

# Phenix: Revolutionising Indian construction with complex steel structures



Bricks, cement and mortar probably are the first things that cross our mind the moment we hear about construction. But the world has moved beyond bricks and mortar and embraced pre-engineered steel structures as a reliable alternative construction mechanism. Though it was invented in 1960, it took the world little time to embrace the potential advantages of a pre-engineered steel structure. With the emergence of advanced computers and software, complex steel structures and pre engineered buildings (PEBs) have become more relevant. With the traditional brick method consuming more time and resources, complex steel structures and PEBs are gaining wide acceptance.

Another aspect that is fuelling acceptance of complex steel structure and PEB is the growing call for greener buildings. Complex steel structure and PEB are more environment friendly construction alternatives as it reduce greenhouse gas emissions.

## The Genesis of Phenix

The M&B Group, based in Ahmedabad, Gujarat is a diversified group having tremendous expertise in the area of engineering and construction. Talking more about the inception of Phenix, the MD of the Corporation, Malav Patel states, "Having spent six decades in the infrastructure sector, M&B group realized the potential offered by the complex steel structure and PEB and envisaged the future opportunities in the construction industry. This is what laid the foundation for establishment of Phenix Construction Technologies."

Phenix since establishment has been specialising in designing, manufacturing and installing steel structures and pre-engineered buildings. In its journey so far, Phenix has earned the distinction of being a corporation specialising in execution of complex steel structures. Finest intellectual and manpower resources, world class production facility and management practices have empowered Phenix. Today, the corporation stands tall as an ISO 9001 & OHSAS 18001 certified organisation. The complex steel structure and PEB designs provided by the organization meet all the regulated codes of design and construction set by BIS, AWS, MBMA and AISC. Phenix complex steel structures & PEBs also adhere to American Iron and Steel Institute (AISI), Indian Standards (IS-800:2007, IS-801, IS-875, IS-1982).

## The Infrastructural Prowess

Emphasising on the significance of infrastructure Patel adds, "Infrastructure is the pedestal on which a company's vision is brought to life. At Phenix, equal significance is laid in realizing mechanized, technical and infrastructural assets to shape the future."

It has been this blend of sophisticated equipments from USA, Canada and Europe, coupled with sound engineering practices and technical tie-ups which have helped the corporation to deliver cost-effective and superior complex steel structure and PEB solutions in shorter time spans.

Logistics is another area where the corporation has taken strategic measures. The key focus in all the decision has been to emerge as an end-to-end solution provider that addresses all stages of the construction process like designing, detailing, manufacturing, fabrication, welding, transportation, installation, maintenance and after-sales services.

## Advantage Phenix

Phenix complex steel structures and PEBs are flexible for future expansion, dismantling and relocating. They are totally maintenance-free since they offer superior-surface preparation and painting, as well as clean and high strength material. To top it all, these technical features are achievable without compromising on architecture or aesthetics.

- Highly optimised building process, leading to reduction in material consumption.
- Material that can be recycled / reused ensuring environmental protection.
- Large column-spacing resulting in reduced footing.
- Scientifically designed gutter and downspout systems for organised rainwater collection.
- Specially designed translucent skylights and wall lights resulting in power saving during daylight.
- Custom-made powered and gravity ventilators providing adequate ventilation.
- Guaranteed leak-proof roof (InterLock 360) eliminating re-work or maintenance.
- No compromise on architecture or aesthetics.