



CHLORIDE

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Our values are Commitment, Quality, Efficiency, and Environmentalism.

Chloride has a diverse product portfolio, serving different sectors, including the industrial and commercial sectors. Chloride sells its products locally through efficient distribution channels, serving all Egypt's governorates, and internationally exporting to multiple countries around the world.

About us

Chloride Egypt is a leading manufacturer of automotive and industrial batteries, with annual production capacity of two million batteries.



Located in the most prominent industrial areas in Egypt, Chloride has two manufacturing plants in Abou Rawash, and in the 6th of October.

Chloride has a diverse product portfolio, serving different sectors, including the industrial and commercial sectors. Chloride sells its products locally through efficient distribution channels that serves all the Egyptian governorates and internationally by exporting to multiple countries around the world.

Our vision

To be the 1st choice in all the Automotive, Industrial and Residential Batteries' applications and projects, ensuring the usability, accessibility and reliability to everyone, anywhere.

Manufacture and develop high quality products and cost effective energy solutions that are complemented with a reliable and responsive after sales service in the context of our dedicated commitment towards our clients, our industry, our country, and our Mother Earth.

Our values

Our core values frame all our business operations and activities to achieve our vision and mission. Our values are Commitment, Quality and Efficiency, and Environmentalism.

Commitment

At Chloride, we commit to the expectations and needs of our customers, by working hard to understand these needs, and to provide high-quality affordable products. In addition to producing first-grade batteries, we are committed to offering outstanding after-sales and warranty services. Thus, we pride ourselves on being customer-oriented.

Quality and Efficiency

To excel in delivering high-quality solutions to our customers, our professional approach is characterized by utilizing the latest technology in the battery industry. Our products are customized to be compatible with extreme temperatures; hot and cold.

Environmentalism

In an industry as ours, environmental concerns are of high priority. We are proud to be the pioneer, leading the path of implementing environment excellence measures in production, distribution, and disposal.

Our Principles

Transparency and Integrity

Our work environment is distinguished for its clear flow of information, horizontally and vertically. We believe transparency to be an essential factor in our objectives to lead the market.

partnering with our customers

We know we exist to satisfy our customers' needs. That's why we place our customers at the center of our work. We aspire to maintain customer satisfaction, encouraging our customers to stay in contact with us. We are constantly motivated to hear from them, in order to ensure we develop solutions that help them get the maximum utility of our products.

RESPECT AND PEOPLE

We know our people are our most valuable asset. That's why we seek continuous improvement in our work environment, and invest in our people, paying attention to every employee's need for professional growth.



History

Founded in 1981 and based on 100 years of experience from Chloride Group of England 	1981	In May 2002, Chloride has been certified by ISO with ISO 9001 – 1994 	2002
In 1988, Chloride started manufacturing industrial batteries in Egypt 	1988	In July 2005, Chloride has been certified by TUV with ISO 16949 – 1994 certification 	2005
In May 1996, Chloride has been certified by ISO with ISO 9002 – 1994 certification 	1996	In March 2011, Chloride factory in 6th Oct. Industrial City has been opened 	2011
In 1998, Electra was founded and launched its business in Egypt as our distributor 	1998	In June 2017, Chloride has been certified by ISO for Environmental Management 	2017

Corporate Culture



We invest in applying sustainability in all our operations and activities. We build and maintain healthy sustainable relationships with our people, suppliers, distributors, and consumers. We implement state-of-the-art environmental sustainability policy in our production, distribution, and recycling processes. When it comes to our people, we believe they are our partners in planning our future, and partners in success. We developed a well-defined framework of vision, mission, and business code of ethics to drive a clear and sustainable workflow.

Products & Solutions

Products

01

Automotive batteries

- 3 Wheeler
- Passenger Car
- Light Vehicle
- Heavy Duty & Busses

02

Industrial batteries

- Traction Lead-Acid Batteries
- Renewable Energy Deep Cycle Batteries
- Locomotive Batteries.
- Valve-Regulated Lead-Acid Batteries (VRLA)
- Nickel-Cadmium Batteries (ALCAD)
- Standby Lead-Acid Batteries

CHLORIDE Corporate solution (CCS)

CCS are of the variety that is meant to support wide spectrum of companies such as Transportation companies, shipping companies and others. These solutions don't only provide the suitable batteries but also, an ongoing aftersales service characterized by its permanent availability and time-saving features. We have a highly skilled team of technicians and customer relationship representatives to partner with our clients' to achieve the maximum mutual benefits.

Individual Solutions

Our main distributor, Electra, has points of sale and service centers covering Egypt. The highly skilled representatives and technicians are trained and directed to offer quality-originated services to our customers.

Bataretak Solution

Bataretak Solution is designed to be just one call away from our customers. Our customers can request Chloride battery through **Bataretak.com** or the hotline **19328**, our call centers agents will provide all the information regarding the suitable battery for the customer's car and the price and they will answer all the questions if there are any. We, then, deliver the battery to the customer on time as we own a fleet dedicated for that, saving by that time and effort for the customer. Our trained technicians install the battery after conducting the necessary inspections. **We work our best to tailor the solution to best suit the customers' needs and requests.**

OUR VALUE CHAIN

1

Acquiring Phase

Where we acquire raw material abiding by the guidance of the international agencies concerned with recycling lead-acid batteries, with a concentration on Increasing Egyptian content of the product to boost the local economy

Production Phase

Utilizing latest technology and quality assurance measures in production.

2

3

Distribution Phase

Distribution of premium products locally and internationally, with a strong after sale service and upgraded warranties.

Quality Assurance

Collection of consumer feedback and suggestions to ensure quality of product.

4

5

Battery disposal phase

Through GO Green initiative to recycle used batteries as a responsibility towards our environment, through which we offer attractive discounts on new batteries when exchanged with used ones.



- 1 Our Maintenance-Free (MF) batteries are durable.
- 2 Our energy solutions are diverse to satisfy your needs.
- 3 Our service centers are spread all over Egypt.
- 4 'Bataretak' service is a unique delivery service of our high-quality products to support our customers, whenever and wherever needed.
- 5 Our return policy and warranty safeguard you.
- 6 We are at your service through our up-to-standard call center.
- 7 Our added value to the economy, employment, and social responsibility are recognized.



Success Partners



Awards & Certificates

Awards

Our business relationship with our partners exceeds the boundaries of mutual benefits. Our outstanding commitment to adding value to every partnership we get into is reflected in our partners' recognition of our added value to their business. They have made sure to record this recognition through awards. Here are some of these documented awards.



Certificates

Chloride Egypt has a strong history that is distinguished by the various certificates and awards we have received. Our remarkable commitment to the related standards in the industry and the environment has been recorded through :

- IATF 16949 : 2016
- ISO 9001 : 2008
- ISO 14001

Which is also registered in EOS.

ISO 14001:2015(EMS) About Rawash Factory



ISO 14001:2015(EMS) 6th of October Factory



IATF 16949



Corporate Social Responsibility (CSR)



Towards the Environment

GO GREEN



Go Green is an inspiring initiative that provides eco-friendly alternatives to dispose used batteries. Chloride Egypt offers motivational discount, when the used battery is handed back to us. The following stage involves submission of used batteries into recycling to utilize the lead acid content of the used battery as input in manufacturing new batteries.

Towards Society

Mubarak-Kohl

Chloride helps in narrowing the gap in the Egyptian labor market, Chloride Egypt participates in Mubarak-Kohl Initiative, one of the most successful initiatives aiming to enhance the technical skills of students in vocational education. We provided students with fulltime work experience, material benefits, in addition to employment opportunities upon graduation for outstanding students.

Towards the Industry

Chloride Academy

Committed to spreading knowledge, Chloride Egypt founded Chloride Training Academy in the 6th of October City, to provide technical training to engineers and technicians. Chloride Academy is equipped with the latest training material, delivered by highly qualified and skilled experts. The training presents detailed information about batteries and their manufacturing process, usage, maintenance, and defect detection methodologies. About 600 engineers and technicians benefited from the training, and reported high level of satisfaction with the training and its material, and with Chloride Academy.



Message from our Managing Director



Engineer Bilal Al Chaabi : Chloride Managing Director

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In chloride, we believe that information is asset. It's our ongoing duty to better know about what exactly our customers need to upgrade our products and figure out the best solutions for them to offer the premium services as per their expectations. We have got our mindset established to be the best energy solution provider in MENA region.

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Contact Us

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    / Chloride Egypt