



مصنع الإمارات للسحب  
EMIRATES EXTRUSION FACTORY L.L.C



WHITE ALUMINIUM  
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## Emirates Extrusion, White Aluminium Extrusion gear up for expansion amidst surging demand

- New production line, powder coating plant, anodizing plant in the pipeline
- Demand increases 13 per cent in 2014, compared to 2013

**Dubai, November 5, 2014:** Emirates Extrusion Factory [EEF], a leading aluminium extrusion company in UAE, and White Aluminium Extrusion [WAE] – a leader in aluminium and glazing sector, both subsidiaries of Masharie LLC – the private equity arm of Dubai Investments [DI], have announced aggressive expansion plans amidst surging demand for aluminium products as construction activities intensify across the UAE and the region.

EEF and WAE have reported that demand for their aluminium profiles have increased from 24,100 Metric Tonnes in 2013 to 27,250 Metric Tonnes in 2014, registering a 13% year-on-year increase, in line with heightened construction activities.

To cater to the increase in demand, EEF has recently announced plans to commission a new production line at its aluminium extrusion plant in Techno Park, Dubai which will start commercial production at the end of the first quarter of 2015. This line will increase the capacity by another 6,000 Metric Tonnes per annum.

In addition to this, EEF is finalizing a new powder coating plant with a capacity of 7,200 Metric Tonnes per annum. The plant will engage the latest technology from Europe to produce the quality specified at the international level.

On the other hand, WAE is finalizing an anodizing plant from Italy with a capacity of 4,800 Metric Tonnes per annum. Once complete, this will be a fully automated plant with the latest technology.

Both EEF and WAE are exporting around 60-70% of its finished goods to GCC countries and nearly 25 countries across the MENA region. The companies plan to expand its scope to over 50 countries over the next five years. Downstream projects are expected to increase in the coming years, due to the surge in the capacity in prime aluminium within UAE and across the GCC.

Khalfan Al Suwaidi, Managing Director of EEF and WAE, said: “Architectural, building and construction applications accounted for over 80% of the extrusion market in the Middle East region and EEF and WAE are building on their leadership with high-quality aluminium systems



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for architectural and non-architectural applications. UAE, Saudi Arabia and Qatar are witnessing a spurt in construction activity, and this has put added demand for aluminium profiles at our plants. In view of this latent demand, we have planned aggressive expansion of our production lines.”

He added: “Apart from construction, there have been significant investments in the transportation, electrical and industrial sectors across the GCC countries, and the demand for aluminium extrusion products for these sectors is expected to increase in the coming years.”

Aluminium production in the GCC is expected to grow significantly in the short to medium term and the region is expected to contribute around 15% of the total global production of aluminium by 2015. Aluminium exports are expected to be robust in the future as well thereby becoming one of the key non-oil industry sector in the UAE.

EEF and WAE are engaging their experience with a couple of system providers to focus more on prestigious projects in the UAE, GCC and North Africa, providing test certificates and quality assurance required by the consultants. EEF offers an impressive range of premium-quality, energy-efficient extruded aluminum profiles, which include windows, doors, and structural glazing, as well as partition grill, hand rail, and curtain wall systems.

#### **About Emirates Extrusion Factory**

Emirates Extrusion Factory LLC [EEF] was established in 1993 in Ajman, UAE where it has gained a renowned position over the years for being one of the most dynamic and innovative aluminum extrusion companies in the Middle East. Aside from the primary extrusion production, Emirates Extrusion also provides a full-range of on-site services like powder coating, anodizing and thermal break under one roof. The company’s aluminum profiles are supplied to various markets including architectural, consumer products, transportation and industrial products; and comply with BS, EN and ISO 9001 standards.

#### **About White Aluminium Extrusion**

White Aluminium Extrusion LLC was set up in 2007 in Abu Dhabi, and is one of the most technologically advanced manufacturers of extruded aluminium products in the region. Since then, White Aluminium Extrusion has aggressively developed a wide range of custom extrusions as well as producing standard shapes and sizes utilized in everyday applications. White Aluminium Extrusion occupies a purpose-built complex within which it performs aluminum extrusion, powder coating, anodizing, among others.

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