

New Air Cleaning and Filtration Systems Co., Gulf Mate Solutions, Set up, Announces JV with Dutch Firm



GulfMate Solutions FZC, a UAE-based entity, part of the Kellett & Singleton group of companies in Dubai, partners with Euromate to form new venture that would bring clean air solutions in the GCC and Middle East region.

Dubai, December 15, 2008: GulfMate Solutions FZC was announced as a joint venture between the Dubai based diversified business group, Kellett & Singleton and Euromate, a Dutch based clean air solution provider company.

The joint venture will provide innovative air cleaning and filtration systems in the UAE, other GCC countries and the Middle East market.

Mr. Steen Bock, Director GulfMate Solutions

Announcing the launch of the new company, senior officials of GulfMate Solutions said: Euromate have been providing clean air solutions since past 25 years in the European market & the same have been widely accepted by the European community with accreditation from EU authorities.

"The new venture marks the entry of Euromate into the Middle East market and together we are confident to expand the market through our unique air cleaning solutions. We see tremendous potential for growth in the region, particularly in the UAE as well as other GCC countries. With the demand on an upswing partly because of the expansion of the various classes of the property sector and partly because of the rising affinity towards healthy living, driven by the increasing incidences of respiratory and other sicknesses associated with inhaling polluted air," Mr. Parvez Merchant, Director GulfMate Solutions said.

The company's portfolio of products from Euromate will include air cleaning solutions that can be installed both indoor as well as at outdoor locations. GulfMate Solutions has also collaborated with Armada Out-door, another very successful creative solution provider company from Netherlands, to produce an out-door smoking solution. This project has been developed keeping in mind the local weather conditions.

"It is often said that problems related to contamination can be solved via ventilation. In practice this proves to be untrue. Without proper air cleaning systems you cannot achieve the desired results. Air cleaners are specially designed for this purpose. These products have been certified by independent testing agencies and they certify that 99.99% contaminated air in the environment is recycled into clean air," added Mr. Steen Bock, Director GulfMate Solutions. He said that the designated smoking areas with proper smoking solutions are particularly in demand after the UAE and the GCC governments have taken strict measures to restrict smoking in indoor environments, particularly malls, restaurants and offices.

The company's air cleaning solutions are specially designed to filter the air thereby killing germs, bacteria, removing odors and cleaning the air of dust particles, nicotine, tar & other tobacco related issues and thereby improving quality of life and health.

"Never before has there been such a demand felt for these products in the region as the governments, private sector as well as individuals have woken up to the need to have a clean air environment for healthy living. We are already talking to various airports, luxury hotels, and malls and are very happy to state that our solutions have been very well received in the market. We are confident to build a significant market share for ourselves in the region in a year's time," he added.

{ zawya }