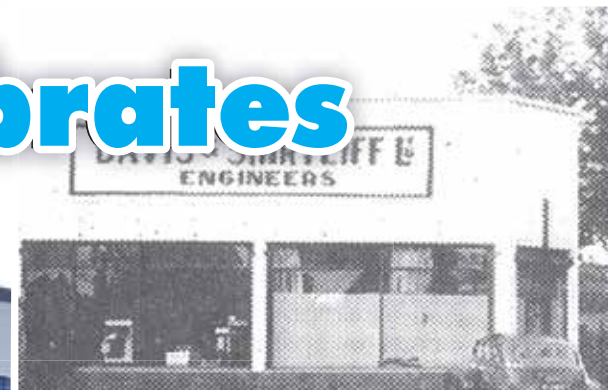


Davis & Shirliff Celebrates 80th Anniversary



The Davis & Shirliff Team Outside the Nairobi Head Office



D&S Original Company Premises in Westlands, Nairobi



The Modern Customer Centre at the Nairobi Head Office

Davis and Shirliff, the region's leading Water and Energy equipment supplier is celebrating its **80th Anniversary**, a major milestone in its corporate journey. This is a most unusual achievement for any organisation, though especially one that has the same family shareholding and essentially the same market focus since its founding. There are few companies anywhere with this claim and **D&S is therefore extremely proud** of the achievement with various events being held in celebration. The company was founded in 1946 by ex-soldiers **Eddie Davis** and **Dick Shirliff** after leaving the army, initially being based at Westlands. It grew rapidly as the country recovered after the war focusing on Boreholes, Water Supplies and the coffee industry and in the mid-1950s the base was moved to new larger premises at the present Dundori Rd location in the Industrial area. An added activity was **Swimming Pools**, both

residential and commercial and Water Treatment was another diversification. In 1970 partner Dick Shirliff retired and after a period the Davis family, then represented by Eddie's son **Alec Davis**, assumed control.

1993 was a significant year for both Kenya and D&S due to economic liberalisation which was the catalyst for the company's rapid growth since. It was also the year that **Pedrollo** pumps from Italy were first introduced, now the Group's largest supplier. These two developments enabled a distribution strategy to be developed as supply constraints were removed and the branch network was then established, initially with Kenya branches being opened in **Westlands, Eldoret** and **Kisumu**. Subsidiaries in **Uganda** and **Tanzania** soon followed as well as establishing a presence at the Coast through the merger with partner Butech that became Davis & Shirliff Mombasa. The pump business grew hugely with Pedrollo and the now well-

established **Solar** and **Power Generation** activities were then added.

Since the Millennium, growth has greatly accelerated, revenue increasing many times. Major initiatives have included a

considerable growth of the branch network, now totaling 64 sites in Kenya alone, introduction of the successful **Dayliff** range of own-brand products and a huge expansion of the product range with Solar being especially successful as

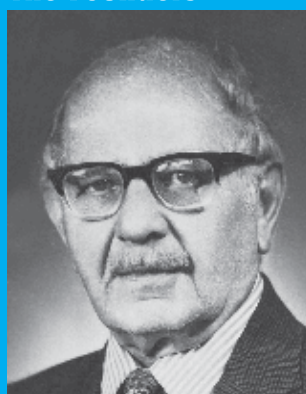
Distribution Centre at Tatu City that provides the resource for increased stockholding and has transformed distribution efficiency throughout the region and this year a new **Engineering Centre** has been opened, again at Tatu that will transform the Group's Technical and Manufacturing capacity. Staffing has also grown correspondingly, the Group now employing over 1000 committed staff operating from over 120 locations.

This has been achieved by commercial focus, manageable ambition, continuous physical and organisational investment and, importantly, living the values established by the founders of **Quality, Integrity** and **'Altiora Peto'**, which translates to embracing continuous change. D&S is now a widely respected company in the region and is proud of the contribution it has made, summarised by its slogan **'Improving Lives'** which is demonstrated both by the important nature of its activities

and also by an active programme of community support that focuses on providing water to underprivileged communities, many thousands of people having benefited.

Of course the 80 year milestone is just a moment in a journey and the Group continues to grow with a number of ongoing initiatives and great plans for the future. Aply led by CEO **George Mbugua** and supported by dedicated and committed executives and staff driving this growth, the company is fortunate that the third generation of Davis's, **Edward** and **Henry**, work in the business so continuity is assured. The Group continues to expand in product and markets with a particular focus on digital business and looks forward to keep serving the region with essential products that certainly Improve Lives and also to demonstrate that an indigenous African company can compete internationally and be a world-class organisation.

The Founders



Eddie Davis



Dick Shirliff

complete redevelopment of the Dundori Rd site with expansion into adjacent plots, the opening of subsidiaries and associate companies in **Rwanda, Zambia, Ethiopia, South Sudan, Zanzibar, Zimbabwe** and **DRC**,

"80 Years of Growth, Innovation and Improving Lives."

the company developed its focus on renewable energy. In 2021 a seminal development was establishment of a 10,000m²

Davis & Shirliff Kenya Executive Team



Alec Davis GROUP CHAIRMAN	George Mbugua GROUP CEO	Edward Davis MANAGING DIRECTOR	Anthony Wangonda INTERNATIONAL BUSINESS DIRECTOR	Eng. Philip Holi TECHNICAL DIRECTOR	Henry Davis SUPPLY DIRECTOR	Margaret Kuchio GENERAL MANAGER BRANCHES	David Bolo GENERAL MANAGER INDUSTRIAL AREA	David Gacheru GENERAL MANAGER TALENT & ADMINISTRATION	Michael Kanyugi GROUP CFO	Benard Karimi GROUP INTERNAL AUDIT MANAGER	Desmond Rao GROUP CIO	David Gatende NON-EXECUTIVE DIRECTOR
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Dayliff - The D&S Brand



Dayliff, the brand of Davis & Shirliff, can trace its origins back to the 1970s when it was first applied to engineered water treatment systems and various swimming pool chemicals and accessories. Subsequently in 2008, the decision was taken to strengthen the company's position by launching a comprehensive range of water pumps and associated items that offered customers

unrivaled choice, availability, value and support from the D&S Group. Now featuring many distinct product groups, well packaged Dayliff products occupy market leading positions across the company's water and energy segments. With a particular focus on Africa, Dayliff offers quality supported solutions at a reasonable price with recent notable innovations including the expanded range of sustainable solar pumping

products, machinery items including mowers and maize mills and chemicals for industrial water treatment.

"Engineered for Africa, trusted across generations."

In addition to this, D&S continues to offer customized engineered solutions under the Dayliff brand including **Reverse Osmosis** and **Ultrafiltration** plants and

advanced smart water boosting and fire sets. Digital development is also a key focus with remote control monitoring service **iDayliff**, the popular D&S **FLO APP** and sizing programs **Solarcalc** and **Pumpcalc** being examples of recent innovations that enrich and add value to the customer experience. Dayliff is now a very well recognized and respected regional brand and it will continue to drive the D&S Group's growth into the future.

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TANTO AUGURI

Tatu Distribution Centre

One of the most significant events in the history of Davis and Shirliff was establishment of the **10,000m² Distribution Centre** at Tatu City driven by the capacity dilemma of all growing companies as the Dundori Rd Head Office warehousing facility became increasingly unfit for purpose. This led to the birth of the Tatu project that since completion in 2021 has lifted D&S to another level providing much improved efficiencies and the capacity for considerable volume growth. The Tatu City site was selected as being ideal for the purpose being in a readily accessible

"A world-class logistics hub built to power the next generation of growth."

undeveloped location outside Nairobi as well as being an excellent living and working environment.

The Tatu Distribution Centre is a major strategic investment by the D&S Group being the central stocking hub providing excellent service levels to its wide regional operations. It makes a big contribution to the D&S Group's purpose of 'Improving Lives' through better access to the essential products and expertise that it supplies and the company is very proud this world class facility that represents the standards and aspirations of the D&S Group.



Tatu Distribution Centre Supporting Regional Operations



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Tatu Engineering Centre



Tatu Engineering Centre Driving Technical Excellence

An exciting recent development for the D&S Group has been the establishment of a dedicated **Engineering Centre** at Tatu City. This specially designed facility includes a large manufacturing area, assembly workshops, an R&D activity, a certified water testing laboratory, meeting and training rooms, and extensive office space. The building is also **eco-friendly** with solar and battery power supply, high purity water treatment and through ventilation to create an exceptionally comfortable working environment. This facility is unique in the region and will concentrate on

"A unique regional hub for sustainable engineering and technology innovation"

developing technology and products in the **Solar, Energy** and **Water sectors** that are engineered for sustainability and value in local conditions. A particular focus will be digital and electronic solutions and as well as D&S's own team of skilled engineers the facility will be selectively available to outside partners including engineers, education institutions and government agencies. This will enable creation of new solutions as well as developing indigenous engineering capacity and also make an important national contribution in these vital technology areas.

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#ImprovingLives

Davis and Shirliff, through its #ImprovingLives initiative, focuses its charitable activities on providing access to safe and potable water to needy communities and institutions, mainly for disadvantaged children. Since its establishment in 2018 nearly **900 projects** have been implemented across the region, all with a focus on water and sanitation, benefitting close to 1.8m lives and demonstrating D&S's key driving philosophy 'Purpose before Profit'. While the company has driven these projects through its technical expertise and resources, there has also

been close collaboration with various partners, including the communities themselves and other

"Transforming communities through safe water, sanitation and shared purpose."

corporate and donor organizations, notably Britam recently, and whose support is much appreciated. These photos are just some of the heartwarming moments of impact that have been experienced through the initiatives of which D&S is justifiably proud.



Borehole Installation at Thika School for the Blind

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