

Press Release

**Rubber World Industries to throw the spotlight on  
Elastomeric Rubber Insulation Pipes and award winning  
'Gulf-O-Flex' range at 'The Big 5 Saudi 2014'**

***20 per cent of the company's production output exported to KSA***

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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, is set to throw the spotlight on the newly launched Elastomeric Rubber Insulation Pipes and the rest of the award-winning 'Gulf-O-Flex' range of versatile rubber insulation products at this year's edition of 'The Big 5 International Building & Construction Show - Saudi,' the largest gathering of the construction industry in Saudi Arabia, which will run from March 9 to March 12, 2014 at the Jeddah Centre for Forums and Events. The event, which is being held under the patronage of His Royal Highness (HRH) Prince Mansour Bin Mutaib Bin Abdulaziz Al Saud, Minister of Municipal and Rural Affairs, is expected to attract the participation of leading architects, consultants and developers from around the world. The company's stand will be located at, hall 2, booth number G22 inside the Jeddah Centre for Forums and Events.

According to Rubber World Industries senior executives, 20 per cent of the company's production output from its manufacturing facilities in Ajman, UAE, are exported to Saudi Arabia and is widely used across some of the country's major construction projects. With this in mind, the company presence at this year's edition of The Big 5 Saudi show is part of the move to expand market share while also increasing more awareness on the many advantages and benefits to be gained from using their diverse portfolio of rubber insulation building materials. Rubber World Industries has also expressed confidence in meeting new prospective clients and partners—looking to advance the sales cycle and explore potential opportunities for the company.

“With the entry of 2014, we are aiming at reaching our full potential in the global market. Being present at The Big 5 Saudi show will give us the opportunity to leverage our products across leading architects, engineers and construction consultants,” said Rizwan Shaikhani, Managing Director, Rubber World Industries. “To help achieve more success, we have implemented a three-point agenda for our expansion initiative—to develop a formula that will allow us to replicate our competitive uniqueness and give us instant access in today’s markets; invest and bring this winning formula across newer markets, segments and channels and lastly, develop new products while at the same time avoid the risk of over-expansion.”

Rubber World Industries recently reported a 30 per cent increase in its global distribution operations for 2013. The company's upward trajectory has resulted in more than a modest level of sustained and profitable growth, showing 15.5 per cent real revenue and profit growth in 2013 as compared to 5.5 per cent in 2012. 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 share before the end of 2014.

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