



**COMPANY  
PROFILE**

**2016  
2017**

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## ABOUT US

Once known as the “Egyptian Company for Refractories”, Asfour M&R has now become one of the largest and most reputable producers of refractory products in the region. Since 1964, the organization has always maintained the motto “highest in quality, and greatest in service”. This generation of highly trained engineers, technicians and managers are dedicated to the slogan, in order to ensure that our clients come first. Asfour’s production facility is designed to feature a wide range of products and serve multiple industries both efficiently and effectively. Some of our clients come from the following industries:

- o **Steel**
- o **Fertilizers**
- o **Cement**
- o **Ceramics**
- o **Non ferrous industry**
- o **Sugar manufacturing**





## VISION:

At Asfour Mining and Refractories, our determined people arrive every morning to create, build and deliver. We want to create solutions, build sophisticated products and deliver excellence in service. We aspire to become the largest producers of refractory products in the region, and ultimately the world.

## MISSION:

Our mission is to provide our customers all over the world with the highest quality refractory products and solutions. We take our customer's specifications very seriously, and strive to accommodate their requirements to the best of our ability.







## HISTORY:

In the 1980's the Egyptian Co. for Refractories was born. By 2007, the company has shifted from a government-owned organization to a private organization. Asfour for Mining and Refractories is no longer focusing on sustainable growth in the local market, but has expanded across the globe, especially in the MENA region and Europe. Today, Asfour M&R has become one of the largest producers of refractory products in the region, and aspires to become the largest in the region by 2022.



## MESSAGE FROM THE CEO:

Asfour M&R is currently witnessing very exciting times. We operate as a family, and our passion is exemplified in everything that we do. Our people understand that our uniqueness is derived not just from our outstanding products and services, but our sense of collective unity in delivering such excellence. We are currently going through a series of changes which aim at improving our commitment to excellence in service and production whilst adhering to the highest standards of sustainable growth



Our vision revolves around our capabilities, resources and values. To those who we serve, we will constantly try to strengthen our relationship to ensure that we do not have 'clients', but partners. To those who we have not yet had the pleasure to serve, we would certainly like to extend our services to your facilities, and prove to you that we have the right mix of quality products and competitive prices.

Our growth, despite recent social, political and economic challenges, continues to prove our resilience in tough times. While this has presented managerial challenges to our people, they have successfully managed to keep Asfour's problems at home, and continued to deliver what the organization has promised. In the future, I hope that Asfour M&R can sustain this level of service by ensuring that customer satisfaction comes first on my agenda.





## OUR TEAM:

Eng. Mohamed Asfour is a mechanical engineer with over 30 years of professional experience in various manufacturing settings. Prior to the acquisition of Asfour for Mining and Refractories, he has helped establish a cutting-edge division for mechanical and maintenance workshops at Asfour Crystal, which produces over 100 Tons of crystal per day, and is amongst the largest in the world. Today, Eng. Mohamed Asfour is behind the growth of Asfour M&R, which features a capacity of more than 60,000 Tons of refractory materials per year, produced by over 500 skilled workers, technicians and industry leaders. He aims that Asfour M&R becomes the largest producer of refractory products in the region by 2020, without compromising any of his core values; Integrity, Justice and Innovation.



**CHAIRMAN & CEO  
ENG. MOHAMED ASFOUR**



**VICE PRESIDENT**  
**Mr. Yassin Asfour**

Mr. Yassin Asfour has obtained his MSc Management, Organizations and Governance from the London School of Economics in 2015. He has had prior experience in the consulting industry with PwC, the advertising industry with M&C Saatchi, and has held advisory roles with a few start-ups. Today he runs a gradual managerial restructuring program at Asfour M&R, in order to help achieve the organizations 2020 Vision. He believes that success can only be achieved through sustainable growth, happy employees and weekly corporate football matches!

Eng Khaled has over 25 years of experience across operations, quality assurance / control, HSE Management and production in a number of manufacturing settings. He is also a certified ISO lead auditor and Green Belt Six Sigma. Eng. Khaled has obtained his MBA in Finance from Paris, following a BSc in Mechanical Engineering from Cairo University. He has a proven record of inspirational leadership and success across various multinational settings from Peugeot Cars to Huhtamaki. Beyond his love for his family, he enjoys standing up for his employees, ensuring justice in the workplace and achieving production targets as efficiently and effectively as possible. Eng. Khaled is a technical wizard and a natural leader who will help Asfour M&R achieve its 2020 Vision successfully.



**PLANT MANAGER**  
**Eng. Khaled Attwa**





**SALES SECTION HEAD - MENA**  
**Mr. Mohamed Ahmed**

“Markets in the region have been growing despite sociopolitical turbulence; our strategy in the MENA region is to remain resilient in providing quality refractory materials in a timely manner, despite fluctuations in energy prices, inflation spikes and currency instability”

“Our clients in the European market are more than partners. Our everlasting relationship is based on mutual trust, compatible core values and similar depth in vision. As such, we have established long lasting relationships with some of the biggest refractory producers in Europe”



**SALES SECTION HEAD - EUROPE**  
**Mr. Gamal Younis**



## **PRODUCTS & SOLUTIONS:**

### **SHAPED**

Alumina Dense Bricks  
Light Weight Bricks  
Acid Resistant Bricks  
Cordierite Bricks

### **UNSHAPED**

Castables  
Mortars





## **RAW MATERIAL**

Calcined Kaolinite  
Chamotte Sanitary Ware

## **SERVICES**

Post-Sale Installation

## ALUMINA DENSE BRICKS:

These bricks are constructed of refractory ceramic material and are used for lining Furnaces, Kilns, Fireboxes, and Fireplaces. A Refractory Brick is built primarily to withstand high temperature, but would also usually have a low thermal conductivity for greater energy efficiency. Dense firebricks are typically used in applications involving extreme mechanical, chemical, or thermal stresses

Alumina Dense Bricks are produced from various combinations of Alumina and Silica containing material. Our vast product range of Alumina Bricks is vital to the Steel, Aluminum, Cement, Sugar Petrochemicals, and Enamel kilns industries.







## FIRE CLAY BRICKS:

Fireclay Bricks or Fire Bricks are the most widely used Refractory Bricks due to their following properties:

- Low Thermal Conductivity
- Good Thermal Insulation performance
- High Resistance to Thermal shock, Abrasion, and Chemical attack thus prolonging product lifetime
- Easy operation and installation
- Broad application range.
- Economic Cost

At Asfour we offer a comprehensive range of Fireclay Brick/Fire Bricks ranging from 25%-45% Alumina, all of which exhibit excellent strength and endurance.



## HIGH ALUMINA BRICKS:

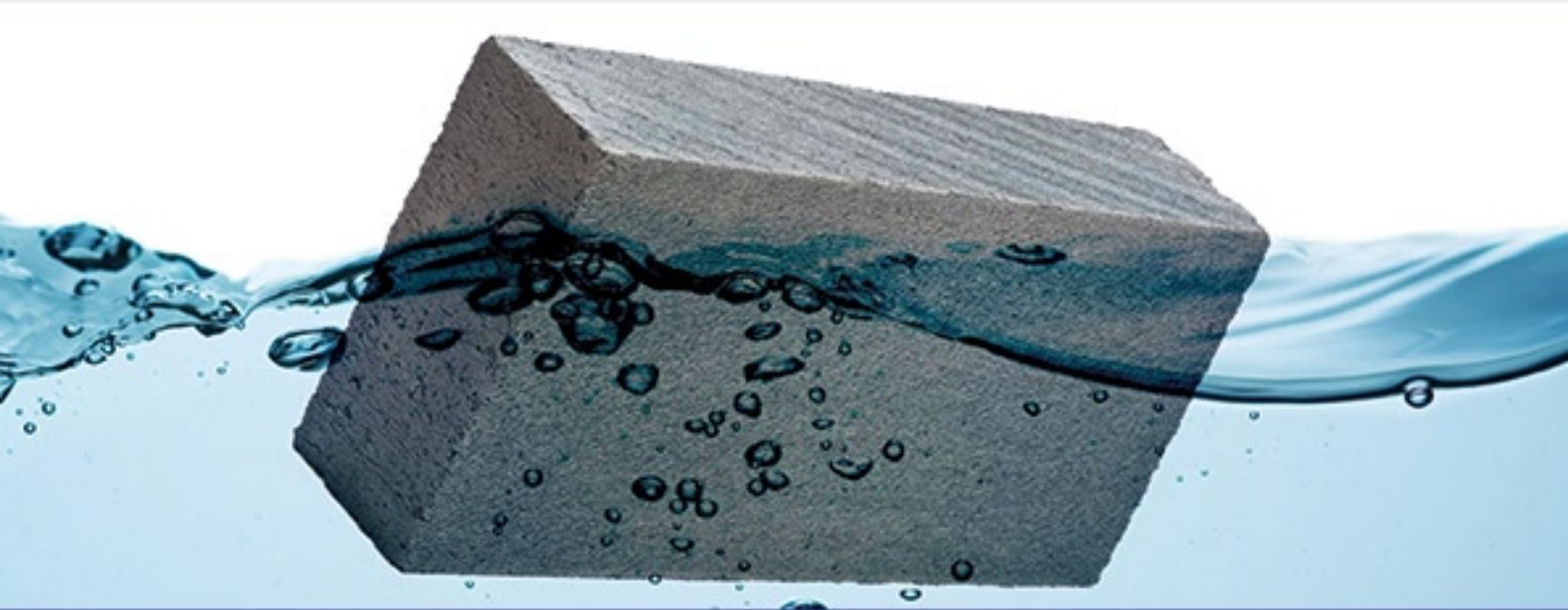
High Alumina Bricks have key features such as high temperature performance, high corrosion and wear resistance, high bulk density, and low Iron content. High Alumina Bricks are extensively used in Mining, Metallurgy, Cement, Chemical, Refinery, and Refractory industries.

Asfour MR distributes High Alumina Bricks at the best quality with the most competitive prices.

ASF0UR Chemical Bond Brick

Alumina-Silica Refractory Brick is produced from various combinations of Alumina and Silica-containing materials. Our supply range of Alumina Bricks is utilized in the Aluminum, Cement, Sugar, Petrochemicals, and Enamel kilns industries.





## LIGHT WEIGHT BRICKS:

Weighing only a fraction of Concrete and Clay bricks, these revolutionary bricks have been designed with the following features:

- They allow for faster and easier construction, therefore saving time and labor costs without compromising structural/load bearing requirements.
- The Bricks eliminate many health and safety issues for bricklayers/builders as opposed to Concrete or Clay bricks.
- Fire Resistant qualities not found in any other brick on the market.
- Using our light weight Bricks will eliminate many of the back problems associated with laying normal bricks or blocks.

Light Weight Firebricks are used in a wide array of industrial furnaces and kilns, including:

- Hobby Kilns which are heated up by either Electric-Spiral elements or Gas Burners
- Hot face furnace linings or outer back-up heat lining insulation, mullite Insulating bricks are also refractory materials as they exhibit high temperature resistance.



## ACID RESISTANT BRICKS:

These bricks are both chemically resistant and thermally durable. Acid bricks are created from high Silica Shale and are fired at very high temperatures. Benefits of using Acid Brick include:

- Allowing Plastic Membranes to operate in high temperature environments (up to 450° F)
- Protecting vessels from Acids, Alkalis, Oxidizers, and Solvents
- Providing resistance to Mechanical and Physical Shock
- Economizing more than other options such as Alloys or Glass Lined Vessels  
Lining can be shipped or field installed

Our supply of acid Resistant bricks is used for Acid-proof storage tanks, Chemical plants, Vessels/reactors, Electroplating plants, Laboratories and Heavy-Duty floors.

Asfour MR distributes Acid Resistant Bricks at the best quality and the most competitive prices





## **CORDIERITE - MULLITE BRICKS**

Aluminum Cordierite Fire bricks and Mullite Cordierite Fire bricks are mainly composed of Aluminum raw materials combined with Cordierite or Mullite to guarantee high compression strength thermal shock resistance with low thermal expansion coefficient, These characteristics are ideal for the Ceramic burning machine of hot blast stove or applications in other insulation or firing parts of kilns, such as Tunnel kiln car assembly for Clay bricks, roofing tiles, the porcelain and sanitary ware industries...etc

## CASTABLES:

Castable Refractories are predominantly dry, granular refractory mixtures designed to be mixed on site with water and capable of curing to a stable dimensional form through hydraulic or chemical setting.

Castable refractories are particularly suited to the molding of special shapes and parts at the installation site. They can be used for forming complete furnace linings and other unique shapes.

Castables have the advantage of being readily usable at the operating temperature of the equipment after hydraulic or chemical setting and moisture removal have taken place.

Our products are best used in industries such as Chemicals, Metal Foundries, Cement, Fertilizers, Ceramics, Oil refineries, Petrochemicals, Textile Plants and Paper industries.

From insulating to dense products, Asfour MR. can supply a full line of castable refractories and no cement castables utilizing various bonding systems.

We can customize our Castable Refractories to our clients' specifications and requirements. Our typical Castables include but are not limited to:

ALUMINA SILICATE  
CASTABLES

LOW CEMENT  
CASTABLES

LIGHT WEIGHT  
CASTABLES

CORDIERITE  
CASTABLE



## ALUMINA SILICATE CASTABLES

These products are distinguished by their high strength, good wear resistance, permeability resistance, erosion resistance, superior mechanical properties, and convenient construction. They are commonly used to line the ceilings and walls of CFB boiler furnaces

## LOW CEMENT CASTABLES

They are used as lining material for ladle with the property of high refractoriness, long service life, reduction of materials and manual operation.

Our products are best used in industries such as Chemicals, metal foundry, Cement, Fertilizers, Ceramics, Oil refineries, Petrochemicals, Textiles and Paper products.

## LIGHTWEIGHT CASTABLES

This type of refractory material contains refractory aggregates, refractory powder, binders and other additives. Key features include low viscosity, Casting and Vibration molding options, and direct or fluid-mix application.

Lightweight castables are primarily used as insulating backup linings. However, they can also be used as working linings in non contact areas such as roofs.

## CORDIERITE CASTABLES

Cordierite castables exhibit low thermal expansion and high thermal shock resistance and are commonly used in the kiln furniture industry. I doubt furniture is made in kilns, needs elaboration

## MORTARS

Asfour MR mainly produces Fire-clay mortars and High Alumina mortars which are primarily used to bind refractory bricks together and to fill and seal any irregular gaps between them

### HEAT-SETTING MORTAR

These Mortars are set by application of heat above room temperature at sintering (ceramic-bond formation) temperatures

### AIR - SETTING MORTAR

These mortars require tempering with water to attain the desired consistency followed by air-drying to provide a strong-joint framework with near-monolithic strength.



## RAW MATERIALS



### CHAMOTTE (SANITARY-WARE)

Ground Chamotte with low thermal expansion is used for the sanitary ware industry. Grain sizes include 500, 300, 250, 200, and 125 microns.

### CHAMOTTE (REFRACTORY)

Refractory Chamotte is used for producing refractory bricks, castables, and mortars. Grain sizes can be customized and include 0-1 mm, 1-3 mm, 3-5 mm, 5-10 mm and 0-40mm ranges



## POST-SALE INSTALLATION SERVICE :

As part of our commitment to our clients and excellence in refractory solutions, we offer a unique post-sale service which includes the full operational process of refractory material installation. This process has been widely recommended by our clients as it ensures optimal kiln performance. At Asfour M&R, we have a team of experienced technicians who are responsible for an efficient and effective installation service. The team consists of dynamic engineers who are willing to travel across borders to serve your facilities at your own convenience. We also offer the service as a stand-alone option; we can install Non-Asfour products.

Nile Sugar Co.: "Asfour's installation service is incredibly rewarding. It involves a quick, efficient and inexpensive operation that guaranteed our kilns successful performance for years after the installation"





## **RESEARCH AND DEVELOPMENT:**

Our R&D section is the main fuel behind our growth in the last decade. Our R&D facilities are designed and comprised of highly sophisticated tools, which enable our people to innovate and respond with high speed to our client's rapidly changing pace in requirements and specifications. It is our aim to place higher emphasis on R&D in 2017, dedicating more capital in this area.

## OUR PARTNERS IN SUCCESS





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# ASFOUR

For Mining & Refractories

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