

Rubber World Industries wins contract to deliver rubber insulation for Dhs1bn 'The Villa' project

December 02 - 2008

Rubber World Industries (RWI), a leading manufacturer of closed-cell rubber insulation 'Gulf-O-flex' in the Gulf and South-East Asia, and part of the international business conglomerate, the Memon Group of Companies, has announced that it has been awarded a contract to deliver its products for the construction of villas within the Dhs1bn residential project 'The Villa' in 'Dubailand'.

The leading manufacturer, whose products has been adjudged as the best in the market to meet the Dhs1bn community project's unique requirements, also revealed that it currently holds 86% of the UAE market share for eco-friendly rubber insulation products.

Rubber World's involvement with the large-scale community project has been driven by the high quality of its 'Gulf-O-Flex' rubber insulation tubes, a Chlorofluorocarbon-free (CFC) product designed to retard heat gain and prevent condensation or frost formation on refrigerant lines, cold water plumbing and chilled water systems.

The eco-friendly, 19 millimetre-thick rubber tube has a flame spread rating of less than 25 and a smoke spread rating of less than 50, making it ideal for the project. In addition, the product has also been identified for its high capacity to retard heat loss for hot water plumbing, liquid heating, dual temperature piping and many solar systems. The contract with Rubber World is part of the Dhs20m Heating, Ventilating and Air Conditioning (HVAC) contract that was awarded earlier to NASH Consumer Electronics who is the HVAC contractor for the project.

'We are proud to be a part of this project, which underscores the quality of our 'Gulf-O-Flex' products and its value to new developments with the highest level of construction standards, Our goal to capture a larger market share for eco-friendly rubber insulation products in the UAE is our primary motivator in our efforts to take high performance rubber insulation products closer to regional customers, while promoting adherence to 'green' building codes across the Emirates. We are currently focused on product development to ensure that our products are always leading the way in providing breakthrough features that are in line with the overall efficiency and sustainability strategy of developers,'

said Abu Baker Shaikhani, Managing Director, Rubber World Industries, and Chairman of the Memon Group.

Currently under construction, 'The Villa' is a project of Al Mazaya Holding, which will offer a range of villa sizes to cater to the needs of all segments of home seekers and investors. Set to incorporate entertainment facilities, green spaces, health clubs and mosques, the project was designed in accordance with the 'Santa Victoria' architectural system, which was set by Dubai Properties, the master planner.

The developer has awarded first class contractors to manage the constructional works on the project; with the appointed HVAC contractor identifying RWI's multiple purpose insulation product due to its capacity to curb energy and maintenance costs.

'We are proud to be a supplier for this unique project within the iconic 'Dubailand', and we are confident that our products will meet and exceed the needs of our client. We have been engaged in various efforts to enhance the manufacturing processes of our products, which has created maximum improvement to the performance of 'Gulf-O-Flex'. In addition to further strengthening our leading position, we are also looking forward to further diversifying our export destinations from the UAE,' concluded Shaikhani.

RWI is the pioneer in manufacturing closed cell rubber insulation products in the entire Gulf and South-East Asian Region. At present, the company is working on its Dhs30m expansion plan outlined for until the end of 2008, which is focused on tripling its production capacity to 3,600 containers per year by 2013. It's aggressive efforts has led to its winning of various substantial contracts from leading business entities, the most recent of which includes an Dhs1.2m deal to supply rubber insulation products to the 'Motor City' project, an Dhs418,000 contract for 'Traders Hotel' project, and a half a million dirham deal for the 'Horizon Tower' project to name a few.

{AME Info}