

COGNIZANCE

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MD's MESSAGE 02

MADE IN SAUDI 04

PRODUCT REFRESH

U Guard 05

KEY ACHIEVEMENT

SASO Certification - Cable Management System 08

Vendor Registration 08

PERFORMANCE ANALYSIS

Top Sales Executives - Year 2021 09

EFFECTIVE SELLING 11



OUR SOCIAL MEDIA

PAGE 12.

MD'S WORD

Collaboration, coordination, and cooperation lie at the heart of Unitech's Culture.

It is the most important duty of the management of Unitech/SFSP to share common strategic goals such as the development of the company, improve our offerings, competitiveness and increase revenue. These goals are made possible when we foster a strong culture of collaboration, coordination, and cooperation between Unitech/SFSP Branches. For many years now these elements defined us and have promoted continuous development and innovations in the company. Time and time again these elements have been proven to be beneficial for the entire company, helping us enter and create new markets, and develop/enhance our product basket. However as we grew bigger – these elements faded away and today we hardly know what the other branch is doing, developing, solving, selling etc...

We need to change this attitude and find ways to reignite the teamwork engine. Achieving effective collaboration in an organization is never easy. Working collaboratively, instead of individually, helps improve productivity and gives employees a sense of purpose in the company. It also becomes easier to brainstorm ideas to solve an existing problem or deliver the required work on time. Every member of a team has different skills, expertise, and talent. When all the members collaborate together they are able to utilize the experience, knowledge, and skills of everyone involved to achieve the shared goal. Not to mention, collaboration also fast tracks project deliveries as employees are able to combine their strengths and expertise to get things done. A problem that would have taken a single employee weeks to resolve, might be solved by a team within a few hours as everyone is able to employ their unique skills and viewpoints to get things done faster.

Work together collaboratively also allows employees to share their ideas while understanding how their team members think, work, and operate. This, in turn, allows the employees to learn from their colleagues and build upon their strengths. As a result, collaboration proves to be mutually beneficial for both the company and its employees.

1 It's the foundation of all work processes

An organization is an entity made up of a group or groups of people focused on delivering ideas, products, resources, services or solutions that deliver value to their end consumers. Collaboration is the glue that binds the various processes in an organization together. It is the foundation of all work processes, and while technology has made it much easier, much of the basics of work collaboration remain unchanged.

2 It's essential to overall work success

Any organization's success is dependent on how well its employees collaborate. Collaboration is the most basic building block of teamwork and it is crucial to delivering results on projects that require teams of people working together. There are also many kinds of work collaboration. While small teams may collaborate more successfully with little intervention, larger teams may need an efficient platform for work collaboration that allows them to collaborate contextually.

3 It's what brings teams together to achieve common goals

Common goals define a team's role in an organization. While individuals have responsibilities, teams have a structure that streamlines those responsibilities into output that helps them achieve their common goals. The interface that makes this possible is work collaboration. It is the process where individual members of a team communicate and transact work to help build a desirable outcome that meets their definitions of success.

4 It's how teams focus on individual responsibilities

While collaboration is an important part of getting teams and organizations to achieve their desired outcomes at work, it is also inversely true. As the most important work interface, collaboration's main goal is to let employees own their responsibilities and perform their work in tandem with their team members. Instead of working in silos and then meeting to evaluate their work, team members collaborate continuously to make sure they're on the right track.

5 It helps drive growth and innovation

Innovation has always been a core driver of growth at most organizations and collaboration is key to driving it. Collaboration facilitates the exchange of ideas and thoughts among team members who then weigh in on them with collective expertise. Collaboration in this sense acts as a force multiplier for innovative ideas and as checks and balances for ideas that can't be executed or ones that need more thought put into them.

No successful organization runs successfully without collaboration, coordination, and cooperation in the workplace. Progressive companies are increasingly realizing the value of these elements and looking for ways to foster it within their teams. These elements in the workplace involves individuals working together to solve problems across departments, branches, management levels, and functions. By combining the effort and expertise across Unitech/SFSP we will be able to innovate and grow, and increase our competitiveness on many levels.

Saqib Altaf.



MD's Announcement

I am in the process of developing a rating system for the branches and the countries based on a certain criteria whereby, at the end of every 3 months there will be announcement that would contain the ratings of the branches and countries - this rating will have an impact on the evaluation of managers performances and year-end bonuses. Additionally, Individual performances will be monitored and announced.

MADE IN SAUDI

We are proud to announce that our manufacturing arm **SFSP** have joined **SAUDI MADE** program. Soon, our products will have Saudi Made stamp!

What is Saudi Made?

A unified brand for product and services in Saudi. It creates an opportunity to increase the consumption of the national product locally and to compete in the global markets.

Benefits of the program:

- Feature in Made in Saudi campaigns
- Authorized use of Saudi Made logo in corporate communications and on products, if eligible
- Connect through the program with government entities
- Knowledge sharing sessions
- Business community networking events
- Listing in the directory of companies
- Overview of government incentives on the Made in Saudi platform
- Quality workshops
- Local content workshops



PRODUCT REFRESH:**U GUARD**

U-Guard provides the most suitable way to protect your facilities from damage caused by traffic. Through a large selection of heavy duty items designed to suit most applications, U-Guard offers a set of material, each serves to provide the required shield to the facility. Natural rubber, EPDM, SBR, Vinyl, and Urethane compounds are the materials used in manufacturing the distinguished products of uguard.

**► CORNER GUARDS**

Accidents hurt - safety does not.

Wing Sizes

65x65 mm
75x75 mm
90x90 mm
100x100 mm
120x120 mm

**Standard Lengths**

1 mtr and 1.2 mtr.
Other lengths are available upon request.

Materials

They are manufactured using high impact resistant SBR Rubber. They are also available in NEOPRENE and EPDM on request. Standard color is black. Designs are available with yellow strip. They are weather resistant, abrasion resistant, crack resistant and do not stain the vehicle.

**SBR** - Styrene - Butadiene Rubber

Good Abrasion Resistance

Good Aging Stability

Shore of Hardness [50 _ 90]

Elongation [450 _ 500 %]

Possible Temperature [-40 up to 100 C]

EPDM - Ethylene Propylene Diene Monomer (M-Class) Rubber

Shore of Hardness [40 - 90]

Tensile Failure Stress [25 M pa]

Possible Temperature [-50 up to 150 C]

Technical Table

Black

| Type | Wing Size (mm) |
|---------|----------------|
| CG - B1 | 65 |
| CG - B2 | 75 |
| CG - B3 | 90 |
| CG - B4 | 100 |
| CG - B5 | 120 |

Black with yellow strip

| Type | Wing Size (mm) |
|----------|----------------|
| CG - BY1 | 65 |
| CG - BY2 | 75 |
| CG - BY3 | 90 |
| CG - BY4 | 100 |
| CG - BY5 | 120 |

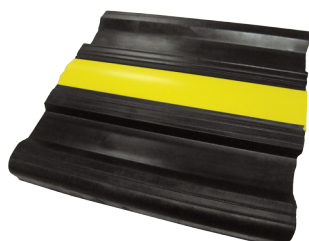
► WALL GUARDS

Prepare and prevent, do not repair and repent.



Sizes

200 x 25 mm
200 x 50 mm
120 x 30 mm
and other sizes upon request.



Standard Lengths

These products come in 2 mtr or 4 mtr Rolls.

Materials

Wall guards are applicable by mechanical fixation or adhesive fixation to any substrate. UV and ozone stabilizers for highly-resistant rubber/UV and ozone resistant rubber. They come black with a yellow strip.

SBR - Styrene - Butadiene Rubber

Good Abrasion Resistance

Good Aging Stability

Shore of Hardness [50 _ 90]

Elongation [450 _ 500 %]

Possible Temperature [-40 up to 100 C]

Technical Table

Black

| Type | Thickness (mm) | Width (mm) |
|---------|----------------|------------|
| WG - B1 | 30 | 120 |
| WG - B2 | 25 | 200 |
| WG - B3 | 50 | 200 |

Black with yellow strip

| Type | Thickness (mm) | Width (mm) |
|---------|----------------|------------|
| WG- BY1 | 25 | 200 |
| WG- BY2 | 50 | 200 |

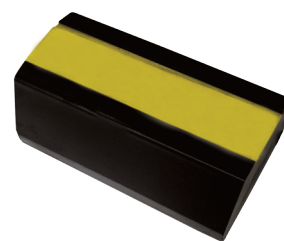
► WHEEL STOPS

Tomorrow is your reward for working safely today.



Sizes

Base width 130 mm x height 100 mm
Base width 138 mm x height 100 mm
Base width 150 mm x height 150 mm



Standard Lengths

The standard length is 500 mm up to 2000 mm but the most running is 500 mm and 1800 mm

Materials

Wheel stoppers are made of high resistant extruded rubber with excellent weather resistance, crack resistance and abrasion resistance quality. It comes in black rubber with yellow strip.

EPDM - Ethylene Propylene Diene Monomer [M-Class] Rubber

Shore of Hardness [40 - 90]

Tensile Failure Stress [25 M pa]

Possible Temperature [-50 up to 150 C]

Technical Table

Black with yellow strip

| Type | Base Width (mm) | Height (mm) | Length (mm) |
|---------|-----------------|-------------|-------------|
| WS- BY1 | 130 | 100 | 500-2000 |
| WS- BY2 | 138 | 100 | 500-2000 |
| WS- BY3 | 150 | 150 | 500-2000 |

► SPEED HUMPS

Protecting your site in your absence



Sizes

width x length x height
400 x 500 x 50 mm
400 x 500 x 68 mm
460 x 500 x 75 mm



Standard Lengths

The standard length is 500 mm and 250 mm

Materials

The speed humps are made of high impact resistance moulded rubber. They have excellent weather resistance and abrasion resistance quality.

EPDM - Ethylene Propylene
Diene Monomer [M-Class] Rubber

Shore of Hardness [40 - 90]

Tensile Failure Stress [25 M pa]

Possible Temperature [-50 up to 150 C]

Technical Table

Black with yellow strip

| Type | Base Width (mm) | Length (mm) | Height (mm) |
|--------|--------------------|----------------|----------------|
| SH - 1 | 400 | 500 | 50 |
| SH - 2 | 400 | 500 | 68 |
| SH - 3 | 460 | 500 | 75 |

► TRAFFIC MIRRORS

Safety does not happen by accident.



Standard Diameter

The standard diameter is 600 mm. It also comes in 300 mm, 450 mm, 650 mm, 750 mm, 800 mm and 900 mm.



The bolt screw is M10.

The required distance of the general view is 7, 10 and 18 mtr.

Materials

U Guard convex acrylic mirrors with anti aging fiber glass mirror frame. It is made up of a composite aluminum (polyethylene). The thickness of the acrylic mirror is 2 mm. And the back side is 0.5 cm and it is 100 % UV stabilized component. It can be installed both on the wall and pole. Besides, it comes with large radius of curvature for minimum distance distortion.

Rubber General Specification

| Property | Reference Standard | ASTM Method | Acceptance Criteria |
|---------------------|--------------------|-------------|----------------------------------|
| Hardness | BS 903 A57 | ASTM D2240 | 68 - 73 Shore "A" |
| Specific gravity | BS 903 A1 | ----- | 1.48 - 1.51 |
| Tensile strength | BS 903 A2 | ASTM D412 | 120 kg/cm ² (min) |
| Elongation at break | BS 903 A2 | ASTM D412 | 400% (min) |
| Tear strength | BS 903 A3 | ASTM D412 | 40N/mm (min) |
| Compression set | BS 903 A6 | ASTM D395 | 20% max (24 hrs/70°C) |
| Ozone Resistance | BS 903 A43 | ASTM D1149 | No cracks (24 hrs/23°C, 50 pphm) |
| Deflection | ----- | ----- | 20± 3kg/mm |



الهيئة السعودية للمواصفات والمقاييس والجودة
Saudi Standards, Metrology and Quality Org.

SASO CERTIFICATION CABLE MANAGEMENT SYSTEM

We're pleased to announce that our Cable Management System is now SASO Certified.

SASO Certification demonstrates that the product has been successfully tested and inspected to meet the Saudi quality and safety standards

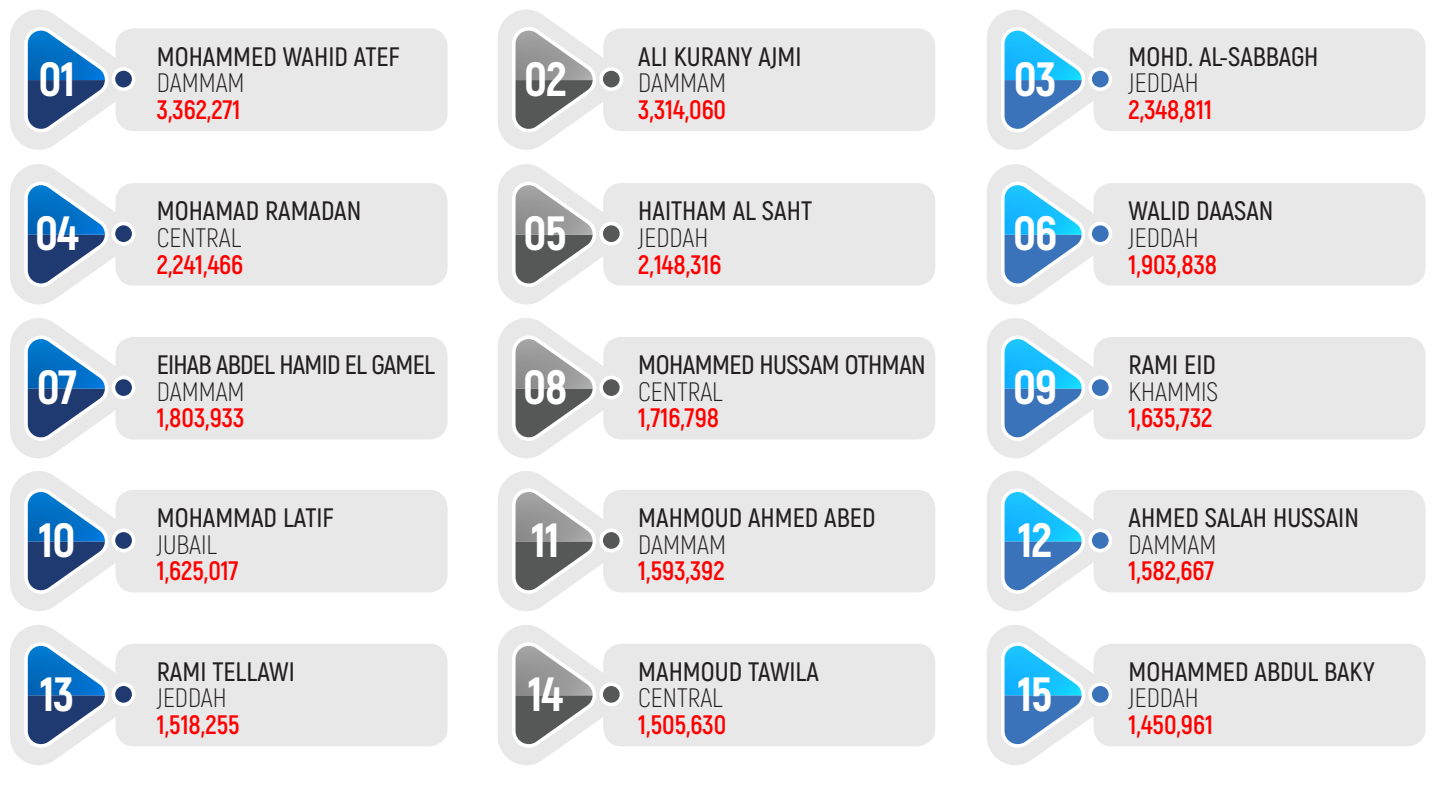
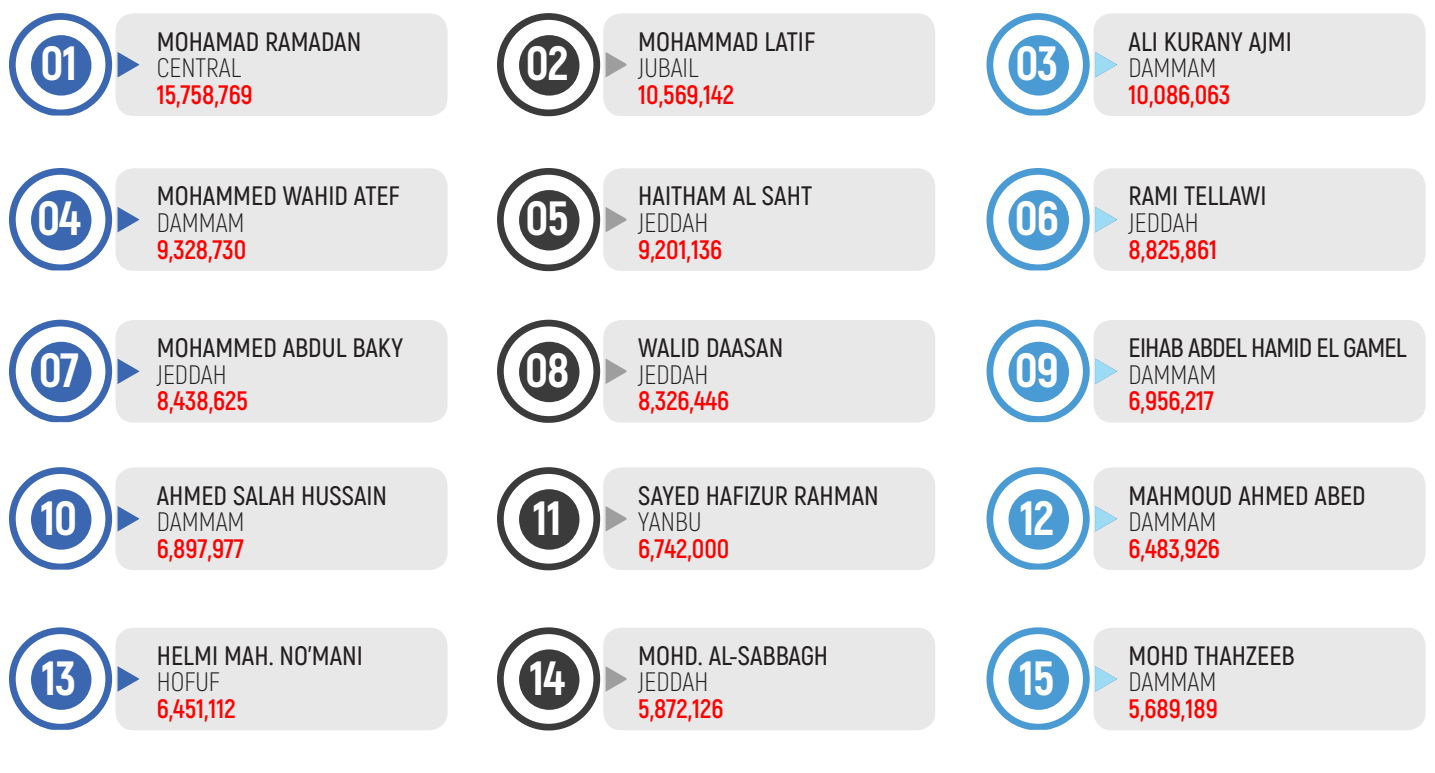
KEY ACHIEVEMENT VENDOR REGISTRATION

As a result of the great efforts exerted by Unitech's branches across the Kingdom, Unitech has been registered as a supplier for building and construction materials in Roshn, a national community developer powered by PIF.



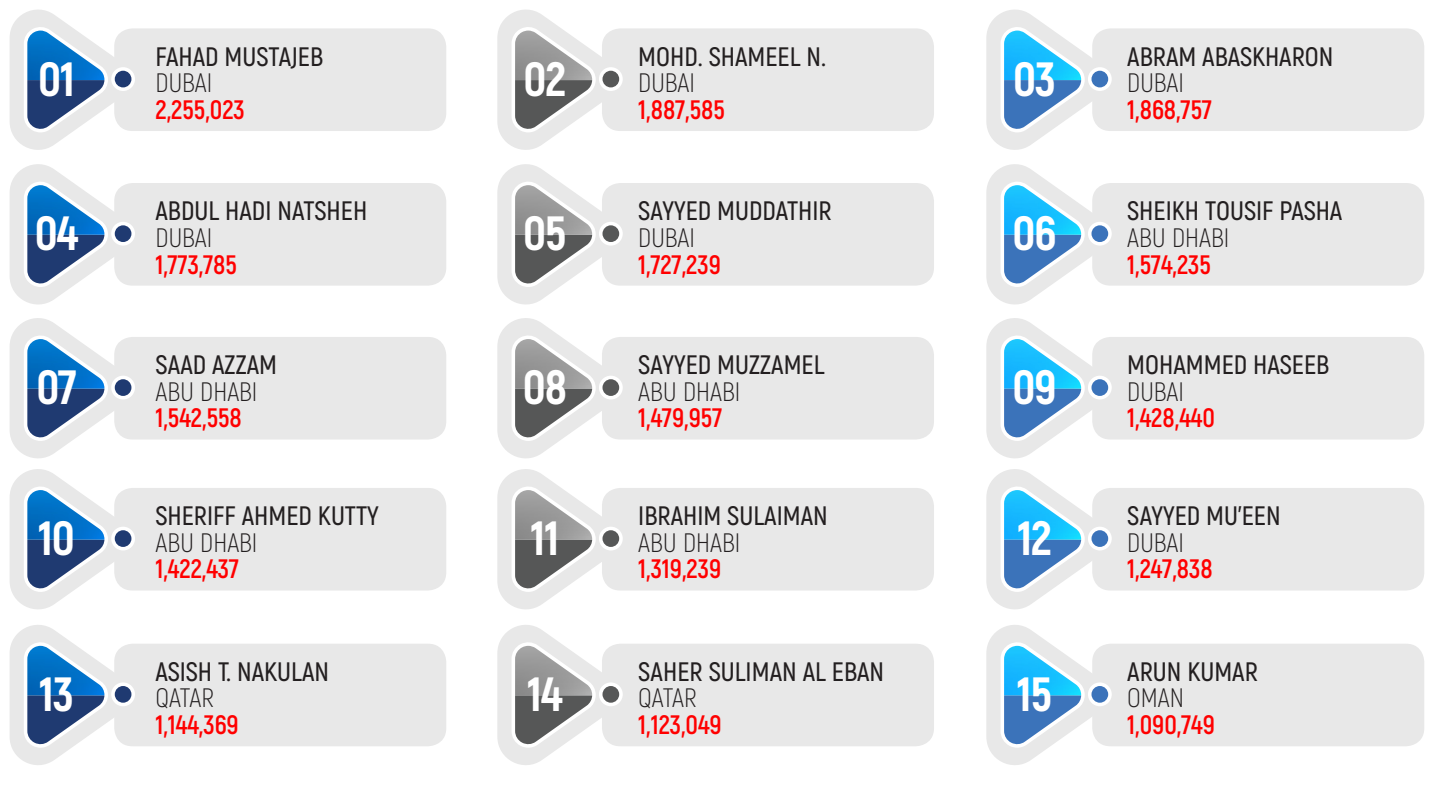
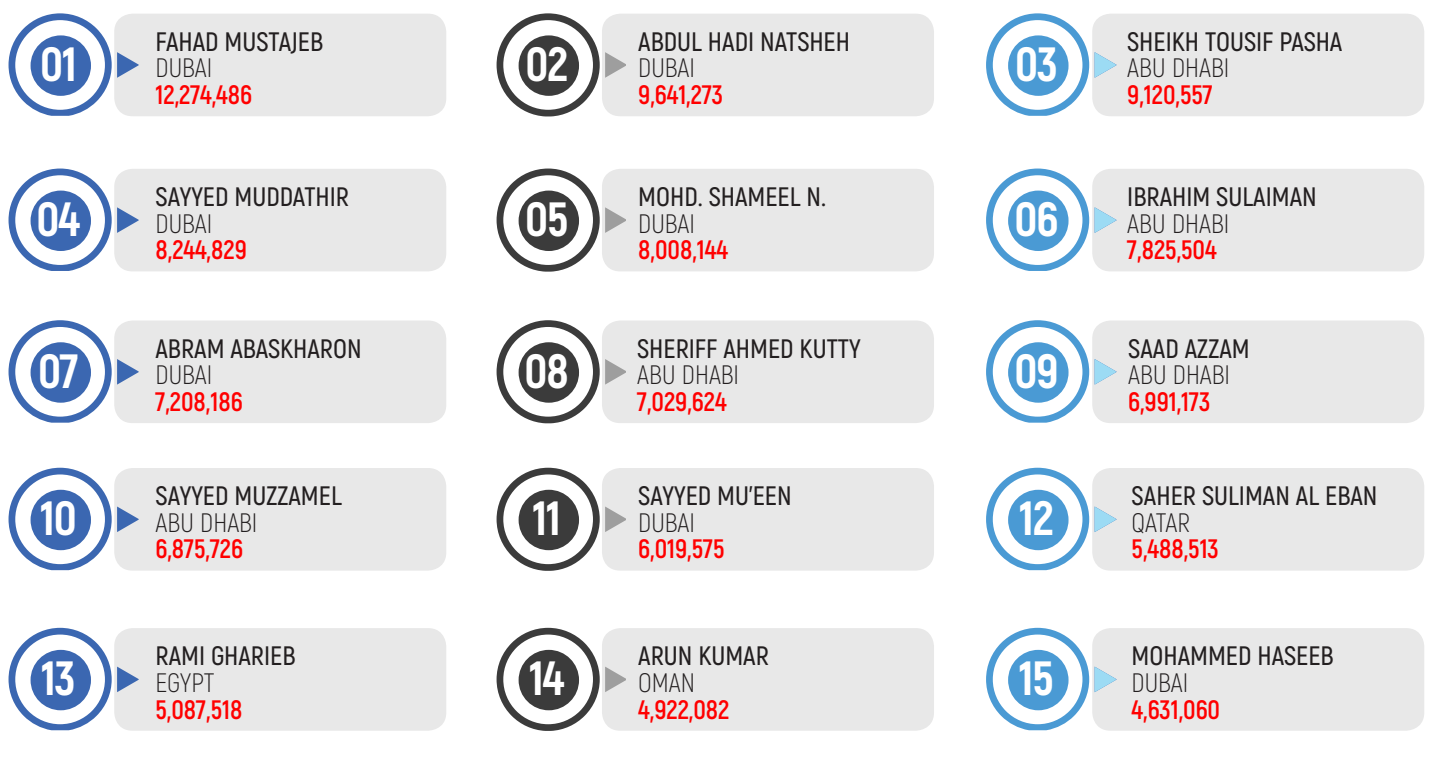
PERFORMANCE ANALYSIS

TOP 15 SALES EXECUTIVES / YEAR 2021 - UNITECH A

PERFORMANCE **BASED ON GROSS** (SAR)PERFORMANCE **BASED ON COLLECTIONS** (SAR)

PERFORMANCE ANALYSIS

TOP 15 SALES EXECUTIVES / YEAR 2021 - UNITECH B

PERFORMANCE **BASED ON GROSS** (SAR)PERFORMANCE **BASED ON COLLECTIONS** (SAR)

EFFECTIVE SELLING

Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff who are passionate about their products and eager to share the benefits with them.

Get to know your products or services

Use conventional and creative sources of information to learn about your products or services, including:

Your own
experiences
using the
products

Product
literature such
as brochures
and catalogues

Online
forums

Customer
Feedback

Trade and
industry
publications

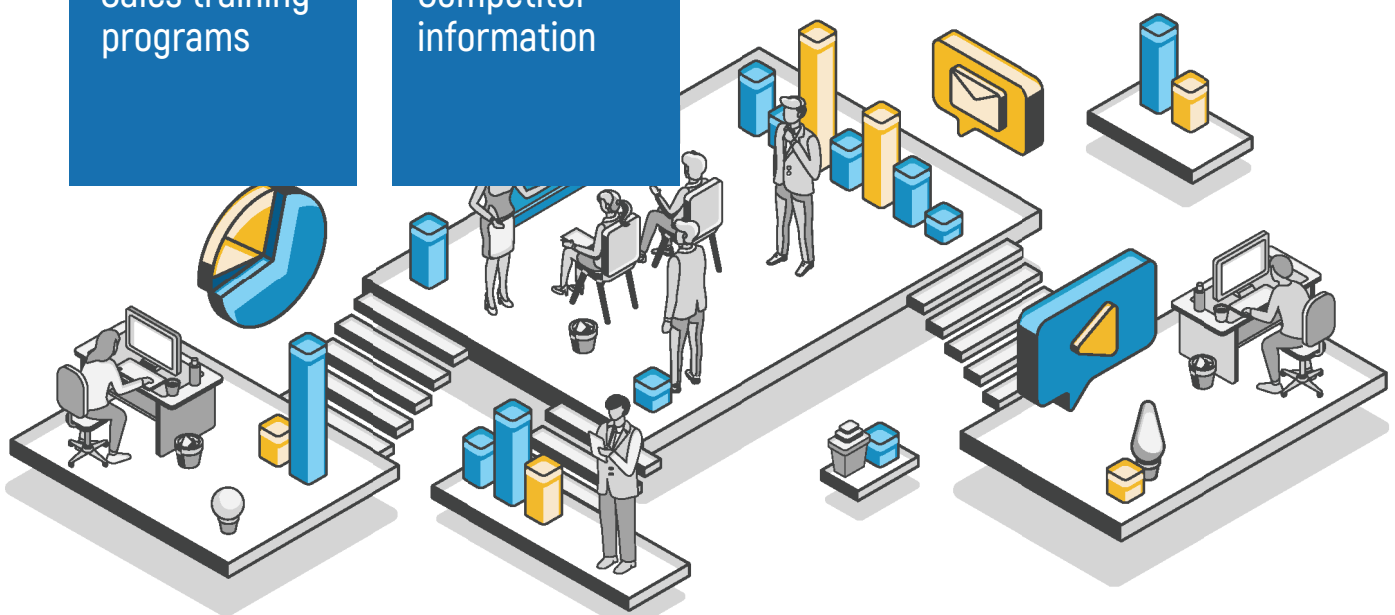
Internal sales
records

Your team
members

Visits to
manufacturers

Sales training
programs

Competitor
information



Keep an eye out for our next issue to discover **"How to Turn Product Features into Benefits?"**

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INSTAGRAM



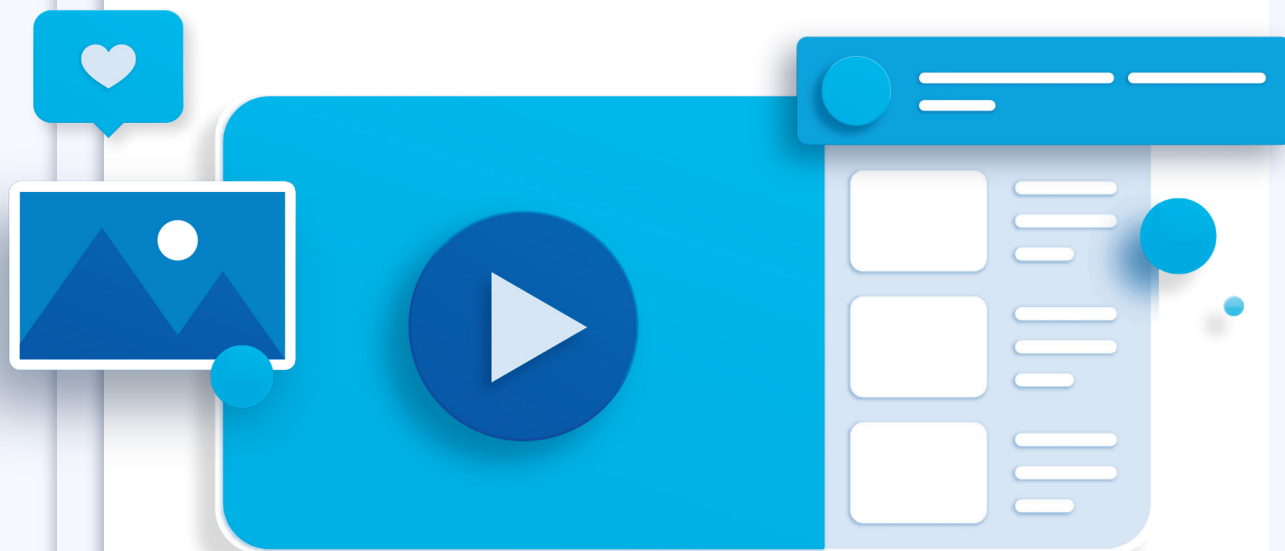
FACEBOOK



LINKED IN

The mission of our social media channels is to provide you with posts and short publications that will highlight the products, services, brands and teams that make up the Unitech family.

Follow Us, So you can be updated with our new developments, news and more...



Like



Comment



Share



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40⁺ SINCE 1979
YEARS
OF EXPERIENCE