



**DANA GROUP**

# Suppliers of value-added steel products

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Dr B. S. Dana

**D**ANA GROUP was established in 1991, with a humble beginning. It started off with Seven Eagles International Trading LLC, as parent company, which had a very strong presence in electrical items trading. Gradually it forayed into steel related sector, with forward and backward integration starting with its Coil Service Center business.

Over the years, it has expanded to be a closely-knit family of over 400 employees in five different nations. Since its inception the group's endeavour has always been to do their best in catering the needs of valued customers with high quality products and services at reasonable rates. The group has proved consistently over the last 15 years, that those who study trends and new technical applications often anticipate where the new opportunities will be. While it is true that you can't predict the future, you can indeed create it.



The group's success has been built on a consistent strategy that emphasizes size and scale, vertical integration, product diversity, continuous growth in higher value products and a strong customer focus. With a comprehensive portfolio of steel products, enhanced production capabilities, and a strong commitment to quality, service and innovation, the company has firmly positioned itself as one of the leading suppliers of value-added steel products.

Built on a strong foundation, today Dana Group has become one of the biggest importers and stockists of flat steel products and building materials in the region. Catering to fabricators, end-users in the

construction and oil industries as well as traders, the company has earned a niche in the industry. Flat products such as GI, CR & HR coils are a specialty of the group. It has storage and handling facilities for coils/sheets plus a highly competent coil service centre with most modern cutting and slitting facilities.

The company has a state-of-the art fully automatic IGBT technology based Cut-to-Length plant in Al Quoz Industrial Area. The plant has the facility to cut GI, Hot Rolled, Cold Rolled, Aluminum, Stainless Steel Coils as per desired dimensions and handle max coil weight up to 20 MT and thickness range from 0.3mm-3mm. Another addition is a High Precision Slitting Line handling a max coil weight up to 20 MT and max width of up to 1,550mm.

Under the expansion plan, the group's Dana Steel Processing Industries LLC has announced an investment of Dh100 million for its New Coil Service Center & Tube Mill project in Emirates Modern Industrial Area, Umm Al Quwain. This new initiative is to cater to the construction boom of Northern Emirates. This is in addition to its already existing fully automatic coil service centre (cut-to-length and slitting facilities) in Al Quoz, Dubai.

Dana Group's New Coil Service Center CTL machine will have capabilities of handling coils up to maximum thickness of 18mm and a maximum width of 2000mm. The max coil handling is up to 30 MT. With this it will become one of its kind in the UAE. Its main target segment will be Oil & Gas sector, PEB manufacturing Units, Heavy engineering firms and fabricators.

The project is to be commissioned in two phases; the first phase of the project is the Coil Slitting fac-



ility, which is currently under commissioning at the sprawling 30,000 square metres industrial complex in Emirates Modern Industrial Area, UAQ. The Slitting line is specially designed for high precision and is fully plc controlled. It has capabilities of handling 0.2mm to 3.5mm and a maximum width of 1600mm in GI/CR & HR coils.

Dana Group's officials state that under the second phase, a High speed, High Precision ERW pipe manufacturing line will be commissioned by end of November this year. With capabilities of making pipes and hollow sections up to 3 inches, it is intended to cater principally to the scaffolding industry and fabricators.

Under its forward integration expansion plans, Dana Group's Dana Steel Processing Industries LLC has commissioned a new Cable tray and ladder management system in Al Quoz Industrial Area, Dubai. This is in addition to its fully automatic coil service centre.

This new Cable management system with a total annual production capacity of 12,000 mt will be able to produce customized Cable trays, ladders, trunkings, fittings and other accessories with most modern plant and infrastructure.

The project is to be commissioned in two phases, the first phase of the project has been intended to produce 12,000 tonnes of output per annum while the capacity could be increased to 25,000 tonnes.

Dana Group's officials state that the trial production has been completed and the new cable manufacturing system is now operational and has recently bagged an order from Qatar, and one from the UAE. Designed to provide support and protection to power and communication cables in both commercial and industrial buildings, the product range includes Cable Trays, Cable Ladders, Trunkings and accessories, which are supplied to various power plants, electricity boards, engineering organizations and many other ongoing projects. It will also supply products for contractors working on oil and gas projects in the region.

Dana Group is committed to manufacture improved cable management systems that are easier,

safer, and more flexible for both contractors and users, providing innovative, high-quality solutions for all wiring needs.

Dr B. S. Dana, Chairman of Dana Group, says: "We know that no two cable management projects are the same, often an installer's requirements can be much more complicated than first thought, which is why they need a supplier who is flexible enough to react quickly to any onsite changes, with detailed expert advice and delivery times and dates to suit every project."

Another strong sector handled by Dana Group is the Heating & Cooling sector, which is catered to by its manufacturing arm, Dana Water Heaters & Coolers Factory LLC. Dana Water Heaters & Coolers factory is a leading manufacturer of glass lined & G.I. storage water heaters, water coolers and water chillers under the brand name Dana. It is the first company to have online manufacturing of Glass lined water heaters certified from Dubai Municipality, ECAS (Emirates Conformity) & CE. Dana stainless steel water coolers & Dana water chillers are specially designed to withstand the UAE's harsh desert condition using American technology, compressor and spare parts.

The chairman of Dana Group said: "The massive growth potentials of Northern Emirates region, has made it key for Dana Group to expand in that region, in order to serve its customers in a more better and efficient manner. This new facility will remarkably increase our Steel handling abilities to up to 15,000mt per month. Our large-scale imports of steel products from India, China, Taiwan, Korea, Ukraine, Russia, India, Saudi Arabia and Iran, will then be processed to address varying customer



requirements. We endeavour to maintain our position as a reliable and leading supplier of processed steel, and foresee a strong growth in the regional steel industry in the coming years."

"Through commitment, loyalty and creativity we will consistently provide our customers with products and services that are absolutely seamless with their goals and operations so that, together, we can solidly fuse our separate efforts into mutually rewarding, unified partnerships. Our commitment to being a supplier of quality products includes our efforts to provide you, our customer, with sufficient information about our products so that, together, we can determine the best steel for your applications. With adequate and timely forward-backward integration, we intend to cater to the growing requirements of booming construction industry," the chairman added.

For details visit: [www.dana-groups.com](http://www.dana-groups.com)

