

# COGNIZANCE

A UNITECH NEWSLETTER | JUNE/JULY 2023 | ISSUE 25

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## MD'S WORD

Teamwork is defined as the process whereby a group of people pool their resources and skills to work together and achieve a common goal. Today's teams are totally different from the teams of Yesterday: The teams of today are more dispersed, diverse, technologically advanced, and more dynamic. Successful teamwork has to have specific ingredients to maintain and ensure excellence. Ingredients that must fit all members of the team, regardless of their background, nationality, gender, education, expertise, and demography. Such ingredients can be shortlisted into:

- ▶ Sharing expertise among each other
- ▶ Exchanging information with transparency
- ▶ Exploring your coworkers so you can build strong working relationships.
- ▶ Accepting all team members
- ▶ Adapting your behaviour towards working and producing
- ▶ Avoiding negative attitude, from yourself and people around you
- ▶ Embracing new ideas, let it glow.
- ▶ Abandoning controversial issues
- ▶ Balancing work relationships
- ▶ Recognizing Cultural differences

Being part of a big team is an opportunity by itself. The bigger the team, the higher the outcome. But, while teams grow bigger and bigger, each team member has to fine tune his efforts and behaviour to carefully understand team members and accept different approach, while focusing on grabbing the opportunity to learn, gain experience and contribute enormously to the success of this team.

Mirroring all the above towards our big team of Unitech, the opportunities become bigger and bigger, and the inclusion becomes smarter, yet more exciting. Empowering a teamwork spirit shall be the responsibility of all team members, starting with managerial level, supervisor's levels, to each and everyone in the company. Teamwork at Unitech must go beyond branches, areas, regions, and borders. Despite the fact that some branches are thousands of Kilometres apart, they all have one single goal, which is the ultimate success of the company.

Whilst we embrace the teamwork spirit, all branches of Unitech, sales entities, manufacturing facilities and all other specialized departments will become a single team aiming for the best of the company. Let the goal be a goal for all, where all team members unite to make growth and success an easy task for all. Communicating well, exchanging expertise, assisting in problem solving, helping in customer servicing, and sharing engineering and technical information through all departments is the kind of teamwork needed for the ultimate success of all of us.

**Always work as a team, no matter how big and successful we are. The better the harmony, the stronger the team...**

**Saqib Altaf.**



Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.

– Andrew Carnegie



Coming together is a beginning, staying together is progress, and working together is success.

– Henry Ford

## 8

## Qualities of a Really Amazing Team Player



### 1 They focus more on the team than on the win.

They make group performance the priority so all can work at their best and most efficient.



### 2 They communicate openly and honestly.

They know that constructive conflict is the only way to achieve peak performance and remove hazards before they derail the project.



### 3 No job is too small.

People who let their ego and need for accomplishment get in the way will hurt overall performance and lose respect for the team.



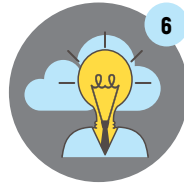
### 4 They stay positive.

They have a naturally positive attitude especially when the stakes are high.



### 5 They adapt.

They are disciplined and open-minded so they can adapt as necessary.



### 6 They go above and beyond what is asked.

Amazing team players use team meetings as stimulus to do outside thinking and action that will support the effort.



### 7 They're on time and prepared.

Amazing team players know that punctuality and readiness communicates commitment and dependability.



### 8 They share with others.

They take action for the good of the project and the team, and they bring resources to the table for all to benefit.

## THE 6 STAGES OF A CONSTRUCTION PROJECT; OUR INVOLVEMENT WITHIN EACH STAGE

When it comes to a construction project, nothing happens overnight. Construction projects take time, effort, and planning. There are many factors that can affect the timeline of a construction project, such as the size and complexity of the project, the availability of materials and labor, and the weather.

**The most common reasons why construction projects often take longer than expected can be shortlisted into:**



### The size and complexity of the project.

Larger and more complex projects will naturally take longer to complete than smaller and simpler projects.



### The availability of materials and labor

If there are shortages of materials or labor, it can delay the construction process.



### The weather

Bad weather can prevent work from being done on a construction site.



### Changes to the plans

It is not uncommon for changes to be made to the plans for a construction project during the course of construction. These changes can add time to the project.



### Poor communication

If there is poor communication between the different parties involved in a construction project, it can lead to delays.

To be able to deal with all these complexities, construction stakeholders have divided the construction project into manageable phases to be able to smoothly control the flow of the project, endeavoring at abiding by the predefined plan in terms of time and progress.

There are six fundamental stages of construction: Preconstruction, Sitework Development, Basic Structure (Rough Framing, Exterior Construction, MEP (Mechanical, Electrical, Plumbing), and finishing. Some stakeholders define the stages of construction as preconstruction, construction, and post construction. But such breakup is not enough to manage all the inflows and outflows which includes human involvement, material involvement, designing, planning, quality compliance, and several other factors.

For Unitech, the complexity of construction is well acknowledged through its diversified range of products and solutions, accompanying each construction stage, and providing engineering solutions from project initiation, with which quantity surveyors work closely with Unitech to provide price estimates. Also, at this preconstruction stage, consultants and engineers develop the technical specifications based on market leaders, available materials, and compliance to standards.

# THE 6 STAGES OF CONSTRUCTION ARE:

## 1 Pre-Construction

The pre-construction phase involves planning, surveying, engineering, architectural and engineering design developments, permits, and others. This phase acts as a project management phase for the whole construction project. Parties involved in this stage are property owner, architectural designers, engineers, general contractors, key suppliers. It also involves the engineering consultants firm with which it determines the specifications and audits the whole phases of construction.

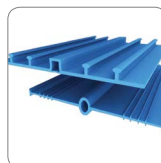
Unitech's involvement in the stage is on a guidance basis. General contractors, engineering and consultancy firms approaches Unitech for assistance on availability of material in the market, preliminary pricing, conformity with standards, along with specific engineering expertise and solutions for specific cases. Unitech in the stage encourages establishing discussion meetings, certain technical engagements and exchange of expertise as a key player in the market within the construction sector.

## 2 Sitework and Foundation

The second stage of construction starts when everything is set on ground; people, equipment, excavators, bulldozers starts to roar. Crews get the site ready by clearing the property, digging or drilling for a foundation and footings, and developing a passageway for deliveries and to wreckage clearance. Drilling wells and bringing underground utilities such as electricity, communication, water and gas are also major activities undertaken in this stage.

After clearing and digging and preparing the site for foundation, the general contractor along with the architect and engineer, as well as the surveyor are engaged in all these preparation and foundation activities. At this stage, a new player usually gets involved which is subcontractor, which is a specialized contractor for a certain role in the project. The main contractor usually get part of the job done through sub-contracting, under which the subcontractor will be fully controlled by the main contractor, performing specific tasks according to the project's specifications. Several subcontractors work together under the supervision and direct guidance of the main contractor: excavation, drilling, earthwork, utilities, concrete, framing and scaffolding subcontractors.

**Unitech sales team can start offering our material at this stage, to both contractors and subcontractors. Our team are able to offer a set of products including [Concrete Foundation Water Repellent](#), [Foundation Protection Sheets](#), [PVC Waterstops](#), [Geotextiles](#), [Water Vapor Barriers](#), [uPVC and cPVC utility Piping](#) and [HDPE and LDPE Water Supply Piping](#), as well as [EMT Conduits](#) and [Concrete Accessories](#).**





## 3

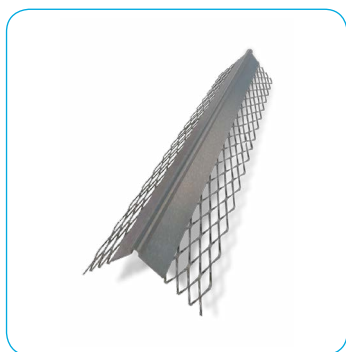
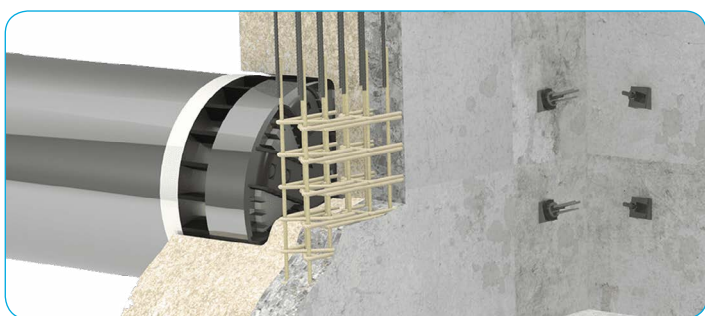
## Basic Structure (Rough Framing)

The third phase of construction is the erection of the basic structure, or in other words rough framing. At this stage, the building starts going vertical. The cranes lift the structural steel into place while concrete contractors start connecting primary and secondary columns of concrete to the foundation and footings.

With the steel rebars and concrete columns' structures in place for each floor, contractors or subcontractors pour the concrete to the floors, and attached the columns with steel rebars to the second floor, and vis-a-vis for all other floors.

After completing the concrete skeleton of the building, or while completing it, the walls of each floors is installed by blockwork or prefabricated concrete installer, with which each floor is being handled externally, and divided internally according to the architectural design floor plans provided by the architecture company and the interior design agency.

Unitech sales team can offer a variety of products and solutions for this stage, such as **GFRP Rebar, Expanded Metals, Plaster Beads, Block Ladder Reinforcements, Steel Lintels & Block Work Accessories.**

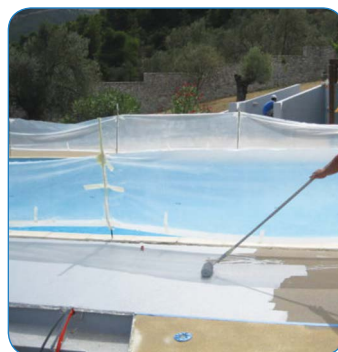
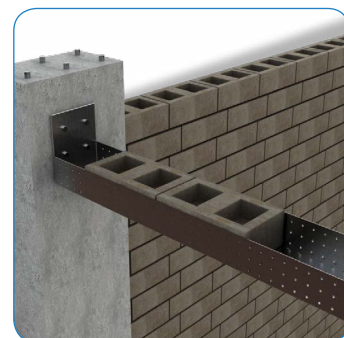
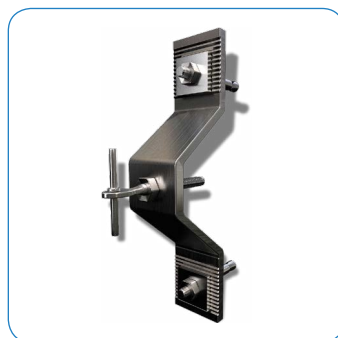


## 4

## Exterior Construction

The fourth phase of construction involves exterior construction, or sealing it off to the elements. This stage includes installing the windows, doors, facades, roofing, and everything necessary to finalize the exterior work of the project. In addition to the general contractor, subcontractors specialized in façade installation, roofing, glazing, door and windows, thermal insulation and weatherproofing are now involved in the construction process.

Unitech's role in providing specialized engineering solutions and most suitable products in this phase is vital. While we are able to provide multiple solutions including **Façade Mechanical Cladding, Waterproofing and Weatherproofing Solutions, Steel Lintels, Steel Doors & Roof Hatches, Insulation Systems, and Specialized Coating Solutions.**

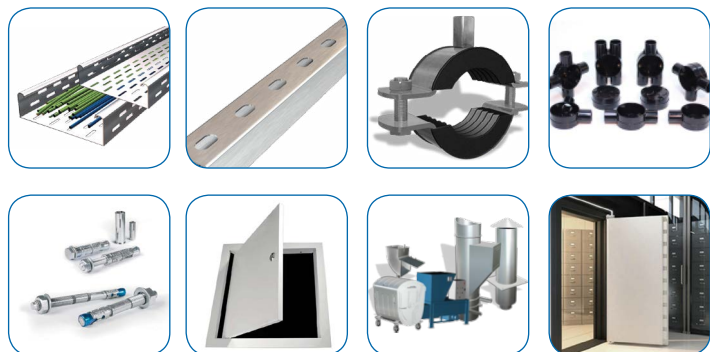


## 5 MEP (Mechanical, Electrical, Plumbing)

This phase is the most critical phase for installing the primary utilities and components essential to turn the project into a livable environment. MEP contractors (Mechanical, Electrical and Plumbing) work side by side to install the necessary components, and they would synchronize their work to be able to finish the installation smoothly with no delay. At this stage, the general contractor oversees all the processes, the harmony between subcontractors work, in addition to ensuring the installation and testing are made side by side.

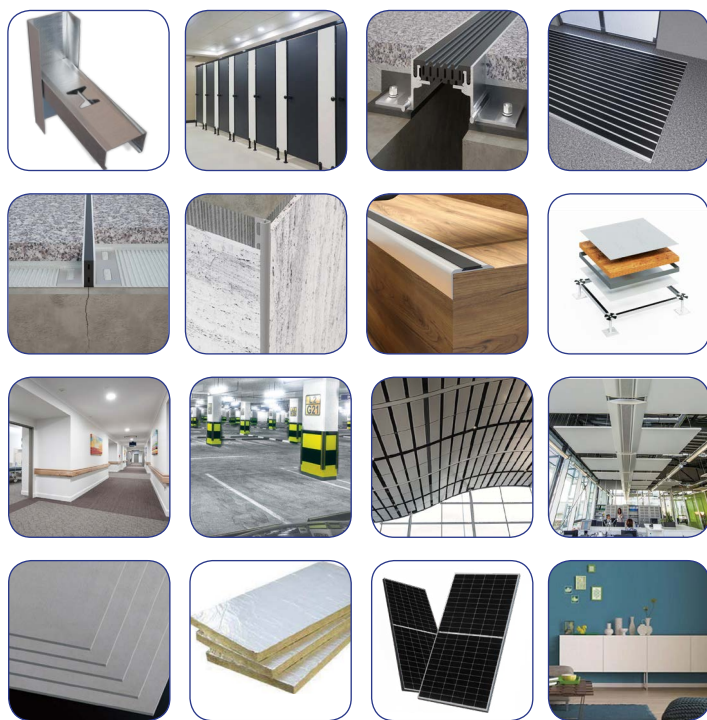
Mechanical contractors install ventilation, ductwork, heating and other equipment, while electricians provide electrical panels, ATS panels, backup generators, switchgears, and electrical distribution network throughout the building. Plumbers also install water utilities, ensure water supply and sources to the project, and install waste, drain, and ventilation pipes. Fire suppression and alarm subcontractors take care of installing their system and connects the system to every section of the project, while elevator contractors prepares the components for installing elevators.

Unitech's contribution to this phase is numerous, providing multiple components and products for subcontractors and installers including **Cable Management Systems, C-Channel Strut System with Accessories, Pipe Clamps & Hangers with Accessories, PVC Electrical Conduits and Accessories, Mechanical Anchoring Systems, Chemical Anchoring Systems, Facade Insulation Fixings, Light Weight Fixings, Access Panels & Roof Hatches**. Also Unitech is able to provide several other solutions for this phase including **Waste Management Solutions, Metal Ceiling Grid System, and Steel Doors**.



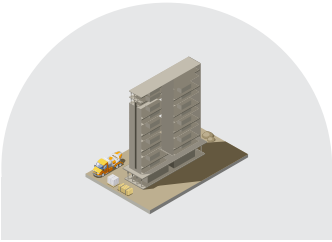
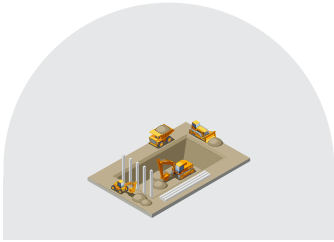
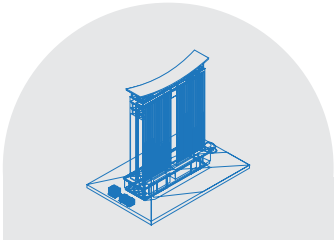
## 6 Finishes and Fixtures

The finishes and fixtures phase is the final push, as the project starts taking the final form interiorly and exteriorly. Several subcontractors work side by side to put together all finishing material and components with delicacy and care. Unitech's interference in this stage is crucial where it is able to provide a variety of top notch products including **Drywall and Ceiling Profiles & Solutions, Toilet Partitions, Phenolic Solutions, Architectural Expansion Joints, Tile Movement Joints, Nexus Profiles, Stair Nosing, Entrance Matting System, Raised Access Floor System, Handrails, Impact Protection Systems, Metal Ceilings, Acoustical & Decorative Ceilings, Cement Boards and Accessories, Insulation Systems, Adhesives, Sealants & Construction Chemicals, Paints, Specialized Coating Solutions, and Solar Energy Systems**.



Besides providing innovative products and solutions to each specific construction phase, Unitech also supplies a set of products used for all phases of construction specifically **Power Tools & Accessories, Industrial Tools, Cutting & Grinding Abrasive Disc, Generators & Air Compressors, Concrete Coring, Professional Hand Tools & Equipments, Generators, Chain Saws & Pressure Washers**.

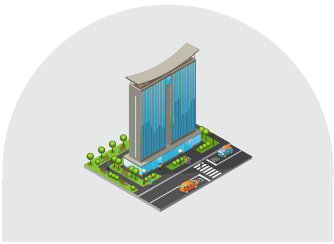
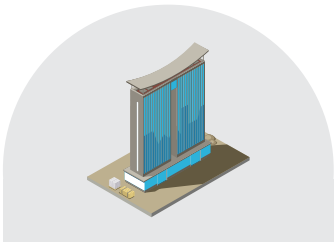
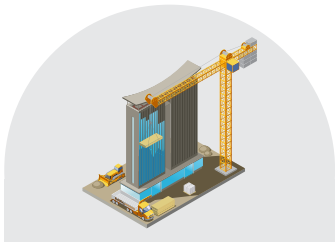
CONSTRUCTION PHASES; ILLUSTRATED



Type of Contractor	Pre-Construction	Sitework/Foundation	Rough Framing
General Contractor	✓ General Contractor	✓ General Contractor	✓ General Contractor
Architect/Design	✓ Architect/Design	✓ Architect/Design	
Engineering Firm	✓ Engineering Firm	✓ Engineering Firm	
Surveyor	✓ Surveyor	✓ Surveyor	
Excavator		✓ Excavator	
Drilling		✓ Drilling	
Earthwork		✓ Earthwork	
Utilities		✓ Utilities	
Concrete/Cement		✓ Concrete/Cement	
Framing/Structural		✓ Framing/Structural	✓ Framing/Structural
Scaffolding		✓ Scaffolding	✓ Scaffolding
Metal			✓ Metal
Roofing			
Siding			
Glass/Glazing			
Doors & Windows			
Masonry/Brick			
Plastering			
Fire Suppression			
Electrician			
Plumbing			
HVAC			
Elevator			
Insulation			
Drywall			
Painting			
Tile			
Finish Carpentry			
Flooring			



CONSTRUCTION PHASES; ILLUSTRATED



Type of Contractor	Exterior Construction	MEP	Finishes/Fixtures
General Contractor	✓ General Contractor	✓ General Contractor	✓ General Contractor
Architect/Design			
Engineering Firm			
Surveyor			
Excavator			
Drilling			
Earthwork			
Utilities			
Concrete/Cement			
Framing/Structural			
Scaffolding	✓ Scaffolding		
Metal	✓ Metal		
Roofing	✓ Roofing		
Siding	✓ Siding		
Glass/Glazing	✓ Glass/Glazing		✓ Glass/Glazing
Doors & Windows	✓ Doors & Windows		✓ Doors & Windows
Masonry/Brick	✓ Masonry/Brick		✓ Masonry/Brick
Plastering	✓ Plastering		✓ Plastering
Fire Suppression		✓ Fire Suppression	
Electrician		✓ Electrician	
Plumbing		✓ Plumbing	
HVAC		✓ HVAC	
Elevator		✓ Elevator	✓ Elevator
Insulation			✓ Insulation
Drywall			✓ Drywall
Painting			✓ Painting
Tile			✓ Tile
Finish Carpentry			✓ Finish Carpentry
Flooring			✓ Flooring

## PRODUCT HIGHLIGHT ETERNO IVICIA

eternoivica

We are thrilled to announce the availability of Eterno Ivica's groundbreaking Adjustable Pedestals, exclusively through Unitech in the KSA and MENA region. These innovative products will revolutionize raised flooring solutions across a diverse range of applications.

Experience the power of Eterno Ivica's Adjustable Pedestals, carefully crafted to deliver unmatched versatility, quality, and ease of use. Let's explore the exceptional features of these game-changing products:

### 1. Versatility Unlimited:

Eterno Ivica's Adjustable Pedestals offer unlimited possibilities for raised flooring systems in various projects. From outdoor terraces and balconies to exquisite rooftop gardens and public spaces, these pedestals can adapt to any design requirement.

### 2. Swift and Effortless Installation:

Installing raised flooring has never been easier. Eterno Ivica's Adjustable Pedestals are designed to simplify the installation process. Their intuitive design allows precise leveling and quick adjustments, ensuring a seamless and efficient installation experience.

### 3. Unparalleled Stability:

Stability is the hallmark of Eterno Ivica's Adjustable Pedestals. Engineered with robust materials and industry-leading design, these pedestals provide exceptional stability, supporting heavy loads while offering a secure and reliable foundation.

### 4. Maximum Applications:

The versatility of Eterno Ivica's Adjustable Pedestals makes them suitable for a vast array of applications. From decking and terrace floors to pathways and outdoor areas, these innovative products empower limitless design possibilities and optimal space utilization.

As Unitech's exclusive offering in the KSA and MENA region, Eterno Ivica's Adjustable Pedestals exemplify our commitment to providing cutting-edge solutions that drive project success





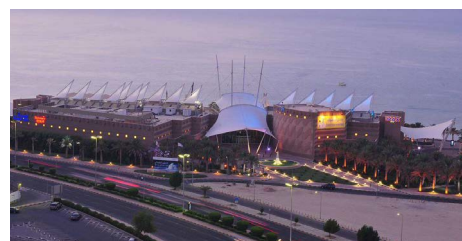
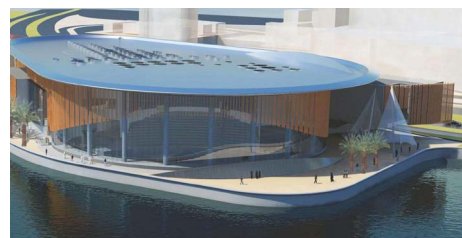
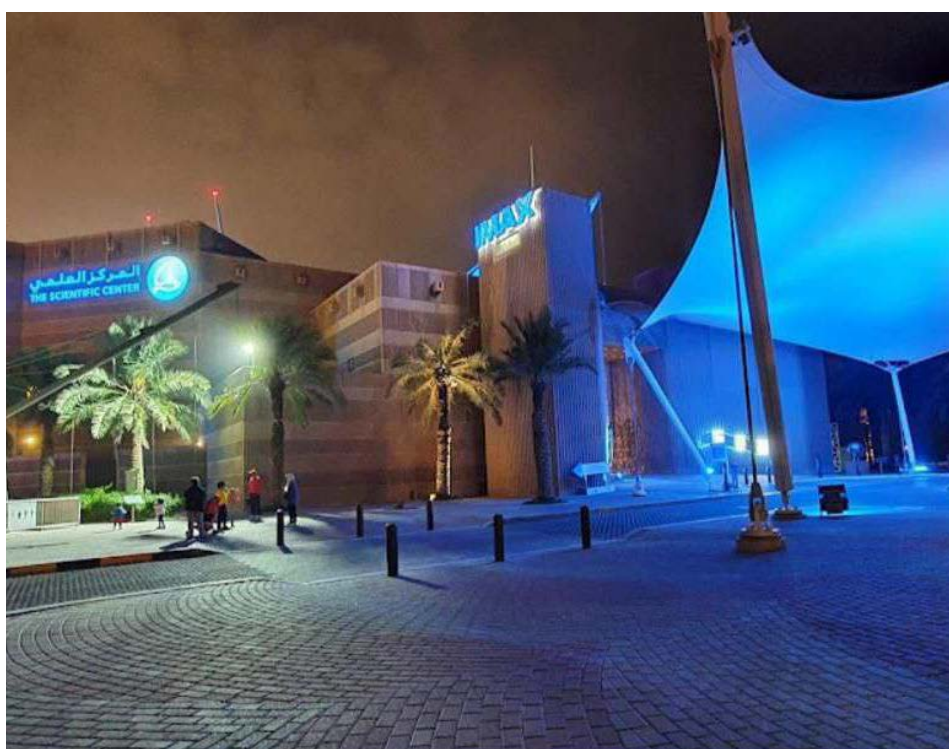
## NEWS UPDATE

**UNITECH KUWAIT ACHIEVES MILESTONE:  
FIRST ORDERS OF ETERNO IVICA SECURED!**

1

**Company Name:** Ahmadiyah Contracting & Trading Co.**Project Name:** New Messilah Beach

2

**Company Name:** Wuhan Lingyun Building Decoration Engineering CO.LTD**Project Name:** The Scientific Center Project



## NEWS UPDATE

THE SUPPLY & APPLY FOR NEXUS  
EXPANSION JOINTS

Project Name: **The Sea World**

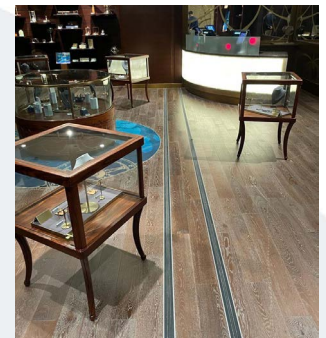
Location: **Abu Dhabi**

The Models: **UFSJ, UWFJ, NWSS, and NFF**

SeaWorld Abu Dhabi is located on Yas Island and will open its doors in May 2023.

It will be the region's largest and most expansive multi-species marine-life aquarium.

It consists of five indoor levels with a total area of 183,000 sqm.





## OUR PEOPLE SPOTLIGHT

### WELCOME BACK JAMEEL JAMAL!

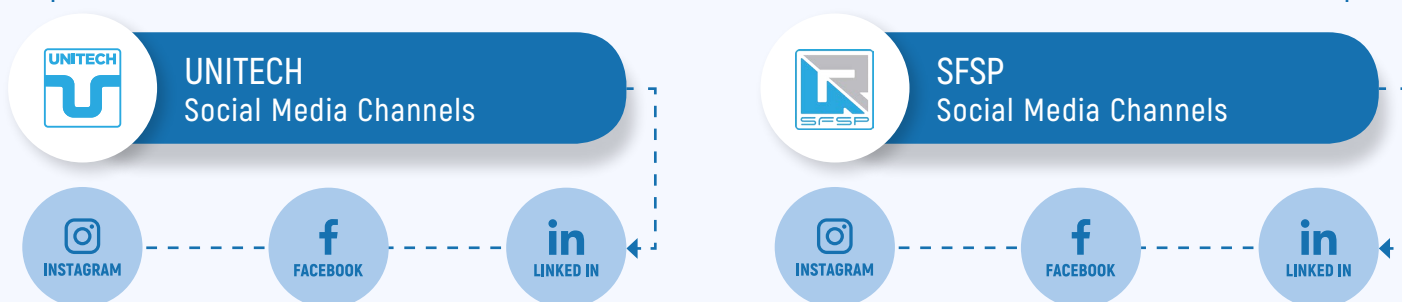
Please join us in celebrating the triumphant return of Jameel to our work family! After a courageous battle with cancer. He emerges once again to inspire us with unwavering strength and resilience.



Do you already follow us on our social media channels?

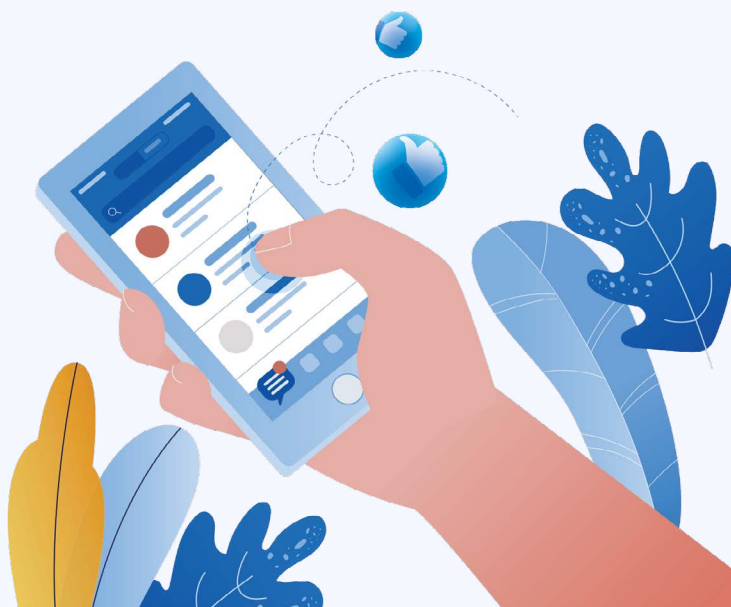
If not, please follow us on the following social media channels,  
just **click the icons** below to land on the respective pages:

# SOCIAL MEDIA CHANNELS



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...**







# COGNIZANCE

A UNITECH NEWSLETTER



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C06.JUN/JUL 23.INS25



**40<sup>+</sup>** YEARS  
OF EXPERIENCE  
SINCE 1979