



**Trusted Partner in
Industrial & Technical Supply**
in the UAE & Beyond

AP_EEX
BUILDING MATERIALS

AP_EEX
TECHNICAL SUPPLIES

AP_EEX
LIFTING
EQUIPMENTS & TACKLES

AP_EEXTM
INSTRUMENT

AP_EEX
LUBRICANTS

www.apexgulfgroup.com



About us

With over **15+ Years** of experience **APEX GULF GROUP** is a UAE based trading and procurement firm overseeing its specialized business divisions; **Apex Building Materials, Apex Technical Supplies, Apex Lubricants, Apex Instrument, and Apex Lifting Equipments & Tackles.** The Group delivers integrated industrial and technical supplies solutions to clients across the UAE, the GCC, and international markets.

Through a strong network of trusted suppliers and industry partners, APEX GULF GROUP supports industrial, commercial, and government sectors with reliable sourcing, efficient procurement, and timely delivery. All the 5 divisions operate under a unified strategic direction, ensuring consistent standards of quality, professionalism, and operational excellence.

The Group is committed to building long-term partnerships founded on transparency, consistency, and trust. As APEX GULF GROUP continues to expand its presence, it remains focused on setting high standards in procurement and supply while delivering enduring value to its stakeholders.



Our Vision

To be a globally recognised trading group, trusted for excellence in sourcing, reliability in execution, and long-term partnerships that create lasting value for our stakeholders.



Our Mission

To deliver reliable products and integrated supply solutions across the UAE, GCC, and global markets through strong sourcing, efficient procurement, and lasting partnerships built on trust.



15+
YEARS



12,000+
PRODUCTS



1,000+
TOTAL PROJECTS



1,200+
SATISFIED CUSTOMERS

Why Choose APEX GULF GROUP



Group-Led Expertise Backed by 15+ Years of Experience

APEX GULF GROUP operates as a unified organization with strong leadership, clear governance, and consistent operational standards across its 5 specialized divisions, ensuring reliability, accountability, and operational excellence.



Five Specialized Divisions. One Integrated Supply Partner.

Operating through Building Materials, Technical Supplies, Lubricants, Instrument, and Lifting Equipments, APEX GULF GROUP delivers integrated procurement and supply solutions offering clients a single, reliable sourcing partner.



A Strong Regional Presence with Global Reach

Headquartered in the UAE, APEX GULF GROUP serves clients across the GCC and international markets through a well-established network of trusted suppliers and logistics partners.



Certified to Global Standards

APEX GULF GROUP holds key including ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, and reinforcing our commitment to quality, safety, and compliance.



Excellence in Execution

Our structured processes, skilled team, and supply chain expertise ensure every project is delivered on time, with precision and reliability.



Customer-Centric

We focus on understanding client needs and delivering tailored solutions that create long-term value, trust, and sustainable business relationships.

Message from the Leadership Team

Driving excellence, Building partnerships, Creating lasting value.



Murtaza Shakir
CEO

At APEX GULF GROUP, we are committed to excellence, integrity, and building long-term partnerships. By understanding our clients' needs and delivering reliable solutions, we create lasting value for our partners and markets. As we continue to grow, we remain focused on operational excellence and expanding our regional and international presence. We thank our clients, partners, and team members for their continued trust and support.



At APEX GULF GROUP, operational excellence and disciplined execution are at the core of our success. We focus on optimizing procurement, supply chains, and operational standards to ensure reliable and efficient service delivery. Through continuous improvement and strong partnerships, we support the evolving needs of industrial, commercial, and government sectors. Our commitment remains centered on sustainable growth, performance excellence, and long-term value creation.



Hussain Shakir
COO



Partnerships that last.



Performance that delivers.



Integrity that builds trust.

Division Overview

APEX GULF GROUP operates through a strategically managed portfolio of specialized business divisions, Apex Building Materials, Apex Technical Supplies, Apex Lubricants, Apex Instrument, and Apex Lifting Equipments & Tackles; each guided by experienced leadership and aligned under a unified group framework. Centralised governance, standardised processes, and cross-functional collaboration ensure consistency in quality, compliance, and service delivery across all operations. This structured approach enables efficient decision-making, reliable execution, and long-term value creation for clients across industrial, commercial, and government sectors.





APEX

BUILDING MATERIALS

Apex Building Materials

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APEX Building Materials



Division Overview

Supplies essential construction materials for residential, commercial, and infrastructure developments, supported by structured sourcing, professional management, and controlled supply processes to ensure consistency and reliability



Industries Served

Serves construction contractors, infrastructure developers, industrial facilities, government projects, and commercial developments, supporting both new builds and ongoing maintenance requirements across diverse sectors.



Product Scope

Includes a comprehensive range of construction and finishing materials carefully selected to meet project specifications, performance requirements, durability expectations, and applicable industry standards across varied applications.

Product Categories

- Power Tools
- Hand Tools
- Safety Products
- Plumbing Products
- Welding Products
- Adhesives & Lubricants
- Hardware & Sanitary Products
- Paint Supplies
- Electrical Products
- Waterproofing Products



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TECHNICAL SUPPLIES

Apex Technical Supplies

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APEX Technical Supplies



Division Overview

Provides specialised technical and industrial supplies that support manufacturing, maintenance, and infrastructure operations, managed through structured procurement processes and professional operational controls to ensure reliability.



Industries Served

Supports manufacturing plants, utilities, engineering firms, infrastructure projects, industrial facilities, and government entities requiring dependable technical products and consistent supply solutions.



Product Scope

Includes a wide range of industrial, engineering, and technical products selected to support operational efficiency, system performance, and project-specific technical requirements across multiple applications.

Product Categories

- Electrical Solutions & Components
- Instrumentation & Measurement Solutions
- Automation & Control Systems
- HVAC & Climate Control Solutions
- Testing & Diagnostic Instruments
- Hydraulic Machinery & Components
- Pneumatic Systems & Components
- Industrial Lubricants & Oils
- Industrial Power Tools & Equipments
- Pipes & Flow Control Valves
- Explosion Proof Electrical Fittings & Accessories
- Non-Sparking Tools



AP_EX

LIFTING

EQUIPMENTS & TACKLES

Apex Lifting Equipments & Tackles

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APEX Lifting Equipments & Tackles



Division Overview

Providing advanced lifting and material handling solutions. Engineered to support safe, efficient, and precisely controlled operations in marine, industrial, and construction environments.



Industries Served

Supports marine, oil and gas, construction, industrial facilities, infrastructure projects, and heavy engineering operations with certified lifting and handling solutions.



Product Scope

Includes a comprehensive range of lifting equipments, tackles, accessories, and material handling tools selected to meet load capacity requirements and operational safety needs.

Product Categories

- Steel Wire Rope
- Steel Wire Rope Slings
- Synthetic Products
- Chain & Chain Slings
- Shackles
- Lashing Equipment
- Safety Products
- Hoisting Equipment
- Stainless Steel Equipment
- Marine Safety Products



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INSTRUMENT

Apex Instrument

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APEX Instrument



Division Overview

Supplies precision measurement and testing instruments that support accuracy, operational control, and performance monitoring across industrial, technical, and scientific environments.



Industries Served

Supports manufacturing, laboratories, engineering firms, utilities, industrial quality control operations, and government entities requiring reliable measurement and testing solutions.



Product Scope

Includes a broad range of scientific, industrial, and testing instruments selected to meet accuracy requirements, operational demands, and application-specific technical standards.

Product Categories

- Analytical Instruments
- Laboratory Chemicals
- Medical Equipment
- Lab Furnishings
- Petroleum Testing Equipment
- Water Testing Equipment
- Environmental Solutions
- Food & Dairy Testing Instruments
- Gold Testing Instruments
- Material Testing Equipments
- Particle Size & Zeta Potential Instruments
- Serstech Arx MkII Handheld
- Nuclear Magnetic Resonance (NMR)



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LUBRICANTS

Apex Lubricants

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APEX Lubricants



Division Overview

Delivers high-performance lubricant solutions designed to support demanding operational environments, ensuring equipment reliability, reduced wear, and consistent performance across industrial and commercial applications.



Industries Served

Serves manufacturing, marine operations, aviation services, energy sectors, transportation, heavy industries, and industrial facilities requiring reliable lubrication solutions.



Product Scope

Includes a comprehensive range of industrial and aviation lubricants, oils and greases to meet equipment specifications and operational performance requirements.

Aviation Lubricants

- Aviation Greases
- Hydraulic Fluids
- Piston Engine Oil
- Turbine Engine Oil

Industrial Lubricants

- Compressor Oils
- Engine Oil
- Fire-Resistant Hydraulic Fluids
- Gear Oils
- Gas Engine Oil
- Hydraulic Oil
- Heat Transfer Oils
- Stern Tube Lubricant
- Refrigeration Oils
- Spindle & Hydraulic Oils

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