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**Contents**

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<b>Title</b>	<b>Page Number</b>
Introduction of Sadra.....	1
Introduction of Sadra 1400 event .....	2
Smart Home .....	3
Steel Sections (Rebar, ...) .....	10
Pipes and fittings .....	12
Elevator and escalator .....	17
Lightweight prefabricated structures based on knowledge-based technologies .....	22
Water treatment system based on biotechnology .....	25
Special export slab stones .....	28
Various ceramic and tiles .....	35
Cement.....	45
Digital Marketing .....	47

## Introduction of Sadra



Kish Iranian Great Knowledge and Industries Int. known as **Sadra International Holding (SIH)**; Since its establishment, relying on the knowledge and experience of its human capital and the creation of new technologies and its institutionalization in the important field of industry and trade has been able to have significant growth at the domestic and foreign levels in the fields of basic knowledge, engineering, production, trade, and investment.

Today, as one of the economic complexes, it is a well-known name in the country and in the international markets.

New and dynamic management, commitment to human values and localization of modern technologies, and investing in its pervasiveness and implementation of major industrial and development projects, are among the achievements of this international holding.

### **The scope of services and activities of Sadra International Holding are:**

- Production of steel sections and standard construction materials with the aim of creating sustainable employment.
- Trading and supplying raw materials and equipment of production factories from domestic and foreign sources.
- Investing in various fields of support, start-ups, stock market and etc., with the aim of developing domestic business and supporting the production of Iranian goods and services.
- Commercialization of smart technologies in the field of Internet of Things (IoT), buildings, and smart cities with the aim of increasing the welfare and quality of life of citizens.
- Participation in production, design, and implementation of industries in various fields in order to develop the quantitative and qualitative level of domestic production.
- Localization of technology and supply of equipment, construction, and operation of knowledge-based industries in various fields.
- Expand the trade of goods and services through e-commerce infrastructure.

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## Introduction of Sadra 1400 event

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The construction industry is one of the leading industries in order to achieve a leap in production and economic dynamism, the scope and diversity of which is constantly evolving.

**SADRA**

In this regard, the Construction Industries Department of Sadra International Holding, which has a brilliant history as a representative of Iran in the International Exhibition of New Urban Technologies, in the form of the "Sadra 1400" event showed its latest solutions and achievements, with the aim of creating economic value and greater profitability and provides attractiveness and satisfaction for buyers.

In this event, the latest knowledge-based products, based on the needs of the construction industry, especially in facilitating the supply of standard materials such as (cement, rebars and new prefabricated walls, etc.), facilities, pipes and fittings, elevators and escalators, BMS And Smart Management, Virtual Reality systems, and pre-sales of buildings based on augmented VR and AR technologies were unveiled and reviewed.

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## Smart Home

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### Smart Home

In Sadra's Smart Home, the central controller device is the mastermind of the system and is responsible for all monitoring and control tasks. The central control system is the core of the smart home and is responsible for the information between the components of the home, the planning, and the management of all the systems under the control of the smart home.

Using this system, in addition, to control through mobile software, it is possible to remotely manage and control all the components of a smart home using the Internet. Defining different modes for the color and intensity of ambient light, defining different scenarios such as scheduling the operation of smart home components or security mode are just some of the features of this system.

The high flexibility of the Sadra Smart Home system allows users to create their own scenarios and plan the expected events of the smart system as a designer.



## Services

- **Smart lighting control**
- **Smart temperature control**
- **Smart light control**
- **Smart control of audio and video system**
- **Smart fire alarm control**
- **Smart video surveillance control**
- **Smart anti-intrusion security control**
- **Smart control of water, electricity, and gas**
- **Smart traffic control**
- **Smart control of electric shutters**
- **Smart control of plant irrigation and animal nutrition**
- **Energy consumption management**
- **Energy efficiency**
- **Remote control equipment**



### **Smart parking**

A smart parking management system makes parking control and management much easier for you. When you use a smart parking system, you will save a lot of money on parking control and manpower costs.

Smart parking, in addition to improving parking traffic and reducing the time of entry and exit of cars, also controls the operation of the air conditioning and evacuation system and using AQS pollution quality measuring equipment, reduces air pollution and noise pollution inside the parking lot.

Also, by using a smart system, it is possible to book a suitable parking place for Very Important People (VIP). The possibility of remote monitoring is another advantage of Sadra's smart parking system.

### **Smart Boiler Room**

Smart building systems have been the focus of attention in recent years, both in terms of raising living standards and in terms of increasing the efficiency of the equipment.

Optimal control of cooling and heating facilities is very important because they have a significant share of energy consumption in the building.

Central heating systems with boiler rooms designed with conventional methods that have been used in our country for a long time, due to the lack of proper control systems can greatly increase energy costs (fuel and electricity) in the building.

Therefore, paying attention to the solutions presented in this section for automatic control of the performance of boiler rooms of central heating systems can be very helpful in reducing the energy consumption of the building sector.

The smart control system of the building boiler room is one of the relatively cheap and high-efficiency solutions with simple use that has been introduced in recent years.

Prevented energy wastage in boiler rooms of buildings and also, creating thermal comfort commensurate with the needs is another gift of this smart system in buildings.

### **Smart office**

Using a smart system for your office, in addition to providing comfort and convenience to employees and managers of the company also plays an important role in attracting customers.

Among the items such as smart control of office and conference room lighting, smart control of fire alarm and extinguishing system, smart control of gas leakage, and control and monitoring of all the above can be mentioned.

### **Smart hotel**

The level of comfort and satisfaction of the guests in the smart hotel is such that they show a greater desire to stay in such hotels. This satisfaction attracts the customer to the hotel and brings many benefits to the hotel owners, including saving energy and avoiding the additional costs of water, electricity, and gas bills.

Also, entry and exit control is done using smart cards. Cards that have information and specifications of guests and reservation information, etc.

Also, this system enables the control of all the equipment inside the hotel, including the control of facilities, boiler room, hotel's restaurant, music, lighting, etc. All of these items have the ability to manage control and monitoring remotely using SCADA Sadra software.

### **Smart villa**

By using Sadra's modern control panels in the smart system of the villa, you can enjoy the highest level of security for your villa.

The smart system of the villa will help you in automatic irrigation of gardens and control of people's traffic, reduction of energy consumption, and reduction of water, electricity, and gas bills.

You can control your villa by remote monitoring at home.

If you travel to your villa in the hot season, turn on the cooling systems before reaching your smart villa by sending an SMS or through your mobile application, so that you will be more comfortable when you arrive.

### **Smart restaurant**

Using the smart system of the restaurant, you can benefit from the food registration system and information in the kitchen. You can use the control panels that you have customized for your restaurant to indicate the need for service.

You can also control the restaurant, lighting, temperature, and security of your restaurant with the smart system. Important restaurant controls include smart fire alarm, extinguishing system control, smart control of gas leakage and shut-off of the main valve, monitoring, and reporting of everything that happens in your restaurant.

### **Smart Trading Complexes**

Smart control of office commercial centers, in addition to causing satisfaction and peace of clients and buyers, but also creates security and savings in energy resources and in general the comfort of companies and vendors and their focus on competition.

The smart building system in the office commercial centers provides the conditions that can easily and remotely control the existing facilities and electronic devices such as lighting control of common spaces, physical security issues, traffic control, mechanical and electrical installations, and to the central portal of the complex.

You will also have an up-to-date security system by connecting the business center security system to the police stations.



### **Smart system of urban spaces**

The smart design of irrigation systems in urban spaces is an ideal solution for monitoring daily irrigation needs and can save water consumption due to the water shortage crises.

In fact, this system effectively reduces the problem of water shortage and prevents water wastage, the best way to irrigate green spaces. This system provides better management of green spaces through monitoring and remote control.

### **Smart system of the sports complex**

This system helps you monitor all the activities of your sports complex.

You can manage your sports collection so well by using the collection of hardware and software of the smart system of the sports complex. With this system, you can remotely monitor your sports complex and receive reports of arrivals and departures, lockers, buffets, and registrations.

### **Advantages of using the system (BMS):**

#### **1. Save energy and reduce costs:**

Using the BMS system and the resulting integration, all heating and cooling installations, as well as indoor lighting systems, work in harmony and with higher efficiency. The result of this management is up to 40% energy savings. By using BMS and having timely monitoring and warnings, unnecessary breakdowns are prevented and the costs of maintenance, repair, and replacement of parts are significantly reduced. Energy and maintenance costs are such that the cost of deploying a BMS intelligent management system paid in early years will return.

#### **2. Increase security and safety:**

Using BMS and coordination between systems, in the event of a crisis such as a fire or an earthquake, all systems work in unison to prevent the spread of fire and reduce casualties and financial losses. Also, with the establishment of the BMS system and accurate monitoring of all facilities, the potential risks in the operation of the devices are significantly reduced.

#### **3. Increase the level of comfort and convenience**

Using BMS system and analyzing the information received from temperature sensors, humidity, and carbon dioxide, while monitoring air quality and designing different scenarios in this field, indoor spaces can be used at different hours of the day for the best in terms of the amount planned the temperature and freshness of the air and increased the feeling of comfort and convenience in the building environment.



**Advantages of installing this system:**

- Control and optimization of energy consumption
- Permanent monitoring of all building components
- Systems programmability according to different conditions (scenario)
- Communication between independent systems
- Reduce depreciation and increase equipment life by receiving timely alerts for periodic reviews
- Collect and publish information in a centralized and targeted manner
- Eliminate operator errors
- Accurate recording of the use of different parts of the building and reporting on it
- Ability to define different access levels for operators
- Air quality monitoring and regulation of important parameters such as carbon monoxide content, flammable gases and smoke
- Control from around the world by multiple users with different access levels



## Steel Sections (Rebar, ...)

### Production of various baskets of rebar products in Sadra International Holding rebar factory.

This manufactory of rolling steel sections and rebar production in a short period of time since its inception has been able to make a special contribution to the supply of steel sections of infrastructure and mega projects, especially in the south of the country and Qeshm and Kish islands and also nearest factory to our southern neighbors, like U.A.E, Oman, Qatar, etc.

This factory, which is located in a very special location and in the shortest distance with the Persian Gulf and next to the Bandar Abbas-Shiraz transit route, provides ingots directly from the best and most reputable steelmakers such as South Kaveh Steel Co., Arfa Iron and Steel Factory, Pasargad Steel Factory, etc., which produce the best and highest quality ingots according to international standards, are continuously supplying and storing consumer ingots in order to maintain the stock of raw materials of production lines in the field. Rolling of all sizes has no interruption of delivery of orders and to deliver the order to its customers accurately and according to the schedule.

### Specifications of rebars:

#### Geometric feature of rebars with spindle tread

Relative tread level fr fr minimum	Step	Transverse tread width	1/4 from the middle at least	In the middle at least	Nominal diameter of rebar
0/045	5/7	0/8	0/36	0/52	8
0/052	6/5	1/0	0/45	0/65	10
0/056	7/2	1/2	0/54	0/78	12
0/056	8/4	1/4	0/63	0/91	14
0/056	9/6	1/6	0/72	1/04	16
0/056	10/8	1/8	0/81	1/17	18
0/056	12/0	2/0	0/90	1/30	20
0/056	13/2	2/2	0/99	1/43	22
0/056	15/0	2/5	1/13	1/63	25
0/056	16/8	2/8	1/26	1/82	28
0/056	19/2	3/2	1/44	2/08	32

### Dimensions, unit weight, length and tolerance, weight of simple and ribbed rebars

%Tolerance rate		Nominal values	Nominal cross section	Nominal diameter of rebar
Ribbed rebar	Simple rebar			
±8	±7	0/395	50/3	8
±6	±5	0/616	78/5	10
±6	±5	0/888	113	12
±5	±5	1/21	154	14
±5	±5	1/58	201	16
±5	±5	2/00	254	18
±5	±5	2/47	314	20
±5	±5	2/98	380	22
±4	±4	3/85	491	25
±4	±4	4/83	616	28
±4	±4	6/31	804	32

Other advantages of the diverse basket of rebar produced from size 8 to 32 in this factory; The use of up-to-date equipment in the production process and packaging of products and the installation of □ information cards for the product at the end of the production line, which provides the consumer with the opportunity to have the desired ease and convenience in the field of transportation, protection, and storage of products.

The quality control unit of this factory, in accordance with the latest standards in the world in the production of A3 and A4 rebars, using the most modern laboratory equipment, continuously tests the manufactured products and reports and records the results.

Other advantages of the production, transportation, and distribution system in the field of rebar production at this factory are:

1. Enjoying production exemptions in deprived areas and lower product costs.
2. Fast and continuous delivery and storage of rebar baskets purchased by customers in the shortest possible time.

The advantages mentioned briefly provide this special opportunity and attractiveness for investors, builders and contractors active in the Persian Gulf and our neighbors for export that can obtain and buy the required rebar as soon as possible and with much lower costs than other manufacturers.

## Pipes and fittings

### New multilayer pipes and fittings

Although the production of multilayer pipes that are made from a combination of different layers of metal and polymer has been common in the construction industry for many years, these pipes and fittings in terms of technology and production process each have advantages and disadvantages that sometimes occur in the first years of installation and operation.

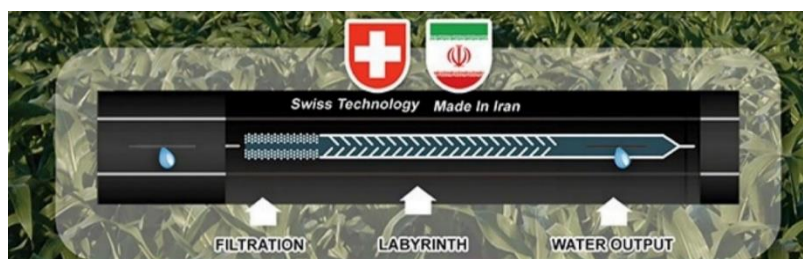
Therefore, ensuring the quality and long-term efficiency of these important products in the construction industry is always emphasized by builders and building engineers. In this regard, and after the pathology of domestic and foreign products available in the market, Sadra International Holding Department of Construction Industries, in cooperation with one of the major manufacturing plants, has introduced a new generation of multilayer pipes and fittings to the market that they will guarantee quality and efficiency for years to come!

These types of products are considered to be new generation aluminum tubes and have a different structure from the old generation aluminum tubes (aluminum layer in the middle and ultrasonic welding).

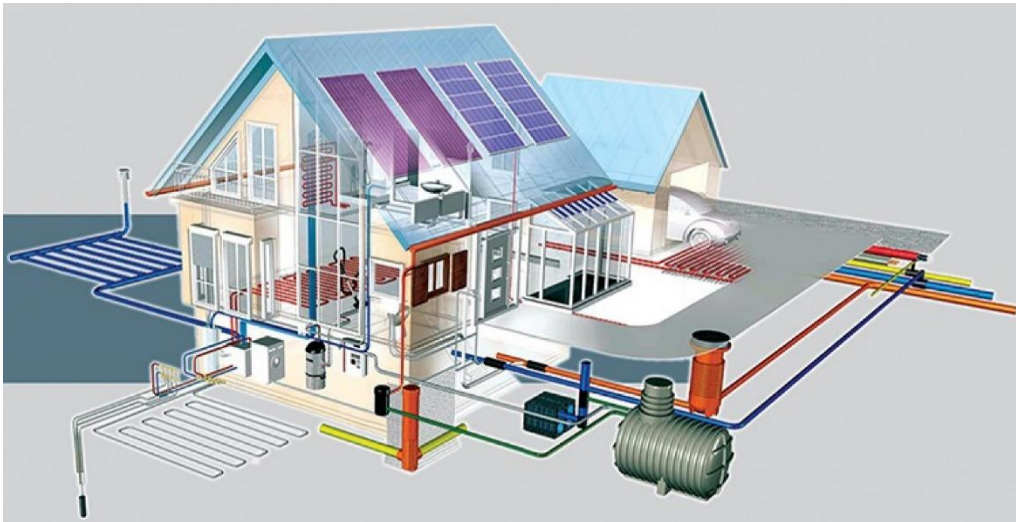
In the structure of new generation aluminum pipes, a thicker layer of aluminum is produced with the new structure of butt laser welding, which is also located on the outermost cross-section of the pipe. The presence of a very thick PEX polymer inner layer creates this place that in case of damage to the outer surface of the pipe or separation of the layers due to long-term thermal stresses, the inner layer alone and with sufficient reliability according to international standards can act as a single layer pipe. These pipes and fittings are designed and produced based on the latest technology and the most up-to-date machines and in accordance with the current standards of Iran and the world.

### Standards and Certificates:

- Iranian National Standards Organization
- Technical Certificate of Building Research Center
- Construction and health license from the Ministry of Health, Treatment and Medical Education
- Sound test certificate from the Fraunhofer Institute in Germany
- Nanoscale approval from Kafa Institute
- Quality assurance insurance of Asia Insurance Company and ...







### The main new products of pipes and fittings are:

1. New generation five-layer fusion tubes with laser butt welding and thick inner layer.
2. White single-layer pipes and PE-Xa smart three-layer pipes.
3. PE-Xa smart three-layer pipes for underfloor heating and cooling system.
4. Silent pipe fittings for silent sewer fitting.
5. Silent and slow-burning sewer pipes and fittings.
6. Ordinary two-layer sewer fittings
7. White and green propylene pipes and fittings to transfer hot and cold water in the building.
8. Three-layer tubes with a layer of glass fibers without longitudinal expansion.
9. Brass fittings.
10. Drinking water kits.
11. Sewage diversion kits from polypropylene pipe fittings.
12. Threaded connections of polyethylene pipes.
13. Polyethylene double-walled pipes and fittings.
14. Water supply and sewerage polyethylene pipes

### **Three-layer propylene piping system (new generation without longitudinal expansion)**

This type of piping system is a new generation of propylene pipes and is designed to prevent longitudinal expansion. The structure of this type of pipe is three layers and can be used in hot and cold-water piping systems and heating systems.

This piping system can also be used in hot and cold-water risers, risers of heating and cooling systems, risers of cooling towers, industrial collectors of floor heating, compressed air transfer systems.

### Properties:

- Easy and high speed to run
- Simple branching in risers with collector bushing connection
- Proper impact resistance
- No longitudinal expansion



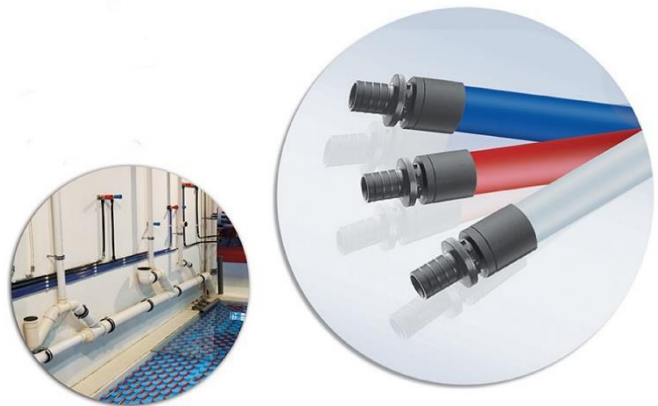
### Single-layer and three-layer PE-Xa piping systems

PE-Xa single-layer and three-layer piping systems are one of the highest quality piping systems for use in hot and cold-water systems and heating systems. These types of pipes are cross-linked (Networked) during production and do not need further operations on the pipe to be cross-linked (Networked). Also, due to the presence of a carbon-carbon triple bond in this product, the pipe produced with this technology has a thermal memory.

The flexibility of these pipes along with their thermal memory is its unique capabilities.

### Properties:

- High thermal flexibility
- Quick installation method without the need for electricity and batteries
- Variety of choices in pipes for different applications



### PEX-AL-PEX or PERT-AL-PERT five-layer piping systems

The new generation 5-layer piping systems of this company have butt welding of aluminum and a thick inner polymer layer, which makes the high ability of the pipe in the absence of double-width in low-angle bends. This type of pipe consists of two layers of adhesive, one layer of aluminum, and two layers of PE-X or PE-RT and has high capability and pressure and heat resistance and no longitudinal expansion.

### Properties:

- High ductility of the tube
- No longitudinal expansion
- Quick installation method without the need for electricity and batteries
- Curved pipe structure



### PPSU fitting

Pax and five-layer pipe fittings of this company are produced and supplied from PPSU super polymer, which is an advanced polymer. This polymer has unique properties higher than metal and is completely safe for use in drinking water systems and heating systems. The use of this type of joint has advantages such as no rust and corrosion in wet conditions or due to contact with the attacking fluid.

#### Properties:

- The melting temperature of this polymer is 370 degrees, which is much higher than the possible water temperature in installation systems.
- Very high impact property
- Unique creep properties and mechanical properties



### Silent three-layer piping systems

This piping system has the optimal performance in preventing the transmission of sound created by the passage of fluid through the sewer pipes into the living space. The use of advanced three-layer structures combined with the use of nanomaterials makes the quality of these pipes unique. For the full operation of this piping system, it is recommended to use fixed and movable clamps in accordance with the clamping instructions of this company.

#### Properties:

- Three-layer structure
- High impact resistance up to minus 23 degrees
- Use of high-quality sealing O-rings
- Optimal performance in sound absorption



### Single-layer polyethylene for water and wastewater transfer

The pipes provided by this company can be used with the highest quality and for use in the water supply systems, rainwater collection, and sewage transfer systems. One of the advantages of polyethylene pipes is their high resistance to corrosion and rust and their high resistance to ultraviolet rays.

### Properties:

- Lightweight compared to other metal and concrete pipes
- Low tube layer friction coefficient
- High impact resistance
- Ability to connect with welded and screw connections

### Polyfit screw fitting with a working pressure of 16 atmospheres

The new generation polyfit screw fittings are for use up to a pressure of 16 atmospheres, and in this type of fittings, due to the technology used, the pipe can be easily inserted into the joint by loosening the screw head and fully sealed, and then tighten the relevant screw.



### Properties:

- Easy and fast installation
- Sufficient variety for installation
- High compressive strength



### Bifurcation belts

The bifurcation belts of this collection are produced and supplied in three types of threads, brass bushings, and threads with reinforcing iron rims. These belts can be used for branching from polyethylene and polypropylene pipes.



## Elevator and escalator

Today, convenient and safe public transportation in complexes and administrative and commercial centers with elevators and standard and smart moving ramps has become an integral part of the design and construction of mass construction projects.

In this regard, Sadra International Holding has taken effective steps to improve the quality of products and make the industry smarter based on the needs and orders of investors and builders and customer satisfaction by using advanced and optimal technology and joint investment in the elevator and escalator industry.

These ideas can take public transportation in residential buildings, offices, hotels, and commercial complexes easy, fast and safe, which, while having a flexible and extensive visual design, also brings personalization and security for passengers, and also makes the appearance of the building more beautiful and complete.

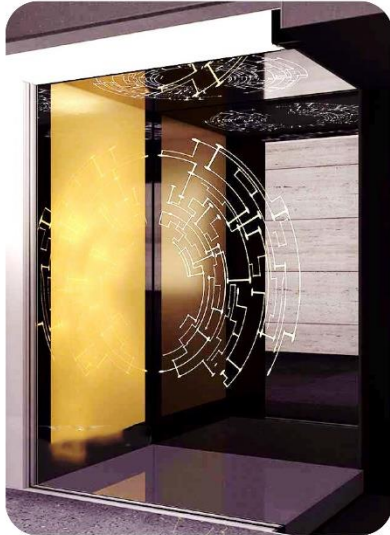
These smart elevators use artificial intelligence to predict and learn traffic flow! When congestion and traffic change drastically, the control system changes the patterns of movement on the floors and optimizes the routine program accordingly.

Conventional control systems, on the other hand, are such that passengers have to wait in the crowd to reach the first elevator and try to hit the button to reach the floor after other stops. However, using smart systems, passengers do not choose their destination and are directed to the elevator that is suitable for them, with the least number of passengers and the desired floors, and because the elevator is suitable for the passenger, the transfer is smooth and orderly.

### Product Features:

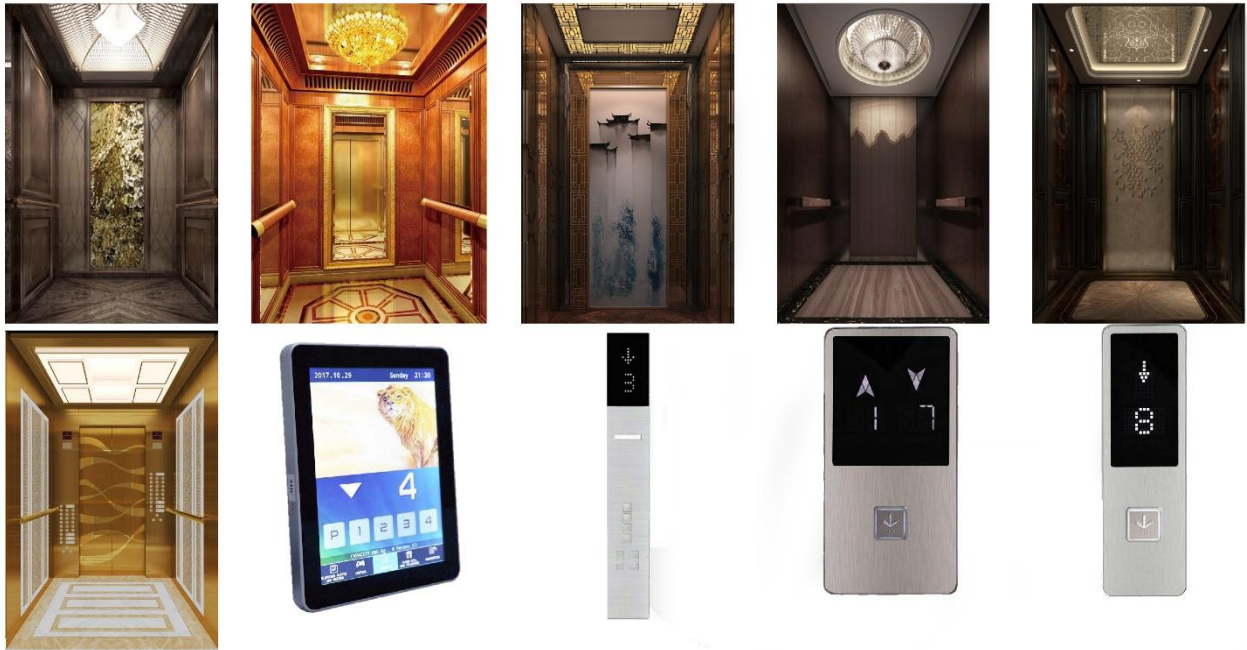
- Use of advanced and fully automatic equipment and parts
- ISO 45001, 14001, 9001 certifications from ASCB (E), HSE-MS, IMS
- Reasonable price and providing economic advice and solutions
- Utilization of specialized manpower
- After-sales service in the shortest time and throughout the country
- Providing a wide range of products and the possibility of personalization to ensure customer satisfaction
- Use of gearless motors instead of gearbox motors and increase efficiency
- Reduce noise and vibration
- Ability to use high speeds while maintaining smoothness in traffic and stops
- Provide personalized cabins and special doors
- Establish high security by using elevator governors, parachutes, buffers, etc.

Examples of elevator cabins:





































Sample elevator packages:



Products:

MRL SOLUTIONS						
Traction				Hydraulic		
1:1	2:1	Gigas			LiR MRL	
						
						

REDUCED PIT/HEADROOM SOLUTIONS				SPECIAL SOLUTIONS			FREIGHT SOLUTIONS	
Ideal for existing buildings				Unique / Fully certified products				
Traction		Hydraulic		Traction		Hydraulic	Traction	Hydraulic
2:1 RPH	LIFT Basic	LIFT Plus	LiR MR		Earthquake resistant	Earthquake resistant	Dumbwaiter	Compact
								
								

## **Sadra Smart Solutions:**

### **1. Elevator traffic control system:**

The destination control system is a group control system that by knowing the passengers' destination in advance, you can provide the optimal performance of the elevator. In order to ensure efficient travel, the traffic situation in the building has been comprehensively optimized.

The implementation of this system is very useful for elevators that move a large number of passengers and also increases the useful life of the elevator. Congestion behind elevator doors in hospitals and some office and commercial buildings can be completely eliminated with this system.

### **2- Smart elevator based on contactless card and tag (RFID) technology**

In this solution, we have some RFID cards who can be programmable and can set for more than one floor.

For example, a person can define different floors for his card, such as 1- and 5. In this case, after moving the card to the smart device, the 1- and 5-floor numbers are activated, so he can select the desired floor.

This feature is very useful for the elderly, children, and the disabled.

### **3- Use of silent elevators for penthouses and special projects**

One of the concerns of the residents of high-rise complexes is the unpleasant noise resulting from the frequent use of elevators by other people in the building, both during the rest hours and during the rest of the day.

Sadra engineering team, by using innovative and up-to-date systems for installing floor elevators, as well as the principled implementation of noise reduction equipment in the elevator traffic, has largely prevented unpleasant noise, which brings comfort and well-being to the residents of those buildings.

### **4- Voice assistants such as Alexa and Siri:**

Using smart voice assistants, you can notify the elevator of the floor you want to go, after boarding the elevator. The artificial intelligence used in elevators' voice assistants has high detection power and the possibility of misdiagnosis of sound is very low.

### **5- Coordination of smart elevators with smart home appliances:**

Smart home components such as intercoms, parking, locks, etc. can communicate with smart elevators and exchange information between them.

When you push the home doorbell, and when the door is opened by the residents of the house, the elevator automatically goes to the ground floor and is ready to ride. After boarding, there is no need to hit the floor, and the elevator will automatically take you to the floor where the doorbell hit.

When you open the parking lot door using the remote, smart systems send your ETA to the elevator. This time is measured using the distance of the parking space from the elevator.

### **6- Smart elevators in hotels:**

For hotels and accommodation buildings, the elevator traffic system can be installed in such a way as to prevent people from traveling on irrelevant and unnecessary floors, which increases the security of the interior of these complexes. For this purpose, on the entrance card of a person's room, depending on the floor on which their room is located, their access can be limited to the same floor and common floors such as restaurants, clubs, swimming pools, lobbies, and parking lots.

### **7- Prevent theft by smart elevator:**

In buildings that are usually secluded and whose residents are mostly traveling, the rate of theft is usually higher. Smart elevators no longer refer to that floor when the exit and travel scenario is active.

Using a card to open the elevator door is also one way to prevent theft. This allows only those who have a permit to enter the elevator. Once the door is opened, you do not need to enter the floor you want to attend. The smart elevator can identify which floor you live on from the card information.



## Lightweight prefabricated structures based on knowledge-based technologies

Undoubtedly, one of the newest construction methods is the use of prefabricated structures, and these structures can be a suitable alternative for facade bricks, solid clay bricks, pottery, metal panels, gypsum blocks, etc.

Due to climatic, cultural, and social conditions, the method of composite style prefabricated structures is the most suitable method for new projects.

New technologies, for example, sometimes increase the cost of construction, which makes them less popular, but the method of lightweight prefabricated structures not only does not increase the price but in mass-produced projects will ultimately reduce costs!

In this regard, the Department of Construction Industries of Sadra International Holding has made a significant change by investing in the design and construction of ultra-light industrial composite walls and offering unparalleled products in this regard!



### Advantages of the new generation of ultra-light industrial walls

What is clear is that these prefabricated walls have high strength due to their lightweight and due to their solidity, and are able to withstand the weight of heavy objects to a very high extent, and also reduce the weight by 20% and reduce the materials used in the building by 10%.

Also, excessive consumption of rebar, iron, and concrete in the building is prevented!

Due to the fact that prefabricated walls are insulated against heat, they can control the ambient temperature evenly, and significant energy savings are made and fewer costs are paid for cooling and heating.

Another positive feature of these walls is fire insulation, which is very important and vital.

Another feature of this product is its high resistance to moisture to the extent that these walls can be used to build water ponds and are also impervious to the entry of pests.

These prefabricated walls take up very little space and save at least 10% more space than traditional thick blocks.

Another important point is the use of polystyrene beads in the composition of these walls, which gives it sound insulation properties!

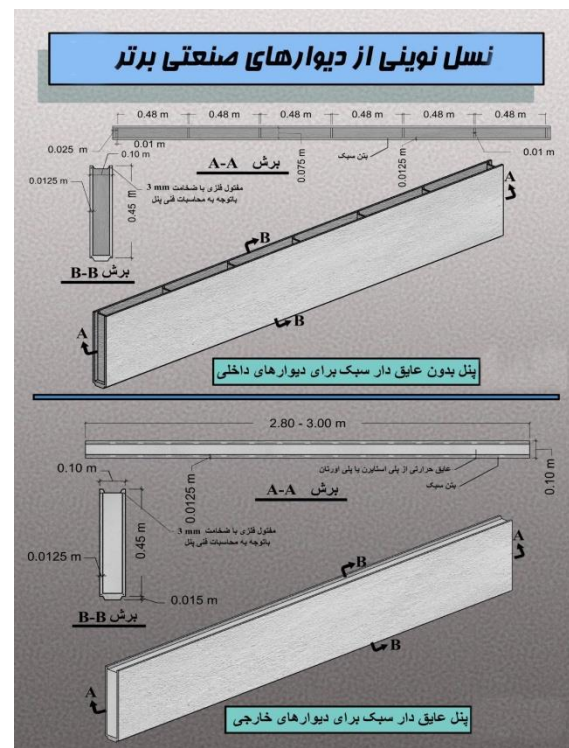


But one of the most important advantages of these structures; Their installation speed is very high so that a team of three people can install up to 200 square meters per day, and its speed is 5 times faster than the installation speed of traditional walls, and therefore the overhead costs of construction are greatly reduced.

You can even use this prefabricated wall for the facade of the building, which is its most important advantage. It is easy to install. And in non-facade walls, it removed the mortar without damaging the strength of the wall!

Also, in the interior of the building, after installing these prefabricated walls, you can combine it with wallpaper or cover colors to turn it into an eye-catching and attractive wall.

It is interesting to know that you can easily install frames of the window on these walls; In addition, there are UPVC windows that are easier and have the ability to connect and combine all common partitions and can easily act as regular and irregular geometric shapes to run in the facade they use.







## Water treatment system based on biotechnology

### Drought risk and importance of water recycling

According to the latest credible global reports, within the next 30 years; 45 countries in the world are exposed to severe drought.

This important crisis and its irreparable consequences have made researchers in the field of water research think about using new and biotechnological technologies to treat and recycle wastewater, which after a decade of research and development; eventually, a new technology revolutionized the wastewater treatment industry as a versatile and highly cost-effective solution that is rapidly being implemented around the world.

Sadra International Holding; By adapting the new technology based on the climatology of the Middle East and Iran, it has had several successful industrial and urban projects, even in difficult areas and far from infrastructure facilities, which, in addition to saving water resources, has led to high productivity and reduced costs.

One of the exclusive advantages of this technology; Ease of installation, use and adaptation to environmental conditions, occupation of the least space, and, most importantly, odorless treatment process, which distinguishes this new technology from other treatment systems, which as a leading technology, treated wastewater into a valuable asset.



### **Cases of reuse of corrected effluent in wastewater treatment technology:**

Modified effluent is a valuable asset and should be reused! Here is a new technology and based on biotechnology, there is a good potential to design modified systems after reusing the environment and the life cycle of water, which saves the water consumption for hotels and commercial buildings.

#### **Irrigation systems:**

Irrigation is one of the common applications of modified effluent, so we can irrigate grasses and meadows usually with purified clean water, and save on water bill costs.

#### **Car wash and floor washing:**

Hotels have a constant need to clean and wash the grounds and terraces so they need so much water that can be replaced by modified effluent.

#### **Toilets:**

Reusing the treated effluent to use the flush tank is one of the ways to save on water bills and is completely safe, odorless, and transparent.

#### **Cooling towers:**

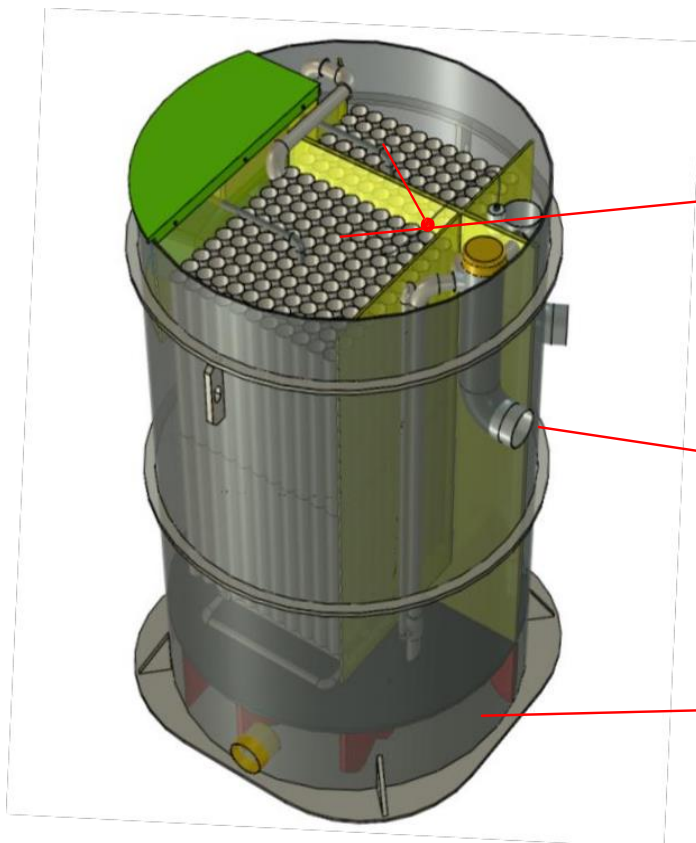
For most hotels, especially in hot climates, cooling towers for air purification are one of the most cost-effective ways to raise water bills. Reuse of treated effluent for this purpose is, therefore, a good and beneficial choice.





### How water purification technology works:

1. Septic tank: At this stage guiding the effluent by gravity causes the capture of fats and TSS is reduced by about 15 to 20% of the initial amount.
2. The balancing tank is for constant uniformity and continuous pumping capacity.
3. Biological aeration section: In this section by aerating the growth media of organic bacteria causes an effective bar biological reduction of the affluent and has aeration diffusers and highly managed bacteria.
4. Clarifier Section: The biological sludge deposition site and the permanent displacement of this sludge are continuously discharged through a vacuum system (Airlift).



The biodegradation zone in the biocube system includes a ventilation filter where the microorganism grows. No bacteria are added to the system and the biological cleaning process is done by natural bacteria.

Modified effluent can be emptied with complete safety in a stream, canal, etc.

By means of a pump installed in the bio-cube, the effluent is pumped to a clean area over a 24-hour period. In this way, water storage is proven and makes the system operate uniformly in peak and off-peak times.

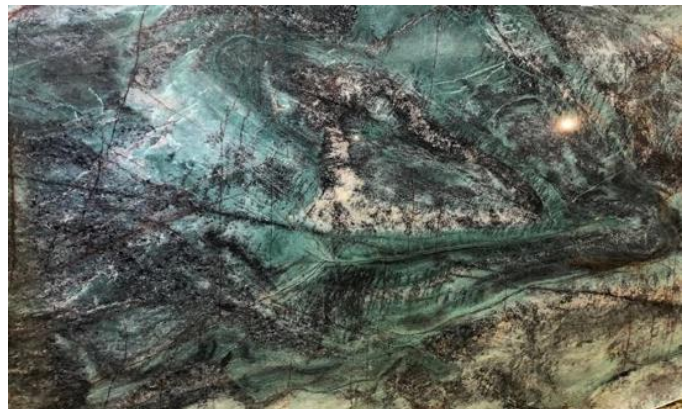
## Special export slab stones

In recent years, due to the increase in the price of raw stone cutting and other production costs, slab processing has been on the agenda of manufacturers, especially stone exporters.

In this regard, the Sadra Construction Industries Department with special investment in this field and processing of various construction slabs using new machines and using advanced technologies for polishing, epoxy and UV operations, and so on, prepare eye-catching slabs for the market.

### Specifications of export slab stones:

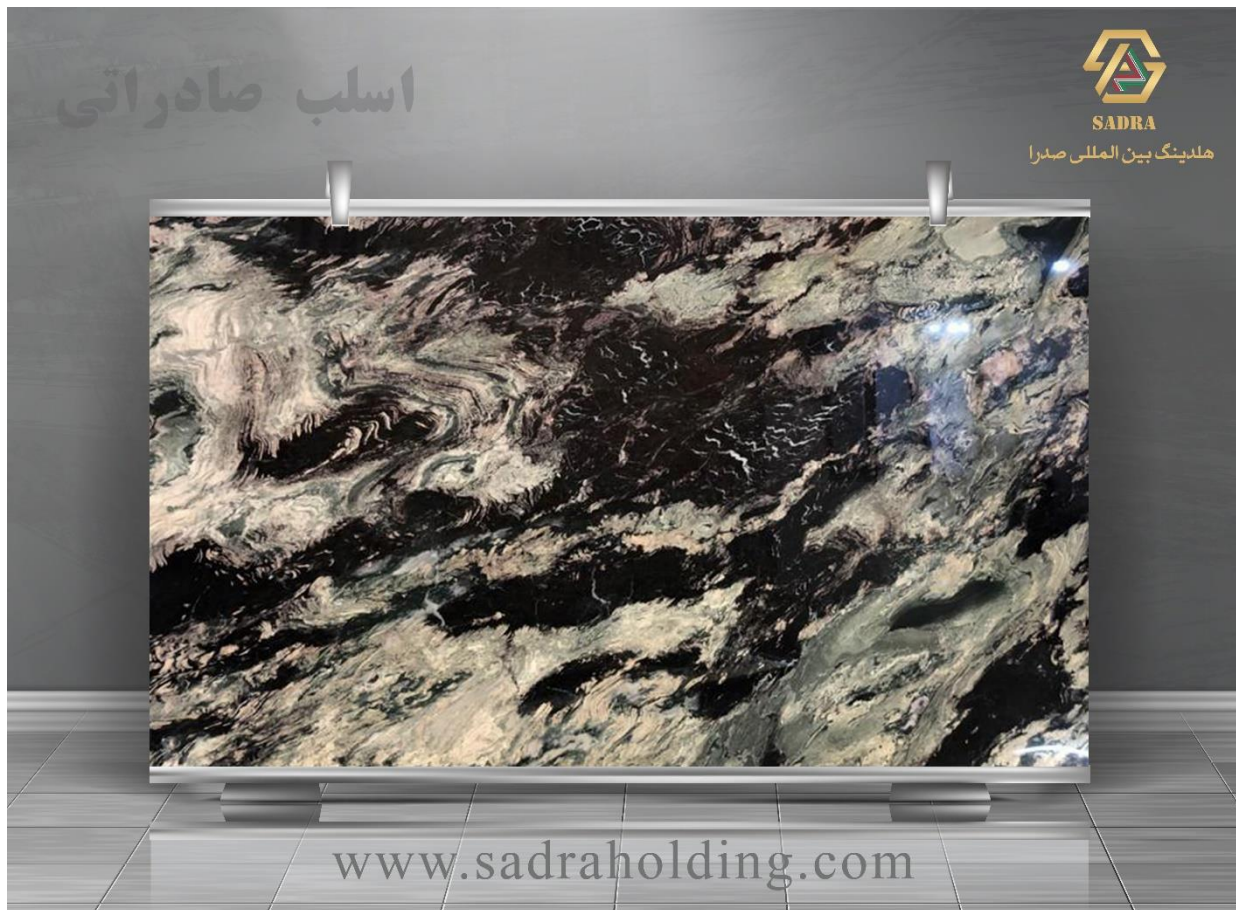
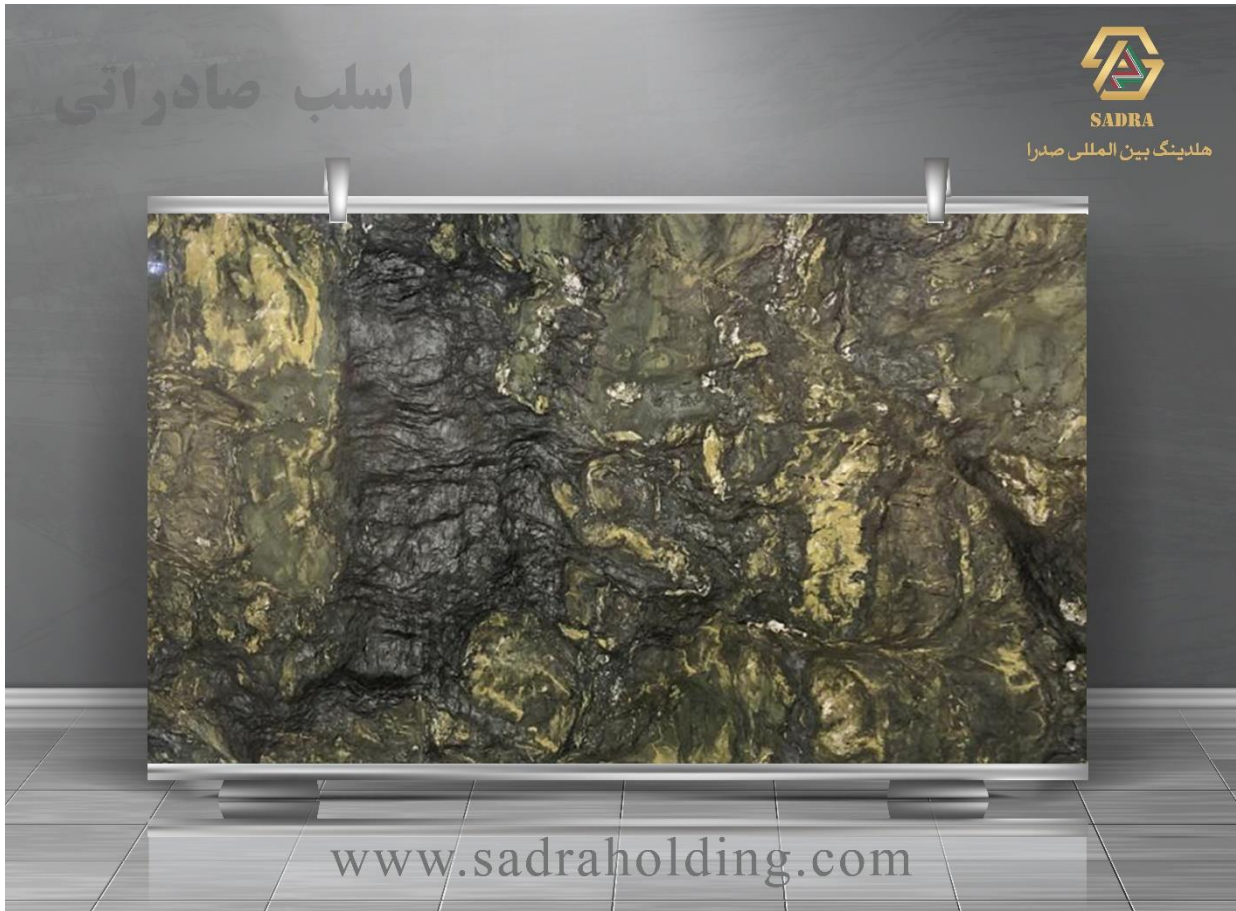
- Very high density
- Super polish ability
- Polished and glossy surface
- Eye-catching and stunning beauty
- Light transmittance
- Lack of water absorption
- Ability to create book-match and four-match



Slab size is a large size of building stone that is known in the world and is considered as the export size of the stone and in dimensions, up to 4 meters long is used as a special and beautiful view of the interior space and lobby of luxury buildings.

Also, these special slabs can be used in various parts of construction projects, including cabinet stone, floor stone, stone panel, and etc.







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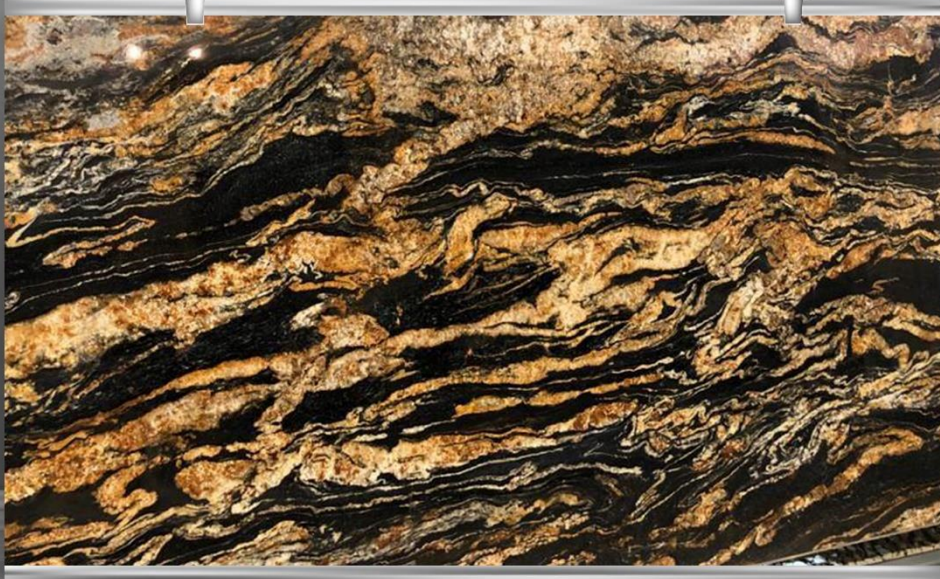


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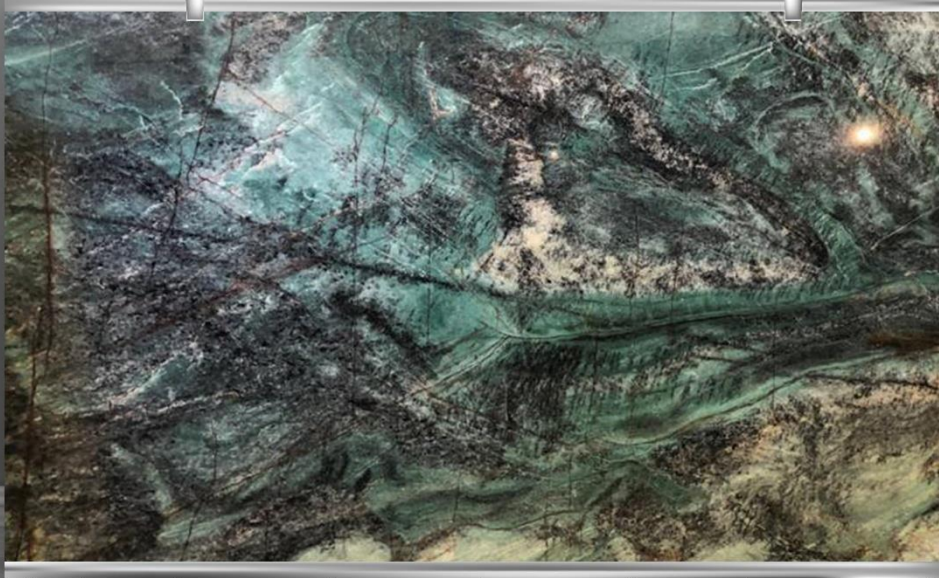
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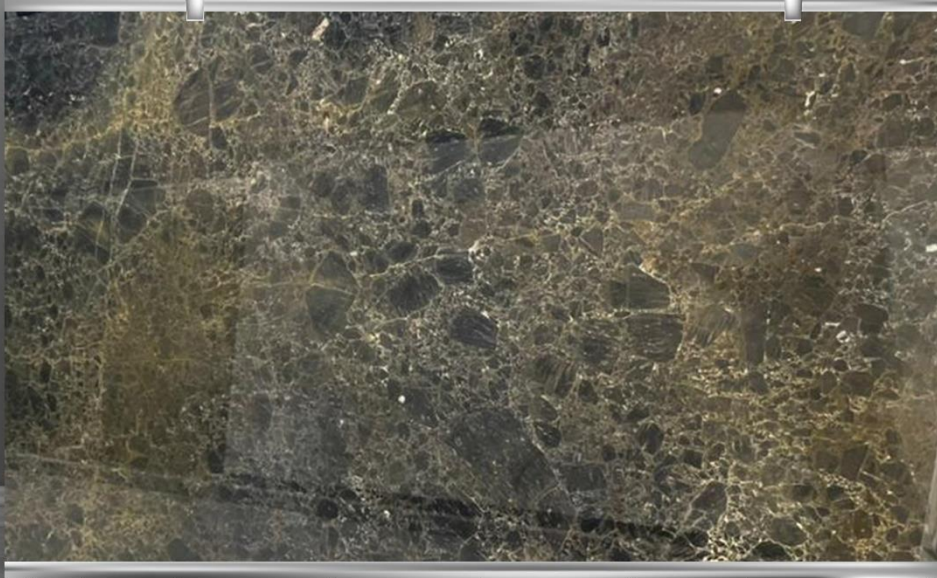


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## Various ceramic and tiles

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Undoubtedly, the ceramic and tile industry are one of the Old Iranian occupations that was used in different ways in each historical period. Iran is also one of the largest producers in the export of ceramics and tiles, which with its great capacity in this industry has been recognized as the largest exporter of these products in West Asia. This industry has always been used to beautify the inside and outside of buildings.

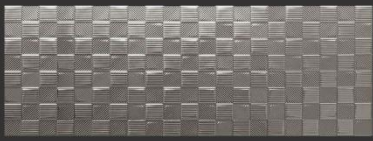
Sadra Construction Industries Department with the aim of meeting the needs of the domestic market by producing special products with domestic quality and according to the climatic conditions of different locations prepares beautiful, durable, and quality ceramics and tiles in a special process of production.

These productions are ready to export and have no similar domestic and even foreign samples!



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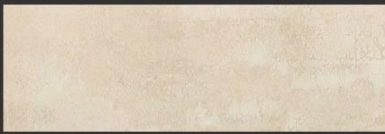


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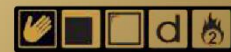


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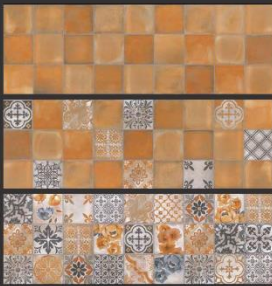
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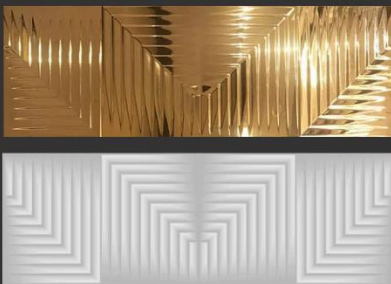


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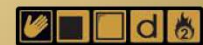
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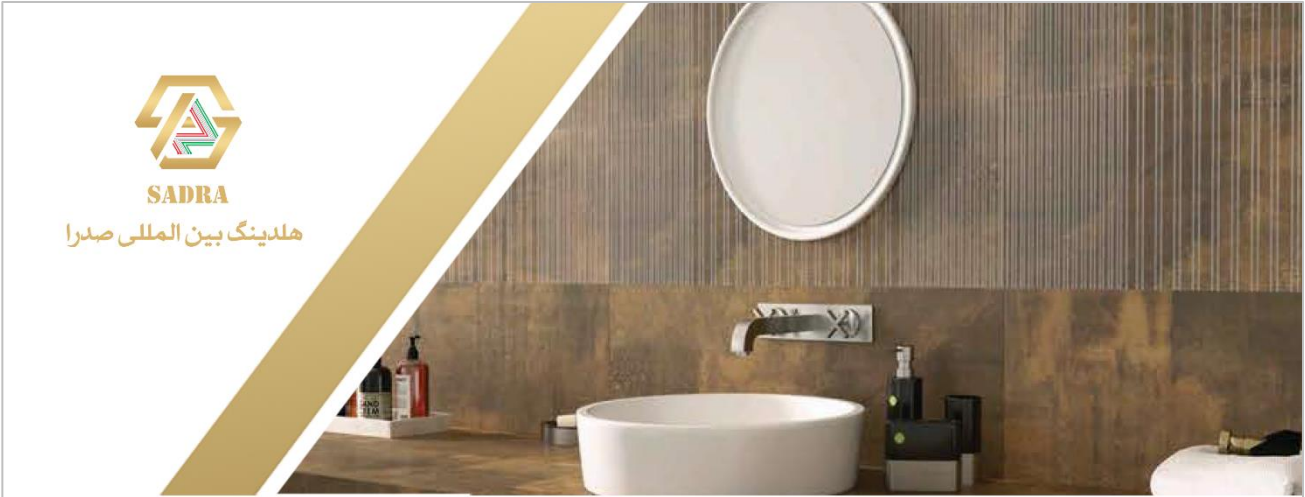


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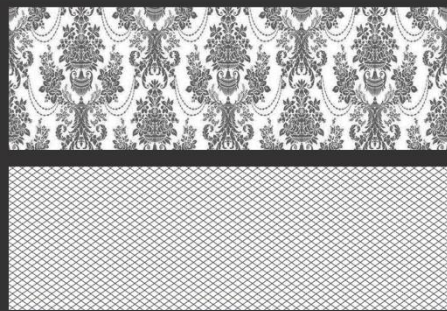


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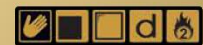
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## Symbols & Box informations



								
	Thickness	Pcs in Box	m2/Box	Box/pallet	m2/pallet	Kg/box	Kg/pallet	Pallet Size
S 30x90	11	4	1.08	44	47.52	23	1012	130x100
N 30x90	11	4	1.08	72	77.76	21	1512	110x110
N 60x60	10	4	1.44	40	57.6	36	1440	105x105
N 60x60	12	3	1.08	40	43.2	30	1200	105x105
N 80x80	13	2	1.28	36	46.08	39	1404	110x110
N 60x120	14	2	1.44	56	80.64	42	2352	105x105
S 30x30	10	11	1	108	108	18	1944	100x130
S-decor 30x90	11	4	1.08	66	71.28	24	1518	130x100
N-decor 30x90	11	4	1.08	72	77.76	24	1656	120x120



## Cement

Many countries in the world are developing their infrastructure and the need for cement products in a variety of small and large projects such as buildings, dams, sidewalks and paving, block structures and other projects is increasing.

In our country, despite the activity of about 70 cement factories, the supply of bulk and packaged products in some seasons, especially the last months of the year, the production and distribution process is difficult and manufacturers face a serious shortage of this important product and prerequisite for completing their buildings.

In this regard, Sadra International Holding, considering the investment in the commercial and production sector of cement from the clinker to cement, has the ability to provide quality cement products in a variety of types and structural applications in bulk or packages from the nearest cement plant to the project site.

This is a special advantage for mass builders and construction contractors and ensures the continuity of the construction process throughout the year.

By the way, with this ability to prepare any kind of cement, we are able to export it to ASWP.



**Bulk cement**



**Packages of 25 and 50 kg**



**Bulk or bag in jumbo bag**

**Delivery in all types of packaging**



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## Digital Marketing

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The Internet is a launching pad for businesses in today's highly competitive situations. Marketing has entered a new phase of development, and Internet marketing is the only media that will last stand forever. Billboards and environmental advertising go off the screen, TV commercials are forgotten, but the activities you do in Internet marketing are always available when customers need services.

### **Internet marketing includes a powerful collection of:**

The traffic of website visitors, the conversion rate between viewer and customer, number of subscriptions, and number of pages visited are examples of Return of Investment (ROI) in internet marketing that are considered according to the goals of internet marketing campaigns.

A digital marketing checklist helps you plan to shape your internet marketing plan from first steps.

Internet marketing enables you to keep your business activities without worrying about business time or overtime pay, you do not have to worry about recurring rental and maintenance costs, you do not have to buy in-store inventory and you can Order inventory in line with demand, Internet marketing is consistent with the way consumers make purchasing decisions, and a targeted supply can be tailored to their interests.

### **Digital marketing and Virtual Reality system for the pre-sale system of Sadra International Holding building**

A full view of the buildings under construction in real-time via virtual or augmented reality allows people to walk into their favorite home from anywhere in the world and choose, place or replace all details, landscapes, and decorations to their personal style.

With this tool, investors, and builders, while facilitating communication with customers and providing a realistic view of the exterior and interior of the building for customers to make an informed choice and secure purchase.

**You can contact Sadra International Holding through the following:**

Site	<a href="http://www.sadraholding.com/">http://www.sadraholding.com/</a>
Email	<a href="mailto:info@sadraholding.com">info@sadraholding.com</a>
Instagram	<a href="https://www.instagram.com/sadraholding/">https://www.instagram.com/sadraholding/</a>
Aparat	<a href="https://www.aparat.com/sadraholding">https://www.aparat.com/sadraholding</a>
LinkedIn	<a href="https://www.linkedin.com/company/sadraholding/">https://www.linkedin.com/company/sadraholding/</a>
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