

Rubber World Industries making sharp focus on playing major role in HVAC-Rubber Insulation market in Qatar Region

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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.

As a part of strengthening its market in Qatar, now RWI is well planned with different market strategies to open novelty in service in this region. Qatar is positioning itself as one of the strong construction market in GCC region. The company is all set to participate in one of the largest gathering of construction divisions around the globe, The Project Qatar 2013 which will be held at Doha exhibition centre on 6 - 9 May ,2013. The total number of ongoing projects in Qatar is worth over USD 250 billion. Eyeing to play a major role in forecasted growth in construction industry, RWI planned all possible strategies to make foot print in concerned market. RWI will present a wide range of high quality rubber insulation products during the exhibition with a brand name of Gulf-O-Flex. Along with this, the company has set another line of insulation-related products like Aluminium Insulation Tubes, Aluminium Insulation sheets, Slitting Tubes, Color Tubes and Foam Tapes, PVC Tapes, Flexible Duct insulated, Flexible Duct Un-insulated and Polypropylene Tubes.

The construction industry is in a booming stage in most regions of Qatar. In Qatar, 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 HVAC & Rubber insulation 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.