
make
it grow
Working
for your
success
ENG. IYAD H. TAFESH
TAKING
CARE
OF EVERY
DROP
ENG. BAHIR F. ALANI

make it grow

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nº 6

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Alkhorayef Irrigation Solutions

A WORD FROM CEO

JOSÉ FERNANDO TOMÁS

It gives me great pleasure to present the sixth issue of our magazine MAKE IT GROW. How time flies... it seems like only yesterday we launched this attractive project, to bring us even closer to all the members of the great family who make up the agricultural sector. AISCo contributes to this family, providing lifetime solutions.

Reviewing our previous five issues, I feel it's important to stress the challenges the world has to face in the near future: growing world population (by 2050, this will go from the current 6 billion to 9 billion inhabitants), growth in the demand for food in tandem with the strong economic development in certain countries, changing climatic conditions arising out of global warming, difficulties in carrying out agricultural projects which are economically viable for investors, important migrations from the countryside to the big cities in countries whose agriculture is developed, and if all these challenges were not enough, we also have to improve how we use water: the most important and scarce resource we have, key to life, and with which we want to produce twice as much food over the coming years.

This is the real challenge that society has to grapple with this century: **all actors ought to understand that agriculture will be the most important sector of the economy**, and has a direct impact on attaining the food security that each country should be regarding as its principal objective.

On this point, a lot of changes in world agriculture will be undergone. We are going to see, more and more, the entry of large capital holdings into agriculture. We will see how these economic groups will want to minimize the risks of production by using technologies which have been introduced successfully in other sectors, but this time applied to farming. We will see how this capital-intensive agriculture will lead to concentration, with a progressive decline in the role played by small farmers. And as a consequence of all this, bit by bit we will come to see how big data, artificial intelligence, what are starting to be called **Agriculture 3.0, 4.0 and 5.0..., will bring us to farms gradually coming under the control of systems which will take ever better decisions, manage better, be more and more profitable,** and where the human being is going to exert less and less direct influence.

That's the way the world is going. And that's also the way AISCo has been moving for several years. So it was that we started our R+D effort focused on developing a remote control system for our irrigation equipment. This led us to perfect our iControl control panel to make it completely reliable, and to design the best internet-based control system, iControl Remote. This devise can start up our pumping station and, once the pressure required for watering properly is reached, set our equipment going. This system can be complemented with a weather station, needed for taking our decisions about nearly all agricultural operations. We also have humidity sensors which report the moisture content of our soils to us. Also, to guarantee that our equipment is protected at all times, we can add the anti-theft system which will warn us immediately if the power cable is cut, or of any human presence on our premises.

And all this equipment is at the service of our farmers. But these same data can be used, and will be used, for what the technical people call artificial intelligence (AI). This is a system capable of taking decisions based on algorithms programmed into it in advance. These algorithms will make AI systems take ever better decisions, driven by databases generated by the best producers in the world. **Long ago, farming was a blend of science and art... in the future, it will be more like a production line.**

However, to reach that stage, some years of hard work are still in front of us first. And in the meantime, I can be confident that AISco will continue offering our best advice through our Project Engineering department, supporting execution with our Project Managers, furnishing the best agricultural and irrigation equipment, guaranteeing the best possible installation and maintenance of your machines, either directly or through our network of distributors, companies and partners. In short, lifetime solutions...

SUCCESS STORY

Irrigation Applications Department

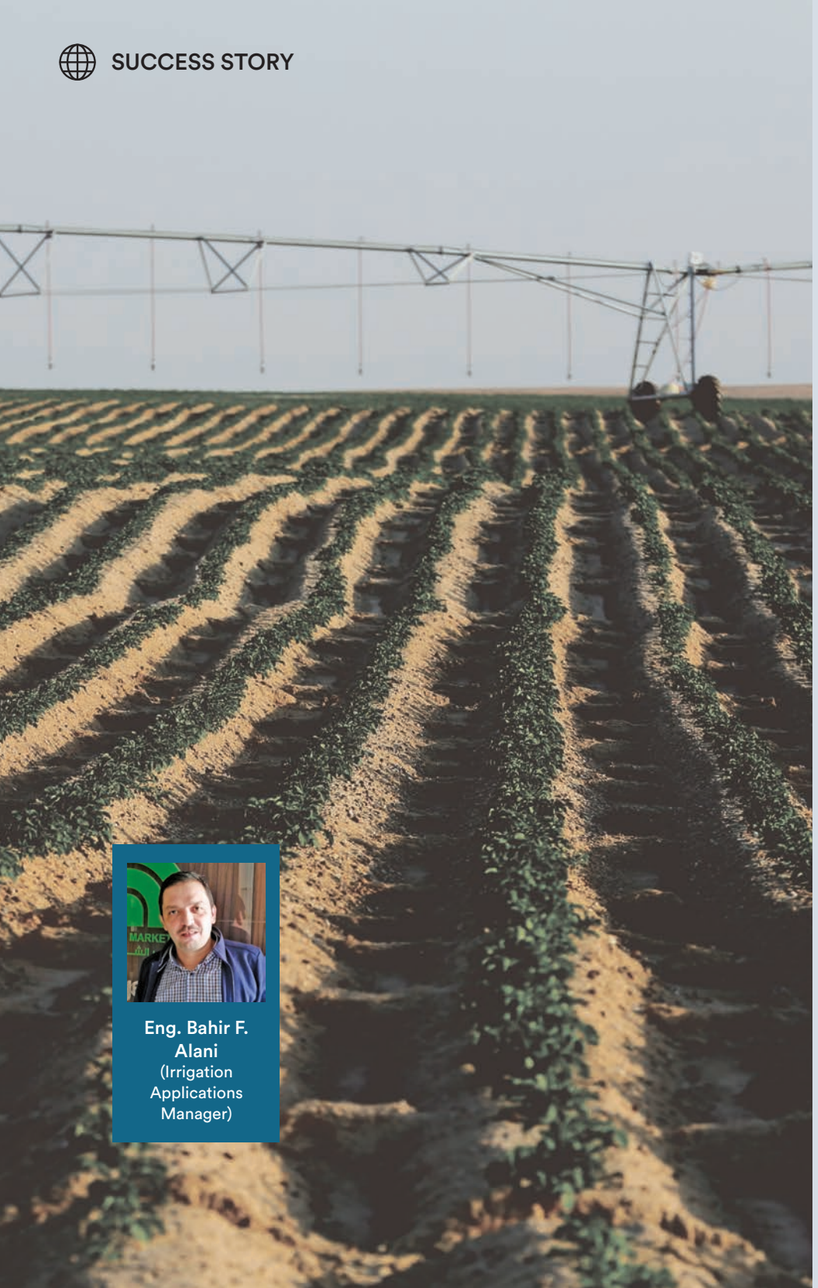
Taking care of every drop

Establishing the Irrigation Applications department under the leadership of Dr. Khaled Shalabi, out of the Global Development & Marketing departments, is one of the most interesting ideas that have been implemented to address the present need in Alkhorayef Industries to reduce water consumption by raising the efficiency of the system and increasing yield.

This department meets the needs of farmers and companies by focusing on the problems and improving the efficiency of the system. It deals with the trouble experienced by arms, which often do not know the cause, and our job is to raise the efficiency of irrigation and maintain the distribution of water along the pivot, and make sure the overlap between sprinklers is maximal.

The Irrigation Applications department takes all measurements of the inlet discharge and pressure at the pivot point and pivot end, especially when the ground is uneven, where we take readings at the highest point. Preferably, this pressure value should be at least 5 PSI higher than the rated value of the pressure regulator, to ensure safety and proper operation, as the regulator must be replaced after 5 years of use. The farmer must conduct all these operations before any agricultural season to make sure things will go well.

The Irrigation Applications team follows the drop of water from the pump and through the main pipe to enter the center of the pivot system. We take the behavior of the water inside the pivot



Eng. Bahir F. Alani
(Irrigation Applications Manager)

into consideration, and the pressure right down to the end, whether it is distributed through the sprinklers to all parts of the land in the right way, bearing in mind the types of soil, crop and environment (selecting the appropriate sprinkler type).

At the other end, we monitor the water sprayed to the ground using the soil moisture sensor, measuring it to the depth required for the root zone to make maximum use of the irrigation water and what it may carry with it, whether fertilizers, pesticides or additives for the root area, and preventing deep percolation.

We also install the weather station on each farm to give the necessary data for the irrigation schedule, using these to calculate the evapotranspiration (ET0) of the farm, letting us know the real loss that we have to compensate for through the watering program for each crop.

> "Our job is to raise the efficiency of irrigation and maintain the distribution of water along the pivot, and make sure the overlap between sprinklers is maximal"

Once we know the water application requirements of the crops through the weather station (ET0), this enables us to activate these quantities through the irrigation schedule, monitoring the water in the root zone, learning how this water moves and whether there is enough in the soil for the plant type, age and soil type.

Success story: Kobe Busan

The irrigation application team visited the Kobe Bossan farm in Qena Governorate after we get received an invitation from its management to solve certain problems in irrigation and pressure with their pivots.

The team's visit lasted six days, to allow them to see all the pivots working there and consider each separately, to determine its efficiency, checking the pressure regulators and their impact on the overlap and regularity, and therefore on productivity. We also tracked the water right along the pivot to ensure the correct amount for the entire area under the sprinklers, and that this was applied regularly and uniformly. We found that the relief is highly uneven, and that there was a height difference of up to 8 meters along the pivot, equivalent to a 12 PSI loss of pressure, which had to be considered when designing.

After we corrected the defects, we did the catch can trials for these pivots, giving distribution uniformity & Christiansen uniformity results of more than 90% for all pivots, which is an excellent ratio.

Succes story: RAKHAA for agricultural production

This visit by the Applications team lasted four days, to allow them to visit all the pivots, consider each separately and determine its efficiency. Dr. Khaled Shalabi also gave a seminar on the importance and specifications of sprinklers and their types, and the significance of pressure regulators and their impact on overlapping and uniformity, and thus on productivity.

The team observed some of the fundamental issues that affect and reduce the efficiency of pivots, especially after a practical experiment on pivots.

It was noted that the distribution uniformity is 70% and the Christiansen uniformity is 80%. For I-WOB sprinklers this is a very poor result, and these are considered the best of the remaining sprinklers that use the fixed. D3000 sprinklers have much lower efficiency than I-WOB.

Finally, the catch can test was carried out for machine no. 62, with KPT sprinklers manufactured by KOMET. After making the necessary adjustments we found that the DU & CU rates reached more than 92%.

THIS DECLINE IN EFFICIENCY COMES FOR SEVERAL REASONS:

A. The pressure regulators do not work properly nor as designed, since they have been in service for ten years, yet their lifespan is only 5 years. They do not maintain pressure for the last towers which serve large areas, discharging most of the water in the first towers.

B. The nozzles of the sprinklers were not installed correctly according to the nozzle chart recommended by the manufacturer for these models.

C. They use the fixed sprinkler, which is known to have low efficiencies compared to other types.

D. They use different types of sprinklers in the same machine.

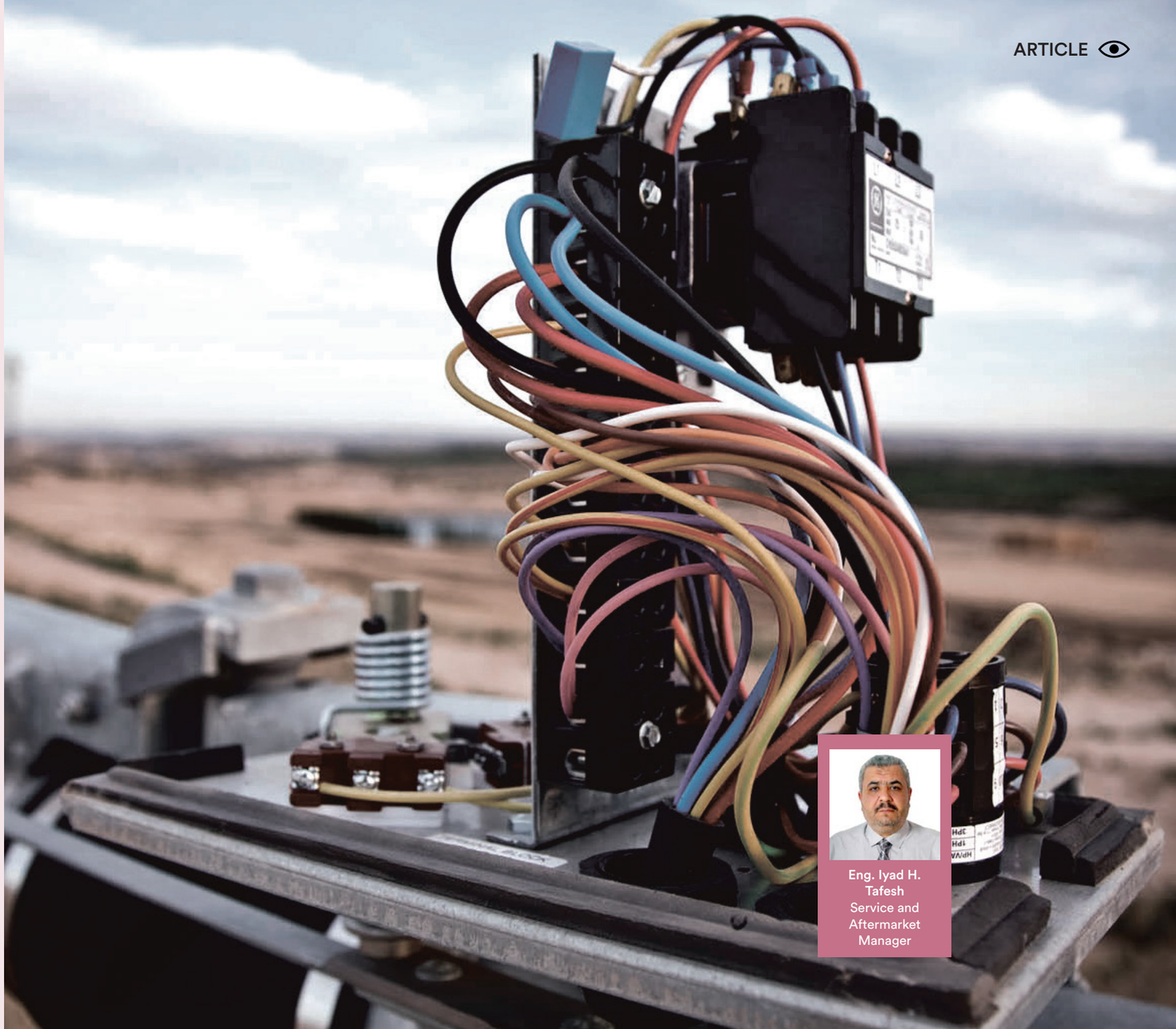
E. They do not install pressure gauges on the pivot point and end, to ensure the proper flow of water in the pressure regulators, and therefore to control the correct flow in these nozzles and irrigation uniformity.

F. Many of the nozzles in the towers are closed without justification, resulting in insufficient water reaching a large strip of ground.

AIC - Customers Aftersales Support

Working for your success

ARTICLE



Eng. Iyad H. Tafesh
Service and Aftermarket Manager

Alkhorayef Industries Company (AIC) with more than 50 years' experience in manufacturing mechanized irrigation machines is committed our customers receive the best possible aftersales care. Providing a full and extensive aftersales support service so that our products can be maintained and used effectively throughout machine lifetime.

THESE ARE THE SERVICES OFFERED BY OUR TEAM:

1 INSTALLATION & COMMISSIONING

The installation process begins with a detailed scope-of-work review to define your installation and training requirements, site environment, geography, project timeline, and reporting requirements. Based on your system's unique requirements, we'll assign the right specialists and installation technicians to successfully perform the job.

Our Installations & commissioning engineers / Authorized dealers equipped with all required tools & apparatuses are able to get your system up and running. We will check and configure all structural parts, electrical parts, Hydraulic components and ensure the system is correctly operational according to customer requirements.

2 PARTS

AIC provide comprehensive spare parts support for our products and guarantee spare parts availability for a minimum of 20 years. If components become obsolete we will source an alternate replacement to keep you operational.

3 CUSTOMER TRAINING

AIC provides on-site or remote training capabilities to ensure smooth operations. We offer personalized training to ensuring knowledge transfer so that end-users understand how to productively use or machines. We support our customers with all required Manuals and information related to our products. We have the experience to train your people so that they can quickly become “experts.”

4 MAINTENANCE

Regular maintenance visit at fixed intervals or on ad hoc basis, our maintenance engineers / Authorized Dealers are able to assess your system or machine and carry out the replacement or servicing of worn or consumable parts. We will also provide you with a detailed report containing further recommendations which we are able to action if required.

If you request a service visit, we will contact you and arrange a time convenient to carry out the work, wherever in the world you require it.

5 WARRANTY

AIC Products are free from defects in material and workmanship We offer a minimum of one year warranty or 3,000 operational hours whichever occurs first on all our systems unless a different period is otherwise expressly stated in “Warranty Period” clause in sales contract.

All of our machines are supplied with copy of AIC Limited Warranty Policy.

CENTER PIVOT SMALL FIELDS
PRODUCING MORE WITH LESS

It seems evident that small fields have very different needs from large areas. Despite this and people's awareness of the difference, the same machinery continues in use today in both spaces.

Western has designed an irrigation system matching field specifications of up to 30 hectares with low flow rates. This pivot is the most economical alternative as it uses less energy and employs the most suitable components for the watered area. It is devised especially for use by farmers who wish to irrigate their small plots automatically at a competitive price, but without troublesomeness.

Small Field offers many of the options appearing in systems with more spans: movable pivot option, possibility of automation with iControlRemote, all control panels available, wheels of different sizes ...

WHAT ARE THE BENEFITS OF THE SMALL FIELD PIVOT?

- **Excellent results for minimal investment.**
- **Reduction in energy costs.**
- **Versatility and flexibility, as it can be used with all kinds of conditions and crops.**
- **Lower cost per hectare.**

WHAT ARE THE MAIN DIFFERENCES FROM A PIVOT DESIGNED FOR LARGER SURFACES?

- **The pivot base** is made of lighter legs joined by an arrangement of sturdy angle trusses which confer the required sturdiness on the structure.

- **The Hook & Eye** connection between spans allows movement in any direction, while also preventing torsion forces from being transmitted along the spans.

- **The drive train** is designed for use with lighter legs, thus reducing an unnecessary cost. It is a more economical

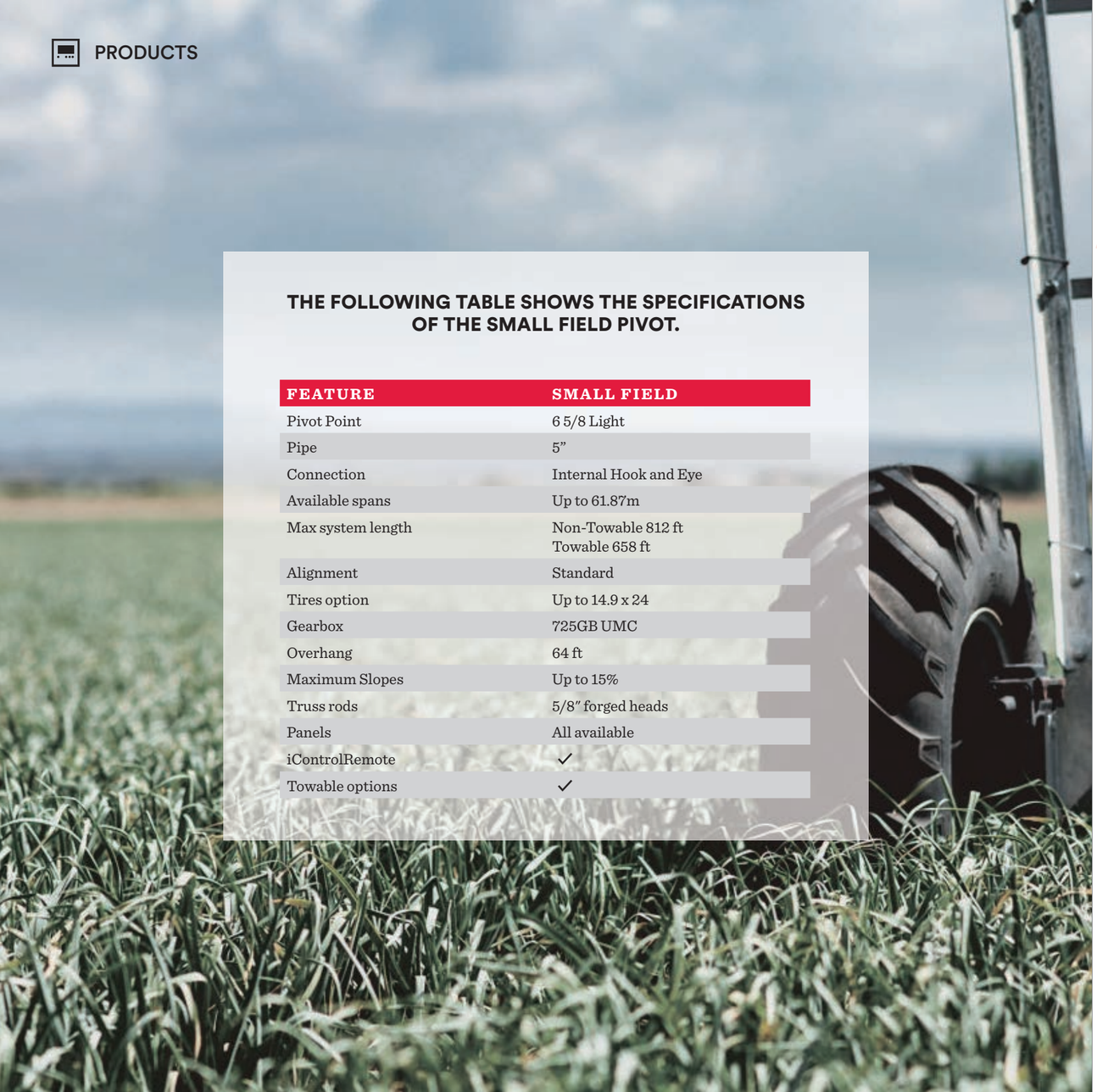
The Hook & Eye connection between spans allows movement in any direction

but equally reliable alternative for use with towers which support shorter spans or thinner pipes. The gearboxes are specially devised for use with smaller tires, in conditions of light soil where it is more or less level.

- **The 5/8" truss ties** are designed and manufactured to lengthen their working life by fending off fatigue. In addition, the hot-galvanization system enhances the anti-corrosion protection.

- **The 5" diameter piping** makes the system lighter, while also especially indicated for average flow rates of 80,000 litres/h.

This pivot is the most economical alternative as it uses less energy and employs the most suitable components for the watered area.



THE FOLLOWING TABLE SHOWS THE SPECIFICATIONS OF THE SMALL FIELD PIVOT.

FEATURE	SMALL FIELD
Pivot Point	6 5/8 Light
Pipe	5”
Connection	Internal Hook and Eye
Available spans	Up to 61.87m
Max system length	Non-Towable 812 ft Towable 658 ft
Alignment	Standard
Tires option	Up to 14.9 x 24
Gearbox	725GB UMC
Overhang	64 ft
Maximum Slopes	Up to 15%
Truss rods	5/8” forged heads
Panels	All available
iControlRemote	✓
Towable options	✓

interview

A very active role was played in the development of this new product by Brian Reid, head of the Engineering and Development department. To learn more about the process development the Small Field pivot underwent, we've asked Brian to tell us how this evolved to give the final product.

BRIAN, HOW WAS THE PROCESS TO DEVELOP IT?

The development process started with an evaluation of the previous design and a discussion of what needed to be improved. The main goal of the design update was to reduce the weight and cost of the system without reducing durability. To that end, the use of 5/8” truss rods, an internal tower connection, and an overall lighter weight structure allowed the use of a more cost-effective drivetrain which, when combined with the other design changes, reduced the overall cost substantially compared to the previous design.

“The main goal of the design update was to reduce the weight and cost of the system without reducing durability”.

A critical part of any new design is testing. The new design was subjected to the same loads and test duration as all other spans and the performance of the design exceeded our expectations. The design was then taken to the field where it was operated with water continuously over slopes that greatly exceed the maximum recommended values to ensure stability, strength, and durability.

Overall, we are pleased with the design and cost savings and believe our customers will be as well.

“The design (...) greatly exceed the maximum recommended values to ensure stability, strength, and durability”.

WHICH CHALLENGES DID YOU FIND DURING THE DEVELOPING PROCESS?

The greatest challenge faced during development was choosing whether or not to move to an internal tower connection. The ball and socket connection used on all of our machines up to this point was field proven and shown to be 100% reliable. However, the cost savings afforded by changing to an internal tower connection for the lightweight system were hard to ignore. Any concerns over the possibility of reduced durability were put to rest during the rigorous testing of the new design.

Brian Reid
Product Developent Team Leader

LEPA Close Spacing: Save Water.

Global issues like declining water availability and high energy costs are becoming a major concern for irrigators in a world affected by dwindling natural and energy resources. Growers know that more efficient farming practices and irrigation technologies are needed to keep farm profits sustainable and are experimenting with new ways to enhance current technologies.

American growers looked at LEPA (Low Energy Precision Application) technology, developed back in the 1980s, and began testing new ways to use these sprinkler heads. The technology was already known for its ability to dramatically reduce wind-drift and evaporation loss, so growers began installing this technology in new ways to see if they could increase the benefits.

What began five years ago as an experiment is now an award-winning technology found all over farms in the Western and Central United States. Now known as LEPA Close Spacing, the technology is gaining interest outside the USA in Mexico, Brazil, South Africa and the Middle East's dry regions, in areas where water is regulated, and among forward-thinking growers looking to produce good yields with significantly less water and energy.

Use Less Energy. Increase Yields.

Understanding LEPA Close-Spacing

LEPA (Low Energy Precision Application) Close Spacing is simple. It is a type of center-pivot irrigation system that does not spray water through the air and over crops. Instead, this system relies on bubble applicators that place water very near to the soil surface.

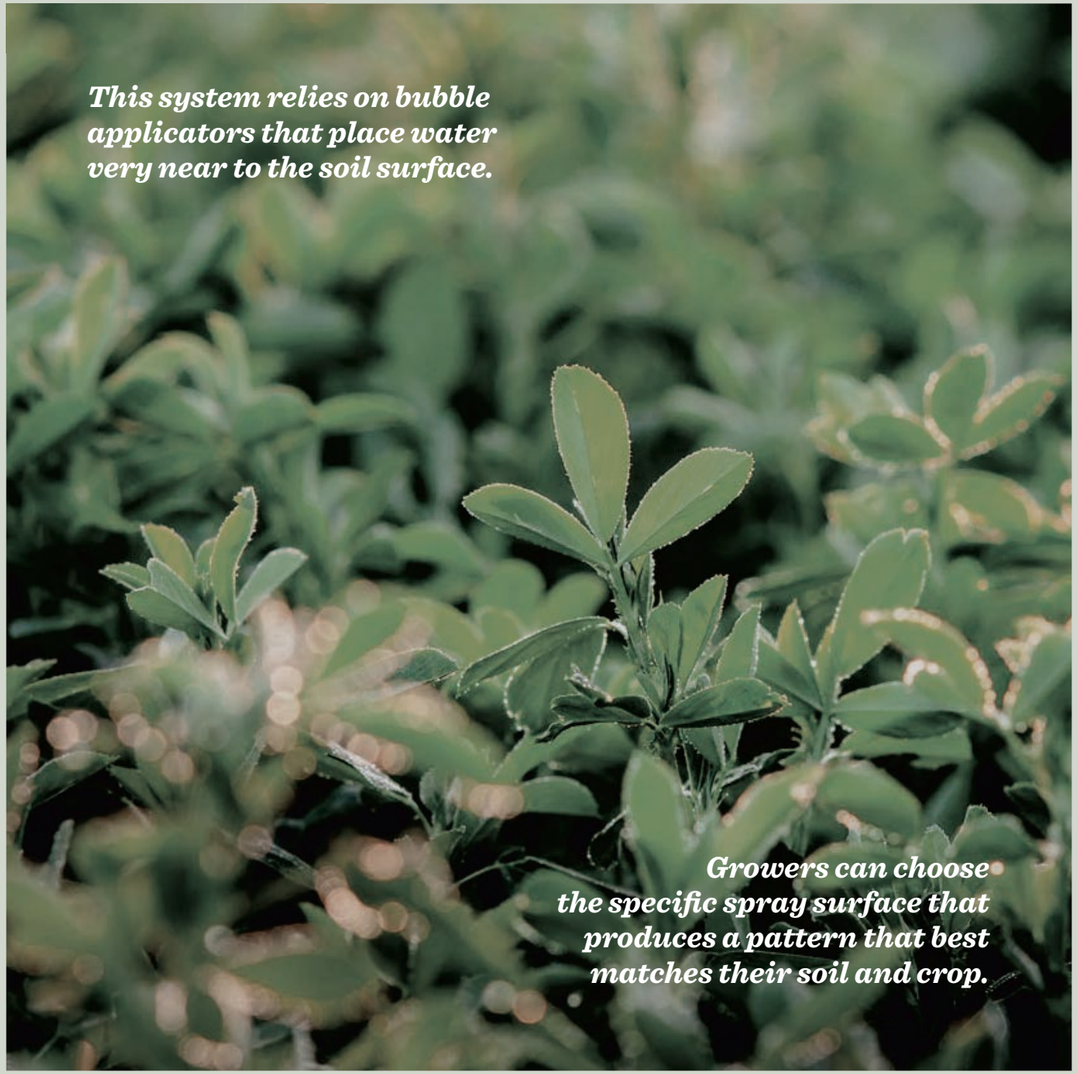
LEPA systems gently deliver water from a height of 45 to 60 centimeters above the ground. This helps combat wind-drift and prevent evaporation loss. With the applicators closer to the crop, the system can be setup so that water avoids hitting the leaves. Water does not have to come in contact with plants and fruit susceptible to water-borne diseases, and the soil absorbs nearly all of it.

The system can be setup so that water avoids hitting the leaves.

At least 20% more water reaches the soil surface with LEPA compared to conventional spray heads, which are very susceptible to high wind speed, low relative humidity, temperature, and evaporation losses. For farmers with a center pivot operating at 181 699 L/hr, this means they can get an extra 31 797 to 40 882 L/hr to the ground and the crop.

Most recently, farmers have been installing bubbler sprinklers with 1 to 2 meters or less between heads to irrigate every other furrow. This adjustment allows growers to maintain the water-saving benefits of lower wind-drift and evaporation loss while also obtaining:

- A more uniform root zone coverage.
- Increased yield using less water.
- The same energy efficiency as drip systems with low pressure operation of 0.41 to 1.37 bar.
- The ability to avoid wetting the plant canopy in row crop.
- The opportunity to apply the water needed in fewer pivot passes.
- A chance to leach salts beneath the root zone.
- Reduced potential rodent damage to crop and equipment over drip systems.



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4. The ability to avoid wetting the plant canopy in row crops.
5. The opportunity to apply the water needed in fewer pivot passes.
6. A chance to leach salts beneath the root zone.
7. Reduced potential rodent damage to crop and equipment over drip systems.

Conservation tillage practices further help prevent evaporation loss, and run-off by holding the water in the rows until the soil can absorb it. For this reason, LEPA Close Spacing achieves application efficiencies typically exceeding 95%.

Senninger: More choices than any other manufacturer

Senninger worked with researchers from Texas A&M University in the 1980's to develop the first LEPA applicator. In the past five years, Senninger has partnered with researchers and growers to help LEPA irrigation technology evolve into LEPA Close Spacing.

Senninger developed a myriad of options for farmers across the globe but focuses primarily on two types of bubbler heads: The LDN UP3 Bubbler Pad Assembly and the LDN Shroud with bubble pads. The LDN UP3 Bubbler Pad gently deposits water onto the soil surface in a narrow stream that avoids wetting the foliage. The LDN Shroud deflects water from the deflector pad down in a wide, dome-shaped pattern that gently distributes water without spraying, providing complete coverage of the field. Due to its less concentrated distribution pattern, the LDN Shroud can be used on fields without furrows.

Because the bubbler pads can be flipped for spray irrigation and germination, growers can choose the specific spray surface that produces a pattern that best matches their soil and crop.

For more information, please visit www.senninger.com

Senninger®

Events

The first event to take place this semester was the general meeting of the Agriculture Division of Alkhorayef Group, held at the Group headquarters in Saudi Arabia. The general managers of all the Business Units of the Division all attended, as did the area managers for each of the Service Units: Development, Marketing, Finance, Production, Logistics and IT. During the working sessions chaired by Mr. Abdullah I. Alkhorayef and the CEO, Mr. José F. Tomás, the results for the first half-year were presented, and the directives to be followed for the remaining months of the year were established.

Autumn always comes around full of events in the agricultural machinery sector around the globe. All of the business units have participated in the principal trade events of their region, with the international fairs in Egypt, Russia, Moldavia, the United States and Italy being of special importance.

We will start by speaking of the fair that took place in September in Cairo (Egypt), **Sahara Show**. This event is held every year in the Cairo International Exhibitions Center, and is the most important in the country, not just showing off the latest in agricultural material, but it has also become a meeting-place and educational forum for agricultural professionals. TOM participated yet again this year with an extraordinary stand, meeting up with visitors and friends who came to see the latest novelties offered by Western for themselves. Its general manager, Asharf Geweily, was accompanied by José F. Tomás and the full TOM team. This edition of Sahara Show was definitely a highly fruitful one for the company, with the set organizational and corporate expectations surpassed. Congratulations to the whole team!

september

october

The month of October is a very busy one in terms of participating in fairs: **SIPSA-SIMA (Algeria)**, Agrosalon (Russia) and Moldagrotech (Moldavia). The first ran from October 8 through 11 in Algiers, and is the worldwide point of reference for the North African agriculture sector. The TOM team went there to take the pulse of this highly interesting market, and greet local distributors and clients.

The second date was **Agrosalon** in Russia from October 9 to 12, at Crocus Expo in Moscow. This is the main event for the Russian agricultural industry and is the greatest specialist international showcase of the country. Over 4 days, the biggest manufacturers from 34 countries displayed the latest trends in agricultural machinery and technological solutions. The general manager of Aisco Europe, Daniel Fernández, accompanied by the technical and commercial manager for the Russian market, Igor Lozovoy, and the head of technical service for Europe, Regis Simier, had a chance to meet their clients, distributors and friends who visited the stand to discover the latest about Western products.

The final event of the month was **Moldagrotech** in Chisinau, Moldavia. This biannual fair is where the most important international manufacturers and distributors in the agricultural sector come together, exhibiting the equipment, technologies and services to be found in that country's industry. Naturally, Aisco Europe had to be present at this meeting, where numerous visitors were welcomed by Olexandr Morozov and Regis Simier accompanied by Yuri, the local provider of pumping systems.

november & december

Finally, November arrived, and with it **EIMA Show,** definitely one of the most important and anticipated events for our industry. For this edition, around 317 thousand visitors attended from 185 different countries, representing a rise of 11% over the previous gathering. This occasion was especially lively, with numerous visits from consolidated and potential clients, providers and colleagues. The Aisco Europe and TOM teams were there to welcome all of them. *"Eima is always an interesting fair, not just for meeting new clients, but also for getting together with our distributors, providers and members of the team. This fair helps to raise the visibility of Aisco Europe and our Western products, but that is only part of our ongoing sales work."* This was how Daniel Fernández, GM Aisco Europe, appraised the participation in this event. We are especially grateful to our distributors in Italy, Andrea Magnano (G.Magnano, www.gmagnano.it) and Romania, Ionut Babu (Agriprom, www.agriprom.nl/en for their participation and collaboration).

To round off the fair season, in December, our colleagues at Pierce US and South America attended the annual meeting organized by the **United States Irrigation Association**. The manufacturers and professionals of the irrigation world gather for this important event to showcase the trends in the sector, as well as organizing seminars, conferences and meetings between participants. Eduardo Ruiz, general manager of Pierce US, was surrounded by his team throughout these show days.

It has been a hectic end to the year for the representatives of our Western and Pierce brands all over the world. We are very proud of the participation of all of them, and we would like to thank all our colleagues, visitors and friends who have supported us at these fairs. **See you in 2019!**

Western & Pierce

Who we are and how we met.

Hello Let us introduce ourselves: Estrés is an independent advertising agency founded in 2007. We take care of the creativity, strategy and development of the communication of brands, using the resources and media necessary in each case to yield the best results.

We met AISCO over a decade ago when they called us in to give their brand form and identity. Our objective was to create a personable image which could be opened to international markets. The outcome was a potent, recognizable, versatile brand, very different from what the sector was used to: we placed the emphasis on the results of AISCO products, rather than on the machines themselves. It was a bit risky, but I think we met the objective as we are still working together.

Since then, we have been responsible for their communication in the media needed: web, trade fairs, corporate material... We've been together for long enough to give us a special affection for them and, in addition, we love them to pose us new challenges.

How the project to change the image of Western and Pierce came about.

Although the images of Western and Pierce were updated in 2014 and 2016 respectively to set them both along the same creative lines, there remained considerable differences in relation to fonts and colors. The images were no longer a 100% fit to current times in either case, nor did they reflect the innovative and fresh spirit possessed by both brands. The creative study was carried out during 2017, and although both Western and Pierce were consolidated in their markets and perfectly recognizable in the sector, their identities needed to be updated to accompany the times we live in.

So it was that we began working on the project to move both brands on, giving each its own personality but retaining the synergies between the two.

What the working process was like.

Our first task was to analyze their attributes to see whether anything needed to be changed, or the spirit retained. We also reviewed their track record and the amount of recognition which has percolated into the market. We reviewed both the strong and weak points and, after all this analysis, we started to seek creative routes.

We began working on the project to move both brands on, giving each its own personality but retaining the synergies between the two.

In this case, we wanted to distinguish Western from Pierce more: the two used the same typography and the same container, and only the background color was different. The other elements needing improvement were the stick-like font, which conveyed too much rigidity, and the oval, which isolated the brand too much and had gone a bit out-of-date.

We achieved a highly personal symbol using the W and the P, formed out ofa drop of water.

We focused on the world of the brand, its milieu, benefits and attributes. This is why we looked for organic forms, a bit closer to nature. Curves, outlines with gentle rhythms. We sought a modern typography, although with a classical tinge which can withstand the passage of time, because even in design there are fashions too, and we worked to look for water, liquid, drops and movement. We wished to create a symbol using the first letter of each. The most difficult part of this process was reaching some outcome which would work for both brands, as the words are of different lengths and their initials are also very different. Finally, we achieved a highly personal symbol using the W and the P, formed out of a drop of water.

In the case of the colors, it was mandatory to retain the distinction Western red / Pierce blue. Thus, the aim was to find some appropriate tone of red and blue, taking how they set each other off into account. Upon eliminating the accessory graphical elements (the oval and shadows), we needed vibrant, bright and lively hues which would help to confer visibility on the brand. And... we raised the tone!

The best proof that the brand is working is being able to adapt it and apply it to different supports.

As for the images, we focused on nature, on the results of irrigation machines. These are foreground photos showing watered crops and machines which blend into nature... and they are supported by very simple graphical elements, of simple lines, to convey the seriousness and technical reliability necessary.

The best proof that the brand is working is being able to adapt it and apply it to different supports, whether in corporate images, signage, online or traditional outlets. This is at the end of the process, where the details are tweaked to unify all the messages, and finally the brand manual was compiled as a useful tool for application.

Challenges and results.

The greatest challenge of any rebranding exercise is to change how the brand is perceived on the retina. Getting used to a new image is always a matter of time. And time, in the end, gets us there. Following a long process of work, both the Estrés and Western and Pierce teams are highly satisfied with the result, and time itself shows that a brand has to evolve and grow, without fear of change.


Alkhorayef
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