

AZ ECO

FROM THE GROUND UP. FOR THE PLANET.

This Is What Green Really Means.

We help U.S. construction innovators enter one of the most active construction markets in the Middle East - with local expertise, technical credibility, and direct access to decision makers

Green building is our mission.
Construction innovation is our scope.



AZ Marketing Group

37 years of construction excellence in Israel

SCOUT
Find it

EVALUATE
Verify it

REPRESENT
Deliver it

Backed by 37 years of industry leadership · AZ Marketing Group, Israel

WHO WE ARE

Rooted in Craft. Driven by a Mission.



THE AZ MARKETING GROUP LEGACY

For 37 years, the AZ Marketing Group has been one of Israel's most trusted names in construction chemicals, developing, manufacturing, and distributing advanced materials for residential, infrastructure, and industrial projects across the country.

From waterproofing systems on national airports to concrete admixtures in 10,000 housing units a year, the group operates at real scale: 135 employees, 3 R&D laboratories, 4 logistics warehouses, and production plants in Kiryat Gat.

As members of the Israeli Green Building Council and business partners of Kerakoll, they initiated the 2030 Environmental Project, a long-term commitment to sustainable operation.



AZ Marketing Group headquarters

Shahar Ohev Zion

Founder, AZ Eco

Having pioneered traditional timber frame construction in Israel, establishing the country's first timber frame school, with hands-on construction expertise and deep material knowledge, the founder brings a rare combination of field expertise and business acumen to AZ Eco's mission.

*This is not a company born in a boardroom.
It is a mission born in the field.*



Shahar Ohev Zion

Wilderness exploration

37+

Years of Operation

3

Group Companies

ISO

**9001
14001
45001**

WHAT WE DO

Scout. Evaluate. Represent.

AZ ECO is a construction innovation scouting and market-entry company, connecting U.S. technologies, materials and manufacturers with Israel's fast-growing construction and infrastructure market.

SCOUT

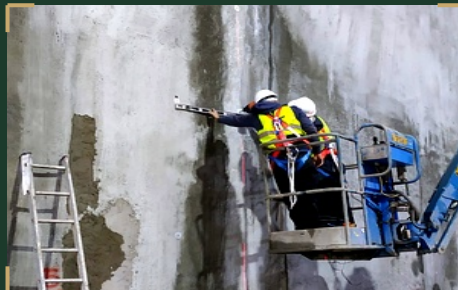
We actively identify emerging and established construction technologies, materials, systems, and innovations across the U.S. market. From major manufacturers to early-stage startups. Our scope covers the full spectrum of construction innovation, with a strong focus on green building as our guiding mission.

EVALUATE

Not everything that calls itself innovative delivers real value. We apply rigorous evaluation criteria, performance, market fit, scalability, and long-term potential, before recommending any product or technology. Green building is our compass. Quality and impact are our standard.

REPRESENT

Once validated, we represent your technology directly to the AZ Marketing Group and its extensive network, providing market entry, distribution leverage, and local expertise. Israel and the Middle East represent a high-growth construction market actively looking for what the U.S. is building. We know how to get you there.



Israel light rail, AZ Marketing Group project Technical inspection, AZ Marketing Group Product demonstration, Remmers waterproofing

"This Is What Green Really Means."

Your Innovation Deserves a Market That's Ready.



THE MARKET OPPORTUNITY

Israel and the broader Middle East represent a high-growth, high-demand construction market with a strong push toward green building standards. The AZ Marketing Group's 37-year network provides immediate access to contractors, developers, municipalities, and national infrastructure projects without years of market-entry investment.

ACCESS

Direct Market Access

Direct access to the Israeli market and its professional entities: contractors, developers, and decision-makers.

CREDIBILITY

Backed by Decades

Backed by the AZ Marketing Group: decades of experience, laboratories, standards, delivered projects, and existing infrastructure.

EVALUATION

Real Compatibility Testing

Not just "finding technologies," but testing real compatibility: performance, regulation, market fit, scalability, and commercial potential.

REPRESENTATION

More Than Distribution

Not just distributors. Representing and translating the product to the local market, and promoting the right business connections.



Israel light rail tunnel, AZ Marketing Group project

Who We Partner With.

We are actively seeking U.S.-based innovators, manufacturers, and founders whose work is meaningfully advancing construction and infrastructure. Green building is our mission, though we are open to any innovation that moves the industry forward.

Green Material Innovators

- Sustainable building materials
- Bio-based or carbon-negative
- Advanced waterproofing & coatings
- Insulation and thermal performance

Construction Technology Pioneers

- Smart building systems & IoT
- AI-driven project management
- Prefab & modular construction
- Robotics and automation

Infrastructure Innovators

- Structural systems & engineering
- Safety & compliance technology
- Heavy infrastructure solutions
- Any innovation that builds better

Raw Material Suppliers

- Powder-based raw materials
- Chemical compounds & admixtures
- Mineral & composite materials
- Industrial supply for manufacturing

WHAT WE VALUE IN A PARTNER

- Genuine innovation that moves the construction industry forward
- Real-world applications with proven or promising performance
- Openness to international market expansion
- A long-term vision: green building is where we're all headed



LET'S TALK

Ready to reach a new market?



We'd love to learn about what you're building. If you believe, like us, that construction can and should do better, for people and for the planet, let's explore what a partnership could look like.

THE MARKET OPPORTUNITY

\$70B+

CONSTRUCTION MARKET SIZE

12.9%

REAL GROWTH, 2025

GOV'T

BACKED INVESTMENT

NATIONAL

GREEN STANDARDS

Send an Email

Reach out directly and tell us about what you've built.

shahar@azmarketing.co.il
[530-925-2215](tel:530-925-2215)

Visit Our Website

Learn more about AZ Eco and the AZ Marketing Group.

az-eco.com
www.azmarketing.co.il

Meet in Person

Attending a trade show or event in the U.S.? We'd love to meet you there.

az-eco.com

Northern California, USA · [530-925-2215](tel:530-925-2215) · shahar@azmarketing.co.il



AZ Marketing Group – brand new powder factory

From the Ground Up. For the Planet.