

Breathable buildings

Aldes Middle East director **Gaëtan Pierrefeu** says the trend for well-insulated, energy-efficient buildings is forcing more developers to consider ventilation requirements



Pierrefeu: There's often confusion between ventilation and AC.

What products or services does Aldes-Euroregister provide?

Aldes-Euroregister has four main product lines: fire-protection equipment such as fire-damper, grills and diffusers, air-regulation equipments such as VAV and VCD, and sound-attenuation products. Our flag-carrier products are fire-protection equipment and indoor air quality via the HVAC component and ventilation systems.

products, they are only looking at price, not quality. However, people are starting to realise that short-term profit is not the issue; they want to receive a good product and a high level of service.

Everybody has sustainability in mind, but it's time for developers as well as suppliers to make it a reality. Linked to this, people also need to consider indoor air quality. Building low-energy-consumption buildings means well-insulated buildings. As a result, you need a good ventilation system to supply fresh air to the people living or working in the building.

Is the importance of good ventilation within buildings recognised?

Good ventilation is not yet being considered. There is often confusion between ventilation of a building and the building's air-conditioning system.

Are developers interested in implementing quality fire and ventilation solutions, even if they do not intend to retain the asset?

Developers are now interested because these two aspects are becoming a selling point for buyers and end users.

What are the benefits of investing in these solutions at design stage?

Thinking of these two aspects at design stage will make it possible to make the best possible use of the solutions. The cost of inadequate health and safety solutions is high, whether it's casualties in the event of a fire or poor health of

the end-user due to bad air quality. The question is not the cost of equipment, but what are the benefits of using it.

For developers, having the right systems in place can be marketed as a point of difference.

How do health and safety regulations applied to building quality compare to international equivalents?

Regulations in this region are not as comprehensive as what we have in Europe, for example, but there is a move to define and establish regulations. GCC countries are now working on their own regulation; Dubai Fire Code will soon be published and Estidama has just published its rating system. However, this takes time. You cannot enforce a regulation overnight.

Please tell me about the new factory you have established in this region?

Aldes-Euroregister recently moved to a new manufacturing facility with a 7000m² production hall and 800m² of office space. This will enable us to give the best level of service from design and manufacturing to after-sales service. It will also allow us to comply strictly with the local needs of the market and, where necessary, adapt products to the local specification. **TBP**

VENTILATION CONSIDERATIONS

The first step is to work on the envelope of the building: how well insulated is my office tower or hotel, for example?

The second step is to think about the cooling of the building via an air-conditioning system.

The third step is to think about the indoor air quality of the building via a good ventilation system, which can be independent or linked with the air-conditioning system.

The fourth step is for people to consider ventilation, which will be triggered by the trend for energy-efficient, well-insulated and air-tight buildings, which is linked to ventilation requirements.

"HAVING THE RIGHT SYSTEMS IN PLACE CAN BE MARKETED AS A POINT OF DIFFERENCE"

Is the Middle East a key market for your products?

HVAC is a major consideration in all buildings here. There is also a big potential for indoor air quality and energy-efficient products, which are quite a new subject for this area.

What trends in demand for your products have you seen?

During the economic crisis, people tend to go for the cheapest possible