..
  - Wallis are accredited with and quality audited to BS EN ISO 9001:2015 and BS OHSAS 18001:2007



# PVC CONDUITS & FITTINGS

- HEAVY GRADE ROUND CONDUIT  
-1250N COMPRESSION FORCE
- MEDIUM GRADE ROUND CONDUIT  
-750N COMPRESSION FORCE
- LIGHT GRADE ROUND CONDUIT  
-320N COMPRESSION FORCE
- US SCHEDULE 40 CONDUIT - TC2
- US SCHEDULE 80 CONDUIT - TC8
- PVC CONDUIT FITTINGS



- Cable Lugs / Terminal Lugs
- Cable Glands
- Wire Marking

- PVC Insulated Terminals
- Cable Ties
- Heat Shrink Tubes



# LIST OF PROJECTS

# MAJOR PROJECT REFERENCES



# Al Sayed

Center co.

HEAD OFFICE PO.BOX 2503  
AL EHSA STREET  
AZ ZAHRAH DISTRICT  
EMAIL: [asco@alsayedcenter.com](mailto:asco@alsayedcenter.com)  
WEBSITE: [www.alsayedcenter.com](http://www.alsayedcenter.com)

ELECTRICAL DIVISION  
AL EHSA STREET  
AZ ZAHRAH DISTRICT  
CONTACT: 0503884381

JEDDAH BRANCH  
ALQINDIL STREET  
AL AZIZIYAH DISTRICT  
CONTACT: 0557045260

MADINAH BRANCH  
AS SADIQIYAH DISTRICT  
CONTACT: 0500512788

PROJECTS OFFICE  
AL EHSA STREET  
AZ ZAHRAH DISTRICT  
CONTACT: 0500280218

RIYADH BRANCH  
AL EHSA STREET  
AZ ZAHRAH DISTRICT  
CONTACT: 0548624736

DAMMAM BRANCH  
AN NAKHIL DISTRICT  
CONTACT: 0565926287