

GRUNDFOS GULF DISTRIBUTION



Company Profile

BE > THINK > INNOVATE >

GRUNDFOS 



more than just a pump company

Grundfos is one of the leading pump manufacturers in the world. Our pumps and solutions are some of the most advanced and complex in the business. But just like our pumps, we as a company are also made up of specialised parts. Every employee and every division of our company plays a great role in delivering our core offer to the market: Innovative pumping solutions.

In order to maintain our leading position, we constantly place great emphasis on client-oriented research and development. We always consult our clients and hands-on experts – the installers – when we develop new products or improve existing solutions.

Researchers are encouraged to follow every promising lead – often resulting in surprising, innovative solutions. An open mind for research is essential for an innovative company. The creative independence of Grundfos is the best way to guarantee that the client's future needs are met.

Grundfos has often pioneered pump technology and manufacturing techniques that later have been adopted by other pump manufacturers. In Grundfos, the pumps of tomorrow are being planned today.

We are constantly striving to make our products more user-friendly, reliable, energy saving and efficient, so that both users and the environment benefit from our improvements. Grundfos pumps are manufactured with strict ISO performance and environmental standards, and all pumps are equipped with ultramodern electronics, allowing them to regulate the output according to current needs. This not only ensures convenience for the user, but also saves a great deal of energy.

Bjerringbro



U.A.E.



A TRADITION FOR INNOVATING PERFORMANCE

We have a strong share of pioneering spirit. A lot of it comes directly from Poul Due Jensen who founded the company in 1945, in Bjerringbro, Denmark. It started with a farmer needing a new water supply system. The young Due Jensen took the task and found that no existing pump could independently designed and manufactured a pump to solve the task. Demands for the new pump grew, and the first step towards the development of Grundfos pumps was made. The tradition of putting ideas into action began with Poul Due Jensen and is still followed by everyone in the company today.

This tradition has made Grundfos a technological leader and kept us close to our customers. Today, Grundfos has more than 14,000 employees and an annual production of more than 14 million pump units, making us one of the leading pump manufacturers in the world. More than 70 companies across the globe help to bring pumps to every corner of the world for water supply, heating, cooling, wastewater, industrial processing, and more.

GRUNDFOS GULF DISTRIBUTION – IN THE HEART OF THE MIDDLE EAST REGION

Grundfos Gulf Distribution (GGD) was established in 1985. The establishment marked a significant milestone in Grundfos' presence and focus in the Middle East and North African region. Based in Dubai GGD serves not only the UAE market but also acts as a platform to serve the markets in neighboring countries.

GGD had a modest beginning with the setup of an assembly unit in Jeddah in 1985 in the Kingdom of Saudi Arabia. It was only in 1991 that GGD first shifted to Dubai in the Jebel Ali Free Zone, while the Jeddah enterprise was still handling minor requirements. In 1996 GGD's full operations moved to Dubai, looking after sales in the Gulf markets (Saudi Arabia, UAE, Qatar, Oman, Kuwait and

Bahrain), Egypt, Jordan, Syria, Lebanon, Libya, Iraq, Iran, Pakistan and Yemen.

The 90+ strong team at GGD looks after the region's sales and marketing requirements with representative offices in Saudi Arabia (Riyadh, Jeddah & Dammam), in Egypt, Jordan and Qatar. Besides sales activities, GGD has a factory floor that houses modern and highly efficient assembly operations, a state-of-the-art testing facility and a small warehousing facility to provide logistical support to our distribution network. The comprehensive and integrated capabilities allow GGD to play a competent role as the head quarters for Grundfos' Middle East operation.



IT ALL STARTS WITH BEING RESPONSIBLE

Responsibility has always been a key value within Grundfos, beginning with Poul Due Jensen's principles on how to run a company. We know that we have a responsibility towards the people who are Grundfos, towards the innovative soul of Grundfos as well as towards the surrounding world. And we take this responsibility seriously.

Whatever we do, we make sure that we have a firm and sustainable basis for doing it.

Energy efficient solutions

We are very aware that as much as 80% of the cost of pumping is related to energy consumption, and that energy is a limited resource. We do everything we can to make each new pump more energy efficient than its predecessor.

Environmental certification

We are very proud to have fulfilled the required standards for ISO 14001 certification and EMAS registration in our production. This certification represents our commitment and responsibility towards environmental issues. But we don't stop there. Our commitment to environmental issues stretches all the way from R&D – to production – to a solution's eventual recycling or disposal.

Easy to recycle

When it comes to environmental issues and recycling, there are no simple solutions – it's action that matters. We mobilise our research resources to ensure that it is as easy as possible to recycle its parts. This ensures that up to 100% of Grundfos components are recyclable.

Our very first pump designed in 1945



To our founder Poul Due Jensen, responsibility was the highest virtue



One of our ISO 14001 certificates



Grundfos employs almost 14,000 people worldwide



We all have a responsibility to work together

Between 90 and 100% of our components are recyclable



THINK

FORWARD THINKING IS NECESSARY

It takes a holistic approach to supply high performance solutions. This means focusing on more than just the pump in isolation. Every step of the life cycle must be optimised – from production and logistics, to sales and service. To this end, we continuously improve a wide range of disciplines relating to the specification, delivery and the operation of our pumps. We also share this knowledge within our organisation and with our partners by continuous training.

Quite simply, we take pride in being acknowledged as being much more than an ordinary pump supplier – we strive to be perceived as a highly efficient and reliable partner.

Partnership thinking

It is our strong belief that we must meet our customers on their terms to be a true partner. Consequently, training and the continuous upgrading of technical

and application skills are crucial. Locally we offer our customers training seminars in specification and installation, as well as service and maintenance.

Extensive training

The Poul Due Jensen Academy is our internal training school where more than 1,000 employees are trained yearly. That ensures customers are always met by competent and skilled Grundfos employees. Furthermore, many of our external service partners from around the globe also come to the Poul Due Jensen Academy every year to receive training on how to use and service Grundfos products.



R&D > Forward thinking starts with Research & Development

Production > Grundfos is probably the most innovative producer of pumps in the world



Logistics > From Bjerringbro in Denmark to the rest of the world – we aim for logical logistics



Sales > Selling takes understanding. Our sales representatives are an important part of our team



Service and maintenance > We have a global perspective, but our service companies operate with local needs in mind

INNOVATE

WE'RE DRIVEN BY CONTINUOUS IMPROVEMENT

It is the innovations that make Grundfos unique. We stand out because of our ability to constantly create new solutions to the ever-changing demands of the pump business.

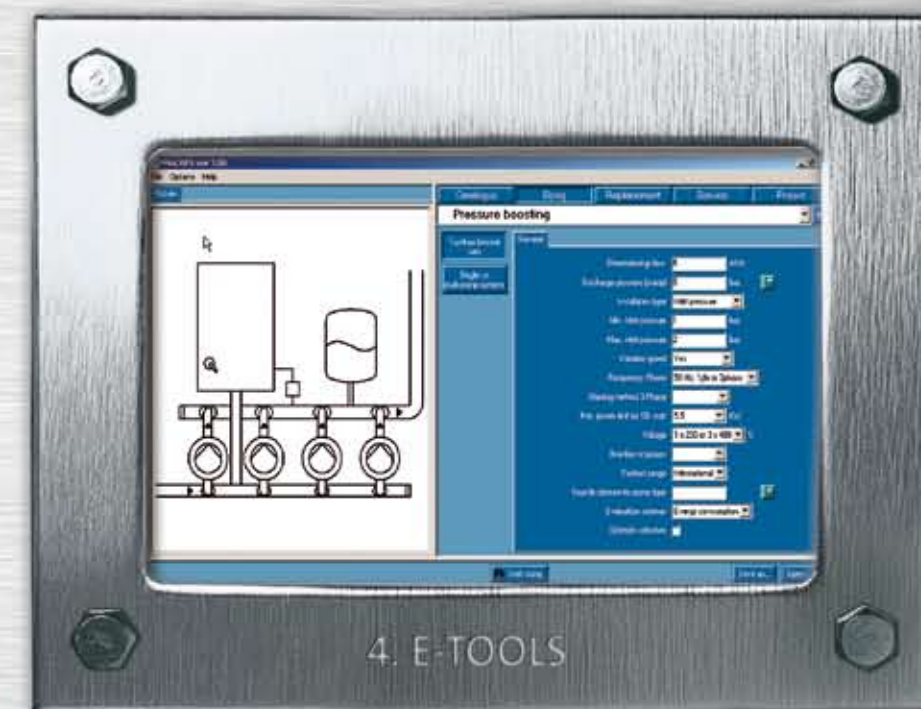
Continuous improvement

Thanks to our continuous focus on R&D, many of the great innovations in the pump business started within our walls. In 2005, we spent EUR 65.5m on R&D, and every technological step forward comes from the synthesis of good ideas from many of our 14,000 employees. At Grundfos, our value chain reflects our history of innovation, where staff are encouraged to pursue every new idea – a policy that often leads to a total redefinition of existing technology.

Total view

We are one of the few pump manufacturers in the world who are responsible for developing and producing every single element of its pumps and associated technology. Electronic components such as control units, frequency converters and motors are all developed in-house to achieve perfect product and system integration.

1. Even though it is more than 2000 years since the basic principles of pumping were invented we still find ways to improve the hydraulics, for example by optimisation of the impeller design.
2. Electronic circuits, sensors and communication interfaces are crucial parts of high efficiency pumping solutions.
3. The CRT multistage pump in titanium. Grundfos specialises in highly corrosion resistant materials to secure high performance and durability.
4. WinCAPS and other e-tools for specification and intelligent configuration have been developed to make sure that the optimal solution can be selected as easily as possible.
5. The Grundfos SE range is one of the latest proofs of Grundfos' innovative edge. The patented modular design makes it possible to configure a pump to match virtually any system requirements.
6. Grundfos strives to not only be at the forefront of the pump industry but also to drive the market towards energy saving solutions. The new EU energy labelling scheme classifying circulator pumps is a good example of this. Grundfos has been heavily involved.





PROFESSIONAL PUMPS...

Grundfos pumps cover a broad range of applications and an even wider variety of configurations. From single-stage to multistage; dry-pit as well as submerged pumps; from clean water to sewage – in cast iron, composite stainless steel and even titanium, each pump is developed to perform under specific conditions.

This wide range and built-in cross-compatibility of components allows us to provide solutions for every application – and by means of intelligent product configuration, we can customise a pump solution that fits the customer's exact needs and requirements.

...FOR ALL PURPOSES

- Domestic building services
- Commercial building services
- Original equipment manufacturers
- Industrial end-users
- Dosing
- Water services
- Wastewater

GGD PROJECT REFERENCES

Our pumps provide pumping solutions for building services, waste water installations and water treatment installations for some of the regions most famous and prestigious buildings and sites around the region.



Burj Old Downtown
Place: UAE (Dubai)
Products: NK / APG / AP
Application: Air Conditioning & Drainage / Sewage



Cairo Airport
Place: Egypt (Cairo)
Products: HS
Application: Air Conditioning



Atlantis Resort
Place: UAE (Dubai)
Products: Hydro 2000 ME / SE1 / HS / TP / CHN / UPS
Application: Pressure Boosting, Air Conditioning & Sewage



Bahrain City Center
Place: Bahrain
Products: HS / NK
Application: Air Conditioning



Jumeirah Beach Residence - JBR
Place: UAE (Dubai)
Products: CR / HS / NK / TP
Application: Air Conditioning & Pressure Boosting



Ibn Battuta Mall - Extension
Place: UAE (Dubai)
Products: Hydro / NK / SE1
Application: Pressure Boosting, Air Conditioning & Sewage



Wafi Mall - Extension
Place: UAE (Dubai)
Products: NK / CR(N) / AP
Application: Air Conditioning, Pressure Boosting & Drainage / Sewage



Sharjah Airport - Expansion
Place: UAE (Sharjah)
Products: CR / NB / CH / AP
Application: Air Conditioning, Pressure Boosting & Drainage / Sewage



Beirut Tower
Place: Lebanon (Beirut)
Products: NK / Hydro Boosters
Application: Air Conditioning & Pressure Boosting



Dubai International City Package 3,4,5,6,12
Place: UAE (Dubai)
Products: CR / NB / AP
Application: Pressure Boosting, Air Conditioning & Drainage / Sewage



Business Bay - 11 Towers
Place: UAE (Dubai)
Products: NK
Application: Air Conditioning



King Khalid University
Place: Saudi Arabia (Abha)
Products: HS / TP / AP
Application: Air Conditioning & Drainage / Sewage



Solimaniya Villages and Resort
Place: Egypt
Products: Hydro Boosters / SP / AP
Application: Pressure Boosting, Irrigation & Drainage / Sewage



Dubai Mall
Place: UAE (Dubai)
Products: CRN / SE1 / SV / SEN
Application: Pressure Boosting & Sewage



Burj Tower - 705m
Place: UAE (Dubai)
Products: CRN / SENV / AP
Application: Drainage / Sewage & Circulator



Milad Tower
Place: Iran (Tehran)
Products: Hydro 1000 / NK
Application: Air Conditioning & Pressure Boosting



Dubai Airport Concourse AX324
Place: UAE (Dubai)
Products: Hydro 2000 MS/ AP/ UPS
Application: Pressure Boosting, Circulator & Drainage



Dubai Healthcare City
Place: UAE (Dubai)
Products: Hydro 2000 / NK / FF Set
Application: Fire Fighting, Pressure Boosting & Air Conditioning



Kempinski Hotel
Place: Jordan (Dead Sea)
Products: NK / TP / Hydro Bossters (1000 & 2000)
Application: Air Conditioning & Pressure Boosting



Discovery Gardens
Place: UAE (Dubai)
Products: NK / Hydro Multi-S / AP / S1
Application: Air Conditioning, Pressure Boosting & Drainage / Sewage



Madinat Jumeirah
Place: UAE (Dubai)
Products: CR / UPS / AP
Application: Pressure boosting, Circulator & Drainage / Sewage



Mall of Emirates
Place: UAE (Dubai)
Products: Hydro 2000 / TP
Application: Pressure boosting & Circulator



Golden Mile
Place: UAE (Dubai)
Products: Hydro 2000 / SEV / NK
Application: Air Conditioning, Pressure boosting & Sewage



Dubai Financial City - Zone 8B
Place: UAE (Dubai)
Products: CR / NB / UPS
Application: Circulator & Pressure Boosting



Holiday Inn
Place: Jordan (Dead Sea)
Products: NK / HS / Delta Controls / Hydro 2000 / SEV
Application: Air Conditioning, Pressure Boosting & Sewage



Silicon Oasis Villas
Place: UAE (Dubailand)
Products: AP / CHN
Application: Pressure Boosting & Drainage / Sewage



Doha City Center
Place: Qatar (Doha)
Products: Hydro 2000 / AP
Application: Pressure Boosting & Drainage / Sewage



Plam Jumeirah
Place: UAE (Dubai)
Products: CHI pumps
Application: Pressure Boosting (for 2000 villas)

Grundfos pumps also provide waste water management and water treatment solutions for various projects in the region



RAK Municipal Sewage
Place: UAE (Ras Al Khaimah)
Products: Lifting Station / Submersibles Pumps
Application: Waste Water Management



Azizia Pumping Station
Place: Saudi Arabia (Dammam)
Products: KSE 650 pumps (3 x 650 KW)
Application: Waste Water Maangement



Dubai Drydock
Place: UAE (Dubai)
Products: Lifting Station
Application: Waste Water Management



SAL Pumping Station
Place: Jordan
Products: Submersibles pumps (3 x 50 KW)
Application: Sewage Treatment Plant



RAKA Pumping Station
Place: Saudi Arabia
Products: Submersibles pumps (2 x 230 KW)
Application: Sewage Treatment Plant



Meridian Pumping Station
Place: Saudi Arabia (Al Khobar)
Products: Submersibles pumps
Application: Sewage Treatment Plant



Four Seasons Hotel
Place: Egypt (Sharm El- Sheikh)
Products: BMEX
Application: Water Treatment Installation



Saleh Kamel Palace
Place: Saudi Arabia
Products: BMEX
Application: Water Treatment Installation



Shallalat Hilton
Place: Egypt (Sharm El- Sheikh)
Products: BMET
Application: Water Treatment Installation



Fujeirah GWT
Place: UAE (Fujeirah)
Products: BME
Application: Water Treatment Installation



Aqua EPC
Place: Oman
Products: BME
Application: Mobile Water Treatment Plant



Al Nakheel Resort
Place: Saudi Arabia (Jeddah)
Products: BMEX
Application: Water Treatment Installation

OUR AWARDS REFLECT OUR VALUES

The numerous awards given to Grundfos reflect our values as it is, in many ways, a result of corporate focus and priorities. Grundfos has won the Danish Industrial Design Award four times, as well as many other awards in similar categories of technological innovation and good design. The ability to combine complex product content with supreme exterior design is e.g. the reason why the Grundfos SQ flex pump has been awarded every year since 2002. This is a clear demonstration of the innovative spirit in Grundfos.

Our environmental management systems are certified according to ISO 14001 and OHSAS 18001, thus ensuring that all Grundfos production companies meet high and uniform environmental standards with regard to production and work environment. Grundfos also participates in the Eco-Management and Audit Scheme (EMAS), which is a EU voluntary instrument acknowledging organisations that improve their environmental performance on a continuous basis.

Moreover, Grundfos is the first pump manufacturer in the world to be awarded the BSI/ISO 9001 certificate covering quality management in the production.

Grundfos Gulf Distribution is proud to be accredited the ISO 9001:2000 quality standard by Lloyd's Register of Quality Assurance. This commitment to quality management is our promise to all our customers and partners.

“ Grundfos has also received a large number of prizes through the years. The most recent are:

2006: “Grundfos A/S .Grundfos’ Danish production company, was chosen as the EFQM Award Winner. This award was given by the European foundation for quality management, as joint organization for all companies working with the business excellence model.”

Along with this Grundfos also won two more awards for “Corporate Social Responsibility” and “People Development & Involvement.

2005: “Grundfos was selected and placed on the list of the 100 best work places in Europe”



The GGD's ISO 9001:2000 certificate



BE > THINK > INNOVATE >

Being responsible is our foundation
Thinking ahead makes it possible
Innovation is the essence

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