

# hello



since **1968**

activate ideas  
create experiences  
generate solutions



Mind Inspiring Technology

# ALES CULTURE

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Innovation, vision and performance are the basis of large companies. ALES is an integrated business Group committed during more than 45 years who is present in all stages of the value chain of the industry doing project implementation activities oriented to corporate image, industrial design and accessories for architecture, always generating innovative solutions created through the symbiosis between imagination and material application.

We focus to increase the profitability of businesses and companies of our customers with products and services that improve their staging creating an offer on the market based on manufacturing + services from our factories in Asturias and Madrid.

## BACKGROUND

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ALES is located in northern Spain, in the city of Gijón, one of the best areas of Asturias, just 5 minutes from seaport of Gijón and 15 minutes from Asturias International Airport connected to the main Spanish cities and the rest of world.

ALES operates in this area since 1968, the year of its foundation by Alfredo Escandón Pérez, within headquartered in Tremañes. In 2003 ALES rethink his work space and installs in a production facility with over 15,000 m<sup>2</sup>, equipped with the most modern facilities with technical and human resources to undertake any project, small or large.

Our facilities are tailored to the new environmental requirements to strengthen our commitment to the environment and encourage the adoption of more efficient and cleaner production methods.

# STAF

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For ALES, his team is essential. A firm commitment is established to attract, to motivate and to retain the best professionals, offering an attractive place to work, ensuring and promoting opportunities for career development in a leader and proactive company.

We understand that today, the competitive advantage of any company depends on appropriate management of people within it. We believe in the commitment to promote the generation of employment for people with disabilities.

We are more than a hundred people working together in the different departments to meet the needs surrounding a project.

## **Our Staf:**

Executive  
Administration  
Quality and R & D + I  
Human resources and risk prevention  
Sales and Marketing  
Purchasing  
Technical office  
Graphic and industrial design  
Manufacturing  
Assembly facilities  
Aftermarket service & maintenance

A competitive team in an excellent working environment and cooperation contribute to creativity, to agility, to accuracy, to efficiency, to quality and competence in each project to serve our customers.

## ALES EXPERIENCE

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- 1968** ALES is founded by Mr. Alfredo Escandón Pérez.
- 1975** Inauguration of facilities with more than 3,000 m2.
- 1986** ALES constitutes Corporation. Acquisition of the first installation in Spain for industrial laser cutting.
- 1987** Incorporation of ALES developed system "metAles" for the surfaces treatment by micro-particles projection system in plasma.
- 1992** 500 petrol stations production reached.
- 1992** Mr. Alfredo Escandón Pérez awarded as Best Entrepreneur of the Year in Asturias (Economic News).
- 1992** Ales presents his first profiles: PEA 042 and PEA 043 profiles.
- 1993** Awarded as Best Asturian company.
- 1995** Alesprint printing system development.
- 1996** Architecture Award to ATP Architects for Building Control in Veriña (Gijón), starring ALES.
- 1998** Installation of the dome for the science museum in Valencia.
- 1999** Quality Management System Certification ISO 9001.
- 2000** ALES produces 50 offices per month for BBVA bank.
- 2001** Installation of the powder paint line, max. dimensions 6x2x0,6 m.
- 2002** Installing booths and ovens for liquid paint lines (Airmix and Airless) max. dimensions 12x4x4 m.
- 2003** Inauguration of the new facilities in Tremañes, Gijón, reaching 30,000 m2 between all locations.
- 2004** OFITEL award for the "S" table.
- 2004** Implementation of rapid 3D prototyping system.
- 2005** Opening of permanent sales office in Madrid.
- 2006** Installing the largest element of corporate image in Spain, monolith entrance to financial city of Banco Santander (height 40 meters, weight 53 tons).
- 2006** Institutional image Pixel Award for communication and advertising in general.
- 2007** The manufacture and assembly of corporate image culminates with the Bank office number 3000.
- 2009** ALES opens international markets.
- 2010** ALES develops its own line of signage luminaires, emergency evacuation based on LED technology.
- 2010** In 2010 the Andalusian Museum of Madinat al-Zahra Aga receives award Khane Architecture, international award that major architectural projects in the Muslim world is granted or relating to this. EMPTY architecture proyect. ALES participated in important activities in the development of this architectural project.
- 2011** Manufacture and installation of corporative imagen in 1000 th service estation in Spain.
- 2012** Production and architectural integration of Real Sporting and Shield art structural elements exterior façade artist Vaquero Turcios in the football Stadium "El Molinon".
- 2013** National corporate implementation of EDP.
- 2015** CEPSA maintenance 650 Service Stations in Spain.
- 2015** "Asturias Inventor´s Day" award to Alfredo Escandón Pérez.
- 2015** INTU ASTURIAS shopping centre rebranding.
- 2015** BBVA "Vela" building imagine implementation.
- 2016** First eco station EDP imagine implementation in Europe.
- 2016** Experiential Skywalk Mount Misery. Gibraltar
- 2017** Moraleja Green shopping centre implementation.

## FACILITIES

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In 2003 we rethink the workspace. Our unique space production, environment friendly, has over 15,000 m<sup>2</sup>, equipped with the most modern professional facilities in the sector, opened, "avant garde" construction, where natural light is very present, with careful landscaping, ornamental fountains, private parking, with technical resources in some cases designed specifically for our next-generation company, often unique and never seen before in Spain and in Europe for its production capacity and versatility allowing to undertake any project at small or large scale, national or international.

This modern space, its unique spatial lighting and contemporary furniture is a giant showcase of our quality and manufacturing capacity, being set all this viewing, designed and manufactured within the own Group of companies

In this environment we assume the challenge of presenting our customers, solutions, products and services that suit their demands

## INDUSTRIAL MACHINERY

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Infrastructure consists of 3 factories with a total area of 30,000 sqm with all the machinery and equipment needed.

Artisan metalwork, light and heavy metalwork consists of:

- 3 shears 2, 3, and 4 long meters. Thicknesses up to 16 mm.
- 4 brakes 2, 3, 4 and 6 meters long, up to 240 tons
- 2 bending plate cylinder up to 5000 mm. of length
- 2 aluminum cutting lines made up of six circular saws
- Drills
- 25 Welding equipment: System TIG, MIG, CO2 ...
- CNC Punching Presses
- Different types of machinery
- Saws
- 12 bridge crane

Industrial grinding, with grinding, polishing metals and plastics.

Two industrial lines of paint

- Semi-automatic line for liquid painting 60 m. of length
- Automatic line for powder coating of 170 m. of length

#### Graphic department

- 3 large format plotters
- 1 vertical Plotter
- 3 industrial laminators
- 1 hot laminator

#### Imagine department

Alesprint system based on the CMYK reproduction of graphics and, its main characteristic is its high resolution and high durability, keeping unchanged its quality and chromaticism.

- 3 electrostatic printers
- 2 Inkjet 3.500 mm.
- 1 Inkjet 2,500 mm
- 1 Printer 5,000 mm
- UV large-format printer for rigid flat substrates
- Thermal Transfer Printer
- 2 printers inkjet photo quality

#### Plastic department

- Molding furnaces for parts up 4.200x2.400 x 600 mm
- Circular and vertical saws
- Milling machines

#### Neon department

- Manufacture of tube Neon-Argon in 2 semi-automatic plants

#### Wood carpentry

- Circular Saws
- Vertical saw band
- Vertical saw
- Saws.
- Thicknesser machine
- Planer machine
- Tupi + Tenoning
- Multiple drill
- Hydraulic Press
- 5-axis CNC milling machine
- Belt sander

#### Industrial laser

- 3 laser cutting machines, with power for up to 4,000 w. and a working area of up 12.000x3.000 mm

#### Industrial Water cutting

- Unlimited length, width 3,000 mm.

Industrial plasma cutting

High accuracy, working area 3.000x12.000

Electrical installations and assembly factory

Shipping and Storage

Computerized technical office

Mounting section

Preventive maintenance services

30 vehicles with different tonnage and carrying capacity

welding sets, generators, cranes, scaffolding and sundry equipment

Forklift.

Trucks with lifts

Masonry

Miscellaneous equipment

Rapid prototyping

## CAPACITY

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We are a Group of multidisciplinary companies that generate solutions to the industrial world and services with a total facilities area of 30,000 m<sup>2</sup> equipped with all necessary machinery and equipment.

Supply of raw materials for the metallurgical sector: imported and domestic special steel, industrial plates, etc.

Surface treatments.

Industrial and decorative painting.

Galvanizing.

Zinc.

Assembly and industrial facilities.

Special assemblies in thermal and nuclear power plants.

Assembly and installation of pipelines.

Manufacture of pneumatic and hydraulic lifting equipment.

Manufacture of painting equipment.

Mechanization.

# ALES 360° SOLUTIONS

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## **We activate ideas**

When we try to create something new and different, we need to connect with the unconscious and with the emotional side of things. Explore different ideas, make connections between ideas to allow then the emergence of the creative. We do not look consciously for one idea, the idea emerges spontaneously in each project.

## **We create experiences**

Create experiences is to offer the user his passion, arouse emotions, give birth to an emotional biosphere.

## **We generate solutions**

We focus to increase the profitability of businesses and companies of our customers with products and services that improve their staging creating an offer on the market based on manufacturing + services

- Petrol Stations
- Commercial spaces and Shopping Centres
- Space Lighting
- Metalwork (decorative metalwork)
- Museology and exhibitions assemblies
- Technical Decorative Claddings
- Contemporary furniture design
- Urban furniture
- Merchandising
- Digital macroprint
- Artistic work
- Rapid prototyping
- Signs and signalling systems
- Surface treatments
- Corporate Stands



## OWN R&D+i

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Our activities related to R&D+i is the value that guarantees to increase our competitiveness.

Patents of R&D Projects developed by ALES:

Design and manufacture of traffic light interactive signals powered by solar energy  
Pat. No. 94.02.348 and 94.02.349

Fence stretches of highway for high hazard rating, with top line and light up skirt.  
Patent No. 94.02.347

Multi message Signs illuminated by fiber optics.

Milestones electro-hydraulic retractable nitrogen and mechanical access control, remotely operated.

Electronic Displays for price and currency changes.

Integrated lighting systems in urban equipment modules, Patent No. 133.479

Development of new anti-corrosion surface treatment for metal outdoors by fusion of micro-particles in plasma state

Various modular architecture projects for public and private entities.

Illuminated advertising systems for taxis, Patent No. 133.478

Special lighting promenade, Patent No. 133.480

Patent of various models illuminated signs.

Advertising stands. Patent No. 132.577 and 94.1185

Decorative elements resulting from the combination of graphics and bright image.  
Patent No. 87.2276

Quality Management System Certification according to ISO 9001 Registration number E-199398.

## SECTORS ALES customers

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For us, customers are the big value bet and the best guarantee of continuity. For this reason, we appreciate the trust you have given us throughout our career, support that has allowed us to be consolidated and bright future company.

### **Government**

Gibraltar government, Asturias government, port authority, Gijón Town Hall, municipal foundation of culture, Niemeyer culture center, astronomic observatory , , Sespa, Oviedo Town Hall, University of Oviedo, Social Security...

### **Design/Communication**

Cesar Manrique, Bassat Ogilvy Group, Dúo comunicación, Jorge Currás, Hélice, Pablo Maojo, Adolfo Manzáno, José Santamarina, Joaquín Rubio Camín, El Ponticu, Menéndez Hebia, Vaquero Turcios, Alejandro Mieres, Amador Rodríguez ...

## **Banks**

Bilbao Vizcaya Argentaria Bank, Central Hispano Bank , Crédito Agrícola Bank, Asturias Bank, Exterior de España Bank, Herrero Bank, Sabadell Bank, Caja Mar, Bussines Santander Bank, Banesto Bank, Bankinter Bank, Barclays Bank, Cajastur, Caja Cantabria, Caja Castilla La Mancha, Caja España, Deustche Bank, iberCaja ...

## **Shopping Centres / Department stores**

Moraleja Green shopping centre, Intu Asturias shopping centre, Augusta-Zaragoza shopping centre, Bulevar shopping centre, Costa Verde-Gijón shopping centre, La Maquinista-Barcelona shopping centre, Los Fresnos shopping centre , Park Central-Tarragona shopping centre, Salesas-Oviedo shopping centre, Tresaguas-Alcorcón-Madrid shopping centre, La Maquinista shopping center, San Agustin shopping center ...

## **Engineering and Architecture**

Chapman & Taylor, Diadec, Bovis Construction Europe, Cotecno–Consulting, Técnico del Noroeste, Gleeds Ibérica, Jacobs Sereland, L 35 Arquitectos, L.V. Salamanca Ingenieros, Lantec, Siccione, Empty, Gerens Hill International, Broadway Malian, Endpoint, Unen ...

## **Museography and exhibitions**

Llanes Classroom of the sea museum, Asturias museum, Railway museum, Cuenca Cience museum, Madinat Al-Zahra – Córdoba archaeological museum, Oceanográfico institute museaum, MUJA Colunga museum of prehistory

## **Industry**

Arcelor Mittal, Acs, Agroman, Bayer, C & A, Casdisa Promotions, Casino Bay of Gijon, Tudela Veguin Cement, Cisco Systems, Movistar, Transmediterránea Company, EDP, Viesgo, Angoca Parking Poniente, Dapargel If Perfums, Dupont Ibéric, Corte Inglés, Even–Aseuropa, Eysa Begoña Parking, Fagor, The Florida Big Hotel, Alsa Group International Transport, Duro Felguera, Nh Hotels, Hidroeléctrica del Cantábrico Energy, Hunosa, Iberdrola, Ikea, Ophthalmologic Institute Fernandez Vega, Laboratories Diasa, Metalsa, Ncr, Ferrera Palace Hotel, Seur, Soluziona, Suzuki, Telecable, Telefonica, Texo Innovation, ThyssenKrupp, Tragsa, Azkar Transport, Tsk, Umano, Warner Lusomundo Iberica de Cinemas, Warner Lusomundo Sogecable Cinema of Spain, Ramon Bilbao wine cellar ...

## **Petrol**

Campsa, Cepsa, Continental Oil, Erg Petrol, Fina Ibérica, Petronor.



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para la Imaginación



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