



## -----PRESS RELEASE-----

### ELTA REACH FOR THE SKYS IN DUBAI TOWER PROJECTS

Fans manufactured by the Building Services Export Division of Elta Fans at both their Fareham and Kingswinford production facilities are being used in a series of prestigious towers being constructed as part of the on-going building development work in the United Arab Emirates (UAE). A total of five different Mechanical Services consultants have specified various Elta products for use in the schemes which are spread over eight projects by different developers.

Jumeirah Lakes Towers, which forms an integral suburb of new Dubai, is a dynamic, 730,000 square metre mixed-use development waterfront community in Dubai, consisting of a total of seventy nine towers built in blocks of three to form 23 clusters along the edges of four man-made lakes and interlinked by winding manmade waterways with beautifully landscaped gardens. From an architectural viewpoint, the distinctiveness of each tower design will provide an individualistic appeal to this community.

Elta Fans' products specified throughout many of these skyscraper towers include: the SmokeVent LCS range (for emergency smoke clearance), the JetVent Car Park Ventilation range and specifically the Axial Flow variants (a range of fans utilised to improve the air quality within the car park during normal day-to-day operation and emergency smoke clearance in the event of a car park fire). The Long Case LC Axial range, the Compact SCP (a slim profile, plate-mounted axial fan), the Multiflow MFB and Multiflow SMC mixed flow fans, the Jetflow SJ (a range of all metal in-line centrifugal fans), the SA range constructed from shock proof, heat resistant plastic; the Hideaway SH, Powerduct SPD and Twinflow STDD (ranges of direct in-line centrifugal fans for duct mounting), the Quietflow SQS and Quietflow SQT (acoustically treated, single in-line fans) and the Skyflow SSF (a lightweight range of horizontal discharge roof extract units).

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Elta Fans Building Services Export Division is part of the £65 million Elta Group, a family of businesses with operations in six countries on four continents which, together with a network of international distributors, provides quality fans and related air movement equipment to customers worldwide.



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-2-

As part of the contracts where JetVent Car Park Ventilation product are being supplied, Kinetics Ventilation Equipment L.L.C., in association with their partners in the UK, are providing the necessary design and system validation by means of complex computational fluid dynamic analysis.

Every tower within the development is individually constructed by separate developers and range in height from 35 to 45 floors, except for the majestic landmark 'Al Mas' (Arabic for "the Diamond") Tower which, at 363 metres and with 67 floors, is the centre-piece and focal point of the entire complex. This tower is situated on its own island in the centre of the community and houses the Dubai Diamond Exchange and Dubai Multi Commodities Centre (DMCC) member businesses dealing in the gold, diamond, energy and commodities industries.



*The impressive skyline of Jumeirah Lakes Towers*

The towers follow the high rise living concept adopted by Dubai as a means of promoting security and camaraderie, with the mixed use approach combining residential, offices, hotels, leisure and retail outlets to foster a feeling of community spirit. The towers will feature gymnasias, saunas, swimming pools and high speed lifts, and all will include state-of-the-art security measures. The finished project is estimated eventually to have a resident population of around 60,000 and a working population of another 120,000.

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-3-

David Osgerby, Managing Director of Elta Fans, said: "We are very well represented in the United Arab Emirates by our distributor, Kinetics Ventilation Equipment L.L.C., and to be involved in such a large, prestigious project is most gratifying, especially when our products have been specified in eight very impressive towers by five world renowned Mechanical Services consultants. The value of the fan contracts awarded is in excess of a quarter of a million pounds."

Elta Fans are continuing to work closely with Kinetics Ventilation Equipment L.L.C. on a number of prestigious on-going projects in the Emirates.

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