

editor's note

Dear Readers,

I am excited to share INSET's combined edition (July-December 2006) with you. The fresh look of the newsletter is an outcome of a recent survey that we undertook within Dadex. It was an insightful exercise for us and we wholeheartedly appreciate your feedback.

In addition to the new look, new sections have been added to captivate our readers. For instance 'Well Done Dadexian' is a new section that is geared towards highlighting your achievements, which was a suggestion that we received from a member of the Dadex family.

The two quarters that have just passed were reasonably

hectic with different events such as building material exhibitions, plumber training programs, etc throughout Pakistan.

A milestone achieved during the same time period was the successful signing of an agreement for SAP implementation details of which have been carried in the section, Newsbites.

We hope you enjoy the new look of Inset and more importantly the news items and features included in this edition. We remain committed to making Inset, an effective communication tool between Dadex family members. We look forward to hearing from you.

Happy Reading!

UNDERSTANDING MANUFACTURING VALUES & OBJECTIVES

A day long workshop focusing on the manufacturing values and objectives was conducted by Mr. Rizwan Amjed, General Manager Operations for his team on August 23, 2006 at a local hotel in Karachi.

The workshop was divided into two sessions. Session one, "Aligning Manufacturing with Corporate Image", stressed on re-energizing the spirit of teamwork among Dadexians by reviewing the vision, mission and building blocks of Dadex. The participants brainstormed on redefining ways through which they could contribute collectively to improve the corporate image.

Honest reporting, delivering commitment, continuous improvement, team spirit, performance-based reward and equal training

Honest reporting, delivering commitment, continuous improvement, team spirit & development opportunity, were core themes that were also discussed.

Session two, "Manufacturing Survival & Objective Setting", focused on the techniques required for improving the productivity and surviving. GM-0 emphasized on the need for improving working skills and efficient utilization of available resources that include: Men, Machine, Material, Money and Management.

Mr. Imtiaz Zaidi, CEO, appreciated the team's efforts for organizing the event and assured the participants of his continuous support. The program was followed by dinner.



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Dadex launches Flowline - Pakistan's first complete uPVC based underground sewer pipe system

Dadex launched Pakistan's first, complete uPVC based underground sewer pipe system at an exciting and colorful ceremony, held at a local hotel in Karachi on December 15, 2006.

Flowline is the first uPVC based underground sewer pipe system in Pakistan that conforms to international quality standards.

Flowline is ideal for underground drain and sewer applications in homes, commercial plaza's, community buildings, etc. It is a push-fit rubber ring jointing system. It is durable, corrosion free and lightweight.

Mr. Asim Khan, Senior Manager Marketing made a presentation on the product while Mr. Nasir Laeeq, Manager Customer Services, explained the jointing techniques of the new pipe system which was followed by a Q&A session.

Mr. Suhail Nadeem, General Manager, Sales and Marketing addressed the quality aspects of the new products and assured the business partners that Dadex will continue providing innovative solutions for buildings and infrastructure development.

With the launch of Flowline, Dadex stands as the unrivalled manufacturer offering a complete range of pipe systems for internal and external plumbing networks.



ZarKaasht dominates 2nd AgroAsia 2006'

ZarKaasht Agri Solutions, a business division of Dadex Eternit Ltd, participated in the three day conference and exhibition, 'AGROASIA 2006', held from 08-10 September 2006 in Karachi.

Mr. Awais Bin Nasim, Divisional Head-ZarKaasht, made a presentation on "Importance of micro irrigation for sustaining higher economic growth" at the conference which was presided over by Mr. Murtza Jatoi, Minister Agriculture & Livestock. Mr. Jatoi appreciated the contribution of the private sector in bringing a revolution in the agriculture sector of Pakistan. He later also visited the ZarKaasht stall. The exhibition attracted exhibitors from all over Pakistan and also from other countries such as India, U.S.A to name a few. The ZarKaasht stall was visited by a number of senior government officials and foreign delegates from Oman, UAE, Egypt & Masqat other than the members of the grower community. Later a lucky draw was also held at the ZarKaasht stall that was sponsored by ZarKaasht



Let's Build Together at BuildAsia 2006'

Dadex made its presence felt at the 2nd BuildAsia 2006, on August 28-30, 2006 in Karachi. BuildAsia, which is one of the largest building material exhibitions in Pakistan, attracted a number of visitors that included architects, consultants, builders and contractors.

Dadex showcased its product range from two business divisions namely, Pipe Systems Division and Architectural Cladding and Curtain Wall Division. 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.



Dadex makes waves at PIPEX 2006

Dadex participated in the 2nd PIPEX 2006 held from 19-22 August 2006 in Lahore. The four day exhibition showcased national and international companies dealing in building materials, property and construction.

Dadex set up its product stall and displayed Nikasi, Tflex and Polydex. Prominent architects, consultants and students visited the Dadex stall and took keen interest in the displayed product range.

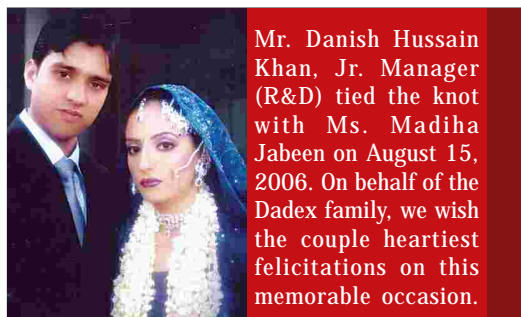


R.H. Traders appointed exclusive Dadex LSC sheets Distributor in Hyderabad

R. H. Traders was appointed as an exclusive distributor of Dadex LSC Sheets in Hyderabad earlier in November 2006. R. H. Traders have been dealing in Dadex products for over 35 years in Karachi.

Mr. Imtiaz Zaidi (CEO - Dadex) inaugurated the retail outlet in Hyderabad on November 14, 2006. Mr. Suhail Nadeem (GMSM), Mr. Mir Salman (BDM-Public Sector), Mr. Salman Ghaffar (BDM- R&D), and the R&D team were present on the occasion.





Mr. Danish Hussain Khan, Jr. Manager (R&D) tied the knot with Ms. Madiha Jabeen on August 15, 2006. On behalf of the Dadex family, we wish the couple heartiest felicitations on this memorable occasion.

Well Done Dadexian!

Intensive modification work was carried out in the Power Distribution System at Karachi factory by the electrical team led by Mr. Sikander Nawab, Maintenance Manager Electrical. This has helped ease the operations of the FC division considerably, despite the frequent power break downs.

As a result of the modified distribution system, material losses reduced from 74 tons per month on an average to 1.68 tons during August 2006. Production losses were also curtailed from a staggering 500 tons per month to an average of 45 tons in August 2006.

Three cheers for the electrical team for hands on thinking and the successful implementation of a job much needed and well done indeed!

News Bites

Dadex signs SAP Implementation Agreement with Abacus Consulting



An agreement between Abacus Consulting and Dadex Eternit Ltd. was recently signed in Karachi for the implementation of SAP software. Abacus Consulting are authorized to implement SAP in Pakistan.

Plumbers win prizes at the completion of Plumber Incentive Scheme in Karachi

A prize distribution ceremony for winners of the Plumber Incentive Scheme, was held at a local hotel in Karachi. Mr. Salman Ghaffar (BDM-R&D) presented Polyfusion machines to the winners. A plumber training session on Tflex Pipe Systems was also organized on the occasion. Mr. Nasir Laeeq (MCS) conducted the training session and demonstrated installation procedures. The training session was followed by a detailed Q/A session. The program was followed by dinner.



Dadex to set up its third manufacturing plant in Sunder Industrial Estate, Lahore

Groundbreaking ceremony for the third Dadex factory was held on site in Lahore on July 17, 2006. Mr. Imtiaz Zaidi, CEO led the ceremony. Also present on the occasion were Mr. Safdar Mahmood, Project Manager, Mr. Abrar Ahmad, Director, Progressive Consultant and Mr. Asad, Chief Executive, Izhar Pvt. Ltd.

Dadex Sunder Factory is situated 42 km away from Lahore in Raiwind and will be stretched on 6.5 acres.



Al-Mehran Traders signed on as exclusive dealer for Tflex pipe systems by Dadex



Eid get together held at Dadex House



Dadex opts for SAP Implementation

The first training session on 'SAP High level Overview' was conducted on November 8, 2006 at Dadex House. The training session was organized by the SAP team that includes Mr. Abdul Sattar (SAP Project Manager), Mr. Masood Mohi (SAP team member) and Mr. Talha Iqbal (SAP team member) under the guidance of Mr. Hanif Idrees (GM-Finance). The day long session was conducted by the team from Abacus Consulting who are the certified SAP implementers in Pakistan. The session was opened with the recitation from the Holy Quran by Mr. Abdul Majeed Suleman. In his welcome address, Mr. Hanif Idrees stressed on the significance of SAP implementation.

Mr. Imtiaz H. Zaidi (CEO-Dadex) presided over the session. Commenting on the laborious task of SAP implementation in Dadex, Mr. Zaidi said that with diligence and due cooperation of Dadexians, the process can be simpler with fruitful results such as planned systems, effective information exchange, efficient time and data management, and so on.

The training session was attended by over 50 participants who were nominated from all departments of the Company. The training session was highly interactive during which participants shared their views and quizzed the trainers on a case to case basis. In his closing remarks, Mr. Idrees thanked the participants and the trainers and appreciated the efforts of the organizing team. He expressed hope that all the departments would cooperate in making this project a success. All participants were awarded certificates after the successful completion of the training.



Training Session

Plumber Training Session conducted in Islamabad

A plumber training session was recently organized by the R&D team in Islamabad that attracted an overwhelming response from plumbers and dealers alike.

Mr. Sahibzada M. Junaid Bacha (Area Manager - North) in his opening remarks gave a product overview to the audience. The training session was conducted by Mr. Ikram Chaudhry, Jr. Manager-CS who discussed salient features of Polydex, Nikasi, uPVC Pressure and T-flex Pipe Systems.

Participants were awarded certificates upon the completion of the session. The training session concluded with a vote of thanks by Mr. Shahid Mahmood (BDM - Public) which was followed by lunch.

Have Your Say!

It pays to help new staff start right

Effectively orientated new employees can pay back big dividends in staff retention, employee commitment and customer satisfaction.

Staff members who are properly trained and welcomed at the beginning of their careers feel good about their choice of employer, fit in quickly with peers and colleagues and readily contribute new ideas. They also speak well about the firm to friends and family. And they represent more confidently to customers, business partners and suppliers.

Poor orientation of new employees can cost dearly. Those who don't start right don't tend to stick around long, either. High staff turnover means we must recruit train and orientate new staff all over again. But while many managers will agree that new staff orientation is important, very few invest the time and attention necessary to make sure it's done consistently, and done right.

Companies must invest wisely in well-designed staff orientation programs. Similarly, old/existing employees should encourage new team members by sharing information and experiences as it helps in creating an amicable work environment.

By: Abdul Rehman
(Astt. Manager - Personnel & Administration)

Laughter is the Best Medicine

Top 10 Business Rules

1. Tell me what you need. And I'll tell you how to get along without it.
2. I do not suffer from stress. I am a carrier.
3. Never argue with an idiot. They drag you down to their level and then beat you with their experience.
4. Don't be irreplaceable. If you cannot be replaced then you will never be promoted.
5. When bosses talk about improving productivity they are never talking about themselves.
6. To err is human; to forgive is not our policy.
7. In God we trust, all others must pay cash.
8. When you don't know what to do, walk fast and look worried.
9. The last person who quit or was fired will be held responsible for everything that goes wrong.
10. Everything can be filed under miscellaneous.

BRAND CAMP by Tom Fishburne



INSET VOLUME 4 JULY - DECEMBER 2006



مینیو پیچرنگ کی اقدار اور مقاصد کو سمجھنا

جناب رضوان احمد، جرنل نیجر (آپریشن) نے اپنی ٹیم کے لیے "مینیو پیچرنگ کی مساوی مواقع کی فراہمی وغیرہ وہ اہم موضوعات تھے جن پر اس ورکشاپ میں اقدار اور مقاصد" کے موضوع پر ایک روزہ ورکشاپ کنڈکٹ کی جس کا انعقاد سیر حاصل گنگو کی گئی۔

23 اگست، 2006 کو کراچی کے ایک مقامی ہوٹل میں کیا گیا تھا۔ دوسرا سیشن جو کہ "مینیو پیچرنگ کی اقدار اور مقاصد کے تعین" کے موضوع پر یہ ورکشاپ دو حصوں پر مشتمل تھی، پہلا سیشن "مینیو پیچرنگ اقدار کو کارپوریٹ نفاذ، اس میں پیداوار میں اضافہ اور اس کو مستقل بنیادوں پر قائم رکھنے کے تشخص کے ساتھ شملک کرنے کے موضوع پر تھا جس میں ڈاؤن کیس کے دوٹن، مشن اور بلڈنگ بلاکس کا تجزیہ کرتے ہوئے ڈاؤن کیس کے نمبر ممبران کے درمیان ٹیم ورک کے جذبے کو مزید پروان چڑھانے کی ضرورت پر زور دیا گیا۔ شرکاء نے ایک ذہنی مشق میں بھی حصہ لیا جس میں ان طریقوں کے بارے پر زور دیا۔

میں وضاحت کی گئی جو مشترکہ طور پر انہیں کارپوریٹ تشخص کو بہتر بنانے میں حوالے سے ٹیم کی کوششوں کو سراہا اور اپنے مستقل تعاون کا یقین دلایا۔ پروگرام کے آخر میں حاضرین کے لیے ڈیزکا انتظام کیا گیا تھا۔

دیانت دارانہ رپورٹنگ، ذمہ داری کو احسن طریقے سے نبھانا، مستقل بہتری کے لیے کوشش کرنا، ایم اسپرٹ، کارکردگی کی بنیاد پر ترقی، ٹریڈنگ اور ترقی کے مدد سے سیکس۔

new at Dadex

Murtaza Zafar J.M. Marketing Sales, Head Office July 20, 2006	Suhail Nadeem G.M (S & M) Sales, Head Office August 7, 2006	Sharbat Khan J.M Zarkaasht Div Zarkaasht, Quetta July 17, 2006	Abdul Sattar SAP Project Manager Finance, Head Office September 11, 2006	Ahmed Athar Junior Procurement Executive Finance, Head Office July 31, 2006	Asim Rasheed Jr. A/c's Executive Finance, Head Office September 25, 2006	Faheem Ahmed A.M Zarkaasht Div Zarkaasht, Multan July 17, 2006	Muhammad Shaban Jr. Executive Finance & Accounts Head Office November 22, 2006
Farhan Akhter Junior Procurement Executive Finance, Head Office September 25, 2006	Farhan Mehmood Jr. A/c's Executive Finance, Head Office September 18, 2006	Muhammad Farooq A.M Cust. Services Islamabad August 5, 2006	Ghulam Mustafa Maintenance Manager Mech. (Plastics) Karachi Factory August 7, 2006	Hina Majeed Jr. Design Engineer ZarKaasht, Head Office July 17, 2006	Humera D'souza Pool Secretary Finance, Head Office September 25, 2006	Saleem Tareen J.M ZarKaasht Div ZarKaasht, Quetta July 17, 2006	Atiq ur Rehman Jr. Executive Finance & Accounts July 1, 2006
Saadat Saeed Madni Junior Procurement Executive Finance, Head Office July 31, 2006	Syed Mohammad Imam Junior Officer, Coordination Sales, Head Office July 17, 2006	Khalid Riaz A.M Finance Finance, Head Office September 11, 2006	Syed Adil Shah Jr. Manager ZarKaasht, Peshawar July 17, 2006	Muslim Shah Jr. Manager ZarKaasht, Peshawar July 17, 2006	Nadeem Afzal Asst. Manager ZarKaasht, Faisalabad July 17, 2006	Shahbaz Anwar Technical Officer Plastics, Karachi Factory August 1, 2006	Zakir Islamuddin Warehouse Officer Karachi Factory October 17, 2006
M. Ishaq Farooqui Manager Industrial Relations Karachi Factory October 16, 2006	Imran Latif Junior Sales Manager Islamabad October 3, 2006	Abdul Samad Store Officer Karachi Factory October 5, 2006	Mubashin Khan Jr. Manager Sales Hyderabad November 20, 2006	Rizwan-ul-Haq Faisal Plant Manager, Plastics Karachi Factory November 15, 2006	Tariq Mahmood Junior Technical Officer Karachi Factory November 1, 2006	Khalid Patel Financial Controller Dadex House November 1, 2006	Afzal Ali Junior Technical Officer Karachi Factory November 28, 2006

Editorial Board

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Sub Editor: Murtaza Zafar

Ideas for Inset

Send your suggestions & contributions to:
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ان سیٹ کے (جولائی-دسمبر، 2006) کے مشترکہ ایڈیشن کو آپ لوگوں کے سامنے پیش کر کے بہت خوش محسوس ہو رہی ہے۔

ان سیٹ کا یہ نیا انداز دراصل ایک حالیہ سروے کے ذریعے حاصل ہونے والی آراء ہی کا نتیجہ ہے جو ہم نے حال ہی میں ڈاؤن کیس میں کر دیا۔

ہمارے لیے یہ مشق مطوالت سے بھرپور رہی جس کے نتیجے میں ہمیں ان سیٹ کے بارے میں نقطہ نظر اور خیالات کو جاننے کا موقع ملا۔

اپنے کارکن کی توجہ حاصل کرنے کے لیے، ان سیٹ نہ صرف ایک نئے انداز میں آپ کے سامنے ہے بلکہ ساتھ ساتھ اس میں آپ کی دلچسپی کے حوالے سے توجہ بھی شامل کیے گئے ہیں، جیسے کہ "شاہاں ڈاؤن کیس" وہ سیکشن ہے جو آپ لوگوں کی کامیابیوں کو اجاگر کرے گا، یہ مشورہ بھی ڈاؤن کیس کے ایک ٹیبل ممبر سے ہی حاصل ہوا۔

آخری دو سماجی مختلف ایونٹ جیسے کہ بلڈنگ میٹرل کی ٹرانس، پلیرز ٹریڈنگ پروگرام وغیرہ کے حوالے سے کافی مفروضہ ترین گزارشیں۔

ایک اہم ٹارگٹ جو ہم نے اس دوران کامیابی سے حاصل کیا وہ SAP ایپلیکیشن کے حوالے سے دستخط کی تقریب تھی جس کی تفصیل بعد از ایونٹ سیکشن میں بھی دی گئی ہے۔

ہم امید کرتے ہیں کہ آپ کو ان سیٹ کا نیا انداز اور اس میں شامل نئے نئے ایڈیٹرز اور پیچرز پسند آئیں گے۔

ہمیں ان سیٹ کو ڈاؤن کیس جیٹی ممبران کے درمیان رابطہ کا ایک اہم اور موثر ذریعہ بنانے کے لیے اپنے عزم پر قائم ہیں۔

ہمیں آپ کی آراء کا انتظار رہے گا۔

پڑھیے اور لطف اٹھائیے!

ایڈیٹر

obituary

In Memory of Adeel Gulzar
"If there's another world, he lives in bliss; If there is none, he made the best of this"
Robert Burns

Adeel Gulzar, Assistant Manager (OFCL) met a tragic accident on August 17, 2006. He was 30 years old. Adeel will long be remembered among his colleagues and friends for his good humored self and a go-getter streak.

Father of Mr. Jawed Khan, Mr. Iqbal Ahmed Khan, passed away on July 7th, 2006 after a prolonged illness. May Allah bless the departed soul (Ameen)

Brother of Mr. Siddiq Wali Mohammad (Admin Assistant), Mr. Zikar Wali Mohammad, passed away on August 31, 2006. May Allah bless the departed soul (Ameen)

We pray that the Almighty Allah grant the grieving families strength and fortitude to bear this irreparable loss.