



# The KEC NEWSLETTER

Issue 16  
December 2008

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

Contents ...

Page 1

Above trend  
growth for KEC

Page 2-4

New Partnership  
with Zumtobel

Page 5

Trend makes an  
impact

Page 6

MK's Avant

Page 7

MK's Cablelink Plus

Page 8-9

KEC hosts Gabka  
Evening

Page 10

Cooper JSB System  
for Al Sour Tower

Page 11

MK Aspect for Al  
Hamra Tower

Page 12-13

Applicam's  
Omega Plus

Page 14

Brand-Rex's  
focus

Page 14

IEI 2008 meeting



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## KEC's Growth Continues!

with Lighting and Systems Solutions Key Contributors:  
underpinned by a Drive for Continued Customer Service Gains

Welcome to this latest edition of our KEC Newsletter. Once again it has been a really dynamic past few months during which we have continued to build considerably on our lighting and systems solution elements of our overall business. All this aided by the addition of some impressive new leading-brands to our range, further product introductions, expanding industry partnerships and recent significant project successes.

Take **Zumtobel Lighting**, for example, which we have been delighted to launch recently as KEC invests in the **Zumtobel** brand and brings the range forward here in Kuwait. In the process, we have clocked-up more than US\$ 500,000 worth of initial sales in the first few weeks alone - see page 2-4.

We were also thrilled to see so many industry friends and key contacts once again at our **KEC Ramadan Gabka** event back in September - our way of just saying 'thank you' for all the industry support and encouragement that we have continued to receive throughout the year - see page 8-9.

As always, our **KEC Newsletters** are just one of the many ways in which we strive to keep you updated and involved in our mutual world of events and developments in the low-voltage electrical, data infrastructure and lighting industry.

In this edition, we feature for example, a new range of products about to hit the Kuwait market from **MK** - the new **Avant** range of decorative wiring devices - see page 6 - and, as usual, several recent KEC project successes where the right product solution is there to further satisfy our customers.

On the 'central-battery' emergency lighting solutions front, for example, we have secured recently a further notable project with **Cooper JSB** - the imposing **Al Sour Tower** - see page 10: similarly we are delighted to have been selected for the installation of **MK** wiring accessories for the impressive 77 storey **Al Hamra Tower** - see page 11. It is also pleasing to record further system solution projects in the fields of BMS, CCTV and Access Control **and** a significantly increasing presence in key market sectors such as the oil exploration and processing field.

In summary, 2008 year-to-date has continued to provide a source of further encouragement for the KEC team. During this period we have maintained our progress in skills base improvements - see page 11 - and importantly also brought to fruition some further notable enhancements in our KEC customer service levels - a key driver in our **continuing** growth story.

Our unique, branded showrooms too, including '**MK Boutique**', **KEC Technical Lighting** and '**Maison de Lumière**' - the new home of our '**Artemide Boutique**' and other leading lighting brands, have all continued to make a considerable impact.



*Intralux Lighting's MD David Tilbury demonstrates the Intralux product range at a recent Kuwait Focus Meet.*

But as our low-voltage industry moves more and more towards the realms of 'intelligent building solutions' and most importantly the need for a reliable business 'partner' to bring to life 'integration' and user-benefit opportunities: remember the **KEC Solutions Team** is there to rise to the challenge, supported by a whole host of leading industry brands and a considerable breadth of experience delivered by an in-field team.

Welcome to this latest edition of the **KEC Newsletter** which we hope will continue to provide further insights into some of the latest industry developments.

Thank you as always for your ongoing  
support and readership!

*Seasons Greetings and a Happy  
New Year 2009.*

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

**KEC Partners**

# **Off to a Flying Start!** **KEC's New Partnership with Europe's Leading Lighting Company - Zumtobel**

Driven by a passion for innovation and providing complete professional lighting solutions, luminaires & lighting management - Zumtobel Lighting's focus is one of continuing to manufacture quality products with the assurance of world-class business processes to achieve the aim of being the brand of choice and global partner for their customers.

An excellent 'fit' when it comes to an exciting new partnership with leading low-voltage focused channel partner KEC - a partnership that has already resulted in more than US\$ 500,000 worth of new business booked in recent weeks.

**H**eadquartered in Dornbirn, Austria - close to the Swiss border - the Zumtobel Group, of which Zumtobel Lighting forms a major part, has been developing innovative and individual lighting solutions for over 50 years. The Lighting Division aims to provide solutions which fulfil every requirement with an emphasis on ergonomics, economic efficiency and environmental compatibility and perhaps most importantly of all - added value in terms of aesthetics.

### **Areas of Application and Philosophy**

Throughout the world, Zumtobel is *the* competent and reliable partner for innovative lighting solutions in all areas of application of professional interior lighting - providing global competence, superior product quality and future-proof technologies.

### **Light for Offices and Communication** *Communication and Motivation*



Spatial structures and lighting systems must be adapted to new types of work. What is required are flexible people, flexible architecture and flexible lighting which enhances communication and motivation and improves the quality of working and spending time at the office.

### **Light for Presentation and Retail** *Exciting and Stimulating*



Modern retail worlds must provide a quality of experience; their design becomes an expression of the brand message. Customised lighting solutions are an essential element of these worlds of experience.

### **Light for Industry and Engineering** *Light as a production factor*



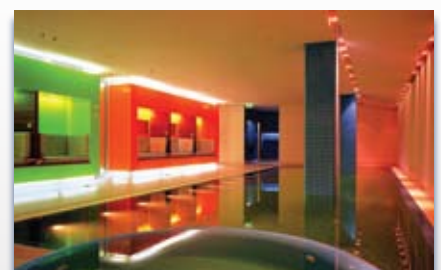
In production, the greatest demands are placed on the flexibility, functionality and building management system of industrial buildings. The right light in manufacturing and assembly bays as well as warehouses and workshops is the basis for any productive work.

### **Light for Education and Science** *Facilitating learning*



Using light to enhance communication, improve awareness and create social understanding; dynamic lighting solutions with optimum colour properties enhance people's concentration and improve visual comfort in educational facilities.

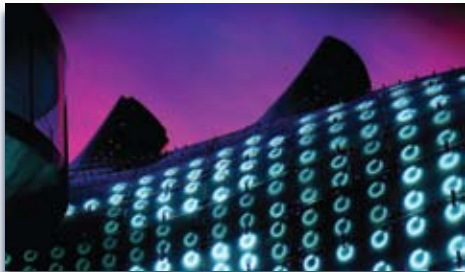
### **Light for Hotel and Wellness** *Enjoying with all one's senses*



Those who collect stars for their restaurant or hotel should not only work on their recipes. The guests' pleasure starts with the lighting that stimulates all senses.

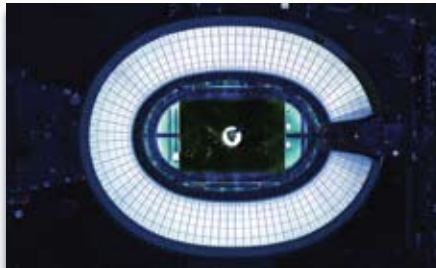


**Light for Art and Culture**  
*Room impression and artistic delight*



Where the highest architectural requirements must be met, ever greater demands are also made on the element without which room impression and artistic delight are inconceivable: light as a modulating, accentuating factor of experience.

**Light for Sport and Leisure**  
*Top Performance*



For each type of sport, special requirements must be met in terms of lighting. Optimum lighting has to ensure the safety of athletes and the best possible viewing conditions for those performing, the audience and the referees.

**Light for Orientation and Safety**  
*Emergency lighting and emergency lighting systems*



Lighting provides safety and ensures (self-)reliability: escape sign luminaires in a sophisticated design, and emergency lighting systems as an integral concept including the lighting management and service systems.

**Light for Health and Care**  
*Light as a factor in caring*



Light increases the patients' sense of wellbeing, creates a living-room ambience, supports the accomplishment of visual tasks in different therapies and examination procedures, makes orientation easier and ensures safety in circulation areas - in hospitals, sanatoriums and retirement homes.

**Light for Transit Areas and Parking**  
*Feeling safe*

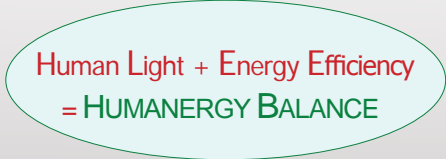


Light is ideal to bring a more pleasant touch to utility buildings. Leaving one's car in a safely lit car park not only ensures that the paintwork will not be scratched but also that the driver will have a good feeling.

**Light creates a sense of well-being**

To provide people with optimum lighting quality, Zumtobel continues to explore the beneficial effects of light on health, continuously improving its applicability. In this respect, the consumption of energy required for lighting has to be considered, too.

The concept of balance between light for enhanced well-being and optimum energy efficiency adjusts the equilibrium between the two aspects within a lighting system:



which delivers the best result.

**Dynamic New Partnership**

"We are extremely delighted to have been able to form this new partnership," noted KEC's Rajan Peter, "one that really aims to strengthen KEC's position in the Kuwait lighting market - whilst in the process further building the Zumtobel brand and presence in the major project sector here in Kuwait," he added.

With sales of Euro 1 billion per annum and an already strong reputation internationally, with more than 50 company-owned sales offices, commercial agencies, and channel partners in a total of 70 countries, the Zumtobel product offering is second to none and already has a well-established following here in Kuwait.

"KEC has in turn risen to the challenge by expanding its major project lighting team to complement our already substantial presence in the end-user and chooser market sectors courtesy of our dedicated lighting showrooms in Sun City and Al Tilal," added KEC's Peter Woods. It all adds up to exciting times ahead for KEC and its new partners Zumtobel.

**Need to know more?**  
Check out the Zumtobel website [www.zumtobel.com](http://www.zumtobel.com) or call our dedicated KEC Lighting Team on Tel: 23985580



**ZUMTOBEL**

## KEC Partners

### More from Zumtobel

#### Winning **Best** Catalogue Competition

**Zumtobel won First Prize in the 2008 'Catalogue Benchmark' competition earlier this year.**

The award-winning catalogue prevailed over some 176 other catalogues from seven branches of industry submitted to the jury, in a competition organised by the e-pro solutions organisation.

The final choice of Zumtobel as the winner came from a short list of 10.

The catalogue achieved recognition for its cover which uses a light-reflecting hologram film, its clear division into product groups and catalogue sections, the uniform page layout and its ease of use.

The Zumtobel catalogue provides a 'high-quality' impression which also transfers to its products and as one jury member expressed it, "over and above this, the catalogue superbly masters the act of balancing emotional appeal and practicality."



### Zumtobel Lighting Focus Meet

*The first in a series of forthcoming Zumtobel Focus-Meets was held recently involving a number of key specification decision-makers.*



As part of an intensive future programme of educational events aimed at raising the overall awareness of Zumtobel Lighting philosophy here in Kuwait, KEC recently staged an introductory Focus Meet at Kuwait's Crowne Plaza hotel.

The event, presented by Zumtobel's Merih Yolsal, provided an excellent insight into the history of the Zumtobel brand, the scale and success of its participation earlier in the year at the industry's most prestigious 'Light & Build' exhibition in Germany and the way forward in terms of Zumtobel's Kuwait market aspirations.

As part of the overall strategy of rolling out the Zumtobel brand, KEC are in the process of creating a dedicated major-project focused lighting team of fully trained customer-facing professionals.

### Middle East Roadshows

These **Highlights Roadshows** started in Dubai on 22 April 2008. Focusing on the Office & Communication, Shop & Retail and Hospitality & Wellness applications, the mobile cubes offered visitors the opportunity to experience lighting solutions by Zumtobel.

The six events ran in April and May 2008, with the chosen venues of Dubai, Abu Dhabi, Doha, Muscat, Jeddah and Riyadh. By placing the mobile cubes in hotels and also in shopping centres, Zumtobel attracted considerable publicity at each location. Around 650 visitors saw the **Zumtobel Roadshow** and got an impression of the variety and high quality of Zumtobel lighting solutions.

On 31 May, the **Highlights Roadshow** finished its tour in Riyadh. It was precisely the collaboration of Zumtobel with its local partners that made the customer events such a special success.

The Zumtobel teams involved with International Sales and International Projects continued on to the "Hotel Show" in Dubai. From 8-10 June, they presented the Hospitality & Wellness cube at the International Exhibition Centre in Dubai.

### Customised Downlighting Solutions



#### PANOS

The Panos range of downlights blend inconspicuously into a building's architecture.

With the four sub-families of products, **Panos** provides probably the widest choice of any quality range available today.

The tailor-made downlight in one design format was the force behind the development of the range.

An ingenious modular format ensures alternative diameters from 100-250mm which when combined with a broad range of reflector optics, light sources and decorative design elements, all add up to a range which leaves nothing to be desired.

The depth of range is an expression of the wishes of investors, architects and lighting designers.



**ZUMTOBEL**

# Trend Controls UK's BMS Market Leader Continues to Make an Impact



Several Monitoring Solutions have been Designed and Implemented by KEC's Systems Solutions team with the collaboration of the UK's Market-Leading Brand in Building Management Controls.

Trend Controls have a range of intelligent data acquisition and control solutions that can be deployed across a network. Based on the concept of Ethernet, this solution is independent of the physical media across which the signals are relayed (through telephone networks, data networks, wireless etc.) This allows a network of devices to monitor a small, local office or to cover sites around the world. This scalability is a boon to organizations that need to monitor geographically distributed remote sites, in some cases deep into the desert.

The controllers are housed in a fully equipped enclosure along with the required electronics.

Trend controllers are ideal for this application as they have:

- An In-built web server that negates the need for a gateway
- Modular expansion units that allow additional points to be added to the base controller.
- Low power consumption - ideal for remote locations.
- Simplified integration with other systems such as Security, Access Control, Fire-Alarm Systems etc.
- Can be interfaced to any system.
- Quick replacement of faulty equipment
- Quick and efficient roll-out of upgrades and system programs.
- Ideal and rugged for harsh conditions

KEC is currently implementing an interesting solution with around 100 controllers distributed around a large township that will be used to monitor the status of various electro-mechanical services within the facility.

One of the Unique Features of the solution that endeared itself to the client was the Plug-and-Play feature available to them.

*An array of controllers*



Pre-configured, pre-wired units are provided that can be placed at any location and wired to the peripheral devices to monitor and control them. This saves the contractors a tremendous amount of time and labour spent at a site.

The solution is also ideal for retrofit jobs where modernization of the site is required. The flexibility of the system allows it to be used for varied applications such as monitoring of electro-mechanical services, plumbing & HVAC, lighting and in some cases security as well.

The web-based user interface offers greater portability as the system can be accessed from any web-enabled device. The Intuitive GUI offers a shorter learning curve and better understanding by the users. As the web-based user interface operates from the controller, greater network resiliency is provided as alternate routes and modes of connectivity can be configured in the event of a network outage.

The web-based interface allows the front-end to co-exist with similar interfaces from other services such as Security, Fire, Police, Lighting etc.

Alarms are relayed to multiple control centres, the appropriate department (Fire, Maintenance, HVAC etc.) and logged on to paper print-outs in addition to digital storage. Fault escalation levels are available in the system with alarm transmission through SMS and e-mail. This ensures that the

operators are kept informed on the system status in various modes. Interfacing to third -party servers and systems allows better auditing and reporting.

All in all, the Trend Controller based system truly provides a **one solution fits all answer** for the client's monitoring and control needs.

Trend UK- the UK's BMS market leader - and now part of the global Honeywell Automation and Control Solutions (ACS) business-operates within the ECC Division (Environment and Combustion Controls).

Trend have been at the cutting-edge of BMS technology since their inception more than 25 years ago - developing a succession of exciting standard-setting products, the latest of which features the 'state-of-the-art' BMS controller platform - the supremely flexible IQ3xcite. This platform is designed to communicate via Ethernet, a system which offers low cost, fast and reliable data transfer and which has become by far the most popular data network format now used in Europe's non-domestic buildings.

Call our Systems Solutions team on Tel: 23985580 and let us assist you in the design of your next BMS installation - or email us at [solutions@keckuwait.com](mailto:solutions@keckuwait.com). Alternatively log into our KEC website at [www.keckuwait.com](http://www.keckuwait.com) and download a copy of the latest Trend literature and specification sheets.

## Partners & Products



### **MK Avant:** Quality, Style and Affordability All Rolled into One New Complete Range of Decorative Wiring Accessories

Designed to enhance any interior, the new **MK Avant** range offers an attractive range of innovative, screwless accessories at supremely affordable prices!

**H**aving already taken the UAE market by storm in recent months, MK have now made available the new **MK Avant** range of decorative accessories here in Kuwait.

The extensive range has a slim-line, clip-on plastic front-plate concealing the standard fixing screws - and at only 4mm thick, it creates a superbly clean and contemporary look and feel in any room.

In addition, new clip-on frontplate finishes in

*Titanium, Champagne,  
White and Charcoal*

create a range that is both durable, tarnish resistant and yet one that has *immediate aesthetic appeal*.

As you would expect from MK, the new **MK Avant** offers an extensive breadth of range, including wide-rocker switch options - and even a 'hotel pack' encompassing:

- *Key card switches,*
- *'Service' and 'Do Not Disturb' switches, and*
- *a 2-way bell switch with service indicator*

not to mention connection units plus a full range of data and satellite outlet options.

Arguably, this is one of the most attractive decorative ranges to hail from the MK stable of products and solutions - fully compliant with the latest British Standards and IEC standards - and yet a range that has that 'unique' feel about it.

What's more, decorating or re-decorating is made simple via the easy-to-use detachable, clip-on front-plates.

A range to consider seriously where screwless frontplates are preferred.



Need to know more? Contact the KEC Sales Team on 23985580 or simply email [sales@keckuwait.com](mailto:sales@keckuwait.com)

Download the latest MK Avant 16-page dedicated brochure today from the KEC website on [www.keckuwait.com](http://www.keckuwait.com) or if you prefer, call our KEC literature hot-line on Tel 23985580 for a copy.



**MK Avant:** Style & Quality All Rolled into One New Complete Range of Decorative Wiring Accessories

**MK Avant:** Available from all usual nationwide MK distributors and channel partners plus 'MK Boutique'



## MK Cablelink Plus: MK Expand their Floor Distribution Offering to Enhance Regional Cable Management Market Leadership

MK have launched a new 120 page Floor Distribution System catalogue coinciding with the launch of several exciting new and feature-rich products designed to delight specifiers, installation contractors and end-users alike with the emphasis, as always, on ease of installation, quality and value for money.

Under the new range name of 'Cablelink Plus', the MK product line up includes Raised Floor, Screeded Floor and Flush Floor solutions.

A further range name is also introduced which is 'Onix Plus™' within which MK have grouped several new products - including a new range of Power Grommets designed for hard floor power and data distribution requirements in screeded floors with coverings such as laminate, wood, stone and marble.

The new MK product line-up also includes a range of DeskPod™ and Slab Box solutions

"It all adds up to one of the most comprehensive and innovative Floor Distribution Systems in the business," noted KEC's Peter Woods.

MK have virtually pioneered the Cable Management Floor Box business in the Middle East region selling literally thousands of floor boxes monthly, and with this latest product enhancement and update, the scene is now set for MK to further strengthen its market leadership - all of which, in the case of the local Kuwait market, will soon be available 'off the shelf' and via our expanding network of accredited MK sub-distributors. The future looks bright in terms of the MK Cablelink Plus offering and its continued impact here in Kuwait.

Arrangements have been made to ensure a comprehensive circulation of the new MK Floor Distribution catalogue here in Kuwait in the run-up to the 2008 year-end.



### MK Cablelink Plus:

- \* Raised Floor Systems
- \* Screeded Floor Systems
- \* Overhead Systems

*In a hurry and need to know more...*

Download a copy of the latest MK Floor Distribution Catalogue today from our KEC website at [www.keckuwait.com](http://www.keckuwait.com) or call the KEC Team today on Tel: 23985580 or email [sales@keckuwait.com](mailto:sales@keckuwait.com)

**Special Evening**

# KEC plays host to a memorable Ramadan Gabka Evening

*KEC recently hosted a 'key customer' Gabka dinner event for the second consecutive year - on this occasion held at Kuwait's Crowne Plaza Hotel in the Al Murjan Ballroom - and what a night it was too!*



*Abdul Rahman Al Bukai of Al Shargh Star Int. Team makes a welcome appearance.*



*KEC's Puga with David Zielinski from KOC*



*Rajan Peter with Eng. Abbas of KOC*



*Some of the key consultants*

*..... the Gabka Dinner*



**Special Evening**

Our Ramadan Galbka evening

Leading players from the Kuwait low-voltage electrical industry once again turned out in their considerable numbers to attend what was a really memorable KEC event.

Peter Woods, KEC's Managing Director - Sales and Rajan Peter - Sales Manager, along with the complete KEC customer-facing team were on hand to welcome guests upon arrival.

Appreciation was expressed to the guests for a further year of continued support in not only KEC's traditional leading brands such as MK, GENT etc., but increasingly in the field of lighting courtesy of Zumtobel, DPS, Artemide, Cooper JSB and CEAG 'central battery' life safety systems, all part of the wide-ranging and comprehensive low-voltage product and solution-based offering which has delivered impressive growth in KEC's business in recent times.

KEC's guests experienced an evening of hospitality reflected in the traditional Ramadan dishes.

A highlight of the evening was a Raffle Draw which included several prizes including 'Artemide' lighting products and 'GET' wireless CCTV systems.

*A night to remember!*



*KEC's Rajan Peter with Eng. Farzeen of KCPC and others*

*and with Eng. Adel Khalaf from Al Injaz Cont. Co. here below*



*Eng. Amal from Ministry of Public Works*



*Eng. Shabir of Al Kazema Engineering*

*Some of the lucky prize Winners*



*Eng. Hamdan of Gulf Consults*

## Projects & Partners

### Kuwait's **Al Sour Office Tower** ... To Benefit from a **Cooper JSB** Emergency Lighting Solution

Yet another KEC-supplied **Cooper JSB** 'central-battery' emergency lighting system as the trend towards client insistence on an enhanced level of life-safety gathers momentum under Kuwait Fire Service Directorate guidelines.

The '**Al Sour Office Tower**', which is currently under construction in the heart of Kuwait City, with M & E installation being carried out by ETA, is yet another example of a project that will provide its eventual tenants with the protection of a 'central battery' Cooper JSB emergency lighting solution.

"The complete emergency lighting system is specified to cover more than 800 luminaires within a 'central battery' modular format and will be capable of being fully integrated into the project's *Building Management System [BMS]* via an Easichk-interface," noted KEC's Gee Varghese, Team Leader Life-Safety.

"The installation will also feature two '**JSB**' inverters, rated at 15KVA and 18KVA, backing up all the emergency and exit light fittings for 3 hours supported by batteries with a 10 year design life," he added.

Commissioning of the system will be undertaken by KEC's rapidly expanding Systems Solutions team. '**Al Sour Office Tower**' is one of a number of high-rise projects which is anticipated to require the installation of a 'central battery' emergency lighting system.

For more information on Cooper Life Safety Products, call our **KEC Life Safety team** on **Tel:+965 23985580** or email us on **kecsystems@keckuwait.com**

Cooper JSB: the **leading name** intelligent emergency lighting solutions.....



### Artemide Online Newsletter

Now you can keep track of Artemide Lighting's developments yourself directly by simply signing up online at [www.Artemide.com](http://www.Artemide.com) to receive Artemide's regular, emailed newsletters. "I LIGHT YOU" - is the latest print campaign taking shape currently in Italy as part of a programme to affirm the brand's market leadership.

Conveniently, you can also download the latest Artemide Design and Architectural catalogues from the main web-site as well as keep tabs on Artemide's new product introductions.

Call KEC Lighting Team today on 23985580 or visit the "Artemide Boutique" at the Al Tilal Centre 2nd Ring-Road Shuwaikh Tel: 24915555/24916666.

**STOP PRESS:**

Significant numbers of Artemide Lighting products have been installed recently as part of a major refurbishment programme at Kuwait's main VIP guest palace - **the Bayan Palace**.

## **MK** to Provide the Wiring Devices for Kuwait's Prestigious **'Al Hamra Tower'**



The new landmark **Al Hamra Tower** in the heart of Kuwait City is to benefit from the latest **MK Aspect** range of decorative screwless wiring devices in the much sought after Brushed Stainless Steel [BSS] finish.

Rising rapidly to its intended height of over 400 meters, the exciting new 77 storey **Al Hamra Tower project**, due for completion in 2009, will undoubtedly be one of the tallest expressions of Kuwait's luxurious, commercial complexes so far planned.

**Al Hamra Tower** has been designed by one of the world's leading architectural practices - Skidmore Owens and Merrill - in partnership with local designers, Al Jazeera Consultants while Kharafi National will be handling the M&E installation.



"It all adds up to yet another excellent **MK** installation, deploying what is fast becoming the flagship range - **MK Aspect**," noted KEC's Rajan Peter "and one that we are certainly proud to be associated with."

*Need to know more about the MK Aspect range of award-winning wiring devices. Contact the KEC Sales Team today on 23985580 or email [sales@keckuwait.com](mailto:sales@keckuwait.com)*

## **KEC's Customer-Facing Engineers Enhance Professional Advice and Selling Skills**

**KEC's Management Team is committed as ever to ensuring a high level of customer-facing training, considering it as one of the drivers for continuing competitive differentiation.**

KEC's customer-facing sales engineers, including members of KEC's various showroom teams, recently underwent an intensive three-day training course themed '**Getting Fit for the Further Growth Challenge**' courtesy of John Clark of 'Purpose Centred Consultants' UK.

Having spent several years initially as a specification sales engineer and latterly in sales management, training and coaching within the low-voltage electrical industry - much of which took place within the world renowned MK Electric UK - John is extremely well placed to drive this kind of programme.

Over the three days, he provided a wealth of expertise and professional tools for our young and growing team of enthusiastic and highly capable engineers to take on board in the process of enhancing their professional selling skills. "This is another essential element in developing the KEC team as KEC's growth story continues its impressive trend," noted KEC's Rajan Peter.

"All our KEC customer-facing team members undergo extensive product and sales training as part of our overall '**Putting the Customer First**' programme," added KEC's Peter Woods.



## Partners & Products

# Applicam's Omega Plus: Cable Management Tray in a Revolutionary New Material

Provides An Exciting Extension to the **KEC Cable Management Portfolio** and Targeted at Installations that Demand an Added Degree of Affordable Protection



After many years of research, a new, patented method of protecting steel sheet during the primary manufacturing process has been developed.



The new coating is a composite of Zinc, Aluminium and Magnesium that is applied during the manufacture of the steel sheet itself at the mill and, in the process, "self-phosphating" and excellent bonding properties result which prevent the base mild steel from being exposed

and thereby rusting. This innovative approach totally eliminates any need for additional, post-manufacture processing.

Using the latest machining technologies, or indeed at the construction site itself, the finished steel sheet can be punched and formed into complex shapes without the need for any manual intervention to protect the "cut" edges as would be the case with the more traditional, post-manufacture, zinc galvanizing process.

The Kuwait and Gulf regional markets have long accepted the post-manufacture, Hot Dipped Galvanising [HDG] process as being the most cost-effective way of protecting the steel sheet used in the manufacture of products such as Cable Trays and Trunking.

In the process, customers have been forced to accept the limitations of a HDG finished product. By limitations we mean that, to minimize the effect of the surface protection breaking down in a relatively short time, allowing "Red Rust" to form and erode the base material, it has been necessary to specify a thicker grade of steel in order to extend the life of the product.

That is to say a thicker gauge is typically required than would otherwise be the case simply to carry the cable weight.

Furthermore, these days all of us are becoming more conscious of the environment, but the actual post-manufacture galvanizing process can only be regarded as a "dirty" process. Thorough cleaning of the blackened and rusty, hot-rolled steel is required via an acid bath followed by intense rinsing before the final dipping in the molten zinc bath. The highly contaminated waste water

has to be disposed of under controlled conditions which, in many parts of the World, are not fully adhered to resulting in considerable environmental pollution.

At long last there is a viable alternative process that is not only far kinder to the environment but also outperforms heavy duty Hot Dipped Galvanised product by upwards of a factor of 10!

“ .....there is now a viable alternative process that is not only far kinder to the environment but also outperforms heavy duty HDG product by upwards of a factor of 10! ..... ”



**Partners & Products**

Applicam Industries' Omega Plus Cable Tray, Trunking and Ladder can be supplied with a wide range of coating thicknesses making them suitable for the harshest of environments. Combined with an optional, additional high quality polyester powder-coating, they are also capable of withstanding the chemical corrosion that is found in such places as sewage treatment plants, power stations and oil refineries.

The Omega Plus ranges from Applicam Industries are amongst the first products to use this revolutionary new finish for Cable Management systems. Originally launched in Singapore, these ranges are currently specified locally for use on the Sentosa Cove development, numerous seaside bungalows and condominium projects, an underground expressway, service trunking for the external floodlights on the brand-new F1 racecourse, the Singapore Mass Rapid Transport system and for many similar projects.

So Omega Plus delivers a much enhanced resistance to corrosion, in a lighter gauge steel, using a less environmentally challenging production process with no need for the thicker steels which have been specified previously to delay the onset of rust punctures if and when corrosion commences. All in all, this is a major advance in technology.

What's more, courtesy of an exciting partnership with KEC, the range will shortly be fabricated here in Kuwait in order to ensure an attractive price positioning in combination with the significant benefits.

A win-win situation for specifiers!



Panels before and after 2500 hours salt spray (fog) tests.

**5th IEEE-GCC  
Conference and  
Exhibition  
to be Held in Kuwait**

**Conference Theme to be  
“Innovative Engineering for the  
Sustainable Environment”**

with **KEC** - one of the lead sponsors.

The 5th Annual IEEE GCC Conference & Exhibition is to be held at the Sheraton Hotel here in Kuwait from 17th-19th March 2009 with KEC pleased to agree to be one of the lead sponsors.

Following a highly successful event earlier in 2008 in Bahrain, the conference theme for 2009 is one of engineering developments with concern for the environment. This topical subject in these days of rapid change occurring in the Gulf Region and indeed worldwide is one that reflects the role of innovation in our industry and in turn the ever-increasing applications of new technology directed to achieving higher levels of sustainability.

For further information check out the IEEE's regional web site at [www.ieeegcc.org](http://www.ieeegcc.org)



Last Year's Event in Bahrain



**17th-19th  
March 2009**



## Partners & Products

### Brand-Rex Continues to Demonstrate Data Network Leadership



**G**lobal success seems to be a way of life at Brand-Rex at the moment. Now that data handling capacities are talked of in 10gb/s and upwards and 10GBase-T is an approved standard, while products which operate to Augmented Category 6 (1-500mhz) to match the 10GBase-T capabilities are increasingly available, data network installation is a fast-moving, dynamic business to be in.

For new installations, specifiers know that cabling decisions are critical for 'future-proofed' system capabilities.

It now is becoming an important consideration for cabling whether a system migrates to Class E<sub>A</sub> which is likely to become to Category 6 what Category 5e became for Category 5 cabling in the 1990s.



The Galaxy Mega Resort in Macau - opening 2009

Class E<sub>A</sub> which is designed for the 10GBase-T standard is fully backwards capable for existing Category 6 and 5e applications and ready for new 10GBase-T products.

Delivering high performance is precisely Brand-Rex's ambition and here we mention just four examples of Brand-Rex in action.

- Imperial College in London is a world-class science institution with an absolute need for the highest data



transfer standards. Imperial College has standardised on a Brand-Rex solution for a 10Gb backbone bringing 1Gb services where needed and the College system is being steadily upgraded to this capacity, As this network covers some 400 locations and 60,000 outlet points, this is no small installation for Brand-Rex copper and fibre cables!

- The need for higher data transfer rates is not restricted to high-tech industries and institutions. The Galaxy Mega Resort in Macau, China, is a hotel and gaming complex with thousands of outlets and systems for which Brand-Rex is supplying blown-fibre and copper cables to Cat6Plus standards.

### KEC Sponsors Engineers' Day 2008

In continued support of the Kuwait Chapter of the Indian Institute of Engineers, KEC was privileged to participate as the lead sponsor for their annual Engineers' Day held recently at the prestigious Arab Fund Organisation Headquarters here in Kuwait. The 41st Engineers' Day event had as its theme 'Planet Earth' which in the context of the UN declared 'International Year of Planet Earth' was most appropriate.



It was attended by none other than KEC's former Chairman - Kuwait's Minister of Communications His Excellency Engr. Abdul Rahman Al Ghunaim as the Chief Guest as well as H.E Mr. Dinesh Bhatia, Chargé d'affaires of the Embassy of India in Kuwait who inaugurated the event - coupled with Dr. Abdul Nabi Al-Ghdban of the Kuwait Institute of Scientific Research [KISR] who presented an insightful paper on the main theme of 'Planet Earth'.

Engr. Syed Masih Haidi Zaidi, Chairman of the IEI, Kuwait Chapter, welcomed all guests and underlined the essence of the task for all to draw from Earth Science and Engineering Technology to secure the preservation of natural resources and to discover new means of sustainable, pollution-free energy.



Their Excellencies Abdul Rahman Al-Ghunaim & Dinesh Bhatia with IEI Chairman, Engr. Syed Zaidi

The Kuwait Chapter of the Indian Institute of Engineers - which is closely associated with the Kuwait Society of Engineers - undertakes some excellent work in the field of industry education and can be contacted via their website <http://www.ieikuwait.org>

**Our People**

- Closer to Kuwait, a project covering the surveillance system at King Khaled International Airport at Riyadh was awarded to Brand-Rex. Comprising 150km of fibre-optic cables and components, this installation is up and running and a major reference site for Brand-Rex.



*The Liverpool Galleria & Conference Centre*

- Finally, the cultural sphere is also in need of the latest in network technology and the new Galleria, Arena and Convention Centre in Liverpool comprise an impressive example. The complex opened in early 2008 and in time for Liverpool's year as the European Capital of Culture 2008. The Arena has a 10,000 seat capacity and the conference hall seats 1350.

The Blolite+ blown-fibre cable delivers a high performance backbone to over 5000 outlets with a 1Gb-to-desk service.

Brand-Rex also continues to grow in Kuwait as well and their Category 6 copper and fibre-optic cable solutions are an important factor in the data network scene here.



Call KEC's Systems Solutions team on Tel: 23985580 and let us assist you in the design of your next data installation.

*Illustrations courtesy Brand-Rex*

**Our Telephone Directory**

**KEC No. 23925580 Extn. Mobile No.**

**Sales Management**

Rajan Peter 128 99061578  
Khawar Mumtaz 123 99664518

**Life Safety Systems**

Gee Verghese 127 99365160  
Vinu Joseph 145 99299463  
Sumitha Yugesh 130  
Manu Zachariah 154 97358852

**Systems Solutions**

Puga Sundararajan 124 99299583  
Anandan Vishwanathan 151 97283960  
Sunil Pallikkara 153 97655694

**MK Wiring Devices &**

**Cable Management**

Solomon Samuel 152 99299163

**Commissioning, Installation & Maintenance**

Ralph Vieira 118 99123203  
Merwyn Fernandes 143 97230640  
James/Shajy 131 97230380  
Moses Coelho 118

**Sales Administration &**

**Customer Service**

Zoheb Ansari 125  
Sundari Kumar 129  
Karuna Leah 135  
Sailakshmi Mohan 122

**MK Boutique & Technical Lighting Showroom**

22241114/5

**Maison de Lumière Lighting Showroom**

24916666

**UK Premier Backs Brand-Rex as "World Leader"**

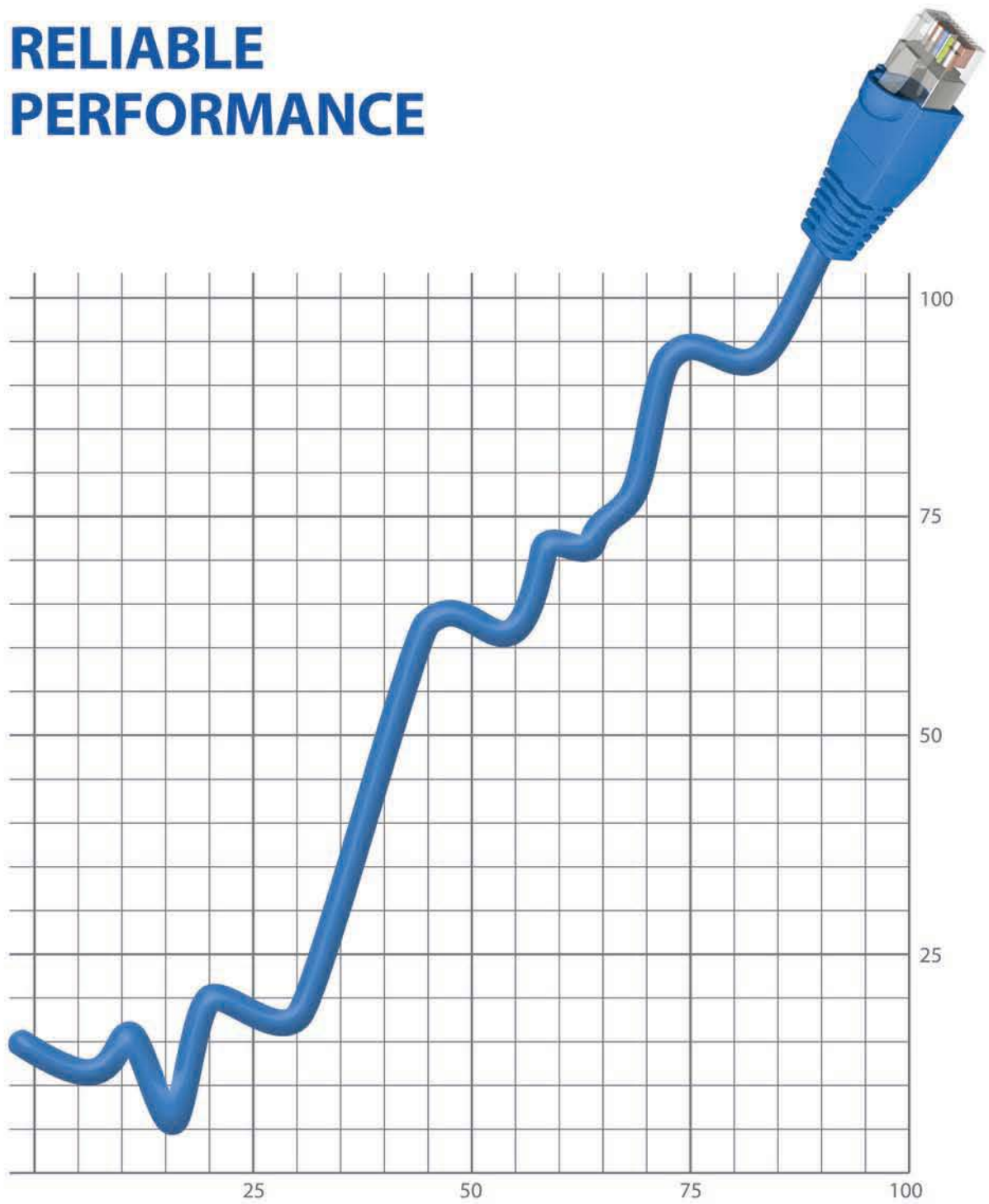
The UK Prime Minister, Gordon Brown, recognised Brand-Rex as "one of the most successful companies in Britain" and a "world leader" during his visit in early November to the company's manufacturing plant and headquarters in Glenrothes, Scotland.

On the private visit, Mr. Brown, (second from left) was welcomed to Brand-Rex by Sir David Murray, owner of Murray International Holdings, David D Murray, Managing Director of Murray Capital and Brand-Rex CEO, Paul Lines (far right).



Mr. Brown also met a number of employees from across the business. Addressing those assembled, Mr. Brown said that it was a privilege to "come and visit one of the most successful companies in Britain" and praised Brand-Rex as an example of a British company that is "at the front end of technology" and "changing the world by what you do".

# RELIABLE PERFORMANCE



**Brand-Rex**

Brand-Rex products are designed, engineered and tested for excellence. We don't make 'golden' samples in order to secure third party approvals, because delivering quality products as standard is a constant and vital part of our commitment to customers worldwide. That's why we are the leading provider of structured cabling systems.

Brand-Rex - better made by design.

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