

Press Release

**Rubber World Industries throws the spotlight on its new Elastomeric Rubber Insulation Pipes and 'Gulf-O-Flex' range at AHR Expo 2014 in New York**

***Company's total number of projects in 2013 worth over AED 20 billion***

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Rubber World Industries LLC (RWI), the leading manufacturer of closed-cell rubber insulation 'Gulf-O-Flex' in the Gulf and South East Asia, threw the spotlight on its recently launched Elastomeric Rubber Insulation Pipes, the newest addition to its 'Gulf-O-Flex' line of versatile rubber insulation products, at this year's edition of the International Air-Conditioning, Heating, Refrigerating Exposition (AHR EXPO 2014), the world's largest HVACR show, which was held from January 21 to January 23, 2014 at the Javits Center in New York City. The Elastomeric Rubber Insulation Pipes are being offered in different colors and can drive in an 88 per cent reduction in power consumption.

During the show, the company also showcased its diverse range of 'Gulf-O-Flex' products and its many features like being ready to be used without wastage, dust free, fiber free, CFC free, zero ODP and have low VOC, making them mold and mildew resistant. According to Rubber World Industries senior executives, the company has worked on more AED 20 billion worth of projects during the previous year (2013)--supplying elastomeric rubber insulations and other rubber-based building materials. These projects include;

- The Reem Raam Project (AED 18 billion)
- Arabian Ranches-La Avenida Project (AED 107 million)
- Baniyas Residential Development (AED 459 million)
- Darwasl Development (AED 220 million)
- Mizin Arjan West Side / Sheffield Commercial and Residential Project (AED 41.5 million)
- The Onyx Complex Dubai (AED 1.7 billion)

“We are extremely pleased with the strong response that we received at AHR Expo 2014 in New York, which is an extremely valuable platform to meet construction professionals from all over the world. Our participation allowed us to increase awareness on the many benefits and advantages to be gained from using our ‘Gulf-O-Flex’ range of products,” said Rizwan Shaikhani, Managing Director, Rubber World Industries. “AHR Expo 2014 also served as a strategic platform for us to promote our new Rubber Elastomeric Pipes, which can address the market demand for high quality world class rubber insulated building materials, specifically for the oil and gas, construction, shipping and automobile segments. In addition, we were able to develop new partnerships with potential customers, particularly those coming from established international companies that are currently undertaking major projects across the globe.”

The company recently reported a 30 per cent increase in its global distribution operations for 2013. The growth is widely attributed to the growing demand for rubber-based building materials across the international construction industry, which is currently enjoying a wide gamut of infrastructure and development projects. Sensing that the demand will remain continuous, Rubber World Industries is confident in doubling its profits and further consolidating its market shares before the end of 2014. The company has further revealed that its ‘Gulf-O-Flex’ division is set to release a new line of rubber mats for the first quarter of 2014. Rubber World Industries is also in the development stages of creating a new range of building protection systems, bridge bearing and expansion joints and fender systems.

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