



مؤسسة الإسراء للخدمات التجارية والصناعية
INDUSTRIAL & COMMERCIAL SERVICES CORP.

Totally Integrated Industrial Solutions



Samaren Group مجموعة سمارة

Samaren Group was established on the best business standards that exceeds our customer's expectations. We started our business in Madinah 30 years ago. We were the pioneers in Saudi industries with our high quality construction aluminum industry.

GROUP ACTIVITIES :

Samaren Group includes several companies, factories, and enterprises working in the industrial and construction fields of the highest standards of product quality and after sales service.





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Samaren Group includes :

- Aluminum products and solutions.
- Aluminium casting foundry.
- Cabins solutions and portable houses.
- Aluminium foil containers for food packaging.
- Polyurethane products.
- Manufacturing industrial molds.
- Plastic Products.
- Industrial equipment and machinery.
- Supply and catering and food services Fine dine family restaurants.
- General contracting and real estate development.
- Building and decorations materials.
- Hajj and Umrah services.

About us



مؤسسة الإسراء للخدمات التجارية والصناعية
INDUSTRIAL & COMMERCIAL SERVICES CORP.

AL-ESRA Commercial & Industrial Services Corp. was established in 2007 as a member of Samaren Group that includes eight companies and factories in the kingdom of Saudi Arabia of more than 400 workers and employees in Riyadh, Jeddah, and Madinah. Our head office in Riyadh, the capital of Saudi Arabia.

We are providing our market with all types of computerized and state of the art machines that are used in die & mold, mass production, job shop, and plastic production, in addition to machine accessories and cutting tools supported by our international partners manufacturers of high quality products.

Our highly qualified staff offers machines installation, running, training and after sale service to our customers.

Sales Area



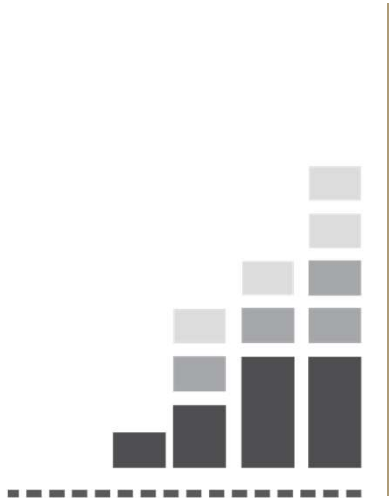
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Our Vision



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- To raise the capacity, productivity, and apply automation to the factories of steel cutting, mold and die workshops, and plastic factories by importing and setting up the most developed computerized machines.
- To be the industrial products supplier of choice for our served markets. Preferred by our customers as their single source solution and trusted by our strategic partners.
- To be innovative provider of sales & services of industrial products and ensure that we maintain the integrity of our business and our clients at all times.

Our Mission



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- To provide the most cost-effective, reliable, and beneficial solutions through our accumulated experience and wide range of existing products to our clients.
- To keep constantly searching for and developing new technologies and ideas to meet our customers demand and requirements.

Our Values



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➤ CUSTOMER SATISFACTION

We strive to meet or exceed our customers expectations, fulfill our commitments, minimize the demand of our client time, and maximize value of our customer.

➤ PROFITABILITY

In our effort to sustain and grow the company, we have a duty to balance competitive pricing with good value and acceptable return for our customers and ourselves.

➤ PROFESSIONALISM

Our employees are expected to conduct themselves in a professional manner at all times, demonstrating a positive attitude and respect for co-workers, our customers and our partners.

{ Our Values



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➤ **OPEN COMMUNICATION**

Sincere, truthful and open dialogue are hallmarks of our communications. We seek to build an honest and constructive relationships with our employees, customers, business partners and the communities we serve. We cultivate a spirit of partnership based on mutual respect and responsibility, receptiveness and dialogue.

➤ **ACCOUNTABILITY**

We accept responsibility of our actions. We make and support business decisions through experience and good judgment.

➤ **DISCIPLINE**

We adhere to processes and procedures consistently, thoroughly and accurately.

STRENGTH THAT MAKES A DIFFERENCE



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- **Company Presence**
ALESRA Commercial & Industrial Services Corp. relentlessly strive to meet the customer demand throughout the Kingdom
- **Broad product range**
Up to all-in systems solutions
- **Strong brands**
On which our customers can rely
- **Break-through thinking**
Of a technological leader
- **Qualified employees**
With excellent problem-solving skills



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{ One step and you're started



A single source as a matter of course – **ALESRA Commercial & Industrial Services Corp.** reduces the number of suppliers and offers

- CNC Metal Cutting Milling & Lath Machines
- Coordinate Measuring Machines
- EDM (Spark Erosion Machines)
- Wire Cut Machines
- Injection Molding Machines
- Cutting Tools including : Solid Carbide End & Ball Mills, Solid Carbide drill, Machine Tap, Machine Reamers.
- Machine accessories including : Tool Holders, Fixtures, Measuring Tools, Hand Tools,...etc.
- Die & Mold
- After Sale Service

{Target Market



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**Mold & Die
Industries**



**Mass Production
(Spare Parts)**



**Automotive
Industries**



Job Shop





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{ Fast help where it counts : Service



ALESRA Commercial & Industrial Services Corp. enhance the after sales service facility at the customer's site around the kingdom through our experts and with the support of our valuable partners.

Services

- Installations, Commissioning and on-site Maintenance & Repair
- Total Products Management
- After Sales Service
- Rehabilitation & Overhaul Service



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Scope of Work



- Sales & Services
- Engineering
- Supply & Installation
- Control & Automation
- Testing & Commissioning
- Repair & Overhaul

Divisions



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It is a frame work within which an organization arranges its line of authorities and communications and allocates rights and duties.



Sales



Administration



Planning



Quality

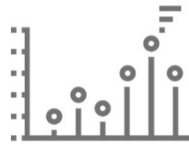


Logistics

Divisions



Marketing



Whole Sales (WHL)



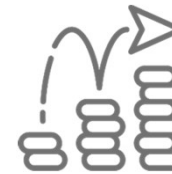
Engineering



Retail (RTL)



Operation



Finance



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Our Partners



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Yeong Chin Machinery Industries Co. Ltd.



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➤ **Products:**

- Vertical Machining Centers
- 5-Axis Vertical Machining Centers
- Double Column Vertical Machining Centers
- Horizontal Machining Centers
- Horizontal Boring & Milling Machining Centers
- CNC turning centers

➤ **Target Market:** All Manufacturing industries

➤ **Manufacturer:** Taiwan

➤ **Website:** www.ycmcnc.com



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FRANK PHOENIX INTERNATIONAL CORP.



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➤ **Products:**

- Bed type CNC milling machines
- Flat bed CNC lathe machines
- Conventional machines (Milling, Lathe, Surface Grinder, Drilling, Bend Saw, and others)

➤ **Target Market:** All Manufacturing industries

➤ **Manufacturing:** Taiwan

➤ **Website:** www.frankphoenix.com.tw



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- **Products:**
 - Electrical Discharge Machines (Spark Erosion Machines)
 - Wire Cut Machines
 - EDM Drilling Machines
- **Target Market:** For fine & precise industries
- **Manufacturing:** Taiwan
- **Website:** www.aristech.com.tw





Shine Well Machinery Co. Ltd.



مؤسسة الإسراء للخدمات التجارية والصناعية
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➤ **Products:**

- Servo Energy Saving Injection Molding Machine
- Toggle Injection Molding Machine
- PET Perform Injection Molding Machine
- Thermosetting Injection Molding Machine
- PVC Injection Molding Machine

Target Market: All kind of Injection plastic industries

➤ **Manufacturer:** Taiwan

➤ **Website:** www.shinwell.com.tw



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➤ **Products:**

- Threading (Machine Taps, Hand Taps & Dies)
- Drilling tools (Drill Bit, Center Drill, Countersink, Counter Bore,..)
- Reaming (Machine Reamers, Hand Reamers & Extendable)

➤ **Target Market:** Mold & Die, Mass Production Industries

➤ **Manufacturer:** Spain

➤ **Website:** www.hepyc.com





Marox Tools Industrial Co. Ltd.



مؤسسة الإسراء للخدمات التجارية والصناعية
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➤ **Products:**

- Turning Tool Cutters (Turning Holders, Boring Bars, Threading Tools, Grooving Tools)
- Milling Tool Cutters (Shoulder End Mills, Shell End Mills, Face Milling Cutters, T-Slots End Mills)

➤ **Target Market:** Mold & Die, mass production industries

➤ **Manufacturer:** Taiwan

➤ **Website:** www.marox.com.tw





Speed Tiger Precision Technology Co. Ltd.



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➤ **Products:**

- Solid Carbide End Mills
- Solid Carbide Ball Mills
- Solid Carbide Drills

➤ **Target Market:** Mold & Die, mass production

industries

➤ **Manufacturer:** Taiwan

➤ **Website:** www.speedtiger.com.tw





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Metrology Solutions

Metrology is the science of Measurement for engineering needs.

Under our metrology sector we offer latest technology for reverse engineering, inspection, quality control and Geometric dimensioning and tolerancing (GD&T) Measurement.

Our machines can be used in almost any industry-Steel works, Aerospace, Power Generation, Automotive, Maritime, and much more.



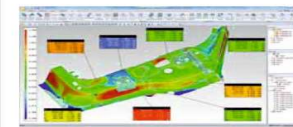
Coordinate Measuring
Machines (CMM's)



Portable Measuring
Solutions



3D Laser Scanning



Software

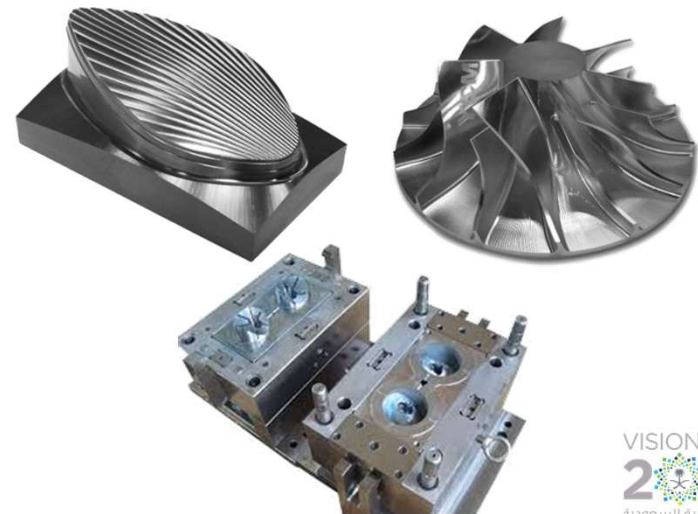
{ Manufacturing Growth



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AL-ESRA Commercial & Industrial Service Corp. based on many years of big efforts , experienced and well trained team in addition to high quality manufacturing equipment's, the company has been able to produce and manufacture :

- Plastic injection and blow molds
- Mold & Die manufacturing and repair
- Dies for sheet forming
- Production of spare parts



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{ Pre - Qualification



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{ Customers Reference list



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No.	Company Name	Country / City	Machines
1	Osama Aldheeshi Factory	KSA, Riyadh	YCM VMC
2	Wahj Al-Fajir Co.	KSA, Riyadh	YCM VMC
3	MADARCO Aluminum Extrusion	KSA, Riyadh	YCM VMC + Aristech Wire cut & EDM + Phoenix surface grinder
4	Sudair Factory	KSA, Riyadh	YCM VMC + Phoenix CNC milling + Aristech wire cut
5	Nujoum Al-Fareed Factory	KSA, Riyadh	YCM VMC
6	Molds & Spare Parts Factory Co. Ltd.	KSA, Riyadh	YCM CNC lathe
7	World Turnery	KSA, Riyadh	YCM CNC lathe + Aristech EDM + Phoenix surface grinder
8	Al-Fanar – Ceramics	KSA, Riyadh	Phoenix lathe
9	Saudi MAIS	KSA, Riyadh	EDM
10	Shaheen Steel	KSA, Riyadh	Band Saw
11	Azwa Workshop	KSA, Riyadh	Phoenix CNC milling
12	litkan Workshop	KSA, Riyadh	Pinnacle CNC lathe
13	Al-Estechtab Factory	KSA, Riyadh	Phoenix CNC milling + EDM
14	Arabian Precision Industries Co.	KSA, Riyadh	Phoenix CNC lathe
15	Bin Taleb Factory	KSA, Riyadh	Phoenix CNC milling
16	Technological Mechanics Co.	KSA, Riyadh	Phoenix CNC milling + lathe
17	NAS factory	KSA, Riyadh	Injection molding machine
18	Al-Hadars Plastic Factory	KSA, Riyadh	Phoenix CNC milling + injection molding machine
19	Quaisar workshop	KSA, Riyadh	Phoenix CNC milling
20	Al-Ghassan Plastic	KSA, Riyadh	Phoenix CNC milling
21	Jalal Bash Factory	KSA, Riyadh	Injection molding machine
22	Shalafi Factory	KSA, Riyadh	Injection molding machine

{ Customers Reference list



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No.	Company Name	Country / City	Machines
23	Al-Tayyar Factory	KSA, Riyadh	Injection molding machine
24	Al-Jasrieah Factory	KSA, Riyadh	Injection molding machine
25	Danah Plastic Factory	KSA, Riyadh	Injection molding machine
26	Noujum Al-Plastic Factory	KSA, Riyadh	Injection molding machine
27	Al-Ahram Factory	KSA, Riyadh	Injection molding machine
28	Diab factory	KSA, Riyadh	Injection molding machine
29	Sudafa Workshop	KSA, Riyadh	Aristech Wire Cut & EDM + Phoenix CNC milling
30	Al-Rajhi Factory for sinks	KSA, Riyadh	Phoenix CNC milling & grinding m/c
31	SASIB MOULD, DIE & SPARE PARTS MFG. Co.	KSA, Dammam	YCM VMC
32	GIFTMART Co.	KSA, Dammam	Pinnacle VMC
33	Al-Faisal Plastic Factory	KSA, Jeddaha	YCM VMC
34	Shamroukh Turnery	KSA, Jeddaha	YCM CNC lathe
35	ALESRA Aluminum Casting Factory	KSA, Madinah	Phoenix CNC milling
36	Hiwiti Turnery	KSA, Tabuk	Pinnacle CNC lathe
37	ARTPET	Egypt, Cairo	Phoenix CNC milling + lathe
38	Ajlouni Co.	Egypt, Cairo	Phoenix CNC milling
39	Waseem Factory	Egypt, Cairo	Phoenix CNC milling
40	Bin Mansour Factory	UAE, Abu Dhabi	Phoenix VMC + Lathe
41	Turk Mechanical Factory	Bahrain, Manama	YCM CNC lathe + Phoenix CNC milling
42	Jalil Factory	Bahrain Manama	Injection molding machine
43	Al-Ettikal Turnery	Jordan, Amman	YCM VMC + CNC lathe

{ Ongoing Mega Project



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We are working on a very big project for **SAUDI ALUCAST factory** in Madinah, the biggest Aluminum foundry and manufacturing in KSA. We are supplying this big factory which is still under construction, with many CNC milling and lathe machines of different sizes in addition to QC machines and equipment's and accessories.

[Video](#)



{ Marketing Activities



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Exhibitions



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ALESRA Corp. usually participates as an exhibitor in the main exhibitions related to its core of business activities to use national and international platform The main exhibitions are :

- ✓ Saudi Plastic show in Riyadh in
- ✓ ArabPlast show in Dubai
- ✓ FABEX exhibition for steel in Riyadh



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Exhibitions



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ALESRA Corp. also participates as a visitor in national and international events like:

- ✓ TIMITOS Exhibition in Taipei, Taiwan
- ✓ EMO in Germany & Milan
- ✓ IMTS in USA
- ✓ And many more



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Seminars & Training



ALESRA Corp. also arranges both indoor and outdoor technical seminars and training sessions under very comfortable environment for employees and customers to increase the knowledge of products and how to utilize the information for future benefits.

{ Partners Appreciation



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Partners Visits



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{ All Clear ahead : Five goals for the future



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- Increase commitment in growth markets
- Develop new business ideas for products and services
- Reduce complexity through clear-cut market and product strategies
- Internationalize value creation and make use of regional site advantages
- Build new core skills for the future



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Contact Us

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شكرا جزيلا



مؤسسة الإسراء للخدمات التجارية والصناعية
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Thank You

謝謝你



Vielen Dank

Gracias