



JAN. 2026 NEWSLETTER

This is your window into 2026, spotlighting key updates, strategic milestones, and insights from ZF Holding and our subsidiaries.

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TOP STORY

2026 Trend Alert: Smart Automation with ZF & Bitrix



This year, smart automation is transforming industries, boosting efficiency, reducing errors, and enabling smarter, data-driven solutions.

ZF Holding, as the official partner of Bitrix, is bringing these advanced automation tools directly to our clients. Together, we're helping businesses solve real industry challenges and stay ahead in 2026.

ZF Business Spotlight

Is ZF Holding solving real industry challenges, not just offering services?

Yes, from weighing systems & water treatment to interior design, our solutions are designed to help businesses operate more efficiently and sustainably.

Subsidiaries Updates

SKETCHURE Shapes the Residential Landscape

SKETCHURE is currently working on multiple residential projects across different locations, bringing together creativity, innovation, and attention to detail to deliver exceptional living spaces that reflect quality and style.

Super Quality at IFAT Saudi Arabia

Super Quality will be attending IFAT in Saudi Arabia to explore the latest industry trends, gain insights from global experts, and participate in discussions on advancements and best practices in water treatment solutions.

Keep Up with ZF



Join our growing team!

We're expanding and seeking passionate professionals to join us on this exciting journey. Explore our open roles:

- Sr. Content Creator
- Sr. Accountant

[Explore our open roles](#)

ZF Talks

Investment Trends in 2026: Key Insights for Smart Investors

The investment landscape in 2026 is being reshaped by smarter technology, diversified portfolios, and a stronger focus on long-term value. From technology-driven decision-making to the convergence of traditional and alternative investments, today's strategies are all about resilience and sustainable growth.

[Read the full article](#)

Inside ZF



Sherif Lisi

Associate Art Director

This month, we're spotlighting one of the key voices behind our communication: our Associate Art Director, Sherif Lisi, the creative mind shaping our visual language and translating ideas into impactful, meaningful design across every touchpoint.

How do you collaborate with the marketing team to deliver cohesive creative outcomes?

I stay involved from the start of each project, prioritizing clear communication to ensure alignment with goals and brand direction.

How do you balance creativity with brand guidelines and technical requirements?

I use brand guidelines and technical requirements as a creative framework. Strong brand understanding helps prevent misalignment and streamline execution.

What habit or routine helps you stay creative and focused?

Clear planning, setting small goals, and staying flexible help me remain focused while exploring ideas from different perspectives.

Do you have a favourite design style, movement, or creative influence?

I'm inspired by Postmodernism, Bauhaus, Swiss Style, and Pop Art, with a strong preference for bold typography.

If you weren't working in design, what career path would you explore?

If I weren't a designer, I would work as a full-time illustrator.

Let's keep simplifying the future!



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