

Esquire Building Materials L.L.C., Muteena, Deira, Dubai, UAE

New Hollow Core & Precast Set-Up in Ras Al Khaimah, UAE

The latest investment of Esquire Buildings Material LLC in Ras al-Khaimah manifests a bullish stance in the market. Established in 1998, Esquire Buildings Material LLC was from the very outset intent on being a One-Stop-Shop for all building materials – a target it has surpassed since today not only does the company supply to wholesalers in the UAE, but also re-exports to over 40 countries. Through the RAK-based Fara Esquire Cement Products LLC, Esquire Buildings Material LLC has now expanded its operations through its recently set-up hollow core and precast line with a turnkey factory from Italy. The Made-in-Italy label this time combines Nordimpianti System Srl and Marcantonini Srl, who were the chosen partners for this project.

Fara Esquire Cement Products is actually a joint venture between a local company and foreign interests and has been in the making since 2007 when Mr. Raj Sib, Managing Director of Esquire Buildings Material put together a business plan to make this factory a reality. "Following intensive research throughout the market during the last quarter of 2007, our organization took a decision to sign a contract with Nordimpianti System and Marcantonini as our partners for this new set-up," Mr Sib affirmed. Two years on, the factory today is producing hollow core elements with 3 beds of 150m in length with a plan for further expansion in the near future.

The Market

Setting up such a facility in Ras al-Khaimah perfectly reflects this emirate's ongoing contribution to the building and construction industry. Ras al-Khaimah rightly boasts of being the UAE's largest producer of cement and one of the world's largest ceramics producer. It was also the first to launch a pharmaceuticals company in the Gulf region. All this hints at a business acumen fired by an understated yet robust economic drive that is weathering the current downturn in the global economy with undimmed vigour.

A Set-up that Responds to Customer's Needs

Today, Fara Esquire Cement Products is in a position to produce hollow core slabs varying from 150mm to 525mm in height with shear compaction through Nordimpianti's extruder technology. Indeed, the advantages of Nordimpianti's technical solutions and expertise proved a decisive factor in the purchase of the Italian equipment. Mr. Sib confirmed that he was especially impressed with the versatility and economic viability of Nordimpianti System's machines which "offer an attractive financial deal wit-

hout compromising on quality." He cited the continuous lubrication of the double and triple chains as well as of the main shaft

through constant immersion in oil as a primary advantage that keeps maintenance costs low.



Fara Esquire Factory in Ras Al Kaimah United Arab Emirates utilizing casting beds of 150m beds long



Nordimpianti Extruder



Nordimpianti saw 500AM

In addition, the Nordimpianti Extruder comes with a group of motorized wheels which features:

- calibration of the height of the machine;
- ability to increase the height of the panel to have a maximum of ± 2 cm topping at the bottom that could be a feature for fire rating;
- the Extruder can move up and down on the beds with a function of the control panel.

The choice of Nordimpianti System's high-precision 500AM saw was another appealing feature which clinched the deal. This saw comes with a main ABB motor and is equipped with timing belts giving a longer life span to the parts and minimizing spares. Nordimpianti System saw also prevents skidding as in the case of V-belts.

The equally internationally renowned Marcantonini technology came to the fore in the final decision to invest in an automatic horizontal batching plant to complete the turnkey facility. Backed by over twenty-five years of experience and ongoing R&D, Marcantonini's Betonmatic range provides a fully-customised batching plant on account of its modular components specially designed for the precast industry. As a result, production programmes are tailor-made and further supported by a computerized tele-assistance and tele-maintenance. Mr Sibü confirmed that "Sturdiness, versatility, accuracy, reliability, simple application, safety, ample storage capacity and long life-span" were all key plus points that led to partnering up with Marcantonini. "We are very satisfied with the high standard of the homogenous concrete mix (both wet and dry) as well as with the ease with which we can change the aggregate mix and correct the water content in the admixture," Mr Sibü added.

Significantly, Marcantonini's pan-type mixers are suitable for the homogeneous treatment of a large range of minerals, such as for the production of concrete of all qualities and of lightweight concrete with expanded clay, pumice, polystyrene, ceramics or similar materials. For mixing of hot concrete, Marcantonini mixers can be equipped with circular slabs, precast elements, prestressing equipment, batching plants and concrete distribution. Once again, Mr

GAIN THE ADVANTAGE!

Nordimpianti's casting machines have several advantages: high compaction, proven reliability, minimum maintenance and long machine life, rapid changeover for the production of different profiles and **high cost-benefit advantages.**

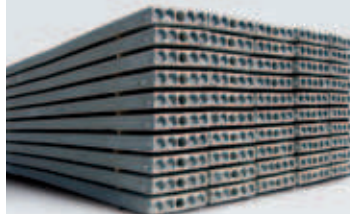


Extruder System



EXTRUDER MONO & DUO SYSTEM PRODUCTION

- Hollow core slabs
up to **500 mm (20 in)** high
- **1x2400 mm (16 in)** wide
 - **2x1200 mm (8 in)** wide
 - **1x1500 mm (10 in)** wide
 - **1x1200 mm (8 in)** wide
 - **2x600 mm (4 in)** wide



Slipformer System



SLIPFORMER MULTI SYSTEM PRODUCTION

- Vineyard Post
- Lintels
- "T"-Beams - "I"-Beams
- Slab with lattice work
- "Predal" panel
- Double and Triple ribbed panel
- "U" Panel
- Double "T" panel up to **1000 mm (40 in)** high
- Hollow core slab up to **1000 mm (40 in)** high
- Grandstand plates



**Thank you for sharing
this experience
with us!**

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Marcantonini Batching plant

Sibu noted that the high yield owing to the brief mixing time and the prevention of residue spill during the discharge process fully demonstrates an award-winning technological innovation.

The collaboration between Fara Esquire Cement Products, Nordimpianti System and Marcantonini was coordinated by Philip A Tabone International throughout the installation and commissioning phases. While quality and price proved fundamental, being sensitive to investor's needs clearly made this venture in Ras al- Khaimah go from the drawing board to full production swing.

Summary

The supporting role played by Philip A Tabone International from first customer contact to after-sales service shows the company's concerted efforts to step-up its broadening customer care service – a dynamic which Philip A Tabone International firmly believes in. The newly set up hollow core and precast line in Ras al- Khaimah is yet another showcase of Nordimpianti System and Marcantonini's advanced technology at the right price. It is also proof of synergies built on sustaining strong relationships which go well beyond the buying and selling point. ■

FURTHER INFORMATION



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