



**Trans Orient  
Modern Machinery Co.**

- Pioneers in Printing Services.
- 25 years of experience.
- Premium quality international products.



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## Our Slogan for the New Year

In this brief statement I hope to disclose my feelings of gratitude and security on the occasion of the New Year. One year has elapsed since we first issued our journal, which is now well-known to all our affiliates, concerned customers and others. The journal has also reflected many of the group activities among different branches and affiliates. Today we begin a new year and appeal to God it will be full of achievements and fruitful projects.

On this occasion I would like to talk about an important subject in our lives both as management and staff. This subject is loyalty, which means faithfulness, dedication, seriousness and diligence in work. It is the real cause of success. Our loyalty to one of the group sectors is what we are proud of and hope to continue and increase. My dear brother and colleague, please be informed that your loyalty to one of the group companies is a loyalty to all of them.

I also hope that all members of the group will have the same view of the group as one unit, because that makes us feel the interests of the group and not the interests of only one company.

Loyalty is the most important thing in the conduct of both management and staff. Our compliance with it and our faithfulness to it is our slogan for the new year. We have yet many objectives to achieve in this year. What we have achieved last year is decisive evidence to the power of the group and an incentive to continue looking for opportunities and projects by all legitimate and competitive means.

We are all here, management and staff of the group, feeling that we have big responsibilities towards the work in order to reach, God willing, the high standards set through business plans and budgets. We also have to work as one team to reduce expenses and raise profit margins, which in turn increase group profits and ensure the continuity of the company and the prosperity and well-being of the members.

I am looking forward to this year and hope that the company will exert enormous efforts and work as a team throughout the group companies so that ultimately we reach our ends in developing and achieving our superiority over other competitive companies.

I appeal to God to grant success to every one and bless our efforts for the good of all.



By Sheikh Abdulrahman  
Abdullah Alkhorayef  
Chairman, Board of  
Directors and CEO

Chairman Board of Directors

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**ALKHORAYEF**



**Editorial**

**The Creative Employee**

I would not elaborate on the definition of creativity, for it is not the aim of this article. But very precisely, creativity is defined as "getting a new thing". Everyone who brings in a new thing is called creative. Therefore, the creative official is the one that adds a new thing to his work. The creative officials are the real capital of the company and they are always sought and taken care of by other companies.

From my own point of view, we are all creative at work whenever a very important condition is met. That condition is to be satisfied and love your job. If your job matches your character, inclinations, desires and hobbies, you definitely find enjoyment in performing your job and hence you can get new things (innovate) in your work. These new things are not necessarily miracles. The ideas that appear very simple, may have great results in work. So every one who has an idea must not disregard it. He has to present and try it, for it may bear fruits and great results. The real problem that hinders creativity is the work environment, which is either an excellent environment that encourages the creative people, help and stimulate them to creation, or a bad environment that kills ingenuity and destroys hopes and ambitions of the innovative people. The most important factor of work environment that influences the creativity is the administration. I oftenly feel the bitterness and disappointment of that employee whose boss is some sort of a dictator and whose employees see what he sees, accept only what he wants and he denies them the opportunities to show their abilities and skills and prevent them from participation in reviewing and reconsidering work procedures and performance methods. If the unaware administration is one of the killers of creativity, we will also not forget that the character of the employee is another reason. He is sometimes not self - confident and feels embarrassed to present his ideas and thoughts, discuss and try them if possible.

The creative people are the bright marks in this life and they are the power of advancement in the institutions and countries. The question here is: "Are you one of this constellation and what new things and additions you brought to your work?" This question is directed to anyone who reads this article and I hope he is keen to answer it. If the answer is affirmative and you have mentioned the additions you have presented and which have an effective impact, then know that you are one of them. And if the answer is otherwise, then take care of your work, exert good effort and reconsider the way you are performing your work with. This may be an incentive that inspires you to research, development and brings in an addition you feel proud of and will be counted for you. The greatest reward for the creative person is the real feeling of happiness and feeling of being proud of the results of his ideas, which are realized in front of him.

We, in Alkhorayef, are seeking and powerfully supporting that all our employees be creative and we feel proud of a number of our creative employees. So be one of them. We also welcome the creativity dialogue and communication between the creative people. If you have what you think is new and adds to your work or the company's work at large, please do not hesitate to write to us and let us share what you are thinking of. May be, together, we can convey your ideas to some one who invests, adopts and supports them after studying them and making sure that they are feasible.



Saud Abdulaziz AlSwailem

**ALKHORAYEF**



## Fabrication Committee of Saline Water Conversion Corp. (SWCC) Meets with Sulzer Representatives in Alkhorayef Commercial Company

Reported by Fahd AL Qahtani,  
Sales Manager, ACC (Petroleum Division)



Alkhorayef Commercial Company (ACC) arranged a meeting and presentation between SWCC Fabrication Committee and representatives of Sulzer, which is specialized in designing high technology products, on 18/11/2000.

ACC objective behind this meeting and bringing the supplier and end users around one table for discussion face to face is to avoid miscommunication and produce valuable results.

SWCC Fabrication Committee was formed by H.E SWCC Governor and with an unlimited sup-

port from H.E SWCC Deputy Governor. The main task of this committee is to encourage the local market for fabrication, re-engineering and repair workshops in Saudi Arabia.

The key factor for ACC success is to cover all range of spare parts fabrication, re-engineering and retrofitting locally in Alkhorayef Industries Co. and outside with Sulzer. Additionally ACC provides after sales facilities i.e

repair and maintenance in order to satisfy their customers.

ACC has an edge over rivals in attracting customers and defending against competitive forces. It is also seeking to improve its strengths by:

- Proven skills for good customer service.
- Better product quality relative to competitors.
- Extensive coverage of product ranges internally and externally to meet customer needs.
- Superior technological skills.

## Alkhorayef Group Participates in the Efforts for Controlling Rift Valley Fever

Believing in its duty towards serving the community and based on the directions of Chairman of the Board of Directors, Sheikh Abdulrahman Alkhorayef, The Group participated in the efforts exerted for the control of Rift Valley Fever, which inflicted some of the southern regions of the Kingdom, where the Group has donated nine systems for spraying insecticides as a



contribution in that campaign.

Alkhorayef Group received an appreciation letter from the Ministry of Agriculture for the participation.



## Sheikh Abdulrahman Alkhorayef Attends Nobel Prize Ceremony

In response to an invitation from Volvo Penta International, Sheikh Abdulrahman Abdullah Alkhorayef attended the international Nobel Prize ceremony in Stockholm, Sweden during December 2000 and it was a great honour for Alkhorayef to be invited to such an Occasion.

The Nobel Prize is the highest international prize granted in different sciences.

## Yemeni delegation visits Alkhorayef



A Yemeni delegation was in Riyadh to attend the Energy Conference. Arrangements were made for the Yemeni delegation to meet with Sheik Mohammed Alkhorayef and visit our factories and workshop.

The delegation consisted of:

1- Mr. Ahmed Hassan Al-Basha, Vice Minister of the Ministry of Oil and Mineral Resources (MOMR).

2- Mr. Nabil Salah Al-Ghaws, Chairman of Production and Exploration Authority of the MOMR.

3- Mr. Tawfaig Noaman,

Chairman of the Consulting Office of the MOMR

4- Mr. Mohammed Al-Kharasany, General Manger of the Minister Office of the MOMR.

The four delegates were received by a group of managers from Alkhorayef headed by Sheik Mohammed Alkhorayef and were given a brief presentation about the various activities of Alkhorayef followed by a tour to Alkhorayef factories and Electrical Submersible Pumps workshop. It is worth mentioning here that Alkhorayef Commercial

Company has done several tests for the newly explored wells in Yemen utilizing it's Saudi and Yemeni well trained technical expertise and has supplied DNO (an oil company in Yemen) with four Centrilift Electrical Submersible Pump systems. Alkhorayef has also manufactured flowlines to produce their newly discovered well. DNO is expected to start production from this field soon.

Yemen is one of the regional countries that Alkhorayef has developed successfully as a new market.

### Appreciation Certificate from the Agricultural Bank



Saud Abdulaziz Alswailem, General Manager of Human Resources Department, has received an "Appreciation Certificate" from H.E. Abdullah Sulaiman Shuaibi, General Manager of the Saudi Agricultural Bank in appreciation to the efforts exerted by Alkhorayef Group in supporting the bank activities.

### JOHN DEERE DELEGATION VISITS RIYADH

Alkhorayef Commercial Company's Agricultural Division welcomed a senior delegation from Deere & Company to Riyadh in October.

Their senior management team, including the newly appointed president of John Deere's Worldwide Agricultural Equipment Division, Mr. Fred Korndorf, flew into Riyadh's private aviation terminal in the John Deere private jet.

The two day visit, hosted by Sh. Saad Alkhorayef, included a tour to our Riyadh facilities plus presentations and business meetings.

Pictured left to right are Dean Dort, Paul Enz, Adel Zakaria, Sh. Saad Alkhorayef, John Von Landeghem, Fred Korndorf, Dave Everett, Jean Gilles, Paul Floyd, Mark Von Pentz and Hans Melitz.



### Appreciation Certificate from the Border Guards. Product Manger of AlKhorayef Commercial Company's Marine Division Says: "The credit goes to ACC"



Mr. Yusuf Khalil

Mr. Yusuf Khalil, ACC Product Manager (Marine Division), expressed his happiness on the occasion of the Border Guards, (Marine Procurement Division), granting him an appreciation certificate. He said that the honour he acquired was not exclusive to him but to the whole Marine Division. Moreover, the credit goes to Alkhorayef Commercial Company for its support to the staff and motivating them for extra efforts to serve the customers. He also promised to exert every effort to maintain the stature of the Company and its good reputation. It is worth mentioning that Mr. Yusuf Khalil is serving this Company and its customers for more than eighteen years.



### For the second time in three years, Alkhorayef Commercial Company's Agricultural Division is Volvo Penta's "Importer of the Year".

Alkhorayef Commercial Co. Ltd. of Riyadh, Saudi Arabia, has been awarded the 'Importer of the Year' prize by Sweden's AB Volvo Penta for the year 2000. Chosen from more than 80 importers worldwide, Alkhorayef has now won this award twice in the past 3 years.

The award was presented to Mohammed Alkhorayef, by Orvar Lundberg, President of Volvo Penta International, during a senior level visit by Alkhorayef to Volvo's headquarters in Gothenburg, Sweden in January.

The award reflects outstanding sales of more than 1400 industrial diesel engines, plus recognition of superior parts availability and technical service support provided by Alkhorayef's kingdomwide branch network.



Pictured (L to R) Cleas Gerlach, Bo Olsson, Mohammed Alkhorayef, Orvar Lundberg, Bengt Gustafsson, Jan-Eje Persson, Paul Floyd, Khaled Bayoumi, and (Front) Lars Gustafson, Mahmoud Sharbatji

## Alkhorayef Group holds Sports Tournament during the Holy Month of Ramadan

Within the Holy Month of Ramadan activities, A.I Alkhorayef Sons Group of Companies held an inter-Company football tournament on the Company fields on Alkharj Road. Seven football teams participated in this tournament representing the Group of Companies. The tournament started on 7/Ramadan/ 1421 H. (3/December/2000).

At the end of the tournament, the Trans Orient Modern Machinery Company team defeated Al Nakhil Paper Industries Company team after penalty kicks and won the championship trophy and the gold medals after an exciting match attended by the fans of both teams.

Al Nakhil Paper Industries Company team won the silver medals and the A.I. AlKhorayef

Sons Co. team won the ideal team trophy. Mr. Sami Al Badana, the A.I. AlKhorayef Sons Co. team player, won the tournament scorer trophy after scoring ten goals during the tournament. The best goalkeeper trophy was granted to Al Nakhil Paper Industries Company goalkeeper Mr. Isam Abu Al Fotooh. Mr. Salih Al Shamrani, supervisor of the tournament, was granted an appreciation certificate for his efforts in the coordination and administration of the tournament. He was also the referee of all matches except for the final match, which was refereed by Mr. Modar Sarhan. Mr. Abdulrahman Al Qahtani, the official in the government relations section and the deputy supervisor of the tournament, was granted an appreciation reward.

A tea party was also held at the end of the tournament. It is worth mentioning that the tournament was attended by a huge audience from all Alkhorayef Companies, colleagues, fellow workers, and family members. The audience created an enthusiastic family atmosphere and their shouting and cheers were high and loud.

### Tournament Matches Timetable

Sunday 7/9/1421 (3/12/2000)	Commercial	x	Trans Orient
Monday 8/9/1421 (4/12/2000)	Petrol	x	Al Nakhil
Tuesday 9/9/1421 (5/12/2000)	Commercial	x	Agricultural
Wednesday 10/9/1421 (6/12/2000)	Petrol	x	Maintenance
Thursday 11/9/1421 (7/12/2000)	Trans Orient	x	Agricultural
Sunday 14/9/1421 (10/12/2000)	Commercial	x	Al Khorayef Sons
Monday 15/9/1421 (11/12/2000)	Al Nakhil	x	Maintenance
Tuesday 16/9/1421 (12/12/2000)	Trans Orient	x	Alkhorayef Sons
Wednesday 17/9/1421 (13/12/2000)	Agricultural	x	Alkhorayef Sons
Thursday 18/9/1421 (14/12/2000)	The first from Group1	x	The first from Group2

Photography: Ahmad Adam



Mohammed Adeb, captain of Trans Orient team, receiving the championship trophy from Saud Alsuailem.



Trans Orient Modern Machinery Company team and Al Nakhil Paper Industries Company team, met in the final match.



Saud Alsuailem hands over Sami Al Badana (from A.I. Alkhorayef Sons Co. team) the tournament scorer trophy.



The tea party, held at the end of the match.



Children of participants in the tournament.



A group picture of the A.I. Alkhorayef Sons Co. team, winner of the ideal team trophy.



Slightly injured player.



Alsuailem hands over Salih Al shamrani, the tournament supervisor, an appreciation certificate.



Isam Abu Al Fotooh, from Al Nakhil Paper Industries Company team, receives the best goalkeeper trophy.

## Work Pressures and How to Confront Them



Salih Mohammed Al-shamrani,  
 H.R. Department

Work is one of the basic pillars in life. Allah the Almighty says: (Do work and He shall see your deed). Nevertheless, work embodies some pressures as a result of volume of work, time constraints, deadlines etc. In these cases we have to confront these pressures in a way that enables you to gain people's trust and relieves you from the needless tensions and agitations. But what is the successful method with which you reach your goals? From my own point of view, I think you should smile. When you smile, you automatically affect the attitude of the others and they smile. Let us assume that some one is angry and did not smile, what would you do? You act quietly and don't reciprocate his anger and try to understand his problem by listening carefully to him. Afterwards, speak with him and simply present some solutions for his problem. He will be quiet and understanding. Do not hesitate to ask others - who are older and experienced - for the solution if you really do not know it.

To avoid work pressures, you have to deal courageously with mistakes made during work and admit committing them. This will help you avoid committing them in the future, develop the work system or even change it. To be successful, you have to accept the change as an inevitable thing.

Finally, be careful not to do more than one thing at a time so that you do not get mixed up or commit mistakes again.

Please keep these instructions before your eyes, till your performance is improved. I tell you briefly and respectfully to smile, be quiet, understand the problem, learn how to be a good listener, talk simply, distinguish between the rational and irrational, learn to ask about things you do not know, admit making mistakes, accept the inevitable change and always do one thing at a time.

## The Importance of periodic maintenance with Volvo Penta Engines

Periodic maintenance plays a vital role in equipment performance and reliability. The operator should be familiar with maintenance schedules of the engine before and during operation, where troubleshooting and repairing of small defects is easier before - God forbid - they lead to bigger problems. For instance, the use of the correct engine coolant has an extreme significance. Normal water contains a number of dissolved mineral ele-

ments and negatively affects the inner engine components (some are mentioned below) through rust and mineral corrosion. When using a good cooling liquid (such as Volvo Coolant 90, or Castrol Long Life Coolant), the possibility of rust or corrosion effect is largely reduced and the cooling efficiency is raised, which is very important especially in the desert atmospheres of the Kingdom. Ultimately, this is not enough. It is necessary to change the cooling liquid from time to time according to the specifications of the manufacturer. This is because the high heat alternation of the cooling liquid causes the liquid to lose its cooling properties.

### 1- Radiator

A radiator consists of fine copper tubes covered by several side fins, which increase the surface area exposed to cooling air and hence increases the cooling efficiency. When cleaning the radiator, a soft brush must be used, because any bending will negatively affect the cooling.

### 2- Thermostat

The thermostat is very im-



By Khalid Bayomi

portant to all types of engines. Its main function is to control the quantity of water flowing by means of cooling liquid temperature. It has several temperature degrees, which are chosen by the manufacturer based on the ambient atmosphere temperature.

### 3- Cooling fan

There are several types of fan according to number of blades, blade inclination degree and direction. It can be for air outtake or intake and in both cases the general direction of air should be observed in the area where the engine is fixed.

### 4- Water pump

Water pump function is to ensure the constant rotation of cooling liquid inside the closed cooling system to and from the radiator through the thermostat.

In the next edition a simplified explanation for the periodic maintenance necessary for agricultural engines (and answers to your questions regarding this subject) will be provided.



## Trans Orient Modern Machinery Company equips Al-Watan Newspaper with the Latest Printing Machines Worth more than SR100 million

In 1976 Riyadh city witnessed the birth of Trans Orient Modern Machinery Company. Since that time it began to provide the Saudi market with the latest technologies of printing equipment through its representation of many leading companies in the field of printing machines, packaging and printing materials. The most important of these companies are:

No.	The Manufacturing Company	Nationality	Products
1	MAN ROLAND	GERMAN	SHEET FED OFFSET PRINTING MACHINES
2	MAN PLAMAG	GERMAN	WEB-FED OFFSET PRINTING MACHINES
3	BOBST	SWISS	HIGH CAPACITY DIECUTTER PLATTEN PRESS AND FOLDER GLUERS FOR PACKAGING INDUSTRY
4	FERAG	SWISS	MAIL ROOM EQUIPMENT FOR NEWSPAPER PRODUCTION
5	FORM ALL EDEL MANN	GERMAN	COMPUTER FORMS PRINTING AND CONVERTING MACHINES
6	WINKLER DUNNEBIER	GERMAN	ENVELOPE MAKING MACHINE
7	DAINIPPONSCREEN	JAPANESE	PRE-PRESS-SCANNERS, COMPUTER TO FILM, COMPUTERTO PLATE EQUIPMENT
8	MARK ANDY	U.S.A	LABEL AND FLEXIBLE PACKAGING PRINTING CONVERTING NARROW WEB MACHINES
9	KOLBUS	GERMAN	COLLATING AND BINDING MACHINES
10	MBO	GERMAN	PAPER FOLDING MACHINE
11	WOHLENBERG	GERMAN	PAPER CUTTING MACHINE
12	THEIMER	GERMAN	FILM AND PLATE EXPOSURE UNITS
13	VULCON TECHNIK	GERMAN	COLLATING MACHINES
14	STEINEMANN	SWISS	UV VARNISHING AND LAMINATING MACHINES
15	DU PONT	GERMAN	FLEXO PLATE PROCESSING AND COLOR-PROOFING EQUIPMENT
16	VANSON	DUTCH	HIGH QUALITY OFFSET INKS
17	DUCO INTERNATIONAL (COW)	ENGLISH	HIGH QUALITY OFFSET PRINTING BLANKETS



Good reputation. The Company has been subjected to several phases of development in shape and content according to the advancement of printing styles and techniques in the word. To guarantee the delivery of services to its clients, the Company was expanded by establishing branches in Jeddah and Dammam. In early 1993, the Company joined the A. I. Alkhorayef Group of Companies. The Company enjoys a leading reputation in its field through the integration between the premium products it represents and the distinguished provision of after-sales services, maintenance, spare parts and fulfillment of customer requirements. The Company has adopted a deep-rooted policy of providing maintenance services to its customers. It recognized, in early time, the importance of this in the printing and packaging industry, cared for it and practically proved that this helps to gain the trust of customers. It also qualified its

- \* We are honoured by importing printing machines and bookbinding lines for King Fahd Complex for printing the Holy Quran.
- \* We executed the printing press project of Iman Mohammed Bin Saud Islamic University and will cooperate with Okaz, Jazira and Yamamah soon.

staff by training them at the specialized companies and showed keenness in training them to serve its clients efficiently.

### Giant Projects

Trans Orient Modern Machinery Company has executed several contracts for private organizations and imported different printing machines and equipment for many government agencies.

The Company has adopted direct transaction technique through specialized and dedicated teams for every project. These teams undertake any project and the Company supports it with communication, facilitates negotiation processes, gains information and recruits specialists from manufacturing companies. These teams participate effectively with the project authorities in the study and research to reach the best solution through discussion sessions.

Every work team is independent with its project under the supervision and support of the Company. The work team is formed of specialists, each in his field, to obtain the best results for the customers. It follows-up, supervises the execution and ultimately obtains high quality work with least errors.

The Company is honoured by importing printing machines and bookbinding lines for King Fahd Complex for printing the Holy Quran and preparing them to the highest standard of quality and accuracy to cope with the latest developments of the era.

One of the most important projects executed by the Company is the printing press project of Imam Mohammed Bin Saud Islamic University with an estimated amount that exceeded SR.50 million. What characterizes this project is that the Company has imported the machines of all processes passed through in the printing phase, from data entering, classifying, and film making to plate preparing for printing, executing printing operations, folding and bookbinding. Thus, it was a turnkey project where the Company was able to participate with the available experience from the beginning to the end.

paper is now being printed there. The Second phase, which will be completed in Riyadh, is the final stages of the installation process.

The Company has also contracted with Okaz Establishment to import the modern newspaper transportation system similar to what is executed in Al-Watan Newspaper with an amount that exceeded SR 35 million. There are also other projects under construction in Al-Jazira Newspaper and Al-Yamamah Press Establishment, in addition to a number of projects with very important companies and factories in the private sector in the field of printing and packaging.

The Company has also entered the operation field through recruiting the supporting team for the printing press of Imam Mohammed Bin Saud Islamic University, where necessary technicians were selected to operate the printing press to the highest standard through a contract between the Company and the University.

Trans Orient Modern Machinery Company has proved through its history, of more than 25 years, its ability and distinction through its representation to an elite group of international companies that cared for printing operations in its various stages. The Company was also able to provide all different printing machines such as Offset-Web- Blesco and selling media of printing requirements.



The Company has entered the newspaper printing field, where it was the main importer of printing machines and distribution room for the giant Al-Watan Newspaper project, which is regarded as one of the most important newspaper printing projects in the Kingdom and which exceeded SR100 million. Its first phase is completed in Abha and the