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Manifa Powder Coatings: the new kid on the block

THE 'new kid on the block' Manifa Powder Coatings has wasted no time in making its presence felt.

In a short span of time since its inception, Manifa Powder Coatings has become one of the leading manufacturers of fusion bonded epoxy (FBE) and polyester powder coatings in Saudi Arabia. Its products reflect its passion and efforts, research and development (R&D) and technological edge to compete with the world's leading powder coating industries.

Situated at the Industrial City of Jubail in Saudi Arabia, Manifa Powder Coating's head office boasts a very modern manufacturing and a R&D facility, equipped to meet the demands of existing customers and future growth. With a production capacity of 14,500 metric tonnes per year (mtpy) and with expansion plans in place, Manifa is geared to service any powder coater in the Middle Eastern region and beyond.

The R&D facility is focused on the creation and development of FBE powder coatings, hybrid epoxy/polyester, architectural polyester powder coatings and other specialised products.

As a technology provider, the manufacturing and R&D facilities reflect Manifa's objectives to design and develop products benchmarking the highest international standards in the industry and to maintain a level of quality which enhances the company's reputation with customers, says the company's marketing manager Chris le Roux.

QUALITY IN EVERYTHING

Manifa is maintaining the highest standards of production results in optimum product performance which requires stringent and consistent quality control procedures. Careful strategic planning ensures that production facilities meet the demand for products without sacrificing quality, consistency or reliability, le Roux says.

Its dedication to quality is reflected in the number of certifica-



Manifa ... quality products

tions it has achieved. Recently, Qualicoat Class 1 was added to the already impressive list that includes Saudi Aramco approval for re-bar and pipe coating and WRAS (Water Regulations Advisory Scheme).

"Manifa is synonymous with expertise in the field of thermosetting powder coatings. Widely regarded as a connoisseur of fine quality products, we enjoy a great deal of trust from our users. We enjoy their patronage for providing them with unrivalled products in quality and durability," he adds.

BEING CUSTOMER CENTRIC

Manifa's meteoric rise would not have been possible without its large customer base. This was made possible due to the fact that it offers a round-the-clock technical assistance and hands-on training to sales staff and powder coating operators during its full day

powder school training sessions.

Its customers have full access to the complete range of testing facilities. For instance, the salt spray chamber ensures that the products coated with Manifa powder are truly the best in the market.

PRODUCT RANGE

Manifa may have its roots in FBE coatings but with an ever growing customer base across all market sectors which includes architectural, functional, and general industrial markets, this demands an extensive product offering specifically designed for the unique requirements of each application. The Manifa range consists of:

Manifa PY Series: Manifa PY polyester and hybrid powder coatings are a Triglycidylisocyanurate (TGIC) powder designed to provide excellent weather resistance, excellent mechanical properties and outstanding chemical resistance. These are aimed at the general industrial market.

Manifa PY-F Series: Manifa PY-F standard (Qualicoat Class 1) durability architectural polyester powder provides exterior colour stability, aesthetic touch, gloss retention and corrosion protection. This series is formulated to withstand the onslaught of any harsh, rough, unpredictable weather conditions and can stand on extreme temperatures.

Manifa HD Series: Manifa HD – super durable series is a special line of super durable polyester powder coating that provides outstanding weathering capabilities ensuring the maximum levels of protection and long lasting aesthetic appearance.

Manifa EY Series: Manifa EY Series is a FBE powder coating that is widely used to protect steel pipe used in pipeline construction, concrete reinforcing bars (rebar) and on a wide variety of piping connections, valves from corrosion. FBE is thermosetting materials that achieve a high bond to metal surface as a result of heat generated chemical reaction.

AS-Schneider: specialist for industrial valves

The family-owned company from Nordheim in southern Germany which operates globally has tradition, know-how and innovative strength and continues to be a pioneer in the industry even after 140 years

POWER plants, offshore platforms, chemical plants, marine engines: AS-Schneider industrial valves ensure smooth operation in many such systems. The family-owned company from Nordheim in southern Germany near Heilbronn operates globally and is one of the world-wide leading manufacturers of instrumentation valves and manifolds. AS-Schneider looks back on a nearly 140-year history – and was always an innovation driver and idea generator.

The core business of AS-Schneider is industrial instrumentation measurement and control technology. These are widely used in plant engineering such as in the oil and gas industry, chemical plants, power plants, refineries and cement plants. The company offers a wide range of products. This ranges from shut-off valves with safety devices for measuring instruments and multi-way cocks to integrated manifolds.

AS-Schneider is the world market leader for valves for large diesel engines, such as those used in ship propulsion or for electricity generation. Well-known companies such as BASF, Dow, Shell, Siemens, General Electric and Emerson have relied on the products of the Swabian manufacturer for years.

AS-Schneider has tradition and with it, sound know-how. In 1875, Franz Schneider Senior founded the company as a precision mechanics

workshop in Heilbronn. Initially he specialised in the production of bicycles, sewing machines and precision balances. In 1901, the company also began to manufacture cocks and valves. The valve production was so successful that in 1936, his son, Franz Schneider Junior, developed it into a separate division. In this context, he relocated the company headquarters to its current location in Nordheim near Heilbronn. Until the 1960s, the company still focussed on sanitary valves before it become more and more dedicated to the production of instrumentation valves for industrial applications – with sustainable success.

Today, AS-Schneider employs over 350 people and generates a turnover of around €45 million (\$51 million) a year. This success is based not only on innovative and high quality company products, but also on its proximity to customers: Working closely with the user, AS-Schneider develops customised solutions that are not found in the catalogue in addition to its standard products. And precisely due to its customer proximity, the company has established subsidiaries in Romania, Singapore and Dubai – and, in 2013, in Houston, Texas. In addition to these, there are partners and sales offices that support customers with their requirements in more than 20 countries.

The company is a reliable partner for small plants as well as for major international projects.



AS-Schneider's plant ... sustainable success

Just recently, AS-Schneider received two orders from the chemical industry with a volume of several million US dollars: the Texas ethylene plant 'Gulfstream' and the Saudi Arabian chemical plant 'Sadara'. The company is supplying the so-called 'installation hardware' for both plants. This consists of valves, manifolds, pipeline parts, gaskets, screws and flush rings. Both orders are excellent opportunities for AS-Schneider to make a name as a manufacturer and supplier both in the US and in the Arab world.

The continued success of AS-Schneider shows that progress can only come from tradition. Thanks to a strong culture of innovation, the company is a pioneer in the industry even after 140 years. The continuous new and further product development is a central part of the company

philosophy. A current example of this is a metal seated ball valve that can withstand extreme operating conditions with temperatures up to 450 degrees C and pressures up to 420 bars. Through its special design, the ball valve can easily open and close even under the highest loads. AS-Schneider has applied for a patent for this innovation.

A successful company needs qualified and motivated employees. That is why AS-Schneider offers young people a wide range of training and study programmes in order to continuously grow together with them. And it pays off. Around 50 per cent of AS-Schneider skilled personnel have done their training at the company. The company enjoys an excellent reputation as an employer. This is another way that AS-Schneider is well-prepared for future tasks.