



## ITALIAN DUCT SPECIALIST CELEBRATES 2014 WITH NEW HOME

### HALL 2 STAND F81

ALUMINIUM duct manufacturer P3 commenced 2014 in a grand manner with a new home. The Italian company which exports its ducts to more than 100 countries around the world invested significantly in the P3 home base. "We celebrated the new year by inaugurating our brand new headquarters in Padua, Italy," Andrea van Schalkwyk, export area manager, said. "The facility includes a new 8,000 square metre warehouse, an 8,000 square metre product plant and new office block."

As the company continues to service a number of international concerns, its presence at exhibitions the world over has grown imperative. The Big 5 has proven to be among the most important events on the P3 calendar. Van Schalkwyk said: "The Big 5 show has always been an important event for P3, which is present in all of the major HVAC exhibitions around the world. We have always been rewarded and hope that this year's event will be as exciting and vibrant as usual, helping us in meeting our clients and stake holders as well as increasing our presence even further in the Middle East market."

The company plans to present a daring new duct as well as an old favourite which the company claims remains a one of a kind innovation. "We will be launching our new duct thermal break flanging system which will increase even further the performances of our P3ductal pre-insulated aluminium duct systems, making us even more energy-efficient and thus eco-sustainable. In addition, we will continue to showcase our new P3ductal CarePlus system: the first and only duct panel in the world with a self-cleaning coating plus antimicrobial treatment," van Schalkwyk said.

## A COOLER GULF

### HALL 3 STAND E147

AIR conditioning equipment company Maxell is keen to attend The Big 5 2014 in an attempt to leverage the great year the company experienced across the Gulf in 2013.

"Our sales have gone up by 25% since last year," Raman Sharma, business development manager, said. "We have projects in Doha, Oman and also in Dubai which include Multipurpose building for Qatar Petroleum, Kings School and Kings College, Dubai's tram project, Wadi Tower and

Landmark ZADCO are amongst a few of the projects where we've furnished our products. Maxell is looking forward to the year ahead based on the company possessing new products and a key certification to go along with each segment of their equipment. Sharma said: "These projects contain our Finpower brand of UAE manufactured, Eurovent certified Air-handlers, in addition to SINKO fan coil units and Ebara cooling towers."

The company is continuing to develop new product lines which they will share with The Big 5 audience and in turn apply to future endeavours. "We as

Finpower have moved into DX design this year more extensively and into the utilisation of the in-house production of DX Coil and condensing units," Sharma said. "We as Finpower have started a new line in DX units as package units apart from regular roof top units and these will have a certain range which will contain modular construction double skin which most manufacturers do not have. Having technical acumen and market knowledge we are launching the products carefully which could bring an additional value to the project and benefit to the client in many ways."



## HEATING UP THE BIG 5

### HALL 6 STAND E255

ITALY'S Sedes Group will attend The Big 5 2014 with products from its catalogue which have been designed exclusively for the Middle East.

Silvia Pillon, company spokeswoman, said: "We will be displaying a specific type of round shape tubular heaters, suitable to be used in ventilated ovens and in environments with high temperature."

The company has been producing heating elements for the European and South American markets since 1980

from their headquarters in Oderzo and relies heavily on international export.

"We currently export worldwide more than 70% of our production, thanks to a subsidiary in Brazil and several distributors in Europe," Pillon said. "In 2014, Sedes Group registered a significant increase in sales volumes in all business lines, producing more than 8m units per year and significantly increasing the turnover compared to the previous year."

The strongest growth was achieved in the Eastern and Northern Europe area, followed by Latin America."

## QUALITY PROMISE FROM BIG 5 REGULAR

### HALL 3 STAND B117

OASIS Coils is a regular at The Big 5 and says it appreciates what the exhibition offers the company each year.

The HVAC company specialises in providing the market with what it sees as the finest technology available and believes exhibiting allows it to do just that. Roshan K. Roy, global sales manager, said: "The Big 5 is the best HVAC platform for this region and on many occasions for international business deals also. Oasis Coils is a permanent

exhibitor at the show and looks forward to a rewarding one this year as in previous visits."

The company will also be bringing along new products to share with attendees of The Big 5. Roy said: "OCC will be showcasing a new product that it has recently added to its product range."

OCC recently signed up with HPT, a Florida based firm that is a pioneer in heat pipe technologies. This product will help HVAC designers to improve the dehumidification efficiency of HVAC equipment they select as well as in energy recovery."

