

Air Master celebrates 25 years

UAE-based HVAC company marks a milestone with commemorative display

Hall 3, Stand B151

Air Master Equipment Emirates, a HVAC company that has supplied louvres, dampers and grilles to the Burj Khalifa, is celebrating 25 years in business at this year's *The Big 5*.

To mark the event, the company has doubled its stand size to 48m² and is keen to tell the tale of how it has risen from a small local enterprise to becoming a GCC-wide industry brand.

"We started manufacturing and supplying grilles and diffusers for the local central air-conditioning market," says A.R. Harshan, general manager of sales and marketing.

"Later on, we developed into dampers, fire dampers and fire doors, and we started supplying to the other GCC countries. Now we have factories in India, and are also supplying to African countries and to some European countries, including the UK," he adds.

According to Harshan, the secret to Air Master's success is its offer of high-quality products at locally-manufactured prices.



Feroz Abdulla, Munvar Khan and A.R. Harshan from Air Master Equipment Emirates.

"We aimed at getting a place in the market as a replacement for European and US products, but at a lower price. We have succeeded in making Air Master the substitute for these more expensive products, but with the same quality," says Harshan.

Now in its thirteenth year at *The Big 5*, Harshan says the company has al-

ways benefited from exhibiting at this major industry event.

"We have found that almost all of our times participating have brought us some riches, either today or tomorrow. We do not look for direct orders at the show, but have had enquiries, even after five years, from contacts we made during the shows," he says.

"It is important for us to be at The Big 5 since we have been in the market for all those years. It is good to be with our customers and see all the old faces, as well as the new," he adds.

Air Master's association with the Burj Khalifa is given prominence at its stand this year, and Harshan says the company's involvement in the project has had a very positive effect on business.

"Projects like that are a milestone, and it improves our confidence and the confidence of our customers. We can tell them that our products have the quality to be installed in the number one project in the world," he says.

Also to be found at the company's stand this year are some new products in the form of swirl diffusers, metal doors and rubber insulation.

NAFFCO doubles its stand size

Hall 4, Stand C171

PM visits Euroblast