

ROOFING TILES



Having said that Nabaki has been able to break into the Quality bulk Products with long guarantees

Roofing Tiles

Introduction :



As Tanzania emerged from the previous socialist era, - there was a huge surge in both commercial and domestic construction. Existing roofing material was restricted to Concrete (flat - expensive), Corrugated (cheap and cheap looking) and concrete tiles (poor quality - there was no clay in Tanzania to make this a viable option). Metal Roof Tiles were available, but were very expensive. Nabaki approached a South Africa company called Harvey Tiles who manufactured these tiles in SA. As there was already one Distributor, Nabaki was made a second non-exclusive Distributor.

Harvey Roofing Products (SA) 1995-2000



Nabaki started an aggressive marketing campaign. Advertising was very limited in Tanzania. Sales grew, as did the number of Distributors. In 1999 there were 5 Harvey Distributors, including Nabaki. None of the other distributors advertised or charged sales tax, - but sold under the shadow of Nabaki. Harvey products claimed a guarantee for 30yrs. Nabaki was becoming the "free" local marketing arm of Harvey Tiles in Tanzania, and was fast losing sales.

In 1999 a coastal client complained his Harvey Tiles, purchased in 1993 were rusting ! This was brought to the attention of Harvey Tiles

Harvey Roofing Products (SA) reply was **"dont tell anyone!"** - they also gave us a copy of their 30yr Limited Warranty which clearly stated :

- 1 Harvey Roofing products were not guaranteed if they were installed within 10km of any coastline
 - 2 The guarantee on Harvey Roofing products was NOT transferable
 - 3 Harvey Tile Guarantee did NOT cover any damage caused by rust and/or corrosion!
- In short ...THERE WAS NO GUARANTEE!

Decra Roofing Products (NZ)- 2000



At the end of 1999, Nabaki started looking for an alternative & better supplier.

Their search led them to New Zealand, - the "home" of the MRT- and to a company called AHI Roofing (Alex Harvey Roofing, and the inventor of the MRT) - who manufactured a tile made from new generation of steel coating called ZincAlume. The tile was called DECRA tile, and carried a 50yr Coastal Warranty

In 2000 Nabaki officially resigned their Distribution with Harvey Roofing Tiles SA, and signed an Exclusive Distribution Agreement with AHI Roofing, and imported their first consignment of Decra Tiles through the UK Distributor called African Supplies limited. Again Nabaki started an aggressive Marketing campaign, - to make their customers aware of the difference - Decra tiles were slightly more expensive due to SADC agreements. Nabaki imported the whole range of products, - including a smooth tile. We increased the whole new range of colours, - including the popular damu mzee (old blood/burgundy colour), as well as 8 new profiles

By 2016 it was estimated that Nabaki (Decra) had 80% share of the MRT market in Tanzania, selling a record 50,000 tiles per month

In 2006 Nabaki won the coveted "Golden Tile Award for selling over 1,000,000 tiles in Tanzania

55,000,000 tiles sold Globally

USP's

Profile Range

Colour Range

Coating Range

50yr Warranty

Longevity

Steel

Coating

Mnf Process

Test Certificates

NEW

Support

Nabaki

Trained Mtaalams

Stock

Product Plus

Insulation

Cementitious Boards & Eves

Gypsum Ceilings

Gutters and Waste Systems

Shade Net

Product Minus

Fortiza Tiles