











## Chairman Message



Ashraf Fabrication & Engineering Industries (Pvt) Ltd. known as AFEI, offers a 'one-stop shop' for project development, value added manufacturing, plant maintenance, construction and related services.

AFEI is established to provide reliable and competitive engineering solutions to customers, with a view to narrow the widening gap between demand and supply fuelled by the unprecedented upturn of the business with the backing of experienced management of accomplished professionals.

AFEI has all the elements; technology, management systems, people and financial strength to become a leading service provider in the region.

AFEI serves its customers with dedication and commitment in successfully delivering the projects while recognizing its responsibility as a corporate citizen for the sustainable development. Our aim is to be recognized as a professional body that provides cutting edge project management solutions in the markets we operate.

We certainly have come a long way from being a "petty sub-contractor" in the '70's to currently the largest engineering outfit in the country. The long journey has not been without its toil and pain, but we at (AFEI) regard every obstacle in the path as a challenge to our own capabilities and an experience in the perpetual learning process. Our achievements have been based on the time tested principles of loyalty, dedication and discipline within our ranks and the effective utilization of experience gained and resources developed within our inventory.

These are all harnessed by the project management, software incorporating planning, monitoring and estimating tools that we have developed on our own in-house!

Thank you for considering us. We look forward to serve you in the future.



## Our Profile



Ashraf Fabrication & Engineering Industries (Pvt) Ltd. (established since 1980) known as an experienced steel fabrication company, is offering a large variety of products & services, both to the operational and new projects in a diversified range of industrial sectors.

Over the last three decades, AFEI has evolved into a multi-faceted engineering and manufacturing concern and has further spawned a group of ventures with a diverse active portfolio involving engineering, manufacturing, construction and plant maintenance as well as offering Turnkey (EPC) solutions to clients in Pakistan and abroad.

The company name, Ashraf Fabrication & Engineering Industries (Pvt) Ltd. means trust and confidence. This shows a reflection of the team's commitment to exceed customers' expectations. AFEI's management strength stems from more than three hundred and fifty (350) man-years of experience amongst the senior management in implementation of diversified projects for the known industrial leaders in oil, gas, chemical, petrochemical, power, water treatment and allied industries.

AFEI is project-oriented and client-driven. Quality and HSE are taken as "value-adders" and the company culture encourages teamwork and innovation. With all these attributes and resources, the company is well placed to compete and succeed in the local as well as international contracting arena while being recognized as a quality service provider and manufacturer of capital equipment. The synergy between various business areas fuels strategic growth by providing cost effective solutions.

Learning from experience, AFEI's management firmly believes that customer satisfaction is indeed the single most important factor for business success. As professional owners, AFEI's management has double the stakes in ensuring success, a win-win approach towards genuine and enduring success.



# Certificates & Approvals



AFEI is well equipped in the manufacturing set-up with all necessary cutting / shearing, forming, welding, machining, handling and surface treatment facilities.

A complete list of installed machinery and equipment can be provided upon request.

Our human resources are enough to take big challenges and are compatible with the best in the field. AFEI is proud of its qualified and experienced management team assisted by well experienced engineers / supervisors and supported by highly skilled technicians.

The organization has a strong management and control system in place, which ensures quality services provided on schedule. The setup is ISO 9001-2008 certified.

















### Vision Mission Values



### Vision

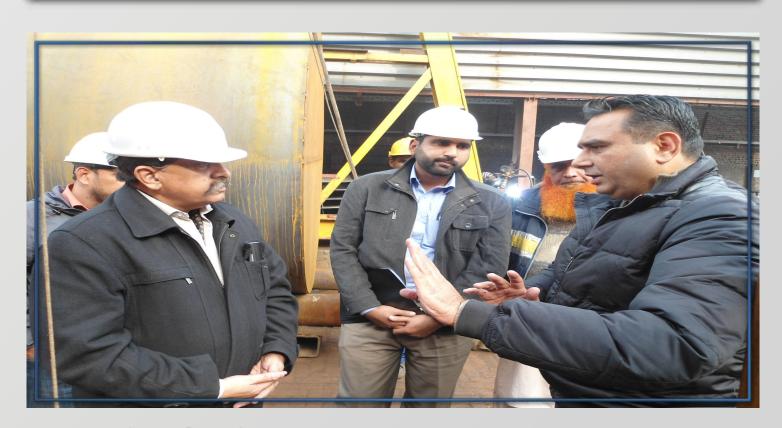
To become a world class engineering and manufacturing construction company operating internationally. We shall explore alliances and combinations via franchises, joint ventures, technical collaborations and outsourcing to become a most preferred prominent player with commitment to quality, safety, environment, cost economics and delivery.

#### Mission

To become an exemplary engineering, contracting and manufacturing company known for its project management skills, integrity and unflinching commitment of its management towards customers and other business associates, providing value to its stakeholders.

#### **Values**

To help create a sense of common beliefs and behaviors, AFEI colleagues focus on SEVEN fundamental shared values: Environment Friendly, Trust, Teamwork, Respect, Accountability, Integrity and Innovation. The foundation for these seven values is a singular focus on our customer, representing a core value of customer's FIRST.



# Why AFEI



Some of the salient features those mark us apart from the rest of the competitors are:

- We use innovative engineering in our manufacturing processes and excellent knowledge of our management team to develop and implement projects.
- We offer products that are so manufactured that they give complete value for money to our clients.
- Strong network for sourcing of materials and equipment through its national as well as international offices including agents located in Pakistan and abroad.
- Possesses project management, engineering, manufacturing and construction capabilities that enable us to offer best value for money based upon in-house multi-disciplinary engineering design resources.
- To ensure that we deliver on our commitment to save environment, we have implemented an effective environment policy that ensures:
  - Environmental care
  - Safety & Health measures
  - Audits through ISO norms
- Expertise in both green field and brown field project execution.
- AFEI provides unique project management solutions and is capable to integrate all phases of project execution.
- At AFEI, we believe that making profits is a collateral benefit.



## Product Line

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- 1. Engineering & Fabrications
- 2. Pre-Engineering Steel Structure
- 3. Engineering Services
- 4. Fencing
- 5. Towers & Poles
- 6. Cable Management System
- 7. Earthing & Lightning Protection
- 8. Underfloor Trunking
- 9. LPG



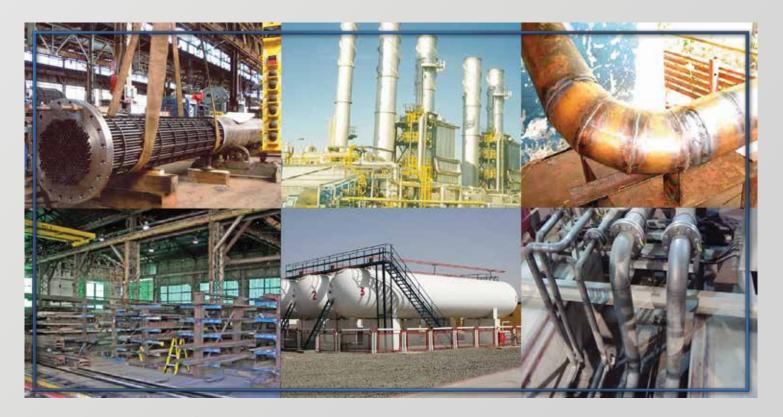
## Engineering & Fabrications



- Pressure Vessels, Storage tanks and Silos: Stationary and trawler mounted (for LPG, water, oil & other storage / process Medias etc).
- Water Softening, Filtration and Treatment Plants.
- Fabrication of M.S. & S.S Pipes (Any Diameter, any thickness, any size).
- S.S Conveyors, Sugar Pasteurizer, CIP System.
- M.S & S.S Piping Spools, Conveyors, Bucket Elevators, Equipment Fabrication and Erection / Commissioning of Steel Structure, Piping etc.

AFEI is a well-equipped manufacturing set-up with all necessary cutting / sheering, forming, welding, machining, handling and surface treatment facilities.

Bending & rolling machine up to 3-meter wide & 75-millimeter thicker in cold condition.



## Pre-Engineering Steel Structure



AFEI is well equipped having vast experience in design and fabrication of various pre-engineering steel structures.

We are specialists in the following steel buildings:

- Warehouse
- Steel structures & piping supports
- Steel sheds
- Stairs & hand rails
- Overhead cranes
- Steel platform



## Engineering Services



The mechanical design dept. provides specifications, material selection, mechanical design, detailed engineering, and shop fabrication drawings for:

- Pressure vessels
- Heat exchangers
- Process related mechanical equipment
- Storage tanks and silos
- Cement bulker
- FEED (front end engineering design)
- Piping & steel structure
- Mechanical, electrical and civil designs
- Instrumentation and control for LPG



# Fencing



Fencing is used for sports fields, river banks, construction, residence & safety.

- Welded wire mesh
- Stainless steel wire mesh
- Crimped wire mesh
- Chain link fence
- Steel gabions & diamond wire mesh
- Welded mesh panels
- Razor & barbered wire
- Expanded metal
- Steel grating
- Road side metal safety barrier for roads, motorways & highways



## Towers & Poles



AFEI has successfully completed many complex tower projects including everything for tower installations. We work to create a schedule to organize your entire site development and keep you informed of the progress every step of the way.

If your project has unique requirements, we will work with you to find the best and most economical solutions to make sure your site is completed on time and to your specifications.

In Towers and Poles, we majorly deal as under:

- Transmission line towers
- Municipality poles
- Telecommunication poles
- Traffic Poles
- GSM towers
- Lightning poles



## Cable Support System



AFEI is the largest independent manufacturer of cable management systems in Pakistan.

With over 15 years of manufacturing experience, we are able to call upon a wealth of expertise and knowledge to offer international standard cable management solutions, which are cost effective, completely reliable, quicker and easier to install than conventional systems.

Our cable management systems are manufactured under a proven quality assurance system. There is a consistent approach throughout the manufacturing process.

Comprehensive technical assistance is available both before and after sale.

Further information on the products featured in the catalogue may be obtained from our sales and technical departments, which are well equipped to offer advice about our products and the suitability of materials and finishes.



## Earthing & Lightning Protection



Total Earthing & Lightning Protection System.

AFEI offers a total solution to all your lightning protection and earthing problems. From design, installation and solution oriented products.

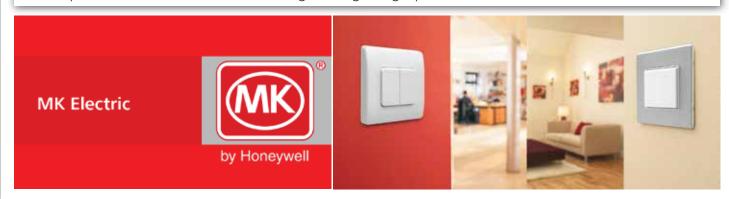
We have expertise and experts to provide a total solution to your individual lightning protection.

Total lightning protection and earthing needs:

- CADWELD moulds & accessories
- Air rods, terminals and fixing accessories
- Copper tapes, earthing rods, clamps, couplings, bars and lattice mats
- Conductors, clips, grommets for conduits, clamps, fittings, etc.
- Copper, aluminum and galvanized conduit pipes

Ashraf Fabrication and Engineering Industries (Pvt) Ltd is an Authorized Representative of Furse-UK for Earthing and Lightning Systems in Pakistan







# LPG



AFEI has evolved into a versatile engineering concern and has further spawned a group of venture with diversity. AFEI services implement procedures starting from design, raw material, selection, welding procedures and qualification of welders to the final inspection/testing stage. Our manufacturing strength is complemented with global technological alliances for specialized equipment. Integrated customized management systems ensure cross functional monitoring of the processes and timely delivery of the goods. Use of the quality management systems ensures quality at each step of planning, design, fabrication and production. With our wide manufacturing base, spanning from the heartland of Pakistan to the west we can play a key role as a leading supplier of process plant equipment across the globe. The AFEI promise stays valid regardless of which part of the world a product is. "Made by AFEI" is a mark of standard and reliability.

### Our Products:

- Pressure Vessels
- LPG Storage Tanks
- LPG Bowsers
- Piping

- LPG Cylinders
- Auto-gas Stations (on turnkey Basis)
- Instrumentation and Control for LPG
- LPG Auto Cylinders

Work is carried out according to international standards including ASME, BS, AWS, API, TEMA, etc. Full consideration is given to maintain a safe working environment and to comply with specified safety procedures. An effective documented Quality Control System ensures that the products are manufactured according to specifications and codes.



## Quality Management System



Quality, Health, Safety and Environment (QHSE). At AFEI, we understand the value of human life and sustainable development for healthy growth of a community. AFEI's QHSE program ensures these goals by exercising zero tolerance for errors in the implementation of best Industrial QHSE practices. These are supplemented with incentives, training, process control and deployment of most effective time tested quality improvement tools.

Our strategy is built around plan, do, check and act (PDCA) and is reflected in our systems appreciating following key elements:

- Provision of a framework for the setting of QHSE goals and performance objectives.
- Monitoring, evaluating and continually improving upon our QHSE performance through operational standards, training, assessments and audits.
- Making customers, contractors and business partners familiar with our QHSE system and creating awareness on how their actions can influence QHSE performance.
- Making QHSE a part of all product development projects.
- Making ourselves aware of the global industrial initiatives and collecting feedback from our stakeholders for taking steps towards improvement.
- All of our operations submit to certified integrated management systems, which include ISO 900, which are running in accordance with national safety council guidelines.



## Major Clients



List of the Major Clients with Projects:



ABB (Pvt.) Ltd.



Alstom Grid Pakistan Pvt Ltd.



Andritz Technologies (Germany)



Army Welfare Trust



Atlas Honda



**Bayindir Construction Company** ัวรอง โดย Turky (ISB.-PSH.MOTER WAY)



**Bestway Cement** 





CGGC - CAMEC Nelum Jehlum Hydro Power Project



China State Construction Engineering Corporation Ltd. Pakistan Branch



Contrack International, Kabul Afghanistan



Daewoo Corporation. Korea (LHR-ISB. Motorway Project)



Dongfang Electric Corporation, Barotha, Attock (Ghazi Barotha Project)



Engro Group



Fatima Fertilizer (Group)



Fauji Cement Company Ltd.



Frontier Works Organisation Pakistan



IMPREGILO S.p.a Italy. (Ghazi Barotha Contractor's G.T. Road, Hattian)



IOM International Organization for Migration



**IRIS** Corporation



Laraib Energy Limited -A HUBCO subsidiary



Lucky Cement, Karachi



M/S. J & P (O) LHR. International Airport Project



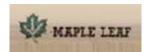
M/S. Siemens Electrical Pakistan Ltd.



MAN Diesel

## Major Clients





Maple Leaf Cement Factory Limited, Iskandarabad



Mari Gas Company Limited



NRC Norwegian Refugees Council.



Pak Gulf Construction Company



Procter & Gamble Pakistan



Sambu Construction Co Ltd. (Korea)



Sapphire Finishing Mills Ltd.



Schneider Electric Pakistan Pvt Ltd.



STFA Turkey Pehure High Level Canal Project, Right Bank, Terbela



Tearfund (British NGO)



Tetra Pak Pakistan



The Citizens Foundation



Tuwairqi Steel Mills Limited Karachi



U.S. Embassy Kabul-Afghanistan C/O. M/S. Zafer Construction Company, Turkey



Unilever Pakistan



Yenigun Construction, Industry & Commerce Inc.













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