

Press Release

**Rubber World Industries to launch new Elastomeric  
Rubber Insulation Pipes & showcase 'Gulf-O-Flex' range  
at 'The Big 5 2013'**

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

November 21, 2013

Rubber World Industries LLC (RWI), the leading manufacturer of closed-cell rubber insulation 'Gulf-O-Flex' in the Gulf and South East Asia, will be launching its 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 Big 5 International Building & Construction Show,' the largest gathering of the construction industry in the Middle East, which will run from November 25 to November 28, 2013 at the Dubai World Trade Centre (DWTC). The new product is being offered in different colors and can drive in an 88 per cent reduction in power consumption. The Rubber World Industries booth will be located at Hall 3, Stand No. E141.

During the show, the company is expected to throw the spotlight on 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. The company has also revealed that it has already worked on AED 20 billion worth of projects for the first three quarters of 2013 alone, 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 looking forward to our participation at this year's 'Big 5 Show,' which is an extremely valuable platform to meet construction professionals from all over the region. Our participation will allow us to generate more awareness on the many benefits and advantages offered by our 'Gulf-O-Flex' range of products," said Rizwan Shaikhani, Managing Director, Rubber World Industries. "The event also serves as a strategic platform for us to launch 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 are eager to develop new partnerships with potential customers, particularly across established companies that are currently undertaking major projects within the region."

According to Rubber World Industries senior executives, the company has ably positioned itself as a highly preferred and trusted brand in the Middle East, Africa, America, Europe and South East Asia. In fact, 60 per cent of the company's total revenue is generated outside of the UAE, with Oman, Qatar and Saudi Arabia being supplied with an average of 12 containers per month. Achieving 25 per cent growth in 2012, the company is confident in doubling its growth before the end of 2013. To date, Rubber World Industries' performance for the first three quarters of 2013 is 32 per cent, as compared to the 22 per cent growth posted over the same period in 2012.

"The global construction segment is now witnessing a large number of construction activities, with most of the projects being located in the Middle East region. Also, the HVAC market has also been seeing an increased use of energy-efficient HVAC systems. However, the competition from local and regional vendors could pose a challenge to the growth of the market. Looking to address this challenge, Rubber World Industries remains steadfast to its promise of providing its customers with more world class high performance rubber insulation products that can meet the demands of various industry verticals," concluded Shaikhani.

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**About Rubber World Industries:**

Rubber World Industries (RWI) has pioneered the production of 'Gulf-O-flex' in the entire Gulf and South-East Asia region, providing a versatile range of rubber insulation products for the oil and gas, construction,

shipping and automobile industries. Established in 1993 and part of the international business conglomerate - the Shaikhani group of Companies, the manufacturer dominates the regional market today by supplying 56 per cent for of the region's requirements for rubber insulation pipes and sheets, and other rubber-derived products. International exports of RWI's high quality products to the Middle East, Canada, Southeast Asia, South Africa, East Africa, Far East Asia and Europe.

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