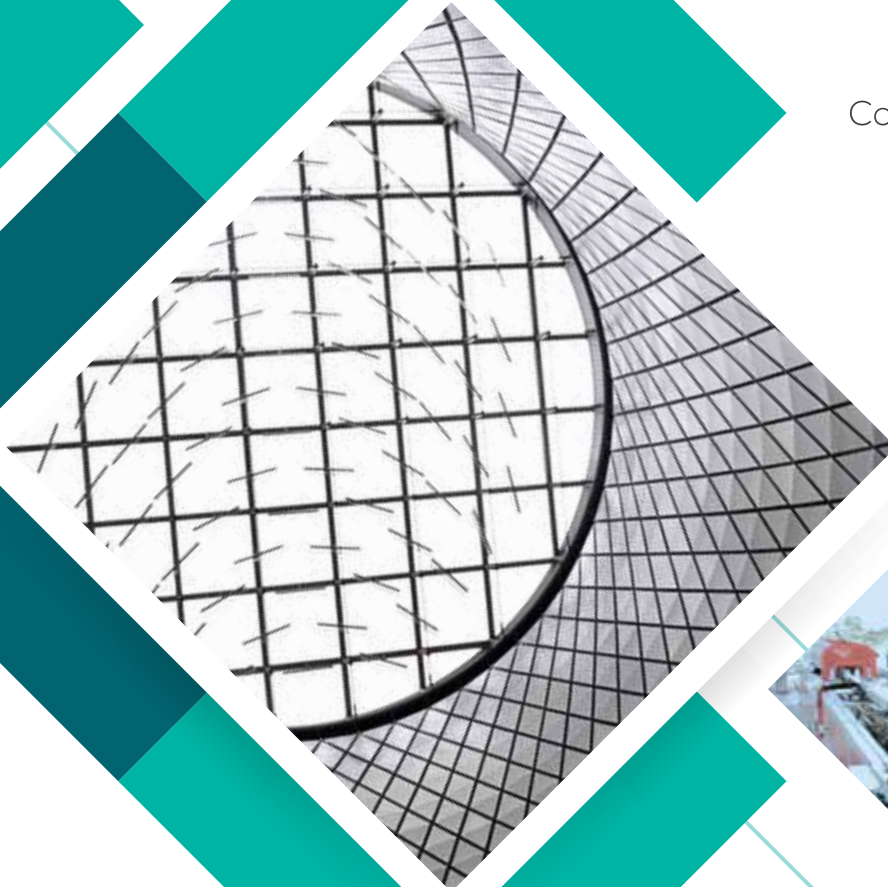




**NEWERA**  
INDUSTRIES  
(SMC PVT) LIMITED

Corporate **Profile**



BUILDING MATERIALS  
& ALLOYING



-



-



# NEW ERA INDUSTRIES AT A GLANCE

New Era Industries, formed in 2005, is one of the largest manufacturers of building materials and aluminum alloys in Pakistan with a rich portfolio of diverse brands. We mainly operate in uPVC and aluminum markets and have developed a wide spread sales network throughout the country.

FRAMEZ, Centro and SKYPEN are the major flag bearers of our company.

Business segments:

**BUILDING MATERIALS  
METAL ALLOYING**



Established: 2005

# HISTORY

New Era Industries is a part of Lucky Group of companies that has been long recognized as a leading manufacturer of aluminum building materials of the country for over 30 years.

Established in 2005, we started out our operations with aluminum alloying and extrusion but later became one of the pioneers of manufacturing uPVC profiles in Pakistan that are gaining wide acceptance in the domestic market. Our core strength lies in our extrusion division which is dedicated to producing extensive range of aluminum and uPVC profiles for different applications such as doors and windows. Our new extruded products include electrical conduit pipes and ducting profiles.

Our fabrication department offers railing systems, partition systems and facade works.

# ASSOCIATION

Being originated from Lucky Group of Companies, New Era Industries is associated with diverse enterprises that are a part of the group including;

Lucky Aluminum Pvt. Ltd- Aluminum extrusions  
Korona Films Pvt. Ltd- CPP packaging films



# MISSION

The single reason for our existence is the pursuit of satisfaction for all our stakeholders. We believe that the only way to succeed is to provide our customers better value for their money, and our employees an opportunity to grow beyond themselves.

# VISION

Through our unremitting commitment to our customers, we aspire to become the nation's yardstick in building material industry.

# OUR VALUES

Integrity, winning attitude and working with others are values that cannot be compromised.

We uphold to not only to the best interest of our customers but to our team and our society as well.

We share a desire to win and be the best at what we do.

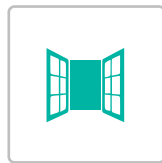
We treat our customers, suppliers, employees, and other stake holders as partners. We believe, all of us can achieve our highest potential working together: not alone.



OUR  
PORTFOLIO

# BUILDING MATERIALS

The company's building material segment consists of uPVC and aluminum systems for doors and windows, railing systems, partition systems, aluminum facade systems and electrical conduits (ducting and electric pipes).



## A. DOOR AND WINDOW SYSTEMS

- In house extrusion of uPVC window & door profiles
- Equipped with lamination and fabrication facilities
- Advance quality control units and polymer lab



## B. RAILING SYSTEMS

- International standard aluminum systems
- Imported accessories
- Round, oval and square systems



## C. PARTITION SYSTEM

### OFFICE & SHOP PARTITION SYSTEMS

- Designed according to international specifications
- Glass to glass systems
- Cable management solution





## C. PARTITION SYSTEM

### TOILET PARTITION SYSTEM

- HPL & PVC cubicle systems
- Moisture resistant, durable, easy maintenance.
- Ideal for heavy usage and public facilities



## D. ALUMINUM FAÇADE SYSTEMS

- Curtain Wall System
- Wall Cladding System
- Unitized Systems





## E. ELECTRICAL CONDUITS

In this segment, the company offers products such as uPVC electric conduit pipes and uPVC cable ducting profiles.

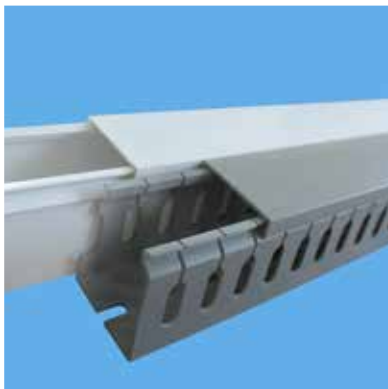
### UPVC ELECTRIC PIPES

- Size range from 16mm to 120mm
- Highest quality production material
- Maximum durability



### UPVC DUCTING PROFILES

- Size range from 16mm x 16mm to 100mm x 100mm
- Slotted range
- Maximum functionality



# ALUMINUM ALLOYING

- State of the art technology
- Spectrometer Lab from Germany
- 700 ton per month production capacity
- ADC-12, HD2BS1, LM13, AC4B



# FACILITIES

## PVC Extrusion

- PVC Window Profile Extrusion Lines
- PVC Pipe Extrusion Lines
- Hot Stamping & Lamination Line
- Mixers & Recycling Equipment



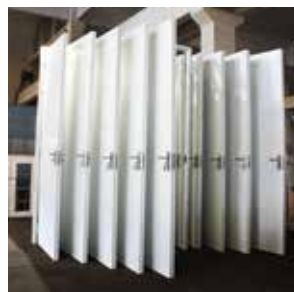
## Quality Control Lab

- Color Measuring Equipment
- Gloss Measuring Equipment
- Tensile Strength Testing Machine
- Welding Strength Testing Machine
- Spectrometer (for metal testing)



## Fabrication

- PVC Window & Door Fabrication Plant
- Aluminum Window & Door Fabrication Plant
- Partition Fabrication Workshop
- Aluminum Curtain Wall Fabrication Work Shop



## Alloying

- Aluminum Alloy Furnaces - Rotary
- Aluminum Alloy Furnaces - Reverberatory
- Aluminum Ingot Casting Unit
- Aluminum Billet Casting Unit



# CLIENTELE



Atlas Honda Ltd.



Indus Motor Company



Emaar Pakistan



Interwood Mobel (Pvt) Limited



Pakistan Army



Engro polymer & chemicals Ltd



Islamabad Airport



National Stadium Karachi

**NLC**

National Logistics Cell

**NES  
PAK**

NESPAK (Pvt.) Ltd.



SUPARCO

**Marriott.**  
Karachi

Marriot Karachi



Bahria Town



Euro Builders and Developers



Abtex International Ltd.



Global Brands Group



Gohar Group of Companies



Abdul Razzak Associates (pvt.)Ltd.



A.T Properties



Consulate General of Switzerland Karachi



Civil Hospital



AHR Global Ltd.



Gulahmed Textile Mills Ltd.



Liaquat National Hospital & Medical College



CLIPSAL



SIEMENS



Young's (Pvt.) Ltd.



Hyundai Engineering & Construction (HDEC) Pvt Ltd.



Hydro China International Engineering Co., Ltd.



Mass International



Barclays Bank

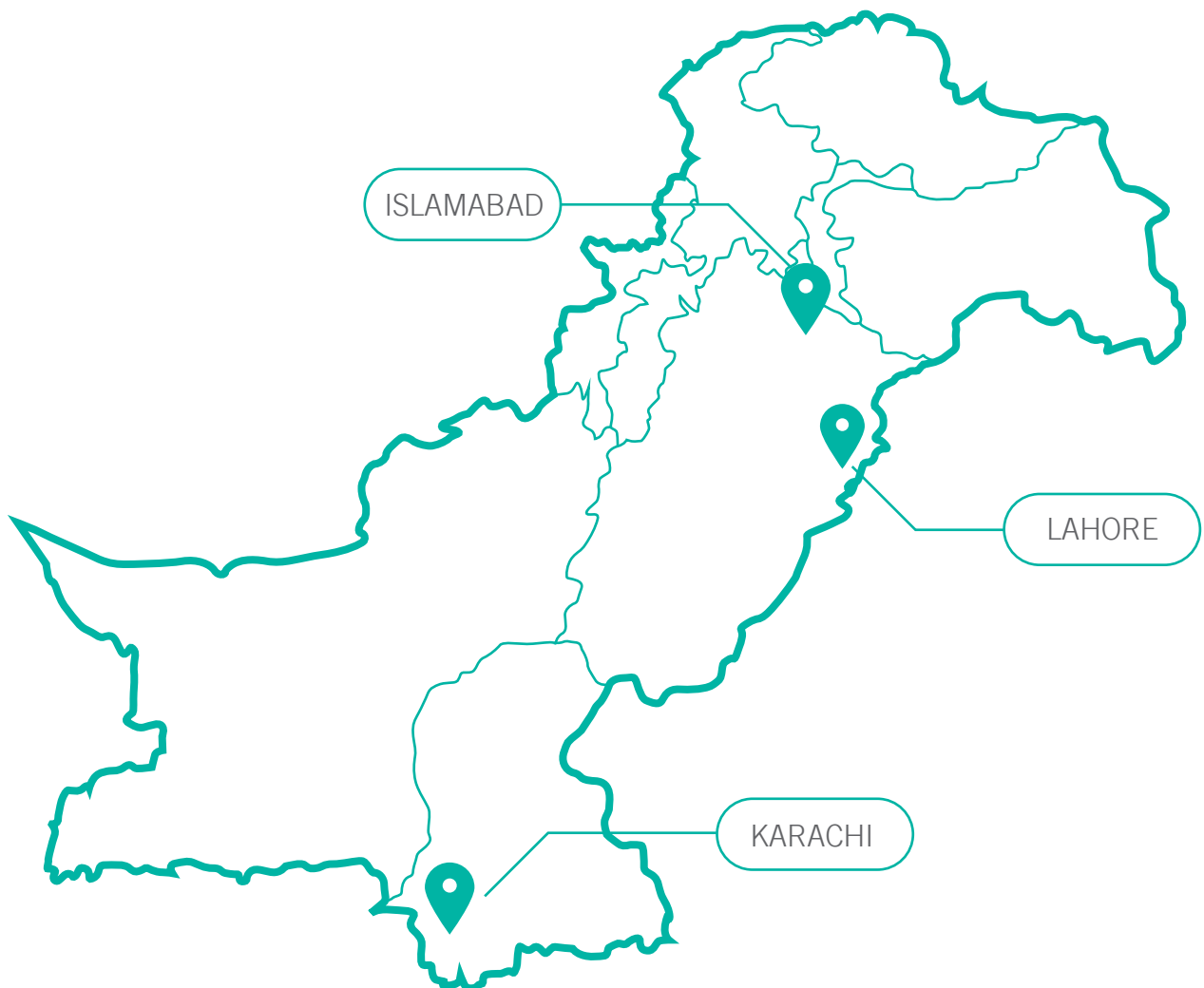


AGM Associates

# LOCATIONS

Our presence in all the major markets of the country is backed by our ever-growing distribution network. With our headquarters and manufacturing in Karachi we use our dedicated distributors for each market to ensure the accessibility of our customers to our products.

Our warehousing facilities provide insurance against product shortages in the markets and maintain prompt supply.





# OUR BRANDS





Head Offices: F-61/G, S.I.T.E.,  
Karachi, Sindh, Pakistan.

Phone: 021-32589004-6

website : [www.nei.net.pk](http://www.nei.net.pk)  
email : [info@nei.net.pk](mailto:info@nei.net.pk)