



FRAMECAD™

UNITED ARAB EMIRATES

UAE building company going from strength to strength

Unceasing demand for housing in United Arab Emirates has carried Abu Dhabi Steel Building Systems (ADSBS) a wholly owned subsidiary of Industrial Development Company L.L.C (IDC).

BACKGROUND

The United Arab Emirates is a constitutional federation of seven emirates flanked by the Persian Gulf, Saudi Arabia and Oman. The country is known for its vast reserves of gas and oil, however it is also becoming a popular destination for tourists and business hub.

ADSBS is based in Abu Dhabi, one of the most modern cities in the world. Building standards here are demanding and architecture is generally sophisticated.

The relationship between FRAMECAD Solutions and ADSBS began in 2006, when the two companies met at the 'Big 5' exhibition in Dubai. Big 5 is the largest trade show for the construction industry in the Arabian Gulf, featuring more than 2,500 companies from 52 countries.

SOLUTION

Two weeks after the exhibition, ADSBS ordered their first FrameMaster to trial the product on an accommodation project. The resulting two-storey accommodation block was a total success, and before too long ADSBS ordered a second plant from FRAMECAD.

Operating from an open-air factory, ADSBS churned through more than 1000 tonnes of light gauge steel during the first 18 months of operation. The plant works six days a week. A FRAMECAD service contract ensures that regular maintenance checks are performed to limit downtime.



Innovation Integration Sustainability

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USER EXPERIENCE

Eng. Obaid Al Kaabi, Group Managing Director of Industrial Development Company LLC, is impressed with the FRAMECAD hardware. "The machines are excellent - very durable, even working outside in 45 degrees", he said.

Al Kaabi also reports that FRAMECAD's customer support is more than living up to expectations. Nader Elhaji - Director for FRAMECAD in the Middle East - assisted ADSBS with the local municipality's approval process, helping them to gain approval to build up to three-storey buildings with 1.2mm light gauge steel framing. This was a major feat, because UAE has famously exacting standards for construction approval.

A structural engineer with more than 25 years of design and construction experience, Nader has written several publications and papers on steel framing and other housing-related technologies.

ADSBS has based its business entirely on the capability of the FRAMECAD steel frame building system, and the efficiency of the system has fuelled the company's growth.

"Thanks to FRAMECAD's steel frame building systems our production has gone up by 800% from last year", said Mr. Obaid Al Kaabi.

The nature of ADSBS's work is changing as the company adds more steel frame manufacturing capacity. Initially, work was focused mostly on the building of accommodation and resort facilities. Now there are luxury villas in the pipeline. ADSBS have also taken advantage of the FRAMECAD steel frame building system new technology to improve and extend their headquarters in Abu Dhabi. A stylish second floor has been added to the existing concrete building.

PRODUCT SUMMARY

- FRAMECAD ProDesign is recognized as a world-leading design detailing and engineering software package for walls, trusses and sub-floors. It incorporates structural analysis and engineering for a wide variety of environmental conditions. Designs are optimised for the best use of material while remaining structurally sound.
- FRAMECAD™ Detailer is a versatile detailing package with world-leading design flexibility that makes it easy to adhere to local building codes, standards and practices. The detailed framing plans produced by this application are transferred directly to the Steel FrameMaster manufacturing equipment.
- The FRAMECAD manufacturing plant optimised to automatically produce roof, wall and floor frames using a powerful combination of FRAMECAD Detailer and FRAMECAD ProDesign Engineering software. Every output is accurately formed, cut, punched, dimpled and individually labelled, ready for screw-together assembly.
- FRAMECAD turnkey factory deployments provide fully integrated, cold-formed steel manufacturing operations for customers who need to quickly increase production, commission a factory at a new site or move away from traditional building systems. ADSBS installed a high volume workforce accommodation turnkey solution - a combination of various FrameMaster manufacturing plants, integrated software, supply chain and services delivering a sure path to consistent, high-quality productivity that will continue to grow with their production requirements.

