

INSET

A Quarterly Publication of Dadex Eternit Limited.

editor's note

Dear Readers,

We are happy to conclude another year with INSET - the Dadex newsletter. In the current issue, we look at the progress made by Dadex in the previous quarter.

Primarily, Dadex focused on two product launches, namely uPVC Tubewell Casing and Screen Pipe Systems and Dadex ACP. The addition of these new products in the Dadex product portfolio is in line with our vision to be an innovative and customer focused company. Both products also give Dadexians the confidence of offering customers multiple solutions from a single source. Dadex is fully conscious to changing market trends in accordance with customer needs which is why we believe that product development is a continuous process.

Our persistence to grow, our passion to lead by example, and our drive to sustain excellence at all levels of business is a priority. The Dadex stalls at IAPEX 2005 were a brief but notable representation of this corporate commitment.

In other news, we are hoping that the much awaited Recreation Club for Dadexians at the Dadex House will further fuel your passion for work.

See you in the next year!

cover story

Dadex sponsors IAPEX 2005

IAPEX 2005 was held from September 30 to October 2, 2005 at the Expo Centre in Karachi. The annual event was organized by the IAP-National Council and Dadex was one of the sponsors for this mega-event.

IAPEX 2005 featured a three-day building material exhibition and a conference on 'Regional Identities in a Global Environment'. More than 70 companies participated in the three-day exhibition showcasing traditional and contemporary building materials.

Dadex utilised the event as a launch pad for **Dadex Aluminium Composite Panels (Dadex ACP)** - the latest entrant in the Dadex product portfolio. Dadex ACP is an architectural product and a number of architects took keen interest in the company's latest offering.

The two-day IAP international Architectural Conference attracted a number of architects from all over Pakistan as well as from other countries which included Brazil, Italy, India, Thailand, Jordan, Turkey, U.A.E and U.S.A.

A presentation on 'Climatic Impact on Architecture' was made by Mariam Durrani (AMBD) at the conference. The presentation addressed effects of varying climate on structures and recommended investing in durable building materials for a sustainable architecture.

IAPEX 2005 served to be an effective platform for interacting with the architect community. A number of people visited the Dadex stalls and showed interest in Dadex products. The IAP appreciated all efforts made by Dadex for making the event a success.



contents

events & exhibitions

pg 02

news bites

pg 02 & 03

new at dadex

pg 03

Highlighting Opportunities for Improvement



Step forward and give us your suggestions for improving Dadex. This facility is for all our valued internal and external customers and is available at all Dadex offices.

news bites

Recreation Club

As a part of the employee delight initiative, a recreation club for Dadexian's was inaugurated by the MD on August 04, 2005.



Bolan House Award on Quality

Dadex was awarded the Bolan House Award on the 58th anniversary of Pakistan; Dadex was presented the award for the best company 2005 in the "Building Material Manufacturers" category.

Financial Achievement

Finance and Accounts were successful in achieving excise rebates worth over Rupees one million on exports. The process commenced in 2001 and revived in 2003. The patient and persistent struggle of 2 years eventually paid off. This was possible with the dedicated efforts of Mr. Siddique Latif and Mr. Arshad Qadri who were also encouraged by the senior management of the department.

Let us all join in recognizing this achievement by our fellow Dadexians that led to enhancing the Company's profitability directly, which is vital for the realization of our Vision.

events & exhibitions

Seminar on Thermoplastic Pipe Systems for Industry Organized

A seminar on Dadex thermoplastic pipe systems for industry was held on July 13, 2005 in Faisalabad. Over 50 technical representatives and industrialists from various industries participated in the seminar. Mr. Sheikh Saeed, Chairman APTMA was the chief guest on the occasion.



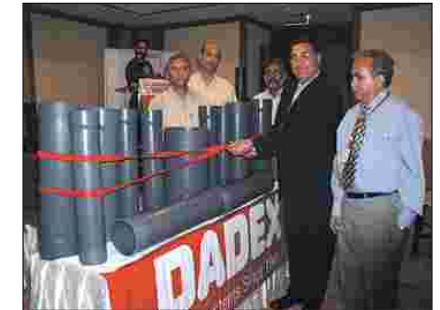
Nadeem Naqvi (RSM-C) gave a brief introduction of Dadex's products and offerings. A presentation by Safdar Mahmood (RMCS&M) gave a technical presentation on Polydex, Polyethylene and u-PVC pipe systems. The session was concluded with a Q&A session which was followed by dinner.



Dadex Launches Pakistan's First uPVC Tubewell Casing and Screen Pipes Systems

Dadex launched Pakistan's first standard uPVC Tubewell Casing and Screen Pipes System at exciting and colorful ceremonies held in Karachi, Lahore, Islamabad, Faisalabad, Quetta, Peshawar, Multan and Hyderabad earlier in June and July.

Dadex uPVC Tubewell Casing and Screen Pipes System have been developed keeping in view the non-availability of quality and durable tubewell systems in Pakistan. Dadex Tubewell Casing and Screen pipes are non-corrosive, free from algae and fungal growth. Tubewell Screen Pipes have been designed using radial slotting technology. The system will address various sectors such as industries, agriculture, and so on.



The audience present widely appreciated the efforts of Dadex for continuously introducing innovative solutions in Pakistan.

All the launch ceremonies were attended by prominent consultants, representatives from public sector organizations such as PHED and WASA, NGOs, and so on. The



Birthday Wishes

M. Sharif Alvi
Godown Asst. Multan
Date of Birth: 1st October

Ali Asad
Jr. Sales Manager, Sukkur
Date of Birth: 14th October

Muhammad Anis
Jr. Accounts Executive
Date of Birth: 25th October

Tasneem Qazi
Manager Customer Services, Dadex House
Date of Birth: 3rd November

Khawaja Muntajib Uddin
Sales Manager, Dadex House
Date of Birth: 6th October

Muhammad Haris
Production Supervisor Plastics, K/F
Date of Birth: 18th October

J. Mustafa Shahid
Asst. Sales Manager
Date of Birth: 30th October

Subash Chander Karmani
Systems Engineer, H/F
Date of Birth: 4th November

Irfan Hashim
Asst. Manager - HR
Date of Birth: 13th October

Arfan Sana
Jr. Sales Manager, Faisalabad
Date of Birth: 23rd October

Safdar Mahmood
Lahore
Date of Birth: 2nd November

Mariam Durrani
Asst. Manager-Brand Development,
Dadex House
Date of Birth: 4th November

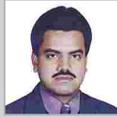
New at Dadex



Anila Ashraf
Assistant Manager
Technical
Head Office
July 01, 2005



Danish Hussain Khan
Junior Manager
Marketing
Head Office
July 01, 2005



Abdul Waheed Soomro
Junior Manager Customer
Service
Head Office
July 01, 2005



Zia-ur-Rehman
Assistant Sales Manager
Head Office
July 01, 2005



Aminuddin Ahmed
Junior Sales Manager
Head Office
July 15, 2005



Lilly Farrell
Telephone Operter
Head Office
July 19, 2005



Akram Khan
Manager Human
Resources
Head Office
August 01, 2005



Irfan Wali Shah
Procurement Executive
Head Office
August 05, 2005



Ahmed Ali
Junior Accounts Executive
Head Office
August 22, 2005



Syed Hasnain Shafiq
Junior Accounts Executive
Head Office
August 22, 2005



Muhammad Imran Rana
Assistant Manager
Finance
Head Office
August 25, 2005



Atiq-ur-Rehman
Project Engineer
Head Office
August 25, 2005



Muhammad Umair
Shah
Procurement Executive
Head Office
August 29, 2005



Ali Asad
Junior Sales Manager
Sukkur
Sept 01, 2005



Maliha Shahzad
Architect
Head Office
Sept 12, 2005



Mansoor Ahmed
Surahyo
Junior Manager Technical
Head Office
Sept 12, 2005



Mehmood Ali
Assistant Manager Sales
& Service
Head Office
Sept 15, 2005



Muhammad Qasim
Junior Account Executive
Head Office
Sept 26, 2005



Ahmed Zia
Junior Technical Officer
Karachi Factory
June 01, 2005



Izharul Haque
Draftsman/CAD Operator
Karachi Factory
June 20, 2005



Aamir Majeed
Junior Officer Logistics
Karachi Factory
July 01, 2005



Sikander Nawab
Assistant Manager
Electronics/Electrical
Karachi Factory
June 27, 2005



Muhammad Obaid
Technical Officer
Karachi Factory
July 18, 2005



Muhammad Laseq
Junior Technical Officer
Karachi Factory
July 20, 2005



Waqar
Junior Technical Officer
Karachi Factory
August 01, 2005



Mir Mansoor Ali
Junior Technical Officer
Karachi Factory
August 01, 2005



Muhammad Jawed
Siddiqui
Junior Technical Officer
Karachi Factory
August 11, 2005



Muhammad Ibrahim
Junior Technical Officer
Karachi Factory
Sept 01, 2005



Derek Joseph
Security Officer
Karachi Factory
Sept 05, 2005



Muhammad Farooq
Rehan
Assistant Manager Stores
Karachi Factory
Sept 26, 2005



Rashid Ali Siddiqui
Junior Manager
Purchase
Karachi Factory
Sept 27, 2005



Muhammad Arfan Sana
Junior Sales Manager
Faisalabad
July 05, 2005



Syed Amir Iftikhar
Junior Sales Manager
Lahore
July 13, 2005



Zafar Mehmood Alvi
Assistant Sales Manager
Islamabad
August 01, 2005



Ghulam Karim
Junior Sales Manager
Gilgit
August 01, 2005

Pervaiz Hasan
Assistant Sales Manager
Islamabad
August 25, 2005

Alamzeb Khan
Store Officer
Islamabad
Sept 02, 2005

Naeem Ahmed Tahir
Junior Sales Manager
Islamabad
Sept 08, 2005

Asif Ali Siddiqui
Junior Technical Officer
Karachi Factory
August 11, 2005

Imran Abdul Rasheed
Junior Accounts Executive
Head Office
August 25, 2005

Zafar Ahmed
Junior Technical Officer
Karachi Factory
July 20, 2005

Syed Muntaz Javed
Junior Technical Officer
Karachi Factory
August 01, 2005

news bites

Wedding Bells

Congratulations to the following couples on their marriage:

Mr. Mohammad Shuaib Shaikh weds Ms. Ayiesha Ghazal

Mr. Nasir Hussain weds Ms. Nazia Rasool

We wish both the couples all the best for the future.

Quotable Quotes

• Age doesn't always bring wisdom. Sometimes age comes alone - all by itself. - Anonymous

• You can get everything you want if you help enough others get what they want. - Zig Ziglar

• Continuous effort - not strength or intelligence - is the key to unlocking our potential. - Winston Churchill

• I count him braver who overcomes his desires than him who overcomes his enemies; for the hardest victory is victory over self. - Aristotle

Obituary

We offer our sincere sympathies and condolences to our fellow Dadexians on the passing away of their beloveds.

Ms. Hajrah Shafih, mother of Naimatullah (Head Office) passed away on July 13, 2005.

Ms. Shaheena Perveen, sister of Zafar Meraj's (Head Office) passed away on September 03, 2005.

Mr. Khalid Durrani, father of Mariam Durrani passed away on October 10, 2005.

May their souls rest in eternal peace and The Almighty Allah grant their family strength and fortitude to bear their irreparable loss.

Javaid Yousuf Khan
National Sales Operations Manager
Date of Birth: 5th November

Syed Masroor Ul Haque
Jr. Manager Planning & Coordination
Date of Birth: 5th November

Mohammad Umair Shah
Procurement Executive, Dadex House
Date of Birth: 11th November

Muhammad Shuaib
Junior Manager Sales, Dadex House
Date of Birth: 26th November

Abdul Waheed Soomro
Junior Manager-CSD, Dadex House
Date of Birth: 27th November

Irfan Wali Shah
Procurement Executive, Dadex House
Date of Birth: 30th November

Naeem-Ul-Hassan Naqvi
Production Superintendent Plastics, K/F
Date of Birth: 2nd December

Rizwan Rauf
Finance Manager, Dadex House
Date of Birth: 4th December

Nasir Hussain
Jr. Manager-CSD, Dadex House
Date of Birth: 10th December

Bina Sabir
Jr. Manager Product Development,
Dadex House
Date of Birth: 20th December

S. Majid Ali
Asst. Sales Manager, Multan
Date of Birth: 31st December

اداریہ

معزز قارئین:

ہمیں ڈاڈیکس کے سہ ماہی شمارے ان سیٹ کے مزید ایک سال پورا ہونے کی خوشی ہے۔

اس تازہ شمارے میں کچھلی سہ ماہی میں ڈاڈیکس کی ترقی کی پیش رفت کو دیکھیں گے۔

بنیادی طور پر، ڈاڈیکس نے اپنی توجہ دو نئی مصنوعات (ٹیوب ویل اور ACP) کو

متعارف کروانے پر رکھی۔ ان نئی مصنوعات کا اضافہ دراصل ہمیں جدت پسند اور اپنے کسٹمرز

کو مرکز نگاہ کے طور پر رکھنے والی کمپنی کے طور پر پیش کرتا ہے۔ یہ دونوں نئی مصنوعات

ڈاڈیکسین کو وہ حوصلہ بھی دیتی ہیں جس کی بدولت ہم ایک ہی ذریعہ سے اپنے کسٹمرز کو

ایک سے زیادہ حل پیش کر سکتے ہیں۔ ڈاڈیکس مارکیٹ کے اُن بدلتے ہوئے رجحانات سے

جو کہ ہمارے خریداروں کی ضرورتوں سے آہنگ ہو، پوری طرح آگاہ ہے یہی وجہ ہے

کہ ہم اس بات پر یقین رکھتے ہیں کہ مصنوعات کا ارتقاء ایک مسلسل عمل ہے۔

اس کے ساتھ ساتھ ہم یہ امید کرتے ہیں کہ ڈاڈیکس ری کریمیشن کلب، جو کہ ملازمین کی

تفریح اور آسائش کے لیے بنایا گیا ہے، ملازمین کی بہتر سے بہترین کے حصول کی

جدوجہد میں ایندھن کا کام دے گا۔

انشاء اللہ اگلے سال ملاقات ہوگی!۔

ہمیں اپنی آراء سے آگاہ کیجئے

اور ڈاڈیکس کو مزید بہتر بنائیے۔



A Quarterly Publication of Dadex Eternit Limited.

IAPEX 2005 میں ڈاڈیکس کی کامیاب معاونت



IAPEX 2005 نمائش، 30 ستمبر سے 2 اکتوبر، 2005 تک ایکسپو سٹیٹز کراچی میں منعقد کی گئی۔ یہ سالانہ ایونٹ، آئی اے پی ایٹل کونسل نے ترتیب دیا تھا۔ اور ڈاڈیکس نے اس میگا ایونٹ میں ایک اسپانسر کے طور پر حصہ لیا۔

IAPEX 2005 کی نمایاں خصوصیت، تعمیراتی سامان کی ایک تین روزہ نمائش اور عالمی ماحول میں علاقائی شناخت، کے موضوع پر ایک کانفرنس تھی۔ 70 سے زیادہ کمپنیوں نے اس تین روزہ نمائش میں شرکت کی جس میں ایشین بر اعظم میں تیار اور استعمال ہونے والے روایتی اور ہم عصر عمارتی سامان کو بڑی خوبصورتی سے پیش کیا گیا۔

ڈاڈیکس IAPEX 2005 میں اپنی نئی پراڈکٹ المونیم کمپوزٹ پنیل (ڈاڈیکس اے سی پی) کو متعارف کروایا۔ ڈاڈیکس اے سی پی، فن تعمیر سے متعلق ایک پراڈکٹ ہے، یہی وجہ تھی کہ یہ پراڈکٹ فن تعمیر سے متعلق کئی آرکیٹیکٹ کی توجہ کا مرکز بنی رہی۔

اس دوروزہ بین الاقوامی کانفرنس میں پاکستان بھر کے آرکیٹیکٹ کے علاوہ غیر ملکی آرکیٹیکٹس جن کا تعلق برازیل، اٹلی، انڈیا، تھائی لینڈ، اردن، ترکی، متحدہ عرب امارات اور امریکہ سے تھا بھرپور شرکت کی۔

اس کانفرنس میں مریم ڈرنی نے "عمارت سازی پر موسمی اثرات" کے عنوان سے ایک پریزنٹیشن دی۔ جس میں عمارتی اسٹریکچرز پر بدلتے ہوئے موسموں کے اثرات کا احاطہ کیا گیا تھا، اس کے علاوہ قابل برداشت عمارتی ڈھانچے کے لیے پائیدار تعمیراتی سامان کے استعمال پر زور دیا گیا۔

IAPEX 2005 نے آرکیٹیکٹس کے ساتھ میل جول کے لیے ڈاڈیکس کو ایک مؤثر بنیاد فراہم کی۔ عوام کی کثیر تعداد نے ڈاڈیکس کے گائے گئے اسٹالوں کا دورہ کیا اور ڈاڈیکس کی مصنوعات میں گہری دلچسپی ظاہر کی۔ اس ایونٹ کو کامیاب بنانے سلسلے میں ڈاڈیکس کی طرف سے کی گئی کوششوں کو IAPEX نے سراہا۔

EDITORIAL BOARD

Patron in Chief: Sikander Dada

Editor: Asim Khan

Correspondents: Safdar Mahmood, Ziaullah Khan

Urdu Translator: Nasir Hussain

IDEAS FOR INSET

Send your suggestions & contributions to:

inset@dadex.com.pk

Dadex Eternit Limited

Dadex House, 34-A/1, Block 6, P.E.C.H.S., Shahrah-e-Faisal,

P.O. Box 20040, Karachi 75400 - Pakistan.

UAN: (021) 111 000 789

Designed & Produced by O2 Communications