

شركة آلات الصيانة
Service Equipment Co. 

**Quality &
Service Experts ..**



Introduction



Chairmans Word

I am am pleased to welcome you to Service Equipment, showcasing our history, key projects and offerings.

Founded in 1980, SEC was established to address the growing demand for Garage Equipment during the economic boom and the significant growth in the automotive sector.

From the very beginning, our business strategy has focused on achieving and maintaining customer satisfaction. As a result, we have upheld our leadership and entrepreneurial position in the market for over 40 years.

Today, we continue to surpass customer expectations by offering a wide range of high-quality products from renowned international brands in USA, Europe, and China.

I trust that our profile will meet your needs, and we look forward to building a meaningful partnership with you.

Ahmed O. Balubaid

Chairman

Business History

In 1980, Service Equipment Company was established to meet the growing market need led by the development renaissance period in the Automotive Industry in the Kingdom.

The idea of establishing SEC came two years after Balubaid Group acquired GM. As an agent of General Motors, The group had to establish a high-tech, modern Maintenance Center which was far ahead others in the industry back then.

After witnessing the success of the Group's Service Center and the modern technology used, SEC, as a business leader in the market, took this huge opportunity to grow and take the lead.

Two years later, SEC prospered and grew even more as Fuel Dispensers were offered in addition to the other Garage Equipment and Service Tools.

Our Vision:

To be the top provider of after-sales service, delivering dependable support and expert training to fulfill customer needs, while offering equipment that aligns with market demands.

Our Mission:

To offer more than just high-quality products; we are committed to providing exceptional after-sales services, including maintenance, warranty coverage, and training, to ensure our clients receive thorough support at every stage.

Our Values:

- **Professionalism:** We maintain the highest standards of performance and quality.
- **Quality:** We provide products and services that exceed expectations.
- **Commitment:** We stand by our promises and guarantee timely delivery of services.

WHY SEC ?

Product excellence

We are representatives of leading American, European, and Chinese brands, all recognized as industry frontrunners.

After sales services

We don't just offer products; we also provide after sales services such as maintenance, warranty coverage, and training for our clients.

Field Experience

With over 40 years of experience, we have developed a profound understanding of both customer and market needs within the industry.

Product Integration

We provide our clients with all the essentials needed to set up their own maintenance service center and workshop, handling every detail from A to Z.

Fast and flexible decisions

We highly prioritize our swift response to customers, recognizing it as a key element of our company's commitment.

Our Brands



SmartSafe



Our Products



Wheel Alignment Balancer Tire and Brake service Equipment.



Gas Station and Petroleum Equipment.



Lift and piston Equipment.



Lubrication Equipment.



Air compressors and airline Equipment.



Paint Booth ,Collision and Body Repair Equipment.



Car washing Equipment.



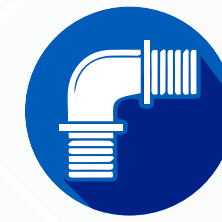
Diagnostic and Engine Tune-up Equipment.



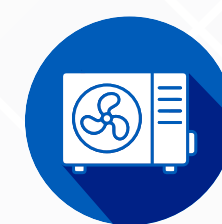
Diesel Engine Service Equipment.



Mechanical Hand tools and miscellaneous.



Pipe Threading Drainage and Electrical Equipment.



Electric and air conditioning Equipment.

Our Services



Supply Support

We offer a comprehensive selection of garage equipment, fuel equipment, and solutions, all managed by a highly experienced team in the industry.



Installation Services

Our highly trained staff are ready to install, test, and operate any of our products, as well as provide training to help our clients achieve optimal system efficiency and effectiveness.



Training Services

Our specialized after-sales training programs are designed to empower your team with the skills and knowledge needed to deliver exceptional customer service.

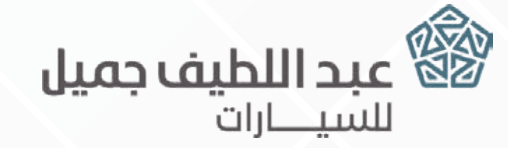


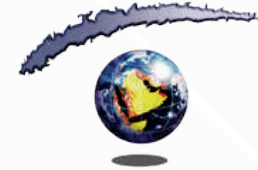
Maintenance Services

Our experienced team is prepared to handle both emergency & scheduled situations. If an emergency arises, please don't hesitate to reach us.

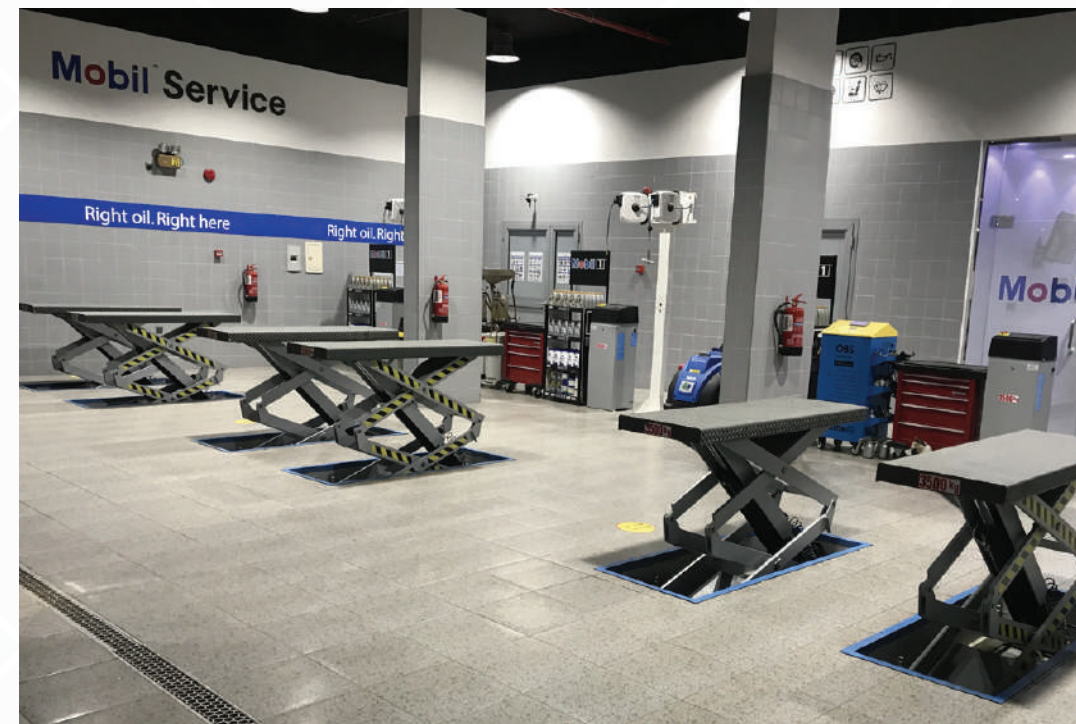
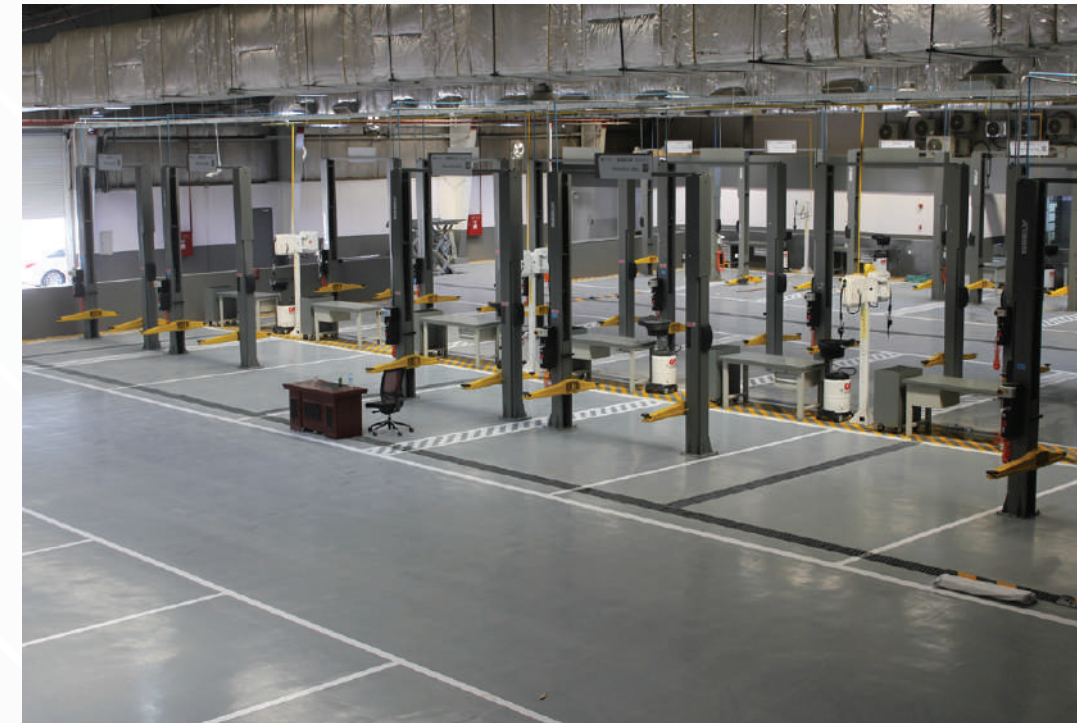
Our Clients







Gallery





Our Branches

| An Naseem, King Abdullah Road
23236.Head Office, Jeddah, KSA

| Al Salihiyah, Al Kharj Road 12874.
Riyadh, KSA

| Al Amal, Al Qarinah Road 12644.
Riyadh, KSA

| Al Muhammadiyah, Omer bin
Abdulaziz Road. Dammam, KSA

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