



# COMPANY PROFILE



## ABOUT THE COMPANY

**Ziadeh Group** is a Lebanese success story that started in 1998. Ziadeh Group is a group of companies which specializes in the sales and distribution of Tires, Lubricants, Batteries and solar systems in addition to the recycling of rubber and the reproduction of steel components extracted from the recycled tire. Latter has grown significantly and continued to further professionalize its operations in recent years.

**Ziadeh Group** is the sole distributor of seven tire brands, two lubricant brands, two battery brands in addition to four inverter brands. With its headquarter in Beirut, **Ziadeh Group** now has branches in Nahr El Mot, Karantina, Zahle, Taanayel, South under sister company AdvanceCo and warehouses all over Lebanon.

The year 2009 witnessed the expansion of the company abroad with the opening of its Dubai branch. In 2011, another branch was opened in Irbil. In 2017 Further expansions included the opening of a warehouse in Foz do Iguacu which is responsible for the distribution in the Paraguay, Brazil and Argentina. In 2019, a joint venture was established in the Democratic Republic of Congo for the sales and distribution of all related products. Further expansions are on the horizon targeting mainly main land Africa as well as parts of the Mena region.

When **Ziadeh Group** was established, in 1998, its purpose was to grow and to earn recognition in all its related business. Since then and in alignment with global demand for going green, the Group started investing in eco-friendly power electronics technology with products that are managed from critical data center information (UPS, batteries, solar panel) to a sophisticated network server. Two different brands of commercial and industrial battery where acquired, making the Group one of the leading distributors in the whole of Lebanon. In addition, the Group has acquired four brands of solar industrial and commercial brands to serve the local market.

Old tires are a major source of pollution, so **Ziadeh Group** decided to contribute to reducing the environmental pollution by establishing a retreading and recycling of old tires factory. Retreading is a responsible process that clearly meets the customers' safety criteria, whilst respecting the environment and preserving resources.

Retreading was expanded further by establishing a line of production which included the manufacturing and sales of different rubber products in addition of the sales of recycled steel.

Further more we should mention that **Ziadeh Group** is one of the first retreading companies in the Middle East.

**Ziadeh Group** is now one of the largest tire collectors, tire retreading companies, tire recyclers, used, and new tire dealers!

**Ziadeh Group** also offers the Mobile Tire Service. The well-equipped mobile service vehicles and the experienced staff allow dealing with all the tire needs all over the Lebanese territories.

## MEMBERS OF ZIADEH GROUP



**ZTC Technology** started a humble journey in 2013. Through our relationship with international companies and our technical partners, we became distributors of Solar Systems and specialists in the design and supply of photovoltaic power sources and back-up systems for a wide range of applications. Backed by a skilled team and under experienced leadership, within a decade , we have supplied,

installed, commissioned and serviced many solar power projects of all sizes. ZTC has an innovative range of solar products including PV, inverters, modules, structures, and complete balance-of-system, ensuring the best coverage for projects of all scales.

ZTC now have years of expertise and in-house engineering capabilities to provide clean energy solutions that are feasible, cost-effective and innovative.

ZTC provides a smart and sustainable alternative to constantly rising energy rates by upgrading your home, commercial enterprises, industry and community insulation and installing the most environmentally friendly energy - efficient solutions. Additionally, ZTC proudly serves as the official distributor for Bicodi in Lebanon, further enhancing its commitment to providing high-quality clean energy solutions.



**AdvanceCO** is a dynamic automotive solutions provider under the umbrella of Ziadeh Group, specializing in the distribution of tires, lubricants, and batteries. With a growing presence across Lebanon, including a flagship branch in the

South, AdvanceCO represents top international brands such as Advance Tire, Goodyre, Roadcruza, Kenda, Comforser, OWS, PolarBatt, and more. The company reflects Ziadeh Group's commitment to quality, reliability, and customer-focused service in the automotive sector.

## MEMBERS OF ZIADEH GROUP



industrial and automotive sectors across Lebanon.

**Steel Master** is a steel construction and carrosserie company under Ziadeh Group, providing custom solutions like hangars, solar structures, gas cabinets, hydraulic carriers, and vehicle bodyworks. Known for precision and durability, it serves both



commercial and passenger vehicles in mind, Traaax combines modern tread technology with rigorous quality control. The name “Traaax” carries personal significance—honoring the initials of the founder’s sons—making it not just a brand, but a legacy driven by family and innovation.

**Traaax Tires** is Ziadeh Group’s proudly developed private tire brand, engineered to deliver durability, performance, and value across diverse driving conditions. Designed with both



strategic partnerships across the automotive and industrial sectors. From tires and lubricants to batteries and steel products, these offshore arms extend the group’s reach

**Ziadeh Group Offshore** is the international extension of Ziadeh Group, operating through two entities: **Ziadeh Group Offshore SAL** and **Ziadeh Group LLC (Dubai)**. Together, they manage global sourcing, import/export operations, and



Serving both retail and fleet clients, Le Garage ensures fast, reliable support and high-quality after-sales service for all Ziadeh Group brands.

**Le Garage** is the dedicated automotive service center within Ziadeh Group’s headquarters, offering expert maintenance, tire fitting, battery and oil services, and vehicle diagnostics.



passenger and commercial vehicles, PolarBatt combines advanced technology with quality assurance to meet the demands of the Lebanese and regional markets.

**PolarBatt** is Ziadeh Group’s trusted in-house battery brand, engineered to deliver consistent power, durability, and performance in all weather conditions. Designed for both

## OUR BRANDS

**Ziadeh Group** is an authorized dealer and distributor for the following brands in Lebanon and in the Middle East.



**Marangoni** retreading system (Made in Italy), one of the leading tires retreaders worldwide. Marangoni uses a system without joints and weak structural points that guarantees perfect adhesion and new-tyre-level performance.



As a leading manufacturer for various kinds of tyres, we have exported more than 2,000 sizes and patterns in **TBR tyres**, industrial tyres and so on throughout the world. We are the top ten tyre manufacturers and engineering machinery tyre supply and export bases in China.



**GOODYEAR** is a Chinese truck tire brand represented by **Ziadeh Group**, offering heavy-duty tyres engineered for durability, load capacity, and reliability. Built with modern rubber compounds and reinforced casing technologies, **GOODYEAR** aims to deliver strong traction and long service life across commercial and regional transport fleets. Recognized for its competitive pricing and consistent performance, **GOODYEAR** is a reliable choice for demanding trucking operations.

## OUR BRANDS



For over a decade the Comforser factory has produced durable high-quality tires for the international market. Comforser has been developed to serve the tire market with the highest quality tires tested and approved for harsh conditions.

Road Cruza provides all 4x4 tires & 4WD system. Road Cruza offers a wide range of mud terrain and all terrain tyres at fantastic value whilst also delivery great quality.



The GRIPMAX brand has always taken great pride in providing quality on and off-road products for truck, SUV and 4x4 owners. GRIPMAX TIRE are unique in its design and construction, they are constructed with the best material, utilizing the best technology and process available to us.



Kenda Rubber Industrial Company is a manufacturer of pneumatic tires in Taiwan since 1962 with manufacturing facilities in Taiwan, Mainland China, Vietnam, and Indonesia. They make tires for bicycles, motorcycles, ATVs, trailers, automobiles, and industrial equipment.

## OUR BRANDS



**Rockblade Tires** is a globally certified tire brand known for its commitment to safety, performance, and quality. With certifications like ISO 9001, IATF 16949, ISO 14001, and OHSAS 18001, Rockblade combines advanced manufacturing with a people-driven approach to deliver durable tires for all road conditions.



**GemaOil** is a trusted international brand of automotive and industrial lubricants, known for its high-performance motor oils, greases, brake fluids, and additives. Manufactured in Turkey and backed by ISO-certified quality standards, GemaOil products offer reliable protection and efficiency for both personal and commercial vehicles.



**Gold Lion Oil** is a new German lubricant brand represented by **Ziadeh Group**, offering high-quality automotive and industrial oils. Backed by German engineering and a commitment to performance, Gold Lion aims to deliver reliable lubrication solutions for modern engines.



OUR BRANDS



OWS lubricants are produced in Germany to the highest standards and we ensure that the oils that we sell exceed the requirements of authorities like API and ACEA and also individual manufacturers like BMW, Mercedes Benz, Volkswagen and Porsche.



VIPIEMME is an Italian company leader in the production and sale of batteries for Automotive and Nautical. Vipiemme S.p.A. was founded in 1980, with the aim of becoming a point of reference for the production and sale of lightweight and heavy-duty motor vehicle batteries.



PolarBatt is a private lable, its a Premium Battery is a Lead-Acid battery, manufactured in Europe and Turkey. The advanced production technique guarantees years of reliability in both, extremely high and low temperatures.

ZTC BRANDS


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