



REALITY

BUILDING MATERIALS TRADING LLC



Get the best

**QUALITY,
INNOVATION &
SERVICES**

in your next project with

REALITY

BUILDING MATERIALS TRADING LLC

LEADING THE INDUSTRY IN
HARDWARE AND BUILDING
MATERIALS **SINCE 2010**

REALITY

BUILDING MATERIALS TRADING LLC



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ABOUT COMPANY

Reality Building Materials Trading LLC is a leading provider of hardware construction materials and solutions in the UAE. With a strong foundation built since 2010, we have established ourselves as a trusted partner for delivering exceptional quality, innovation, and service to the construction industry.

Our commitment to understanding and meeting our clients’ needs has positioned us as a go-to choice for comprehensive building solutions. We combine industry expertise with cutting-edge technology to offer products and services that exceed expectations.

OUR MISSION

Reality is dedicated to revolutionizing the construction landscape by providing superior building materials and exceptional services. We strive to enhance project durability and aesthetics through cutting-edge, high-quality products. By embracing sustainable practices and innovative solutions, we aim to elevate industry standards while meeting the evolving demands of our clients.

OUR VISSION

We aspire to be the industry leader in construction materials, renowned for our progressive, environmentally friendly approach and comprehensive client-focused solutions. Through strong partnerships and unwavering integrity, we aim to expand our reach, positively impact communities, and set new benchmarks for quality and sustainability.

STRATEGIC IMPERATIVES

With
100+
People

Fulfilling it



Diversification & Innovation

Reality Building Materials Trading LLC is committed to expanding its product portfolio to anticipate and exceed evolving market demands. We prioritize innovation, ensuring our products consistently raise industry benchmarks and solidify our position as pioneers in the construction materials sector.



Market Leadership

Our unwavering goal is to become the foremost supplier in the construction materials industry. REALITY will achieve this through delivering exceptional products that enhance the quality and longevity of construction projects throughout the region.



Customer-Centric Approach

We place a premium on understanding and catering to the specific needs of our clients. REALITY adopts a tailored approach, customizing solutions to meet the unique demands of various customer segments, ensuring optimal satisfaction and fostering lasting relationships.



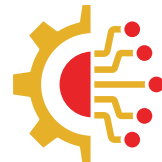
Strong Vendor Relationships

Our success is intrinsically linked to the strength of our vendor relationships. By nurturing these partnerships, we guarantee a steady supply of superior materials, supporting mutual growth and fostering enduring collaborations.



Operational Excellence

REALITY prioritizes operational excellence. We continuously refine our processes and inventory management to align with industry best practices, ensuring efficiency and reliability in all aspects of our operations.



Technological Leadership

REALITY is dedicated to leveraging technology to drive innovation and efficiency. By investing in cutting-edge solutions, we streamline operations, enhance decision-making, and deliver superior value to our clients. This commitment positions us as a technology leader in the construction materials industry.

GREETINGS,

We extend our sincere gratitude for your invaluable contributions to Reality Building Materials Trading LLC. Since 2010, our vision has been to redefine the construction landscape by transforming aspirations into enduring structures.

Reality Building Materials Trading LLC is a trusted partner committed to empowering our clients through knowledge and expertise. Our dedication to nurturing talent aligns with the UAE's aspirations, while our unwavering pursuit of innovation positions us at the forefront of industry advancements.

Building strong relationships is paramount. We believe in fostering trust, transparency, and integrity to create a collaborative ecosystem. Our commitment to a 'One Stop' destination simplifies the procurement process, offering comprehensive solutions and streamlining the construction supply chain.

“

REALITY IS A LEGACY IN THE MAKING. EVERY PROJECT, RELATIONSHIP, AND INNOVATION REFLECTS OUR PASSION FOR EXCELLENCE, SUSTAINABILITY, AND LASTING IMPACT.

WE VALUE YOUR PARTNERSHIP AND ARE CONFIDENT THAT, TOGETHER, WE WILL ACHIEVE REMARKABLE FEATS IN THE CONSTRUCTION INDUSTRY. THANK YOU FOR BEING A VITAL PART OF OUR PROGRESS.

Best Regards,
Founders & CEO, Reality Building Materials Trading LLC.

Shabbir Kufuddin

MILESTONES

“Quality is not an act, it is a habit.”

Reality Building Materials Trading LLC has woven an unwavering commitment to excellence into its very fabric. From our inception, this principle has been our compass, navigating us through the ever-changing tides of the modern world. In every phase of our journey, maintaining the highest standards isn't merely a goal – it's an integral part of our identity, shaping our path in the dynamic and scope of the construction materials industry.

2010

2021

2023

A Year of Growth

The year 2010 marked the beginning of NAHT's story. We established our presence in the vibrant commercial heart of Dubai, Deira, planting the seeds for what would blossom into a respected name in the construction sector.



A Year of Growth

JANUARY

Our commitment to progress led us to Al Quoz Industrial Area 4. Here, we unveiled a state-of-the-art warehouse, seamlessly integrated with a flagship showroom. This strategic move not only streamlined our operations but also brought our premium offerings closer to our valued clients.



DECEMBER

The momentum continued as we expanded our reach to Sharjah. The acquisition of a warehouse and the establishment of a flagship showroom in the Sajaa Industrial Area, operating under the name **Reality Building Materials Trading LLC**, underscored our dedication to serving a broader clientele.



Expanding Horizon

Our journey of growth extended to Fujairah in 2023. We inaugurated a new warehouse and showroom, licensed as **Reality Building Materials Solution LLC**. This expansion solidified our regional presence and reaffirmed our pledge to deliver quality construction materials and solutions across diverse markets.



NETWORK & INFRASTRUCTURE

Today, Reality Building Materials Trading LLC is a leading provider of construction materials, renowned for its commitment to quality, innovation, and customer satisfaction.

Our strategically positioned facilities, unwavering dedication to innovation, and client satisfaction solidify our leadership in this ever-evolving sector.

We are committed to redefining the construction landscape, delivering exceptional value, and exceeding expectations at every turn.



Reality Building Materials Trading LLC | Dubai



Reality Building Materials Trading LLC | Sharjah



Reality Building Materials Solution LLC | Fujairah

Strategic Network

REALITY operates a network of three strategically located outlets across the UAE, ensuring convenient access and efficient service for our customers. These outlets are the sales points; they are centers of expertise, equipped with advanced logistics capabilities and staffed by experienced professionals.

Exceptional Customer Service

We prioritize personalized service and believe in building trust and long-term relationships with our customers through every interaction.

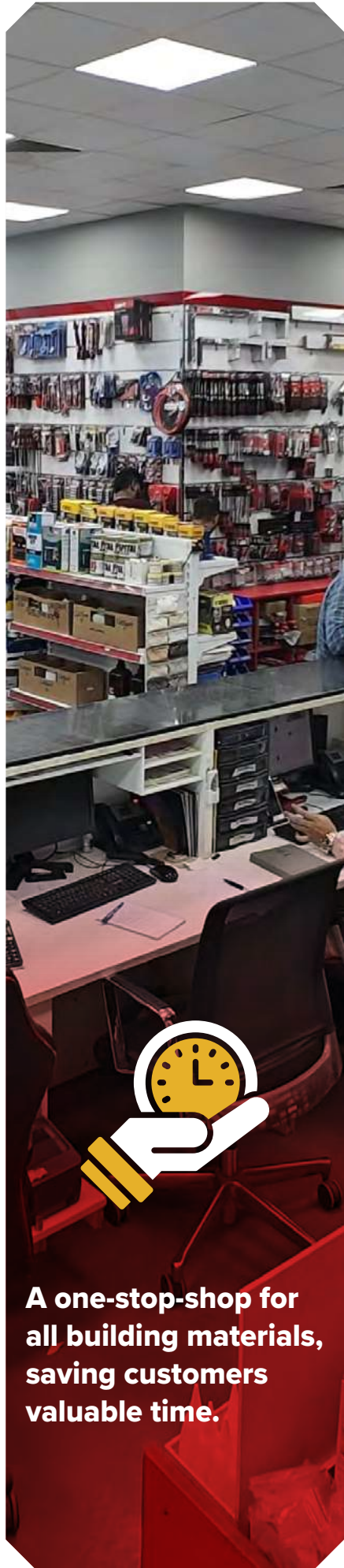
REALITY
BUILDING
MATERIALS



DUBAI
SHARJAH
FUJAIRAH



REALITY
BUILDING
MATERIALS



A one-stop-shop for
all building materials,
saving customers
valuable time.



World-class
standards for an
environmentally
friendly store that
prioritizes safety
conditions.



Goods are smartly
displayed, offering
an organized and
efficient purchasing
experience.

Reality Building Materials Trading LLC offers a wide range of high-quality construction materials, catering to both industrial professionals and DIY enthusiasts. Our carefully curated inventory covers everything from building essentials to finishing touches, ensuring all construction needs are met. We are committed to providing superior products that enable the creation of robust structures and foster enduring partnerships with our clients.

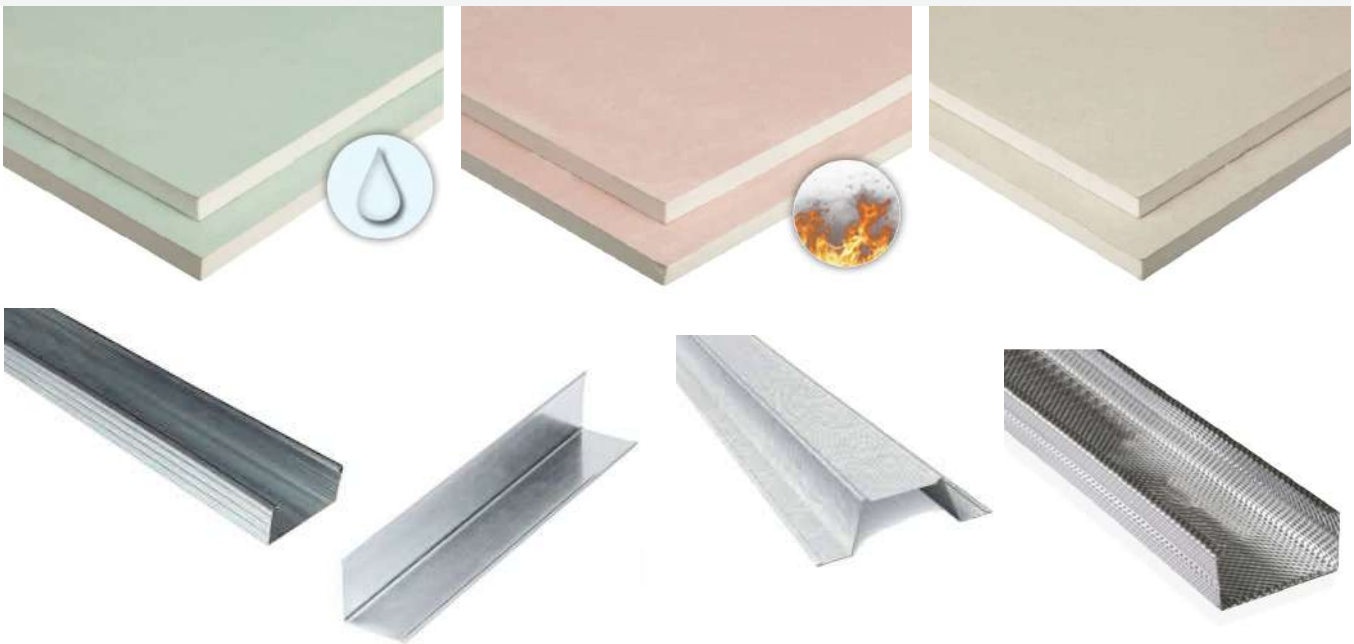
PLYWOODS & TIMBER



PAINTS



GYPSUM BOARDS & PARTITION



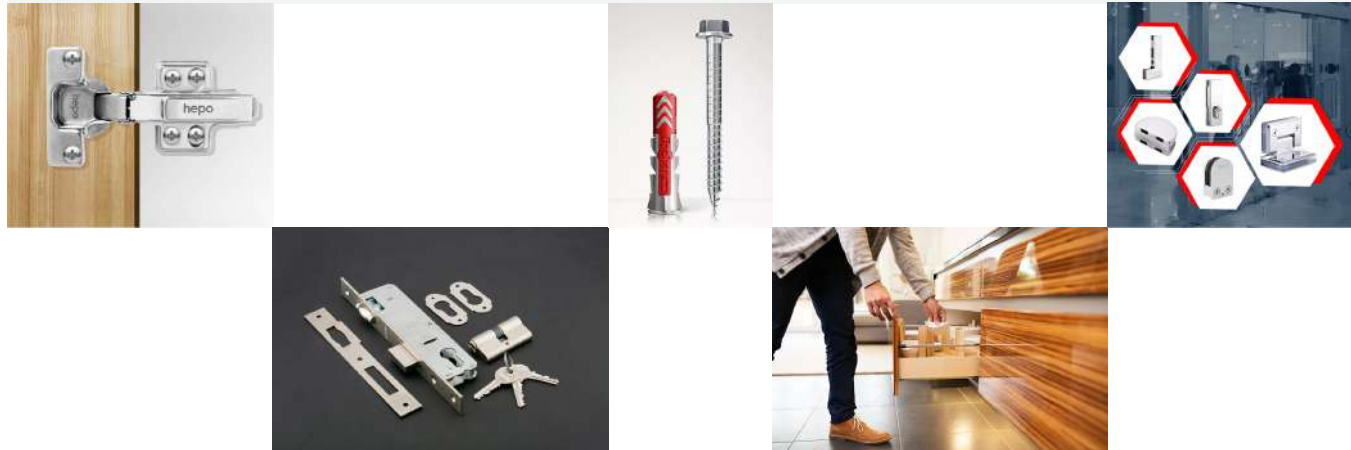
POWER TOOLS



CEMENT BOARDS



FURNITURE HARDWARE



hepo

GEETTES
GERMAN TECHNOLOGY

fischer 

ANANT
Since 1949

AVITA UK
innovative furniture
solutions

DORFIT
Designer Hardware

BUILDING MATERIALS



ECO PRO
MULTI-USE FIBRE
CEMENT BOARDS


SHARJAH CEMENT

Cboard
Fiber Cement Board

gyproc
SAINT-GOBAIN

FRF
مصنع الفجيرة للصوف الصخري
FUJAIRAH ROCKWOOL FACTORY

AFICO

KNAUF

BORAL

ELECTRICAL



Schneider Electric

GM
SWITCH TO A BETTER WORLD

legrand

hager

ABB

MODI

V-MAX
The Most Durable Chinese
Lighting

ADMORE

MK
by Honeywell

KED BROOKE

NOVEX
LED PANEL LIGHT

Giffex

EATON PHILIPS

ESNCO

DECODUCT
CABLE MANAGEMENT SYSTEMS

PLUMBING & SANITARY



Milano
Italian Elegance. Global Presence

SUNDEX

MYDEX

GROHE

PY
Pegler Yorkshire
connect & control

ATLAS
PIPE & FITTING

RAKtherm
Ultimate Piping Solutions

RAK
CERAMICS

Hepworth

TILING, WATERPROOF & CONCRETING



weber
SAINT-GOBAIN

MONNELLI
COLMEF

SAVETO

MAPEI

TERRACO

SHARJAH CEMENT

FOSROC

UltraTech
CEMENT
The Engineer's Choice

WELDING & FABRICATION



VICTOR
AN ESAB® BRAND

ESAB

KISWEL

TELWIN

POWER

Techweld

Cooperweld

SUPERON
SUPERIOR TECHNOLOGY | SUPERIOR PERFORMANCE

WELDON
TOTAL WELDING SOLUTION

HARRIS
A LINCOLN ELECTRIC COMPANY

**EMBARK ON A
CONSTRUCTIVE
PARTNERSHIP
CONTACT US TODAY!**

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