

# COGNIZANCE

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## WORD FROM OUR MANAGING DIRECTOR

I hope you and your families are doing well.

With the start of the year 2021, we have been publishing this internal newsletter every month, this is the 7th issue. These Newsletters are being developed in order to educate and update all the employees on multiple topics such as:

- Development within the Company or the Group
- Product Development / New Product Launch
- Current Events / News
- General Knowledge
- Skill Development
- Various Education Topics and more...

Whether you are a Sales Coordinator or an Executive, Accountant or a Secretary - all should have the knowledge of the products Unitech is selling/offering in the market. In each months issue we are choosing one or two products and educating/highlighting the benefits, advantages, competitive edge, application and more.

I want all of you to take some time out of your busy schedule and give it a read as this will be beneficial for you and to keep you updated with the company's offerings, developments and achievements.

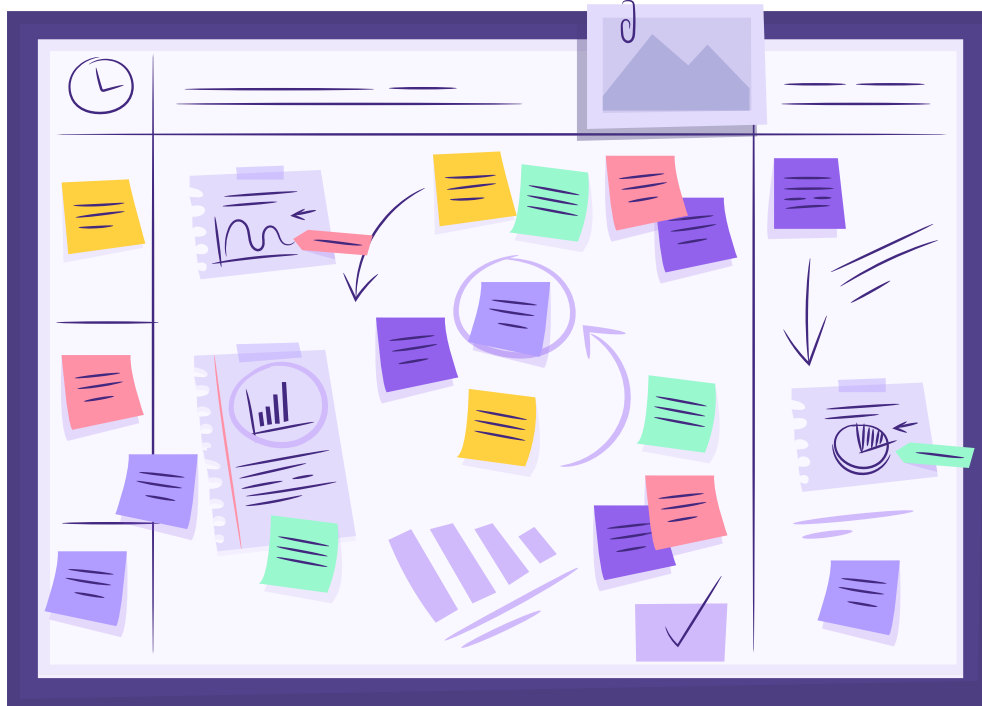
Major Update in this months issue is that Unitech along with its local appointed dealer in Pakistan (AFKO Engineering) has participated in an event to launch the new product (Milwaukee Power Tools) intended for the market of Pakistan.

This Event was attended by many governmental dignitaries and key influential figures of Construction Industry. This event was inaugurated by the Prime Minister of Pakistan (Imran Khan). It was a very successful event in terms of our exposure and the highlights of this event are covered inside this issue.

Saqib Altaf.

# KNOWLEDGE HUB

## CRITICAL PATH METHOD



Generally, we tend to procrastinate work until the deadline appears dangerously close. Having a generous time to complete a project leads us to overthink each task, use time inefficiently, and sometimes make us perceive the project as more complex.

According to Parkinson's Law, such an act has a significant negative effect on our progress & productivity. The optimal solution to minimise the implications of Parkinson's Law, is to use strategic planning tools such as CPM (Critical Path Method).

### WHAT IS CPM ?

A step-by-step methodology for planning projects with complex, and interdependent activities. It outlines the tasks' sequence, project timeline and the least amount of float; which ultimately help the project to be completed on time.

### WHERE IT IS USED ?

Recently added to the growing assortment of quantitative tools for business decision making is the Critical Path Method – a powerful but basically simple technique for analyzing, planning, and scheduling large, complex projects. In essence, the tool provides a means of determining which jobs or activities, of the many that comprise a project, are "critical" in their effect on total project time, and how best to schedule all jobs in the project in order to meet a target date at minimum cost. Widely diverse kinds of projects lend themselves to analysis by CPM, as is suggested in the following list of applications:

The construction of a building or a highway; Planning and launching a new product; Installing and debugging a computer system; Research and engineering design projects; Scheduling ship construction and repairs; The manufacture and assembly of a large generator; Rocket countdown procedures.

Each of these projects has several characteristics that are essential for analysis by CPM:

1.

The project consists of a well-defined collection of jobs (or activities) which, when completed, mark the end of the project.

2.

The jobs may be started and stopped independently of each other, within a given sequence.

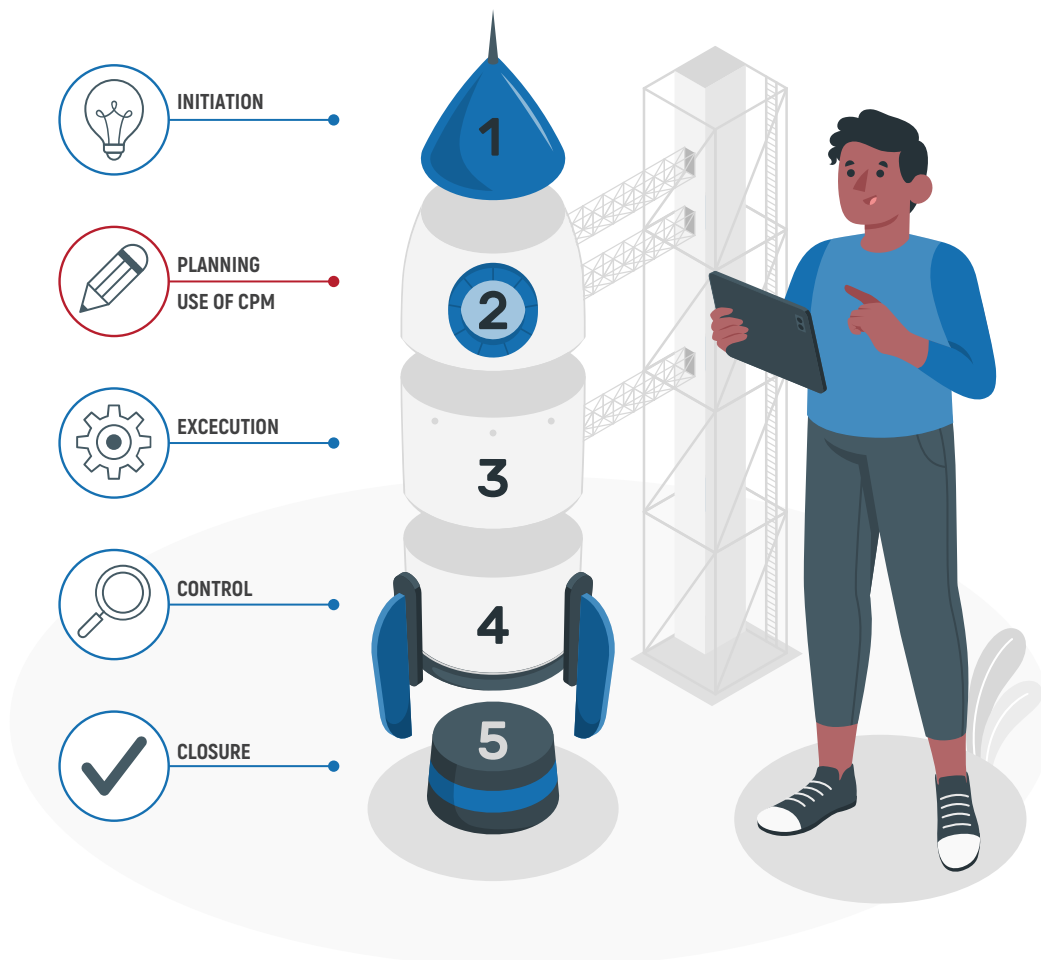
3.

The jobs are ordered – that is, they must be performed in technological sequence.  
(For example, the foundation of a house must be constructed before the walls are erected.)

## WHY CPM IS IMPORTANT ?

1.  
Strengthening team perception
2.  
Resources can be easily allocated and monitored
3.  
Identifying critical tasks
4.  
Straightforward when communicating project plans and schedules.
5.  
Enhanced visibility and clear direction as to what is coming up next and who needs to work on it
6.  
Help you to see where remedial action needs to be taken to get a project back on course.
7.  
The most efficient way of shortening time on urgent projects.

## WATCH THE VIDEO TUTORIAL





## BEYOND ACOUSTICS AND DESIGN

Rockfon is a part of the ROCKWOOL Group, the world's largest producer of stone wool. Stone wool is a versatile material and forms the basis of all our businesses. We are the world leader in stone wool solutions, from building insulation to acoustic ceilings, external cladding systems to horticultural solutions, engineered fibres for industrial use to insulation for the process industry and marine & offshore.

Rockfon is a leading supplier of acoustics ceilings, wall solutions and grid systems that are responsibly sourced and produced, providing our customers with a complete ceiling system offering. Their products address both important indoor environment requirements and design considerations.

Rockfon are well-known for their high aesthetics and key performance features with superior acoustic control, fire protection, humidity resistance and optimum light reflection. This ensures that Rockfon products are among the best performing, most cost-effective and time-saving available.

### Samsung KX

An experiential space where visitors are invited to discover, interact with, and learn new skills in a dynamic, innovative environment, so the acoustics had to be perfect.

Location: London, United Kingdom

Architect: KSS

Contractor: Samsung

Installer: Pacy & Wheatley

Photographer: Kevin Luckhurst

Tiles: Rockfon® Mono™ Acoustic



**DOWNLOAD CASE STUDY**



# PRODUCT SPOTLIGHT ROCKFON



With Rockfon, we are helping our clients to create a space that looks and sounds just right, whether it is a calming office, a bubbly restaurant or a tranquil library.

Rockfon beautiful acoustic solutions always create the perfect atmosphere. In fact, they're some of the most effective acoustic solutions on Earth. Speaking of the Earth, they make all of their products with sustainable innovation and closed-loop recycling. So, our clients can enjoy a space that looks great, sounds great, and has a great impact on our world.

It is a range of products inspired with beautiful range of colours and styles that improves the visual comfort, reflects daylight and resists moisture and repels bacteria. It is a drives continual innovation to transform human wellbeing. It is a brand that expands our vision "To be the Customer First Choice".

For More information, you may visit <https://ae.rockfon.com/>

**Youseum - An experience for all senses**  
Youseum creates a unique experience where visitors travel through a world of art, social media and personal identity

Location: Amsterdam, Netherlands  
Installer: Van Dijk Afbouw BV  
Tiles: Rockfon Color-all®  
Rockfon Eclipse®  
Rockfon Eclipse® Wall Panel  
Rockfon® Universal™ Baffle



**DOWNLOAD CASE STUDY**



## Guildford Aquatic Centre

Rockfon's ceiling panels met the project's numerous goals including aesthetics, sustainability, timeline and budget, as well as acoustic, light reflectance and atmospheric requirements.

Location: Canada

Architect: Bing Thom Architects

Contractor: Heatherbrae Builders

Installer: Pacy & Wheatley

Photographer: We See Design Inc.

Tiles: Rockfon® Sonar™







**Rockfon®**



**DOWNLOAD CASE STUDY**



# NEW PRODUCT LAUNCH MILWAUKEE POWER TOOLS



## MILWAUKEE POWER TOOLS

The Milwaukee Electric Tool Corporation is an American company that develops, manufactures, and markets power tools. It is a brand and subsidiary of Techtronic Industries, a Hong Kong-based company.

Started in 1924, Milwaukee has been one of the most innovative brands in delivering high-quality and professional power tools, hand tools, and accessories. Through the years, Milwaukee continues its legacy and develops progressive strategies including the introduction of the One-Key™ system that integrates with your smartphone to provide greater customization to the tool. Today, we call their greatest achievement "portable", "cordless", or "battery-operated" power tools.

## DEALERSHIP

Unitech has signed a exclusive distributorship agreement with TTI for Milwaukee Power Tool brand for the country of Pakistan. Unitech will be appointing 3 dealers in diffrent cities of Pakistan (Karachi, Lahore & Islamabad).

Unitech has already appointed a dealer in Lahore known as AFKO Engineering. they are a group of passionate engineers and sales professionals who have extensive experience in the power tool and fastening industries.

Unitech and AFKO Engineering, together have participated in an event that was organized by the Islamabad Chamber of Commerce and Industry (ICCI). It was a 3 days event and the highlight of this event is covered on the next page.

**UPGRADE.  
OUTWORK.  
OUTLAST.**

**ONE SYSTEM  
OVER  
145  
TOOLS**

**PERFORMANCE DRIVEN.  
TRADE FOCUSED.  
SYSTEM WIDE.**

**RED LITHIUM-ION™**

**RED LITHIUM-ION™  
BATTERY TECHNOLOGY**



# PRODUCT LAUNCH EVENT HIGHLIGHTS



ICCI PAKISTAN  
PROPERTY, HOUSING  
& CONSTRUCTION  
EXPO 2021



**50,000+**  
Recorded Footfall



**200+**  
Participants



**RS. 200 BN+ (SAR. 1.5 BN+)**  
Worth of Projects / Products / Innovation on display



**10MN+**  
Reach of the Event



**10,000+**  
Leads



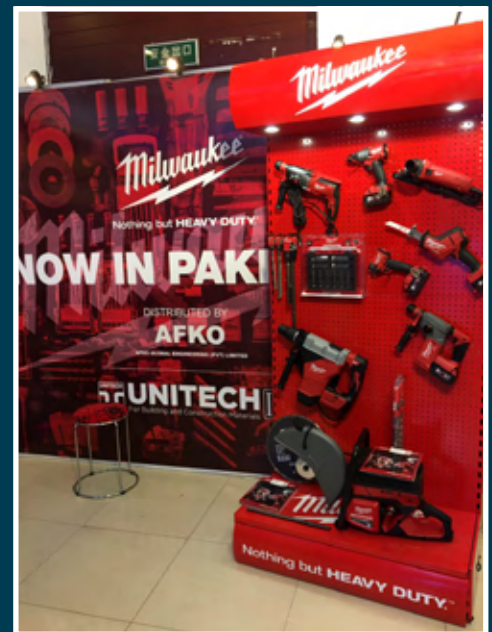
← AFKO Team explaining a visitor the innovative technology milwaukee offers



← Mr. Aftab briefing PTV News (Pakistan National News Channel) about Milwaukee



← AFKO team giving interview to 92 News explaining innovative technologies



↑ Milwaukee Banner and Display Stand at the Event



↑ Wood Working Studio Owners showing interest in the Wood Working Range





Key govt. ministers visited the booth  
(Incl. Zulfi Bukhari & Azam Swati)



Ambassadors of Jordan & Azerbaijan  
showed great interest at the booth.



Babar Awan (Special Asst. to Prime  
Minister) & Key dignitaries



Mr. Aftab explaining the visitors the  
working of iconic hacksaw (hacksaw)



Babar Awan (Special Asst. to Prime  
Minister) visit the booth.



Major Business Tycoons visiting our  
booth at the event



Major General Rehan Abdul Baki  
(Vice Chancellor Islamabad Space  
Technologies) got briefing about  
Milwaukee cordless tools. Chairman  
of Islamabad Chamber of Commerce  
is also standing on extreme right side.



VIDEO HIGHLIGHTS OF THE EXPO



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**40+** SINCE 1979  
**YEARS**  
**OF EXPERIENCE**