

Davis & Shirliff Celebrates 70 Years



Staff in front of D&S Head Quarters in Nairobi, Industrial Area



The original Company premises at Westlands



New Building at the Nairobi Head Office - Industrial Area

Davis & Shirliff, the Region's leading Water and Energy equipment supplier, is celebrating a major milestone, its **70th Anniversary**, an achievement that is most unusual for any organisation, especially one that has the same family shareholding and essentially the same market focus since its founding.

The company was established in 1946 by former army officer **EC (Eddie) Davis** and **FR (Dick) Shirliff** and was originally based at Westlands where the Nyota petrol station now stands. It developed rapidly by focusing on boreholes, water supplies and the coffee industry, notable early projects including the water supply infrastructure for Karen, Gigiri, Kitisuru, Kibagare, Rosslyn and later Runda Estates.

D&S grew with the country and in the mid-1950's moved to larger new premises at the present location in the Industrial Area. At this time swimming pools construction began as an activity with many of the early pools still in use to this day. The company also began installing water treatment plants at the many new lodges and hotels that were then being established. In 1970 partner Dick Shirliff retired and in 1976 the current and

outgoing CEO **Alec Davis**, who was to drive the direction of the company over the next 40 years, joined as a young engineer. He took over from his father Eddie on his passing in 1982.

The 70's and 80's saw slow but steady growth as the country grappled with various economic and political problems, though there was a particular focus on building the pump business with brands **Grundfos** and **Davey** being introduced and laying the foundation for the company's principle activity today- the distribution of water pumps. 1993 was a significant year for both Kenya and D&S as economic liberalisation occurred and this was the catalyst for the company's rapid growth since. It was also the year that **Pedrollo** products were introduced, Pedrollo, with Grundfos now being the Group's largest suppliers. It also enabled the establishment of a branch network, between 1995 and 2000 the first Kenyan branches being opened in Westlands, Eldoret and Kisumu and during the same period subsidiaries in Uganda, Tanzania and Rwanda were established. Solar and power generation activities were also introduced then.

Since the Millennium growth has greatly accelerated, revenue increasing many times to KShs7Bn today. Major initiatives

and expansion of the product range, notably with introduction of the now best-selling **Dayliff** pump brand and partnerships with several new international suppliers.

embracing continuous change. Certainly in many ways Davis & Shirliff is an exceptional organisation, though its biggest difference is the quality of its staff, which now number over 600, with training and career development being a priority. Their capability, motivation and commitment has been the underlying reason for its success and the Company is proud of the fact that on the basis of their D&S experience many former staff have progressed to make significant contributions in the wider industry.

Alec Davis is now retiring from executive responsibilities from the end of May to assume the role of Chairman and the executive team under new CEO **David Gatende** and COO **Dr MAS Waweru** will drive future growth. The company is also fortunate that the third generation Edward and Henry, have joined the business, so continuity is assured. There is no doubt that in so many ways Davis & Shirliff has achieved its vision of demonstrating world-class levels of excellence and is a fine example of what an indigenous organisation can achieve with hard work, sound ethics and professionalism.

The Founders



Eddie Davis

Dick Shirliff

have been taken including a complete re-development of the Industrial Area site, a new 1500m² office building being

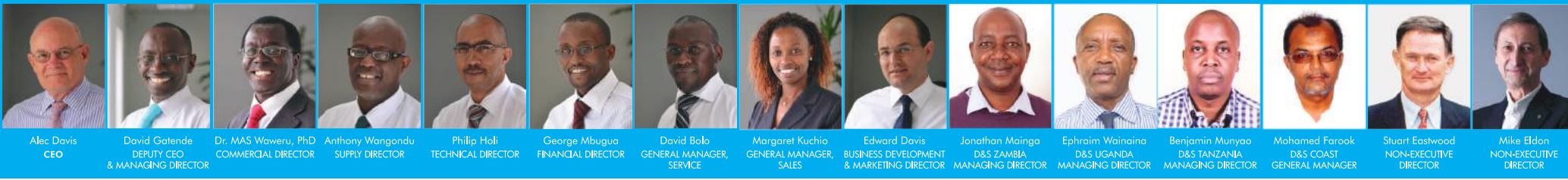
product is water the benefit is considerable and the company therefore proudly claims that it has been improving people's lives for 70 years.

D&S is a thoroughly modern and innovative company that has its focus firmly on the future

It is often said that success is transitory and sometimes unsustainable, though D&S has managed to maintain unbroken growth for an exceptional period of time. This has been achieved by commercial focus, manageable ambition, consistency of ownership and, importantly, **living its values of Quality, Integrity and 'Altiora Peto'**, which translates to

inaugurated during the Anniversary celebrations, considerable expansion of the branch network to the present 50 offices

Management Team: Davis & Shirliff is a fully Kenyan owned and managed organization. The management team and non-executive board members are as follows:



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this selection tools, technical data and spares catalogues as well as internet shopping are all available from the company's substantial online presence at davisandshirtiliff.com and dayliff.com.

As well as pumps Davis & Shirliff supplies a wide range of other water related products, the best known being **swimming pool equipment** for which it is regional market leaders.

The company's pool business focus is on

providing a comprehensive range of quality equipment, principally to pool builders and the pool trade sourced from both leading international suppliers including

a good range of products is essential to any corporate success

Certikin and **Midas** plus a range of locally manufactured items. The strategy has been most successful and Davis &



Showroom at D&S HO Industrial Area, Nairobi

Shirliff pool products, marketed under the Dayliff brand, are used in most pools built in the region.

Water treatment is another major activity and the company provides a wide range of products to treat the majority of prevailing water conditions. Value is assured by combining local manufacture of some products like RO and UF treatment plants, filters and chemical dosers with high-tech components from well-known international suppliers **Dow**, **Pentair** and **So Safe** and the company has now developed what is unquestionably the most comprehensive range of quality water treatment products available in the region.

Davis & Shirliff are also a well-established market leader in the vibrant **solar industry**, providing a comprehensive range of solar products including PV modules, lighting, solar water heaters, grid connect systems and inverter back-up systems with solar pumping being a particular focus. World class suppliers include **Lorentz**, **Grundfos**, **e-Zinc**, **Yingli**, **Solarworld** and **Opti**.

The newest business segment for the group is **power generation** in which D&S is now also a major market player. A recent initiative in this area was D&S' appointment as regional distributors for **Kohler**, the US based manufacturer and world leader in diesel and petrol engines. This supplements the already wide array of generators ranging from

1KVa to 1000KVa, many powered by world famous brands **Perkins**, and **Cummins** and more recently, **Dayliff Yanan**.

Davis & Shirliff is committed to continuous product innovation and is determined to maintain the frequency of new product introductions in all existing

business areas, as well as new ones over the next few years. As Davis & Shirliff CEO Alec Davis says 'a good range of products is essential to any corporate success', the product range having expanded enormously over the past ten years with the number of items offered having more than doubled.

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Leadership through Technology



Dayliff remote monitoring solar powered borehole pump installed at Mwala

Despite its long history and market maturity Davis & Shirliff today is a technology focused company with a strategy of winning **Leadership through Technology**. This recognises its deep technical capacity with no regional organisation employing more qualified engineers, the opportunities available with modern digital technology and the fact that many of its products are essentially commodities and customer value can be created through technological innovation.

D&S has deep technical capacity with no regional organisation employing more qualified engineers

In its water pumping activities the focus is on offering increasingly intelligent control in order to maximise performance and efficiency. Variable speed capability is now offered on a wide range of pumps and pump sets both domestic and industrial to allow for on demand pumping that delivers constant pressure with the lowest possible energy consumption.

In the field of borehole equipment, a revolutionary development is the **iDayliff remote monitoring system** that allows for the operator to control

and view the pump's performance of a borehole from a phone app. The app, developed by D&S engineers, does not only apply to pumps and can be adapted to encompass power generation, water treatment and solar systems depending on a customer's specific needs.

Advances in swimming pool technology include solar powered and variable speed pool pumps to reduce energy consumption as well as more efficient ways of heating pools which for residents of Nairobi and upcountry areas has been a perennial problem. Heat pumps, using a reverse refrigeration cycle, can have the same effect on temperature as large electric heaters whilst consuming only a quarter of the power.

Solar, perhaps the most dynamic of today's technologies, continues to evolve rapidly and D&S now offers fully integrated solar lighting options as well as on grid power generation systems to harness the sun's irradiation and reduce power bills. In addition to this, smart inverters are now available that have the capacity to intelligently and optimally blend power sources to deliver the cheapest power whilst maintaining full equipment functionality.

Smart water treatment solutions now extend to both potable and waste water with Reverse Osmosis, Ultra filtration, Ion exchange, chemical dosage and bio reaction processes all offered as customized packages

to suit the particular water conditions. D&S also manufactures and assembles all its plants and systems at its Nairobi facility and this affords quicker lead times, better service ability and more competitive pricing than is available anywhere else in the market.

As well as unparalleled functionality and convenience for the user, innovative monitoring systems like iDayliff allow D&S engineers to minimise equipment failure more effectively through preventative maintenance and rapid response. Customers choosing a D&S service contract with iDayliff will have their equipment monitored 24hrs/day so that should a failure occur, a maintenance team can be despatched even before the fault becomes evident to the user. Similarly, should the system detect any anomaly, maintenance can be scheduled to avoid any catastrophic failure in the future.



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Contributing to the Community



Borehole installation at Handicapped Community Fellowship Ministry

For any company or individual who achieves a degree of success and prosperity, there comes an equal measure of responsibility and a duty to give back to the society to which they belong. For Davis & Shirliff this is an important priority and for many years it has had a CSR programme of assisting needy institutions with donated water and energy solutions, it being estimated that over one million people have benefited. This is organised by a volunteer staff committee who put in considerable time identifying and executing projects and for

this year there is a special programme to commemorate the 70th anniversary that includes wider contributions of cash and equipment from suppliers, the objective

For Davis & Shirliff CSR is an important priority

being to carry out at least 15 projects around the region. These are being selected in response to advertising conducted in the print and social media, the first completed one being the installation of a solar powered borehole pump at Namanga. It is surprising how

much can be achieved with relatively small investments, the provision of accessible and safe water supply making such a huge impact on people's lives. By working together with its various partners, Davis & Shirliff has already made a considerable contribution and is determined to increase its community activities in the future.



Borehole installation at Nkaimurunya School

A Regional Multi-National



A view of the newly opened Mombasa head office.

In this internet driven age of universal information product differentiation has become increasingly difficult to achieve, which has been a great benefit to the consumer in terms of much reduced pricing. The key market differentiators

D&S's unmatched advantage is its extensive regional branch network

have become **service and product delivery** and Davis & Shirliff's unmatched advantage is its extensive regional branch network that brings the product close to the customer. The network has been built over twenty years

and the 50th branch is about to be opened in Jinja. 28 are in Kenya and as far flung as Lodwar and Lamu while the other 22 are based in the Uganda, Tanzania, Rwanda, Zambia, Ethiopia and S Sudan with a couple more countries currently under consideration.

In order to better co-ordinate resources, the company has invested heavily in its IT infrastructure with a real time centralised ERP system being used regionally and with all system development being done



Westlands Branch - Nairobi

in-house in order to support the Supply division, an essential resource for any distribution company that needs to manage the complexity of over 8000 product lines with multiple outlets. Efficient product availability throughout the network is ensured by a large centralised stockholding at the Nairobi HQ, which is distributed using couriers and the company's own truck fleet. Supply efficiency is a particular priority of the D&S Group and it is proud of having one of the most effective supply chains in the industry.



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