



# The KEC Newsletter

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

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## Growth Ambitions Unchanged by the Market Challenges of Today!

New products and brand introductions; lighting and systems solutions continue to feature strongly in **KEC's** success and future growth plans

Globally and indeed regionally it has been a 'challenging' past few months to say the least, but nevertheless a period in which we have continued to invest in **KEC's** future and in turn our leading brands and 'partnerships' resulting in encouraging levels of business.

**O**n the **Zumtobel** Lighting front, we are continuing to make some excellent headway - see page 6 for details - and in the field of busbar technology also, concerning which we are delighted to take this opportunity to introduce '**Powerbar**' to you - see page 12 for details.

**MK** also, as usual, 'hits the headlines' courtesy of several new product introductions - see pages 4-5, 7 and 10 for details, while it celebrates its impressive **90th Year** in the electrical accessories business.

As always, our **KEC** Newsletters are just one of the many ways in which we strive to keep you informed and involved in our mutual world of the low-voltage electrical, data infrastructure and lighting industry. But in addition we are grateful to so many of you in the field of design & specification for having attended our various **Intralux**, **MK** and **Quantran Dimming** 'Focus Meets' in recent weeks which are part of our overall programme to enhance product and application awareness.

In this edition, we feature several recent **KEC** project successes where the right product solution is there to satisfy our customers. Take the new Kuwait VIP Airport Terminal, for example, where we were on hand and indeed privileged to supply an extensive range of **MK** 'Aspect' range wiring devices in a special '**Satin Bronze**' screwless front plate finish so as to meet the architect and interior designers' aspirations - see page 9.

Our teams at our showrooms too, including '**MK Boutique**' and '**Maison de Lumière**' continue to make a considerable impact.

In summary, against a backcloth of uncertain economic times in recent months, 2009 year-to-date has provided a source of further encouragement for **KEC**.



*Powerbar - a new name in busbar trunking and a new 'partner' for us at KEC - recently opened their regional production facilities - see Page 12*

We continue to seek to improve our skill base, as always and importantly also bring about further improvements in our **KEC** customer service levels - a key driver in our continued success and growth story, not forgetting also the importance of our in-field systems and solutions team.

Once again welcome to this latest edition of the **KEC Newsletter** which we hope will provide further insights into some of the latest industry developments while all of us are looking for those regional 'green-shoots'.

We congratulate **MK** on its **90th** Anniversary



*and thank you as always for your ongoing support and readership.*

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

## KEC's Strategy

# Quality Brands, Solutions and Customer Service: All Just a Phone Call Away.....



*‘The competitive pressures are ever more relentless here in Kuwait and for the regional construction industry at large while the savvy consumer and contractor are ever seeking value for money and good customer service’*

**KEC's Peter Woods talks to KEC News about how KEC is facing up to the current challenges in today's market place.**



### **What makes KEC stand out from its competitors in these challenging times?**

“There are a lot of competitors out there and in the past couple of years we have seen several new ones. But KEC has always tried over its more than 30 year heritage to provide the very best in ‘value for money’ branded products and solutions - from the leading manufacturers in their field - and most importantly to back that up by providing an increasing level of professional advice and support, coupled with the best possible customer service with no empty promises.

Quality and value for money, as we all know, is also all about the ‘total package’: the service, delivery, responsiveness and indeed the back-up – not just the ‘price’, even though the ‘price’ appears to be ever more important in the current economic environment. We’re continuing to go to great lengths to train our customer-facing teams in meeting these needs quite apart from just the product.

Long-standing relationships in the market place are equally important, we fully recognise, and it is again an area where we’re naturally also ‘going the extra mile’ to strengthen this aspect in the current market conditions.

But more than that, KEC has the financial capacity - unlike some of its competitors - to stock the right product, hopefully in the right quantity, so as to ensure that it is more often than not available just where it is needed at the point of sale and to back that process up, where appropriate, with an ever increasingly capable team of field service engineers who can ‘deliver’ the solution to the end-user.

Further, we enjoy excellent long-standing relationships with all of our leading international supplying ‘partners’, all leaders in their various fields, so that we can often call on them for additional support when there is a case in need.

What’s more, we have invested in selected high-end showrooms - such as ‘MK Boutique’ and ‘Maison de Lumière’ - so as to enable us at KEC to reach out to new potential customers and market sectors, especially the end-users.

In parallel, we have also built a growing network of distributors to ensure that all the mainstream products that we offer as part of the overall electrical package are, wherever possible, as near to the end-customer as we can manage.

Our KEC Newsletters, it appears, are also extremely well received and these days have become an invaluable part of our proactive communication activities.”

### **How have you set about modifying your business plan to meet the current and future challenges?**

“We’re constantly re balancing our product portfolio so as to ensure that wherever possible we have quality products at virtually all the appropriate points on the ‘value chain’.

With our international supplying ‘partner’ - Intralux



## KEC's Strategy

**'...we are determined to come out of the current downturn stronger and better than we went in – it's a real opportunity ....'**

Leading quality manufacturers, with whom we work extremely closely, realise the need for this and have in recent times introduced products and solutions to cater for various tastes and price points relevant to our markets.



In addition, we are determined to come out of the current downturn stronger and better than we went in - it's a real opportunity - and encouragingly we are currently in recruiting mode rather than the 'alternative' as we take further bold steps to strengthen our customer-facing teams where it makes the most sense. At the heart of it all though it's all about teamwork and partnership - both internally and externally - that forms the backbone of the highly successful KEC business model and one that has enabled us to grow more than four-fold over the past five years alone.

Our aim is clearly to try and maintain that momentum and as part of that ambition, listen closely to our customers whilst keeping an even sharper watch on our supply chain.

Sure, business during the first half of 2009 is certainly more demanding and modestly adverse to where we would ideally like to be compared to 2008: that's hardly surprising in the current economic climate.

But encouragingly a number of our business segments and brands are significantly ahead of the prior year.

Lighting, for example, continues its expansion, courtesy of the strides that we have made in that sector of the industry this past couple of years and similarly in our Systems Solutions businesses - both relatively new business areas for us at KEC and ones that constitute the essence of its future.

Our Life Safety '**Gent by Honeywell**' branded fire detection & alarm business is also currently significantly ahead of last year, because of a number of recent major project wins, which is really encouraging."

### **Looking ahead from this current downturn?**

"I think some of the basic values of quality, service and reliability will come back into vogue over the next couple of years. We're already witnessing the fact that customers are demanding better lead-times and a faster customer service response and fortunately at KEC we're more often than not able to respond.

The current recessionary trends will most probably see some of our weaker competitors either consolidate with others or indeed cease trading all together, I suspect.

Undoubtedly, there will also be an increasing number of our customers who become more 'green' aware – in fact we are already witnessing a trend in that direction in certain market segments such as the oil sector and the utilities etc. - and this will, I am confident, also provide some excellent opportunities for the future.



Artemide Lighting

Regional expansion is another area of exciting growth opportunity for us at KEC as a forward-looking business and we're already well on our way to planning and implementing some of those ambitions.

Overall, we see our lighting business being a US\$ 8-10 mn segment inside 2-3 years and our MK business to move from strength to strength as it grows in market share reinforced by new product introductions and more competitive pricing.

**So, KEC is planning right now its moves to not only retain its market position but to invest TODAY to be ready for the upturn in the best possible shape."**

*Below: A recent 'state of the art' Ackermann Nursecall installation - provided and commissioning by the KEC Solutions Team.*



## Partners & Products

### MK Cablelink Plus: The Benefits and Features of MK's Latest Floor Box Range explained

In response to a number of questions put to our KEC Sales Team in recent weeks and coinciding with initial supplies of the latest MK Cablelink Plus range of screeded floor systems arriving here in Kuwait, KEC's Rajan Peter explains.....



The very latest MK Cablelink Plus floor-boxes solution - as captured and presented in a new 120 page MK Floor Distribution Centre catalogue - has been designed to delight specifiers, installation contractors and end-users alike with the emphasis, as always, on ease of installation, quality and value for money.

What's more, the new MK Floor Box has specifically been designed to offer superior load-bearing performance and indeed even great robustness and has been tested to a proposed new standard - EN50085-2-2 to accept a 5000N load.

Floor boxes are now IP2X rated (BS EN50085-1) and suitable for screed depths from 53mm to 110mm, whilst naturally designed to fully support Category 6 structured cabling systems. What is more, the accompanying MK switch-socket, data modules and mounting plates have been re-designed and updated. The latest MK Cablelink system also now provides for an RCD switch-socket outlet facility, if required for compliance with the UK 17th Edition of the Wiring Regulations as well as an American 'UL' wiring device.

There is even a self-closing lid feature built-in, in accordance with a draft IEC standard IEC 61534-22 - see picture - as well as a 'lockable-lid' feature for added security when not in use: all backed up by a 5 year guarantee.

In terms of underfloor trunkings, many sizes are available to meet the customers' choice to accommodate more cables i.e 250x38mm, 275x30mm and 300x30mm. There is also a comprehensive range of other product solutions to accompany the offering - Raised Floor, Flush Floor, Power Track including the new MK 'Onix Plus' wet-proof underfloor system, 'DeskPods' and Slab Box solutions - see catalogue.

This new range is one of the most comprehensive and innovative Floor Distribution Systems in the business and will undoubtedly further strengthen MK's market leadership in the region.

#### Benefits & Features

- Tested to pr EN 50085-2-2 to accept 5000N load
- Quick release blades ensure a fast and simple installation
- Designed to support Cat 6 structured cabling systems
- Floorboxes are IP4X rated in accordance with IEC 61534
- Unique ladder design provides modular adjustments
- Choice of two frame sizes provide 3 and 4 module solutions to suit all applications
- Self-closing lid in accordance with draft IEC 61534-22
- Wide range of power and data accessories available to meet all requirements
- Quality, reliability and safety come as standard
- Provision of RCD protection available for compliance with 17th Edition Wiring Regulations
- 5 year guarantee



The new MK Cablelink Plus product range is now available ex-stock from KEC and leading MK distributors

**Partners & Products**

**TESTED TO pr EN50085-2-2 TO ACCEPT 5000N LOAD**

**Service Outlet Box**

**ROBUST CORD CAPS**

- Designed to improve retention

**CABLE RETAINERS**

- Supplied as standard

**RATCHET LEVELLING SYSTEM**

- Self levelling and rapid fitting of frame and lid

**STAGGERED PLATE**

- Provides strain relief clearance for moulded plug tops

**OUTLET BOX**

- Option of two screed depths: 53-80mm and 80-110mm
- Flat sided base design ensures a stronger screed solution and faster taping
- Optional 10mm plate height adjuster kit for greater screed depths to support Cat 6 compliance
- IP2X rated in accordance with BS EN50085-1

**HANDLE**

- Designed for improved accessibility

**LID**

- Simple carpet cut out
- 8mm or 12mm recessed lids available
- Can be hinged from either of two sides

**OPTIONAL LOCKABLE LID**

- Added security when not in use

**SQUARE BOX OPTION**

- 90° rotation of floorbox for system flexibility

**OPTIONAL LID TETHER**

- Added security
- Eliminates lid losses

**COMPARTMENT SEGREGATION**

**BASE FIXING FEET**

- Fast fix installation

**MK 'Cablelink Plus': The all new range from MK in screeded floor systems**

*Need to know more?*

Contact the KEC Sales Team today on 23985580 or simply email [sales@keckuwait.com](mailto:sales@keckuwait.com). You can also download a copy of the latest MK Cablelink Floor Distribution catalogues from our KEC website on [www.keckuwait.com](http://www.keckuwait.com)

## Partners & Projects

### Zumtobel Lighting to feature in Kuwait's New Lexus Showroom ....opening soon!

Zumtobel Lighting has been chosen amongst other leading brands for the new Kuwait Lexus Showroom undergoing completion in Shuwaikh.

Working closely with Saleh Al Qalaf - one of Kuwait's leading and long-standing Architects and Consultants in terms of design and M&E Installation Contractors - Sayed Hamid Behbehani, KEC has recently secured a new Zumtobel order for US\$ 300,000 to supply lighting fixtures for the New Lexus Showroom in Kuwait.

KEC's Rajan Peter comments, "we are extremely delighted to have been awarded this important order. Not only does it amply demonstrate



Perspective eyeview of the new Lexus Showroom in Kuwait



The Elite Lounge within the Lexus showroom with Panos ceiling recessed downlights

KEC's increasing presence here in Kuwait in lighting but it is also a project with which we are just delighted to be associated, given its prestigious nature."

The order features an extensive range of Zumtobel products, including the 'Panos' range of ceiling recessed downlights complete with digital dimmable electronic ballasts suitable for DALI control, plus the 'Copa', 'Tecton' and 'Xeno' ranges as part of a comprehensive and coordinated approach to the overall installation.

Other recent Zumtobel installations are Kuwait's Bayan Palace, Kuwait National Petroleum Company and Kuwait Oil Company.



# ZUMTOBEL



If you need to know more, contact the KEC Major Project Lighting Team on  
Tel: 23985580 Ext. 144 or simply email [lighting@keckuwait.com](mailto:lighting@keckuwait.com)  
Check out the Zumtobel website today.... [www.zumtobel.com](http://www.zumtobel.com)



## **MK Masterseal Compact:** **With Innovative Design, Quality and Affordability** **All Rolled into One New Complete Range of** **Ingress-Protected Wiring Accessories**

**D**esigned for use outdoors and in areas exposed to dust and water – these new additions to the award winning **MK Masterseal** range have been price-positioned to be supremely affordable!

Having already been very well accepted by the UAE market in recent months, the new IP66 **MK Masterseal Compact** range of decorative accessories has now been made available by **MK** here in Kuwait.

The extensive range features a new one gang switched or unswitched socket - *pictured* - and usefully, for example, a three-gang plateswitch. The range is based on a standard single module Masterseal enclosure which can be flush or surface-mounted. Complete flexibility is ensured with the provision of both fixed function units and a single or twin-module blank unit into which will fit any 1 or 2 module width functional elements such as Euro-sized switches, data outlets or non-BS sockets from the **MK** range. This range offers increased protection to IP66 compared to the original **MK Masterseal** range which provides for protection to IP56.

It all adds up to arguably, the most comprehensive ingress-protected and corrosion resistant wiring device



ranges on the market today and hails from the already vast **MK** stable of products and solutions - fully compliant with the latest British Standards and IEC standards - and undoubtedly all set to be another hit with installation contractors!

*Download the latest **MK Masterseal Compact** 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 Ext. 122 for a copy.*

**Award  
Winning  
MK  
Masterseal**

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



**MK Masterseal Compact** is available from all usual nationwide **MK** distributors and channel partners plus the '**MK Boutique**'

## Partners & Projects

### Kuwait's Al Madina Office Tower

#### To Benefit from a **Cooper JSB Emergency Lighting Solution**

Yet another KEC-supplied **Cooper JSB 'central-battery' emergency lighting solution** is confirmed as the trend towards client's insistence on an enhanced level of life-safety protection, gathers further pace under Kuwait Fire Service Directorate guidelines.



The '**Al Madina Office Tower**' project, currently under construction in the heart of Kuwait City, with M&E installation being carried out by Gulf Engineering, will have the assurance and safety for the tenants of a 'central battery' **Cooper JSB emergency lighting solution**.

"The complete emergency lighting solution will feature more than 500 '**JSB**' luminaires as part of a modular emergency lighting solution which is planned to be integrated into the project's Building Management System [BMS] via a network-interface," noted KEC's Gee Varghese - Team Leader Life Safety.

"The installation will feature several of the '**JSB**' inverters rated at 7.5 KVA and 7.5 KVA, backing up all the emergency and exit light fittings for 3 hours supported by batteries with a 10 year design life," he added. Moreover, commissioning of the system will be undertaken by KEC's highly capable and experienced Systems Solutions team.

'**Al Madina Office Tower**' is one of a number of high-rise projects with which the expanding Systems Solutions team is involved and for which the chosen solution is a 'central battery' emergency lighting system - hard on the heels of major installations here in Kuwait such as 'The Avenues' shopping mall.

*For more information on Cooper Life Safety Products, call our KEC Life Safety team on Tel: 23985580 or email us on [kecsystems@keckuwait.com](mailto:kecsystems@keckuwait.com)*



**Cooper JSB: The leading name in intelligent emergency lighting solutions.....**

### 'MK Boutique': Gets a Welcome Facelift

**A more contemporary feel to the interior design reflects a host of new MK product introductions**

If you haven't popped your head around the door for a while at the '**MK Boutique**' in Sun City, it's about time you put it on your list of 'must do' soon.

The showroom has recently been completely updated to reflect a host of new **MK** product introductions including a live demonstration of **MK's** latest '**ECHO**' range of wireless switches - see Page 10 for details - and of course the complete range of decorative **MK** accessories, much of which is available from stock. On hand as usual is our dedicated and enthusiastic showroom team ready to serve your needs.

It's well worth the visit ! **Call the MK Boutique Showroom Team in Sun City on 2221114/5 today.**



**MK  
Aspect:**

**All Set for Take-Off at  
Kuwait's New Amiri Terminal Building.....  
featuring special screwless plate finishes**

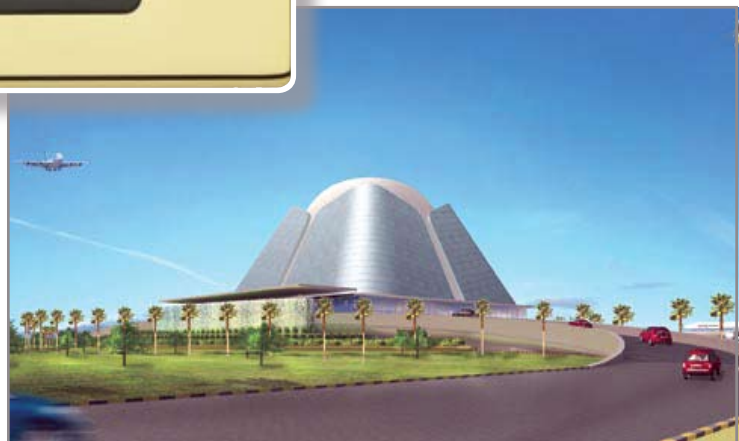
The award-winning **MK** 'Aspect' range of screwless wiring accessories in both specially made 'Satin Bronze' and 'Antique Bronze' metal-plate finishes, has been selected for installation in the new Kuwait Amiri Terminal Building, currently undergoing completion by Kharafi National.

Working closely with the project's architects, interior designers and installation contractors – Kharafi National - for more than 12 months, Rajan Peter - KEC's Sales Manager comments, "we are extremely delighted to have been awarded this prestigious order. Not only does it amply exemplify **MK** Electric's superb credentials in the all important area of 'special product finishes' but it is a project with which we are just delighted to be associated given the status and purposes of this impressive new structure."

The US\$ 150,000 order will also feature an extensive range of other complementary **MK** products, such as the award-winning 'Masterseal' weather-proof products, 'Albany' decorative accessories and the ever popular 'Logic Plus' white moulded range, as part of a totally coordinated approach to the specific requirements across the various facilities within the building.



**Special Plate Finishes from**



*The new Amiri VIP Terminal at Kuwait Airport*

**If you need to know more, contact the KEC Sales Team on Tel. 23985580 or simply email [sales@keckuwait.com](mailto:sales@keckuwait.com) Ask also for a copy of the latest **MK Special Designs Brochure**.**

## Projects & Partners

### MK's New Echo Range of Wireless Switches: Making a mark at the UK's Mond Laboratory



**A**mazing but true! The new MK Echo range of truly innovative, entirely wireless and battery-less switches is 'self-powered' and exclusively available from MK Electric, UK in the traditional British Standard wiring device format.

Using the latest EnOcean technology, the new 'no wires' MK switch range offers the benefits of almost instant switch installation and total location flexibility, resulting in significantly reduced costs and ease of installation.

The MK Echo range is invaluable for areas where working spaces are rearranged periodically e.g. commercial offices or those instances where the channelling of walls is just not feasible as in the case of the important, historic Mond Laboratory building at the UK's Cambridge University - pictured above.

Originally designed in the early 1930's by architect HC Hughes as a laboratory for the Russian Nobel Prize winner Leonidovich Kapitza, the UK Grade II listed (preservation status) rotunda-based building is one of the best examples of Modernist architecture in Cambridge and features a plaque dedicated to nuclear physicist and building-sponsor Ernest Rutherford, who first split the atom.

The constraints of working with listed or heritage buildings - such as the Mond - made MK's latest Echo switches an ideal solution as they obviate the need for chasing or channelling or indeed any wiring whatsoever in the walls. What is more, the Echo range of innovative 'self-powered' switches is entirely battery-free!

The benefits of this technology are numerous as it provides a solution for many kinds of classic buildings as well as temporary structures such as exhibition stands, product and museum displays and entertainment stage sets.

The MK Echo lighting system comprises essentially of two components: the 'self-powered' switch and an RF receiver. The receiver is installed within the lighting fixture and wired into the lighting circuit at the time of the ceiling, floor or wall installation. The switch is then mounted, using either adhesive pads - for super-fast fixing onto awkward surfaces such as marble or glass - or if preferred with screws when additional security is needed. The switch then is simply 'aligned' to the receiver by setting it into 'learn mode' and pressing the rocker. Echo's secure 868MHz frequency assures immunity against interference, proven with systems such as DECT, PMR and WLAN etc.

One receiver can be programmed so that it can be operated by up to 30 switches, while, conversely, any number of receivers can be activated by a single switch. Where signals are clearly obstructed by impervious materials such as granite or steel, repeater units are available which will divert and/or extend transmissions around a building.



10A and small load switch receiver

Field strength indicator

Available in all finishes right across MK's broad product range offering - from Logic Plus, through Albany Plus and Insignia and Aspect to even Masterseal, the MK Echo range is, as you would expect, backed up by a 10 year MK warranty.

Everything that you would expect from MK Quality, Reliability and Safety with the added benefit of No Wires, No Batteries, No Fuss! Just imagine the limitless opportunities!



Talk to the MK Experts at KEC by calling Tel: 23985580 or see a live demonstration at our newly refurbished 'MK Boutique' showroom in Sun City.

## Quantran Dimming: Growth Continues Apace

### Specifier Focus Meet Held

Quantran's International Sales Director – *Stan Giddings* and *Anil Sharma* – Regional Director for the Middle East and South Asia - were on hand recently in Kuwait to provide additional advance technical design training and product knowledge to the **KEC** customer-facing sales team.

The opportunity was also seized to interact with key Kuwait specifiers in a special **Quantran** Focus Meet – *pictured*.

“From humble beginnings, the **Quantran** brand has literally taken Kuwait by storm,” noted **KEC**'s Peter Woods “and we continue to foresee some excellent prospects for future growth for the product range over the coming months as the **Quantran** product offering now extends into lighting controls”, he added.

Some of our major **Quantran** Dimming successes to date in recent times are:

- *The Manshar Rotana Hotel*
- *The Kuwait Hilton Hotel*
- *KAFCO Headquarters Building*
- *Several Kuwait National Housing Authority installations, including schools.*
- *Ministry of Defence projects*
- *Several private VIP villas*
- *Several leading restaurants: most notably within the new 360 Degree shopping mall,*

*as well as a number of forthcoming installations in the design approval stage.*



*Quantran's Stan Giddings, with some of the key consultants at the recently held Focus Meet in Kuwait*

The latest **Quantran** 'Merlin' range of dimming solutions continues to put the **Quantran** product offering at the forefront of the regional market-place. **Quantran** dimming systems are noted for several unique and superior technical features, which unsurprisingly lead them to being brand leaders in several regional Middle East markets.

“In addition, it is the combined supply chain and customer service 'excellence' of **Quantran** that **KEC** brings to the party which renders the **Quantran** Dimming offering a must for your future projects and VIP villa installations,” added **KEC**'s Rajan Peter.

**Solomon Samuel**  
- your **Quantran**  
focused  
Sales Engineer  
contact at  
**KEC**



*Quantran range of dimming solutions*



For more information on **Quantran's Dimming Lighting Controls and Room Management Systems** visit their website on [www.quantran.com](http://www.quantran.com).

You may also call the **KEC** sales team today on Tel. 23985580 or email [sales@keckuwait.com](mailto:sales@keckuwait.com).

## Partners & Products

### Introducing ...

# Powerbar Trunking Systems

We are delighted to announce a new and important partnership with **Powerbar Gulf LLC** - part of the E & I Engineering Group located in Ireland - who have been rapidly gaining credibility here in the Gulf these past 2-3 years in the field of quality Busbar systems.

Already significant players throughout the UK, Ireland and Europe, serving large-scale industrial and commercial markets, **Powerbar's** product offering is a quality solution using copper or aluminium conductors with extruded aluminium housing that in turn offers significant weight advantage. The housing can also be used as an integral earth and is supplied with an minimum IP 54 degree of protection as standard.

Because of the complexities and space constraints within today's fast track projects, the **Powerbar** range is complemented with a full suite of quality accessories enabling a fully integrated design, ranging from transformer/generator connections, panel flanges, multi-entry feed and centre feed units, angled double sets and tapping boxes in order to provide just the 'right' complete solution.

What is more, with a significant investment in regional production facilities now based in the UAE, **Powerbar** have the benefit of a world-class supply chain on the door-step in order to ensure that the product can be supplied on time (see page 1).

Assigned project managers, detailed design and easy to use instruction manuals make Powerbar a simple and efficient system to install on site, thus reducing time and expenditure and in order to support that process the local **KEC** sales and commissioning teams are also on hand locally here in Kuwait to ensure design and installation 'success'.

"With several regional reference projects already in hand, for example,

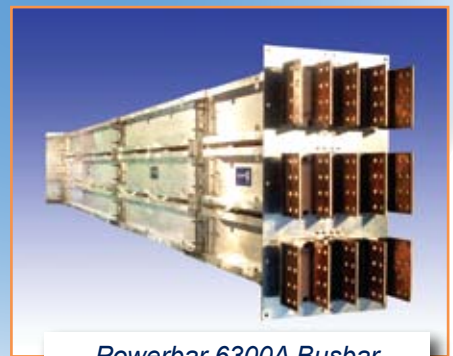
~ *The New Yas Island Marina Grand Prix circuit-hotel in Abu Dhabi ready for the F1 Race on November 1 2009,*

~ *The New Al Naeem Mall in Ras Al Khaimah,*

Powerbar Tap-off Unit



Powerbar Panel Board Connection



Powerbar 6300A Busbar

**PowerBar pb**  
quality busbar systems

**Powerbar** looks all set to make significant market inroads here in Kuwait," noted **KEC's** Rajan Peter "and we already are foreseeing significant market opportunities as a totally complementary part of the **KEC** cable management solutions portfolio," he added.



## Partners & Products

**Powerbar** features several unique, technically advanced performance features such as:

- Class B Epoxy insulation up to 130 degrees centigrade
- Fully Automated Epoxy coating plant
- Fully Type Tested to IEC 60439-1 / 2
- Minimum of IP55 and IP65 protection
- A high purity of copper -99.9% C101
- Ratings from 160A – 6300A 400V 50/60 Hz
- World class manufacturing facilities in Ireland and UAE.



The New Yas Island Marina Grand Prix circuit-hotel in Abu Dhabi

Commenting recently on the new partnership with **KEC**, Nick Seward, **Powerbar's** General Manager for the Middle East operations said, "we are delighted to be working in partnership with the **KEC** organisation in the Kuwait

market and we look forward to putting the **Powerbar** brand and product range on the regional map in the months to come and in providing some further training in terms of the benefits that a **Powerbar** solution can bring."

Register now for our forthcoming **Powerbar** technical seminar by calling our Customer Hotline on **Tel: 23985580 Ext 112** and hear what the **Powerbar** product range has to offer your next installation...



### Intralux Lighting : Focus Meet Strengthens Awareness of the Unique Product and Application Features.

KEC recently had the pleasure of hosting a further educational Focus Meet coinciding with the visit to Kuwait of Intralux Lighting's Regional Sales Director - Ralph Rego.



With the lighting sector being one of KEC's key growth 'pillars', the Focus Meet was specifically designed to raise awareness of some unique features and user benefits that the Intralux Lighting range has to offer, targeted principally in niche market segments in architectural lighting - in the field of cove lighting, for example.

Intralux is the recipient of many design awards and their LED strips launched recently add further to their reputation. The new LED strips generated a lot of interest because of their innovative features taking care of replacement and ease of connection/dimming which many present felt were never available before.

The five Intralux product families on offer, for which our KEC Showroom & Major Projects teams are able to provide support and are already enjoying some significant success, including more recent LED product introductions are:

- **Kove: Indirect Illumination** • **Flare: Vertical Illumination** • **Xenfex: Flexible Strip Lighting**
- **Slite: Miniature Illumination** • **Cog: Exterior Illumination**



For more information on the extensive range of Intralux Lighting, contact the KEC Showroom Team on 22241114/5 or KEC's Major Project Team on 23895580. Visit also the Intralux website at [www.intralux.com](http://www.intralux.com)

**Teams & Training**

**Life Safety Sales Continue to Grow: Team Further Strengthened**

KEC's Life Safety sales continue to maintain their significant upward sales trend. Recent project wins include the 360 Degree Shopping Mall, Kuwait Business Town Development Zone 3, Injazat Tower, KREIC HQ Tower for 'GENT' and Maidan Tower for 'Cooper JSB' - plus several others.

KEC's Life Safety orders have continued to grow dramatically these past twelve-months with numerous recent project wins year-to-date continuing to demonstrate our market success.



The Injazat Tower

The dedicated team within the KEC sales structure now boasts a customer-focused strength of seven who in turn, are complemented by a team of fifteen commissioning and maintenance staff members. The whole team continues to drive forward with a view to enhancing our overall market leadership with the 'Gent by Honeywell' FDA system offering, whilst introducing other complementary leading life-safety related brands.



KEC's Life safety team with Maher Ajouz, Technical Manager MEA for Honeywell Middle East, who visited KEC Kuwait recently for specific training and enhanced product updates.

**GENT**  
by Honeywell

The long-standing 'partnership' between 'GENT' and 'KEC' continues to be supported by some excellent training - see picture - and directly assisted also by a continuous interactive dialogue with the Kuwait Fire Service Directorate.

"New 'GENT' product introductions such as the latest 'Nano' fire detection and alarm panel due to become available in the coming weeks and the quality and frequency of the training provided by 'GENT' is really helping us to make a difference in the market-place" noted KEC Life Safety Team Leader, Gee Varghese.

"This enables our team to offer a high level of advice and support to the Kuwait specification community and to the contractor at the point of installation".

Call our award winning KEC Life Safety Team on Tel: 23985580 - or email kecsystems@keckuwait.com if you need to know more in terms of what positive benefits a Gent solution can bring to your forthcoming project.

**Lighting Team Strengthened with a Focus on Major Project Successes**

Having successfully built an excellent retail lighting business these past 3-4 years under the KEC Technical Lighting - and more recently the 'Maison de Lumière' showroom platforms, steps have been taken to recruit a dedicated lighting team with a focus on major projects under the leadership of KEC's Nationwide Sales Manager Rajan Peter. To this end, we are delighted to welcome Sundar Shanmuganathan who has recently joined the KEC customer-facing sales team.



a Bachelor of Science Degree and has a prior background in lighting.

His prime aim will be to interface and support the Kuwait specifying and installation contracting fraternity. His specific focus will be to take the Zumtobel and Artemide brands forward over the coming weeks and months. Sundar holds

"Lighting remains one of our key growth areas at KEC," noted KEC's Peter Woods, 'and we are excited to be partnering some of the leading European brands in the industry,' he added.

We are especially looking forward to complementing the excellent achievements that have been made by our Showroom Team to date under the leadership of KEC's Commercial Manager, Fadi Salame.

**Contacts in KEC**

**MK's 16A International Socket Outlet...  
the Answer to Multiple Questions!**

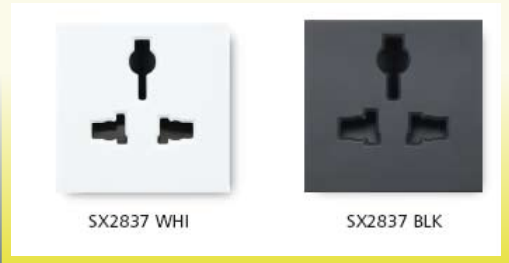
**C**onfronted with installations requiring sockets in USA, British, European, Indian or Australian formats or some appropriate combination, a specifier might start to tear his hair out!

One solution for conference rooms, hotel suites, airport lounges and office desks and many other locations, where customer requirements are bound to vary in often unpredictable ways, is to use the new International Socket module from MK.

Fitting into standard Euro-sized frontplates from any MK range, this new 2 module width socket (50x50mm) will solve most complex questions - **SIMPLY**

Shuttered and capable of accepting up to 11 different types of plugs, the MK 16A Socket Outlet is truly the answer to multiple questions and offers space saving compared to solutions combining numerous individual outlets to various electrical standards.

**Problem solved.....**



If you need to know more, ask for the new MK International Socket Outlet leaflet on Tel: 23985580 Ext. 122 or simply email us on [sales@keckuwait.com](mailto:sales@keckuwait.com)



**TREND's Arabic web site is now live - a first for Trend**  
<https://www.trendcontrols.com/ar-AE/Pages/default.aspx>

**Our Telephone Directory**

**KEC No. 23985580**

**Extn. Mobile No.**

**Sales Management**

Rajan Peter (Major Projects)	128	99061578
Fadi Salame (Showrooms)		99641467
Khawar Mumtaz (Customer Service)	123	99664518

**Life Safety Systems**

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

**Systems Solutions**

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

**MK WD/CM & Quantran**

Solomon Samuel	152	99299163
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**Commissioning, Installation & Maintenance**

Ralph Vieira		99123203
Merwyn Fernandes		97230640
James		97230380
Shajy		97230361
Moses Coelho	118	

**Sales Administration & Customer Service**

Shoab Rezwan	125
Sundari Kumar	129
Karuna Leah	135
Sailakshmi Mohan	122

**MK Boutique & Technical Lighting Showroom**

22241114/5

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