

رؤية  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA

**alrrouf**  
LIGHTING TECHNOLOGY CO. LTD.



**شركة الروف**  
لتقنية الإنارة المحدودة



**Engineering**  
**Lighting**  
**Solution**  
**Provider.**

# I N T R O D U C T I O N

- Alrouf lighting technology is a part of Alrouf group that have Alrouf construction & Alrouf electrical accessories factory with 2 decades of experience in power engineering, construction and manufacturing.
- Since 2013, alrouf LED lighting solutions started that is focusing on **Industrial LED lighting market.**



ALDRESS



SABIC GAS



FUEL WAY



PETROKEMYA



ENOC



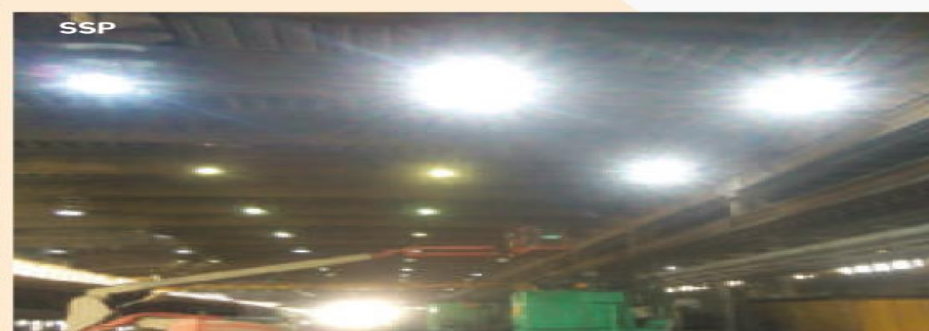
EXTRA






AUJAN



SSP



## Project Reference





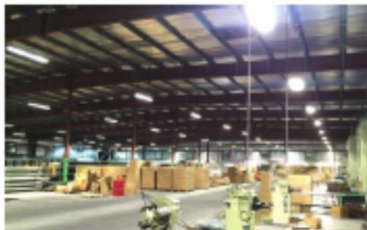
|                                                                                     |                                                                      |                                                                                       |                                                                                                                 |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|    | DIALIGHT HIGHBAYS and<br>FLOODLIGHT PHILIPS FLOODLIGHTS              |    | LIGHTMASTER CANOPY LIGHT,<br>LINEAR WEATHERPROOF, and STREETLIGHT<br>PHILIPS DOWNLIGHT, STRIPLIGHTS 60x60PANELS |
|    | DIALIGHT HIGHBAYS                                                    |    | LIGHTMASTER<br>CANOPY LIGHT, and STREETLIGHT                                                                    |
|    | DIALIGHT HAZARDOUS                                                   |    | LIGHTMASTER<br>CANOPY LIGHT                                                                                     |
|    | ALROUF LED HIGHBAYS                                                  |    | PHILIPS LED MR16 LAMPS and DRIVER,<br>LED STRIPLIGHTS,<br>60x60PANELS                                           |
|    | ALROUF LED HIGHBAYS                                                  |    | LIGHTMASTER<br>CANOPY LIGHT, LINEAR WEATHERPROOF,<br>and STREETLIGHT                                            |
|    | ALROUF HIGHBAY<br>AND NVC 60/60 PANAL                                |    | 60x60PANELS, CANOPY LIGH                                                                                        |
|    | ALROUF LED HIGHBAYS,<br>LED TUBES                                    |    | 60x60PANELS, LED DOWNLIGHTS                                                                                     |
|  | ALROUF LED HIGHBAYS,<br>LED TUBES                                    |  | PELSAN LED HIGHBAYS                                                                                             |
|  | ALROUF LED FLOODLIGHTS                                               |  | PELSAN LED HIGHBAYS                                                                                             |
|  | ALROUF HIGHBAY AND<br>60/60 PANAL                                    |  | PHILIPS STRIPLIGHT AND DOWNLIGHT                                                                                |
|  | LIGHTMASTER<br>CANOPY LIGHT, LINEAR WEATHERPROOF,<br>and STREETLIGHT |  | PHILIPS LED LAMPS, LED DOWNLIGHT<br>LED TUBELIGHTS                                                              |



## Projects Cycle

In each project we go through a pipe line which was built by us among the years to reach the optimum result by the most easiest and efficient way.

|                       |                                                                                                                                                                         |                                                                                     |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| 1<br>Site Survey      | In this stage we collect all the needed data such as facility application, existing lighting system, power consumption, Cad Drawing and environment.                    |   |
| 2<br>Lighting Design  | We put all collected data into the table and we use the latest technology in lighting design (Dialux) to get best solutions.                                            |   |
| 3<br>Project Proposal | We make 2 or 3 different solutions that have variation of cost and saving depending on the site and client requirement.                                                 |  |
| 4<br>ROI              | For each and every solution we submit ROI (Return Of Investment) study that explain in deep details the saving and initial cost of the solution and the payback period. |  |

|                            |                                                                                                                                                                                                                                                                    |                                                                                       |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 5<br>Samples Installation  | We always advice our clients to install free of charge samples that will insure our design results and in the same time the client will feel the different in reality.                                                                                             |    |
| 6<br>Logistic and Delivery | We work hand to hand with the supplier and the courier to deliver the goods in the shortest time and the client is all ways updated by all means. And in terms of courier, we always work with the best regardless of the cost or value of the project(SMSA, DHL). |    |
| 7<br>Installation          | We will be there in all phases of the project giving all the needed support by the client not only that, we even do turnkey projects if requested by the client.                                                                                                   |    |
| 8<br>Customer Training     | We provide training for any contractor who will do the Job for the end client and we always support them when technical issues pop up.                                                                                                                             |   |
| 9<br>After Sales Service   | We provide warranty and maintenance service to all clients around the country no matter what or where.                                                                                                                                                             |  |

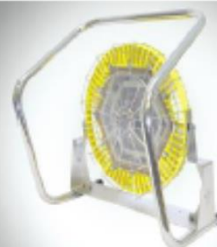
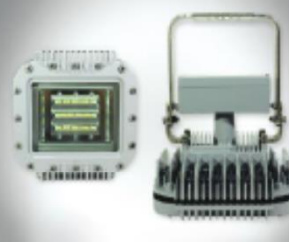
## Products Range

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### INDUSTRIAL APPLICATIONS OUTDOOR



### Petrochemical Applications Petrochemical Areas, Gas Plants, Industrial Harsh and Hazardous Environments ( Class I, II, III; Zone/Div I & II; & All Groups )



### PETROL STATIONS



### INDOOR APPLICATIONS INDUSTRIAL and CLEAN ROOMS



### INDOOR APPLICATIONS OFFICE, COMMERCIAL, RETAIL



## Why Alrouf LED

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- We are specialized in LED lighting only.
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- We are an engineering solutions provider where we provide different options based on:
    - Lux level
    - Life time
    - Quality
    - Color
    - Budgetto meet customers requirement.
- 
- We have the BEST LED industrial products/solutions that meets Saudi Arabia industrial rough environment (especially hot temperature).
- 
- We Provide After Sales Service.

## Benefits

### LED LIGHTING

up to 60% savings in consumption

Life span above 50000 working hours

Free Maintenance cost

No need of lamp replacement

Instant start

Low lumen depreciation

Durable can handle jarring and bumping

Low Heat emission



## SABIC GAS Project

In this case study for SABIC GAS Project, It was reviewed that facilities and perimeter lighting can be improved in illumination and reduce maintenance cost due to risk and restrictions in providing such repairs and replacements of parts. Base also on observations and by theory that existing conventional luminaires (Metal Halides and High Pressure Sodium Lighting Systems) are being replaced frequently and incur more cost and can yield to decrease in productivity due to poor lighting with same energy consumption.

Therefore SABIC GAS Project purchased DIALIGHT's LED Explosion Proof Highbay luminaire for the facilities and LED Floodlight for the perimeter fence lighting. And end-user was satisfied in the results and provided good feedbacks on the lighting installation.

From Energy savings, existing was 450watt system power per luminaire and was replaced by a 144watt LED. A 68% energy saving or 753,360Kilowatts saving per year. And we supplied 450nos. of Highbays, 12nos. of Explosion proof Highbays, 12nos. of Area Light, 20nos. of Floodlights and 3 streetlights with full performance guaranteed for the span of 10 years.

| Savings by upgrading the 450 nos. of High Bay                 | SAR/kw-hr         | SAR/kw-hrIn 10 years -LED lifetime |
|---------------------------------------------------------------|-------------------|------------------------------------|
| Existing Lighting Electricity Cost                            | 407,997.00        | 4,079,970.00                       |
| ExistingMaintenance Cost                                      | 307,125.00        | 3,071,250.00                       |
| Total Existing Costs                                          | 715,122.00        | 6,445,790.00                       |
| Projected Lighting Electricity Cost (LED)                     | 130,559.00        | 1,305,590.00                       |
| Projected Maintenance Cost (LED)                              | 0                 | 0                                  |
| <b>Where: Current Costs – Projected Costs = Total Savings</b> |                   |                                    |
| TotalSavings with LEDs                                        | <b>584,563.00</b> | <b>5,845,630.00</b>                |

$$ROI\% = \frac{(\text{Savings in 1 year} \times \text{warranty Period}) - \text{Initial Investment}}{\text{Initial Investments}} \times 100 = \frac{(584,563 \times 10) - 1,599,300}{1,599,300} \times 100$$

$$ROI\% = 266\%$$

$$PAYBACK PERIOD = \frac{\text{Initial Investment}}{\text{Savings in 1 year}} = \frac{1,599,300}{584,563} = 2.74$$

$$PAYBACK PERIOD = 2.74 \text{ years}$$

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**شركة الروف**  
لتقنية الإنارة المحدودة

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ARAMCO Vendor code:0010056392

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|--------|-----------------------|
| ARAMCO | Vendor Code: EH024936 |
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| SABIC | Vendor Code: 508386 |
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| SAUDI ELECTRICITY | Vendor Code: 2006100 |
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