

Rubber World Industries making sharp focus on playing major role in HVAC market in South Asia Region

Rubber World Industries, the leading manufacturer of closed-cell elastomeric rubber insulation products with the brand name, 'Gulf-O-Flex' and a part of international business conglomerate, the Shaikhani Group of Companies, has been showcasing its high quality rubber products since 1993. With the utmost support from the customer side, now the company is strengthening the merchandise in the Gulf region. As apart of extending the business round the globe, the company is giving more emphasis on the largest HVAC exhibitions in all regions. The leading manufacturer also revealed its brand identity and logo, which utilizes a combination of colors depicting growth dynamism, diversity and the values that RWI is known to represent. The company's presence in the high profile event underlines its goal to achieve AED 60 million in total revenues by the end of this year.

The South Asian Region, which comprises of some of the developing countries in the world like India, is the major target for Rubber World Industries for the upcoming year. The overall intimidated calculations have revealed that a total of 200 million worth construction projects will be in underway for the next year. The company is set its line to extend the business in South Asian Region with a strict focus on Indian Market. As a stepping stone, Along with this, the company has set another line of insulation-related products like Aluminum Insulation Tubes, Aluminum Insulation sheets, Slitting Tubes, Color Tubes and Foam Tapes, PVC Tapes, Flexible Duct insulated, Flexible Duct Un-insulated and Polypropylene Tubes. Now the company is determining its participation in other upcoming HVAC exhibitions also in South Asian Region.

The construction industry is in a booming stage in most regions of South Asia especially in India. In India, the cities like Mumbai, Delhi, Bangalore etc. having a high capability for all kinds of products related with construction field. The quality oriented market giving more emphasis on good quality/long lasting products as all the developments are eyed on a long term strategy. So RWI is also putting its effort for supplying good quality/long durable products so as to satisfy the customer needs to a great extend. The company is looking forward to forge new partnerships with potential customers around the globe, with a focus on established companies working on major projects across the region. By showcasing its line of products and their benefits in terms of functionality and environmental concerns, the Management is optimistic to further drive the demand for current range of high quality offerings.