



KHEIR

INDUSTRY & TRADE NIG LTD

**COMPANY
PROFILE**



About
Us

Golden Phoenix Group

Golden phoenix was founded in 1955, the company initially established a regional distributor office in northern Lebanon for glassware, tableware, and kitchenware products. With a strong focus on customer service, honesty, and partnership, the business quickly expanded its operations to cover the entire Lebanon and Syria region. Exclusive distribution agreements were secured with renowned international household brands such as Luminarc, Duralex, Pyrex, Masserini, Bormioli Rocco and Pasabahce.

In 1985, the company further expanded its operations into Africa, successfully establishing a presence in multiple countries including Nigeria, Togo, Ghana, Kenya, Congo, Benin Republic, Mozambique, Senegal, Angola, Equatorial Guinea, Burkina Faso, Niger, Mali, Sierra Leone, Gabon, and Zambia. Alongside its distribution activities, the company also ventured into FMCG, real estate, and consumer products.

Since 1993, Kheir Industry & Trade Nig Ltd has been operating in Nigeria as the sole distributor of the Pasabahce brand, along with other household brands. Over the years, the company has built successful partnerships with state and zonal distributors, working together to achieve common goals and values.

Looking towards the future, the company aims to ensure continuous growth in new markets and products, while maximizing value for all stakeholders.

our Brands





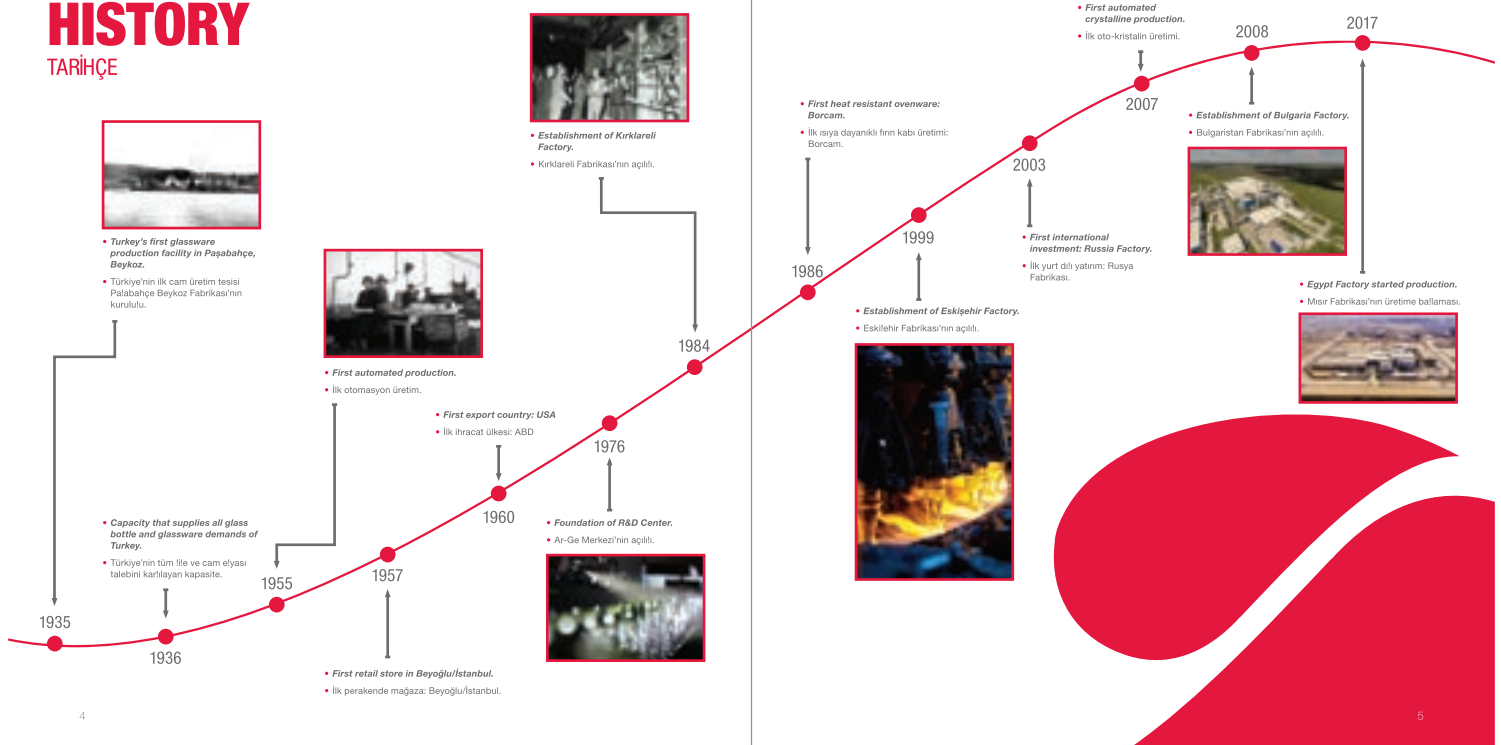
Pasabahçe are the pioneers and connoisseurs of glassware. They have been dedicated to crafting pure and delicate glass into beautiful, timeless and stylish pieces.

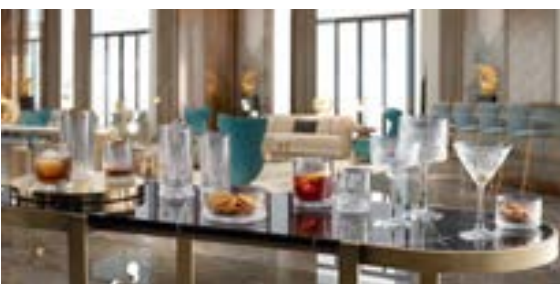
Since 1935, today as one of the top glassware companies, they are proud to make lives beautiful in 145 countries. They are from Istanbul where cultures, continents, the past & the present come together beautifully in balance and harmony. They love balance fusing delicacy with durability, and power with elegance.

Pasabahçe enjoy harmony merging tradition with innovation, and classic with contemporary and they are committed to making lives beautiful around all the tables in the world. Please enjoy unique pieces of Pasabahçe, created with expert craftsmanship and passion. Pasabahçe hope they inspire you to make remarkable memories and live beautiful.

HISTORY

TARİHÇE







Borcam is the ultimate practical helper in the kitchen, assisting you in every step from preparation to cooking and also from presentation to refrigeration. Made from natural and healthy glass, Borcam is the essential cooking solution for every home.

With a variety of sizes and shapes available, the numerous Borcam designs will be your dedicated assistant at the table, in the oven, and in the refrigerator. Innovations like Borcam Grill will continue to make your life easier.





We live in a confusing world; too many choices, too many products, too much 'noise'. NUDE believes things can be different; the remedy is simple.

Simple is Beautiful. Simple is pure. Simple is essential. And the idea of simplicity is the guiding principle of NUDE. NUDE believes Less is More and that Form is best when it meets Function. NUDE refines everything to its essence, decluttering and distilling. This makes the final object simple to both understand and use. The result is perfectly reflected in NUDE crystalline glass.





Saraylı, based in KONYA, is a rapidly expanding brand known worldwide. For over 25 years, it has excelled in production and customer satisfaction. The company's success lies in its global utilization of information and technology, as well as its commitment to cooperation and trust. Saraylı consistently strives for continuous development, maintains a high standard of quality, and prioritizes unconditional customer satisfaction throughout production and after-sales service. Operating in a 32,000 m² facility within the Konya Organized Industrial Zone, Saraylı manufactures ironing boards, laundry frames, and ladders according to international standards.

The brand has been awarded the prestigious EN1004 certificate, along with various national and international certifications, recognizing its product design, ergonomics, and durability over the years. Through extensive marketing and communication efforts, Saraylı and Lady have gained fame and widespread recognition in both national and international markets, with a vast customer database. Additionally, Saraylı contributes significantly to the national economy by exporting its diverse range of products to over 46 different countries.





KHEIR

INDUSTRY & TRADE NIG LTD

📍 39 Warehouse Road Apapa, Lagos

☎ +234 909 998 8555

✉ info@kheir.trade

🌐 www.kheir.trade