



# GULF EXTRUSIONS

MAGAZINE

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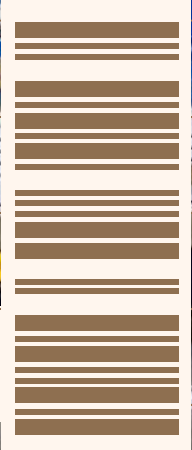


**ADVANCED  
TECHNOLOGY FOR  
PRECISION AND  
QUALITY**

**GLOBAL REACH  
AND EXPLORING  
OPPORTUNITIES**

**GULFEX  
STAR  
PROGRAM**

**INTERVIEW WITH  
COMMERCIAL  
DIRECTOR**



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# EDITORIAL

Dear Readers,

Despite the summer heat, the month of July proved to be yet another busy period for all of us at Gulfex, as we continued to push the boundaries of excellence in the aluminium extrusion industry.

In this issue, we are pleased to share with you an interview with our Commercial Director, who sheds light on how aluminium has opened up new dimensions in the modern world.

We also take a closer look at our latest project in Lahore, Pakistan, a residential building featuring the NEXT system, which is a testament to our global reach.

Furthermore, as part of our ongoing efforts to explore new opportunities, management discusses the major aluminium extrusion alliance between Gulf Extrusions and Norsk Hydro during an executive visit to Technal.

At Gulf Extrusions, we believe that investing in the latest technology is essential to maintaining our position as a leader in the aluminium extrusion industry. Our investment in the Coordinate Measuring Machine 3D Mk4 CMM is an illustration of our dedication, allowing us to achieve unparalleled levels of precision and quality in our processes and deliver exceptional products and services to our customers.

We also believe in fostering a culture of excellence and recognition, as evidenced by the launch of our Gulfex Star Program.

As part of our ongoing commitment to employee engagement and appreciation, we recently organized a special lunch event for our labour camp employees.

Earlier this year, Gulf Extrusions made a strategic investment in the latest technology by implementing a digital self-service kiosk with SAP functionalities. To ensure that our employees are well-equipped to utilize this new system, we conducted comprehensive training sessions, and we are proud that our employees have successfully completed their training in the use of the digital self-service kiosk.

We also held a Supervisors Safety Meeting to encourage safe behavior in the workplace, addressing important topics such as hazard identification and reporting, lessons learned from mobile equipment accidents, and summer safety.

Finally, we are proud to announce that Gulf Extrusions has taken steps towards building a better tomorrow for our planet and future generations by reducing single-use plastic water bottles.

We trust that you will find this issue of Gulf Extrusions Magazine as a source of motivation and inspiration for the coming month. Enjoy reading!



For suggestions and contributions,  
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# INTERVIEW



**Feras Al Kayyali**  
Gulf Extrusions Commercial Director

## “Aluminum has opened up new dimensions in the modern world”

Countless objects that simplify as well as increase the quality of our daily life are partly made of aluminum, e.g., cars, aircrafts, modern doors and windows, interior designs, electric power lines and furniture.

In an exclusive interview with our magazine, Feras Al Kayyali, Gulf Extrusions Commercial Director, outlines the new trends of Aluminium extrusion and its applications in construction sector, automotive industry and modern transportation.

Read full interview here, get behind the scenes, meet Gulf Extrusions Commercial Director as he talks about the latest aluminium trendsetting as well as the sectors in which aluminium is used in today's life.

**How do you see the aluminium extrusion industry evolving in the UAE and the wider region in the coming years?**

I believe that the aluminium extrusion industry in the UAE and MENA region is poised for steady growth in the coming years. With the increasing demand for high

quality aluminium products across a range of industries, including construction, automotive, and aerospace, the market for aluminium extrusions is expected to expand significantly.

**What impact do you see this having on our company?**

This growth presents a wealth of opportunities for our company to expand our operations and increase our market share.

**Can you tell us about Gulfex experience in exporting aluminium extrusions to neighboring countries?**

At Gulf Extrusions, we have a longstanding history of exporting high-quality aluminium extrusions to a range of countries in the Middle East and North Africa region. Today, we export our products to countries such as Saudi Arabia, Oman, Kuwait, Bahrain, Qatar, Iraq, Lebanon, Egypt and Pakistan among others.

**How has this market evolved over time?**

To meet this growing demand, we have invested heavily in our manufacturing facilities and processes, ensuring that we have the capacity and capability to meet the needs of our customers. We have also focused on building strong relationships with our customers, providing them with reliable, responsive service and support.

**How do you identify and pursue new business opportunities for Gulf Extrusions?**

To identify new business opportunities, we employ a range of strategies, including market research, customer outreach, and collaboration with industry partners and stakeholders. We keep a close eye on industry trends and emerging technologies, and we work closely with our customers to understand their evolving needs and requirements.





### What strategies have been successful for you in this regard?

One of our most successful strategies for pursuing new business opportunities has been our focus on innovation and technology. We invest heavily in research and development to stay at the forefront of industry trends and emerging technologies, and we leverage these investments to develop innovative new products and services that meet the evolving needs of our customers.

### Will you work with customers during all phases of their project?

Whether it is a small prototype or a large commercial production order, we are always working with our customers during all phases of their project.

This includes working closely with them during the early development phases to provide guidance and support on the design and engineering of their products, as well as throughout the production process to ensure that their products are manufactured to the highest standards of quality and performance.

We believe that by working closely with our customers throughout all phases of their projects, we can help to ensure their success and build lasting relationships that benefit both parties.



### How do you stay up-to-date with market trends and competitors in the industry?

To stay up-to-date with market trends and competitors in the industry, we use a range of tools and techniques, including:

- a-Market Research and Analysis
- b-Industry Events and Conferences
- c-Customer Feedback
- d-Competitor Analysis

### And where do you anticipate the market going?

We are constantly monitoring the market and analyzing trends to determine where the industry is headed.

Based on our analysis and observations, we anticipate the following key trends and developments in the aluminium extrusion market:

- A-Increased Demand for Sustainable Products
- B-Growing Demand from Emerging Markets
- C-Advancements in Technology and Manufacturing Processes
- D-Greater Focus on Customization and Tailored Solutions



Well, the aluminium extrusion market will continue to evolve and grow in the coming years, driven by factors such as sustainability, emerging markets, technology advancements, customization, and competition.

I firmly believe that our company's commitment to quality, innovation, and customer satisfaction will continue to propel us towards greater heights of success and excellence in the years to come.

**GULF EXTRUSIONS' LATEST PROJECT IN LAHORE, PAKISTAN**



**A RESIDENTIAL BUILDING FEATURING THE NEXT SYSTEM WITH LOW E DOUBLE GLAZED GLASS**

We are excited to announce that Gulf Extrusions has successfully completed its latest project in Lahore, Pakistan, in collaboration with Defense Aluminium as the fabricator.

The project, which is a residential building located in the bustling city of Lahore, was designed by renowned architect Mr. Rizwan, and our valued client was Mr. Humayun Aziz.

The project featured our latest innovation, the NEXT system with low E double glazed glass.

This cutting-edge technology combines energy efficiency with exceptional aesthetics, providing sustainable and visually pleasing solutions for residential and commercial buildings.



**EXPLORING OPPORTUNITIES**

**GULF EXTRUSIONS AND NORSK HYDRO DISCUSS MAJOR ALUMINUM EXTRUSION ALLIANCE DURING EXECUTIVE VISIT TO TECHNAL**



Gulf Extrusions CEO Omar Shegem, Gulf Extrusions Commercial Director Feras Al Kayyali, and Gulf Extrusions Sales Manager Sherif Tagedin, visited Technal on Friday 17th July, where they met with Norsk Hydro Director of Communication and Business Development Arvind Kumar, and Norsk Hydro Business Development and Pre-Sales Manager Suhas Anil.

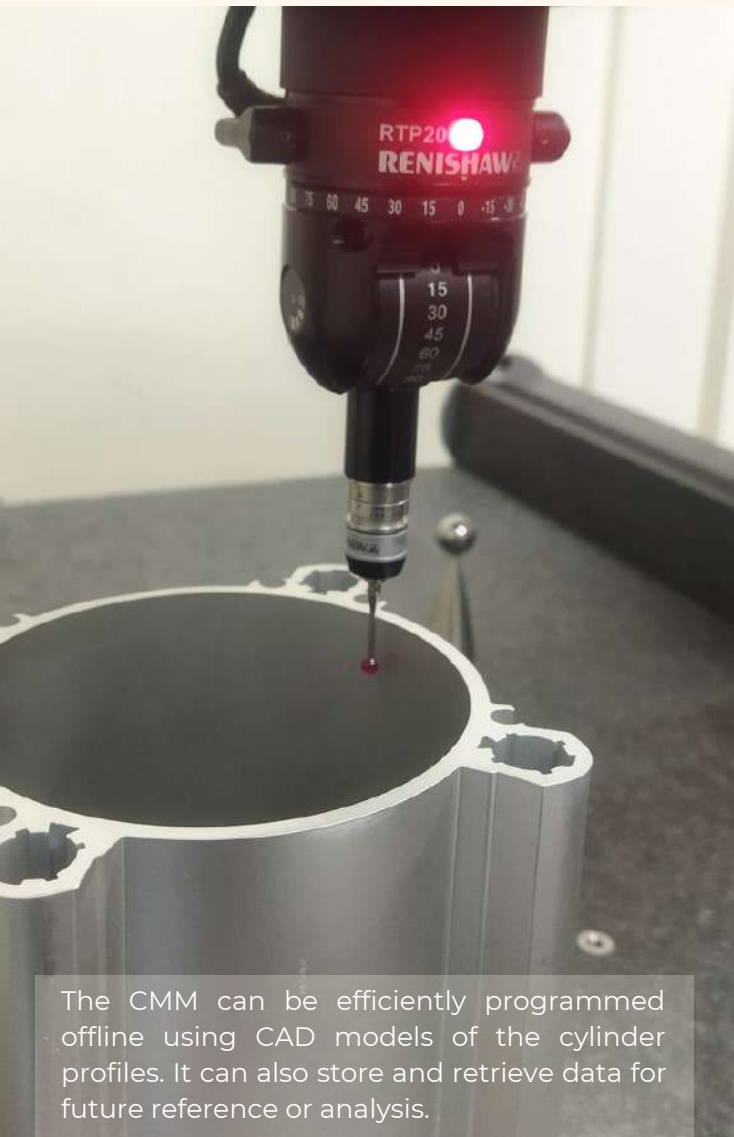
Both companies discussed the importance of alliance for major high precision and high-quality aluminum extrusion.



## Advanced Technology For Precision And Quality In Gulf Extrusions

Gulf Extrusions, one of the largest aluminium extrusion plants in the Gulf region, is committed to delivering high-quality products and services to its customers.

To ensure the accuracy and consistency of its extruded aluminium cylinder profiles, Gulf Extrusions uses the Aberlink 3D Mk4 CMM, a state-of-the-art coordinate measuring machine that can perform fast and precise measurements of complex geometries.



The CMM can be efficiently programmed offline using CAD models of the cylinder profiles. It can also store and retrieve data for future reference or analysis.

TECHNOLOGY



The CMM can automatically perform complex calculations and generate graphical representations of the results.

The Coordinate Measuring Machine (CMM) is a highly versatile and user-friendly device capable of operating in both manual and Computer Numerical Control (CNC) modes.

Equipped with a sensitive touch probe, the machine is capable of accurately capturing data points on the surface of cylinder profiles. In conjunction with cutting-edge software, the collected data can be analyzed and compiled into comprehensive reports, showcasing the machine's robust capabilities.

The software, Aberlink 3D, is widely considered to be the most easy-to-use measurement software in the industry, as it has a graphical user interface that guides the user through the measurement process.

This machine can measure various parameters of the cylinder profiles, such as diameter, length, roundness, straightness, concentricity, and perpendicularity. It can also compare the measured values with the nominal values specified by the customer or the design.

The accuracy of the CMM is plus or minus 3 microns, which means that it can detect even the slightest deviations from the expected dimensions.

By investing in advanced technology and equipment, Gulf Extrusions aims to enhance its quality standards and customer satisfaction.



## MANAGEMENT DELIGHTS LABOUR CAMP EMPLOYEES WITH A MEMORABLE LUNCH EVENT

We are pleased to share with you that management hosted lunch event for labour camp employees at Gulf Extrusions on Sunday 9th July 2023.

The event served as a platform for our employees to network, socialize, and build stronger relationships with our top executives, enhancing morale, and promoting a positive work culture.

During the gathering, our employees took the opportunity to snap photos of the event, capturing candid moments, preserving the memories of a special occasion and celebrating our achievements.

At Gulf Extrusions, we recognize that our employees are our greatest asset, and we are dedicated to providing a work environment that fosters growth, teamwork, and mutual respect.

The lunch event was a grand success, with delicious food and beverages, and an atmosphere of camaraderie and warmth.

The management team expressed their gratitude to our employees for their hard work and dedication towards the company's growth and development.





# STREAMLINING WORKFLOWS

## DIGITAL SELF-SERVICE KIOSK EMPOWERS GULFEX EMPLOYEES WITH SAP FUNCTIONALITIES

Gulf Extrusions is proud to announce that our commitment to fostering a culture of engagement and empowerment among our employees has been further strengthened through the implementation of SAP SuccessFactors solutions.

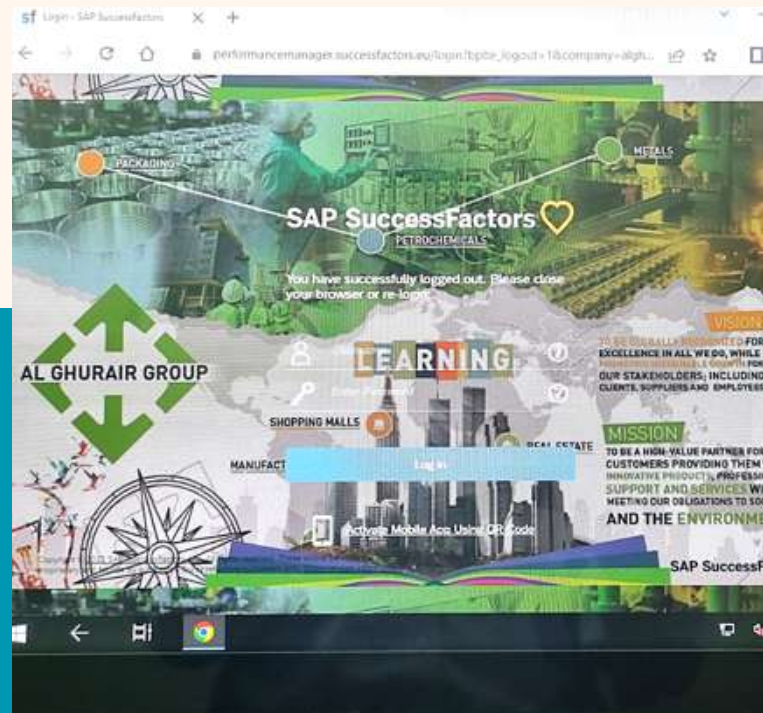
The purpose of the digital self-service kiosk is to support employees in the production departments to use the SAP SuccessFactors Employee Central & Time Management system that provides relevant business insight and applications in one place.

Earlier this year, Gulf Extrusions' employees have successfully completed their training in the use of the digital self-service kiosk, which has been strategically positioned near the HR Department for easy access.

This system has allowed our team members to confidently access a wide range of SAP functionalities, enabling them to streamline their daily workflows and ultimately achieve greater success in their respective roles.

We believe that the continued integration of innovative solutions like the digital self-service kiosk will play a key role in driving our company's growth and success in the years ahead.

By implementing the industry's leading cloud-based core human capital management (HCM) solution, businesses across Gulfex departments perfectly align their people with business imperatives, while managing talents across the company by having all systems on a common modern easy-to-use platform.



# SUPERVISORS SAFETY MEETING

## ENCOURAGING SAFE BEHAVIOR IN THE WORKPLACE



Gulf Extrusions is committed to promoting safety and providing a safe and healthy work environment for employees.

At Gulf Extrusions, we recognize that supervisors play a critical role in promoting safety in the workplace. To this end, a Supervisors Safety Meeting (SSM) was held on Thursday, 27th July 2023.

The meeting underscored the significance of effective communication between supervisors and employees, highlighting the need for open dialogue and feedback to enhance workplace safety and foster greater collaboration. The SSM addressed important topics such as hazard identification and reporting, lessons learned from mobile equipment accidents, and summer safety.

### 1- Supervisors (Rules & Responsibilities)

At the SSM, the role and responsibilities of supervisors in ensuring a safe working environment were discussed. They were reminded of their obligation to provide a safe workplace, follow safety procedures, and ensure employees receive adequate safety training and resources. Effective communication between supervisors and employees was also emphasized.

### 2- Identification of Hazards and Reporting

During the meeting, the importance of hazard identification and reporting was discussed.

Regular safety inspections and involving employees in the process were emphasized. Reporting near-miss incidents was also stressed as a way to identify potential hazards and prevent future accidents.

### 3- Lessons Learned from Mobile Equipment Accident (RCA & CA's)

The lessons learned from a recent mobile equipment accident were discussed. Conducting root cause analyses and corrective actions were emphasized to prevent future incidents. The importance of documenting and communicating these lessons to employees to ensure awareness of potential risks and how to avoid them was also stressed.

### 4- Summer Safety

The final topic discussed at the SSM was summer safety, emphasizing the importance of taking steps to prevent heat-related illnesses. Staying hydrated, taking breaks in cool areas, and wearing appropriate clothing were highlighted. The importance of providing employees with necessary resources and accommodations to work safely in hot weather conditions was also stressed.

## GULF EXTRUSIONS REDUCES SINGLE USE PLASTIC WATER BOTTLES



### Towards building a better tomorrow for our amazing planet and future generations

By taking a step to promote a sustainable environment and secure a greener nature for our community and future generations, Gulf Extrusions, is set to reduce the use of plastic water bottles across its premises.

A successful environmental initiative in the company's offices and facilities saw plastic water bottles phased out during July 2023, with the company's employees receiving a free metal water bottle to use instead.

The switch from plastic to metal water bottles is just one of the many Corporate Social Responsibility (CSR) initiatives and activities being implemented by Gulf Extrusions.

Through the involvement of all employees in this initiative, Gulf Extrusions supports global efforts to combat climate change, the green vision of the UAE, and the Dubai Plan 2025. This initiative will help avoid plastic waste pollution by inspiring behavioral change.

Supplying our employees with a reusable bottle not only eliminates the need for cups in the office but also provides them with a practical and eco-friendly option for hydration outside of work.

The Gulf Extrusions goal to reduce single-use plastic consumption underlines its commitment to promoting a sustainable environment for the local community and society at large.



**Gulf Extrusions is deeply committed to enhancing the sustainable development of the community through focusing its efforts on three areas:**

- 1- Pioneering alternative materials**
- 2- Shaping environmentally friendly lifestyles**
- 3- Driving new behaviors**



# GULFEX STAR PROGRAM

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## Fostering a Culture of Excellence and Recognition

We at Gulf Extrusions are proud to announce the launch of our latest initiative, 'Gulfex Star Program'. This program is designed to encourage and reward innovative ideas that improve our company's operations and financial outcomes.

The program aims to create a culture of excellence, innovation, and continuous improvement by providing incentives to employees who consistently exceed expectations and deliver outstanding comprehensive project proposals that can be implemented at Gulfex.

The program's committee will evaluate all submissions based on criteria such as creativity, productivity, and financial impact, with the top ideas being submitted across Gulf Extrusions.

We believe that the Gulfex Star Program will provide a great opportunity for employees to showcase their skills and contribute to the success of our company.

Moreover, the program promotes healthy competition and encourages employees to go above and beyond in their work, which ultimately benefits various departments and businesses at Gulf Extrusions.

We believe that the Program will make a significant contribution towards driving growth and profitability for our company, and we look forward to seeing the exciting ideas that emerge from this program.



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