

## PRESS RELEASE

### Asphalt Rubber Blending Technology goes to Riyadh, Saudi Arabia



**July 13, 2011.** Los Angeles, California, USA: K. I. Saab & Associates is pleased to announce that following a detailed evaluation of US built and pioneered asphalt rubber blending technology, coupled with current best practice design parameters; The High Commission for the Development of Riyadh in the Kingdom of Saudi Arabia has taken it upon itself to introduce for the first time in the Gulf the use of Asphalt Rubber in its “Development of King Abdullah Road” Project with an intend to minimize sound, improve safety, reduce maintenance cost and help environment by utilizing (GREEN technique) recycled tire rubber.

Arriyadh Development Authority (ADA), the executive branch of the High Commission for the Development of Arriyadh, has completed the development of the central part of the road from its intersection with Prince Turki bin Abdulaziz I Road to its intersection with King Abdulaziz Road. The developed part, about 5.3 kilometers long, includes a main road with 3 lanes and a service road with at least two lanes in both directions.

The 1st phase of King Abdullah Road Development Project aims at turning the road into an expressway that serves more than 520,000 vehicles per day instead of 190,000, and also aims at creating a distinguished urban, economic and social environment and making the road ready to accommodate the new railway line and the advanced traffic management systems, Acting ADA President Eng. Ibrahim Al-Sultan said.

The Development Project of King Abdullah Road is part of a comprehensive plan made by ADA to develop the transportation system in Riyadh. The plan aims at providing safe and comfortable means of transportation through sustainable transportation system that meets both the present and future requirements, ADA acting president Ibrahim Al-Sultan added.

**K. I. Saab & Associates** facilitated the technology transfer agreement between D&H Equipment Ltd ([www.dhequip.com](http://www.dhequip.com)) a Texas, USA based specialist builder of asphalt rubber blending equipment and AL Fahd Company - who are the first local road building contractor in Saudi Arabia approved by the ADA to carry out the production and laying of Asphalt Rubber in the Development of King Abdullah Road Project, which has been used extensively in the USA and around the world for many years, based on solid and proven performance parameters.

**K. I. Saab & Associates** also facilitated the binder design and mix formulations for the project in collaboration with Consulpav (Consulting Engineering for Pavements & Materials) a Walnut Creek, California, USA & Portugal based asphalt rubber consulting firm ([www.consulpav.com](http://www.consulpav.com)). Research studies and more than 25 years of practical experience in the USA have shown that asphalt-rubber materials have significantly modified physical properties when compared to asphalt cement. These modifications include increased high temperature modulus, viscosity, and toughness; increased elasticity, reduced temperature susceptibility, and less age hardening. In several US states and countries abroad with similar temperatures comparable to the GCC, the use of asphalt-rubber has become routine construction practice for new and rehabilitating deteriorated pavements and extending overlay life.

**K. I. Saab & Associates** are presently working with other clients in Saudi Arabia and the Gulf States developing tire recycling projects and after market product applications including; asphalt rubber, valued added products with flooring tiles, underlayment for sound reduction in construction, sports surfacing, artificial turf for soccer fields and devulcanization technologies.

**K. I. Saab & Associates** are also planning later in the year to organize several mini seminars in Saudi Arabia and the Gulf States to bring the asphalt rubber technology and know-how to the region in collaboration with several US based experts including the Arizona, USA based Rubber Pavements Association ([www.rubberpavements.org](http://www.rubberpavements.org)) Further details will be announced later.

**Khodr I. Saab**, President of the Los Angeles based K.I.Saab & Associates, a tire recycling and environmental technology transfer specialist with extensive Middle East project experience, said; “we are delighted to see the first asphalt rubber roads being utilized in the Kingdom taking advantage of the superior performance, safety and sound reduction properties of this special material and we look forward to developing several other pending projects in the region during the months ahead.

The interest shown in the region for tire recycling and utilizing the resultant crumb rubber powder in value added products is gaining more and more momentum as GREEN architectural design techniques become popular with associated energy savings and environmental clean-up advantages built into economic advantages associated with these projects”.

With almost 20-years of international experience (including building the first tire recycling plant in Saudi Arabia) associated with the tire recycling sector we can bring specialist knowledge and expertise to the table and advise clients in all areas of the business; from initial feasibility studies, design and development, technology transfer programs, project management and other associated services covering all aspects of the tire recycling arena”.

**Keith J. Fryer**, MCIM, founder of Orange County based KFA Consulting ([www.kfa-ca.com](http://www.kfa-ca.com)) said, “we are delighted to be working with Khodr Saab assisting him with his business developments plans to introduce tire recycling systems and technologies to the growing Middle East market; where we have both had many years experience working in the region. We are also very pleased to be associated with key vendor companies who can supply the best manufacturing technology in all areas of the business to maximize customer return on investment”.

For further information please contact:

Khodr I. Saab  
President

**K. I. Saab & Associates**

1801 Ave of the Stars, Suite 901,  
Los Angeles, CA 90067-USA

Web: [www.kisaab.com](http://www.kisaab.com)

Email: [kisaab@kisaab.com](mailto:kisaab@kisaab.com)

Office: 310-282-8077

Cell: 310-993-7337

Dubai: +971 56 103 0946

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