

ENTERPRISE



A Newsletter From Al Shirawi Enterprises

Issue: February 2020



Al Shirawi Enterprises Unlocks New Segment - AIRPORT RUNWAYS CLEANUP

Al Shirawi Enterprises supported Stripe Hog technologies to specify the perfect truck that would be well equipped to take on the intensive Highways and Airport Runways cleanup.

The Stripe Hog SH24.0 is a water blasting and recovery system designed for either asphalt or concrete airfields and roadways for paint and thermoplastic removal, surface preparation, road retexturing, hydraulic spill cleanup and removal of rubber deposits from the airport runways.

"The approach and the support of Al Shirawi during negotiations was really unique especially regarding the technical details of the Scania 10x4 chassis. Our US factory did ask a lot of technical questions and Al Shirawi Enterprises along with Scania were able to answer them all quickly and accurately.

We asked for a very special chassis configuration and Scania did give us exactly what we need. Al Shirawi and Scania were

very flexible in the shipping arrangements as well, the chassis had to be shipped to the US first and thereafter to Dubai after mounting the equipment.

As far as the vehicle is concerned, it is excellent and exactly as per our requirements and is the Scania New Truck Generation (NTG). Now we are waiting to put it to its real job ie Airport Runway." Sabrina Lobo – Strategic growth Manager .



"The New Generation Scania is an engineering marvel that ends up on the top – in every test and every challenge as it delivers best fuel consumption. Experience the profitability enhancement promise of the NTG from the Al Shirawi Enterprises Service Center."

Hans Wising, Director Sales, SME



"Scania Financial services are supporting business growth plans of the Scania fleet owners to renew their fleet and move-on to the New Generation Trucks."

Lars Värnlund, MD of Scania Credit Group



UNVEILING A NEW STELLAR RANGE AT THE CASE OPEN DAY EVENT



Al Shirawi Enterprises LLC and CNH Industrial jointly conducted the much-awaited CASE open day on 16 January 2020, at Dubai Investment Park 2-. The event had +100 attendees covering a diverse spectrum of industry segments viz. Govt Municipality Officials, Road Building, Infrastructure and Construction conglomerates, Smaller Local business owners. The event showcased the complete range of CASE construction machines with impressive demonstrations of the CASE Compactor 1107EX, CASE Backhoe Loader 570T and CASE SR150 Skid loaders.

The event kicked-off with the new product launch of the CASE Single Drum 1107EX-D Vibratory Soil Compactor, which is complementary

to the CASE's current road construction machines, such as Graders and Dozers, with superlative performance in terms of productivity and reliability. It is a single drive machine with a smooth drum for multi-purpose activities and standard compaction jobs. The choice of world-class components ensures a high level of performance and reliability. The reinforced front scraper, the robust 32 mm thick drum and the turbocharger with pre-cleaner are just some examples of the design-for-quality concept. With more than 3 million units operating all over the world, including the CASE 570T backhoe loader, the engine assures excellent reliability. The turbocharged engine is equipped with an air aftercooler system with internal EGR that increases the density of the intake

air, improving efficiency and reducing fuel consumption. Coupled with the turbo pre-cleaner, the water-cooled engine ensures excellent cooling and high fuel efficiency. It has a vibration-free, operator platform and gives clear visibility adding to the operational ease.

Exceptional demos showcased various outstanding facets of the machines including the amplitude of the compactor, ease in grading with the grader, stability of the Backhoe Loader and easy serviceability of the Skid Steer Loader.

The launch created a lot of interest among customers and involved in-depth technical discussions with the CASE Factory technical team who attended this event.



Single Drum Compactor New Product Launch

Maximum Power Canopy / Cab: 100hp/ 110 hp; Maximum Torque Canopy/ Cab: 445/430 Nm.
Drum Shell Thickness: 32mm;
90degree rotating operator seat.
Weight: 11030 kg



Backhoe Loader :570T

Maximum Digging Depth: 5578mm (EXT Dipper.) ;
Maximum Power : 86hp at 2200rpm.
Maximum Torque: 393 Nm.



Grader 885B

Maximum Operating Weight = 16708 kg. Power: 220hp. ZF Transmission.



Falcon Pack, Umm Al Quwain Warehouse
 From Left to Right: **Mr. Hossam** (Operations Supervisor); **Mr. Bassem Albermawy** (Business Development Manager, ASE MHE Sales Division); **Mr. Ahmed Fouada** (Supply Chain Manager) Falcon Pack. January 2020



“STILL VNA Truck Increases your Capacity to Unprecedented Altitude!”

Falcon Pack is a leading manufacturer and distributor of disposable food packaging products. Established in 1992, with the global headquarters in Sharjah (UAE) the company has manufacturing and distributing facilities throughout the UAE.

In a meeting with Mr. Ahmed Fouada (Supply Chain Manager) and Mr. Hossam (Operations Supervisor) conducted by Mr. Bassem Albermawy (Business Development Manager – ASE, MHE Division) and Mr. Mian Fahad (Marketing Executive - ASE), it was shared that the total fleet of STILL material handling equipment (MHE) were quite busy in continuous handling functions of goods across the massive warehouse plot.

“Initially, when management had decided to construct our new Distribution Center in Umm Al Quwain, we were determined

to adopt the best practices and newest technology that would support our projected business growth via smooth, quick and accurate supply chain. We got a great support from Al Shirawi Enterprises team in configuring the right choices and specifications of MHE from amongst the vast STILL range of world class quality equipment; for instance, the STILL VNA trucks model MX-X allowed us to increase our storage capacity to unprecedented altitudes and being equipped with ‘Navigation System’ that significantly enhances our productivity level too. Moreover, the whole fleet including reach trucks, forklifts and power pallet trucks are all in line to handle our increasing demands throughout the year,” affirmably commented Mr. Fouada. “We have a service contract for 2 years with ASE. So far, we

are getting quite a good support from ASE team, we are pretty much satisfied with their timely support around the clock. In our fleet of material handling equipment in UAQ DC warehouse, we have only STILL trucks, and without the VNA trucks we could haven’t reached higher and store larger capacities. It’s a perfect solution for our business and it supports very well in our daily operation” commented Mr. Hossam.

Falcon Pack dominates the market as a market leader by supplying quite a widely diversified range of packaging products in the UAE. In the GCC, the company has distribution centers in Saudi, Oman, Kuwait, and Bahrain. Furthermore, the company takes pride of distributing their products in 53 countries and more to come!



A fleet of Manitou Boom loaders ready for their turn to serve at the project site: Noor Townhouses (764 nos.) at Town Square for NSHAMA.

Customer Experience

Beaver Gulf is a leader, in providing techno-economical solutions to Government, Semi-Government and major Private Establishments for multimillion-dollar projects. It has been recognized and awarded by its reputed clientele for Project Quality workmanship and on-time completion.

BGC is fully equipped with a whole gamut of machinery and equipment to meet targeted timelines. Speaking on their experience with ASE and Manitou machinery, Mr. N. Pradees, Manager Logistics Division noted, “The Manitou Boom Loaders fit perfectly in their intended roles; they are versatile and efficient machinery enabling us to finish our projects in a limited time - thereby boosting our productivity while improving safety and efficiency. Service providers like ASE, help address our needs through Manitou and CASE machineries. Our multi-purpose applications of Manitou Boom Loaders include loading/unloading, delivering tools and materials to heights, carrying heavy loads from one place to another and for backfilling sand in foundations/boundary walls. As a proactive service provider, ASE provides exceptional service through competent employees who ensure our requirements are fulfilled. Their professionalism, knowledge and ability to get to the bottom of the situation and their dedicated efforts to resolve issues are always appreciated. We look at ASE as a long term partner in our business.



New CITIMAX 280/400 Carrier Transicold

Citymax units are specifically designed to help maintain cold chain integrity of fresh or frozen goods that are transported through small-to-medium-sized delivery vehicles and thereby ensure that temperature-sensitive cargo is delivered in ideal condition. Carrier

Transicold and Al Shirawi Enterprises are committed to providing customers in the UAE with a full range of transport refrigeration solutions using advanced cold chain equipment and technology with outstanding after-sales service.



New Service Solution for Battery Management & Servicing inside JAFZA



For some time now, Al Shirawi Enterprises - Material Handling Division has been offering its customers a one-stop shop solution for the service & maintenance of forklift truck batteries. Not only can we supply new batteries of all sizes, we also offer comprehensive repair and maintenance solutions in order to manage battery and charger fleets, allowing our customers to concentrate on their core business of logistics movement.

Services currently being offered include: full annual maintenance contracts (AMC) for traction batteries & chargers – battery repairs including cell replacement - cable and connector replacement –battery fill systems – battery monitoring systems and, to extend the life of the batteries, battery regeneration; an area that has been sidestepped by many battery companies, simply because they would prefer to sell a new battery rather than extend the life of your old one! At ASE, we are filling the gap between the battery supplier and the end user.

Battery regeneration can, in most cases, extend the life of a battery and, in some cases, restore the battery close to its original power output. This, of course, depends on how the battery has been maintained, its age and condition at the time of the 48 hour regeneration process. Our experts would advise if the battery is worth regenerating or not, thus enabling the end user to make a quick and informed decision on whether to regenerate, repair or replace the battery.

Up until now, battery work was carried out in our DIP 2 workshop or, at the customer's site if their facility allowed it. The exception was the regeneration of batteries, which had to come to our DIP 2 facility. This proved to be a headache for customers inside the freezone areas due to cumbersome paperwork. This process proved to be time consuming and expensive for end users, often prompting them to opt for unnecessarily replacement of their batteries instead of carrying out more cost-effective repair or regeneration options.

ASE is happy to announce that with a newly opened battery service & repair workshop, including an area for battery regeneration, we now have a solution for companies operating inside Dubai's FZE areas. With collection and drop-off services inside FZE, batteries can now be taken to the workshop located inside Jebel Ali Freezone South area, serviced and or repaired and returned, all within a short period of time and without the hassle of the current paperwork requirement to move anything in or out of the FZE.

We would like to think that at ASE we are offering a service to our customers that is not only a potential cost saving but also 'time saving' and therefore meaning further 'up-time' of their trucks. This will allow the customer to concentrate more on their core business of handling logistics and less time worrying about the downtime of their trucks in operation.



NURTURING AN EMPLOYEE-DRIVEN QUALITY FOCUS



ASE nurtures individual technicians' development of specialized technical competencies

With an unwavering dedication towards nurturing the highest levels of satisfaction among its customers, long-term partners, associates and other patrons, Al Shirawi Enterprise brings to life an enduring commitment to delivering consistent, world-class quality. This relentless focus stems from the organization's underlying quality-oriented philosophy and policy to create a Customer Experience focused organization.

This customer experience focused approach is manifested at multiple levels and built within the ethos of the organization and its

people. Having identified competency as one of the most critical aspects of ensuring quality delivery and exceptional experiences for customers, Al Shirawi weaves effective and focused employee competency development into its operational routine, based on specific training needs that are identified by process owners through periodic evaluation.

Dedicated technical trainers work towards filling identified skill gaps by formulating relevant and specific training modules, which are delivered over a planned schedule so as

to allow technicians to gather the required knowledge and build technical expertise up to contemporary standards.

As an on-going process that encompasses both technical and general performance spheres, these competency development initiatives empower Al Shirawi Enterprise employees with the capability to take actions that ensure the highest possible benefit towards creating long term customer relationships and adding tangible value to their businesses, thereby contributing to the creation of unrivalled customer experiences.

SCANIA TOP TEAM competition uplifts technician competency, resulting in higher levels of service and increased customer satisfaction.



Al Shirawi Enterprises Team ranked amongst the top 10 teams in the world in the TOP TEAM competition held in Sweden in Dec 2019.

SCANIA Top Team is an awarded competitive training program for professional service teams, developed with the objective of continually enhancing the skills, knowledge, professionalism and teamwork of technicians who in turn are empowered to provide more effective solutions and services to customers.

The Al Shirawi management has encouraged the participation of its technicians in the SCANIA Top Team World Championship, a 2-year competition that covers national, regional and international levels. The 2020-21 Top Team Competition World Final is scheduled to take place in Dec 2021 in Sodertalje, Sweden.

CONTACT DETAILS:

Dubai
Al Shirawi Enterprises (LLC)
P.O. Box 7427 Dubai, UAE
Tel: +971 4 371 8585
Email: ase@ase.ae
Website: www.alshirawi.com/ent

Dubai - DIP 2
Bodyshop,
CE Service, MH Service
Carrier Service
Spare Parts Central Distribution
Tel: +971 4 885 5169 Ext.
181

Abu Dhabi
Tel: +971 2 5513613

Sharjah
Tel: +971 6 5429881

Ras Al Khaimah
Tel: +971 7 2239069

ENTERPRISE : is brought to you by
Al Shirawi Enterprises (LLC) Marketing &
Capability Development Department,
Al Quoz, Dubai.
Tel: 971 4 3718542
Email: marketing@ase.ae