

INNOVATION FOR GENERATIONS

Who We Are

Revolutionize
Construction Excellence
with GeoCrust Afrique
Ltd:

GeoCrust Afrique Ltd is a dynamic, homegrown Kenyan company deeply intertwined with the nation's economic landscape. Positioned as a regional innovator, we excel in the manufacturing and supply of high-performance dry mortars for the construction industry, specializing in Tile adhesives, Tile grout and Gypsum plaster.

Our Distinctive Offerings

Holistic Solutions: We provide comprehensive construction solutions, leveraging a unique range of products designed with the end user in mind. Our approach combines cutting-edge production technology, extensive industry expertise, and a customer-centric philosophy, offering innovative services, including training and site engagement, for optimal project outcomes.

Diverse Applications: Catering to a broad customer base, we address varied application needs in commercial, residential, and industrial settings. Our extensive regional distribution footprint, encompassing both retail-based and distribution models, ensures effective and seamless service.

Commitment to Sustainability: As sustainability champions, we have ingrained social welfare and environmental conservation into our corporate DNA. Our commitment goes beyond profit – we strive to enrich our country, empower communities, and rehabilitate the environment for both existing and future generations.

Quality Assurance Excellence: Boasting a state-of-the-art European standard Quality Assurance laboratory, GeoCrust Afrique is dedicated to ensuring enhanced quality performance. Our skilled team of engineers and chemists rigorously undertakes quality manufacturing and testing, guaranteeing performance uniformity and meeting the critical technical needs of our customers' projects.

Customer-Centric Approach: Prioritizing customer satisfaction, our technical team collaborates directly with clients, providing exceptional service, on-site technical guidance & management, and troubleshooting assistance as required. We take pride in being the go-to reliable construction solution partner, offering world-class customer experiences and high-quality, cost-effective products that meet the evolving needs of the regional construction industry.

Site Mock-Ups: In addition to technical specification and reviews, we provide actual product samples for site mock ups

Our Team

Our vision and mission are driven by a clear efficient functional structure composed of a team with extensive professional expertise within their respective fields and in particular, the construction industry in effectively driving our commitment to our customers.

GeoCust Afrique Ltd, being a homegrown company believes in Kenya and is an embodiment of the potential of its people. Our team of highly skilled professionals push boundaries to deliver the best in driving the quality and service excellence

levels of all that we undertake. This has worked to firmly establish an organization culture that seeks continuous improvement, ensuring that our products and services truly exceed customer expectations.

Our team's commitment, coupled with the loyalty of our esteemed distribution channel partners, namely suppliers, distributors, sub-dealers and retailers, has helped firm up our continuous growth and success in this industry.



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Our Promise



Innovative product formulations

- We consistently leverage our Research and Development (R&D) efforts to deliver enhanced value to our customers and the communities in which we operate.
- Our products are meticulously formulated to address prevalent challenges encountered during tiling and coating projects, accommodating diverse substrate conditions and types. These challenges include tile failure issues such as cracking, breaking, popping, and partial debonding or hollowing, as well as concerns related to high material wastage and overall project costs.
- Our commitment to sustainable manufacturing is evident in our product formulation, emphasizing low carbon footprint characterized by minimal greenhouse gas emissions through out the products' lifecycle. This commitment aligns seamlessly with our broader sustainability initiatives, particularly in collaboration with the local community, further underscoring our dedication to environmental responsibility.



Economical Solutions

- Coverage - A 25Kg bag of POWERGRIP Tile adhesive covers a bigger area (5 - 7M²) when compared to the area covered by a 50Kg cement bag
- Time saving - Highly workable products that ensure fast mixing and application resulting in an increase in the workers productivity consequently overall reduction in project time and man hours cost
- Waste-Free - POWERGRIP tile adhesives utilize the thin-bed technique (3-6mm bed height), achieving optimal bonding strength while significantly reducing material consumption and application time compared to traditional cement, which often requires a thicker layer with sub optimal performance, leading to material wastage.
- Time Saving - Due to enhanced strength development, grouting can be done within 24hours while large quantities of Tile adhesive can be prepared for use due to its extended pot life



Seamless and efficient products supply

- We have instituted an efficient ordering process and a resilient regional distribution network, ensuring timely product delivery that aligns with customers' project deadlines. This underscores our commitment to operational excellence.



Differentiated Customer Experience

We strive to offer an Intentional and personalized customer experience in all our operations, tailored to meet the unique and dynamic needs of our customers in a fast, friendly and accountable manner. Our commitment is demonstrated by providing:

- Innovatively formulated superior performance tailor made products with focus on customer's project technical application needs. This includes striving to improve the aesthetic appeal of all tiling solutions for our clients.
- Before and post purchase technical support, training and provision of educational resources to both empower our customers as well as help achieve optimal project outcomes
- a streamlined and user-friendly ordering process that seamlessly integrates both online platforms and dedicated customer service professionals, ensuring a seamless experience for our valued clientele.
- implementing an efficient supply chain process with an extensive regional footprint, ensuring prompt and timely delivery of our products to our valued customers.



Seasoned Team of Technical experts

- Our team of engineers and chemists possesses a collective wealth of extensive expertise within the construction industry. They diligently craft high-value construction solutions and actively engage with our customers, providing both pre and post-purchase technical guidance. This collaborative approach ensures the success and seamless execution of our customers' projects.
- We offer specialized tutorials, training sessions, and educational resources designed for our construction industry technical partners, specifically focusing on tiling installation and wall coatings. Our objective is to elevate industry personnel capacity, emphasizing heightened workmanship standards. Our commitment is directed towards creating spaces that epitomize elegance for generations to come.



Superior Performance Products

- Durable products – High flexibility and resistance to weathering, water ingress and mould formation
- Enhanced mechanical and adhesion strength – permanent grip and resistant to flaking
- Easy to apply with aesthetic finish
- Guaranteed reliable and consistent product performance that surpass local and international standards as well as current industry norms

Quality

We are committed to delivering solutions of the highest quality, ensuring that they meet or exceed industry standards and our customers' expectations.

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- **Innovation**
- We strive to be at the forefront of the industry by continuously
- developing new and innovative high-quality products and solutions that
- meet the evolving needs of our customers.

Sustainability

We are dedicated to minimizing our environmental impact by developing sustainable grout products and solutions and implementing eco-friendly practices throughout our operations.

Teamwork

We value collaboration and teamwork, fostering a culture of inclusivity and respect that encourages our employees to work together to achieve our goals.

OUR VALUES

Customer Satisfaction

We prioritize our customers' needs and work tirelessly to ensure their satisfaction with our products and solutions, providing exceptional service and support.

Integrity

We conduct our business with honesty, transparency, and ethical principles, building trust with our customers, partners, and employees.

MISSION

To deliver innovative, high-quality products and solutions that exceed our customers' expectations and contribute to the sustainable development of the construction industry.

VISION

To be the world's most trusted and innovative provider of high-quality products and solutions for the construction industry, known for our unwavering commitment to quality, sustainability, and customer satisfaction.



What We Do

Elevating Construction Excellence

At GeoCrust Afrique, we are relentless in our pursuit of delivering exceptional value to our customers, allowing them to “achieve more for less.” Through strategic investments in cutting-edge Operations technologies and Research & Development, we have proudly introduced a portfolio of brands that have swiftly become trusted household names across the region.

Our Commitment in Action

Our product offerings are more than just materials; they embody a steadfast commitment to high-quality performance. Fueled by a dedication to excellence, we provide unparalleled customer service and field technical support. We aim to go beyond conventional standards, creating secure and aesthetically stunning residential and commercial spaces that truly epitomize elegant living for our valued customers.

Exceeding Expectations

With a suite of innovative construction solutions that “exceed existing customer expectations as well as industry norms,” we stand ready to be your trusted partner throughout the finishing process. Our goal is not merely to meet but to surpass expectations, ensuring a seamless journey toward the creation of spaces that resonate with sophistication and enduring quality.

Whether a single unit apartment or mega development project, regardless of the scale and complexity, we know what it takes to transform it into elite premium living spaces

At GeoCrust Afrique, innovation is our cornerstone, and customer satisfaction is our guiding principle. Join us in redefining construction excellence, where every project becomes a testament to our commitment to delivering more value and creating spaces that inspire and endure.

Our Products

TILE ADHESIVE

POWERGRIP Classic GP

Classified as C1 T in accordance with EN 12004 standard (Also complies with KS 1530).

It's a durable and economical one component general purpose polymer modified cementitious tile adhesive for internal and external floor and wall tiling applications in residential and commercial buildings.

AREAS OF APPLICATION:

Specially formulated for fixing:

- Small to medium sized ceramic tiles
- Small to medium clay/terracotta and other natural stones tiles
- Small sized porcelain tiles.

FEATURES & BENEFITS:

- Single component product - ready to use (add only water as guided)
- Superior grip/bonding Strength with no vertical slip-high adhesion with no vertical slip
- Waterproof
- Mold and algae formation resistant
- Economical - Cost efficient, higher productivity and saves time.
- Excellent workability - Fast and easy to mix and apply.



POWERGRIP Ultra BOND

Classified as C2 TE in accordance with EN 12004 standard (Also complies with KS 1530).

It's a superior strength one component polymer modified high cementitious tile adhesive designed for internal and external floor and wall tiling applications where both high performance and water proofing properties are required especially industrial and heavy trafficked residential and commercial buildings e.g. malls, lobbies, hospitals, airports, hotels etc as well as tiling work in wet applications e.g. Showers, bathrooms, kitchens, cold rooms etc.

AREAS OF APPLICATION:

Specially formulated for fixing medium to large sized tiles as below:

- All types of Ceramic, Terracotta/clay, Porcelain, Precast Terrazzo, Granite, Vitrified and semi-vitrified, Glass Mosaic and Marble tiles.
- Engineered and natural Stones.
- Tile-on-Tile application

FEATURES & BENEFITS:

- Durable grip with superior bonding Strength, shock and impact resistant
- Waterproof - Excellent resistance to water ingress.
- Permanent, problem free installation - enhanced durability
- Ideal for all types of tiling applications
- Excellent vertical slip resistance
- High workability - Fast and easy to mix and apply.
- Weathering, Molds and Algae formation resistant



POWERGRIP Premium MAX

Classified as C2 FT in accordance with EN 12004 standard (Also complies with KS 1530).

POWERGRIP Premium MAX is a heavy-duty polymer modified premium grade Tile Adhesive expertly formulated as a water repellent large format tiles adhesive for internal and external floor and wall tiling applications under both submerged/wet and dry conditions.

AREAS OF APPLICATION:

Specially formulated for fixing large sized tiles as below:

- All types of tiles including engineered and natural Stones, low thickness slabs, basalt tiles, pavers etc
- Ideal for roofs, pools and bathrooms
- High trafficked areas e.g. Residential flooring, industrial flooring, commercial flooring, etc

FEATURES & BENEFITS:

- Ultimate adhesion/bonding Strength
- Waterproof - Resists water ingress, aids in waterproofing
- Excellent durability and resistance to ageing.
- Ideal for all types of tiling applications - Bonds with all types of cementitious surfaces
- Excellent vertical slip resistance
- High workability - Fast and easy to mix and apply.
- Weathering, Molds and Algae formation resistant





TILE GROUT

POWERSEAL Standard

Classified as CG2WA in accordance with EN 13888 Standard
(Also complies with KS 2130)

It's a superior quality non-shrinking, anti-bacterial polymer-modified cement-based waterproof non-sanded grout expertly formulated for high performance applications.

AREAS OF APPLICATION:

Suitable for grouting:

- Both Internal and external tiles for walls and floors in joints of up to 6mm
- Wet and submerged areas e.g. bathrooms and swimming pools.
- All types and sizes of tiles, pavers, engineered and natural Stones.
- special areas like kitchens, hospitals, laboratories and cold rooms where stain and fungal resistant grout is critical.

FEATURES & BENEFITS:

- Enhanced performance - High mechanical and bonding strengths.
- Waterproofing joint filler – Resists water ingress
- Durable - Crack and abrasion resistance.
- Antibacterial and anti-algae- resistant to mold, mildew and fungus
- Excellent professional smooth finish
- Non-fading and resistant to ageing.
- Fast and easy to mix and apply - Ready to use factory premix with High workability





OUR PRODUCTS

Gypsum Plaster

GYP-COAT PRIME GYPSUM PLASTER

Classified as B2 in accordance with BS EN 13279.

Gypcoat Prime Plaster is an expertly manufactured one-coat gypsum-based building plaster for interior walls and ceilings of residential and commercial applications guaranteeing a professional and aesthetic extra-smooth finish.

AREAS OF APPLICATION:

GypCoat Prime Plaster designed for interior use in :

- Plastering of Concrete walls, Gypsum ceilings and drywall partitions.
- filling cavities, minor scratches, and cracks
- fixing gypsum pre-fabricates and aluminium corners.

The mortar can be applied on most internal surfaces e.g. Bricks, Blocks & RCC (Concrete), though unsuitable on metal, wooden and plastic substrates.

FEATURES & BENEFITS:

- Has an extended Initial setting time (15 to 20 minutes) providing sufficient work time to eliminate onsite wastage.
- Durable coat with enhanced adhesion properties and high mechanical strength
- Excellent crack-free smooth aesthetic finish (No shrinkage cracks)
- Superior thermal insulation
- Economical - Fast and easy to mix and apply (& sand after hardening) with enhanced productivity and optimized construction time.
- Enhanced Impact and fire resistance
- Does not Require water curing.







Elevate your construction endeavors by choosing precision and excellence. Contact us today to explore how our innovative solutions can enhance the durability and aesthetics of your projects. Let's build success together!



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