

The ALPS MERCHANDISING CORP.

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COMPANY PROFILE

The Alps Merchandising Corporation started in 1960 as a small trading company in Central Business District of Chinatown, Manila. Its main product line comprised of brass, copper and stainless steel raw materials like tubing, pipes, bushing, wires, bars and shafting imported from Japan, Taiwan and Korea. In the 1970's, the company expanded its product scope by venturing into machine and tools sales. The company began importing machineries like lathes, milling, drilling, generators and tools such as saws, tool bits, and drill bits from Germany, Taiwan and China. Alps also successfully acquired exclusive distributorship of Neil tools and Sandvik products and competitive pricing to its customers, Alps quickly developed an outstanding reputation in the industry. By the early 1970's, Alps become the leading importer and distributor of brass and bronze materials in Metro Manila.

To better serve the demands of the metal industry during the 1980's to the 1990's, Alps further expanded its product line to include copper and aluminum materials, measuring devices and materials handling equipment. Today, Alps' two warehouses, spanning approx 500 sq. meter each, house one of the most comprehensive inventory of raw materials, complete with all kinds of sizes and shapes. Also provide cutting, re-sharpening, EDM-Wire Cutting and grinding services to tailor our products to your precise specification. For over 30 years, Alps has continued to serve as a major supplier of raw materials and heavy equipments to different industries like construction, shipping, electrical, machine shops, and hardware stores.

To complement our product, our staff of dedicated professionals has been employed ready to help you with your specific needs and requirements. Our machines and heavy equipments are also backed by the best training, service and warranty in the country.

Following along its mission to bring better quality products at an economical price to its customers, Alps is pleased to announce that it has successfully negotiated a joint venture with a China Export Agency. In 1997, a new company will be formed which will serve a vast range of conditioning industry. This new merger promises a far more efficient and cost-effective way to bringing China products to the local market. Alps strongly believes that this new joint venture will undoubtedly result in a most mutually satisfying business friendship between you and our company.