



# Unionaire®

## MARKET

Unionaire will soon be classified as one of the biggest manufacturing companies in the world, a goal that Unionaire has made great efforts to achieve.

Implementation of the highest-quality technology, quality control, rapid growth and keen awareness in applying assertive human resource programmes that maintain a positive and fruitful working environment have all culminated this goal.

It is the company's proud privilege to offer customers the best in AC technology and service with unsurpassed five-star treatment. The company wants their clients to consider themselves as part of the company, connected and integral just as their own company shareholders.

Communication and interaction with Unionaire's clients and within the company family is key to success. Their clients are offered a sense of comfort as they can freely and positively interact with Unionaire to better serve them and further enable the company to provide quality at its best.

At Unionaire they have a keen sense of awareness to the need for extensive research and development, this is one of their main means of success and this keenness filters into every aspect of their manufacturing process.

In addition, manufacturing environment-friendly products is a committed goal that is continually monitored and upgraded. From the revolutionary manufacture of cooling gas and the recycling of all bi-products of the manufacturing process Unionaire maintain limitless standards in their pursuit of low power consumption while at the same time paying attention to the smallest details of manufacturing.

At Unionaire they place immense emphasis not only on quality-control measures but also on their employees' needs using policies and incentives implemented through a diligent human resources department. For the company, quality of product begins with the quality of life of its employees.

With their boundless commitment to research, development, growth and success, the next ten years will not only reap more positive advances to the company but will provide greater benefits to their clients.

When you buy a Unionaire product, not only

will you be purchasing the best products and technology in the air-conditioning industry but you will be guaranteed to have the highest standards of after sales services and Customer Satisfaction available in the market place.

Unionaire not only provides clients with top-the-line facilities for manufacturing but also its customer care and accessibility are second to none. With six regional offices worldwide to serve its individual clients in various foreign markets and with four new global offices under-construction, Unionaire is strategically positioned at the client's fingertips. Its offices in the USA, Turkey, Morocco, Tunisia and South Africa offer clients a quality customer-service. The company will establish three new offices in United Arab Emirates, Romania and Syria. In addition, Unionaire cemented plans to launch its products into new markets around the world, particularly in the near future Pakistan, Australia and Iran.

## ACHIEVEMENTS

Unionaire is the number one market leader in the Middle East and Africa, a fact that places the company in a strategic position for growth in the next few years. Its progress so far easily highlights the reason why Unionaire is the choice for all air conditioning manufacturing needs. Its marketing strategy, aggressive and at the top of its game, is just one facet of its success yet it keeps the company focused on its end goals and performance for its clients.

Unionaire firmly believes in, and applies an aggressive attitude towards, its marketing strategy and there are many reasons why air-conditioning manufacturing is an art-form particularly when the global market is so varied in terms of regional climates and conditions that affect

product performance. The company performs extensive research prior to exporting its products; wanting to ensure that clients benefit from the best they have to offer which means that first Unionaire has to understand the needs of its clients and their markets.

Unionaire engineers are dispatched to prospective markets before any of its dealers and distributors are chosen to first grasp the needs of that international market. Certificates had to be acquired for various countries, particularly quality certificates, as Unionaire's International market potential increases.

Their engineers have familiarised themselves with the country or target market determining the climate conditions, market needs and price positioning. Accordingly, Unionaire's dealers and distributors are acquired from these observations and reports.

Unionaire is determined to obtain all information necessary and allocate the time to ensure that no detail is overlooked because they recognise that their clients deserve the highest quality products at a reasonable and affordable price. As an internationally acclaimed air conditioning manufacturer, the company upholds the highest standards in research that goes into the development of its brands so that its clients benefit from many rewards.

## HISTORY

Unionaire was established in 1995 with the goal of becoming a major exporter and the number one manufacturer in the Middle East and Africa of air conditioner technology. Eleven years later, that goal has been surpassed with the market debut of their four brand names, Unionaire, Americool, Airkool and Northaire. Unionaire is the market leader in the Middle

East and Africa. This fact places the company in a strategic position for growth in the next few years.

Unionaire's manufacturing technology is imported from the world's top producers in industry technology manufacturing from the USA's Burroak (primarily) to its raw materials import from other industry leaders such as General Electric. Furthermore, Unionaire wholly owns facilities, including factories, to manufacturer 75% of the parts needed for its products.

Three of its five factories produce indoor and outdoor coils, plastic components for units and electronics for pc boards and remote controls. The last two factories are sheet metal factories, producing all metal components for manufacturing, and a painting production station.



## PRODUCT

### Unionaire Facilities:

Unionaire maintains excellence in product through its top-notch factories and global reach. The initial step involves metalwork. Metal sheets that are precisely cut with safety protected shears. These sheets are then punched, bent and formed to predetermined specifications by computerised machines. The next step is an electrostatic painting process that ensures full protection against the harsh corrosive potential of the elements.

Unionaire integrate the latest industry advances and technology into its products so that they are environmentally friendly. As such, Unionaire is one of the first companies worldwide to produce air conditioners that use the environmentally friendly refrigerant gas R 407 C.

### Redefining Quality:

Unionaire's unbeatable research and technology facilities for their market strategies are just the beginning of its quality control policies. At the company, it is imperative that every detail and angle of its products material production and assembly follow their strict guidelines for quality control.

### Unionaire's Laboratory Process:

Unionaire's research laboratory is the only one of its kind in the Middle East; where its designs undergo rigorous examination and improvement so that they comply with world standards.

After its engineers conduct their field studies on new and potential markets, its highly skilled scientists in its research and development laboratories begin a series of tests on its product technology. Key aspects such as humidity and pressure, temperature and immunity are thoroughly evaluated prior to considering its product manufacturing and development. Since Unionaire studies conditions of its export countries, it has the capabilities to test and try its product so that the product is 100% adaptable and resilient to the country's needs and climate. In addition, all raw materials imported are tested in its lab prior to assembly phase.

### Testing Products:

Every single unit is tested according to Unionaire quality control standards. Each stage comprises five steps of testing requirements. Quality control testing encompasses a vast variety of testing and checking to derive

the maximum quality product available. Unionaire's testing cycle falls into four stages: refrigeration cycle test, sound and vibration test, electrical test and function testing done by remote control. Each single unit undergoes these tests, which are conducted either by automation or by semi-automation.

Unionaire's follow-up services are divided into two categories: - installation and maintenance. Upon receiving the daily sales data from its distributors and dealers, its technical engineers review the data and orders are immediately executed for the next day's installation in addition to installing its products, Unionaire is committed to dispatching qualified technicians and engineers to oversee any maintenance concerns of clients. All information received from clients and end-users is filtered through its call centre, which then dispatches its technical support teams.



Unionaire places immense emphasis on after sales service and customer care from the client's initial inquiry to archiving individual needs, information and feedback through its exclusive call centre and database.

## RECENT DEVELOPMENTS

Unionaire is always keen to be present globally. It has participated at major fairs in Egypt and abroad. Unionaire has repeatedly exhibited in a number of international fairs across the five continents, in different countries to consolidate its presence in international markets and develop product awareness in a more direct way.

The presence at international fairs and exhibitions helps them to analyse the global market. Not only do such fairs help them to exhibit their products and services, they also provide an invaluable platform for interaction with buyers, engineers and potential partners of.

Presence at such fairs on a regular basis across the world has given strength to the company as international buyers and participants are able to recall, recognise and interact easily with them.

Unionaire has participated in Cairo International Fair which is considered the major exhibition held in Egypt where it gathers the biggest Egyptian and International Companies in all fields. Unionaire also participated in household appliances, in which it incorporated the leading companies for household appliances in Egypt and China.

On the 20th of March 2007 Unionaire held the biggest conference in the Arab Republic of Egypt for

its distributors, contractors and Unionaire representatives in Egypt, in the Arab countries and in Europe.

## PROMOTION

Unionaire's top priority is customer satisfaction. Once Unionaire's clients and end-users receive its products, the next step for Unionaire is to seek client's satisfaction and comfort. Sales is not the end of the line for the company; Unionaire places immense emphasis on after sales service and customer care from the client's initial inquiry to archiving individual needs, information and feedback through its exclusive call centre and database.

## BRAND VALUES

### Vision:

Product development and high technology together with creativity with an overflowing production via exporting worldwide makes Unionaire one of the major five leading companies manufacturing air-conditioners in the world. Developing new markets, locating new segments and expanding the company's product line makes them unique and different in the air-conditioning manufacturing field.

### Mission Statement:

Unionaire are an Arab

Manufacturing Company working in the field of air-conditioning production applying the latest High-Technology in order to satisfy international markets needs, paying due care to employees working inside the organisation and helps environment friendliness for their clients' safety and better living.

Unionaire maintains a special respect for the surrounding environment during every process of manufacturing. Its factories are located away from the urban centre. The company's respect for nature is maintained with the use of R407c and R410a refrigerants and the noise canceling production of their air conditioners.

[www.unionaire.com](http://www.unionaire.com)



## Things you didn't know about unionaire

Unionaire Group "Looking farther than your vision to formulate a new life" through the following brands:  
 Uniontech: White goods (stoves, waterfilters, washers and heaters)  
 Unionvision: Brown goods (T.V's and LCD's)

Superbrands