



SBR INVESTMENTS LTD

2023

www.sbrinvestments.co.ke



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About **Company**

SBR Investments Ltd is a leading timber products manufacturing organization specializing in the supply and treatment of high-quality timber. Headquartered at the Chemoset Junction, along the Eldoret – Kitale Road in Soy Constituency, Uasin Gishu County, our products are sold and distributed countrywide. SBR Investments Ltd takes pride in offering a diverse range of timber products and services, including treated wooden transmission poles, fencing posts, fibre poles, building poles & posts, and timber. Additionally, we provide processing services for transmission poles and fencing poles, ensuring the utmost satisfaction for our customers.



Vision & **Mission**

Vision

Our vision at SBR Investments Ltd is to set the standard on quality timber processing practices and reach operational excellence in terms of quality, cost, and pricing. We aim to be recognized as a benchmark for customer service, ensuring all orders are processed with utmost efficiency, considering allocated delivery timelines, and adhering to stringent quality requirements.

Mission

At SBR Investments Ltd, our mission is clear and unwavering - we ensure we give an excellent level of customer service and satisfaction. We achieve this by meticulously managing the entire process from raw material selection to the final product, always prioritizing our customers' needs.

Our Products & Services



Treated Wooden Transmission Poles

Our treated wooden transmission poles are designed to withstand harsh weather conditions and provide reliable support for power transmission lines.



Building Poles & Posts

We offer a wide selection of building poles and posts that meet construction needs, providing strength and stability to various structures.



Processing Services

In addition to our standard products, we provide custom processing services to meet specific customer requirements and project needs.



TIMBER

Our premium timber is sourced from sustainable forests, carefully selected for its quality and strength. Available in different sizes and grades, our timber is widely used in construction, carpentry, furniture making, and various other applications.



Fencing Posts

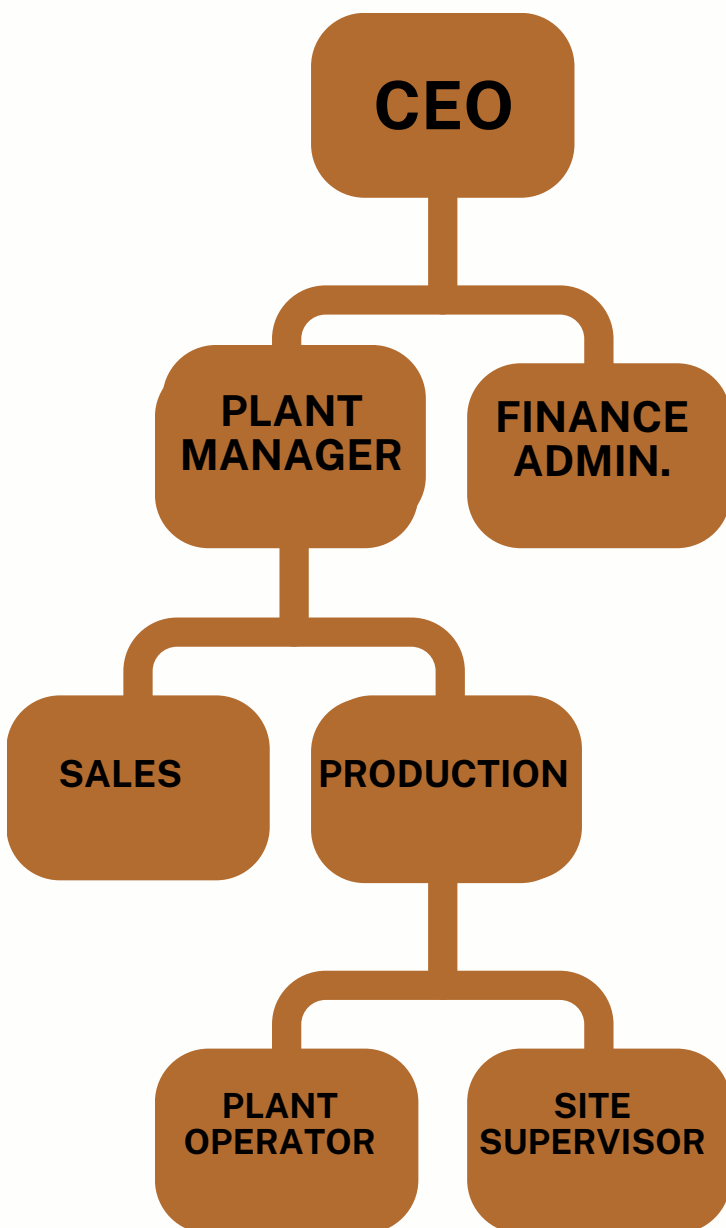
Our fencing posts are treated to resist decay and insect damage, offering sturdy and long-lasting solutions for various fencing applications.



Fibre Poles

Fibre poles are a lightweight alternative to traditional wooden poles, ideal for telecommunications and other applications where weight is a concern.

Organisational structure



Our organization is built on a strong foundation with a dedicated CEO leading the way. Working closely with the CEO, our Plant Manager and Finance Administrator ensure seamless coordination of daily activities.

Under the Plant Manager's guidance, our dynamic team of professionals includes the Sales Manager, who oversees sales and marketing strategies, and the Production Manager, responsible for maintaining high-quality standards in our production processes. Our Quality Department plays a crucial role in ensuring our timber products meet rigorous quality control standards.

Our Process

1. QUALITY DEPARTMENT

The process begins in the Quality Department, where seasoned poles are identified and advised to the production department. The production department raises a debit note to the stores, acknowledging the need for the poles. Once approved, the stores issue the poles for further processing.

3. VISUAL INSPECTION

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5. SORTING

The poles are sorted into sizes and grouped into suitable batches for treatment. Each batch is sampled for testing, and a strength test is conducted. If any pole in a batch fails the test, the entire batch is subjected to further testing.

7. TREATMENT

In the treatment phase, the poles undergo a chemical treatment process. A chemical liquor is mixed with water at the correct proportions, and the solution strength is determined. A vacuum is created and held in the treatment vessel for some time. The chamber is then flooded with the chemical solution, and suitable pressure is applied.

2. PRODUCTION

The poles are transferred to the cutting shed, where they are sized and graded into various products. Poles that cannot be processed in the shed are worked on at the yard to prepare them for subsequent stages.

4. DRESSING

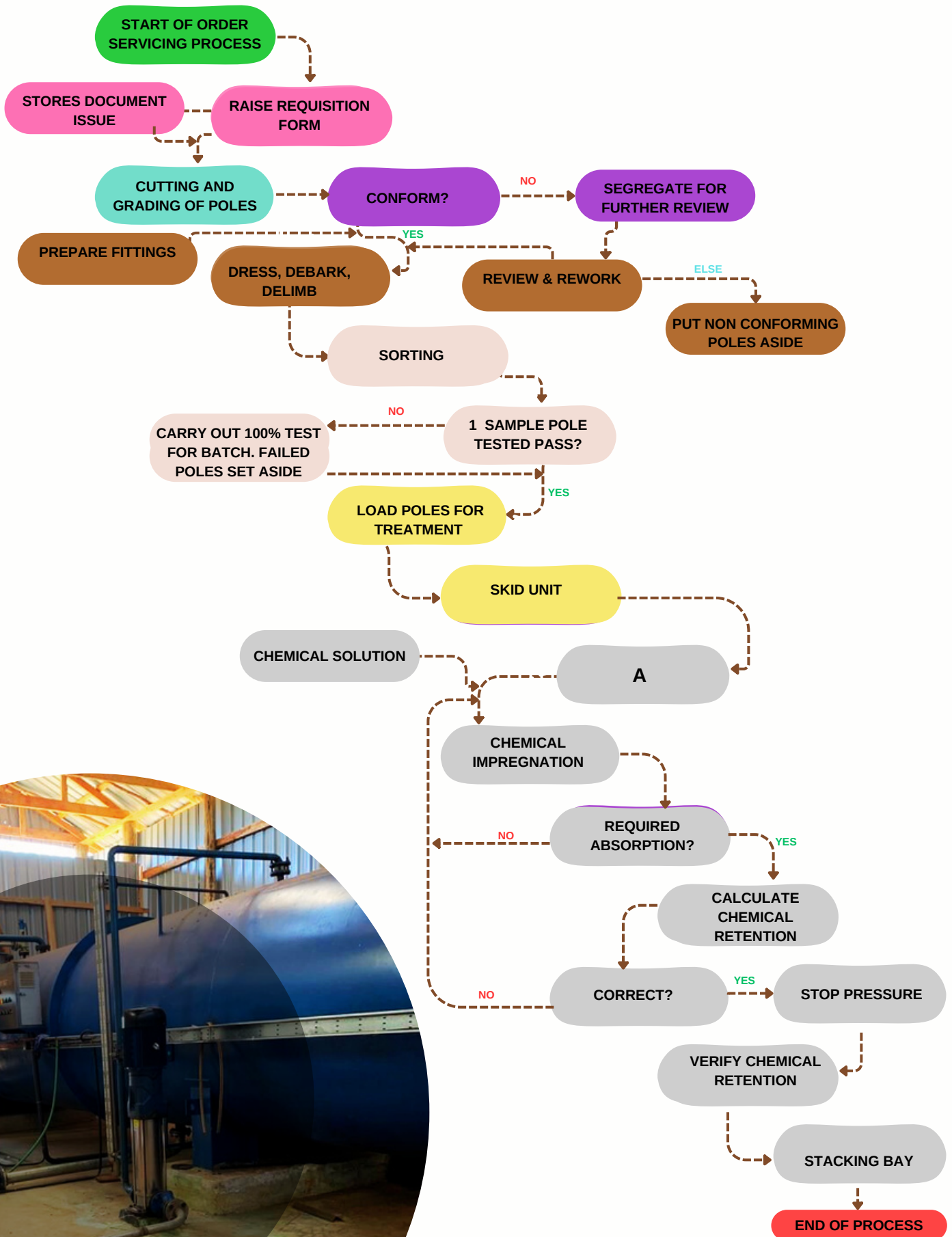
During dressing, the poles undergo various treatments. The process involves removing barks, chopping off branches and nodes, fixing anti-split plates or bands, and drilling holes or recesses as required.

6. SKIDDING

The sorted poles are loaded onto treatment trolleys and secured for transportation. Tractors and wire ropes are used to skid the poles into the treatment vessel. The vessel is then closed airtight.

After achieving the required absorption, the pressure is released, and excess solution is recovered. The poles are then allowed to drip, and their chemical retention is verified using an increment borer tool and chemical reagent. Identification and serialization disks are fixed onto the poles. Finally, the treated poles are stacked for chemical fixation

Our Process



Organisation's clientelle



1. Utility Companies

Utility companies rely on our treated wooden transmission poles for their power transmission and distribution networks. Our reliable and durable poles support the crucial infrastructure that delivers electricity to homes and businesses.

2. Construction Firms

Construction firms value our wide range of timber products, including building poles and posts, which are essential for constructing sturdy and dependable structures. Our timber is used in residential, commercial, and industrial construction projects, ensuring the structural integrity of buildings.

3. Agricultural Sector

In the agricultural sector, our fencing posts are highly sought after for fencing and enclosures. Farmers and ranchers rely on our treated posts to create secure boundaries and protect their livestock and crops.

4. Government Projects

We have had the privilege of contributing to various government projects that require reliable and durable timber solutions. Our products have been used in infrastructure development, public works, and community initiatives.

5. Private Contractors

Private contractors and developers often turn to us for a dependable supply of timber products for their construction and development projects. Our ability to meet specific project requirements and tight timelines has made us a preferred partner for these ventures.

6. Telecommunications Industry

The lightweight and sturdy nature of our fibre poles make them ideal for the telecommunications industry. Telecommunication companies rely on our fibre poles for supporting cables and communication infrastructure.

7. Retail and Distribution

Through our wide distribution network, our timber products are available to retail outlets across the country. We cater to a diverse customer base, including DIY enthusiasts and small-scale construction projects.

Our **Competitive advantage**

1. **High-Quality Products:** Our unwavering commitment to quality ensures that each timber product we manufacture meets the highest industry standards. From the careful selection of raw materials to the meticulous treatment process, we take pride in delivering timber products that are durable, reliable, and resistant to environmental factors.
2. **Efficient Processing:** Our streamlined 7-step manufacturing process enables us to optimize production efficiency without compromising on quality. By utilizing state-of-the-art machinery and employing skilled professionals, we ensure that our products are consistently delivered on time and to the satisfaction of our customers.
3. **Customer-Centric Approach:** At SBR Investments Ltd, we prioritize our customers' needs and satisfaction. Our dedicated team is always ready to provide personalized solutions, address inquiries, and tailor our products to meet specific requirements. We believe in building strong and lasting relationships with our clients, ensuring that their expectations are not only met but exceeded.
4. **Diverse Product Range:** Our extensive product range, including treated wooden transmission poles, fencing posts, fibre poles, building poles & posts, and timber, allows us to cater to various industries and applications. We understand the unique needs of each sector and strive to offer products that fulfill specific project demands.
5. **Environmental Sustainability:** As an environmentally conscious organization, we are committed to responsible sourcing and sustainable practices. We prioritize eco-friendly methods in our manufacturing processes, ensuring that our operations have minimal impact on the environment.
6. **Industry Experience:** With years of experience in the timber products manufacturing industry, we have gained valuable insights and expertise. Our in-depth knowledge enables us to innovate, adapt to market changes, and continuously improve our products and services.





Conclusion

FutureGoals

As a forward-looking organization, SBR Investments Ltd aims to:

- Expand its product range to meet evolving market demands.*
- Enhance production efficiency and optimize resource utilization.*
- Explore opportunities for international expansion and global partnerships.*

At SBR Investments Ltd, we are committed to delivering excellence in every aspect of our operations. Our emphasis on exceptional customer service, continuous improvement, and sustainable practices sets us apart in the industry. As we look towards the future, we aim to expand our product range, optimize production efficiency, and explore international growth and partnerships.

Thank you for considering SBR Investments Ltd as your preferred supplier of high-quality timber products. We are dedicated to being your reliable and trusted partner in fulfilling all your timber needs.



Get in **Touch**

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