

The SSQ Group

“As chairman of the SSQ Group, my vision is for it to be recognised as the world's leading supplier of natural slate products; to lead the market and be the one by which others are judged.

SSQ offers one of the most comprehensive ranges of top-quality slate products available anywhere in the world. Our products are backed by a personalised service for you, our clients – recognition that only by offering the advice, products and service you demand can we expect to provide you with the ‘experience’ you want when specifying and buying slate.

Our move into the property market is a significant one. Its success will be a result of our passion and applying the same philosophy that has proved so successful elsewhere within the group's business.

In this, our 25th-anniversary year, all of us at SSQ look forward to continuing to provide you with the finest quality products and service.”

Ahmed El-Helw, Chairman, SSQ Group

A corporate overview



Introduction

Welcome to the SSQ Group, one of the world's leading producers and suppliers of slate products for use by the building and construction industry.

Formed in 1983, SSQ has become a true global organisation, sourcing and supplying its products internationally; building a worldwide reputation for their quality and delivering a world-class standard of customer service.

Each year the group supplies over 55,000 tonnes of slate and phyllite for use by construction industries around the world including those in the UK, Europe, USA and Far East.

SSQ is also diversifying: in 2006 it established a new real estate company to market top-quality residential and commercial properties in the increasingly popular tourist destination of Sharm El-Sheikh on the Red Sea Riviera.

SSQ UK

SSQ – Spanish Slate Quarries as it was originally known – was formed in 1983 to import Spanish slate to the UK; a bold initiative made to satisfy an increase in demand for high-quality slate within the building industry.

To ensure supply, exclusive long-term partnerships were formed with some of the finest slate quarries in Spain, enabling the company to offer slate that rivalled the best from any quarry, anywhere in the world. Those relationships are as strong now as ever they were.

SSQ's head office and main warehouse are located in North-west London, within easy reach of the UK's motorway network. This, coupled with a minimum stock-holding of at least one million slates, ensures availability and prompt delivery throughout the UK.

Customers also benefit from the presence of 8 field-based regional managers, dedicated to providing on-the-spot advice about any aspect of the company's products or their use. Apart from product, technical and logistical advice, the regional managers also deliver RIBA-approved CPD seminars to specifiers and designers.





Products

From the day it was formed, SSQ's mission has been to offer top-quality products and, to ensure this, it has forged long-term relationships with those quarries that can provide them.

'Del Carmen' is a name that has become synonymous with the quality of SSQ's slate. SSQ Del Carmen® roofing slate is a traditional, blue-black slate with a distinctive texture and is sourced from the Del Carmen quarry near León in north-west Spain. SSQ's long-term partnership with the quarry means it can offer its customers an exceptional product backed by a guaranteed level of performance.

In 2003, SSQ became the principal share-holder in La Florida quarry near San Luis in central Argentina. The quarry is a source of phyllite, a rock closely related to slate, which has been mined there for centuries. Phyllite shares slate's essential properties but surpasses its qualities: it is stronger than slate, more resilient and its mineral content gives it an eye-catching colour and appearance. It is a versatile, natural building-material, an aspirational roofing slate and an eye-catching choice for floors, cladding and other hard surfaces. SSQ's investment at La Florida has allowed SSQ Riverstone® roofing slate and SSQ Riverstone® architectural stone to be marketed internationally.

Del Carmen and Riverstone are indicative of the quality standards expected of products carrying SSQ's name: all meet or exceed the criteria set by all international tests including EN 12326; ASTM and Norme Français.*

Preserving the UK's heritage has never been as publicly important as now. Although SSQ's products are sourced internationally, many are considered by the UK's principal heritage agencies – including English Heritage, Historic Scotland and Cadw – as being suitable alternatives to indigenous slate for use on historic buildings or within conservation areas.

* Test results are available on request.



SSQ Europe and International

In addition to holding a significant market share in the UK, SSQ is developing an increasingly high-profile presence internationally – testament to its dedication to ensure the supply of consistently high-quality products and support.

SSQ's logistics office in Orense, north-west Spain, supports the group's business internationally and is also home to its Spanish quality-control team. The three full-time employees carry out quality-control checks at SSQ's partner quarries to ensure its customers always receive products that meet the specification advertised.

Interest in SSQ's products has increased in many countries throughout Europe and continues to do so. SSQ is the market leader for roofing slate in Scandinavia and its range of architectural stone leads the market both there and in France and Germany.

To promote its products and provide a high level of support and service across the continent, SSQ is developing a network of agents that already cover Belgium, France, Germany, Luxembourg, Norway and Switzerland.

Further afield, SSQ is the leading supplier of slate roofing in the USA and its reputation has been enhanced by high-profile projects in Australia, Japan and Macau.

SSQ Red Sea Real Estate

SSQ's diversification into property development came as the result of an investment opportunity promoted by developers on Egypt's thriving Red Sea Riviera. SSQ's involvement has been formally endorsed by the Egyptian Government allowing its stamp to be used by SSQ as a seal of approval.

The first stage of SSQ Red Sea Real Estate's ambitious plan is to market over 1,500 holiday homes ranging from studio apartments to luxury villas in a number of major developments around the popular tourist resort of Sharm el-Sheikh.

To provide the necessary support for the venture, offices have been opened in both Egypt and the UK.



The SSQ Group is committed to creating, developing and maintaining the highest possible product and customer service standards in all its global marketplaces.

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