

## AL REYAMI STEEL CONSTRUCTION: Switching to Peddinghaus Increases Capacity



Maneesh Mukundan, Nitin Pilliai and Kaleeswaran Muthusamy of Al Reyami Steel Construction have doubled their production with Peddinghaus technology.

### EXECUTIVE SUMMARY

**CUSTOMER NAME:** Al Reyami

**INDUSTRY:** Steel Construction

**LOCATION:** Dubai, United Arab Emirates

**CHALLENGE:** To source the latest in machine tool technology for their new facility in Dubai.

**SOLUTION:** The FPDB-2500 Plate Processor, Advantage-2 Drill Line, BDL-1250/9D Drill Line, PeddiWriter Layout Marking Line, DG-1100 & DG-1250 Structural Band Saws

**RESULTS:** Due to the modern measurement technology and faster processing capability, production capacity doubled while maximizing the use of space within the main production building.

With over 2 million residents, Dubai is recognized as the most populous city within the United Arab Emirates; one that boasts ultramodern architecture and world class attractions. The steel construction industry would be hard pressed to imagine this city without bringing to mind iconic structures such as the Burj Al Arab and Burj Khalifa (currently the world's tallest building). A short drive from this urban metropolis and you will find yourself in an industrial heartland, one that fuels the engine to a global player in the steel construction industry, Al Reyami Steel Construction.

### Born into an Automated Marketplace

Although Al Reyami primarily serves the Middle East, their list of projects spans from Africa and Asia. Typical projects for the firm include steel for the petroleum, oil and gas industries, commercial buildings, warehouses, malls, bridges and a variety of industrial complexes.

Similar to other fabrication firms, Al Reyami's beginnings in steel construction were derived via the use of manual labor. Shortly after their inception, the team at Al Reyami realized the need to rely on automation, thus, their first equipment installation occurred in 2005. A second automated facility was opened in 2008 and another in 2011. With business constantly evolving and technology ever-changing, the need to open yet another facility in 2015 was recognized. Under the



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The Advantage-2 high-speed drill line in tandem with a structural band saw aid in increased production in Al Reyami's new facility.



The PeddiWriter standalone layout marking line is just one of the Peddinghaus machine's Al Reyami employs in their new facility.

successful guidance of Chairman Rashid Mubarak Saif Al Reyami and CEO V. Harshavardan, growth has been a constant for the firm.

### Switching to Peddinghaus Doubles Productivity

Al Reyami had long acquired their equipment of choice from a large European provider of structural steel machinery. When it was time to source equipment for the latest facility, all manufacturers were considered. Located within Dubai Industrial City, just moments away from the Al Maktoum International Airport, this new facility needed to make use of the very latest in machine tool technology. The goal for production at Al Reyami had never changed - to process steel in the fastest and most accurate manner possible. The only thing that had changed was the technology available to accomplish this goal.

Nitin Pillai, Deputy General Manager - Operations for Al Reyami Steel Construction, and his team of experts were tasked to develop the new facility. Research included global travel to leading fabricators and visits to international trade fairs throughout Europe and North America. Although familiar with the names of many European providers, Peddinghaus became a new supplier of interest due to the technology and robust build quality of equipment. Mr. Pillai recalls, "We met Peddinghaus at a trade fair in Germany and saw many good features that were not available in other machines. The Peddinghaus machines look very sturdy and heavy duty. The most important feature we liked was that the machines could be used outside [in sheds] and they didn't have a pincher system, but used a roller system. As such, the downtime related to material handling was reduced considerably."

As a part of the research for machinery, Mr. Pillai and his team had requested that each of the manufacturers propose their own layout for the facility. The existing machinery utilized by Al Reyami relied upon an older form of measurement referred to as "grippers". These "grippers" were sensitive to the elements and were required to be placed under cover within the facility. With the Peddinghaus layout, Mr. Pillai and his team learned quickly that the outdoor space of their facility could be utilized as conveyors need not be under cover. This was a result of the Roller Measurement technology Peddinghaus employs.

Upon choosing Peddinghaus, Al Reyami immediately saw results. Due to the modern measurement technology and faster processing capability, production capacity doubled while maximizing the use of space within the main production building. "Normally what we used to perform in two shifts, now we are doing in one shift," elaborates Mr. Pillai.



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The goal for production at Al Reyami is to process steel in the fastest and most accurate manner possible.



Peddinghaus Corp Bradley, IL

### Customer Service Yields both Comfort and Confidence

Beyond technology, the Peddinghaus machines come standard with unparalleled service and support. Although Peddinghaus is an American company, field service technicians are based within driving distance of Al Reyami’s facilities in the UAE. Furthermore, the 24-hour call center in the USA ensures that phone calls are answered at all working hours of the day in Dubai. “The relationship with Peddinghaus is excellent. We have support in the UAE itself which the other manufacturers don’t have. Peddinghaus has people here in the country and when needed, they come straight away to the factory,” describes Mr. Pillai.

Peddinghaus’ customer service assists Al Reyami in maintaining their vision as a client-oriented company. With the continual uptime of their equipment, reaching their goals of on-time delivery and world class quality is accomplished with confidence.

### FOR MORE INFORMATION

To learn more about Peddinghaus Corporation visit:  
[www.peddinghaus.com](http://www.peddinghaus.com)

### PRODUCT LIST:

- Beam Drill Lines
- Angle Masters
- Plate Processing
- Coping Machines
- Thermal Cutting
- Automated Layout Marking
- Structural Band Saws
- Ironworkers
- Material Handling
- Shot Blasting
- Raptor 3D CAD/CAM Software