



Big AMBITIONS

Rubber World Industries reveals how it is capitalising on its appearance at The Big 5 in Dubai last November

One of the first steps in our strategic planning process for The Big 5 was to choose the best location for our company stand at the exhibition. The location we had chosen at The Big 5 was very strategic since it captured

the attention of the show visitors and helped boost traffic of visitors to our stand during the event. The stand was designed to attract visitors and to showcase our unique branding. At the stand, we made sure to display all our actual products that we manufacture so that visitors

can see the quality of our products.

We had three reception areas to greet and cater to all visitors and prospective clients. All assigned staff had their designated tasks during the event to ensure that visitors to the stand have a seamless experience. We also



used a mix of media channels like PR, email blasts, advertising campaigns in both online and print media in addition to social media to create awareness about our participation at the event. We also utilised a hanging banner so visitors can see our brand even from afar and also used show daily to create further awareness at the exhibition.

Rubber World Industries' key goals at The Big 5 were to strengthen business relationships with existing clients. We wanted to build rapport and produce interest among prospective clients who visited Big 5 2016. We also used the show as a platform to showcase our brand at one of the biggest trade shows in the region.

We offered our complete range of HVACR products including rubber insulation tube and sheets, glue and seals, insulation tapes (foam tapes, PVC tape, aluminium tape and duct tape), flexible ducts, anti-vibration pads and duct cloth. Since 1993, RWI has been supplying technically engineered insulation products carrying Gulf-O-Flex as its flagship brand. Currently, Gulf-O-Flex is used in more than 90 countries worldwide.

Rubber World Industries has made a few deals and even finalised some during the event. The acquired leads were from the GCC, Africa and some parts of Asia. Our closed deals during the event were around \$3m and we further expect an increase in demand this year, particularly from GCC and Africa markets. All qualified leads have been given to designated departments to make follow-ups.

As per our assessment and as per the response derived from clients during The Big 5, there is an increase in demand for HVACR products as more projects are in the pipeline this year. There is definitely a positive growth trend in the market, particularly in the HVACR sector. RWI has already set strategies to meet the



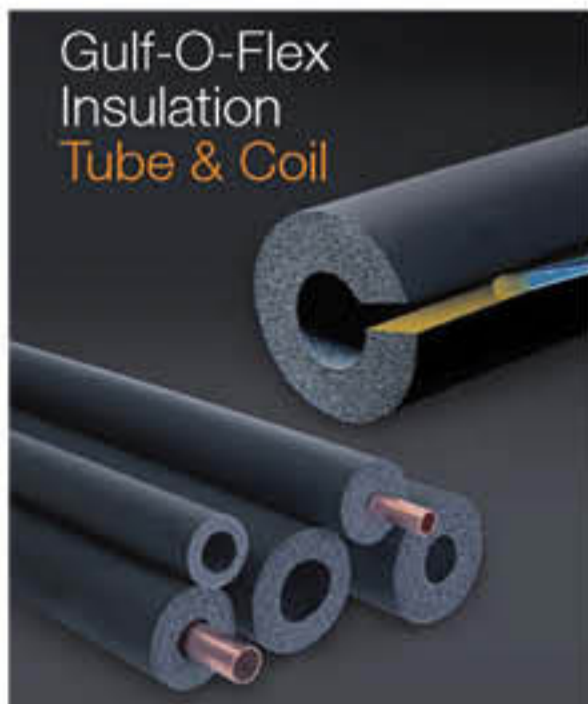
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upcoming demands, including factory expansion and increasing of distribution channels.

Rubber World Industries will launch new products in the first quarter of 2017 and more will be included into the range of HVAC accessories thereafter. The company is already in partnership with major consultants and contractors particularly in the UAE and other GCC countries supplying insulation products for commercial, residential and government projects. [MEP](#)



EXPANSION

Rubber World Industries (RWI) plans to invest \$2m (AED7.35m) into the expansion of its production facility in Ajman, UAE.

RWI, which is part of Shaikhani Group and the official manufacturer of Gulf-O-Flex in the Gulf and Southeast Asia, says the expansion would involve the development of additional production lines, new equipment, and a laboratory for research and development.

The expansion project is expected to triple RWI's production capacity by the end of Q1 2017.

Rizwan Shaikhani, managing director of RWI, says: "The burgeoning demand for high-quality rubber insulation products has steered our focus towards increasing our production capacity, while utilising the latest R&D technologies to further

enhance our products' performance.

"As we see extensive expansion opportunities within the regional and global markets, increasing the quantity and the quality of our products are our foremost goals for 2017."

In addition to boosting RWI's production capacity, the expansion will allow the firm to add glass wool thermal insulation to its line of products.

RWI is also considering the establishment of new facilities, both domestically and overseas, in a bid to drive revenue growth and increase sales in its existing markets.

The manufacturer recorded more than \$11.4m in sales revenues during 2016, and estimates that it is currently supplying 55% of the region's rubber insulation pipes and sheets.