

# CASE STUDY

**SGB** a Brand Energy and Infrastructure Services company

**RAK**  
Logistics



## RAK Logistics checks off all the needs of SGB/BEIS in the Middle East

**Brand Energy and Infrastructure Services** is a premier provider of integrated specialty services to the global energy, industrial and infrastructure markets. Its extensive portfolio of specialized industrial service offerings include scaffolding, coatings, insulation, refractory, formwork & shoring, specialty mechanical services, cathodic protection and other related crafts. In North America, Brand operates in five key market segments: Upstream, Midstream, and Downstream Oil & Gas, Power Generation, Industrial and Infrastructure.

As a Brand company since November 2013, **SGB** now offers its work access products and solutions, as well as formwork & shoring services and industrial multi-craft services to strategic global markets. Dating back to 1919, SGB is one of the best known and well respected names within the access service fields. With more than a century of experience, SGB delivers quality product and project solutions and services for building construction and maintenance applications, enhancing both on-site productivity and safety for their clients.

*"SGB Middle East (a Brand Energy and Infrastructure Services company) has been working with RAK Logistics on our International and local Supply Chain requirements for the Middle East region. Alex Allen and the team at RAK Logistics are a professional team who strive to provide an exceptional service and deliver as promised."*

### **Centin Baxter**

Regional Supply Chain Director -  
Middle East & India  
SGB/Brand Energy and Infrastructure  
Services



*simply at your service™*

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## the **RAK** CHALLENGE

SGB/BEIS are looking for partners in the global freight forwarding sector to support the operation in meeting demand and support in door-to-door movements of containers around the world, and to ensure that compliance and customs documentation and regulations are managed. With the current economic downturn, and drop in oil prices, the pressure to improve operational efficiencies is becoming more important than ever. One of the key business challenges for BEIS is the utilization of their scaffolding and formwork equipment, valued at +US\$1.5b worldwide, and moving this equipment around the world to meet demand.

## the **RAK** SOLUTION . . . a big CHECKMARK

- Global Partner ✓
- Responsive to demand ✓
- Compliance and Regulatory Expertise ✓

## the **RAK** RESULTS

Due to RAK Logistics' efforts SGB/BEIS now has the ability to move equipment around the world at short notice, in a timely manner. BEIS is able to reduce the reliance having to buy additional equipment which is not being utilized elsewhere in the world, thereby improving the business performance globally.



*simply at your service™*

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