



Mobile Shelving
Every day, minute and second a new invention comes out. LinkMisr introduced a new concept behind the mobile shelving



Maintenance Inspections
Damage to pallet racking and shelving in the course of working operations can and does happen



Carrefour Case Study
Cooperation between LinkMisr and Carrefour

LINKMISR

International

THE NEWS

YOUR GUIDE TO MANUFACTURERS OF STORAGE PRODUCTS

Issue LinkMisr # 001
June 2015

Another "SUCCESSFUL PARTNERSHIP" between TOYOTA EGYPT and LINKMISR



LINKMISR lands Toyota Egypt's biggest project yet.

LinkMisr has successfully landed Toyota Egypt's largest project yet – the Part Distribution Center service center (PDC). After facing international European companies in a competitive tender, LinkMisr was competently able to win the bid against all applicants. It comes as no surprise that such a partnership with Toyota Egypt would grow and flourish, since this is not the first cooperation between both companies. Toyota Egypt has witnessed a positive and fruitful experience with LinkMisr during projects such as the Abo Rawash Service Center as well as New Cairo and Abassiya Service Centers.

Toyota Egypt's PDC service center is located in the industrial area of Sadat City and is spread across a total area of 25000 m2. The storing system used within this project comprised of several solutions to cater to the all of Toyota Egypt's needs. For example the Pallet Racking was fitted with a number of accessories to accommodate different and irregular car body types. Car parts such as the windshield, fenders and bumpers required bays to meet their storage requirements. For easy access, some of these pallets were situated at heights reachable for humans, while the higher levels were allocated for the storage of larger items accessible via forklifts.

Medium Span Shelving systems were designated for regularly shaped items of medium and small package sizes. For optimum capacity and usage, the system was two-tiered and designed and built with a range of clever and integrated accessories, such as dividers and carton boxes, that work effectively to maximize efficiency.

One of the main requirements of Toyota Egypt within their tender was the inclusion of Medium Span Shelving – a product that is not in the lineup of varieties offered at LinkMisr. And so, to be eligible for this tender, Link Misr's talented engineers had to adapt new and advanced roll forming lines to be able to produce the Medium Span Shelving, and therefore fulfill the client's requests.

LinkMisr has always been able to face challenges and overcome obstacles across all projects and clients. With the Toyota Egypt project it was no exception. Part of the project challenge is to meet the clients deadlines and requirements while successfully liaising and coordinating with other parties such as the main contractor. The end result: is to deliver an integrated effort with world-class shelving solutions to a satisfied client.



About **LINKMISR** International

LinkMisr is a leading industrial company specialized in manufacturing shelving and racking systems. We serve Egyptian, Arabian and African markets. The products are manufactured under license from Link 51 (UK).

LinkMisr was established in Egypt in 1993 in the new industrial city of Tenth of Ramadan, located 35 Km from Cairo. The product range includes shelving systems for various applications to meet different customer requirements: Light load shelves, medium load shelves and heavy load racks. Our clients include pharmaceutical companies, hospitals, automotive companies, hotels, clubs, ready made garments companies, petroleum companies, banks, the food industry and supermarkets, among many other industrial and business sectors. LinkMisr provides complete solutions including design, supply, installation, and after sales services with the help of a highly qualified team trained by our licensors Link 51 (UK).

Regular testing is carried out on our shelves inside the factory to ensure that our products are compliant with the relevant Egyptian and British standards.

Regular testing is carried out on our shelves inside the factory to ensure that our products are compliant with the relevant Egyptian and British standards.

LinkMisr has recently expanded its activity into exporting to many countries including:

Africa:

Sudan - Kenya - Nigeria - Tanzania - Libya - Morocco - Algeria - Angola - Uganda

Asia:

KSA - Qatar - Jordan - UAE - Kuwait - Iraq - Syria - Oman - Lebanon - Bahrain - Turkey

Letter From The CEO

Welcome to Linkmisr Newspaper

Welcome to our first edition of LinkMisr Newspaper. LinkMisr has come out with a new forum to communicate and share best practices and timely information that will help improve the efficiency of our business. I believe that the success of Linkmisr is directly tied to the relationship we build with each of our clients.

We are a fast growing company; our mission is to provide high quality products that combine performance with cost effectiveness through providing our clients with the most modern & efficient storage system.

Over 23 years, LinkMisr has evolved into a global powerhouse driven by both integrity and innovation. This is a reputation built over time and a legacy we should be proud of.

The responsibility to protect and enhance that legacy lies within each of us. This is a duty we must uphold to our clients, shareholders, and most importantly to each other. I thank each one of our staff members for their hard work and ongoing commitment that define our success here at LinkMisr.

Thank you for taking the time to read this and for your continued partnership. We plan on sharing client stories in each newspaper, so let us know if you have one to share.

Eng. Refaat Abd Elshahid
Chief Executive Officer



The Integration between LinkMisr and Egybrit

Egybrit is a worldwide suppliers of materials handling through offering full range from hydraulic hand pallet trucks to electric pallet trucks, stackers, order pickers, reach trucks, swivel reach trucks, rising cabin, order picker stackers, counter balance electric trucks, ICE trucks (Diesel & LP Gas) besides articulated forklift trucks, electric & diesel side loader & container handlers.

Egybrit specialized in materials handling, industrial doors and docking systems. Egybrit also established an architectural hardware department for the supply and installation of doors accessories, electronic locks, master key systems and safe boxes for hotels & resorts and architectural projects.

The Cooperation between LinkMisr and Egybrit supports the client with the most ideal solution to their warehouse needs.

Improve the Safety Standard of Your Warehouse

Maintenance Inspections

Damage to pallet racking and shelving in the course of working operations can and does happen. Operator error, poor housekeeping or overloading; lack of maintenance and failure to comply with the manufacturer's operating instructions can all contribute to seriously threaten the reliability and safety of racking structures.

Regular racking safety inspections will help ensure that your storage equipment is maintained in a safe and operational condition, to comply with legislation, reduce hidden costs and improve safety standards. As the manufacturers of your equipment, we are best qualified to report on the integrity of your LinkMisr racking or shelving. (Products supplied by other manufacturers can be assessed, subject to certain limitations which require negotiation).



The inspection engineer will report on the status of components within your installation, in accordance with the recognized industry codes of practice. You will then receive a detailed report listing the findings, recommendations and conclusions of the engineer. If you wish to follow these recommendations, LinkMisr will arrange for a quotation for replacement components including their installation, as required. LinkMisr recommends that our racking systems are inspected on a regular basis, and can arrange contracts with customers for their maintenance.

Did you know 10 Facts About Egypt

1. Christianity was the main religion in Egypt between the Fourth and Sixth Centuries.
2. Toilets were found in many ancient Egyptian tombs.
3. The World's Oldest Dress was found in Egypt and it is 5,000 years old.
4. Egyptian Pyramid workers were paid with beer 1 gallon (4L) per day.
5. The Statue of Liberty was intended for Egypt.
6. Ancient Egyptians slept on pillows made of stones.
7. The tradition of exchanging wedding rings goes back to ancient Egyptian times
8. Ancient Egyptians shaved off their eyebrows to mourn the death of their cats.
9. Ancient Egypt King Tutankhamen died at the age of 18.
10. No Egyptian president has left office without being arrested or dying, so far until 2015.

5 Tips How to be organized !

1. Keeping Everything in Its Place
2. Using a Calendar, Planner & Smartphone
3. Making Lists
4. Keeping to the Schedule
5. Working Efficiently

Inside LinkMisr Family

Congratulations

- Congratulation to **Sylvia Emad** Design Engineer on her wedding.
- Congratulation to **Nermine Waguih** Admin Assistant on her wedding.
- Congratulation to **Michel Youssef** Site Installation Engineer on his wedding.
- Congratulation to **Nessma Gaafar** Design Engineer on welcoming her new baby.

Thank You

Link Misr Highly appreciates the visit of **Andrew Buttler** Chief Executive Officer at Link51 for his support during his visit to Cairo, Egypt.

Linkmisr would like to thank **José Ramon Palacio** the Technical Director at Permar Storage Systems & **Joseph Hepp** the Design Engineer Manger for their effort and time during Link Misr Design Department visit to Spain.

Business trip

The Technical Director **Eng. Adel kamil** and the design engineer **Amr Essam** have visited Spain in a business trip to be updated with the international markets.



Event Calendar

- September 2015 "The International Conference & Exhibition for LOGISTICS, PORTS & SHIPPING"
- November 2015 "The Material Handling Exhibition"

Quote of the month

If running on a treadmill was the only way to recharge our cell phones, we would be the healthiest people on the planet.

Trackless Mobile Shelving "Free spirit performance"

Every day, every minute and every second a new invention comes out. LinkMisr introduced a new concept behind the mobile shelving.

Our mobile storage systems are an innovative way of increasing storage capacity in various working environments, and this is particularly true of our Trackless Mobile Shelving range.

Designed with commercial and office based environments in mind, our Trackless Mobile Shelving range is quick and simple to install as it only uses one guide rail along the rear of the system, which removes the need for fixed tracks, leaving unobstructed aisles and reducing trip hazards.

Mobile Shelving is a space saving alternative to traditional fixed shelving because they remove the need for aisles and use the full height of your office.

End and back panels: Customize your optional end panels to complement the decor of the surrounding environment with a range of acrylic, steel, melamine, fabric or graphic panel's.



Graphic panels: Use your corporate graphics and images by covering individual units or the whole width of a mobile unit.

CARREFOUR Case Study



Cooperation between LINKMISR AND CARREFOUR

The partnership between Carrefour and LinkMisr extends back to the year 2009. Together, we have successfully furnished their shelving and storage needs in more than 30 hypermarkets in different countries across the Middle East: Saudi Arabia, UAE, Egypt, Oman, and Lebanon. Carrefour's choice to proceed in such a partnership with LinkMisr was based on a large tendering process. Successfully gaining Carrefour's trust, LinkMisr was granted the project of designing, manufacturing and installing shelving solutions for all Hypermarket branches included in the tender.

Project Details

On handling such a massive project the process scale, from conceptualizing and manufacturing to execution and installation, proved challenging to LinkMisr. In a given timeframe of merely two months, LinkMisr was requested to provide and execute the solutions for four branches all at the same time, having the same opening date. In addition, these four branches were dispersed across four different sites and entirely different countries as well.

Carrefour Marina Mall - Carrefour Alex West - Carrefour Sallah - Carrefour Oman (Seeb)

As per the tender, the operation time needed for each site was estimated at 45 days. LinkMisr's real challenge was how to simultaneously manage all four sites within a fully-occupied production schedule, as well as punctually delivering installations on time, without compromising deadlines of other clients.

Solutions

LinkMisr's planning and Scheduling team committedly started on creating the schedule, timeline and process planning outline for the entire project phases from production through installation.

An impressive retail shelving system has been installed to accommodate the products across the following shopping departments of the hyper market:

Fast Moving Good - Textile - Promotion - Heavy Household - Light Household

In addition, the Hyper markets required solutions such as Pallet Racking system, Euro Shelving, Workbench and a raised floor to complete the project and fulfill the client's needs.

Head Quarters:

16 Beirut St., Heliopolis, Cairo, Egypt

Tel.: (+202) 245 340 64/66/68/69

(+202) 245 340 71

Fax.: (+202) 245 340 74



www.linkmisr.com

1993.tel Google search
marketing@linkmisr.com