

Progress Maschinen & Automation AG, 39042 Brixen, Italy

# Automation as a game changer in Saudi Arabia

For decades Al Rashid Abetong Co. has been a cornerstone of Saudi Arabia's construction industry. Founded in 1977 as a Swedish-Saudi collaboration, the company has grown into one of the largest precast concrete manufacturers in the country and is now 100% owned by the Al Rashid family, producing approximately 500,000 cubic meters of precast annually. With Saudi Arabia's construction market booming - particularly in housing projects - the company has embraced advanced automation to meet rising demands and secure its competitive edge.

## Why automate?

In a fast-paced and cost-sensitive market, automation is a necessity. Al Rashid Abetong Co. recognized this early and strategically partnered with Progress Group, a leader in auto-

ated machinery for the precast industry. The company's decision to invest in two cutting-edge reinforcement machines has transformed its operations.

"These machines help us produce custom-engineered reinforcements for wall panels, with minimal waste and significantly less manpower," explains the Projects Planning Manager Ingemar Heikenberg. This highly automated solution allows for mixed-diameter welding, bending, and creating door and window openings in a streamlined process.

By adopting this technology, Al Rashid Abetong Co. has achieved:

- **Increased efficiency**  
The new machines produce up to 700 wall panels per day, ensuring a reliable supply for three factories.



Al Rashid modernizes with reinforcement machinery from Progress Group.



Ingemar Heikenberg  
Projects Planning  
Manager

- **Labor savings**  
Automation has reduced labor dependency by 80%, freeing up resources for other critical tasks.
- **Waste reduction**  
Precision engineering minimizes material waste, contributing to cost savings and sustainability.
- **Safer working environment**  
Many heavy and often dangerous tasks are now performed by the automated machinery.

**Streamlining production and logistics**

Automation has significantly improved production processes at Al Rashid Abetong Co. Factory Manager Ronald Tabula highlights the impact: "Before the investments in automation, we struggled to meet reinforcement demand, even working on weekends. Now, we are often ahead of schedule."



The M-System mesh welding plant is fully automated and saves a lot of time and manpower.

**Pure flexibility.**



**Production of hollow core slabs**

**PAUL supplies**

- Prestressing installations incl. planning work
- Anchor grips
- Prestressing machinery (single-/multi-stressing jacks)
- Strand pushing and cutting equipment
- Automatic prestressing machines for railway sleepers
- Prestressing equipment for bridge construction (prestressing cables and stay cables)

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*The M-System is welding the needed mesh exactly according to CAD plan and thus producing less waste.*

One key advantage is the integration of design and production workflows. Plans from the design department are sent directly from the software program to the machine, the M-System Evolution mesh welding plants, eliminating delays and saving production time. This streamlined approach ensures delivery of reinforcement on time, a critical component for precast producers in their plants. The two new M-System Evolution with individual bending heads produce customized meshes and cages through automatic welding and bending. The mesh welding plants can weld wires of varying diameters and automatically bend reinforcement, delivering ready-to-use components directly from the machine. With the special bending heads implemented in the machinery all kinds of cages can be produced fully automated with only one machinery. These innovations not only accelerate production but also broadens the range of products Al Rashid can offer to its public, private, and governmental clients.

Post-installation, the company continues to benefit from excellent support. "We have a reliable help desk, and whenever we need assistance, Progress Group responds promptly," continues Mr. Heikenberg.

### Automation as the future of precast

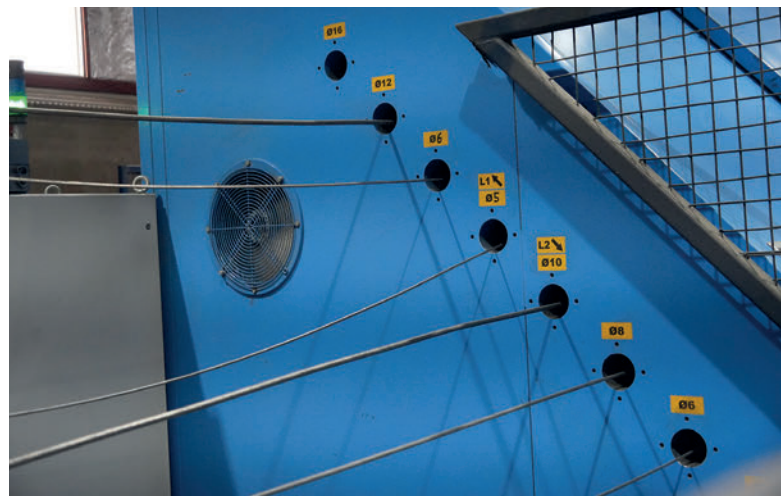
The benefits of automation extend beyond operational efficiency. By reducing costs, increasing production capacity, and ensuring consistent quality, Al Rashid Abetong Co. is well-positioned for future growth. The company plans to further expand its factories, and further leveraging its automated systems.

"In today's market, automation isn't a luxury - it's a necessity," says a spokesperson for the company. With manpower costs

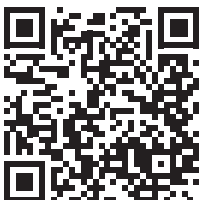
### Reliable progress with Progress Group

The collaboration with Progress Group has been a cornerstone of Al Rashid's automation success. From the initial purchase to installation and ongoing support, the partnership has been seamless. "Progress Group offered the right balance of quality, service, and cost," explains the Mr. Heikenberg.

During the installation phase, Progress engineers worked closely with Al Rashid's team to ensure a smooth transition.



*With different wire diameters all reinforcement needed can be welded in a short amount of time.*



Video about the report





*With the automated single bending head all types of cages can be produced without manual labour.*

rising globally, automation enables companies like Al Rashid Abetong Co.'s to stay competitive while meeting growing market demands. Their investment in automation demonstrates the transformative power of technology in the precast concrete industry. Automation doesn't just save time and resources - it shapes the future. ■



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FURTHER INFORMATION



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