

4B Group Opens New Office in UAE

Sharjah, UAE – The 4B Group, a world-leading supplier of bucket elevator and conveyor components, is delighted to announce that it has opened a new office in the UAE. The new subsidiary, 4B Middle East, located in the Sharjah International Airport Free Zone, is now fully operational under the leadership of Managing Director Zakaria Rasras.

The 4B Group specializes in the design, manufacture and supply of components for the bulk material handling industry. The 4B product range includes elevator buckets, elevator bolts, elevator belting and belt fasteners, forged chain, level controls and hazard monitoring sensors and control systems that reduce the risk of explosions in hazardous areas and minimize downtime through predictive maintenance.

4B has been serving customers in the Middle East for many years, across many industries ranging from grain handling to fertilizer and cement. With its local office in the UAE 4B will be able to be closer to their customers and available to provide on-site engineering and after sales support, both services which are at the heart of 4B's company philosophy.

4B sets itself apart from its competitors by being much more than a sales and distribution company. 4B's mission is to provide practical engineering solutions that improve the safety and efficiency of materials handling plants. 4B's Tech Team can help with the upgrade of existing elevators and conveyors, make recommendations for new equipment or recommend hazard monitoring equipment and sensors to protect their customers' installations.

Zakaria Rasras, Managing Director of 4B Middle East, is looking forward to the challenges ahead; "The opening of the 4B Middle East Office brings us closer to our customers in the region and enables us to better support them with technological material handling solutions. The Middle East is an area of strategic importance with great resources and is a region of significant economic growth. With the Industry 4.0 revolution; decision makers are increasingly aware of the need to save energy, and increase productivity through improvements in processing efficiency, while protecting the environment. They are also conscious of the high importance of quality and safety across their businesses. 4B has positioned itself to help businesses meet these objectives".

4B is an internationally recognised and trusted supplier of bulk material handling components that works closely with its customers across the World, including many international equipment manufacturers and multi-national bulk material handling and processing facilities. Carl Braime, Group Sales Director attributes much of the company's success to its focus on innovation; "We are focused on supplying high quality components and providing innovative engineering solutions and services to make material handling systems that are smarter and more efficient. 4B Middle East is 4B's 8th International Subsidiary extending the company's global reach and we are looking forward to strengthening relations with existing customers and building new ones throughout the Middle East".

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4B Middle East – official opening ceremony, with Carl Braime, 4B Group Sales Director (left) and Zakaria Rasras, 4B Middle East Managing Director (right)