

## **Sedar History and Description**

In 1892, a young businessman named Soubhi Selo opened a hardware store. He did not have a brand, but he had big ideas. He had a vision and he was dedicated. He offered high quality products and inspired his customers with his dedication and business values.

Over the years, his business flourished and his sons joined him.

They took the business to neighbouring regions and expanded into paints and other home improvement products.

Soubhi's grandchildren joined the business at a very young age, they learned the values and the dedication. In 1975 they introduced window fashion products under the brand name Sedar.

Since then we have been perfecting our craft of window and wall decor, enhancing our wealth of knowledge and experience through the tapestries of time.

It is with this finesse that we now ingrain the Sedar touch in over 2 million homes, business and government interiors.