

Expo debut for online exporter

A PPLIED Archetype Solutions (Archesol) will be making its debut at The Big 5 Saudi as the kingdom represents the “largest prospect base” for its products, a senior official of the US-based firm tells *Gulf Construction*.

The company is a non-stocking online export distributor of US-made solutions for MEP (mechanical, electrical and plumbing), industrial and MRO (maintenance, repair and overhaul) customers in the Middle East and Africa offered at the best prices, says Ahmed Zaatari, the company’s managing partner.

Products offered include air-conditioning and refrigeration supplies, mechanical, electrical and plumbing (MEP) products, among others. Conditional free shipping is provided from the US to GCC seaports.

Zaatari says Archesol understands that customers’ buying behaviours and practices are changing due to the competitive market dynamics, and offers progressive methodologies for undertaking real-time product sourcing, pricing comparisons, full pricing transparency, and securing online and mobile purchase transactions.

Archesol’s B2B e-commerce marketplace enables customers to undertake cost-effective procurement of complex products that are otherwise difficult to source. It offers up-to-date product and pricing information, is easy to navigate, and has thousands of items from multiple suppliers. Customers can place orders online and via smart mobile devices as well.

Additionally, Archesol’s GCC-based support engineers provide technical assistance to customers with product comparison, item selection, and trouble-shooting. Meanwhile, its US-based engineers provide value-added professional services like application-specific product evaluation, recommendation and sourcing of customised products.

Zaatari is pleased about business achieved

in the region. “Our 2017 revenues in the Middle East and Africa (MEA) markets have increased double-digit over 2016 results,” he says.

In response to the rise in demand for its services, Archesol has established a free zone company in the UAE called Archesol MEA to provide pre-sales and post-sales support its customers in the region. It now

plans to recruit additional GCC support engineers, expand its supplier base and product line, and extend market reach.

Previously, Archesol has participated in Big 5 Dubai exhibitions and plans to participate in three additional GCC expos this year.

Archesol will be exhibiting at Stand 1A01 at The Big 5 Saudi 2018. ■



Zaatari ... pleased with achievements.



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