



## **Emicool introduces new logo to achieve strategic objectives, reflect efforts in energy-efficient district cooling**

**Dubai, 25 March 2019:** Emirates District Cooling Ltd (Emicool), a leading district cooling service provider in the region and wholly owned subsidiary of Dubai Investments PJSC, has unveiled its new logo in a move which will help the company to achieve its strategic objectives as it continues its journey towards recognition as an industry leader and a world-class provider of energy-efficient district cooling.

The introduction of the logo was made to mark a new era for the company as a wholly owned subsidiary of Dubai Investments. The revamp is influenced by the previous logo, but has been altered to better represent the brand's core values with the introduction of a symbol – the letter 'E' directed upwards at a 45 degree angle, inspired by a waving flag and representing fresh clean air.

Adib Moubadder, CEO Emicool, said: "At Emicool it is our strategic objective to be recognized, over the next five years, as an industry leader, serving 40,000 satisfied customers and energizing over half a million tonnes of refrigeration. We aim to do this through a sound business plan and operational excellence as we deliver our customer-focused district cooling services at a world-class level of reliability, efficiency and safety while supporting resources through sustainability and an environmentally friendly approach to our business, in line with the UAE National Agenda and UAE Vision 2021.

"This new brand identity highlights the integrity, accountability and innovation that powers our work at Emicool, and reflects our efforts in sustainability, corporate social responsibility and safety while reinforcing our position as a strong, recognizable and leading brand in district cooling."

To reach its strategic objective of recognition over the next five years as an industry leader serving over 40,000 satisfied customers and energizing over 500,000 tonnes of refrigeration, Emicool is planning for expansion through a service model which serves the residential, commercial and industrial sectors within the UAE while also expanding its offering to the same sectors outside of the UAE.



With its integral role in major projects currently transforming Dubai, such as Expo Village and Mirdif Hills, the new logo will strengthen brand recognition and raise awareness of the company's ambition to become the preferred provider of environmentally friendly, reliable and efficient district cooling services.

Established in 2003, Emicool provides cooling solutions for a number of major projects including Dubai Investments Park, Jumeirah Bay Island, Motor City, Dubai Sports City, Uptown Mirdif, Palazzo Versace and D1 Tower at Jaddaf. Emicool has also diversified its business model into other profitable areas, recently winning a contract for engineering, procurement and construction for the Deira Islands Night Souk, developed by Nakheel.

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