

## 80<sup>th</sup> Anniversary Commemorative Issue



D&S executives led by Group Chairman **Alec Davis** and Group CEO **George Mbugua** are pictured at D&S Head Office, Nairobi.

### FROM THE CHAIRMAN



I write this message on the eve of D&S's **80<sup>th</sup> Anniversary**, a major achievement for any organization and one that I am particularly proud of having essentially been involved for the entire period, first as a child witnessing my father's efforts to establish the company and for the past 50 years initially as an engineer then as CEO and now as the Executive Chairman. It has been quite a journey and I was reminded of its context when browsing a Kenya Annual from 1952 which was widely supported by the major corporates at the time with not one surviving today! Indeed, world-wide very few companies reach 80, especially in the same industry and with the same family ownership. The reasons for our longevity are many, some circumstantial, particularly the importance of the industry and though there have been ups and downs the generally enabling political environment has also been a major factor. There have also been many things that have been done right including continuity and consistency of the strategic direction that is made possible by the stable ownership, almost obsessive commitment to our values of **Integrity, Quality** and **'Altiora Peto'** or the focus on continuous change, excellent supplier support and I would particularly mention **Pedrollo**, our largest current supplier and many loyal and committed customers of whom I would make mention of three in particular **Allied Plumbers, Pioneer Plumbers** and **Capital Plumbers** who have been with us through several generations since

the beginning. We are not the only long established company in Kenya!

The key factor though has been the incredibly **loyal, dedicated, committed** and **capable staff**, especially the executive team that have many years of service between them. The company has been exceptionally fortunate at all levels starting with the founding partners **Eddie Davis** and **Dick Shirliff** who were supported by a long serving staff group, the **25 year Service** record now having **117 names**. I particularly pay tribute to the current senior Executive Team led by CEO **George Mbugua** and also former long serving CEO **David Gatende**, who remains as a non-executive director and made a considerable contribution to the organization during his 36 year tenure. I'm also very pleased that my sons **Edward** and **Henry** both now have senior responsibilities within the organization providing continuation of the family tradition.

I conclude by emphasizing the core principles that drive us of **'Purpose before Profit'** and **'Improving Lives'**. We are all proud of the contribution that D&S has made and continues to make with a huge number of people encountering or benefiting from a D&S product every day. We have unquestionably led and defined a vital industry throughout the many countries we operate in and look forward to making an even bigger contribution in the future.

### PARTNER FOCUS



**Pedrollo** is one of Davis and Shirliff's oldest suppliers, the relationship going back over **30 years**. It is now one of the EA region's most popular pumping brands offering a wide range of high-quality products for domestic and industrial water supply, wastewater and boreholes. Based in San Bonifacio near Verona in **northern Italy**, the company is the largest member of the Euro520M Pedrollo Group. It has a huge factory complex covering over 130,000m<sup>2</sup> and is proud that all manufacturing is carried out in its own facilities so pumps are truly **'Made in Italy'**.

Family-owned Pedrollo was founded in 1974 by the present Chairman **Silvano Pedrollo** who remains active with a special focus on new product development. He is supported by company CEO son **Guilio** and Executive Director daughter **Alessandra** and the business now employs over 1,300 people.

Kenya is an important market with the famous **PKm60 water pump** being the standard regional domestic pump and also its **SR borehole pumps** and **Top wastewater pumps** are very popular. Available throughout the wide Davis and Shirliff regional network, Pedrollo is a trusted partner in the provision of water supply in the region and looks forward to growing its contribution as demand increases.



**NEW MARIAKANI BRANCH OPENS**

**D**avis & Shirliff continues to strengthen its footprint with the opening of a new branch in **Mariakani**, strategically located opposite Mosha Filling Station. The addition brings the network to **66 branches** in Kenya and **113 across the group** reinforcing the company's sustained growth and commitment to wider accessibility.

Led by Branch Manager **David Katana** and under the leadership of General Manager Branches, **Margaret Kuchio**, the Mariakani branch is positioned to significantly enhance service delivery across the Coast region. By bringing water and energy solutions closer to customers, the branch will offer faster response times, improved technical support, and a more seamless customer experience for both domestic and commercial clients.

This expansion reflects D&S's ongoing focus on accessibility, operational excellence and delivering reliable solutions that meet the evolving needs of the markets it serves.



**ENGINEERING EXCEPTIONAL AQUATIC EXPERIENCES**



**R**einforcing its decades-long leadership in the swimming pool industry, D&S has successfully completed a comprehensive pool filtration and circulation installation for a premier recreational water attraction at the Coast. Designed as a vibrant destination for family recreation, social gatherings and corporate events, the facility required a high-performance solution capable of maintaining exceptional water quality across a demanding, high-traffic environment. Leveraging its extensive experience in the pool business since the company's inception, D&S delivered the project through the design, supply, installation and testing of a reliable and efficient swimming pool system. The solution incorporated **Dayliff filtration equipment** paired with **pumps** to provide optimal water circulation, clarity and hygiene, ensuring a safe and enjoyable experience for all visitors. The successful project further highlights D&S's capability in delivering world-class swimming pool solutions tailored to modern recreational and hospitality facilities across the region.

**DAYLIFF COMPACT BOTTLE RINSING SOLUTION**

**D**&S has introduced the **DAYLIFF Bottle Rinser** complete with 3 filling stations and integrated UV sterilization, delivering a compact yet highly efficient solution designed for small commercial water vendors seeking to enhance productivity, consistency, and hygiene standards. The system achieves a flow rate of up to 2m<sup>3</sup>/hr and is equipped with two Dayliff pump one dedicated to timed rinsing operations and the other to precise, controlled water filling. Water quality is further strengthened through a dual-stage 10" and 20" filtration arrangement that effectively removes sediments and impurities. This is complemented by UV3 sterilization, which provides an additional safeguard by eliminating harmful microorganisms prior to bottling. This fully integrated system combines reliability, operational efficiency, and advanced water treatment technologies in a single compact unit, enabling vendors to streamline their bottling process and consistently deliver safe, hygienic drinking water to customers.



# #IMPROVINGLIVES

D&S Improving Lives initiative has continued to make a meaningful impact across communities within the Group's areas of operation, delivering projects that directly improve access to essential services and enhance quality of life. The programme is driven through strong partnerships with like-minded organisations, enabling wider reach and more sustainable outcomes across diverse community needs. Through this collaborative approach, Improving Lives continues to create lasting value and positive change in the communities it serves.



**1.8 MILLION**  
LIVES IMPACTED SINCE 2018



## WHAT WE DO



### WATER ACCESS PROJECTS

Providing clean and safe water to communities in need



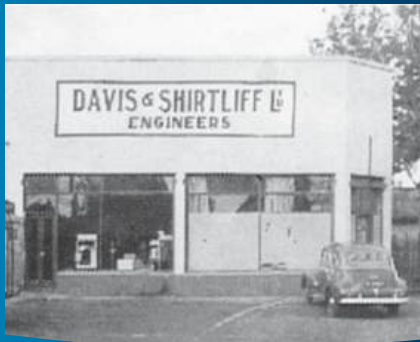
### ENERGY SOLUTIONS

Harnessing renewable energy for a brighter sustainable future





Founder  
**Eddie Davis**



Westlands Premises, **1947**



Head Office, Dundori Road, **1975**



Head Office, Dundori Road

**1946**

Original Fleet of Vehicles



**1973**

Long Serving Staff



**1978**

Baraza with Eddie Davis



**1992**

Management team with Grundfos Visitors



**1996**

50<sup>th</sup> Anniversary



**2006**

60<sup>th</sup> Anniversary



# DAVIS & SHIRLIFF

## 80 YEARS OF GROWTH, INNOVATION & IMPACT

As Davis & Shirliff marks **80 years** of operations, the Group reflects on an extraordinary journey that has shaped it into the region's leading supplier of water and energy solutions. Reaching such a milestone is a rare achievement for any organisation, particularly one that has maintained consistent family ownership and a clear market focus throughout its history. Over eight decades, D&S has grown from a small engineering business into a trusted regional enterprise whose products, services and people continue to positively impact millions across Africa. The anniversary is therefore not only a celebration of longevity, but also of innovation, resilience and an enduring commitment to improving lives.

Founded in 1946 by former servicemen **Eddie Davis** and **Dick Shirliff**, the company initially operated from modest premises in **Westlands** near the Nyota petrol station. In the post-war years, Kenya's rapid development created growing demand for water infrastructure, boreholes and agricultural support systems, areas in which D&S quickly established a strong reputation. Among its earliest landmark projects was the installation of water supply infrastructure for Karen Estates, alongside numerous other residential developments that were transforming Nairobi at the time.

As the country expanded, so too did D&S. During the 1950s the business relocated to its current **Dundori Road headquarters** in Nairobi's Industrial Area, providing the foundation for future growth. The company diversified into swimming pools, water treatment and engineered pumping systems, many of which served major industrial and public sector projects including the Kengen Tana River stations. Following the retirement of Dick Shirliff in 1970 and later his successor **Devji Shingadia**, leadership transitioned to the Davis family under **Alec Davis**, ushering in a new phase of steady growth despite the economic and political challenges experienced across the region during the 1970s and 1980s. During this period, D&S strengthened its position in the pump sector, particularly through its long-standing partnership with Danish manufacturer **Grundfos**.

The liberalisation of Kenya's economy in the early 1990s marked a turning point for the company. The introduction of **Pedrollo** pumps from Italy, now one of the



Head Office Customer Centre, **2026**



Tatu Engineering Centre, **2026**



Zambia Distribution Centre, **2025**



Dundori Rd, 1995



Head Office, Dundori Rd, 2010



Founder  
Dick Shirtliff



Group's key suppliers, together with improved access to international products and markets, enabled D&S to rapidly expand its distribution footprint. Branches were established across Kenya while subsidiaries soon followed in **Uganda** and **Tanzania**, later extending into **Rwanda**, **Zambia**, **Ethiopia**, **South Sudan**, **Zimbabwe**, **Somalia** and the **DRC**. Through strategic partnerships and continuous investment, the company also strengthened its presence along the **Coast region** and accelerated the growth of its **solar** and **power generation** divisions, sectors that remain central to the business today.

Over the past two decades, the Group has experienced unprecedented expansion, with revenues growing many times over and operations now spanning more than 100 locations across the region. The successful **Dayliff range** of own-brand products has become a market leader in numerous categories, while the company's increasing focus on renewable energy has positioned D&S at the forefront of sustainable water and energy solutions in Africa. Major infrastructure investments have included the establishment of the state of the art **Tatu Distribution Centre**, dramatically enhancing stockholding capacity and regional logistics efficiency. More recently, the Group has further strengthened its operational capabilities through the development of the **Tatu Engineering Centre** and a modern **Customer Experience Centre** featuring advanced product displays, technical support facilities and a contemporary café space designed to provide customers and partners with a more engaging and collaborative environment.

Today, Davis & Shirtliff employs over **1,000 dedicated staff** and continues to build on the values established by its founders **Quality, Integrity** and the philosophy of **Altiora Peto**, meaning **"I seek higher things."** These principles have guided the organisation through decades of change while ensuring continued relevance in an evolving market. Beyond commercial success, the company remains deeply committed to its **"Improving Lives"** mission through extensive community initiatives focused on access to clean water and sustainable development for underserved communities across the region.

Now under the leadership of CEO **George Mbugua**, the Group continues to pursue ambitious growth plans while investing heavily in **technology, engineering capability** and **customer service excellence**. The Davis family remains actively involved in the business, with **Edward** and **Henry Davis** having played important roles in the company's development and long-term strategic direction over recent years, reinforcing continuity into the third generation of leadership. As D&S celebrates 80 years, the milestone stands not as a culmination, but as another step in an ongoing journey to deliver innovative solutions, expand regional impact and demonstrate that an indigenous African company can successfully compete on a world-class stage.

2009

Founders Day



2013

D&S Zambia



2013

Beta Office  
Opened by  
Grundfos  
President Neils  
Due Jensen



2015

Dayliff Building  
Completed



2016

D&S Mombasa  
Renovated



2016

Chairman Alec  
Davis Retires



Tatu Distribution Centre, 2020



Founders Day, 2019



Uganda Head Office Relocates, 2018

# ADVERTISING THROUGH THE YEARS

D&S has long been recognised for its creative and memorable advertising, which has played an important role in building the Group's strong brand and continued success. Over the years, its campaigns have combined innovation, storytelling and customer relevance to communicate themes of progress, reliability and improving lives. Many of these advertisements have become instantly recognisable within the industry, helping position D&S as one of the region's most trusted and respected brands. Some of the more memorable campaigns and advertising copy are highlighted below.

**Water We help you to use it.**

We've been in the water business for 40 years. Forty years experience in putting men to rest - not just because to work. Years in which we have developed the most complete range of water related equipment available.

**DAVIS & SHIRTLIFF LTD**  
105 ST. MARK'S ROAD, KENYA | THE REPUBLIC OF RWANDA | TANZANIA

**Davis & Shirliff's water treatment plant.**

**Crystal clear water**

**DAVIS & SHIRTLIFF LTD**

**BRINGING WATER TO LIFE**

**DAVIS & SHIRTLIFF**

**ONCE OUR CUSTOMERS BUY A PUMP FROM US, THEY USUALLY NEVER SPEAK TO US AGAIN.**

**DAVIS & SHIRTLIFF**

**DAVIS & SHIRTLIFF**

**PUMPS - PUMPS - PUMPS**

**DAVIS & SHIRTLIFF**

**Nobody Knows More About PUMPS**

**DAVIS & SHIRTLIFF**

**know HOW**

**know H<sub>2</sub>Ow**

**DAVIS & SHIRTLIFF**

Water Pumps, Borehole Service, Swimming Pools, Water Treatment, Solar Products

**DAVIS & SHIRTLIFF LTD**  
KENYA | UGANDA | TANZANIA | ZAMBIA | RWANDA | ETHIOPIA

**know H<sub>2</sub>Ow**

**DAVIS & SHIRTLIFF**

KENYA | UGANDA | TANZANIA | ZAMBIA | RWANDA

**WATER IS JUST A PUMP AWAY!**

**DAVIS & SHIRTLIFF**

KENYA | UGANDA | TANZANIA | ZAMBIA

**DAVIS & SHIRTLIFF**

**Water & Energy**

**know H<sub>2</sub>Ow**

Water Pumps • Borehole Serv • Swimming Pools • Generator • Water Treatment • Solar Solutions • Irrigation

**DAVIS & SHIRTLIFF**

**PUMP CENTRES**

**DAVIS & SHIRTLIFF**

**COUNTRYWIDE PUMP CENTRES**

**DAVIS & SHIRTLIFF**

**COUNTRYWIDE PUMP CENTRES**

**TOILET SORRY**

**DAVIS & SHIRTLIFF**

They should have bought a pump from D&S Davis & Shirliff know H<sub>2</sub>Ow through experience.

**Think Pumps... think DAYLIFF**

**DAVIS & SHIRTLIFF**

Great Pumps, Great Value!

**THE Professionals**

**DAVIS & SHIRTLIFF**

Water Pumps • Water Treatment • Solar Equipment • Borehole Services • Swimming Pools • Generators

**Place your pump in any sludge!**

**DAVIS & SHIRTLIFF**

The simplest and cheapest way to transport sludge and other viscous liquids is to pump them. Flygt's submersible sludge pumps can do the job for you. They can be placed in position and started within a matter of minutes. No permanent fittings are required. You just lower the pump into the liquid using available lifting gear. Quick installation makes Flygt's sludge pumps especially suitable for emergency use. They run on their own and work effectively week after week without attention — and without clogging. If you want to know more about Flygt's submersible sludge pump please contact us.

**more HOLES**

**DAVIS & SHIRTLIFF**

**know HOW**

**DAVIS & SHIRTLIFF**

**Water We help you to use it.**

**DAVIS & SHIRTLIFF LTD**

**DAVIS & SHIRTLIFF**

**know H<sub>2</sub>Ow**

**THE LEADER in Water & Energy Solutions**

Improving People's Lives throughout Eight Countries in the East and Central Africa regions.

**PUMPS PUMPS PUMPS PUMPS**

**DAVIS & SHIRTLIFF**

Barohole, Booster, Pressure, Drainage, Fountain, Sewage, Circulator, Irrigation

Grundfos, Flygt, Davey, Ajax, Linz

**NOBODY KNOWS MORE ABOUT PUMPS**

**WHO'S WHO?**

**DAVIS & SHIRTLIFF**

**DAYLIFF**

**PUMPS**

Dependable Quality

**NOBODY Knows More about Pumps!**

**PUMPS FOR AFRICA**

**DAVIS & SHIRTLIFF**

KENYA | UGANDA | TANZANIA | ZAMBIA

**Nimechagua**

**DAYLIFF**

Great Pumps, Great Value!

**THE WIDEST PUMP RANGE AVAILABLE FOR EVERY APPLICATION IMAGINABLE!**

### DELIVERING SUSTAINABLE WATER AT THIKA SCHOOL



As part of its **80<sup>th</sup> anniversary initiatives**, D&S, in partnership with the **Kenya Defence Forces (KDF) Combat Engineers**, delivered a transformative solution at **Thika School for the Blind** installing a 7.5kW solar-powered water pumping system producing 10m<sup>3</sup>/hr, ensuring reliable and sustainable water access. Aligned with the **World Water Day** theme, "Where water flows, equality grows," the project goes beyond infrastructure enhancing well-being, enabling inclusion and creating a better learning environment for students. The commissioning was led by Managing Director **Edward Davis** and the D&S team, alongside the KDF team led by Colonel **T. K. Gor**, marking a meaningful milestone in the company's 80-year journey of impact.

### TRANSFORMING LIVES THROUGH CLEAN WATER IN SALGAA



With approximately 75% of residents in Salgaa, Nakuru County lacking access to clean and safe water according to National Government statistics, the need for sustainable water infrastructure in the area remains critical. Driven by a shared commitment to dignity, health, and community development, **Davis & Shirliff, Britam Foundation, World Vision Kenya** and the **County Government of Nakuru** collaborated to deliver a 15kW solar-powered borehole pumping system at **Mimwaita Primary School**. The installation supplies up to 12m<sup>3</sup>/hr of clean water, providing a dependable and environmentally sustainable water source for the school and the surrounding community. The project has transformed access to water for over 450 pupils, improving sanitation and hygiene standards while helping reduce the prevalence of water-related illnesses. Beyond addressing an immediate community need, the initiative also contributes to long-term environmental stewardship, marked by the planting of 50 fruit trees during the commissioning event.



### iDAYLIFF FREEMUIM FOR EVERY CUSTOMER



**D&S Engineering** has launched **Dayliff Freemium subscriptions**, the world class **IoT remote monitoring solution**, now with a tier designed for every customer: **Free Tier** perfect for product trial and evaluation with no subscription cost. **Standard Tier** for residential and light commercial customers seeking the full iDayliff experience. **Premium Tier** for commercial and industrial operations where monitoring is mission critical. Pictured are D&S Engineers Clive Kamaliki and Kelvin Kaburia together with IGAD's Eng. John Aseyo, interacting with the system at a client site.



### SOLARIZED REVERSE OSMOSIS PLANT



**D&S Engineering** has completed a 1.5m<sup>3</sup>/hr **Solarized Reverse Osmosis Plant** for a large commercial water vendor. Featuring **Dayliff Sunverter technology** and **low-energy membranes**, the system delivers reliable, energy-efficient water purification while reducing operating costs through integrated solar power.



## Did You Know?

For eight decades, Davis & Shirliff has been delivering integrated water and energy solutions across the region, supplying products and systems that support homes, farms, industries and communities every day.

## RO SOLUTION FOR POULTRY FARM, COAST REGION



**D&S Malindi**, under Branch Manager **Japheth Karisa**, supplied and assembled a 5m<sup>3</sup>/hr Reverse Osmosis (RO) plant for a poultry farm in the Coastal region. The system features Dayliff centrifugal pumps delivering the required high-pressure performance for efficient RO operation. This installation further reinforces D&S capability in delivering dependable water solutions for the agricultural sector. Pictured are the D&S's technicians **Sylvester Omondi** and **Samuel Okumu** with the assembled plant.

## ELEVATED POOL ENGINEERING IN WESTLANDS



**D&S HO** has successfully delivered a 70m<sup>3</sup> penthouse swimming pool project in Westlands, supplying, installing and commissioning a complete system that combined engineering precision with premium design. The installation included **Dayliff circulator pumps, sand filters, pool pumps** and a **heat pump system**, ensuring efficient circulation, filtration and temperature control. Pictured is the completed penthouse pool installation.

## COMPACT RO SOLUTION FOR SCHOOL IN VOI



**D&S Voi**, under Branch Manager **Michael Wajwanga**, supplied and installed a 0.5m<sup>3</sup>/hr Reverse Osmosis (RO) plant for a school in Voi, providing a reliable source of clean and safe drinking water. The system ensures consistent production of high-quality treated water, supporting the school's daily water needs. Demonstrating D&S capability in delivering tailored water solutions for institutional needs. Pictured is the D&S technician **Daniel Ochieng** with the installed plant.

## D&S ZAMBIA DELIVERS ADVANCED MINING WATER SYSTEM



**D&S Zambia** has successfully supplied and commissioned a high-capacity 60m<sup>3</sup>/hr Water Pre-Treatment and Softening Plant for a new mining operation in Central Province. Engineered to meet the site's specific operational demands, the customised solution delivers reliable water quality and enhanced efficiency critical for mining operations. Pictured is the D&S team, led by **Chitalu Kapembwa**, during commissioning of the plant.

## RELIABLE MARINE POWER FOR LAKES, DAMS & OCEANS



**D&S HO Sales Retail**, under **Nancy Macharia**, supplied five Dayliff 15HP long-shaft outboard engines to boat operators at Lake Victoria and Masinga Dam, strengthening fishing and transport activities with efficient and dependable marine power solutions. The initiative highlights D&S support for livelihoods within Kenya's blue economy through reliable Dayliff equipment built for demanding aquatic environments. Pictured is the product being tested at D&S Service Centre.

## D&S HOSTS CONSULTANTS SEMINAR AT TATU



**D&S HO** held a seminar for **consultants** at the new **Engineering Centre** in **Tatu City**, bringing together industry stakeholders for insightful discussions on emerging trends and innovations in water, energy, pumping, and engineering solutions. The seminar provided a valuable platform for technical knowledge exchange, professional engagement, and strengthening collaboration with consulting partners. Pictured is the team led by GM **HO David Bolo**.

## D&S ZAMBIA HYBRID SOLAR SOLUTION, LUSAKA



**D&S Zambia's** Solar Department has successfully delivered and installed a 100kW solar power system integrated with a 250kVA generator, providing a robust hybrid energy solution designed for reliability and efficiency to a financial institution in Lusaka. The system ensures uninterrupted and stable power supply, significantly strengthening the institution's energy resilience and operational continuity. Pictured at the site is D&S's **Margaret Chisanga** at the site.

## SMART IRRIGATION DEMONSTRATION AT NASUROI FARM



**D&S Isiolo** under Branch Manager **Churchill Obiero**, organised an onsite demonstration and training session with **Organix** at **Nasuroi Farm** in Isiolo, supported by **Catholic Relief Services (CRS)**. The activity demonstrated practical irrigation solutions alongside Organix crop optimisers, reinforcing D&S's leadership in **irrigation** and commitment to enhancing agricultural efficiency and productivity. Pictured is the team at the site during the engagement.