

RIIFO



NEWSLETTER 2022

01 SUBSIDIARIES' ACTIVITIES

RIIFO UK established	03
Celebrate National Umbrella Day at the office	05
Summer outing for fun and team building	05
Staff training at RIIFO Mexico	05
Gas Piping System training for clients in Casa Cravioto	06
RIIFO: Busy September started with RIIFO Indonesia Product Launch and Networking	07

02 RIIFO AT GLOBAL EXPOS

RIIFO Mexico presented at the Ferretero Summit Congress 2022	09
RIIFO Mexico presented at the EXPO FERRESHOW / EXPO CONSTRUCTO 2022	09
RIIFO EU and RIIFO UK made their debut at MCE 2022	10
RIIFO Mexico at Expo Nacional Ferretera 2022	13
RIIFO Europe at Installatie Vakbeurs 2022	13
RIIFO Vietnam at VIETBUILD HANOI 2022	13
RIIFO Tanzania at the 19th Annual Engineers Day 2022	14
RIIFO Mexico at Obra Blanca Expo 2022	14
RIIFO Vietnam at VIETWATER 2022	14

03 CASE STUDY

"Green" piping for a shared goal: building a greener future	15
RIIFO powered the construction of Kempton Towers with its one-stop piping solutions	17
RIIFO UK offered a solution-based approach to the challenges a historic building presented	19





ABOUT RIIFO

As a leading multinational corporation, RIIFO provides one-stop piping solutions with applications within the residential, commercial, agricultural, industrial, and infrastructural sectors. Forging ahead since 1996 and with over 8000 employees, 70 branches and subsidiaries, and 300,000 distributors, we served customers in more than 100 countries and regions.

We strive to provide our clients with an integrated value chain from Research & Development, Manufacturing and Distribution to fulfill our mission to provide the market with the best piping products and solutions.

01 SUBSIDIARIES' ACTIVITIES



RIIFO UK established

April 4, 2022

With the first batch of products arriving at the local warehouse, RIIFO UK announced to start their business on 4th April 2022. At the first board meeting of RIIFO UK, Simon Marklew, Managing Director of RIIFO UK, said he was thrilled to be part of RIIFO UK and the wider worldwide RIIFO company. The entire RIIFO UK team was ready to offer truly world-class products which add value to both distributor partners and end users in the UK market.

Meet the team



Simon Marklew

Managing Director

simon.marklew@riifo.com



Stephen Davies

Commercial Director

stephen.davies@riifo.com



Paul Burton

UK Sales Director

paul.burton@riifo.com



Xin Wu

Finance Manager

xin.wu@riifo.com





February 10, 2022

Celebrate National Umbrella Day at the office

National Umbrella Day is celebrated across the USA each year on February 10th. On this day, people honor one of the world's most convenient inventions, the umbrella! Employees at the RIIFO US office got a gift: RIIFO Umbrella!

July 4, 2022

Summer outing for fun and team building

To foster team bonding and increase workers' engagement, RIIFO China Team went to a beach located in Huizhou, Guangdong Province for team building in the summer. A series of activities were carried out to develop the entire team's collaboration and trust during this two-day trip. All participants felt happy and had a stronger sense of belongings in the organization.



September 13, 2022

Staff training at RIIFO Mexico

Staff training comes from the importance we attach to the self-development of our people, but we also believe that our sales team acquire more knowledge about the business and inventory can better serve the clients. Taking the advantage of the Expo Ferretera Nacional 2022, a series of personnel training courses started at RIIFO Mexico.





Gas Piping System training for clients in Casa Cravioto, Mexico

July 13, 2022

RIIFO Mexico was glad to start the business of their RIIFO Multilayer Gas Piping System in Casa Cravioto, which is a new market for them. Therefore, they held a training course for their clients to make sure the sales team of the client had a better understanding of RIIFO Gas Piping System. This is a great achievement but also a challenge for the team. Marco Milan, Managing Director of RIIFO Mexico, said providing certified and reliable products to the clients and guaranteeing turnover to the business partners are their commitments and responsibility.



RIIFO: Busy September started with RIIFO Indonesia Product Launch and Networking Event 2022

September 8, 2022

September 8th, RIIFO Indonesia kicked off its highly expected Product Launch and Networking Event 2022 in Jakarta, Indonesia. With the theme of “RIIFO Connects-Next Gen Plumbing Systems”, RIIFO Indonesia not only announced its brand upgradation campaign at local but also unveiled the mask of the new-generation PP-RCT pipes, PE-Xb pipes and RIIFO PP-R Looping System for the Indonesian market, even the entire Asian market. Over 170 consultants, developers and contractors witnessed this exciting and glorious moment.



Nur Maulana Yusuf, Sales Manager of RIIFO Indonesia, introducing PP-RCT to all participants

During the event, RIIFO PP-RCT pipes and fittings undoubtedly became the star products, arousing wide concern. Compared to traditional PP-R products, PP-RCT has better high temperature and pressure resistance, greater toughness and higher flow capacity. “Thanks to better physical performance, I am sure the PP-RCT will be one more good option for piping materials and its products will lead the plumbing system into a new era,” said Austin Zhang, the General Manager of RIIFO Indonesia. In addition to PP-RCT, RIIFO PE-Xb Plumbing System was also introduced to the Indonesian market officially during this event. RIIFO has been seen to keep extending its product portfolios in action for every local market.

Philip Chen, the Deputy General Manager of Overseas Department in RIIFO Group said: “During these years, we have faced many difficulties like fiercer competitiveness, the continued bleakness of the global economy and more, but we are never off course when we go for globalization.”

With this strategy, RIIFO EU, RIIFO Vietnam, RIIFO Mexico and other RIIFO subsidiaries also highly activate in their local piping markets.

Everything we strive to do is only for a goal: providing high-quality piping systems to deliver safe and clean water.

02 RIIFO AT GLOBAL EXPOS



March 28, 2022

RIIFO Mexico presented at the Ferretero Summit Congress 2022

Warm congratulations on the great success of the Ferretero Summit Congress 2022 held by Todo Ferreteria Magazine. RIIFO Mexico was happy to have participated in this important event. Marco Milan, Managing Director of RIIFO Mexico was invited to share his views on the future development of the plumbing sector in the Mexican market.

May 25, 2022

RIIFO Mexico presented at the EXPO FERRESHOW / EXPO CONSTRUCTO 2022

RIIFO Mexico took part in the EXPO FERRESHOW / EXPO CONSTRUCTO 2022 from May 25 to May 27. They showed their flagship product systems, RIIFO PP-R Plumbing System and RIIFO Gas Piping System, to thousands of visitors. To strengthen the relationship with plumbers and share their know-how, the team also organized installation training during the EXPO. Over 60 plumbers came and took part in the training course.





RIIFO EU and RIIFO UK made their debut at MCE 2022

July 1, 2022

The return of the Mostra Convegno Expocomfort successfully came to an end on July 1st following a four-year hiatus. RIIFO EU Team and RIIFO UK Team were thrilled to make their debut at one of the biggest global piping events. Covering a multitude of piping products like plumbing, drainage, underfloor heating, and more, RIIFO's comprehensive piping solutions drew widespread attention during this four-day show.



RIIFO products getting attention from visitors

Our Sincere Attitude Is Fully Presented in the Booth Design

With a genuine desire to get closer to all visitors, RIIFO's booth was specially designed with white as the main color and featured a fully open layout that allowed everyone to easily view our products. Total product systems were also hung on the walls so visitors could effortlessly understand how our piping systems work in real-life scenarios.

Comprehensive Piping Solutions All Under a Single Brand, RIIFO

Differing from previous fairs, RIIFO at MCE 2022 fully presented its "comprehensiveness", complete piping solutions under a single brand. Multiple specifications for a single product, one fitting compatible with a wide range of pressing profiles, multiple fittings compatible for different pipes, and extensive product portfolios available to complete any reliable piping system. The comprehensive piping solutions allow for the delivery of more reliable and leak-proof piping systems in diverse applications. This is made possible because RIIFO has different pipes and fittings under a single brand and can systematically and effectively match every piece.



RIIFO booth at MCE 2022



Gert Schuermans, RIIFO EU General Manager, introducing products to visitors

We Strive to Close The Distance with Our Clients

During the fair, the RIIFO EU and the RIIFO UK Teams introduced our high-quality products and services in detail to thousands of visitors. Gert Schuermans, RIIFO EU's General Manager, said: "The European piping market is boiling and there are many opportunities. For example, Multilayer Composite Pipes are accepted in many European countries. RIIFO Multilayer Plumbing System undoubtedly offers a fantastic option to all customers in this great market. In addition to offering comprehensive piping solutions, the entire RIIFO EU Team will continuously listen to our clients, learn what customers need, and react quickly."

The successful showing at MCE 2022 is RIIFO's first step towards the European market, but our path of global development won't stop there. Setting up 14 subsidiaries around the world is our way of closing the distance with our global clients. We will keep forging ahead, offering responsive, attentive, and valuable customer-oriented services to make our piping products more accessible for everyone.



September 11, 2022

RIIFO Mexico at Expo Nacional Ferretera 2022

The Expo Nacional Ferretera 2022 came to an end on September 11. In addition to the star products such as the PP-R Plumbing System and the Gas Piping System, RIIFO Mexico brought another solution of piping, RIIFO PE-X Plumbing System during this year's exhibition. As a new type of plumbing system, RIIFO PE-X Plumbing System will undoubtedly bring a big surprise to local customers with its excellent flexibility and high chlorine resistance performance.

September 13, 2022

RIIFO Europe at Installatie Vakbeurs 2022

Busy September! RIIFO sparked at another EXPO. On September 15th, RIIFO Europe brought their Underfloor Heating System, Multilayer Plumbing System, and other latest advancing piping solutions at Installatie Vakbeurs 2022.



September 19, 2022

RIIFO Vietnam at VIETBUILD HANOI 2022

RIIFO Vietnam concluded their participation in the VIETBUILD HANOI 2022 on September 19. The whole team was glad to show their comprehensive piping systems and deliver their resolute on making every piping solution as the ideal one for local customers. It's worth mentioning that RIIFO Vietnam has formed strategic cooperation with Air Conditioner Brand like DAIKIN, GREE, TOSHIBA and MIDEA to boost their sales of the RIIFO AC Piping System.





September 23, 2022

RIIFO Tanzania at the 19th Annual Engineers Day 2022

RIIFO Tanzania ended up this September with their participation at the 19th Annual Engineers Day 2022 in Dodoma. With high-quality products and a good reputation, RIIFO Tanzania has been the piping supplier for many famous contractors and developers in the local market.

October 13, 2022

RIIFO Mexico at Obra Blanca Expo 2022

RIIFO Mexico Team spent their fantastic time at Obra Blanca Expo 2022 from 11th Oct to 13th Oct. We are glad to see RIIFO piping systems are brought to the Mexican market and win users' recognition due to the team's effort.



November 11, 2022

RIIFO Vietnam at VIETWATER 2022

An awesome three-day exhibition in Vietnam's International Water Supply, Sanitation, Water Resources and Purification Event. RIIFO Vietnam Team brought their various high-quality piping systems to the spotlight.

03 Case Study



Indonesia Weda Bay Industrial Park in construction

“Green” piping for a shared goal: building a greener future

The transition from a resource-consumed development to the more sustainable and greener one has been a prevailing trend in the industrial sector during these years. With a resolute commitment to not only construct today’s buildings but also buildings for the next generation, RIIFO uses sustainable practices in every step of its business, from piping production to marketing. This view on sustainable development coincides exactly with that of Indonesia Weda Bay Industrial Park, laying a foundation for cooperation between the two sides.

Indonesia Weda Bay Industrial Park is the first nickel mining and industrial park complex in Indonesia. With a vision of conducting sustainable development and minimizing the emission of greenhouse gases, Indonesia Weda Bay Industrial Park strives to be a world-class industrial park. To meet the requirements for plumbing and electrical safety while constructing in line with the client's values for environmental protection, RIIFO, thereby, provides its piping solution with its PPR Piping System, PVC Piping System, and PVC Conduit System.

Best-in-Class Piping for World-Class Projects

As a nationally strategic project with a large amount of investment, the construction of the industrial park is expected to meet higher and stricter requirements. "The quality of pipes and the supplier strength are important selection criteria. I am very proud that RIIFO can deliver such confidence to clients with its high-quality products and reliable after-sales services," said Yu Yang, Sales Manager of RIIFO Indonesia.

Plumbing and drainage are important for a large-scale industrial park. A stable water supply means a highly efficient and leakproof plumbing system is required. With various sizes of piping and large-flow fittings, RIIFO PP-R Plumbing System was selected for this project due to its larger flow capacity. Additionally, preventing waterlogging also needs to be approached. RIIFO, thereby, provided its ideal solution—RIIFO Drainage System that allows faster drainage due to its extremely smooth inner wall and features outstanding water tightness.

In addition, as the industrial park will have a huge electricity demand, guaranteeing electrical safety is one of the considerations for this project. RIIFO Conduit System undoubtedly is an ideal solution for this challenge. Featuring high flame retardancy, RIIFO PVC Conduit System can self-extinguish within 30 seconds once leaving the flame. Additionally, with outstanding insulation, the pipes and fittings can resist AC2000 voltage and its insulation resistance can reach more than $1 \times 10^8 \Omega$. In other words, RIIFO PVC Conduit System improves electrical safety with its reliable quality.

To Build a Greener Future Together

"Green industry to build a greener future." That's not only the motto of Indonesia Weda Bay Industrial Park but also a goal for RIIFO. This view on sustainable development is fully presented in product selection and supplier selection for this project. Approved by EPD (Environmental Product Declarations), RIIFO PP-R Plumbing System, PVC Drainage System, and PVC Conduit System are proved to be environmentally friendly systems that are in line with this sustainable and green development concept.

Having over 30 distributors in 21 provinces, RIIFO Indonesia has a powerful warehouse and logistics network locally. Apart from offering the best-quality piping products at good prices, RIIFO always strives to support large-scale projects with sufficient in-stock products and highly efficient logistics.



Indonesia Weda Bay Industrial Park in construction



RIIFO powered the construction of Kempton Towers with its one-stop piping solutions

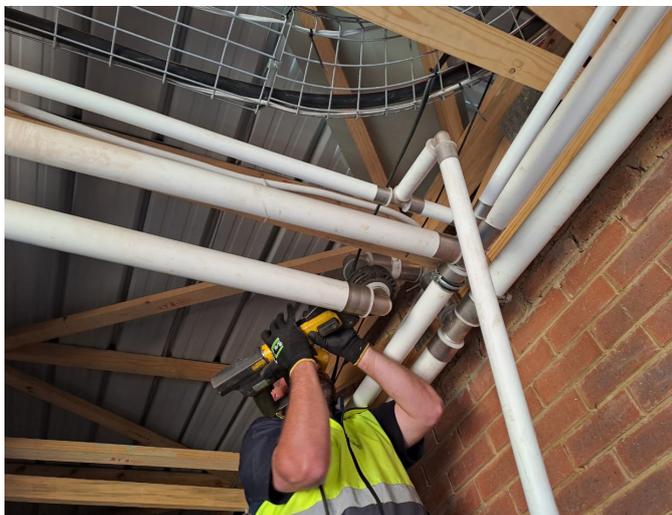
Wearing a helmet and a pair of gloves, Matthew and Clint, the sales managers of RIIFO South Africa Exclusive Agency Team, went out of the construction site after conducting an installation inspection on the piping system. “The construction progress far exceeds the expectation,” Matthew said as he looked up at the 9-story tall Kempton Towers.

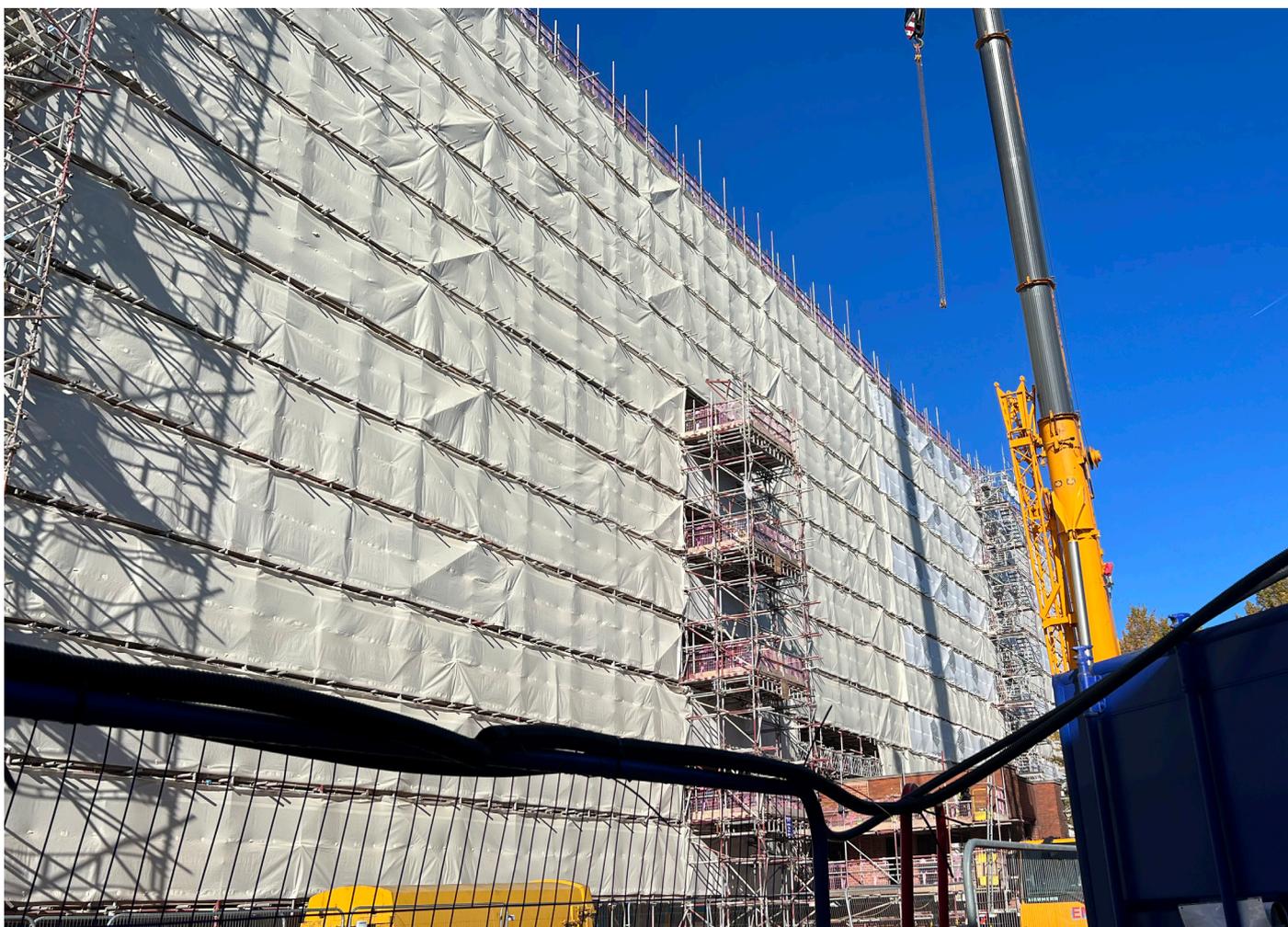
Kempton Towers was a Social Housing Regulatory Authority Project with a specific funding model, funding requirements, and an extremely tight timeframe. This project required a cost-efficient construction solution without compromising on quality. With a trustworthy reputation in the South African market, RIIFO won the bidding through its strength in providing one-stop piping solutions.

“The word ‘one-stop’ means RIIFO has a strong capability to make an extensive product portfolio available,” Clint said. Covering pipes from 16mm to 75mm, the complete product specification enables RIIFO Multilayer Pipe to meet the needs of different applications. Additionally, RIIFO’s capability in keeping both piping and fitting production under its own roof ensures client confidence. “If an entire piping system including both piping and fittings is under one brand, each part of the piping system will be better matched, making a leakproof and reliable piping system a reality.”

One-stop piping solutions not only refer to an extensive product range but also a series of thoughtful services. With the support of a well-developed logistics system and adequate inventory, RIIFO’s products were delivered on time, keeping the project on track under extremely tight deadlines. “To facilitate the installation, our professional sales team also provided on-site training for plumbers and assisted them in speeding up the installation by using electric crimping tools suitable for fittings of various sizes. ”

With high-quality products and world-class services, RIIFO keeps expanding its brand influence in the local market. In 2022, RIIFO’s piping systems have been used in over 20 projects, gaining much recognition from our clients.





RIIFO UK offered a solution-based approach to the challenges a historic building presented

Just outside York, one of England's finest and most beautiful historic cities, lies a development of 279 apartments in one of the area's iconic buildings. The development of such a historic building brings challenges unlike those found in a newbuild apartment building, with high ceilings, existing internal structures and challenging site access.

Working with Briggs & Forrester, one of the largest Mechanical & Electrical sub-contractors in the UK, RIIFO UK offered a solution-based approach to the challenges this prestigious installation presented.

The use of RIIFO insulated pipework saved the need for a follow-on sub-contractors to insulate the pipework, saving considerable time and cost. The flexibility, rigidity, and low bend radius of the RIIFO pipe allowed it to be bent around existing roof structures without the need to add joints saving the installers considerable effort. RIIFO UK adopted the 25mm insulated pipe in larger 80m coils which delivered further cost savings and value to the contractor.

RIIFO UK worked closely with the chosen distribution partner to ensure all product was ready and available for a fast start to the installation and followed up with product training for the installer team. As the project progresses, operational management of stock ensures that the installer has what they need readily to hand to maximise the efficiency of the install process and minimise the amount of product on site at any given time.

The award of the order and use of pipe and fittings through RIIFO UK garnered huge recognition with both existing and potential clients and was a powerful announcement of the arrival of RIIFO UK in the building services market.

RIIFO Newsletter

Annual newsletter for RIIFO global clients

Publisher

RIIFO Group International Holdings Limited

Editing Team

RIIFO Corporate Brand Team

Version

Revised on January 1st, 2023

RIIFO Group International Holdings Limited

www.riifo.com
sales@riifo.com

