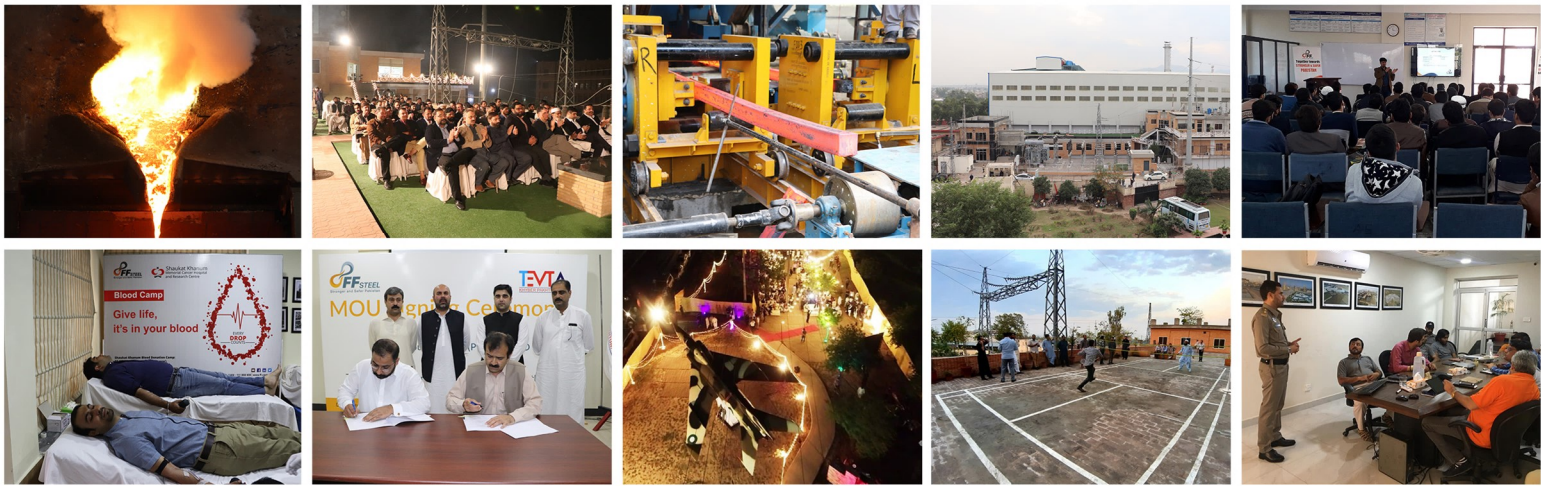
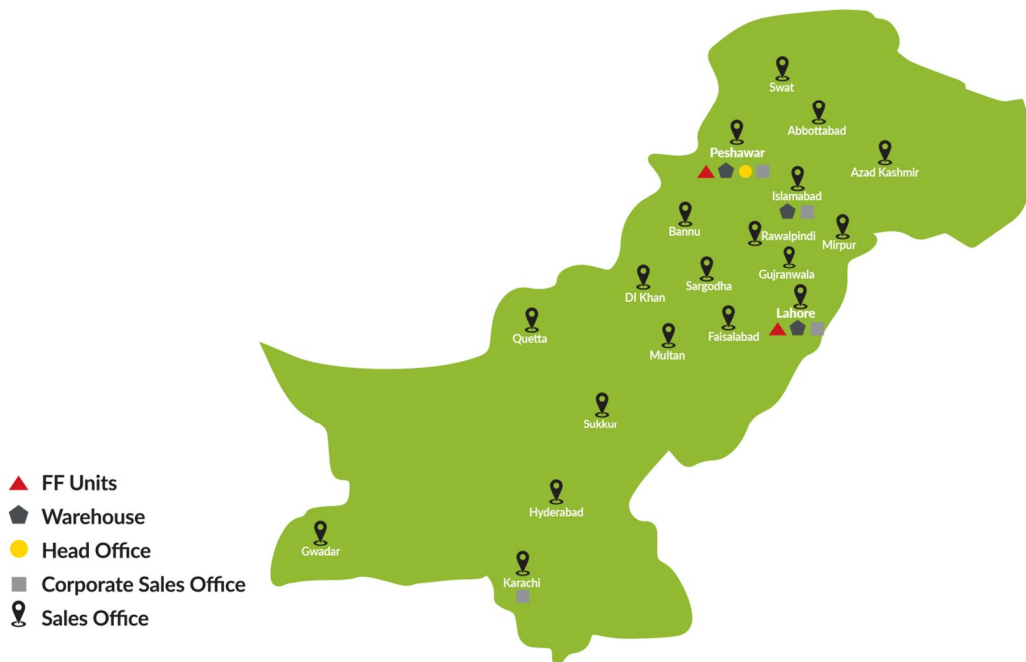


FF STEEL Newsletter

January - June | 2020



THE STEEL THAT BUILDS PAKISTAN



The first and only company in Pakistan to provide steel online.

How may I help you?



**Want to purchase steel online?
All you need to do is;**

Step 1 Place your order on

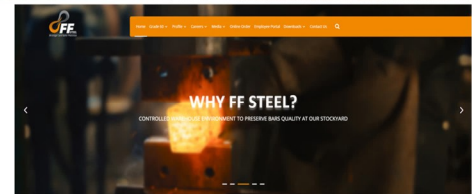
www.ff.com.pk/rate

Step 2 Deposit payment in the bank of your choice.

Step 3 Get on site delivery within 24 hours.

Content

1. Furnace & Grid launch
2. Updates
3. Upcoming
4. What's New
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Why FF STEEL?



FF STEEL
Stronger and Safer Pakistan

Safety
of your
family
is our top priority.
Use
FF Grade 60,
the steel that
never fails.

Salient Features

- In-house Material Testing Laboratory.
- Only Deformed Grade-60 Bars are manufactured.
- To ensure quality products, all raw materials (Billets) are exclusively tested, verified in our in-house Material Testing Laboratory and then permitted for production.
- To show our dedication towards quality products, FF STEEL has acquired OHSAS 18001:2007, ISO : 14001:2004, ISO : 9001:2008 certifications.
- Largest team of Engineers in the steel sector of Pakistan.
- Nationwide sales network & offices in all four provinces.

OUR SUCCESS FACTORS

- 1) Android Application for Fast Order Processing.
- 2) SAP Software for Business Operations and Customer Relationship.
- 3) SCADA System for Optimal Quality Production.
- 4) State of the Art German Spectrometer Machine for Quality Control.
- 5) Controlled warehouse Environment to preserve Bars Quality at our Stockyard.
- 6) Automatic Bar Cutting to achieve accurate lengths.
- 7) Automatic Bundling Machine to achieve best Bundle finish.
- 8) CNC Machining of Ribs to achieve highest quality of Bars finish.
- 9) Hot Charging through Continuous Casting Machine to achieve uniform microstructure.



CONGRATULATIONS TO ENTIRE FF TEAM ON THE LAUNCH OF FURNACES & GRID

FF STEEL launched two 15-ton induction furnaces coupled with an Air Pollution Control System (APCS), a continuous casting machine (CCM) designed for direct hot rolling & 40-megawatt independent grid station for un-interrupted electricity power supply. The furnaces & CCM have an effective capacity of 400 tons of Grade 60 standard billets per day. The project was completed in a record-breaking time of eleven months. This is the first ever green field project of direct hot rolling in Pakistan which not only saves the cost of coal & furnace oil for re-heating of billets but also environmental friendly in terms of eliminating pollution from re-heating of billets. Hence, this system is highly sustainable & eco-friendly for Pakistan.



33 *Years of Excellence*



FF Unit-2 Peshawar after completion of 40 Mega Watt Grid, newly erected hanger for scrap, operational induction furnaces & CCM.



From ladle to tundish & from tundish to CCM, a mesmerizing view of molten metal at 1600 °C passing into the CCM on the first day of commercial production.

DID YOU KNOW?

FF STEEL mill is;

- The largest unlisted steel mill in Pakistan.
- Third largest steel mill in Pakistan (Listed & Unlisted combined together).
- Having two plants & two independent grid stations in two different provinces of Pakistan.
- Four corporate offices in four different provinces of Pakistan.
- Largest team of engineers in the industry.
- Nationwide sales network & largest sales team in the industry.

The lifeline of our furnaces, independent 40 megawatt grid station providing uninterrupted electricity supply to FF Unit-2.



Two 20-ton cranes coupled together with a combined capacity of 40 tons capable of transferring scrap with a magnet or as visible in the picture “a grab” installed inside the scrap shed at FF Unit-2.

Updates

Upcoming



Production shed for roughing mill & intermediate mill at the final stage of construction. The revamping started in March 2018 and full commercial production will resume in 2020 with a new increased capacity of 400 tons of Grade 60 steel bars per day.



A view of over-head water tank and engineer's offices near completion. Construction is in full swing at FF Unit-2 with scrap processing, melting furnaces & CCM commercially operational and re-rolling mill at final stages of construction.

Aerial view of FF Unit-1 future construction site with preparations for scrap holding shed, melting furnaces and CCM installation. With this upgradation, the Unit will be able to produce 700 tons of Grade 60 billets per day. The project's execution will be done independently without having the need to halt production at FF Unit-1. After the successful execution of revamping, Unit-1 production will be upgraded to "direct hot rolling".



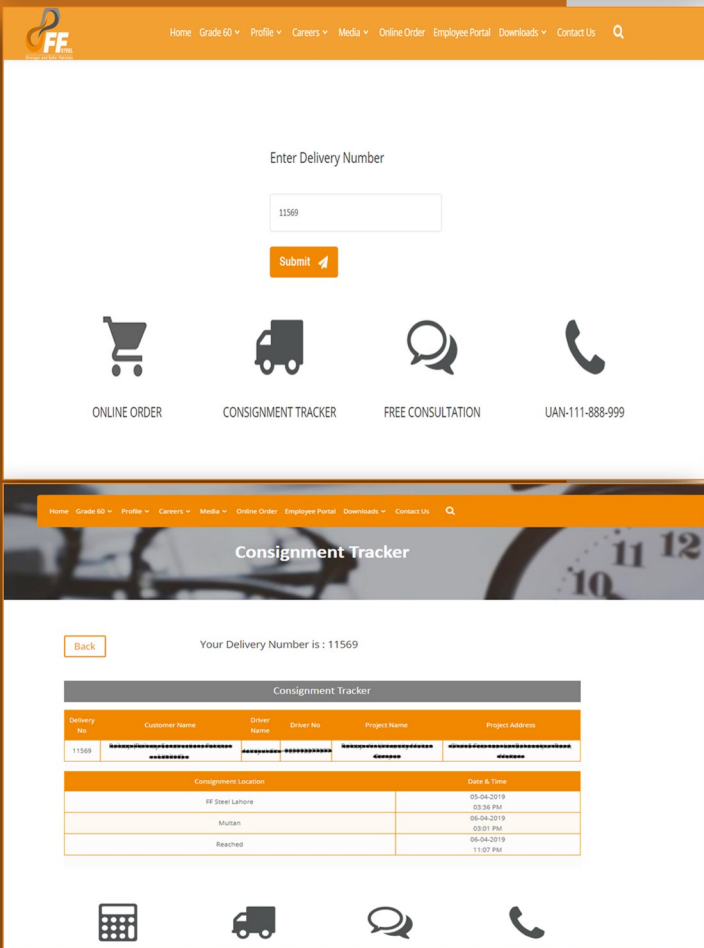
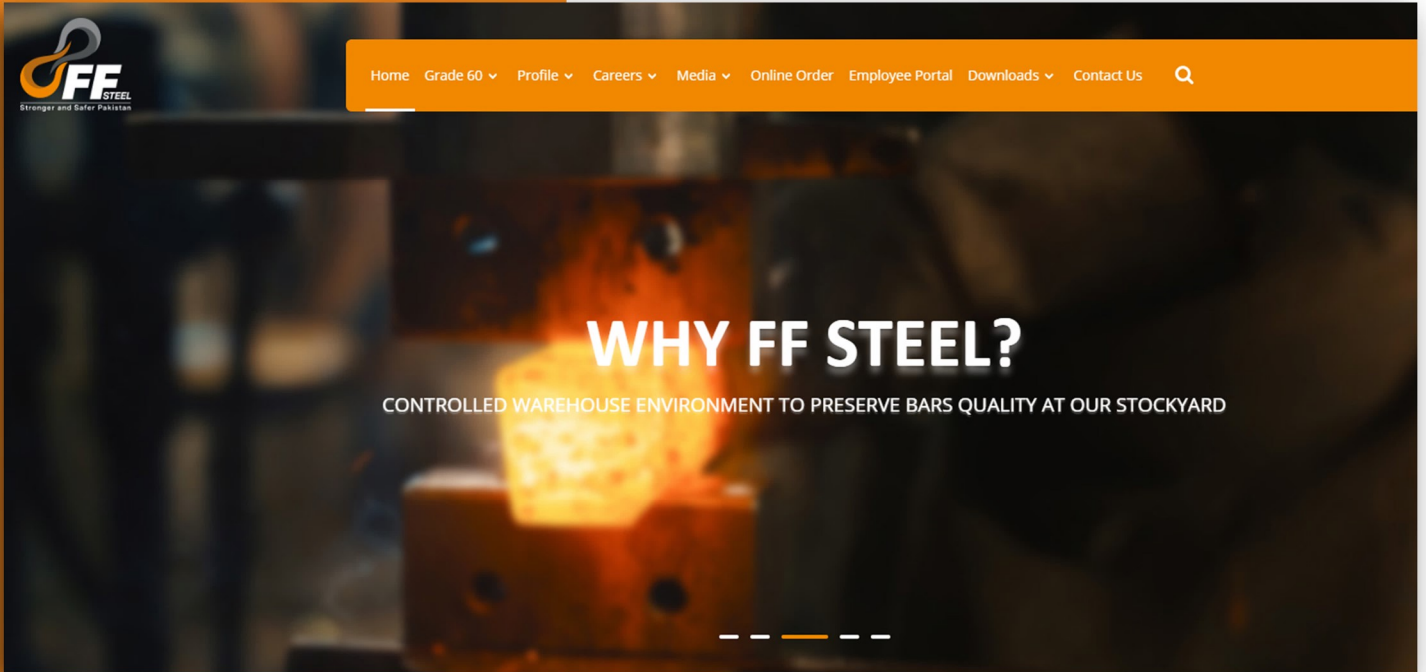
A view of 40-megawatt transformer during installation at the grid station site of FF Unit-1. This grid will supply uninterrupted electricity power to the furnaces and re-rolling mill after the expected revamping in 2020.



What's

The website; www.ff.com.pk

A new experience for users with a friendly interface and a whole new bunch of features such as consignment tracking & online sale portal that are exclusive and unique only to FF Steel within Pakistan's steel industry.



Consignment Tracker

The new website features a robust consignment tracking system that keeps our clients updated during each step of their long lasting bond with FF Steel.

The status of every consignment is updated automatically during each stage of the process and simultaneously an sms alert is sent on the client's number.

New!!!

Online Sales Portal

Introducing for the first time in Pakistan steel sector, an online sale order system that provides delivery of Grade 60 guaranteed steel bars at your doorstep. All you need to do is, visit our website, click on online order, fill in your required details and our team will take care of the rest.

The screenshot shows the top navigation bar with the FF logo and menu items: Home, Grade 60, Profile, Careers, Media, Online Order, Employee Portal, Downloads, and Contact Us. The main content area has a heading "Please Provide Us Your Valid Mobile No *" and a text input field containing "923XXXXXXX". Below the input field is a red asterisk note: "* Fields are Mandatory". At the bottom, there are three orange buttons: "Next", "Status of Existing Order", and "Cancel".

The screenshot shows the "ONLINE ORDER" section. It features a dropdown menu for city selection with "Lahore - Badami Bagh" selected. Below this is a heading "Please Add quantity (Ton's)" with a note: "(1 Ton = 1000 KG, 0.5 Ton = 500 KG, 0.25 Ton = 250 KG, 0.01 Ton = 10 KG)". A table lists various steel bar items with their corresponding quantities. At the bottom, there is a "Total Quantity" field, a checkbox for "I'm not a robot", and two orange buttons: "Proceed to Checkout" and "Cancel Order".

Item	Quantity
3" or 3/8	<input type="text"/>
10mm	<input type="text"/>
4" or 1/2	<input type="text"/>
12mm	<input type="text"/>
5" (16mm) or 5/8	<input type="text"/>
6" or 3/4	<input type="text"/>
20mm	<input type="text"/>
7" (22mm) or 7/8	<input type="text"/>
8" (25mm)	<input type="text"/>
9" (29mm)	<input type="text"/>
10" (32mm)	<input type="text"/>
11" (36mm)	<input type="text"/>
14mm	<input type="text"/>
Total Quantity	<input type="text"/>

Consultant InFocus



Mr. Abdul Qadeer
General Manager | NESPAK

In your opinion, what is the most revolutionary advancement in Pakistan's construction industry in the recent past?

The most revolutionary advancement in Pakistan's construction industry is CPEC, which will continue to support growth of Pakistan's construction industry in the coming years, aided by China's sustained push on project implementation, as well as warming bilateral relationship between the two countries. Chinese involvement in the Pakistani construction market will provide a positive upside in terms of timeliness and execution, and will continue to boost the growth of the construction industry in the near future in every field of construction industry. Secondly, the land of Gwadar has its geographical importance, as after the development of Port it will link the landlocked Central Asian Republics & Afghanistan with the rest of the world. The Government has initiated a number of key projects in Gwadar, which would open new vistas for the economic development of Baluchistan as well as Pakistan. The Naya Pakistan scheme of GOP would also add on to the construction industry especially in the era of housing societies which would overall add a lot to the construction industry in terms of advancement and prosperity

What would you like to advise young people who are either studying or entering in the field of civil engineering consultancy?

I would like to advise young people who are either studying or entering in the field of Civil Engineering consultancy to do their research work properly; gain preliminary experience in the Civil Engineering consultancy field through internships during study; don't commit to a specific discipline too early in your career; keep developing your skills while studying and choose your way of profession by analyzing intelligently. It doesn't matter whether you are working with engineering consultants or constructors, but it really matters if you are working with dedication and professionalism or not. As one line advice, remain committed to your profession.

What is your confidence level on the quality of Grade 60 steel bar manufactured in Pakistan?

Being affiliated with the industry since more than three decades, I should say without any hesitation that our Structural Engineers are using the prevailing Grades of Steel, in combination of Grade 40 & 60, with full confidence. As such, no serious structural issues have been reported while using these grades of steel since long epochs in the construction work.

Do you think that Pakistan Construction industry adopts the best practices and latest technology in construction? How can we encourage our people to adopt best practices and modern techniques available worldwide?

Yes Pakistan's Construction industry adopts the best practices and latest technology in construction industry, but there is lot of to adopt in this perspective from the world's developed countries. We can encourage our industry's people to adopt best practices and modern techniques available worldwide by following ways: Increasing awareness in the industry's stakeholders; by creating opportunities and through government's facilitation to the constructors for bringing latest construction machinery in the industry; by adopting emerging technology like Building Information Modeling (BIM) in the industry; by educating and training the constructors, engineering consultants, designers, fabricators and manufacturers for sharing their role to use modern techniques in the construction industry.

Contractor InFocus



Mr. Syed Ashfaq Hussain

Chairman | Construction Association of Pakistan
CEO | Axis Pakistan
Ex CEO | Karcon

What problems do contractors face in Pakistan with regard to regulatory authorities?

PEC has a set resolution body in Pakistan but with a very lengthy and costly process. At times even after going through the process, results are not always favorable.

Generally, regulatory authorities interact with the builder/developer as opposed to the contractor due to which, contractors don't get their problems solved and their issues are unheard of.

How can contractors ensure and endorse the use of quality materials?

Usual quality mechanisms are used such as ensuring compliance with specifications, material inspections, testing upon delivery, procuring through a quality certified manufacturer reduces the risk of substandard materials, and improves the rate of acquiring good quality materials.

The use of quality materials depends on the prices quoted by the contractors and qualification of materials should be done on merit, not by choice.

Do you think the use of Grade 60 steel can improve the quality of construction?

The use of Grade 60 steel will certainly improve the quality of construction. Quality assurance comes with sourcing steel from manufacturing company with a strict quality control process reduces the risk of low-quality construction. Manufacturers with substantially lower quality machinery at the rolling mill usually produce steel with high inconsistency in their quality.

With such manufactures, contractors have to be extremely cautious because of lower quality of Grade 60 steel can result in low-quality building constructions.

One of the main reasons to use grade 60 steel from Steel manufacturers like FF Steel is that they never compromise on quality and provide Grade 60 steel of the highest standard. However, tests must be conducted from time to time as a part of the contractor's quality management plan, or as a part of the project's quality management plan to ensure the correct materials have been used.

Keeping in view the current government's policies and incentives, where do you see Pakistan's construction industry in the next 5 years?

The current policies derived by the government and the incentives expected by them may give a substantial boost to the construction industry. Particularly the real estate sector as a lot of development and ease is provided to them. The policies provided by the government set up a conducive environment for the construction industry enabling them to grow and develop in the medium to long term. The policies would attract investors from all over to invest in Pakistan's construction industry which will revive the sector and fill in the void left because of COVID 19.

Architect InFocus



Mr. Jahangir Khan Sherpao
Architect

What is your opinion about the increasing trends in the use of grade 60 steel in household especially in urban areas? Should this trend not be followed in rural areas as well?

The need for grade 60 steel both in urban and rural areas is the same with the exception that the rural areas might not have double story constructions and in the urban areas you are going to go for high rise and taller buildings. But I think the level of quality must be similar in both the areas. Qualitatively you need to be doing similar qualitative things in both the places. The distinction that we make in terms of urban and rural areas right now the materials are pretty much the same. There are other places in the world where they are using the same materials but that is not the case in Pakistan. More and more people are moving towards the urban way of construction in rural areas as well. I think as per that trend, it is very obvious what is happening. Of course, to be safer and better is much more important.

What is the most revolutionary change architecture trends in Pakistan in recent times?

I think requirements are changing and the revolutionary change we are suddenly realizing is that instead of horizontal spread, the awareness towards going above the ground and to have a higher number of floors is drastic. They are seen everywhere. The recent directions from the prime minister reflects that as well where they are talking about allowing high rise buildings and adding the number of stories in different areas, so that is really important for you as an industry, it reflects very well and says something. The qualitative nature of materials that are available are getting better and I think you are one of the players of the field where you are providing a much better steel than the market. Before getting quality steel from FF Steel, we used to get steel that was not stamped in terms of its source or its quality and it was extremely risky. Now that you are providing better steel and much better vendors are coming to the market which is really good for the industry.

What would you advise to young people who are entering the field of architecture?

I would advise them not to rush into private practice and work with a good organization. I think as we have said it on many forums that learning starts after the degree. The misconception that everybody stops learning once their degree has ended is wrong, the learning just enhances once the degree finishes. I think you've just learnt how to work hard and put in your maximum effort. They should spend their first 4 or 5 years in a good office before they start with their own practice for themselves because the discipline they have learnt and the methodology they learn for the first few years is very important and where they've learnt it makes all the difference.

What is the role of architects in developing awareness of materials that are going to be used in construction, how does the strength of grade 60 steel open new horizons of architects in terms of designs?

I think architects are a lot more creative. I think we look at materials in terms of what they are and what they offer. In the recent few decades, things that were not available in Pakistan are actually available now, especially, a variety of steel. I think, your grade 60 steel allows us to have better spans as well as safer spans which is very important because we can have column less spaces which gives us more freedom in terms of how we handle our various projects comes from good quality steel.

Retailer InFocus



Mr. Malik Abid
Owner Malik Steel

Can the retail network help the steel industry in further progression?

Of course it can! It can help a lot. It needs hard work and we thought about this 20 years ago. We need to work on it with the dedication like we just started. There is a lot of demand and you can achieve great success in it.

In your opinion, do you think that Pakistan's steel market is moving towards success?

Yes, definitely. The steel industry is and will be very successful. With every passing year the demand increases by 15%.

Has the demand for Grade 60 increased compared to Grade 40, with the passage of time?

100%! It has increased. The demand for Grade 40 isn't there anymore in Pakistan. People only demand Grade 60 now.

Do you think a common man knows about the qualities of Grade 60?

I have been working on it since the past 25 years and I'm trying to spread the information regarding what 60 Grade steel is. Before, I used to tell people about cement, what is it and how do we use it in the right way, now there's enough awareness about it. Same is the case with Grade 60, people don't have enough information. I have worked on it a lot and I think Grade 60 has been approved pretty quickly in Pakistan. Now 40% of the people are familiar with it. 25 years ago people were not aware of Grade 60 steel and it's selling can be increased with the help of public dealing and everyone will be familiar with its existence in no time.

Get Togethers



Location: Pearl Continental, Lahore
Audience: Architects
Event: Stronger & Safer Pakistan Awareness Session



Location: Serena Hotel, Islamabad
Audience: Corporate Contractors
Event: Stronger & Safer Pakistan Awareness Session



Location: Shelton Rezidor, Peshawar
Audience: NESPAK
Event: Stronger & Safer Pakistan Awareness Session



Location: Pearl Continental, Peshawar
Audience: Architects
Event: Stronger & Safer Pakistan Awareness Session

Location: FF STEEL Corporate Office Islamabad
Audience: Steel Fixers
Event: Stronger & Safer Pakistan Awareness Session



Location: Ramada Hotel, Multan
Audience: Clients, Consultants & Architects
Event: Stronger & Safer Pakistan Awareness Session



Location: Serena Hotel, Faisalabad
Audience: Retailers
Event: Stronger & Safer Pakistan Awareness Session



Location: Maisonette Hotel, Lahore
Audience: Household Contractors
Event: Stronger & Safer Pakistan Awareness Session





Location: FF STEEL Head Office, Peshawar
 Audience: Corporate Contractors
 Event: Stronger & Safer Pakistan Awareness Session



Location: LalQila, Karachi
 Audience: Retailers
 Event: Stronger & Safer Pakistan Awareness Session



Location: Serena Hotel, Faisalabad
 Event: Stronger & Safer Pakistan



Location: Serena Hotel, Faisalabad
 Audience: Contractors & FDA
 Event: Stronger & Safer Pakistan Awareness Session

Location: National Club, D.I. Khan
Audience: Retailers
Event: Stronger & Safer Pakistan Awareness Session



Location: PC Hotel, Karachi
Audience: Retailers
Event: Stronger & Safer Pakistan



Location: FF STEEL Head Office, Peshawar
Audience: Steel Fixers
Event: Stronger & Safer Pakistan Awareness Session



Location: Lahore
Audience: Steel Fixers
Event: Stronger & Safer Pakistan Awareness Session



An evening with Clients, & Consultants, Islamabad



An evening with Clients, Consultants & Architects, Lahore



Architects

Retailers



Our Partners

Our Strength



Senator Nauman Wazir, Chairman FF STEEL, Mr. Zarak K. Khattak, CEO FF STEEL along with their team meeting with Dr. Tahir Masood, Managing Director & President, Dr. Tahir Mahmood Hayat, Executive Vice President, Mr. Shaukat Qadeer, General Manager (Structural Engineering) & Mr. Abdul Qadeer, General Manager (ISB Regional Office) during a visit to NESPAK Head Office, Lahore.



Life at FF Steel



Mango Fiesta at FF STEEL.



Mango Fiesta at FF STEEL.



Badminton Tournament at FF STEEL.



Chairman FF STEEL presenting trophy to winner of Badminton Tournament.



SKMCH Blood Camp at FF STEEL.



Birthday Celebration of Chairman FF STEEL.



CEO FF STEEL addressing FF Team during quarterly dinner.



CEO, FF STEEL Birthday Celebration.



23rd March 2019 being celebrated at FF STEEL with full zeal.



FF STEEL & SKMCH during MoU Signing ceremony.



FF Team at quarterly dinner in Head Office, Peshawar.



Inauguration of A-5 Aircraft monument installed by FF STEEL at I-8/I-9 Junction Islamabad.



Defence Minister Mr. Pervez Khattak addressing the inauguration ceremony.



FF STEEL & TEVTA-KP MoU ceremony for sharing of technical resources.



Mega Orientation batch-4 group photo.



Mega Orientation batch-4 group photo.



Chief Marketing Officer receiving souvenir from Chief architect at IAPEX Peshawar.



Turkish delegation visiting FF STEEL's stall at IAPEX Peshawar.



Team FF STEEL representing the organization at Build Capex, Lahore.



Architect Zahid Javed visiting FF STEEL's stall at Build Capex, Lahore.



I.T manual training closing ceremony group photo.



Communication skills training closing ceremony group photo.



Bank Alfalah delegation visit to FF Unit-1, Lahore.



DHA Karachi engineers team visit to FF Unit-1, Lahore.



Group Head Habib Bank receiving souvenir from Chairman FF STEEL at Head Office.



Izhar Group team during visit at FF Unit-1 Lahore.



North Region retailers visit to FF Unit-1, Lahore.



IT Head briefing Bahria University students on ERP SAP B1 being used at FF STEEL.



CECOS University students mill visit at FF Unit-2, Peshawar.



Bahria University Islamabad students visit to FF STEEL Head Office.



Head Marketing introducing FF STEEL during a session with students at City University.



Head of Quality presenting ASTM 615 to students of civil engineering at City University, Peshawar.



Students of civil engineering at City University during a session on quality of steel bars.

FF Steel's fight against COVID-19

COVID-19 has affected and changed the world as we once knew it. The virus is continuously spreading and we have to be careful about how to deal with it. FF Steel has made sure that their employees work in a corona free environment with all the necessary precautions fully implemented.

Disinfection tunnels are installed outside the office, all employees are required to wear masks and gloves. Screening tests are done at the entry point before letting any employee into the office.



Disinfection tunnels installed at the entrance of Head Office.



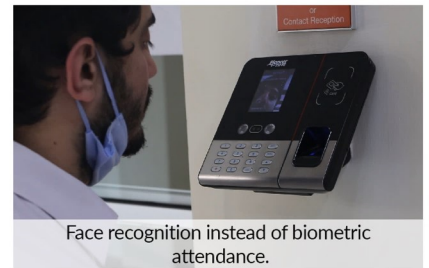
Temperature of employees is checked at the entrance.



Shoe disinfection trays with disinfection liquid at the entrance.



Sanitizers, masks and gloves available at the reception.



Face recognition instead of biometric attendance.



Workers have to ensure safety kit including mask and other precautions at production offices.

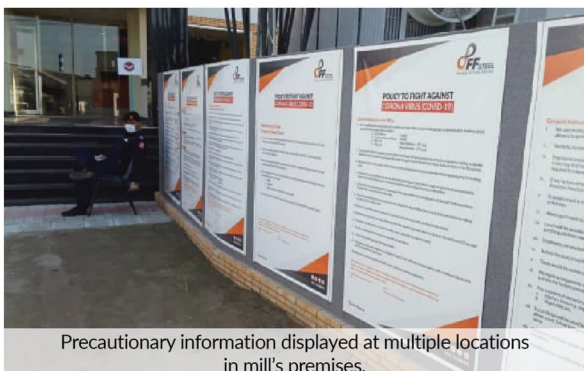


Distance of 6 feet is maintained during meetings.



Workers also maintain distance of 6 feet at construction site.

Instruction banners are all around the office so everyone stays aware. We also had a social media awareness campaign where we had shown through videos that how can you minimize the risk of getting coronavirus at the workplace.



Precautionary information displayed at multiple locations in mill's premises.



Everyday office's premises are disinfected.

General instructions to prevent coronavirus.



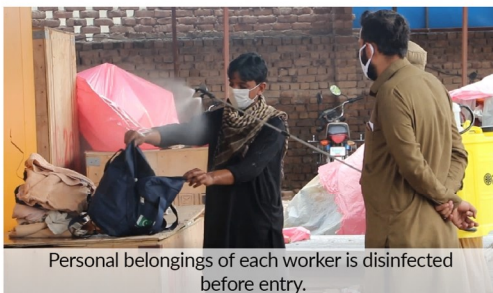
Disinfection tunnels are installed at the entrance of production unit.



Various Training held for awareness against COVID-19.



Social distancing is ensured at mess and cafeteria.



Personal belongings of each worker is disinfected before entry.



Vehicles used for transportation of goods are thoroughly disinfected before entering the production Unit.



Workers ensure social distancing at lunch time.



Wash your hands frequently for at least 20 seconds with soap and water.



Wear a mask and gloves.



Avoid close contact with anyone when you go out in public.



Avoid touching your eyes, nose or mouth if your hands are not washed.



Avoid handshake and close contact with each other.



Shield coughs and sneezes with a tissue, elbow, or shoulder (not bare hands).



Clean all "high-touch" surfaces, and disinfect them every day.



Place all used disposable gloves in a lined container before disposing them off.



Do some physical activity daily to keep yourself fit.



Take a healthy intake of homemade food, vegetables and fruit.



Drink plenty of water, lemonade and green tea instead of tea/coffee.



Avoid eating fast food or any kind of junk food to keep your immune system strong.

We all are in this fight together and soon we will get rid of this pandemic by our efforts towards a Stronger and Safer Pakistan.



FF GRADE 80 THE STRONGEST STEEL REBAR IN PAKISTAN

100%
MORE STRONGER
THAN
GRADE 40

Yield Strength
**80,000
PSI**

Ultimate Strength
**100,000
PSI**

Commercially available from March, 2020.

First ever company in Pakistan to produce **Grade 80** steel bars. Call now at UAN: 111 888 999 or visit www.ff.com.pk/rate to book your **Grade 80** steel bars.

UAN: 111 888 999 | info@ff.com.pk | www.ff.com.pk

Head Office

Plot No. 166, Road B-7, Hayatabad Industrial Estate, Peshawar.

Steel Plants

Unit 1: Lahore | Unit 2: Peshawar

Corporate Sales Offices

Karachi 98 B, Block 2, PECHS, Near Shahra-E-Quaideen, Karachi.

Peshawar Plot No. 166, Road B-7, Hayatabad Industrial Estate, Peshawar.

Lahore 1st Floor, 56 R-1, Johar Town, Lahore.

Islamabad Plot 06: West Service Road, Industrial Area, Sector I-9/2, Islamabad.