

# A NEW ERA OF **INDUSTRIAL SAFETY** IN EGYPT



HOUTA GROUP





**WE  
FORGE, NOT  
FOLLOW**



HOUTA GROUP





HOUTA GROUP

**ABOUT US**

# ABOUT US

At Houta Group, we have been working in the construction sector since 1990 and have since ventured out in to various other industries such as agriculture, consulting and trade. One thing we have found in common between all industries is the rising need to minimise risk and increase health and safety in the workplace. We have therefore partnered with A-safe; the world's leading industrial safety company, to provide companies in Egypt and the Middle East with safety solutions that will not only reduce risk of accidents, but will also save them money in the long-run.

We supplying a range of pedestrian railings and barriers. We help you create a safer workplace bespoke to your business and environment. We do this by helping improve the safe movement, flow and access of pedestrians and workplace vehicles in and around factories, warehouses and car parks.

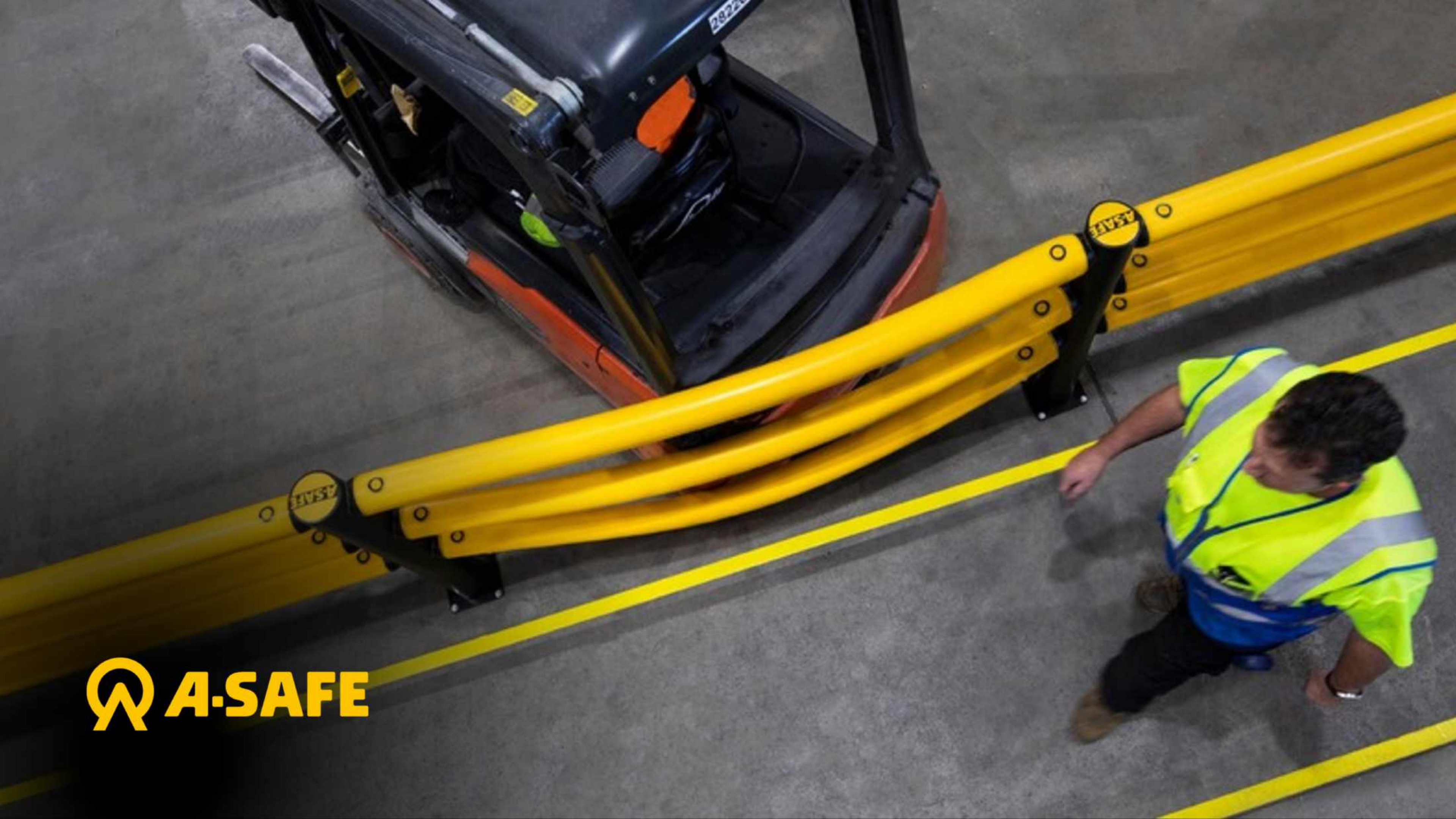




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**ABOUT  A-SAFE**



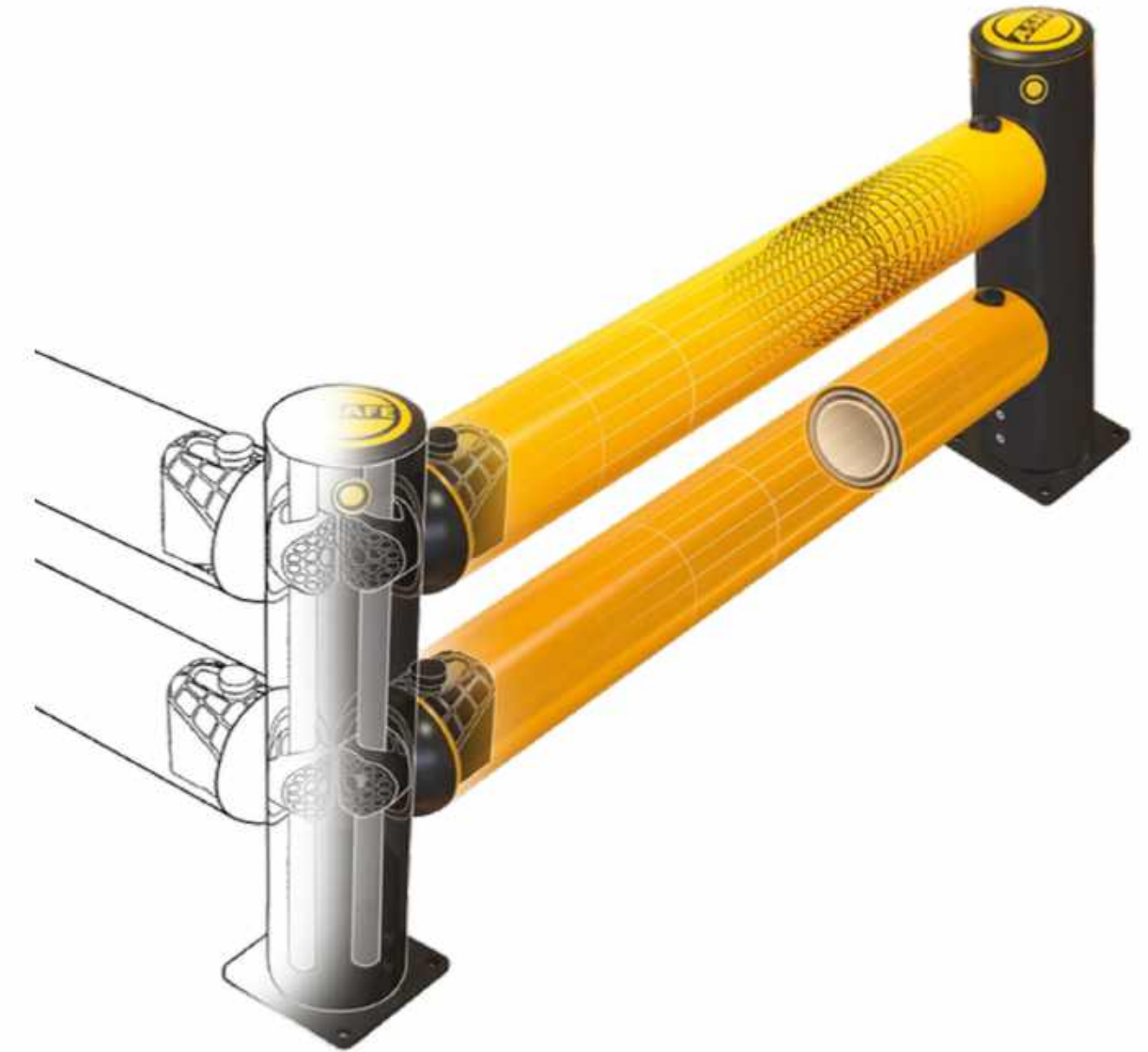


 **A-SAFE**



# WE ARE INVENTOR OF THE WORLD'S FIRST ADVANCED POLYMER SAFETY BARRIER

Innovation has been a watchword for A-SAFE since the company's very beginning, with the business being the inventor and original manufacturer of the world's first industrial strength polymer barrier safety system. The business continues to pioneer game-changing workplace safety technology to this day, supplying to warehouses, factories, airports, car parks and other industrial workplaces worldwide.





# WE ARE PIONEERS

From our very first invention to every process and customer interaction, we are encouraged to be brave, be dynamic and explore the possible and seemingly impossible. Big or small, it all makes a difference. The key is to always try new things, to learn, adapt and move forward. With a shared sense of enterprise and adventure, we never, ever give up and ask ourselves every day, what if?

1984

A-FAX Films is established, specialising in polythene extrusion.



2001

Flexi Barrier invented.



2009

Major installation at Gatwick Airport with **£100,000+** saving per year in maintenance costs.



100m Steel Barrier - Total Cost over 5 Years  
£46,210



100m A-SAFE Barrier - Total Cost over 5 Years  
£7,220

2015

The drive for continuous improvement leads to the launch of our 3rd-generation barrier range.



2017

A-SAFE continues to revolutionise workplace safety, saving more lives than any other safety barrier.



2018

Our global presence reaches 15 countries, with 16 subsidiaries worldwide.

2019

Customer problems increasingly require digital solutions, prompting us to launch our technology division.





# WE ARE RAISING THE GLOBAL BENCHMARK IN INDUSTRIAL SAFETY

A truly global business, A-SAFE is headquartered in the UK and has 17 subsidiaries internationally, including Germany, France, Italy, Netherlands, Scandinavia, Belgium, Spain, USA, UAE, Japan and Canada, as well as a host of trusted global partners, such as **Houta Group in Egypt**. This means the business is represented in more than 65 countries worldwide.





## HERE ARE OUR TRUSTED GLOBAL PARTNERS

A-SAFE operates state-of-the-art manufacturing facilities in the UK and maintains global distribution networks and facilities globally, allowing the business to provide innovative solutions to the world's largest and best known brands including Nestlé, Coca-Cola, BMW, 3M, Heathrow Airport, Unilever, Amazon and Jaguar Land Rover.

The company's new strapline, 'Pioneering Workplace Safety', serves as testament to A-SAFE's ongoing commitment to researching, innovating and implementing game-changing solutions to workplace safety around the world.

A-SAFE has also worked with the British Standards Institution to sponsor and technically author PAS 13 - the first Code of Practice anywhere in the world for Safety Barriers used in Workplace environments.







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**WHY CHOOSE Q A-SAFE ?**

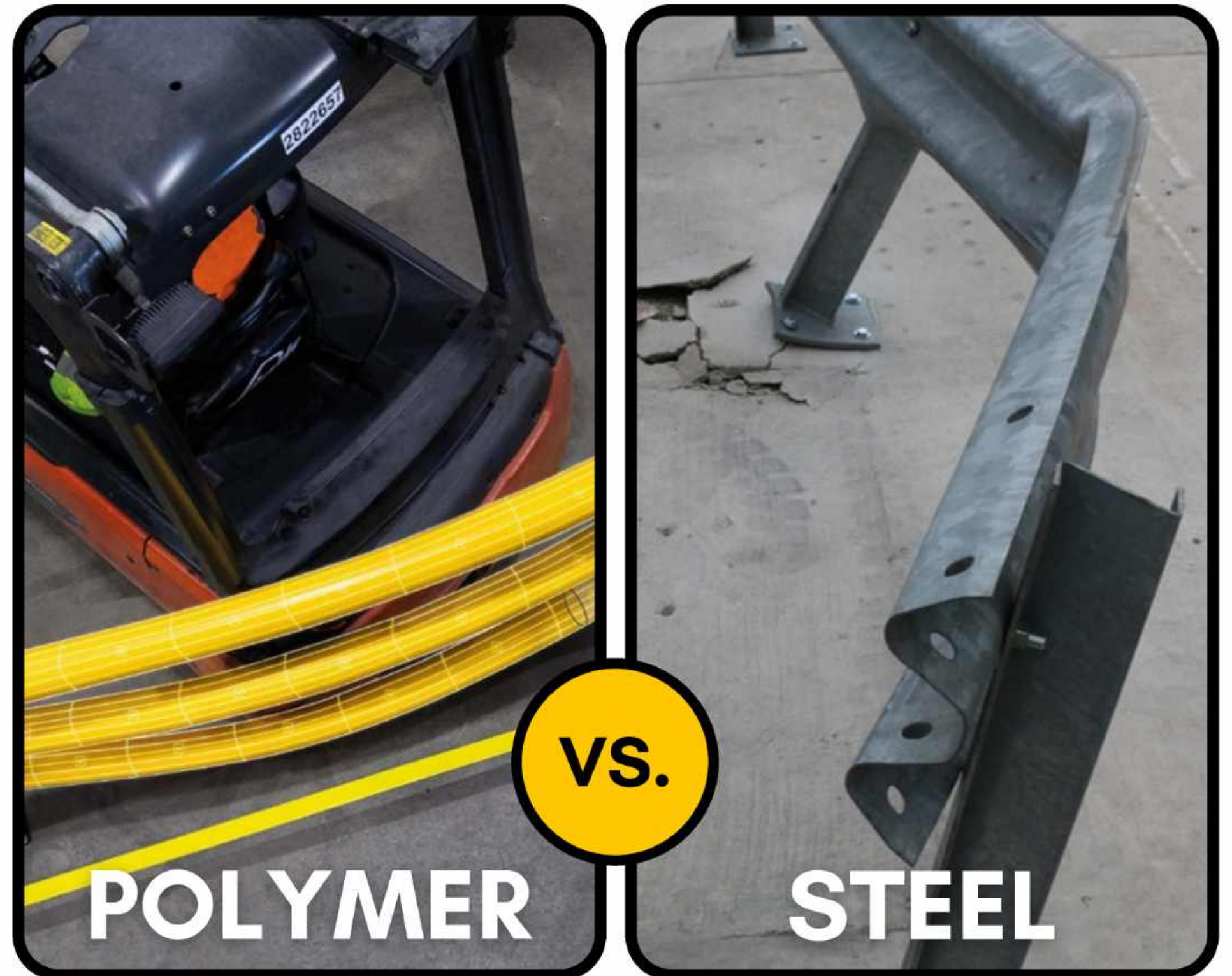


## POLYMER VS. STEEL?

Where others see problems, we see only potential: the potential to find the solution. In our case, we are solving the countless problems that steel barriers have caused, such as floor breakages, frequent need for maintenance, non-rebounding form and many more.

Our solution changes that game entirely!

**YOUR  
PROBLEM,  
OUR  
INSPIRATION**





# INVESTMENT PROTECTION

In the search for the right solution to protect your investment - from employees to machinery or buildings - it is worth doing the research to make sure your latest investment, won't impact your budgets for years to come.

The benefits of using polymer over steel in your protection opens up a host of high ROI benefits. Choosing A-SAFE polymer solutions brings even more benefits, with advanced engineering, material type and thousands of hours in Research & Development each year. We ensure A-SAFE solutions take the impact time and time again.





# THE A-SAFE DIFFERENCE

## Repeat impact protection

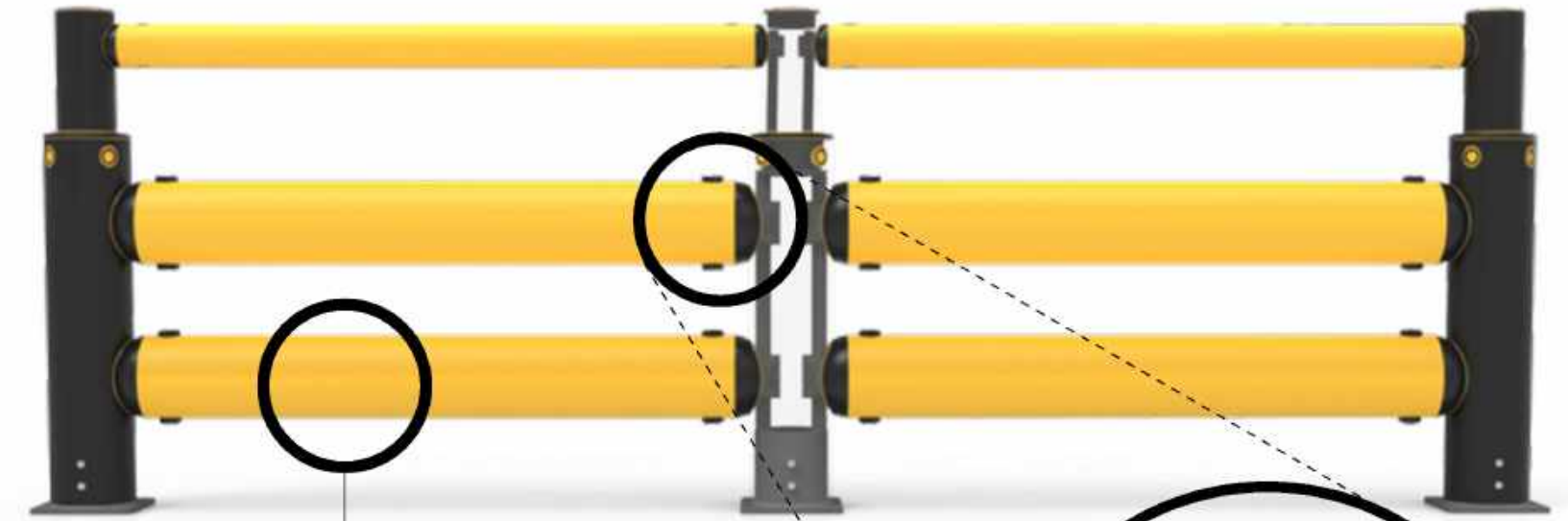
A-SAFE's polymer barriers are designed to take repeated impacts and recover. As they don't need to be replaced after each impact, they save you money in the long term.

A-SAFE's polymer barriers will give you a return on investment in 18 months, compared to the exponential costs of steel year-on-year.

## A modular system

A-SAFE safety barriers are built using a modular system. In the unlikely circumstance that one of our barriers does need to be replaced, we can replace only the section that has been affected, rather than the whole solution.

With steel and other polymer barriers, the whole section will need to be replaced, costing you more time and money with every impact.



### Energy Absorption System

A-SAFE's safety barriers use a three-phase system for unparalleled energy absorption, which avoids floor damage:

- 1 The rail flexes, pulling a pin that transfers energy to the compression pocket
- 2 The compression pocket continues to disperse energy as the couple rotates around the pin
- 3 The connection twists further. This twists the post, dispersing any leftover energy.

### Material

With the energy absorption system and A-SAFE's Memaplex™ technology, our safety barriers don't just protect your people and assets, they protect your vehicles. By flexing, they save vehicles from damage and avoid you having to spend more on vehicle maintenance.

- A Post Pin
- B Coupling
- C Rail Pin
- D Compression Pocket
- E Rail





# MAINTENANCE

## **Chipped paint. Rusted steel.**

Undermaintained safety solutions shows your colleagues and customers that you miss the small details. This can lead to lost sales and even a lawsuit. The problem: regular maintenance costs money.

A-SAFE barriers stay bright and strong without ever needing to be repainted. This shows your colleagues and customers that you're serious about safety. Not only that, but A-SAFE barriers cost less over time, saving you money in the long run.



### **Stay visible.**

A-SAFE's polymer barriers are coloured during manufacturing, meaning they stay bright and visible without the need for regular repainting.



### **Water resistant.**

Being made from polymer, A-SAFE's barriers are inherently protected from the elements. This means no rust, and one less thing for you to worry about.



### **Wipe clean.**

Out of the box, A-SAFE polymer barriers are hygienic and wipe clean, making them suitable for all situations, including the pharmaceutical and the food and beverage industries.



# FREQUENT REPLACEMENTS

Throughout its lifetime steel costs more and more every year. From regular maintenance to one-off impacts, steel consistently eats away at your budget.

## One-hit wonder

Once steel is impacted, it buckles and needs to be replaced. These replacements can be costly and time consuming, damaging the environment around it.

We collected data from a global logistics company to find out the long term costs of steel. Using A-SAFE's RackEye, we measured impacts on both polymer and steel guardrails over a 60-day period. Based on an estimated labour cost of \$31.25 per hour, A-SAFE polymer barriers achieve ROI in 18 months. The labour costs include two hours to remove damaged guardrails, repair concrete floors and reinstallations of new guardrail systems.



## Downtime

Frequent replacements increase downtime and reduce your facility's efficiency. Steel barriers don't just cost you money in the long term, but negatively affect your productivity.



## Corrosion

Over time, steel can become corroded due to exposure to the elements. Corrosion reduces a steel barrier's impact protection, making your people and assets less safe over its lifetime.



# DAMAGE

Collisions with steel impact your bottom line

## Impact performance

Once a steel barrier has been impacted, in most cases its performance will be compromised. Unlike A-SAFE Polymer solutions, steel does not flex and recover from multiple impacts, requiring replacements more often, costing you more time and money.



## Vehicle damage

Even the smallest bumps and scrapes against a steel barrier can damage the aesthetics of your materials handling vehicles.

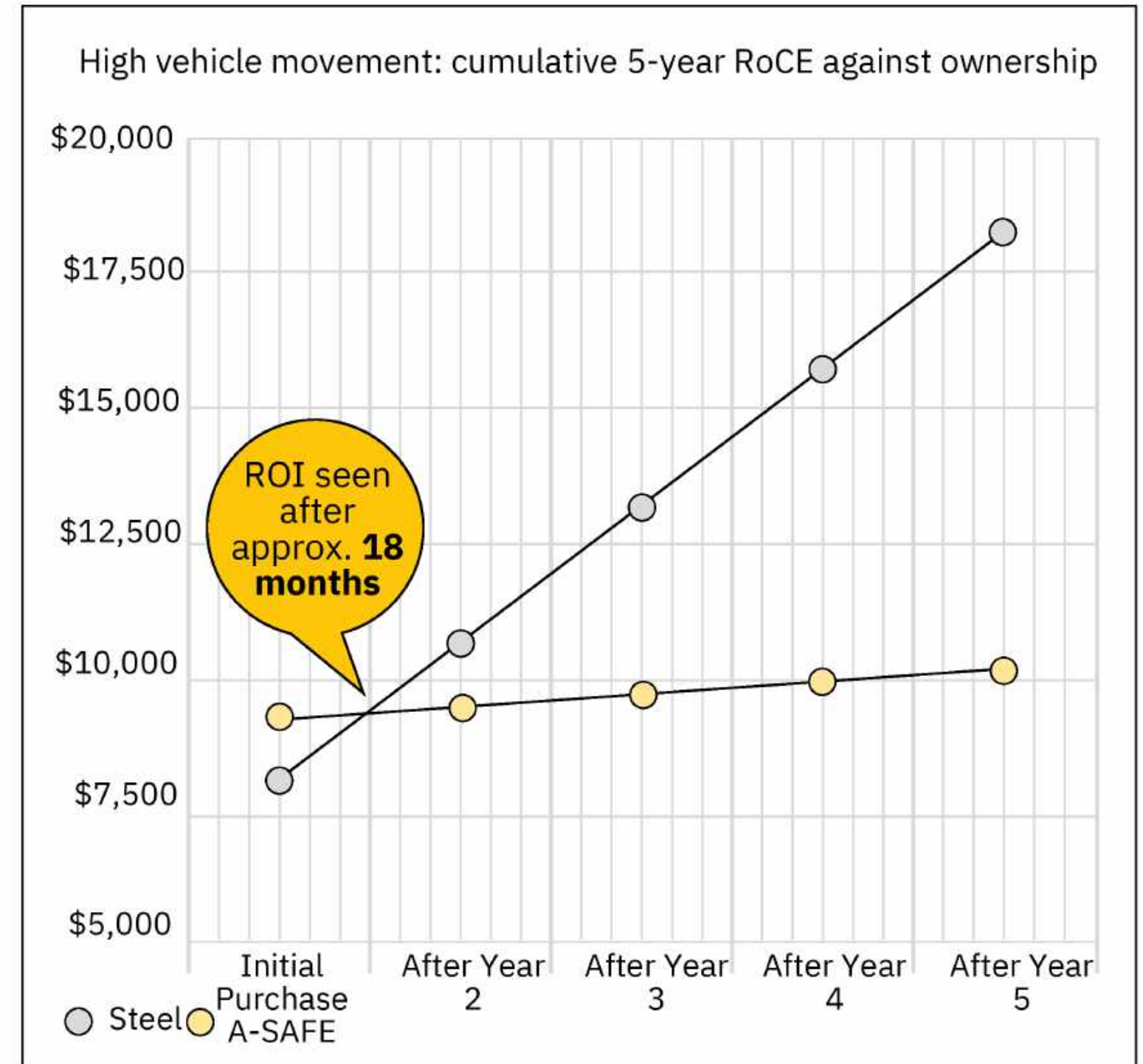
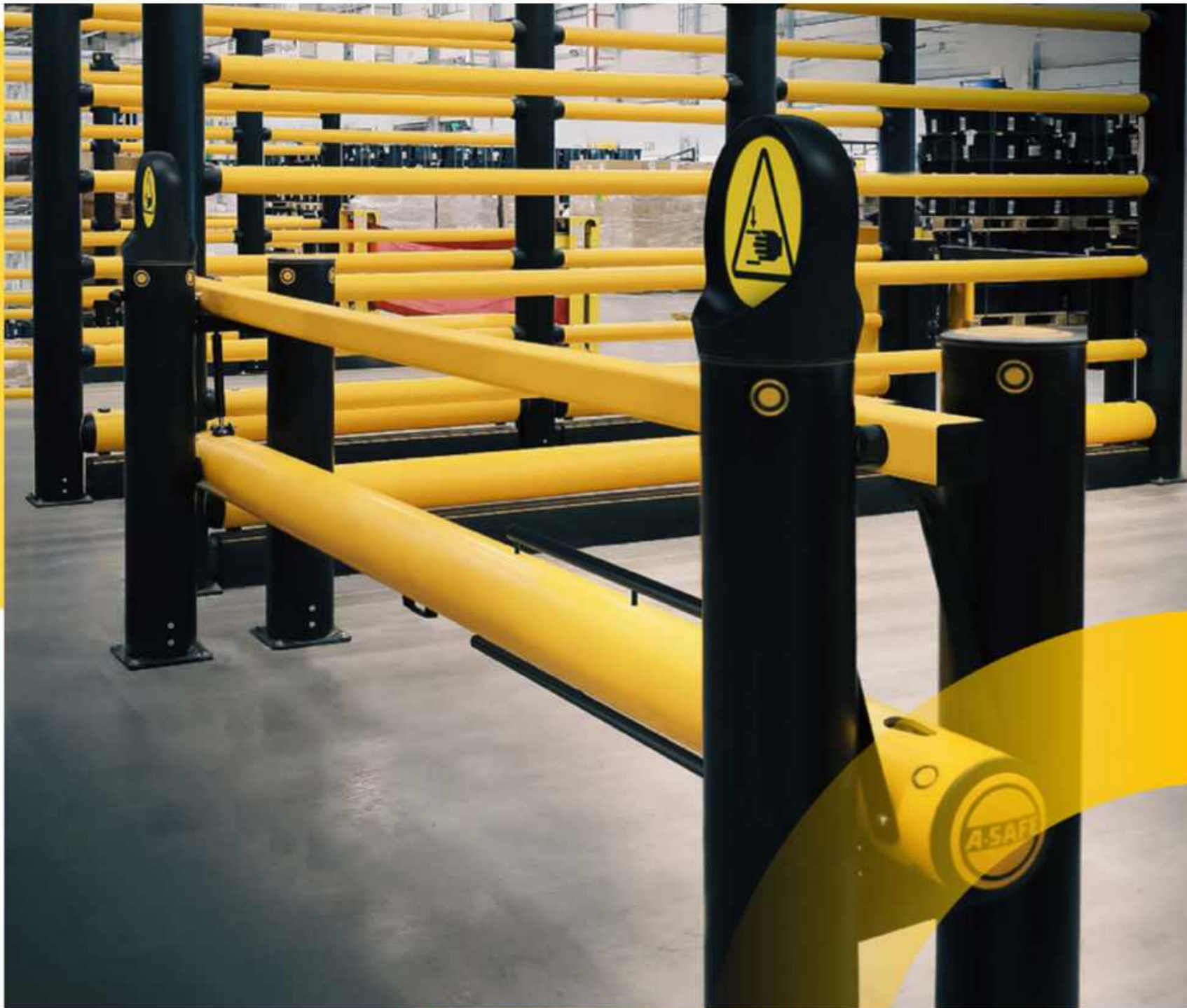
Heavier impacts can provide much more serious damage, reducing resale value or impact hire maintenance costs in the long run.

## Floor damage

The impact energy on steel safety solutions is re-routed to the floor fixings. This often results in damage to the flooring following an impact. Repairing this damage can be very costly, but the biggest impact could be to your operation. Repairing damaged floors downtime and areas of shutdown, putting the efficiency of your operation at risk.



# ROI: MAKING A POSITIVE IMPACT ON YOUR BUDGET





## HOW GREEN ARE WE?

**A-SAFE SAFETY BARRIER SYSTEMS ARE A GREENER OPTION FOR YOUR FACILITY, WITH RESEARCH SHOWING THAT PLASTIC BARRIERS CAN REDUCE A COMPANY'S CO2 EMISSIONS SIGNIFICANTLY IN COMPARISON TO USING STEEL BARRIERS, WITH A CARBON FOOTPRINT SIX TIMES SMALLER THAN STEEL OVER FIVE YEARS.**

Over five years, it is estimated that a 100m section of steel Armco barrier generates 17,967kg of harmful carbon emissions compared to just 2,664kg with the equivalent A-SAFE Traffic barrier.







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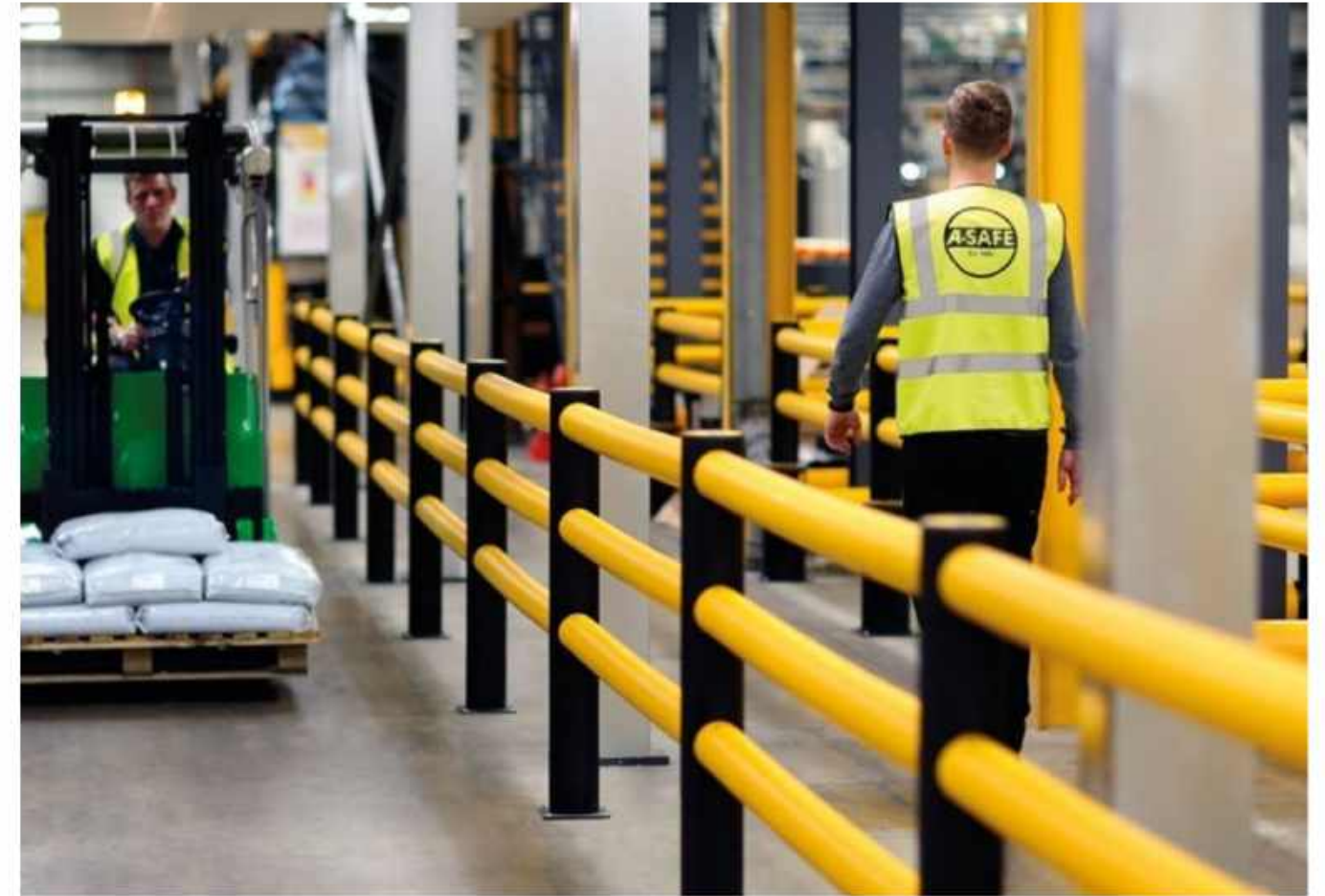
# OUR PRODUCT SOLUTIONS



# PEDESTRIAN AND VEHICLE ROUTES

A-SAFE offers a complete range of proven pedestrian segregation and vehicle impact protection solutions. Furthermore, our experienced safety specialists will design your traffic management system to rigorous BSI PAS 13 standards, ensuring that safety and efficiency are at the heart of your development from the start.

- Segregate pedestrians and vehicles where people also operate
- Protect against high-energy impacts
- Define and defend pedestrian and vehicle routes
- Create pedestrian safe zones
- Control the movement of traffic





# WALL PROTECTION

- Protect buildings, machinery and equipment from impact damage
- Define and defend traffic routes
- Avoid incidents and downtime
- Protect against fork impacts and penetration





# DOOR PROTECTION

Roller doors and loading bay doors are especially vulnerable to vehicle impacts. Protect your new development from impact damage with high-performance industrial bollards and height protectors from A-SAFE.

- Prevent impact damage from high vehicles, high vehicle loads and forklift truck masts
- Protect overhead assets
- Safeguard infrastructure, such as doorframes and loading docks
- Prevent damage with audible and visual alarms





# COLUMN PROTECTION

Impact damage from forklift trucks and other workplace vehicles can weaken columns and other vertical structures. A-SAFE iFlex Rail column guards provide premium impact protection to these vulnerable areas, while also serving as visual guidance to vehicle drivers.

- Segregate and guide vehicles away from critical structures
- Physically protect columns, building supports and vertical structures from impact damage
- Shield infrastructure from vehicle collisions
- Defend any size, shape or location of column





# LOADING BAY PROTECTION

Prevent structural damage and premature wear to buildings and service yard structures with a range of heavy-duty loading bay protection solutions from A-SAFE.

## ACCESSORIES

Customise your installation while enhancing safety and efficiency, with a range of practical accessories including access gates, signage and slider plates.





# COLD STORAGE FACILITIES

Food-safe, robust and effective to  $-30^{\circ}\text{C}$ , Cold Storage products from A-SAFE have been purpose-designed for use in frozen food storage facilities and other challenging sub-zero environments. Benefit from the ultimate in low-temperature performance and reduced maintenance costs without compromising on hygiene. The A-SAFE Cold Storage range has been meticulously engineered to provide the highest levels of protection to pedestrians, assets and infrastructure. From the robust rack protection of RackGuard, to PAS 13 compliant fork protection, bollards, barriers and height restrictors, the Cold Storage range offers a full suite of high-performance safety products for applications within very low-temperature environments.







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# STATE OF THE ART PRODUCT TESTING







**WE PERFORM AN  
AVERAGE OF 5 IMPACT  
TESTS A DAY AND OVER  
1,000 TESTS ANNUALLY.**

**THAT EQUATES TO  
MORE THAN 10,000  
TESTS SINCE CREATING  
OUR IN-HOUSE TEST  
FACILITY.**





# WE DO THE RIGHT THING FROM START TO FINISH

There's a right way and wrong way to do things – it's in our DNA to do the right thing, without compromise. Whether we're creating, thinking, making or building – solutions, things or relationships – we take personal ownership of the whole process, finding better ways to do things than any third party could. From safety to risk reduction, protection to cost savings, whatever the problem, we never sit back while someone else does the work, we find the very best way of solving it.

Tested to a global  
benchmark in  
barrier safety

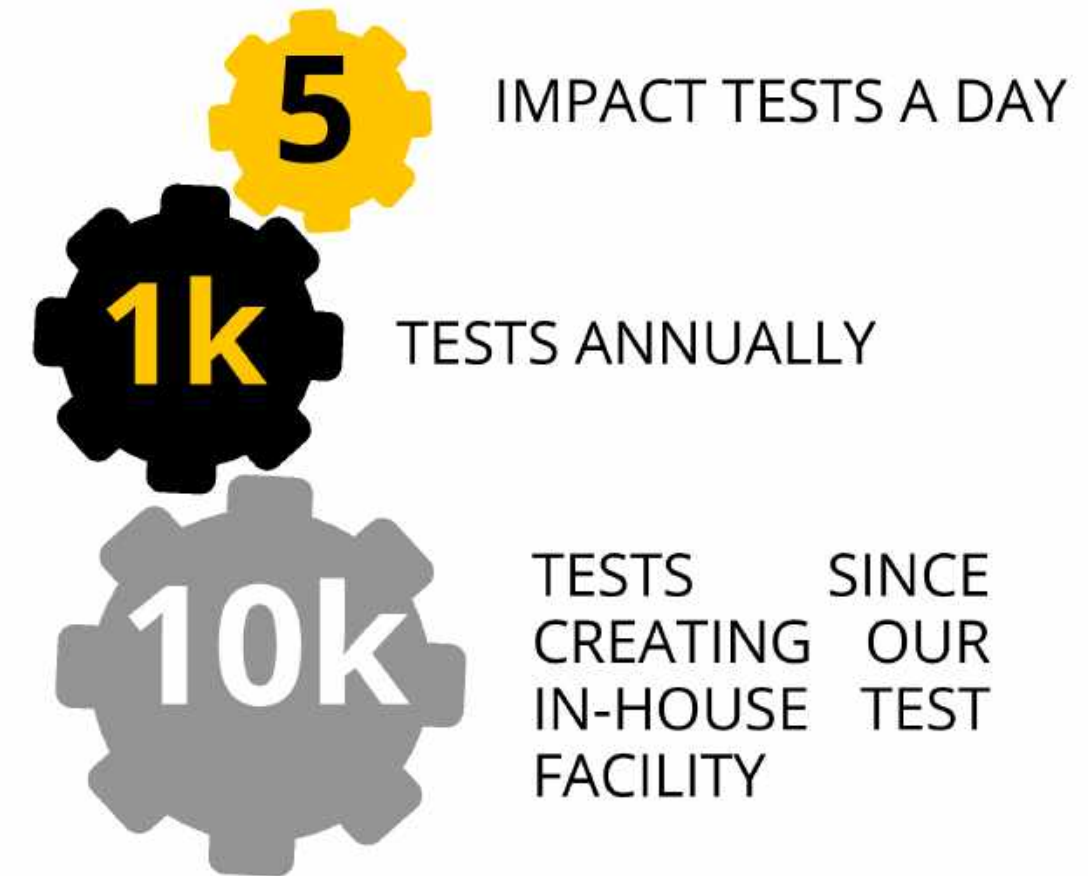
**bsi.**  
**PAS13**

Code of Practice for  
Workplace Safety  
Barriers

Independently  
verified by world-class  
test experts

**TUV NORD**

## WE PERFORM AN AVERAGE OF





**WOULD YOU LIKE TO  
CREATE A SAFER  
WORKPLACE? ARRANGE A  
FREE SITE VISIT TODAY  
AND WE'LL SHOW YOU  
HOW.**

We provide FREE site surveys to fully understand your requirements and then we explore and explain an optimal solution. We're with you every step of the way toward protecting your people, buildings and equipment by supplying you with all your workplace safety products.







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**WE LOOK FORWARD TO  
HELPING YOU CREATE  
**A-SAFE** WORK  
ENVIRONMENT VERY  
SOON!**