

# INSET

A Quarterly Publication of Dadex Eternit Limited

## Cover Story

### Launch of Antimicrobial Pipes

Following our vision of 'Innovation', Dadex launched the next generation of Antimicrobial water pipes in Pakistan

The purpose is to provide clean and safe water to the people of Pakistan.

Have 99.99% antimicrobial efficacy and provide long lasting protection against Bacteria, Fungi and Algae.

## editor's note

Newsletters are vital media for any organization. They can inform, educate, motivate and inspire the entire audience. I am very excited that we have re-started publishing our newsletter, **INSET**. Since it is being published after 7 years, the current volume covers events of the last 12 months (Jul '16 Jun '17).

**Cover Story** of this issue is the Launch of Dadex Antimicrobial Pipes in Karachi. This is the revolutionary technology for the first time in the piping industry of Pakistan that contains state-of-the-art Antimicrobial Technology and is committed to Dadex Vision of being a leading player of the industry renowned for adding value through innovation, quality, reliability, customer focus and ethical practices.

The Dadex Antimicrobial pipes have been elaborated further in the **Product Review** section of the current issue. Dadex is fully aware of the changing market trends and developing customer needs that is why we believe that product development/growth/expansion is a continuous process.

Moreover, you will find news about Dadex participation in various exhibitions, training sessions, and sales workshop. You will find articles, news bits, quotes and the fun section as well.

The INSET editorial team would like to thanks all the employees who contributed with their write-ups and support to make INSET happen. We welcome your ideas, suggestions and newsworthy items to make INSET better. If you love it, we'd like to hear that too! Enjoy the newsletter!..... Happy Reading!

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# CEO MESSAGE

I am pleased that INSET, quarterly newsletter of Dadex is being published again after a lapse of 7 years. The latest issue of INSET is with you.

Communication to all stakeholders is very important in today's life, particularly for the employees to know about the company and for the Customers, Dealers/Distributors, Architects and Consultants to know about Dadex products and developments.



INSET was contributing a lot to the promotion and development of the company in the past and I hope that with its restart the same message will travel to all.

INSET will be published quarterly and will contain the important events related to the company and its customers and distributors. I will encourage active participation/responses from our valued customers and readers.

The 1<sup>st</sup> issue is impressive and projecting Dadex initiatives. Dadex is a strong and established brand in the industry. In its history of 58 years, Dadex has seen several phases of challenges and developments, but the intrinsic strength of Dadex keep the boat afloat in the stormy weathers.

Now, Dadex has successfully managed through the trouble days and has emerged stronger. We have achieved financial stability, sales growth and have increased our market share.

Dadex in continuation of its tradition of introducing innovative products has achieved a new milestone in the year 2017 by introducing first antimicrobial and antibacterial pipes in the country. This innovation has opened the new doors of development inside and outside Pakistan. I am happy to say that we have set the path for the new developments. We have strong and motivated team, we are re-organizing and re-building strong team in almost all our fields of operations.

I would like to thank Mr. Sikander Dada and Mr. Danish Dada for their valuable contribution for the development of the company, particularly for supporting and sponsoring the research work carried out at Karachi Factory for the production of Anti-microbial and Anti-bacterial pipes.

I would also like to congratulate the editorial team for the publication of INSET.

**Qazi Sajid Ali**  
Chief Executive Officer

## Launch of Antimicrobial Pipes

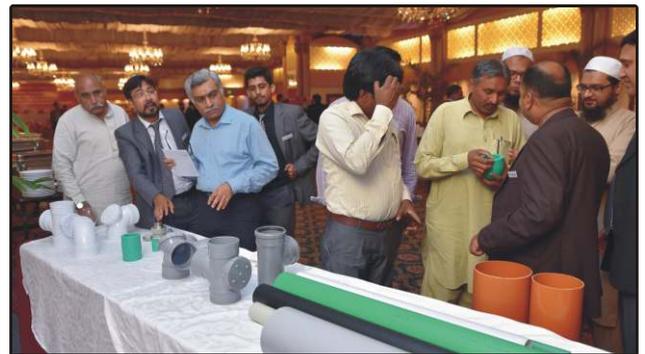
Following our vision of 'Innovation', Dadex launched the next generation of antimicrobial water pipes in Pakistan. These pipes have been manufactured by using world's latest revolutionary antimicrobial technology, used for the very first time in the plastic pipe industry of Pakistan. The purpose is to provide clean and safe water to the people of Pakistan.

The launching ceremony, held in Karachi at Pearl Continental Hotel on 14th March 2017, was attended by a large number of Architects, Consultants and Piping Industry Professionals and was widely reported by Pakistan's print and digital media.

During his speech in the Launching, Mr. Qazi Sajid Ali (CEO, Dadex) elaborated that Dadex continues to be the pioneer in the industry by offering superior products. The new Dadex antimicrobial range of pipes is particularly suitable for water treatment plants, schools, hospitals, food processing factories, pharmaceutical industry and water supply systems. "Dadex being the market leader and trend setter in piping industry of Pakistan is committed to water conservation as well as the supply of safe water for the health & well-being of people", he added.

Mr. Danish Dada (CEO, International Division Dadex) said that for the last 57 years Dadex has been developing innovative technology for the benefit of its customers and the people of Pakistan. Their strength lies in pre-empting the expectations of the people and product demands. The new microbial contamination build up in water distribution pipes pose a direct risk to Pakistani public health because of water borne diseases. This new product will certainly help in improving the health standards of general public.

Dadex Antimicrobial Pipes are an innovative solution which will definitely grasp the market as it provides maximum protection for health and against water borne diseases. Dadex Antimicrobial pipes are available in PPR Polydex Pipes, PVC Pressure Pipes and PE Water Pipes used for potable water supply systems. Dadex antimicrobial pipes have 99.99% antimicrobial efficacy and provide long lasting protection against Bacteria, Fungi and Algae; hence providing safe and healthy water.



## Dadex Antimicrobial Pipes

Dadex is committed to water conservation as well as the supply of safe water for health and well-being of our people. To this purpose, Dadex has brought a revolutionary technology for the first time in the piping industry of Pakistan, by introducing Antimicrobial pipes containing state of the art Antimicrobial Technology, developed by a UK based company having its network in 98 countries.

Dadex Antimicrobial pipes are available in PPR Polydex Pipes, PVC Pressure Pipes and PE Water pipes used for potable water supply. **Dadex antimicrobial pipes have 99.99% antimicrobial efficacy and provide long lasting protection against Bacteria, Fungi and Algae; hence providing safe and healthy water.**

Pipes are the backbone of water distribution systems in building and infra-structure, and once incorporated, lasts as long as the life span of structure. Water distribution systems provide a suitable milieu for micro-organisms: Bacteria, Fungi and Algae. Microbes which survive in the distribution system possess the ability to grow and produce BIOFILM, a surface deposit of microorganisms, and organic and inorganic materials that accumulate within a slime layer. Biofilms induce many problems in water distribution systems like: change in color, odor, taste and turbidity of water, blockage of pipes and inefficacy of disinfection treatment. The Slimy layer of biofilm act as a slow-release mechanism for persistent contamination of water.

The microbial contamination and buildup in water distribution pipes pose a direct risk to public health because of water-borne diseases. Most common disease causing microorganisms associated with water contamination are Pseudomonas, Aeromonas, Klebsiella, E.coli, Helicobacter, Vibrio spp. Shigella, Salmonella, Legionella spp. Aspergillus, Cryptococcus and Mucor. These pathogens can cause serious illnesses like diarrhea, dysentery, gastroenteritis, allergies, skin infection, etc.

### Water-borne diseases pose serious threat to public health:

According to WHO (2014), every year more than 3.4 million people die because of water-related diseases, making it the leading cause of morbidity and mortality around the world.

1.8 million People die every year from diarrheal diseases. 90% percent are children under 5, mostly in developing countries.

88 % of diarrheal disease are attributed to unsafe water supply, inadequate sanitation and hygiene. (WHO).

Elderly people, children, people with weak immune system and pregnant women are more susceptible to water borne diseases.

### How microbes enter distribution pipes

Water in the supply pipes is Not Sterile, regardless of the degree to which the water is treated

Microbes can enter the distribution pipes via a variety of pathways and become entrained in the biofilm for later release.

Leakage in pipes, valves, joints and seals, Untreated ground water, Improper storage tanks/vessels, Cross connections and during maintenance and repair

biofilms invariably develop in all Drinking Water Distribution Systems (DWDSs), despite the presence of residual disinfectant

The bacteria lands on the inner pipe wall, antimicrobial technology eradicate the bacteria in pipes surfaces and protect against the development of microbial biofilm in water distribution systems. The built-in antimicrobial technology becomes an integral part of the finished product.

The antimicrobial additive being used by Dadex in Antimicrobial pipes has been tested against over 50 dangerous microorganisms including: MRSA, E. coli Salmonella, Klebsiella pneumoniae, Staphylococcus aureus, Pseudomonas aeruginosa, Clostridium difficile, A. niger Corynebacterium spp, Escherichia coli. The Dadex Antimicrobial products have built-in anti-fungal, anti-bacterial, anti-mold, anti-mildew and anti-algal protection, providing a broad spectrum of total anti-microbial performance.

### Features of Dadex Antimicrobial pipes:

Built-in Antimicrobial Protection against Bacteria, Fungi and Algae.

Tested by Intertek for Antimicrobial performance.

99.99% Antimicrobial efficacy against microorganisms and provides maximum protection against water borne diseases and bio-film development.

Effective and long-lasting antimicrobial protection that keeps the pipe safe from bacteria and provides healthy water.

Improves water quality and prevents the development of bad tastes and odors in water.

### Standards Compliance

**anti-fungal testing:** ISO 16869:2008, ASTM G21-09 and ASTM E 2180

**anti-bacterial testing:** ISO 22196:2011 and JIS Z 2801

**anti-algae testing:** ASTM D 5589-09 and prEN WD\_algae

## How Dadex Antimicrobial pipe works?

### Stage 1.

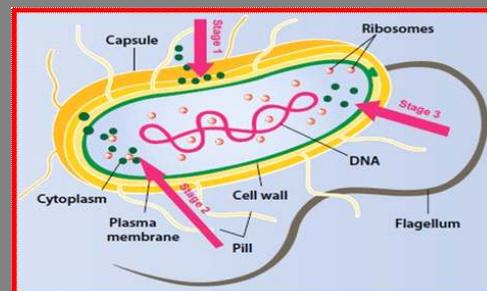
Antimicrobial ability enters the bacterial membrane and cause damage and disruption to the cellular wall before penetrating the cell.

### Stage 2.

Antimicrobial ability is highly reactive with the cell enzymes and can deactivate these vital molecules.

### Stage 3.

It interrupts the cell DNA, preventing replication and cell formation. Provides bacterial safe, healthy drinking water.



# Exhibitions & Events

## ABAD International Expo 2016

Dadex made its presence felt at the ABAD International Expo 2016, on August 12-14, 2016 in Karachi at the Karachi Expo Centre. ABAD, which is one of the largest building material exhibitions in Pakistan, attracted many visitors that included architects, consultants, builders and contractors. Dadex showcased its Plastic products and ACP products. The simple yet sleek walk through corporate stall developed on location attracted a number of interested customers. The exhibition was widely covered by the press and electronic media.



## IAPEX 2017

IAPEX 2017 was held from 14<sup>th</sup> to 16<sup>th</sup> April, at the Expo Centre in Karachi. The annual event was organized by the IAP. IAPEX 2017 featured a three-day building material exhibition. More than 80 companies joined in the 3 days exhibition showcasing building materials. Dadex utilized the event as an introductory platform for **Dadex Antimicrobial Pipes**- the latest addition in the Dadex product portfolio. Dadex Antimicrobial Pipe is an innovative product and many people really appreciated the organization's latest offer. The 2 day IAP conference attracted many Architects from all over Pakistan. IAPEX 2017 served to be an effective platform for interacting with the Architect community. The people visited the Dadex stall showed keen interest in Dadex products.



## LDFA - TandoJam

Dadex participated in the LDFA (Livestock, Dairy, Fisheries Poultry & Agriculture) Exhibition & Seminar held on 21<sup>st</sup> and 22<sup>nd</sup> January 2017 at Sindh Agriculture University, Tandojam. Dadex displayed the Roofing products including LSC Sheets, Flat Sheets, Nalidar Beam and highlighted their effectiveness over other systems. Local businessmen and farmers visited this exhibition in large number and shown very keen interest in Dadex Roofing system.



## Plumber Training Session - Multan

A Plumber Training Session was organized on the "Installation and usage techniques of Polydex, Nikasi, Thermoline, Eco and Flow line" at Taj Continental Hotel in Multan on 4<sup>th</sup> March 2017. Many plumbers from several different sanitary markets participated in the training session and were very ambitious. This session was conducted by Mr. Nasir Laiq (Manager, Technical and Customer Support) which was followed by Q&A session in which Mr. Nasir responded to the queries of the participants. Certificates and gifts were awarded to all participants at the end of the training program which was followed by dinner.



## PHED Presentation - Peshawar

A training session/presentation on all Dadex products was organized on 5<sup>th</sup> April 2017 at the conference room of PHED office Peshawar-KPK with the coordination of sales staff Peshawar, Islamabad, Lahore and Marketing department. The participants were very active and raised number of technical questions/quires regarding product quality, which was responded by Manager (Tech. & Customer Support) and Mr. Imran Yousuf. Some of the design department officials asked for providing products specifications for the preparation of PC-1 for department. Overall it was exceptionally informative presentation for the participants, as it helped them to choose good quality & standard products and furthermore to install according to the standard specifications. In the end giveaways were distributed among the participants to acknowledge their keen interest and active participation.



## Antimicrobial Pipes Installation at HINOPAK

Hinopak Motors is one of the leading MNCs in Pakistan. Their manufacturing facility is state of the art in all respect. Recently, their old G.I. potable water line has become dysfunctional due erosion and corrosion. Hence, they wanted to replace it with some standardized product

like that of Plastic. We arranged a meeting and design their new potable water line giving the option of Antimicrobial pipes and briefed them the benefits of Dadex Polydex Antimicrobial pipes in terms of health, microbe free drinking water and safety from water borne diseases. After a series of meetings and considerations, Hinopak approved the Dadex Polydex Anti-microbial pipes. Further, a training session was also arranged to train the technicians of Hinopak regarding the installation of these Antimicrobial pipes. It was a healthy session that included members of Dadex Sales and CSD along with management of Hinopak Motors.



# Single Vs Multiple Sourcing A Perspective In Supply Chain Management

Contributed by: Mr. Syed Muhammad Wasif  
Supply Chain Officer

Supply chain management is concerned with the coordination of material and information that flows in the system. With the increase of competitive pressures; market globalization is forcing organizations to develop an effective Supply chain system to reduce their costs, while continuously improving the customer service to remain competitive.

Frequently, companies wrestle with this prime decision. Does one supplier give us everything we are looking for? Or should we have multiple. And, this is a strategic decision that must be made very cautiously.

Setting up a Supplier strategy for sourcing is based on what we would like in a supplier. And, then actively search for potential suppliers, evaluate them and then keep the ones that meet our requirements. Now, how many suppliers do we pick for a single need?

## Single Supplier:

There are several reasons why to have only one supplier, and that has to do with simplicity. It is much easier to manage only one supplier rather than having multiple. So, why go somewhere else? With a single supplier, we may be able to optimize our internal operations and gain a marketing advantage. Further, a supplier may be able to help us innovate and provide a good cost advantage. There are many examples where working together and good relations with a supplier come up with new products. Even, we can give more business to a supplier that gives us the better deal. And, in return, we are more likely to enjoy greater bargaining power and enhanced plan synchronization. Moreover, you can get full attention from a supplier which might be beneficial.

In contrast, depending on a single supplier have challenges too. There is a risk, if the single supplier has financial issues/bankruptcy or has a catastrophic event. Eventually, others supplier may lose interest to compete for the business and the single one may not be optimized and there might be increased risk for corruption. Similarly, under tight supply, it will be difficult to arrange urgent needs in short time period.

## Multiple Suppliers:

It's always good to have multiple suppliers for backup. Multi-sourcing opens the opportunity to create platform to procure from a large database of suppliers. This allows you to promote and engage suppliers while reducing the overall cost of the product and services. Multiple suppliers allow analyzing the price and making relations with the one providing low prices. Eventually, we have options of various locations and range of goods, and choose the one that suits best.

Additionally, it may offer benefits in terms of higher flexibility and less dependency on a single vendor. While having multiple suppliers, we can easily manage a failure from a single supplier through another efficient supplier and; maintain time-based competitiveness. Some of the world's largest companies, such as Walmart, Johnson & Johnson, etc. believe in supplier diversity. While, there are risks too. Due to multiple suppliers, the relation is not as strong as with the single supplier. Even in hard time, multiple suppliers will prefer ones providing more money but not who are in need. Moreover, responsibility level will expand and it takes time to seek and finalize a supplier for a particular task and then, to calculate each supplier performance.

## Recommendations:

Single sourcing is a dominant strategy, and on the other hand, multiple sourcing is an optimal sourcing strategy. Now, what we need to do is we need to evaluate the benefits and risks in working with our suppliers. How to do it? Supplier Scoring Carding is a continuously updated file, where we create several quadrants of high & low benefits and high & low risks suppliers and monitor supplier performance. Through this you take all the benefits and you weigh them depending on what is important to you and then you come up with composite scores in the benefits and risks area. And, make sure to provide feedback on suppliers and take feedback from supplier to create an easy business relation.

## Eid Get Together

Dadex Head Office Karachi  
on 29 June 2017



## HOW TO RECRUIT THE RIGHT PERSON FOR THE JOB?

Put about 100 bricks in some particular order in a closed room with an open window.  
 Then send 2 or 3 candidates in the room and close the door.  
 Leave them alone and come back after 6 hours and then analyze the situation.  
 If they are counting the bricks. Put them in the accounts department.  
 If they are recounting them.. put them in auditing.  
 If they have messed up the whole place with the bricks. Put them in engineering.  
 If they are arranging the bricks in some strange order. Put them in planning.  
 If they are throwing the bricks at each other. Put them in operations ..  
 If they are sleeping. Put them in security.  
 If they have broken the bricks into pieces. Put them in Information Technology.  
 If they are sitting idle. Put them in human resources.  
 If they say they have tried different combinations, yet not a brick has been moved. Put them in sales.  
 If they have already left for the day. Put them in marketing.  
 If they are staring out of the window. Put them on strategic planning.  
 And then last but not least. If they are talking to each other and not a single brick has been moved congratulate them and put them in top management.

## DID YOU KNOW.....

- 1) Fingers don't have muscles. The only muscles in your fingers are the ones that make your finger hair stand up when you get goose bumps. The 34 muscles that actually move your fingers are all located in your palm and forearm.
- 2) This room starts charging your phone as soon as you walk in. inspired by Tesla's vision of global wireless power, scientists at Disney Research Company explored how wireless charging works in large spaces. The copper pole at the room's center sends currents through the walls and floors that charge phones and laptops without harming humans.
- 3) There's an alarm clock app called "I Cant wake Up" that makes you solve memory, word or a number puzzle to turn it off., and you can make it as evil as you like by choosing the tasks and level of difficulties you want to wake up to. The alarm music quits if you are solving- but once you stop it gets loud again. You can also set it to lock you out of your phone, and you can even have it make you get up and scan the barcode of a specific product in your house to turn it off.
- 4) You eat more sweets when you are sad because your emotional state alters your perception of taste. Foods that aren't your favorite taste worse when you are upset and are therefore less desirable. The need for comfort food is really your sub conscious wanting what won't be ruined by your temporary sorrow.

## Quotes

### F.E.A.R

Has two meanings  
 Forget Everything And Run  
 or  
 Face Everything And Rise  
 The choice is yours

The Expert in anything  
 was once a Beginner

Old Ways Won't Open  
 New Doors

## Enhancement of PE Pipes Production Capability to 630mm

### Good news.....

The production capability of Dadex PE pipes has been increased up to 630mm diameter during last year by installing state-of-the-art extrusion line at Sunder Factory. Now Dadex has the capability to produce PE pipes starting from 20mm up to 630mm diameter.



Workshop on Sales Excellence was held at Dadex Head office by Haseeb T. Hasan of Intek Solutions

## Dadex Antimicrobial Launch Acknowledged by London Stock Exchange

Dadex is proud to have been acknowledged by the London Stock Exchange on the launch of its innovative Anti-Microbial and Anti-Bacterial Pipe systems, created after years of research and development in collaboration with Symphony Environmental Technologies (a UK public limited company).

<http://www.londonstockexchange.com/.../mark.../SYM/13118551.html>



Mr. Nasir Hussain & Mr. Faisal un Nabi bid farewell to Dadex on 2nd March 2017 after serving the company for 10 years.



Mr. Nabeel Sheikh (Executive, Finished Goods & Inventory - HO) was blessed with a baby girl Haniya on 14 September 2016.

# NEW AT DADEX



**Rehan Ahmed**  
Marketing Assistant  
11 Jul 2016



**M. Shahzad Waris**  
Asst. Manager QHSE  
27 Jul 2016



**M. Allaudin**  
Junior Officer  
01 Aug 2016



**Nashit ur Rehman**  
J. Sales Manager  
15 Aug 2016



**Farkhunda Younus**  
J. Sales Manager  
03 Oct 2016



**Theresa Andrews**  
Executive Secretary  
01 Nov 2016



**Maria Habib Soomro**  
Management Trainee  
01 Nov 2016



**Tabbassum Zahra**  
Management Trainee  
01 Nov 2016



**Waseem Abbas**  
Technician  
07 Nov 2016



**Talha Jasim**  
Sales Officer  
21 Nov 2016



**Muhammad Shuaib**  
N. Sales Manager  
22 Nov 2016



**M. Umair Khan**  
Sales officer  
05 Dec 2016



**Nazia Badar**  
Asst. Mgr. Marketing  
01 Dec 2016



**Syed Wajahat Ali**  
Management Trainee  
13 Jan 2017



**Asif Ali**  
Admin Officer  
06 Mar 2017



**Obaid ur Rehman**  
Manager Production  
06 Mar 2017



**S. Muhammad Wasif**  
Officer S & D  
09 Mar 2017



**Owais Hashmi**  
Management Trainee  
09 Mar 2017



**Ishfaq Ahmed**  
Technical Officer  
27 Mar 2017



**Muhammad Idrees**  
Technical Officer  
03 Apr 2017



**Arsal Shahid Siddiqui**  
Trainee Engineer  
17 Apr 2017



**Asif Ali**  
Offier & Store Asst.  
15 May 2017



**Saqib Arshad**  
Management Trainee  
2 May 2017



**M. Umar Qamar**  
Asst. Manager Finance  
01 Jun 2017



**Aliza Hashmi**  
J. Manager Sales  
29 May 2017

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