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THE ISOLATOR

Welcome to the January edition of The Isolator, the monthly newsletter from Kinetics Middle East LLC. On behalf of everyone at KME, wishing you all a Happy and prosperous 2020! In this edition, we look at the new residential high-rise coming up in Downtown Dubai – the Downtown Views and the solutions we have offered for this project.

We look into the contributions of our MD, Mr. Karim Abouseda and see how he has turned things around in KME. We also look at the role of Noise & Vibration engineering in a Sustainable Economy. Happy Reading!

Nithin George

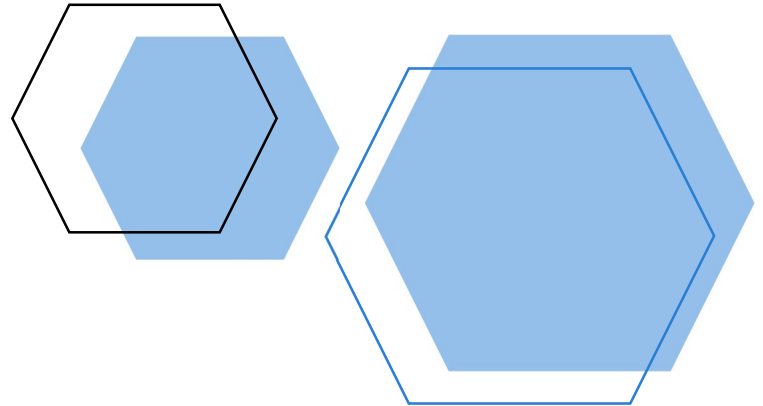
Marketing & Business Development

DOWNTOWN VIEWS, DUBAI

PROJECT UPDATE

The project is residential tower development by Emaar comprising of 55 floors, including a 9 story podium. The podium features 2 stores of residential amenities including a roof-top pool and health club terrace, 2 stores of dining and retail options, a grand entrance lobby at the lower level, and more than 400 basement car parking lots. The tower will be directly linked to Dubai Mall.

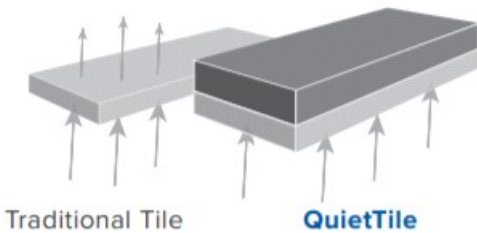
Kinetics Middle East was engaged by M/s. United Masters Electromechanical, the MEP Contractor of the project to design and supply the Vibration isolators, Seismic restraints, Flexible connectors, Expansion Joints, Stress analysis and support design etc. We are also working with the Main Contractor, M/s. ABM, for the Acoustics package.



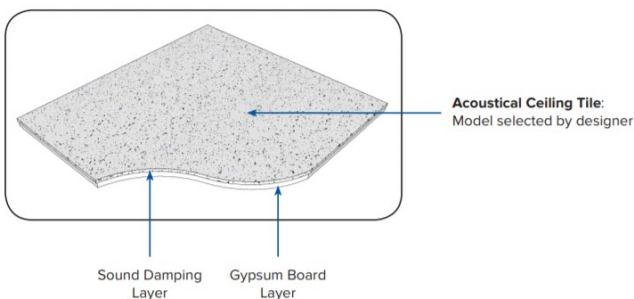
KINETICS QUIETTILE – NOISE CONTROL CEILING TILES

PRODUCT HIGHLIGHT

QuietTile uses additional mass and sound damping to produce a composite ceiling tile designed to reduce sound transmission through a lay-in ceiling. QuietTile sound control ceilings are installed in a standard ceiling grid and can be selected to match most acoustical ceiling tiles. Kinetics bonds the composite viscoelastic damping layer and gypsum board to the back of any standard ceiling tile selected by the designer. Ceiling Attenuation Class (CAC), QuietTile tested with Armstrong Cortega mineral fiber facing tile - CAC 49.



Tested and proven to provide the highest reduction of sound transmission in the industry.





KARIM ABOUSEDA – STEERING KME AHEAD

Mr. Karim Abouseda, our Managing Director, represents a unique blend of Financial knowledge and Business acumen. A sales guy by profession, he possesses over a decade of successful experience in providing strategic & operational leadership in various departments within KME prior to taking over the management role from his father, Mr. Aziz Abouseda.

Mr. Karim is credited with creating a viable and sustainable business model for the company to drive growth in all spheres. He successfully managed to build a strong and committed top team and created new identity of company with extended product line and transformed KME from a single product company to an organization with stakes in various types of product portfolios.

Mr. Karim devised & implemented Strategic Vision of KME to almost double its turnover, delivering the companies highest production in performance and sales, than its previous years.

He enabled us to redefine our vision to the future and realized the need to implement certain changes that will allow us to achieve this vision of being the partner of choice for our clients.

Karim is noted also credited for implementing the ISO certifications for KME. Under his guidance KME has managed to get certified for ISO:9001, ISO:14001 and ISO:45001. In 2018, KME went paperless and he ensured we had all the tools and accessories to be paperless system which has not only reduced company costs but also further developed Kinetics Middle East, LLC motives in their environmental awareness. He has managed to implement appropriate protocols and processes for company for operational excellence. Some of the qualities that we learn from him are his relentlessly pursuing impact and role-modelling. One of the top qualities that we (as employees of KME) are blessed with is that, he always keeps people first.

Under his vision, KME is now targeting to expand into the African continent and he has given us the roadmap for this. His guidance was imperative for us to win the HVACR Supplier of the year, 2019 in the Climate Control Awards. Here's wishing many more successful years to Mr. Karim Abouseda.



THE ROLE OF NOISE AND VIBRATION ENGINEERING IN A SUSTAINABLE ECONOMY

Living sustainably involves meeting the needs in the present without compromising the needs of the future. This applies to social, environmental, political and economic domains. Environmental resources underpin social and economic standards with political ideologies seeking to find ways to manage these domains.

The role of engineers is to deliver technology which makes the best use of resource available to benefit humankind. Many advances in technology have delivered overwhelming improvements to the quality of human life but have not been sustainable. Clear examples include fossil fuel-based power generation; delivering life changing energy to millions whilst depleting fuel resource and increasing carbon content in the atmosphere.

The entitlement to be free from adverse noise and vibration can be considered as a basic human right. A large amount of creative effort is invested to reduce the noise and vibration generated as a normal by-product of the operation of many technologies. Noise and vibration control as a palliative action generally involves adding mass or deploying materials with very specific acoustic properties; both of which may reduce the sustainability credentials of an applied technology.

Given the rightful drive for sustainable engineering solutions, how can the Noise and Vibration Engineer contribute? The answer is not always obvious. Opportunities become apparent when the entire lifecycle of an engineering programme is considered; the best noise and vibration solutions are those that are invisible to the consumer of the technology.

Noise and Vibration engineering exists in many industries with specialists looking for solutions to a common sustainable engineering challenge.

Read more: <https://www.ioa.org.uk/role-noise-and-vibration-engineering-sustainable-economy>