

ZAIN TRADERS

Company Profile

Electronic Toll & Traffic Management Solutions (ETTM)

Weigh-In-Motion (WIM)

COMPANY OVERVIEW

Zain Traders is a Pakistan-based infrastructure solutions provider specializing in Electronic Toll & Traffic Management Systems (ETTM) and Weigh-In-Motion (WIM) solutions for highways and expressways.

We support government authorities, concessionaires, and EPC contractors by delivering end-to-end turnkey solutions, covering system design, equipment supply, installation, integration, testing, and commissioning.

In addition to our operations in Pakistan, Zain Traders maintains an operational office in Guangzhou, China. This international presence enables direct coordination with manufacturers, strengthens procurement capability, enhances quality assurance, and ensures competitive pricing and reliable delivery for large-scale road infrastructure projects.

GLOBAL PRESENCE & PROCUREMENT ADVANTAGE

Alongside its Pakistan operations, Zain Traders operates with an established presence in Guangzhou, China, one of the world's leading hubs for intelligent transport and electronic systems manufacturing.

This strategic footprint allows us to directly engage with OEMs, coordinate factory inspections, oversee quality control, and optimize procurement timelines. As a result, we are able to deliver cost-effective, technically compliant, and reliable ETTM and WIM solutions aligned with project specifications.

CORE SERVICES

Electronic Toll & Traffic Management (ETTM)

- Manual and ETC toll lanes
- Smart card and barcode systems
- Automatic Vehicle Classification (AVC)
- ANPR and surveillance systems
- Lane controllers, barriers, and safety devices

Weigh-In-Motion (WIM)

- High-speed axle load measurement
- Gross vehicle weight monitoring
- Enforcement-ready reporting
- Road asset protection and compliance

Turnkey Project Delivery

- System design and engineering
- Equipment procurement (supported by China office)
- Installation and commissioning
- Testing and acceptance support

Operations & Technical Support

- Technical training and documentation
- Preventive maintenance
- Spare parts and system upgrades

SOLUTION ARCHITECTURE

Our integrated tolling and traffic management solutions are designed for accuracy, reliability, and scalability, covering:

- Toll lane equipment
- Vehicle detection and classification
- Enforcement and surveillance systems
- Centralized control room operations
- Back-office software and reporting

PROJECT EXPERIENCE

Malir Expressway (Shahrah-e-Bhutto), Karachi

Year: 2024

Scope Involved:

- Electronic toll lane systems
- Toll plaza equipment supply
- System integration and coordination
- Support during system commissioning

This project demonstrates our capability to deliver toll solutions in live expressway environments in collaboration with EPC contractors and project stakeholders.

WHY ZAIN TRADERS

- Proven expressway project experience
- Operational presence in Pakistan and China
- Strong supplier and OEM network
- Government-project compliant execution
- Cost-effective and scalable solutions
- Reliable technical and after-sales support

VISION & COMMITMENT

Our Vision

To become a trusted partner for intelligent road infrastructure by delivering efficient, transparent, and future-ready tolling and traffic management solutions across Pakistan.

Our Commitment

We are committed to quality, compliance, and long-term partnerships, ensuring every project is delivered with professionalism, accountability, and technical excellence.

CONTACT INFORMATION

Zain Traders

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