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MODERN RECYCLING FACTORY

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SUSTAINABLE



FUTURE

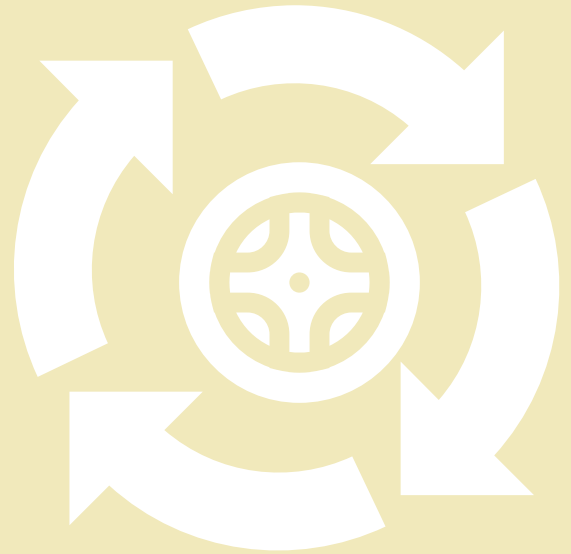


مصنع التدوير الحديث
MODERN RECYCLING FACTORY



“

THE LARGEST GREENFIELD RECYCLING PROJECTS IN QATAR & THE MIDDLE-EAST



”

For Tyres Recycling
& Rubber Flooring Products”



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The Chairman Message

Modern Recycling Factory (MRF) is one of a unique and pioneering investment in the recycling industry in Qatar. A facility that is meant to create an alternative solution to the growing concern affecting the environment and human.

"MRF" - The primary objective is to serve as a catalyst in this endeavor, a commitment we made and will continually pursuit in the highest terms, through a combination of our years of hard work and by our team of experts combined with technological advancement made true to our success.

This wonderful project leads us to realize the worthiness and valued contribution in the nature's atmosphere, living side by side harmoniously, the community and the environment. Our aim is to hold respect, trust and confidence amongst various sectors of government and business enterprises upholding the principles of protecting the Community, Natural Resources, Environment, Economic benefits as a whole and betterment of the future generations.

To this end, we shall be endeavoring your great contribution to our common good and the objectives where "MRF" would be delighted to serve you wholeheartedly and with our utmost attention in every part of our endeavors.

On behalf of "MRF" team and family, thank you very much.

Respectfully yours,

Abdulla Salem Al Ali

Chairman



MISSION

To be Qatar's environmental solution partner and a market leader in the recycling industry by implementing innovative technologies that enhance the environment, ensure public health, and economic vitality.

VISION

Our vision is to become the most productive and efficient recycling factory, provide sustainable recycling solutions, viable products from recycled tyres that promote achieving an economic growth and a healthy environment.

AIM

To be the premier provider of sport flooring, building infrastructure, playground, fitness and gym products not just in Qatar & the GCC but worldwide.

CORE OF VALUES

Our values define the philosophy of MRF and they reflect the best of our organizational character. We provide the highest training for MRF staff and we also tend to share our products' examination with the most reliable international laboratory tests to reach an outstanding product quality. Since MRF includes the largest tire recycling lines that manufacture rubber crumbs which gives the highest strength to our downstream technology to produce all kind of products under one roof. These values define us & our success.

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Commitment

We promote a positive work environment, invest in resources, reward loyalty to colleagues & stakeholders, & ensure the staff's safety. We are also committed to developing our employees treating them, fairly, equitably and with respect.



Care

Honesty - Trust - Integration is the way we operate. We welcome diversity of ideas and cultures; encourage teamwork and treat our customers and staff manner fully and fairly. We are an inspired and driven team who respect each other and value our differences, recognizing that it is our diversity that creates innovation, promotes inclusivity and produces better outcomes for our customers' needs.



Quality

We produce quality-safe products, and we tend to stand out by our process of production that makes us accepted globally. Decades of experience and continued research are the sources we use to achieve the state of art and creativity in our field. Where there is a demand for creative solutions and highly individual requirements, we create new approaches. Our products and its wide range of applications enable progress that is flexible, safe, and environment-friendly to the community.



Development

We hire the most professional experienced staff in the market and strive to develop and train our workforce frequently. We also help employees connect their work to the business plan and provide frequent, fair, direct and leadership coaching. The CEO and the research technology team tend to take place in worldwide exhibitions and conferences that are related to our technology.



Performance

We deliver on commitments, welcome new challenges, accept responsibility and chase innovation. We celebrate our success, appreciate that work is part of a full and rewarding life. We take pride in knowing that our work positively affects our environment and the upcoming generations.

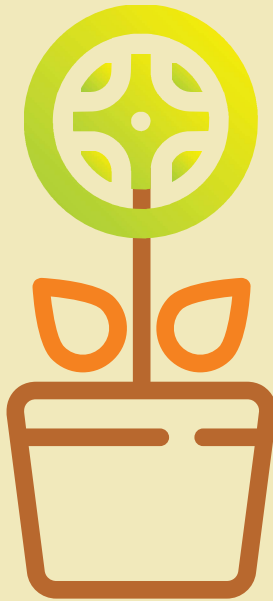


Professionalism

We have multi-international employees, latest developed machineries, global experience in rubber recycling and rubber production. We are committed to a continuous improvement, which compels us to be progressive, to learn from both our successes and challenges and to be open to new ideas.

GOALS & OBJECTIVES

The factory aims to support the government initiatives as laid out in Qatar's National Vision 2030 for their short and long-term objectives in regard to their environmental and waste reduction objectives.



Promote and encourage aggressive recycling efforts in line with the Qatari government and the global environment protection objectives of waste management and green environment.



Protect our environment by reducing the portion of wasted tyres.



Provide a comprehensive, cost effective, efficient and environmentally sound tyre recycling system.



Produce environment-friendly value-added finished products out of used tyres.



Ensure a sustainable and viable business that support our employees, shareholders and imprinting a legacy to the community and the world.



ABOUT US

Modern Recycling factory (MRF), was founded in 2012, by the CEO, Akram Ibrahim. It is situated in the heart of the industrial zone over 20,000 square meters located in Messaied City, Qatar.

MRF, including the three lines of tyre recycling, produces 75 ton per hour of rubber crumps, steal, and shredder. MRF aims to be the premier provider of tyre recycled rubber products not just in Qatar but in the whole world. By recycling more than 1.5 million of the nation's wasted tyres out of the current 35 million already sitting in several landscapes within Qatar that are filled with landfills, the factory transforms them into raw materials for smart, sustainable products that improve people's lives, such as sport fields, running tracks, playgrounds, buildings' infrastructure and matting surfaces.

With Quality Business Consulting as a project management, innovative tools, technologies and processes from European technology, Modern Recycling Factory will become a revolutionary Qatari environmental friendly enterprise in the region and from wasted tyres to rubber products. The factory's commitment in finding modern and better ways to **REDUCE, RECYCLE** and **REUSE** waste tyres, bridges the sustainability goals of Qatar's National Vision 2030 in developing sustainable solution of managing the environment where there is a harmony between economic growth, social, and environmental development.

MRF makes the most efficient use of research and technology development qualities, wider and wholesome custom, and enhanced large-scale facilities. All acquired and strengthened as a result of the management integration, enabling us to proceed improving and developing our products in high-quality standards based on the American (ASTM), European (EN) and International (ISO) standards in various fields and several applications that will be a replacement of many resources such as walking paths and landscaping.

We develop expertise. Our machineries are European and Eco friendly with zero percent pollution following the international Standards.



ISO 9001:2015 The quality input comprises of standard requirements of ISO 9001:2015 and covers the functions performed by the organization to achieve product and service realization through process control.



ISO 14001:2015 The environmental inputs comprises the standard requirements of ISO 14001:2015 to demonstrate a positive view of environmental issues and lessening impacts through controlled processes.



ISO OHSAS 18001:2007 The health and safety management input meets the requirements of OHSAS 18001:2007 to enhance opportunities, control occupational risk and manage all health and safety requirements.

Our products are tested and accredited by certified laboratories globally, Intertek UK, TUV Nord Group, Kiwa Isa Sport, Labosport Italia, and SGS. We use TRIAX 2015 for surface impact system to test the impact of the fallen items on our products for safety and quality purposes. These assure to our client that we only offer highly quality goods that are par to the International safety standards. Ranging from ECOFEL, Rubber Tiles, Interlocking Pavers, Interlock Rubber Tiles, Rubber Sheet, steel, fiber and other customized rubber products. We ensure exceptionality and client satisfaction in all the craftsmanship we make.



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TWO FACTORIES UNDER ONE ROOF

Modern recycling factory has two factories, one is for tyres recycling and the second is for rubber manufacturing. It is driven by improved high-tech European machineries focusing on transforming used tyres into eco-friendly rubber products that have varieties of fields of application. The Recycling Factory (1), high technology machineries that break down tyre from a wasted product to recycling it to extract rubber granules, pure steel, and textile that each is combined to make various products. A tyre has an approximate of 65% of rubber, 20% of steel & 15% of textile.



Rubber granules, during tyre breakdown some particles are removed to produce pure rubber pieces (Rubber Granules). However, rubber granules are shredded and granulated into 3 sizes, which are 2-4 mm, 1-3 mm, & 0-2 mm. It has a wide range of application and its characteristics are highly recognized for different areas of approach. It has variety of uses when transformed into downstream products.

The Steel extracted is 20% and it has a specific machine. It is filtered to ensure maximum output from rubber granules and provide 100% raw-steel. The steel is filtered and produced in a high-quality steel. It is in high demand and has various fields of application in the market.

The Textile extracted has an approximate of 15%. It is removed to obtain the highest quality of rubber. Our machineries are equipped with vacuum to remove textile (non-hazardous) and to ensure a quality production. The particle distribution of rubber granules is monitored and precisely observed throughout the extraction process to ensure a quality products' output.

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ADVANTAGES OF RUBBER FLOORING

Durable: Made from premium recycled rubber particles (and colored EPDM rubber in colored rolls), each product is specifically designed and manufactured for durability.

Resilient: Anti-fatigue qualities found naturally in rubber are further enhanced by a space age polymer binder used during manufacturing. Each roll is fabricated from thousands of rubber granules and offers superior underfoot comfort and resilience to cushion the shock from running, exercising, walking and standing.

Aesthetically Pleasing: Our products are available in variety of colors (color content), natural, or completely black. The colored particles are homogeneously mixed throughout the entire product and have no chance of wearing away. We also use EPDM synthetic rubber in our products for different colors. The vibrant colors are perfect for dramatic interior solutions and exterior accents.

Safe for Indoor & Outdoor uses: Rolled Rubber products are safe to use indoors or outdoors. However, most colored material is suggested to be used exclusively indoors to minimize UV exposure and potential fading.

Easily Cleaned: Indoor cleaning involves a broom, damp mop or vacuum cleaner. Outside, a water hose, leaf blower or broom is sufficient. If desired, a mild detergent can be used to sanitize the flooring.

**DESIGNED TO
PROVIDE
EXCELLENT
TRACTION...**

EVEN WHEN WET!

These are some of our products:

ECOFEL is an infill material for artificial turf structure, it does not only provide a softer, shock absorption playing surface but also improved playing characteristics for artificial turf sports field. (Approved by FIFA) Rubber Mulch is durable, cost-effective, low maintenance and eco-friendly than wood mulch, stone and other ground cover materials. It ensures safety for playground areas for children.

RUBBER SHEET is durable for sports flooring, shock absorbent, earth-friendly, withstands heavy weights, repeated dropped weights battering & it comes with EPDM granules.

RUBBER TILE is a hard-wearing flooring material, designed to tolerate high impact, composed principally of natural or EPDM rubber. Interlocking Pavers is long lasting, comfortable, slip-resistant, a replacement to hard Surfaces, & shock absorbing,

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Recycling efforts offer commercial gains as the world tend to be more into promoting using recycled products. However, tyre recycling products still on the rise and it is in the initializing stage in Qatar. There is an extensive market potential and several usages of application. The raw materials used were wasted tyres once that turned into useful products where the community can benefit from it.

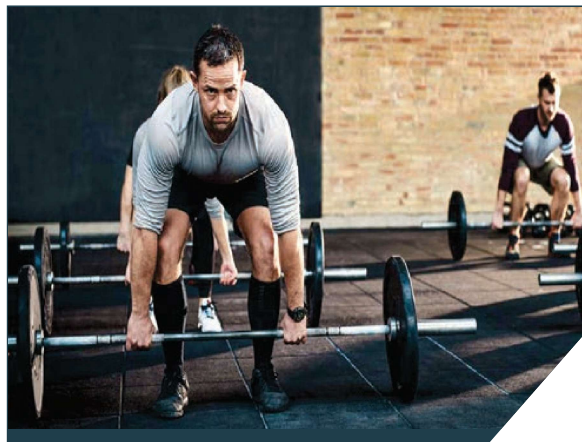
Our products stand out by the machineries that we use and the manufacturing process. MRF converts wasted tyres into an economically viable product that can be used in various fields, such as sports application, residential, commercial, industrial, landscaping, playground flooring etc. – with endless possibilities of other applications or uses.



PLAYGROUND AND SPORTS




FITNESS AND GYM



EQUESTRIANS





Competitors in the market can provide somewhat similar products although they are sourced from other countries. We can differentiate ourselves in the market because we are a local manufacture and we use the most advanced technology in the recycling industry. Thus, our customers will gain a cost-effective, and a convenient experience in terms of freight/transportation cost, custom duties, taxes, and the speed of delivery.

Moreover, we play a role in helping the government of Qatar to reduce stockpiled tyre issues. This type of waste cannot be exported as specifically laid out in the Amendment to the Basel Convention (Decision III/1) Environment Protection Law No. 30 of 2002, The Rules on the Transboundary Movement of Hazardous Waste, 1997 published by the State of Qatar. Therefore, other countries cannot do the recycling on behalf of them and this issue should be addressed within one's territory.

SHOOTING RANGE

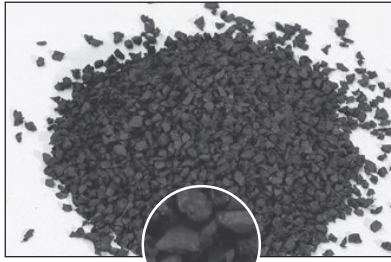


ROADS AND BUILDING INFRASTRUCTURE

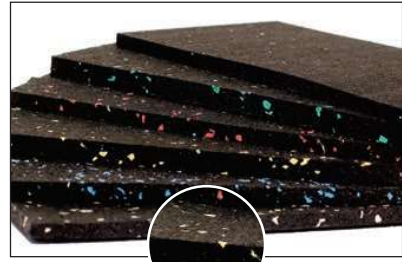




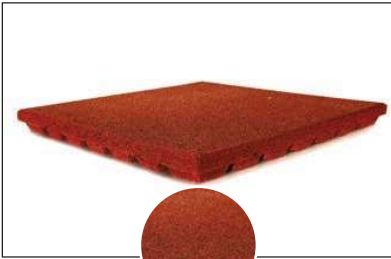
ECOFEL



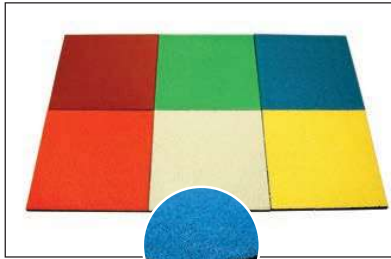
RUBBER GRANULES



RUBBER SHEET



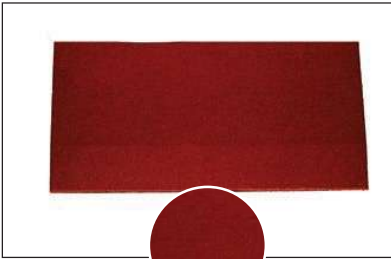
RUBBER TILE



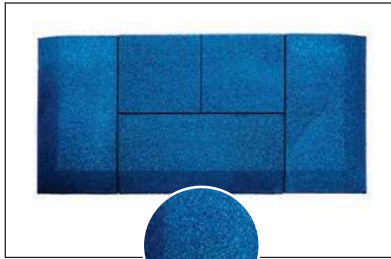
RUBBER TILE EPDM



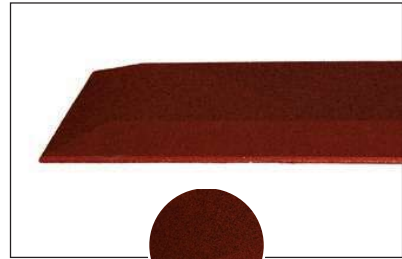
SANDPIT EDGING BLOCK



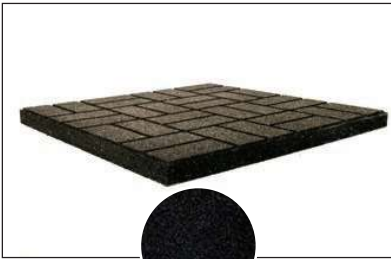
ANTI-STUMBLE EDGE



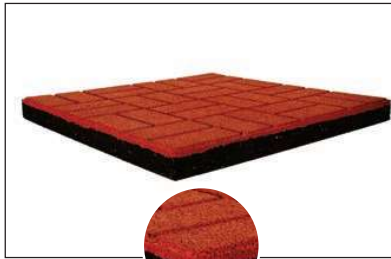
ANTI-STUMBLE EDGE EPDM



ANTI-STUMBLE EDGE LEFT & RIGHT



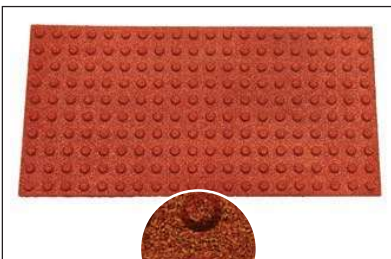
INTERLOCK RUBBER TILE



INTERLOCK RUBBER TILE EPDM



INSULATION RUBBER MAT



SAFETY TILE



INTERLOCK RUBBER PAVERS EPDM



RUBBER MULCH



CRITICAL SUCCESS FACTORS

The main keys to the success of MRF are:

HELPING THE ENVIRONMENT

to keep the government Clean & Green initiative by removing portions of waste tyres from the dumpsite.

SECURED SUPPLY

Vast raw materials at Umm Al Afai for more than 20 years with a back-up plan that secures the memorandum of understanding with several tyre dealers and governmental agencies to provide security.

STRONG SALES & MARKETING

Contractual arrangements for long-term sales of production.

COMPETENT MANAGEMENT

Strong senior management with extensive, broad-based, industry-specific experience.

QUALITY PRODUCTS

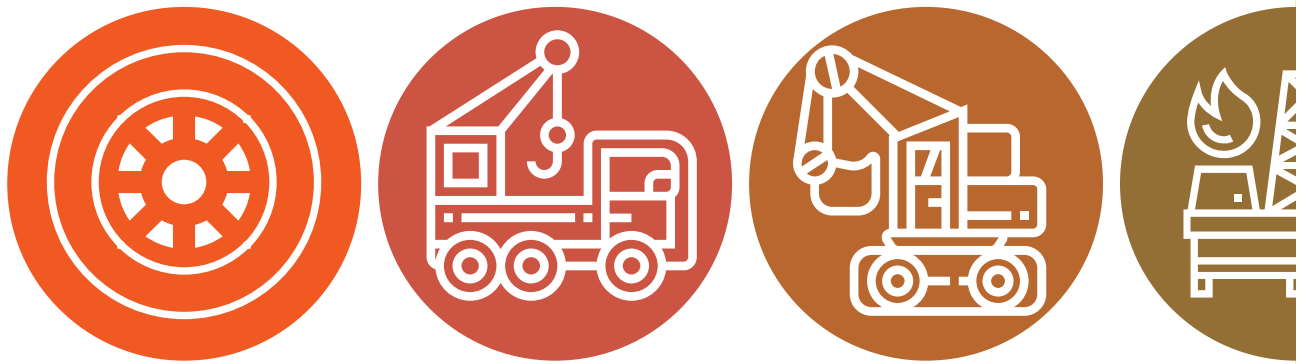
Competitive products made by the recent best machineries globally. High quality product that build to last.

PRODUCT SUBSTITUTION

Replacing traditionally used products with a low-cost and advance quality in terms of appearance, application and specification out of recycled tire.

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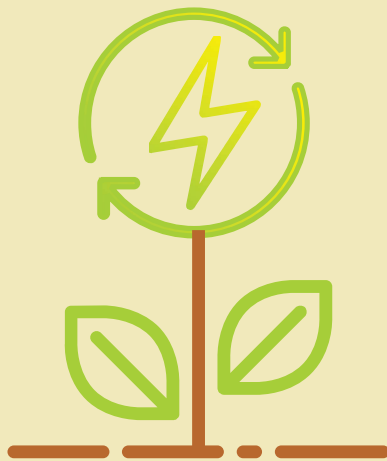
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**THE FACTORY'S
SUCCESS FACTORS
ARE IN LINE
WITH THE
ENVIRONMENTAL
INITIATIVES OF
THE QATARI
GOVERNMENT.**



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It is a major contributor for the campaign of a greener and cleaner environment, Qatar. Recycling used tires can be very beneficial for the environment and for the community, especially that pollution could be minimized.