

Rubber World Industries tightening its strength in Saudi 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 KSA region which comprise of some of the developing regions like Dammam, Riyadh etc. which are most known for construction projects is a red eyed target for RWI. The company has already made its signature in all over KSA but still trying to make more achievements across the region. Over the years, KSA has positioned itself as a prime destination for all kinds of construction related products/production segments, playing host to a large number of companies. So KSA's construction sector is set for an uptick in growth powered by strong support from related segments of clients and customers and from some major investments from the Government side also. 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 KSA Region.

The construction industry is in a booming stage in most regions of KSA. In KSA, the construction projects giving 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.