



1976-2006

# The KEC Newsletter



Celebrating **30** years of continuous service to the low voltage electrical industry

MK Electric is a **Honeywell** brand

Issue 11  
January 2007

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## Going for **Further Growth in 2007**

### **Buoyant prospects with New Products and Major New Projects Sustaining our Momentum**

Welcome to this latest edition of our **KEC** Newsletter and to the start of 2007: a year in which we all expect the Kuwait construction industry to intensify its activity on the back of continued growth within the Kuwait economy.

**S**everal new product and system introductions and major project successes, *plus* continued 'double digit' expansion in our lighting businesses, contributed towards making 2006 an excellent year of further business growth for us at **KEC** and brought us our *fifth* consecutive year in a row of significant 'top-line' growth, thanks to your continued support.

2006 was also a year in which we opened *further* new branded showrooms - see page 10, expanded the skills and strengths of our Life Safety and Systems Solutions teams and saw our **MK** wiring device sales reach new heights. Reinforced by the growth of product choice and solutions within **MK**'s innovative decorative ranges; achievements in raising the performance levels of customer service that we strive to provide; the strength of our distribution channels, on-going major project success; and of course our unique '**MK Boutique**' - the latter focusing on the increasingly discerning end-user.

Our **KEC** Life Safety Team, featuring such leading KFSD approved brands as **Gent** and **Cooper CEAG** and **JSB** also enjoyed an excellent year. In the case of the latter it was more about the concept of 'central battery' emergency lighting solutions in major projects rapidly gaining popularity.

Our **KEC** Systems Solutions Team also boosted significantly our presence in the Kuwait data infrastructure market in 2006 with an increasing number of '**Brand-Rex**' project wins. Specifiers and investors alike are recognising the importance of a "think quality" approach. After all, the idea is for the end-user to secure a solution that *actually* 'performs' to specification with the added reassurance from '**Brand-Rex UK**' of a 'direct' 25-year installation warranty.



Smart Patch retrofit solution  
from Brand Rex.

In this latest edition of the KEC Newsletter we also touch on our increasing strength in the **Cable Management** solutions sector of the market place - see page 8 - with some interesting substantial project wins in the bag recently for both **MK** and **Ackermann**.

But rest assured, some things never change and that's our continued determination in 2007 to inform, educate, promote, partner and provide solutions based on leading 'world-class' electrical industry brands - with increasing focus and expertise in 'intelligent building' specifications.

2007 looks set to be another exciting and challenging year and the **KEC** Team look forward to working with you in pursuit of further success and achievement together.

As before, may we take this opportunity to thank you for your ongoing support and welcome you to this very latest **KEC** Newsletter. We hope it will continue to provide further interesting insights into some of the latest technological developments in the low-voltage electrical industry and of course to **KEC's** rapidly expanding capabilities and services.

**Kuwait's leading low-voltage electrical installation equipment,  
systems solution and lighting supplier**



## Latest News



# MK and KEC

## Gear Up Together for *Further* Business Growth

Several planned new product introductions and specific marketing and 'growth' initiatives were high on the agenda at a recent meeting at MK's UK Headquarters between senior members of the KEC & MK UK Management Teams.

"With now more than 5 years of year-on-year 'double-digit' growth under the belt reinforcing MK's market-leadership here in Kuwait, the focus of the meeting was 'how to build further sales momentum', " noted Peter Woods - KEC's Managing Director with specific responsibility for sales and marketing. "With a number of exciting new products in the pipeline, plus those recently introduced such as 'Arctic' and the range of 'Aspect' Digital Lighting Controls, a further strengthening of the local MK team under KEC's Rajan Peter, combined with several joint KEC:MK promotional and marketing initiatives over the coming months, the future looks even brighter," he added.

"Add to that KEC has ensured further expansion through the continuing growth and success of our MK trade distribution and 'MK Boutique' end-user channels in recent years by which we're reaching parts of the Kuwait market with the MK branded product offering that was never thought possible before."



In the picture: MK's Mike Southgate - Managing Director, KEC's Hazem Al Nouri - General Manager together with Peter Woods, Christian Struever & Dilip Sinha

### Going for growth



## Celebrating 30 Years of Service to the Kuwait Low-Voltage Electrical Community



Celebrations were recently in the air as KEC reflected upon 30 years of service and participation in the Kuwait low-voltage electrical community.

At a recent annual gathering of team members KEC's Hazem Al Nouri touched on the notable 30 year landmark in KEC's history and paid tribute to its shareholders, partners, customers and team members alike for their considerable support – and the excellent strides that had been made in establishing KEC as one of the leading low-voltage industry players in Kuwait.

Taking the opportunity to present well deserved long-service awards to a number of KEC team members he congratulated the audience on the significant 'double-digit' growth that had been made in 2006 – for the fifth consecutive year in a row – and highlighted the effect that new technology and partnerships were now positively playing in KEC's current and future growth opportunities.

"With its unique blend of long-standing partnerships, brand leading products & solutions, investments, management, rapidly growing people skills and enthusiasm," he added "KEC is extremely well positioned to benefit from the future continued upturn in Kuwait's construction activity and will continue to broaden its business reach and skills base to take advantage of new opportunities that are emerging."

**KEC was formed in 1976 originally as a joint venture between five prominent Kuwait businessmen and MK Electric Limited of the United Kingdom.**



Latest News

## MK Introduces 'Aspect' Digital Scene Controller

As part of a strategic move into lighting control to add more functionality to the MK wiring accessory offering, MK has introduced very recently into their 'Aspect' screwless decorative flatplate range of accessories the new and impressive.....

### 'Aspect' Digital Scene Controller

Already a 'hit' in recent weeks in the UK, the new product provides self-contained dimmer systems for up to four lighting circuits. It features 6 fully programmable scenes plus the ability to raise or lower the lighting level for a given scene or an individual circuit.

The new MK 'Aspect' Digital Scene Controller also has full infrared remote control within a 4 metre range [direct pointing], 2-way switching and a holiday mode which will time the lights on and off during a period of absence.

Moreover, it is suitable for tungsten GLS, mains voltage halogen lamps or low voltage halogen lamps powered by an electronic transformer and is designed for up to four circuits of trailing edge dimming totalling 1kW between all four circuits - making it ideal for apartments, villas and small retail environments.

The dimmer modules are available in black or white with a full range of screwless decorative face plate options i.e. Polished Chrome [POC], Polished Brass [PBR], Brushed Stainless Steel [BSS] or White [WHI] with the initial starter pack containing 1 DSC [in either black or white], 1 remote control with 2x AAA batteries and a user and installation guide.

"With stocks of the new range already at 'MK Boutique' the new MK 'Aspect' Digital Scene Controller will undoubtedly be high on the list of 'must haves' for new villa installations," noted Fadi Salame - KEC's Commercial Manager with responsibility for KEC's branded showrooms.



Remotely controlled Scene Controller



The specifiers' choice

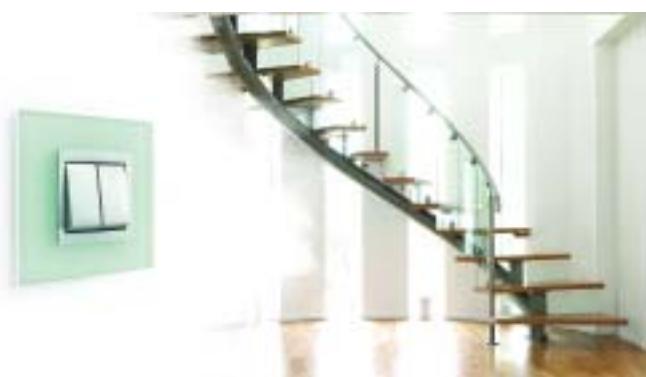
For further information.....Call our 'MK Boutique' on Tel 2241114/5 or email us at [mkboutique@keckuwait.com](mailto:mkboutique@keckuwait.com). Phone for the new 'MK Aspect Digital Scene Controller' Catalogue on Tel: 3985580

## Now Previewing at 'MK Boutique' ..... MK 'Arctic'

### Stylish aesthetics coupled with perfect functionality

Now previewing at 'MK Boutique' – MK have recently launched **MK Arctic** a new and exciting range of switches and sockets in a *truly* innovative range of finishes.

The stylish, minimalistic look of the range really pushes forward the use of different materials in wiring device design and initial feedback from UK and Middle East based architects, specifiers and designers has been simply fantastic.



**MK** The specifiers' choice

Whatever the design scheme, its the finishing touches that make all the difference – and combined with the attention to detail of the new **Arctic** ranges functional performance – plus local service and availability courtesy of our '**MK Boutique**' and major project teams - it's already starting to attract the attention of some of our prestigious customers!

Targeted at high-end projects or VIP or high-tech. residential villas, commercial and hotel developments the new **MK Arctic** range is all set to make a significant impact on the Kuwait and regional stage.

**MK Arctic** is available in stunning frosted glass and satin chrome as a standard finish plus a range of custom designed finishes – including mirror and clear glass, marble, granite, slate effect and coloured glass to match the RAL colour of an interior designers or end-customers choice."

### Style and function that melt into one!

Ask for a copy of the **MK Arctic** Brochure by calling '**MK Boutique**' or major project sales team on Tel. 2241114/5 or simply call our literature hotline on Tel:3985580



Brand-Rex

## Are You Ready to Specify the Latest Ratified Standard

10GBase-T?

**Now that it is formally ratified, are you going to adopt this advanced format?**

The specification for 10GBASE-T was approved as an IEEE standard on 8<sup>th</sup> June 2006. This followed nearly 4 years of intense technical development and, like most Ethernet projects, was completed on time. This is arguably the most sophisticated project the group has encountered in Ethernet's 25 year life-span, and the engineering challenges have brought some tough decisions.

Most would agree that the 10GBase-T standard was developed, initially anyway, as a cost effective alternative to optical fibre which could be used in data centres, banks, universities, hospitals and other high bandwidth hungry applications.

But as the project moved on, businesses of all descriptions are now seen as viable contenders for 10GBase-T systems.

Here in Kuwait and the Gulf, for example, there's always the 'overlay' of the desire on the part of the client to have the latest or in other words 'future-proofed' solution.

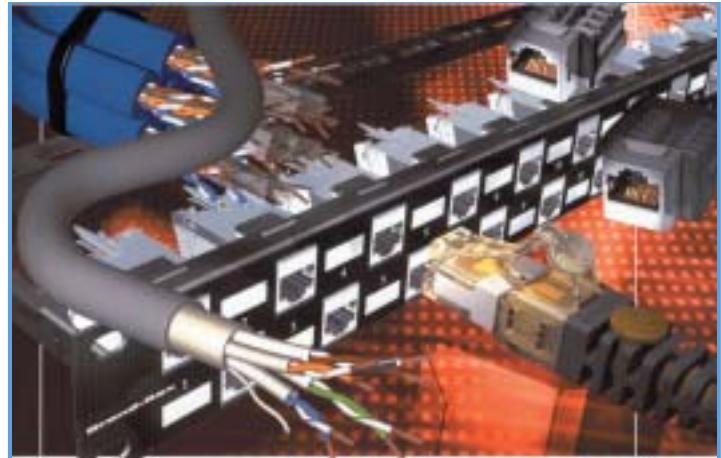
### **When to go for the highest performance?**

It is certain that installing *the* highest performance cabling system *will* provide a high degree of safety and security for the end-user and knowing that you won't have to rip the whole lot out and start again for a good few years is undoubtedly a huge comfort factor.

In a nutshell, the technological and performance barriers of cabling systems are increasing all the time. As an end-user do you stick or twist? Do you wait and see what will be available in the near future or go for the latest and greatest right now?

10 Gigabit Ethernet on the horizontal will happen - and indeed is already happening - and those end-users who are currently looking to upgrade their network infrastructures will undoubtedly need to give this issue serious consideration. The decision, as usual, will revolve around cost-versus-benefit evaluations particularly compared to CAT7 which is being promoted in the regional market. The complications of implementing a CAT7 installation at a site designed for CAT6 far outweighs its benefits. Owing to the larger physical dimensions of a CAT7 cable, the cable raceways have to be larger.

With more clients shifting towards services such as IPTV (Internet Protocol Television), IP-CCTV etc., the need for baseband / modulated video services is limited in current implementations.



### **10GCopper Vs. Fiber**

With the rising costs of copper in the market, fibre is becoming increasingly affordable for high bandwidth applications vs. a CAT6 or CAT7 product. However, with the increase in the use of "Power over Ethernet" devices, there is a need of Copper Based High Bandwidth cabling system such as the Augmented CAT6.

Perhaps a greater focus on the possibilities of high quality combined video, voice and data communications today will add weight to any advantages for the future.

**Brand-Rex, UK has within its range a  
10G Base-T solution.**

**For further details, including a copy of  
Brand-Rex's latest literature on the  
subject, contact the KEC Systems  
Solutions team on Tel: 3985580 or  
[brandrex@keckuwait.com](mailto:brandrex@keckuwait.com)**

**Advanced Data Systems**

## Intelligent Infrastructure Management with

# SMARTPatch™

Managing the modern day data network is a massive administrative headache for even the most diligent Network Manager. Regardless of the policies and procedures in place, it is difficult to know what assets you have, where they are located and how they are connected to the network.

**SMARTPatch from Brand-Rex** - the leading UK structured solutions provider - offers the latest in infrastructure technology thereby enabling a timely and pro-active response from the IT Department to issues such as maintaining robust network documentation, minimising unplanned network downtime, managing scattered network locations, locating faults, performing efficient moves and changes and maximising the value of assets.

**Corporate example**

Take HIFX in the UK for example: a company managing over £20 billion in foreign exchange receipts on behalf of its customers. Back in late 2004 their business serviced the needs of over 2,000 corporate clients from across 100 different industry sectors including software giants and major airlines. In addition, over 25,000 private individuals purchase currency for overseas property acquisitions, annually.

HIFX's latest structured cabling system upgrade is based on an entirely fresh approach to infrastructure layouts by using a Cat6Plus UTP cabling system incorporating the SMARTPatch intelligent infrastructure management solution, linking all desks (via the comms room) to an intelligent interface. This enables HIFX to monitor not just the connectivity but the individual cables and patched connections through a topology of scanning devices, to create maximum visibility and passive networking efficiency.

Previously HIFX were using manual methods to manage network changes and patching records and had struggled to maintain an acceptable level of accuracy. The potential to eliminate the many pitfalls of manual management by using SMARTPatch, plus the wider attraction of being able to extend intelligence to their five other global satellite offices, made a compelling argument in how the project specification was developed.



Smart patch copper patch panels

**Key advantage**

Within day-to-day operational environments, the SMARTPatch system provides an effective solution for the diligent planning and control of change procedures to support the execution of moves and changes, allowing simpler adoption of ISO 2000.

This, in turn, improves the cost effectiveness of each planned move undertaken and provides a wide range of high value Management information - with a critical success factor of the project being a high degree of resilience.

The real plus of the SmartPatch system is that the real-time alerts provided by SMARTPatch mean that a pro-active response to unplanned connectivity issues could be offered to network users, driving up service levels for the business considerably.



Fibre optic patch panel



**Advanced  
Data  
Solutions**

*Need to know more.....Talk to the experts.*

*Call our 'KEC Solutions team on Tel: 3985580 ext. 124 or email us at [systemsolutions@keckuwait.com](mailto:systemsolutions@keckuwait.com)*

## Product Focus

### Trusted solutions in access flooring

## Focus on the growth of Access Floor Solutions

With a growing trend towards the design and use of Raised Access Floor Systems here in Kuwait so as to provide the owner and tenant alike with a great deal of future-proofing and installation flexibility – AIS's Rodney Kemp takes a look at the solutions on offer - each with a high level of performance and design standards

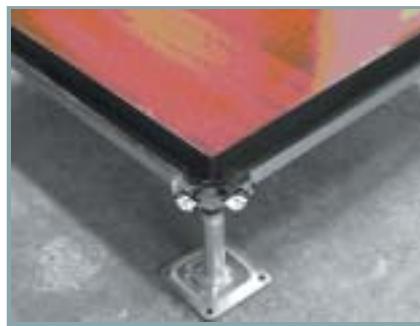
AIS provide one of the best and trusted solutions in access flooring both in terms of professional design and fabrication capabilities and we are working to enhance an already great partnership here in Kuwait with KEC to complement a significant presence in the rest of the Gulf.

#### Resistance Welded Steel with Concrete Filled Floor Panel System

The AC Series Access Floor Systems are constructed of *fully welded cells* and manufactured from *high quality deep drawing structural steel shell assembly*, filled with a lightweight cementitious infill. The panels are *powder-coated epoxy finish with anti-static protection*. It is designed to take dynamic and moving loads. The AC series has available Concentrated Load range from 1,000lbs to the highest 2,000lbs range suitable for industrial applications. All AC Series panels are manufactured to the *highest precisions of  $\pm 0.375\text{mm}$  on flatness measured across diagonally and  $\pm 0.25\text{mm}$  on squareness for complete interchangeability*, allowing for the customization of any floor. The AC series quality and precision provides a quiet and solid feel on the flooring system. High quality welding for pedestal stands to ensures maximum strength and support for the panels.

#### Applications:

**The Core and Shell Automated Office Buildings** – AISACSP & ACBP Steel Series and the *0.8mm galvanized steel shell encased Woodcore Access Floor Panel System* are practical solutions for numerous intelligent building applications. The system offers an exciting range of cover finishes such as luxury and heavy duty vinyl, homogenous marbles, tile type or free laying carpets, rubber as well as the traditional high pressure laminates (HPL). And for the steel shell encased Woodcore Panels the real wood ply top-cover finish is also available.



AIS AWCP Steel Sandwiched Woodcore Wood Laminated Panel with Stringers & M20 Steel Pedestal

**Computer Room** – The AC Steel Series can be supplied with 1.6mm thickness heavy duty high-pressure laminate cover and up to 2,000lbs concentrated load per panel and pedestals system which is perfectly suited for the heavy rolling loads of a computer room and heavy pedestrian traffic.

**Light Industrial & Commercial Building** – The AC Steel Series can also supply heavy duty vinyl on 1,000 to 2,000lbs concentrated load per panel system which is perfectly suited to maximum rolling load conditions, seen in equipment rooms and museum display settings.

#### ACSP and ACBP Series Access Floor Understructures System

The understructures are fully precision-welded with 20mm diameter solid steel threaded studs and vibration-proof levelling lock nut. The standard pedestal assemblies are electro-galvanized for corrosion protection. Custom applications, including bases specifically designed for seismic conditions and speciality plating for promotional underfloor display purposes, are available.

- Rigid grid bolted stringer** – This system offers the most lateral support, and is generally used where panels are “gravity-held” on the understructure. This system is available in 500x500mm and 600x600mm configurations.

#### Performance Guide for ACSP Series

Panel	ACSP 800	ACSP1000	ACSP1250	ACSP1500	ACSP2000
Application	Light Duty	Standard Duty	Medium Duty	Heavy Duty	Industrial Duty
Ultimate Load	44.5kN/M	55.4kN/M	63.8kN/M	83.8kN/M	99.5kN/M
Concentrated Load	3.6kN	4.5kN	5.5kN	6.7kN	8.8kN
Impact Load	0.67kN	0.67kN	0.67kN	0.78kN	0.89kN
Rolling Load	3.5kN	4.5kN	5.5kN	6.7kN	8.8kN

## Trusted solutions in access flooring

- Corner bolt** – This understructure system is very common for bare panels or in office environments using field applied modular carpet tiles. *All screw holes attachment points are pre-threaded to avoid potential thread stripping seen in other competitive system using self-tapping screw attachment points.*

### Surface Finish Options

Raised access flooring is no longer just a functional platform reserved for computer rooms.

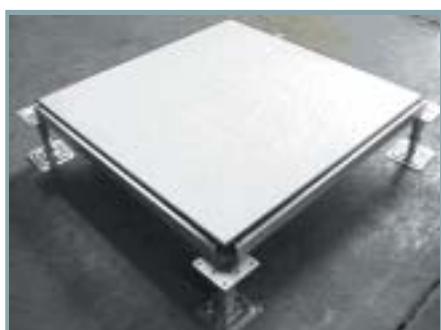
Developments in sustainable building design, increased awareness of the importance of indoor air quality, and the need to design buildings that are adaptable to technology and provide for higher long-term asset valuation have had direct impacts on the access flooring industry.

**AIS** can offer surface finishes that allow for both functional and beautiful raised access flooring solutions.

### Office Space, Institutional, Museum Environment, Retail Store

#### Carpet

Leading the charge in surface finishes for access flooring in office environments continues to be textile covering in both tufted loop, and woven construction. **AIS** can provide tile carpets covering from 300x300, 450x450mm, 900x900mm and other sizes.



**AIS** ACSP Steel Cementitious HPL Panel with Stringers and M20 Steel Pedestal



A finished **AIS** ACBP Type Access Floor with Tile Carpeting Finishing

#### Homogenous Marble or Ceramic Tiles

**AIS** can provide a raised access flooring system complete with homogenous marble or ceramic tile finish for areas where an impressive special finish is required.

#### High Pressure Laminate Tile

High pressure laminate, available in static dissipative and conductive grades, is composed of layers of kraft paper bonded together with melamine impregnated print pattern top sheet. Extremely durable, easy to clean, and economical, HPL remains one of the most specified finishes for raised access flooring. Laminate thickness is available from 1.0mm to 1.6mm thickness for heavy duty applications.

#### Solid ESD Vinyl Tile

Like HPL, solid vinyl tile is available in static dissipative and conductive grades, and is a recommended surface finish for any environment requiring static control and cleanliness. Vinyl is extremely durable, easy to clean, and provides a softer feel underfoot than HPL.

#### ESD Carpet Tile

In addition to high pressure laminate and solid vinyl tile, we can offer a factory applied static dissipative carpet tile. This option gives all the aesthetic and foot comfort advantages of a textile product, with the static control of an HPL or ESD vinyl tile. This is a perfect option for call centre and telecommunications environments.

- Fully welded cell steel structure
- High concentrated loads
- Precision quality for interchangeability and flatness
- Maximum dynamic loads
- Excellent low noise acoustic properties and quietness when walk on the flooring



Plenum view of the access floor installation

Whatever your needs, **AIS** has a range of competitive Raised Access Floor solutions marketed, distributed and installed via KEC - for further details, including a copy of AIS's latest literature, contact the KEC Cable Management team on Tel: 3985580 or [cablemanagement@keckuwait.com](mailto:cablemanagement@keckuwait.com)



## Project Applications



### Provides the Bus-Bar Cable Management Solution for the New Kuwait National Library

**Ackermann UK** - part of the MK Honeywell UK organisation - in association with ourselves at KEC - are to supply the floor-box solution for the new prestigious Kuwait National Library project.



Work is already under way at the construction site along Arabian Gulf Street, just a stone's throw away from the Kuwait House of Assembly. KEC is supplying an **Ackermann UK** Cable Management solution which will comprise 2,800 meters of **Interact** bus-bar trunking and a significant number (over 1,800) of individual floor outlet boxes, thereby assuring flexible power needs befitting a prestigious and unique project.

This major building is being managed by the main contractor - Al Hani Construction.

"Working alongside local specifying consultants Pan Arab Consulting Engineers, the project certainly represents another excellent feather in our cap," noted KEC's Rajan Peter "and yet a further great reference project for the concept of **Ackermann's Interact** bus-bar low voltage underfloor power solution. The system features a 63amp bus-bar arrangement along with a unique flexible connector - allowing the end-user to accommodate future changes as they arise with ease."

"The Ackermann system has the advantage of being a low profile design which occupies much less space than comparable systems and offers time-saving 'snap fast' crocodile joints," he added.



*Interact Busbar trunking*

*For further details, including a copy of Ackermann's product literature, contact the KEC Cable Management team on Tel: 3985580/9061578 or [cablemanagement@keckuwait.com](mailto:cablemanagement@keckuwait.com)*

### Kuwait's Gulf University Opt for a Combined **Ackermann** and **MK** Cable Management Solution

Kuwait's latest private university - Gulf University located at Mishref - has opted for a combined Ackermann and MK Cable Management Underfloor and Perimeter trunking solution from KEC as a means of achieving a totally flexible and *fit for purpose* installation.

Comprising several scores of Ackermann Germany 'cassette' floor boxes to cater for the marble floor application areas *plus* an MK underfloor solution combined with seven hundred meters of MK 'Prestige Plus' PVC perimeter wall-mounted trunking, this overall Cable Management installation is currently being manufactured for supply in early 2007.

"Designed by one of Kuwait's leading architectural and M&E design consultants, KEO International Consultants, the project is due to open its doors in early 2008 and will also include generous numbers of 'MK Pinnacle' bench mounting boxes to provide power *just where it's wanted*," noted KEC's Rajan Peter.

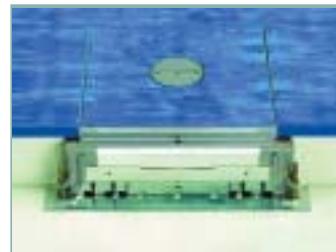
"The *combined* MK and Ackermann solution is an ideal one from both the end-user and the contractor's [Kuwait Controls] perspective," he added "with its ease of installation and the provision of more than adequate levels of flexibility and density of power outlets to 'future proof' the project's future needs."

*For details of Ackermann and MK Cable Management systems call for expert advise on Tel: 9061578 or email [rajan@keckuwait.com](mailto:rajan@keckuwait.com)*



*Gulf University*

*The Ackermann floorbox*



*Prestige 2Com*



## Project Applications

### GE and KEC Team-up to Provide a UPS Solution for **Citibank** in Kuwait

Representing, as previously highlighted, a further significant expansion in our comprehensive 'low-voltage' product portfolio, **KEC** have teamed-up with **GE** of the USA in order to supply the new Kuwait **Citibank** Headquarters with a *quality UPS - Uninterruptible Power Supply* - solution.

"Already **UPS** market leaders in several European countries and with a regional presence in Dubai under the leadership of Henk Mulder: **GE's** Regional Manager for the Middle East, this latest success is a tribute to the great **GE: KEC** teamwork and of course an excellent, competitively priced product solution from **GE** that is second to none," noted **KEC's** Peter Woods.



*KEC Systems commissioning team at work - expertly trained.*

"Headquartered in Switzerland, **GE UPS** offers a product line-up featuring a truly comprehensive range of products from 0.5 to 4,000 kVA offering Redundant Parallel Architecture 'RPA' and comprehensive web-based system monitoring and management - backed up by competitive pricing and the full pre-sales and after-sales services of the **KEC Team**," added Henk Mulder. "We will be continuing to roll out the range via a number of customer-targeted technical seminars over the next few months."

The CitiBank solution features two 120kVA SG series UPS connected in parallel with full redundancy capacity.



*For more information, call our KEC Solutions Team on Tel: 3985580 or email [kecsystems@keckuwait.com](mailto:kecsystems@keckuwait.com)*

### GENT Secures Nofa Towers Project

The impressive new Nofa Towers Project in Abu Halifa - pictured on the right - will incorporate nothing less than the latest GENT 'state of the art' fire detection and alarm solution comprising a GENT Vigilon networked solution complete with an integrated Voice Annunciation System.

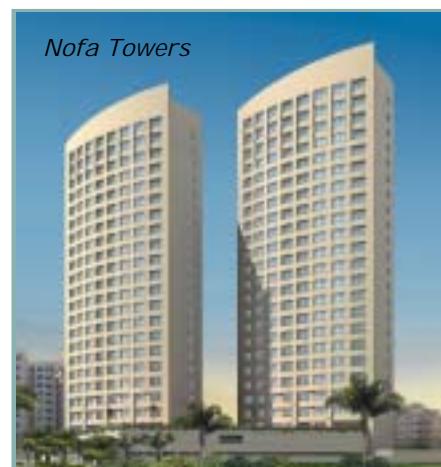


*S-Quad Sensor Sounder*

Designed by KEO International Consultants and fully Kuwait Fire Service Directorate compliant, the installation is being undertaken currently by Contractors Essa Al Yousifi and in total will feature more than 1,250 of the very latest GENT S-Quad detectors: all commissioned by KEC's own rapidly expanding Systems Solutions Commissioning & Maintenance Team.

"The Nofa Tower project represents a further feather in our GENT cap," added KEC's Team Leader: Life Safety Systems - Gee Varghese "and one that we are extremely proud to be associated with."

*Want to know more....Call the KEC's Life Safety Team today on Tel: 3985580 or email [kecsystems@keckuwait.com](mailto:kecsystems@keckuwait.com)*



**GENT**  
by Honeywell

## Partner News & Visits

### Artemide Visit Confirms KEC's Lighting Ambitions

KEC recently had the pleasure of welcoming Stephen Salinger - DZ LICHT's Managing Director - part of the Artemide Group - to Kuwait

**DZ LICHT** are the part of the expansive family-owned Artemide Group that specialises in high-quality, durable outdoor lighting. With several regional reference projects - including the Emirates Twin Towers and the Qatar Science and Technology Park - under their belt, **DZ** is adding to an already impressive portfolio of major projects delivered in mainland Europe.

Based in Germany, **DZ** have been a leading player in outdoor lighting both in Europe and throughout the Middle East for more than 25 years focusing on the needs of architects and planners who are looking for a sophisticated, sometimes unconventional, but always reliable and efficient lighting solution.

Stephen Salinger's visit, his first to Kuwait, provided the opportunity to meet one of Kuwait's leading consultancy practices as well as further training and familiarisation to KEC's rapidly growing lighting team.



The visit also featured an inspection of KEC's new Artemide Boutique showroom located at Kuwait's Sun City Complex in Shuwaikh which includes several **DZ LICHT** outdoor products.

*"We're delighted to be working together with KEC as we drive the future growth and success of our total Artemide Group business here in Kuwait. The relationship coupled with a dynamic programme of forthcoming new product introductions and a culture of providing first class levels of customer service will undoubtedly make a mark on the future Kuwait lighting scene,"* Stephen noted.

*Come and see the extensive range of Artemide Lighting products at the Artemide Boutique. Call our dedicated KEC Major Projects Lighting Team on Tel: 2241114/5 or simply email us at [artemide@keckuwait.com](mailto:artemide@keckuwait.com)*

### Intralux Lighting Relationship Strengthens

KEC recently had the pleasure of welcoming David Tilbury – Managing Director of Intralux Lighting headquartered in Brisbane, Australia.

Representing a further exciting expansion to KEC's lighting portfolio, **Intralux** is a leading Lighting brand with extensive international connections and markets and is dedicated to producing technically advanced, innovative commercial lighting products principally for niche market segments.

The five Intralux product families on offer and in which our KEC Technical Lighting showroom operations have already had some heady success are:

**Kove : Indirect Illumination**

**Flare : Vertical Illumination**

**Xenflex : Flexible Strip Lighting**

**Slite : Miniature Illumination**

**Cog : Exterior Illumination**



*For more information on the extensive range of Intralux Lighting, contact the KEC Technical Lighting Team on Tel: 2241114/5 or our Major Projects Lighting Team on Tel: 3985580.*

*You can see the range of Intralux products at [www.intralux.com](http://www.intralux.com)*

## Partner News & Visits



### Brand-Rex Global Sales Director visit cements a Growing Dynamic Relationship

KEC recently had the pleasure of a visit from Sara Branch - Brand-Rex UK's Global Sales Director - LAN who based in Glenrothes, Scotland and heads up Brand-Rex's global sales growth aspirations. She is a regular visitor to the Middle East region.

The VIP visit, specifically arranged to review a number of potential prestigious projects and installations here in Kuwait was hard on the heels of Brand-Rex's participation in this year's 2006 GITEX exhibition in Dubai - see below - and featured an in-house conference with several key members of KOC [Kuwait Oil Company] where Brand-Rex already have a number of installations.

"We're delighted to be working alongside such strong and capable partners as KEC," noted Sara. "The recent Messilah Beach Hotel project 'win' for us at Brand-Rex has certainly

strengthened our brand presence in the Kuwait market and we're all set to roll out this success and capability- to a number of other major project prospects in 2007."

Moreover, "with some exciting new product offerings such as PoE - Power over the Ethernet – and 'SmartPatch' – intelligent patching - the Brand-Rex offering is now No. 1 in the UK supported by such leading brands at Shell, Barclays Bank and Deloittes, to name just a few and is rapidly gaining a growing level of support here in the Middle East region," explained KEC's Pugazhendhi Sundararajan, Team Leader: Systems Solutions.



Above: Sara Branch, Brand-Rex's Global Sales Director-Lan pictured with KEC's Puga Sundararajan - Team Leader Systems Solutions and Dr. Rumane Abdul Razack, Chairman of IEI Kuwait Chapter.

**Brand-Rex .....**  
**Advanced Data Solutions**

Need to know more.....talk to the experts. Call our KEC Solutions team on Tel. 3985580 124 for further details or simply email us at : [brandrex@keckuwait.com](mailto:brandrex@keckuwait.com)

### Brand-Rex Participates at GITEX

Leading provider of Structured Cabling provider – Brand-Rex UK – recently participated at the regional GITEX exhibition providing a launch platform for a host of new innovative products.



'Considerable interest shown at the Brand-Rex stand at the recent GITEX Dubai 2006'

Regional IT companies and integrators had a first hand feel of Brand-Rex's new 10G Augmented CAT6 solution on UTP achieved through a patented 'Rouleaux' construction in addition to a new range of RJ45 tool-less Snap-in-Jacks for the 10GPlus, CAT6Plus and the Gigaplus ranges.

Significant interest was also evident in the Brand-Rex offering of an Intelligent Patching Solution under the 'SmartPatch' banner – see Page 5 for further details - and PoE [Power over the Ethernet] solutions [see also our previous KEC Newsletter].

Brand-Rex, now part of the US based private equity firm, The Gores Group, continues to see its surge in recent success being achieved through a focus on five strategic thrusts: product innovation, customer focus, manufacturing excellence, supply chain and people development. The recent participation at GITEX provided an opportunity to update its channel partners on its progress and indeed the recent investment in new world-class production facilities that are now in place in Glenrothes in Scotland.

"Under the regional leadership of Nadim Qureshi and working closely with the KEC Solutions Team here in Kuwait, we've got some exciting growth plans ahead," noted KEC's Peter Woods.

## Award & Training

### Award Winning Life Safety Team

KEC's Life Safety Team - under the leadership of Gee Varghese – has recently been awarded the prestigious '**GENT by Honeywell Regional Distributor of the Year**' for 2006.

Presented by **GENT by Honeywell's Regional Business Leader, Middle East & Africa- Mark Fenton** – coinciding with Gent's recent participation at the Intersec 2007 Exhibition in Dubai, the award recognised the significant increase in **KEC's** levels of **GENT** business in Kuwait in 2006 and a more than fivefold increase in sales of **GENT** fire detection and alarm systems here in Kuwait this past 2/3 years.

"We are delighted to have received this award," notes **KEC's** Gee Varghese "reflecting the long-standing **KEC** partnership with our colleagues from **GENT** and indeed the encouraging continuing support that we have received in recent years from so many of Kuwait's specifiers, contractors and clients."



Leading the fire detection and alarm industry for now over 100 years, the **GENT by Honeywell** product range and offering – fully compliant with the Kuwait Fire Service Directorates regulations - continues to provide so many positive benefits and features over its nearest rivals and this coupled with the local design service and commissioning support on offer that the KEC Life Safety Team continues to provide makes '**GENT**' a truly leading player in the Kuwait market.

Unveiling several new products - Vigilon 6 loop panels (each loop can be up to 200 devices), S.Quad Sensors - dual optical, heat, sounder, strobe, speech with Arabic message as an option - at the 'Intersec' Exhibition in Dubai, the **GENT** by Honeywell team included several familiar faces from both **GENT**'s UK operations namely Mark Ayton - Managing Director, John Lewis - Sales Manager UK, Jaz Gaheer - International Business Manager and Simon Foulkes alongside their regional colleagues.



KEC's Gee Varghese receives the 2006 **GENT Regional Distributor of the year** award from Mark Fenton

If you need to know more in terms of what positive benefits a **GENT** solution can bring to your forthcoming project, call our award winning **KEC Life Safety Team** on Tel: 3985580 Ext. 127/130.

**visioprime**  
INTELLIGENT VIDEO PROCESSING

### Provides Design & Installation Training in Kuwait Coinciding with the Launch of the New IVP Range

**Visioprime** - one of the *leading* UK players in Intelligent Video Processing solutions recently staged a Design and Installation training course as part of a the launch programme for their new 'state-of-the-art' IVP range here in Kuwait.



Led by Colin Whitehead, Visioprime's Managing Director and Tim Northwood, Head of Sales, the 2 day intensive course provided KEC's own rapidly expanding systems team with some detailed 'hands-on' training. The program culminated in a further presentation to a number of selected profile of Kuwait's leading specifiers.

With already a significant presence in the region with projects such as the Crowne Plaza Dubai, the Dubai Shoreline development, Kuwait's Shuaiba Power Station and Pan Arab Kuwait's own Head-Offices - to name but a few - KEC are on the threshold of securing two *further* major projects here in Kuwait and have ambitions for excellent progress ahead.

*Need to know more. Call our KEC Systems Solutions Team on Tel: 3985580 or email us at [kecsystems@keckuwait.com](mailto:kecsystems@keckuwait.com) or visit the new Visioprime website at [www.visioprime.com](http://www.visioprime.com)*

**visioprime**  
Keeping Watch  
on people, property and the environment



## Access Data Cabinets

As part of a growing relationship with Cooper Industries, KEC's Team Leader -Systems Solutions: Puga Sundararajan introduces the new Cooper B-Line Access range of Data Cabinets.

Access is the first cabinet designed to solve the problems of today's networking environment. It provides unique working and cabling accessibility to totally transform cabinet installation layouts, onsite installation time and on-going system management.

This cabinet innovation has been specifically designed to bring unrivalled advantages to Free Standing Cabinets and offers a number of benefits to ultimately reduce the total cost of ownership. The Access Cabinets are based on a totally open construction that uses no 'Corner Posts', this design offers greater working access to the cabinet and allows maximum utilization of the limited space available in a room. These cabinets offer the flexibility of a Rack and the security of a cabinet. These cabinets can be customized as per client requirements, thereby allowing adaption to various site conditions.

### Unique

So what makes Access so different from conventional cabinets? The unique construction, open architecture without corner posts, enables the quick removal of all panels/doors to completely expose the open frame for installation of cables and/or equipment. Far neater, faster and user friendly cable installations are possible compared with conventional cabinets. The resultant installation is much easier to maintain with ready access to equipment and patch panels and the avoidance of messy, haphazard cabling arrangements.

### Effective

The Access cabinet open frame structure provides virtually 360° total accessibility, prior to fitting panels and doors, which gives installers maximum working access and the opportunity to greatly improve installation times. The elimination of corner posts also removes the need to excessively inset 19" mounting angles, achieving maximum equipment and working space.

### Flexible

The number of cabinet combinations available further enhances the strength of the Access design. From door options to top panels, Access achieves an unparalleled level of flexibility, providing the end user with the right cabinet for the right application. Since Access is completely modular by design, it can be easily flat-packed for highly effective transportation.

### Access "3 into 2"

Cooper B-Line's Access 3 into 2 system represents the very latest ideas in enclosure design. By utilising three sets of 19" Rails in two 800 wide bayed cabinets, an extra full 19" width of mounting facility is achieved, thus making full use of the 1600mm total cabinet width.

The 3 into 2 concept gives the significant advantage of saving space, but more importantly it cuts out the expense of an extra cabinet.



Cornerless Cabinet - greater flexibility



Access Cabinet

Ideal for patching applications, the 3into2 Access System is available in heights of 42U and 47U with footprints of 1600mm wide x 675mm or 875mm deep. There are a number of 19" or other mounting permutations possible, including for example, 3 sets of 19" mounting verticals across the front face, combined with 2 sets of 19" conventionally positioned vertical mounting rails in the centre of the cabinets at the rear. This enables a useful, space saving mix of patch panels and equipment in the one enclosure.

All 3into2 Access cabinet side panels, doors and fittings other than the 3 into 2 low profile 19" vertical mounting rails and their cross members are from the extensive standard Access range.

With more than 50 years experience in serving the requirements of enclosure users, the ongoing mission of Cooper B-Line remains to design and produce quality standard and custom enclosure systems that meet customers evolving requirements world-wide and to continue to develop and enhance a wide range of enclosure solutions to satisfy a broad mix of requirements, both simple and complex.

**For more information call our KEC Systems Solutions Team on  
Tel: 3985580 ext 124 or email us at: [kecsystems@keckuwait.com](mailto:kecsystems@keckuwait.com)**

## Customer Service

# KEC Launches New Web-site

## [www.keckuwait.com](http://www.keckuwait.com)

**Now all the latest KEC news courtesy of our brand new website is just a 'click' away @ [keckuwait.com](http://www.keckuwait.com)**

**A**fter a detailed review of customer needs and our various contact interfaces, KEC has developed its very own web-site.

You can investigate products and their capabilities for all our leading brands, check on all the contacts you may need within KEC, get information about our various support services as well as download a copy of our latest KEC Newsletter, or find back copies; check out the dates and themes of our forthcoming technical seminars and training events and even send us your feedback in a special customer questionnaire feedback option - all online.



"It's all part of our on-going drive to be '*different*' and *really* add value for our customers and leading brands alike" explained Peter Woods - KEC's Managing Director. The [keckuwait.com](http://www.keckuwait.com) website over time will form a central part of our planned communication activity, so that all the latest news and product introductions, essential product technical information and installation case studies are just a 'click' away for Kuwait's leading specifiers and installers.

And, with your feedback we can keep it even more relevant to your needs. Just make it a 2 way dialogue when something is on your mind.

**[www.keckuwait.com](http://www.keckuwait.com) .... where it's all happening!**

## KEC's Systems Solutions & Customer Service Team Strengthened

KEC's Systems Solutions team has recently been further strengthened under the leadership of Pugazhendhi Sundarajan -Team Leader: Systems Solutions.

"As part of an ongoing drive to cater for an increasing level of interest in 'intelligent building solutions' from Kuwait's leading real estate companies, hotel developers and banks in particular within our expanding customer base, we have brought into our solutions team additional accredited specialists with specific networking and networking switching skills. This will enable us to provide our clients with a total one-stop solution, thus building on our capabilities and success to date," explained Puga. Call the KEC Solutions Team on Tel: 3985580 Ext. 124.



*Serving your needs...our Customer Service Team*

We are delighted to welcome Lakshmi Mohan who has recently joined the team as Sales Coordinator and is on hand to handle all your enquiries or quotation requests on Tel: 3985580 extension 122 or via email on [lakshmi@keckuwait.com](mailto:lakshmi@keckuwait.com)

KEC's Zoheb Ansari is also on hand on Tel: 3985580 extension 125 or email ID [zoheb@keckuwait.com](mailto:zoheb@keckuwait.com) in terms of responding to all order, lead-time and delivery aspects.

It's all part of our KEC '**Putting the Customer First**' customer service initiative.

## The MK-KEC 2006-2007 Cricket Sponsorship Season Gets Underway in Association with **Gulf Consult**

The 2006-2007 cricket season has got underway - once again in association with one of Kuwait's leading architects, planners and consultants **Gulf Consult** - and has been usefully taking full advantage of the recent spate of cold Kuwait weather.

As reported in the Arab Times, in a recent match sponsored by the **Gulf Consult and MK Electric League** and organised by Gulf Consult, the **Kuwait Airways** cricket team were leading in their group, beating their 4 group teams namely Casuals, A&A Sports, Blue Label and Stalwarts. In their last league match played against Stalwarts, Kuwait Airways won by 13 runs.

This sponsorship is aimed at new and emerging cricketers in Kuwait with a view to developing Kuwait's young cricketing enthusiasts whilst raising cricketing standards.

If you would like to participate in the Gulf Consult Cricket League, contact Asad Baig or Jeff De Lange at Gulf Consult's HQ on Tel: 4843565.



*The Cricket Season gets underway*

### The New MK 2006-7 Wiring Device Catalogue

**Have you got yours yet?**

The brand new MK 2006-2007 Wiring Device catalogue has recently been launched featuring, as you would expect, a host of new products to impress the end-user and installers alike.

Boasting a total of 613 pages, complete with a technical guide, the MK catalogue features for example the new Aspect Toggle offering - see page 331, Energy Saving Card Switch, Masterseal, the latest Alloy & Artic range additions.



By far the most comprehensive range in the industry.

Make sure you've got your copy now by emailing our literature support line [sales@keckuwait.com](mailto:sales@keckuwait.com) or telephone us on 3985580.

*Call the Sales Team in KEC on Tel: 3985580 at the following extension numbers....*

Peter Woods	111
Rajan Peter [mob: 9061578]	128
<b>Sales Admin. &amp; Customer Services</b>	
Khawar Mumtaz Bhatti [mob: 9664518]	123
Zoheb Ansari	125
Sundari Kumar	129
Karuna Leah	135
Lakshmi Mohan	122

#### ***Life Safety Systems***

Gee Varghese Thomas [mob: 9365160]	127
Vinu Joseph	145
Sumitha Yugesh	130
Hyderali K. [mob: 9299163] (CEAG/JSB emergency lighting system)	144

#### ***Systems Solutions***

Puga Sundararajan [mob: 9299583]	124
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#### ***Quantran Dimming Systems***

Anish Arora [mob: 7648338]	146
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#### ***Installation & Commissioning***

Ralph Vieira [mob: 9123203]	118
James/Shaji/Mervin (Technical support)	131

***Our MK Boutique & Technical Lighting Showrooms in Sun City: 2241114/5***



## Arctic. Style and function melt into one.

Frosted glass meets brushed satin chrome, to create an arresting façade that conceals a whole lot of hard working technology. A stunning example of how product design evolves as it builds on a ninety-year British tradition of safety standards. Explore the Arctic range with our Design Service that offers you infinite possibilities – from mirrored glass to granite or slate, with rockers and bezels in bronze, brass or chrome. *Arctic. Several degrees above.*

