



Highlights

UNITECH NEWSLETTER 2010



**PROUD
TO BE A MEMBER
OF THE IKK
GROUP OF
COMPANIES**

IKK Group of Companies
www.ikkgroup.com

MEMBER OF THE IKK GROUP

Unitech is part of a big enterprise which is the IKK Group of Companies. As an active member in the group, Unitech has been able to occupy the second position in terms of revenues within the group and continues to dominate a large geographical presence.

UNITECH VISION

A solid well-organized, specialized building materials company with large geographic coverage, where well-trained and well-motivated personnel have the role of the prime moving force.

UNITECH MISSION

To achieve unrivalled excellence in each of Unitech's activities which are measured by:

- Quality of customers service.
- Quality and variety of products' range.
- Best team environment.
- Enhancement of the company's image.
- Professionalism and consistency as the main yardstick for long-term success.

OUR OFFICES

KSA
UAE
Egypt
Qatar
Lebanon
Jordan
Oman
Libya
Kuwait
Yemen
Bahrain
Germany
China
UK

OUR AFFILIATES

Uni-Metal
UniPro
United Power Fix
Beta Contech
Specom
Dynamik Werkzeuge
SFSP
CPU
Unitech Germany
Unitech China
Unitech UK
TOSL
Multi-D

OUR FACTORIES

SFSP / KSA
SFSP / Egypt
SFSP / UAE

CERTIFICATES



BRANDS WE REPRESENT



In This Issue

- Unitech at the Big 5 Show 02
- Beta Contech, highly architected products 04
- Dynamik, a new power tools generation 05
- SFSP factories 06
- Garbage & Linen Chutes from Beta Contech 07
- Unitech Spotlights 08

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INTERVIEW

**with
Unitech's
General
Manager:
"The Big
Five Show is
a Significant
Event."**

02.

WHY DO YOU EXHIBIT AT THE BIG 5?

In an increasingly hostile global financial and business market, businesses have to look for new ways to generate business or maximize the existing marketing methods. Unitech utilizes its participation in exhibitions as means of generating new businesses. It is the contacts and customers which help us turn interest into sales and results. You can simply have the exhibition and expect the business to start rolling in. Finally, we believe that such a professional exhibition (BIG FIVE) will support in the generation of new business, it is also designed to maintain the confidence and loyalty of our existing customers. From this we assure that exhibitions are one of the most cost-effective marketing tools.

03.

WHAT MAKES IT SPECIAL FOR YOU? IS IT THE VISITORS?

It is the Global Participation; over 3,143 companies (2008: 2,883) participated at The Big 5 & PMV 2009. In total there were 28 national pavilions with participating companies coming from 71 countries (2008: 53 countries) occupying 45,198 net sqm of floor space (2008: 38,000 sqm.)

01.

GIVE US A BRIEF ABOUT UNITECH?

Unitech is part of a big enterprise which is the IKK Group of companies (www.ikkgroup.com). Since its foundation in 1979 and as a wise response to the construction boom that took place in the Gulf, Unitech has continually looked at its clients' challenges and how to develop services to tackle those challenges. From the start, Unitech fostered a culture of motivation, innovation, entrepreneurship and a unique sense of partnership with employees and clients alike. Together with a staff of professionals, skilled in architectural design, building materials, with performance and mental toughness; Unitech has always been ready to face any challenge by focusing on scripting your success, trusting your requirements and never giving up.

Unitech's strategy continues to focus on growing its business and products together with an added value to its clients. Unitech also aims to enhance its expansion plan geographically and where opportunities exist.

The company combines a deep understanding of building and construction materials' markets with a track record in upgrading our products and developing our processes. We have the human skills, the know-how and the product to withstand any competition and any fluctuation in the market.

04.

DUBAI HAS CHANGED SIGNIFICANTLY OVER THE LAST FEW YEARS, & SO HAS THE BIG 5, WHAT HAVE YOU NOTICED TO BE THE BIGGEST CHANGES?

Following a challenging period in 2009 and this year, construction developers in the UAE are expecting a more promising 2011 and beyond. In recent months, firms are branching into new markets, switching focus from private to public sector schemes and forming new alliances in a bid to win work in an increasingly competitive environment. This trend is expected to continue in the short term with the UAE government's drive to stimulate the economy by spending heavily on infrastructural projects.

05.

ARE YOU LAUNCHING ANYTHING NEW AT THE BIG 5?

With a target of securing a remarkable rank in the world

market, with their European technologies, high quality products and practice-oriented services, Unitech will launch DYNAMIK POWER TOOLS, a new power tools generation in the building and construction industry. The new power tools are engineered with efficient operation. We engineer easy to use products with innovative features to ensure that all tools and machines get jobs done quickly and accurately without compromising quality.

06.

WHAT IS SPECIAL ABOUT YOUR PRODUCTS?

Unitech's basket of products, backed by engineering and technical support, contains among others the following goods and services:

- Products that are designed and produced in our factories (SFSP): Mechanical Cladding Fixations, Cable Management Systems including Cable Trays, Cable Ladders, Cable Trunkings, and Cable Support Systems; Pipe Clamps & Hangers, Plasterers' Beads, Expanded Metals & Block

Ladder Reinforcements, Steel Lintels & Block Work Accessories, Gypsum Profiles and Garbage & Linen Chutes.

- Products that are supplied through a professional team of engineers and architects: Raised Access Floorings Systems, Firestopping Systems and Solutions, Architectural Expansion Joint Systems, Architectural Impact Protection Systems, Industrial Impact Protection Systems, Entrance Matting Systems, Speed Bumps & Bumper Guards, Stair Nosing Systems and Acoustical Solutions.

- Goods and items that are sold through a highly skilled team of engineers and sales executives supported by technicians:

- **Concrete Work Supplies:** Concrete Accessories, PVC Waterstops, Hardened Steel Nails for Concrete and Aluminum Levels.

- **Insulation & Protection Materials:** Extruded Polystyrene Thermal Insulating Boards, Polyethylene Rolls, Geotextiles, Bitumen Impregnated Wood Fiber Fillers & Protection Boards and Polypropylene Waterproofing Protection Boards.

SALES / MARKET REGIONS

- Sealants, Adhesives & Chemicals: One-Part Polyurethane Sealant, Two-Parts Polyurethane Sealant & Two-Parts Polyurethane Sealant (SELF LEVELING), Backing Rods, Caulking Guns, Fluid- Applied Waterproofing Membranes, Construction Silicone Sealant, Glue for Marble & Granite, Tile Adhesives for Walls & Floors and Tile Grouts.

- Non-Metallic Cable Management System Accessories: Decoduct, Electro Concept/Gulf Dura and Nylon Cable Ties.

- Industrial Tools & Others: X AKT Hands Tools & Accessories, Grinding/Cutting Black Discs, Diamond Cutting Blades and Semi-Flex Abrasive Discs.

- Power Tools & Accessories: Electrical Power Tools & Accessories.

- Fixations, Channels & Clamps: Anchoring Systems, Wedgex Fixings, Strut Systems and Pipe Clamps & Hangers.

- Partitioning Products: Studs & Runners, Gypsum Boards & Accessories and Radiation Protection Sheets.

07. WHAT CAN VISITORS EXPECT TO SEE FROM YOUR COMPANY AT THIS YEAR'S SHOW?

We promised our visitors with full line of diversified products; not only the range of products, but also the close relationship built on its commitment to develop and enhance the business operation. From here, Unitech will convey its core values that are based on, excellence, Integrity and service with a highly effective business operation. Thus, primarily we are keen on having a partnership base relationship between us and our clients.

08. WHAT ARE THE BIGGEST CHALLENGES OF DOING BUSINESS IN THE MIDDLE EAST / UAE?

The Middle East is an area which carries many stereotypes and myths. Before doing business in the Middle East and UAE. It is imperative to learn about areas such as business culture, business etiquette, meeting protocol and negotiation techniques. Through such knowledge stereotypes are broken and barriers to communication are reduced. Thus, the biggest challenge of doing business in the Middle East and UAE is to bear in mind the great diversification within the region.

09. HOW DO YOU FORESEE THE MARKETS OF THE MIDDLE EAST IN PARTICULAR AND THE WORLD AS A WHOLE?

The most important issue in this question is that due to the global financial crisis we knew exactly what the word "diversification" means with respect to our business. Diversification in terms of products and in terms of presence shall solidify our financial position and our global network as well. Regarding the next big market, Unitech has opened branches in China, Kuwait, Libya, Yemen, and about to open in Algeria, Morocco, Kazakhstan and Irbil. This indicates that we have been able to make use of the crisis to expand in areas where the crisis had less impact, and in economies where markets are still virgin, yet fast moving.

10. DO YOU INTEND TO EXPAND BEYOND THE GCC / MIDDLE EAST? IF SO, WHERE AND HOW?

A major strategic decision

taken by Unitech in 2001 was to aggressively expand in more and more markets all over the Kingdom of Saudi Arabia and outside KSA. Unitech today has an extensive presence through 66 locations in 35 cities distributed among 14 countries (Kingdom of Saudi Arabia, United Arab Emirates, Qatar, Bahrain, Jordan, Egypt, Lebanon, Germany, China, Oman, Yemen, Libya, Kuwait and the United Kingdom); our operations incorporate: 35 sales offices and showrooms, 5 factories, 22 warehouses and 5 various outlets.

Just as your business is constantly changing to reflect shifting markets and outpace the competition, so is ours. The new upcoming locations of Unitech will be in Morocco, Djibouti, Nigeria, Irbil, Iran, Kazakhstan, Tunisia, Malta, France, Australia and New Zealand.

11. WHAT ARE THE KEY TRENDS IN THE BUILDING INDUSTRY?

- Customers become more sophisticated in terms of defining their needs.
- Hectic change in raw material prices is unfavorable for the industry. From 2004 until the second half of 2008, construction raw material prices increased two to three folds. Customers were not ready to accept this in the final output which squeezed margins. In the end of 2008, raw material prices declined, but this

did not help the industry. On the contrary, declining raw material prices were a result of falling demand.

- The composition of building materials gradually change, historically fast. One main reason is that building material companies are forced to find alternatives to the rising raw material prices. The other reason is that regulations related to climate change discourage and even ban the use of certain materials.
- Lack of skilled labor.

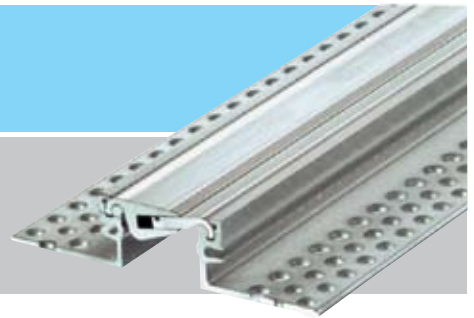
12. HEALTH & SAFETY ARE GROWING CONCERNS / ISSUES – WHAT IS YOUR COMPANY DOING TO IMPROVE / EDUCATE

As a declaration of Unitech's commitment to quality, the company implemented the Quality Management Concept and has acquired the ISO 9001:2008 & ISO 14001:2004 which are international standards used for the purpose of conformity assessment, quality and environment management. An organizational method of setting a clear business process through a predefined workflow, in an organized manner. Safety is uncompromised in our production. Our machines are renowned for their excellent safety ratings and manufactured to comply with the precise needs of safety standards.



BETA CONTECH

Beta Contech, National Specialized Construction Technologies, Ltd., Co., part of Unitech for Building & Construction Materials delivers advanced architectural and industrial products to its customers across the Middle Eastern and North African Countries.



HIGHLY AESTHETIC ARCHITECTURAL PRODUCTS

Beta Contech provides practical, advanced and modern solutions through its versatile scope of products.

Products sold & distributed through Beta Contech include, among others: Raised Access Floorings, Expansion Joint Covers, Hand Rails, Corner Guards, Speed Bumps and Bumper Guards, Technical Profile systems, as well as Garbage & Linen Chutes.

"Beta Contech is not only a merchandiser", says a company official. "Its role also starts with the consultation phase in order to provide its customers with the most appropriate product that suits the project. This is handled at Beta Contech through a highly qualified specialized team of engineers".

"During the past years in business, Beta Contech has proved itself among industry

leaders in the supply of advanced building products. Such business position was an outcome of high quality products combined with superior experience", he argues.

"An extensive presence in the region has enabled a fast and direct approach to the projects' needs.

Beta Contech now is present in various cities in KSA, UAE, Qatar, Oman, Yemen, Libya, Bahrain, Kuwait, Jordan, Lebanon, and Egypt". Through its design and planning department in Stuttgart - Germany, Beta Contech provides its valued clients with the best of support it can give through European expertise.

"It was among the first companies to supply raised access floors in Egypt. Also, Beta Contech stands in KSA as the largest provider and installer of Garbage and

Linen Chutes, with projects ranging from several to multi-storey buildings." the official from Beta Contech continues to say.

What drove Beta Contech to such success are multiple factors, such as:

- Team of professionals with years of proven experience in the design and application of advanced building products.

- An extensive cadre of engineers, sales executives, and developers.

- A durable customer relationship.

- Top quality products.

- Wide network of branches.

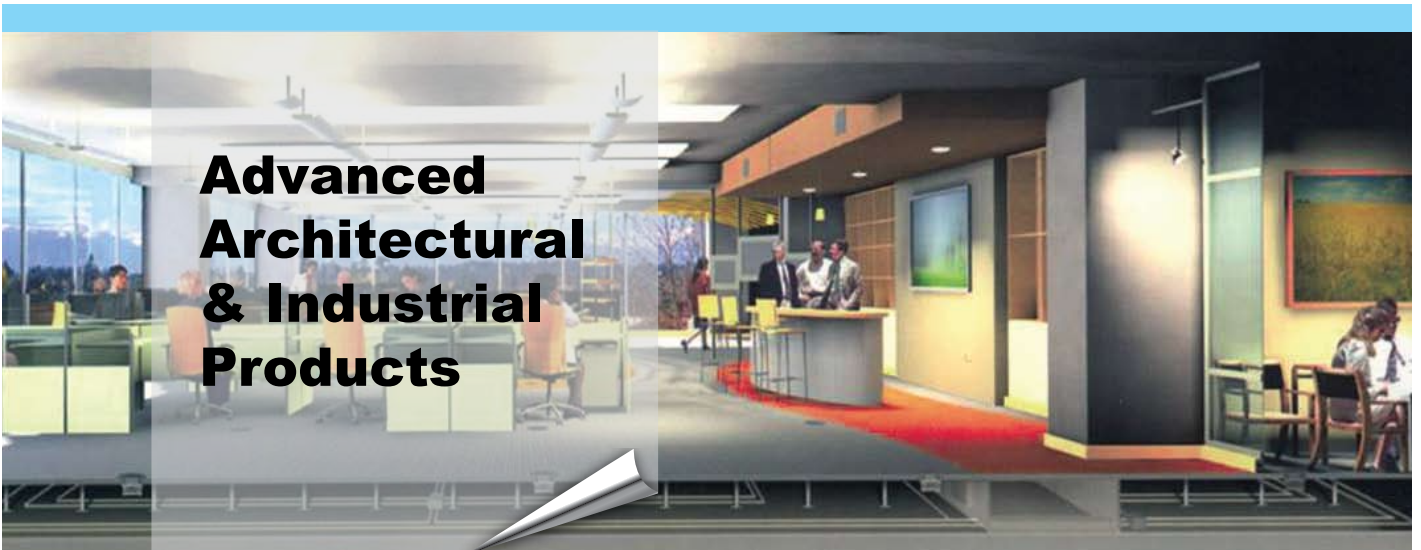
- High level of services.

- Comprehensive solutions.



www.betacontech-ikk.com

Advanced Architectural & Industrial Products



NEW POWER TOOLS GENERATION

DYNAMIK WERKZEUGE 2010

“ BUILT FOR TRUST ”

www.dynamiktools.com



DYNAMIK LAUNCHES A NEW GENERATION OF POWER TOOLS

Dynamik has introduced a new power tools generation with a powerful combination of hammers, drills, grinders, saws and others with unique safety features and suited to a broad range of applications

How much do you expect from your tool when performing a certain job? you always expect the ultimate performance, says the Regional Product Manager of Dynamik Power Tools for the Middle East and North Africa.

“The new Power Tools are engineered with Multi-Position handles for optimized usage;

dust extractors for clean working; an innovative direct drive gearbox and guard system engineered for increased vertical cutting capacity double gear; double insulation for electric shortage user safety; a high performance for high durability and stability. An anti-vibration system to reduce vibrations in addition to a soft grip for more comfortable less-tiring use.”

The Regional Product Manager continues to say, “What is more, advanced ergonomic design and a good balance that make the tool less tiring to work with. The result is a larger

cutting, grinding, and drilling capacity obtained with more accuracy and more compact rear design.”

“UP to now,” he continues, “Dynamik embraces a series of high technology durable power tools with proven results. A combination of durability, long working cycle, an excellent service, and a one year full warranty on its machines ranging from heavy-duty rotary hammers, impact drills, and angle grinders reaching chop, jig and circular saws; all these features and benefits have been an added value to the outstanding performance of Dynamik Power Tools.”

“Last but not least.” adds the Regional Product Manager: “Safety is uncompromised in the production, handling and usage of Dynamik Power Tools. Dynamik machines are renowned for their excellent safety ratings and manufactured according to the precise needs of power tools’ users and industrialists. These machines have been manufactured under the highest standards of quality and technological excellence and expertise to offer more power and to be built for trust.”

dynamik



SPECIALIZED/ SIGMA FACTORY FOR STEEL PRODUCTS (SFSP)

AS SOLID AS STEEL

Specialized/Sigma Factory for Steel Products (SFSP), the manufacturing arm of Unitech for Building and Construction Materials, is a major manufacturer of steel construction's products in the GCC and MENA countries

"SFSP was first established in KSA in 1989, and has been expanding ever since through a variety of products and through its geographical presence, "an SFSP official says.

"Production at the factory is observed using modern practices of manufacturing methods in the steel construction industry with a definite compliance to the international standards of fabrication", the official continues to say.

He argues that SFSP adapts quickly and easily to the market demands and requirements. "The use of advanced building products, and especially steel products for the construction industry is witnessing a rapid development and the market needs are always changing.

SFSP has managed to keep its production capabilities up to the demand", he continues to say. "With an introduction of new machines, and the enhancement of the production methods, the factory was able to exceed the production target set by Unitech and SFSP officials. SFSP was subject to a major reshuffle in its machineries, and several production lines

were developed, according to a predefined plan". "Our production volume doubled, not to say tripled, the past three years. We continue to upgrade our production lines quickly and thoroughly".

"SFSP has managed to produce a variety of products ranging from Cable Management Systems; Cable Trays, Ladders, Trunkings and Support Systems, to Mechanical Cladding Fixations, Steel Lintels and Block Work Accessories, Plasterers' Beads, Expanded Metal and Block Work Reinforcement, Strut Channel Systems, Pipe Clamps & Hangers, Gypsum Profiles, and Garbage and Linen Chutes".

All our products are manufactured in compliance to the relevant standards in fabrication. We abide by the European and American standards and our design office in Germany ensures that our products comply with these standards", the SFSP official argues.

"Our products go through a design inspection process, and the structural calculations for these products are also prepared by the design office

in Germany. The official continues by saying that the production techniques enabled SFSP to maintain a solid position in the market.

"For instance, if we want to talk about Garbage and Linen Chutes, SFSP has been able to dominate the Saudi market the past two years, and orders from clients regarding this product are exceeding our production capabilities, that is why we are continuously expanding and enhancing our production lines as we are present in KSA, UAE and Egypt and seeking to expand in other locations. Quality at SFSP is uncompromised; the factories have been able to acquire ISO 9001: 2000 in its factories in Jeddah, and in Sigma Factory for Steel Products in Ajman along with ISO 14001:2004 in its factory in the 6th of October City in Egypt.

"Of course, the extensive presence of Unitech for Building and Construction Materials, which markets SFSP products in these markets, will enable us to grow and expand quickly," he concludes.

Additional information about SFSP and its products can be found on Unitech's official website: www.unitech-ikk.com.



GARBAGE & LINEN CHUTES AVAILABLE

FROM BETA CONTECH



Chutes from Beta Contech are a very convenient, simple and low cost method of controlling and disposing refuse and linen in multi-storey buildings.

Fast growing cities are forcing the construction of Hi-Rise residential & commercial building complexes. In this changing scenario, the garbage collection from every floor and its disposal have become a tedious job.

“With increased environmental awareness, high-rise residents expect their building to be environmentally friendly through easy control and disposal of the wastes produced”.

Beta Contech has earned a premier reputation in this field by providing a unique multi-tiered approach to waste control. Beta Contech manufactures (through Specialized Factory for Steel Products), installs and maintains automated garbage chutes systems.

“Beta Contech Garbage Chutes are specially designed for use in flats, hotels, hospitals, apartments, factories, condominiums,

offices, commercial complexes and shopping centers. Anywhere, in fact, where refuse needs controlling, moving and disposing at low cost”.

“Beta Contech Chutes meet the most stringent requirements of environmental health and safety. The inclusion of chute cleaning systems, sanitizing and disinfecting units, sound damping and fire control equipment, within the overall design of chutes has greatly increased their usage throughout the world”.

“Our job begins at the preliminary stages as a consultancy job. We provide a typical solution for each project according to the number of floors for each building, the environmental conditions, and the components required”, a Beta Contech official explains. The control panels of the whole garbage chutes system is built and customized according to the requirements of the building and to the specifications desired”, he adds.

A Beta Contech Garbage Chute system includes the following:

- Chute Trunking: Cut to shape from flat metal sheet, mechanically rolled into an accurate cylindrical form.

- Entry Section: Beta Contech Chute entry sections have a specially designed inner baffle, to prevent air or falling refuse already present in the chute from accidentally blowing back when any hopper door is opened.

- Hopper Door: Hopper door pivots on an anti vandal hinge and is counter balanced to be self closing and self sealing against a fire resistant seal. Beta

Contech hoppers are specially designed to prevent blockages inside refuse chutes.



- Vents & Fans: Installed at the top of the chutes, maintain a smooth flow of fresh air within the chute.

- Cleaning Equipment: Automatic chute cleaning system is specifically designed to clean the total vertical length of the internal surface of all chutes. The system is factory fabricated as an integral unit ready for immediate on site connection.

- Disinfecting & Sanitizing Unit: Designed to give manual or automatic flushing of the internal surface of Beta Contech chutes for preserving a hygienic environment.

- Automatic Fire Sprinkler:

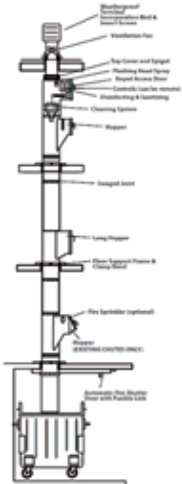
Glass bulb sprinklers are recommended for fire protection inside the chute.

- Solenoid Valve
- Fire Shutter Doors
- Top Hung Automatic Fire

- Door: Designed for use where it is not possible to fit a standard automatic fire shutter door.

- Sound Damping:

All metal refuse chutes can produce, in certain circumstances, uncomfortable levels of noise. A factory-applied coating of a proven sound dampening compound will dramatically reduce noise level produced by resonant vibrations in metal refuse chutes.



Type of Use / User	Formula	Volume Per Week
Household / Residential	2 person / 1 house / 1 flat	0.3 m ³
Offices	Per Person / 10m ²	0.05 m ³
Hotels	4/4 star hotel - per bed	0.35 m ³
Total hotel waste based on number of rooms	2/3 star hotel - per bed	0.25 m ³
Restaurants	per cover (dining space)	0.75 m ³
Fast Food Outlets	Per sale	0.005 m ³
Canteens	Per cover	0.10 m ³
Major Shopping Centers	Per m ² of sales area	0.010 m ³
Major Supermarkets	Per m ² of sales area	0.015 m ³
Secondary Supermarkets	Per m ² of sales area	0.010 m ³
Department Stores	Per m ² of sales area	0.010 m ³
Shops	Per m ² of sales area	0.0075 m ³
Hospitals	Per bed excluding clinical waster	0.15 m ³
Industrial Units	Per m ² of floor space	0.005 m ³

• Approximate volume of garbage produced weekly

Highlights



**UNITECH
SPOTLIGHTS**

UNITECH'S CERTIFICATIONS

As a declaration of Unitech's commitment to quality, the company implemented the quality management concept and has acquired the following:

ISO 9001:2000 specifies requirements for a quality management system where an organization needs to demonstrate its ability to consistently provide a product that meets customer and applicable regulatory requirements, and aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable regulatory requirements.

All requirements of this International Standard are generic and are intended to be applicable in Unitech, its affiliates and factories,

regardless of type, size and product provided.

ISO 9001:2008 has been developed in order to introduce clarifications to the existing requirements of ISO 9001:2000 and to improve compatibility with ISO 14001:2004. ISO 9001:2008 does not introduce additional requirements nor does it change the intent of the ISO 9001:2000 standard.

ISO 14001:2004 specifies requirements for an environmental management system to enable an organization to develop and implement a policy and objectives which take into account legal requirements and other requirements to which the organization subscribes, and information about significant environmental aspects. It applies to those

environmental aspects that the organization identifies as those which it can control and those which it can influence. It does not itself state specific environmental performance criteria. Unitech's factories had implemented the ISO 14001:2004 in order to improve an environmental management system, to assure itself of conformity with its stated environmental policy, and to demonstrate conformity with ISO 14001:2004

BS OHSMS 18001:2007 UNITECH and its affiliates are implementing an Occupational Health and Safety Management System (OHSMS) as part of their risk management strategy to address changing legislation and protect their workforce.

An OHSMS promotes a safe and healthy working

environment by providing a framework that allows Unitech consistently to identify and control its health and safety risks, reduce the potential for accidents, aid legislative compliance and improve overall performance.

BM TRADA Certification Sigma Factory for Steel Products implemented BM TRADA Certification which is a leading multi-sector certification body accredited by UKAS (United Kingdom Accreditation Service) originally established to develop quality assurance schemes in the construction industry. BM TRADA's portfolio of services includes certification to quality, environmental, information security health & safety and food safety management systems, as well as product and personnel schemes.



A NEW PRODUCT LINE FROM UNITECH

Unitech participated in the "The 3rd Saudi Arabia International Oil & Gas Exhibition & Conference (SAOGE 2010)" which was held at Dhahran International Exhibition Center, Dammam, KSA from 10-12 October, 2010.

Unitech presented its new Product Lines – Ringer Scaffolding & Formwork Solutions, Rawlplug Fixings & Uniscaf Scaffolding & Formwork Solutions under SPECOM.

UNITECH'S WINS

UAE WEB AWARD for the industrial category website for 2009 was granted to Uni-Metal one of the leading affiliates of Unitech for its www.unimetal-ikk.com website. By winning this award, Uni-Metal website has achieved another accomplishment to be added to its proficiencies, according to special international standards in designing websites. The website has been designed and developed by Multi-D.

“ DO YOU HAVE THE RIGHT TOOLS? ”

Unitech is firmly committed to being the best in the business, and this commitment to being number one extends to everything we do, from product design and engineering to manufacturing and service.

A big part of how we make sure our tools are the best is done by spending time with our end users, listening to their needs and concerns and discovering new and better ways to get the job done.

We hire, develop and reward

great people who understand the importance of a strong culture that values integrity, commitment, teamwork and diversity.

Opportunity Snapshot:

- Market leading brands
- Innovative products

- Dedication to learning & development
- Promote from within philosophy
- Competitive salary
- Full benefits to include accommodation, insurance & transportation from the day you start.

Email us on: hr@unitech-ikk.com