

# HACE

شركة مشاريع التدفئة والتبريد  
Heating & Air Conditioning Ent.

*Tailor Your Atmosphere*



Issue 01

March 2013

## “HACE IN JORDAN”

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Ahead Of The Race

**Jimex**  
**Jordan** **07**  
A vision for regional  
recognition

**Big 5**  
**Jeddah** **06**  
It is counted one of  
the most important  
events in Saudi Arabia

**INTERNATIONAL  
ECONOMIC FORUM** **06**  
**ERBIL**  
Window on Iraqi Market

**CRH 2013 EXPO** **06**  
**China**  
Horizon Expansion

# HACE ... Ahead Of The Race

*Tailor Your Atmosphere*

Heating & Air Conditioning Enterprises have recently grouped the names of its divisions (HACE – Royal Temp – Golden Star) into (HACE), while preserving the company's good reputation and expertise acquired in the past 30 years for providing high quality HVAC products, supplies and services.

HACE took the advantage of the strongly increasing demand on its high quality products and launched numerous expansion plans to increase the production capacity by double, increase the working staff by 30%, provide totally new products with wider range of choice, release new HVAC products series with new specifications and develop the existing products and services. HACE is based on a production facility of 30'000 m<sup>2</sup>

along with a storage area of 5'750 m<sup>2</sup>. HACE team consists of more than 500 highly skillful technical and senior engineers.

In 1976 HACE started the manufacturing of HVAC products and supplies in the Kingdom of Saudi Arabia. In 1980, the primary manufacturing plant was built in the Second Industrial City in Riyadh and from that point, HACE started the manufacture of air conditioning equipment, air devices, heavy duty centrifugal blowers, and pre-insulated pipes under the trade name "Goldenstar". In 2004, the company trade name was changed to "Royal Temp" and to be used for all products. In 2012, the name HACE was chosen to replace the old trade names and declare a new milestone in the company's history.

## COMPANY PROFILE

## WHO WE ARE

## OUR MISSION

## PROGRAM IN THE WORLD

*HACE were chosen as a final mark, to replace the old names as to declare a new milestone to the company's history.*

In continuation of its growth pursuit, HACE is eagerly following the recent HVAC technologies and developments by providing its employees with the best training sessions coupled with its wide knowledge of HVAC sciences and products. HACE high quality equipment has acquired various international certifications like AHRI, ETL, UL, CE, and ISO 9001 along with many vendor approvals from the governmental sector, semi-governmental and leading private companies.

Today, HACE is producing a huge variety of HVAC products, supplies and services that

will grant all of its customer's air comfort requirements to the least detail, "Tailor Your Atmosphere".

### Our Vision

Become customer's first choice regionally and be recognized globally for providing high quality air comfort solutions.

### Our Mission

Ensure total customer satisfaction for Air Comfort requirements by providing high quality, tailored, affordable, energy efficient and eco-friendly products and services.

## HACE is producing a huge variety of HVAC products





# HACE IN JORDAN

HACE regional office was established in Amman, Jordan in December 2012, which is located in Al-Maddenah Street. The goal of establishing this branch in Amman was to provide more support to our regional projects, better follow up of our customers and our ongoing projects.

HACE Jordan Office consists mainly of two teams, marketing team and technical team.

These two teams have many important responsibilities for HACE and its customers as well as other duties like public relations, events and exhibitions, HVAC design, pricing and quotations.

“We are looking to be costumers’ first and final choice regionally, as to be recognized globally, through providing the highest quality of air comfort solutions”

## NEW REGIONAL OFFICE



# HACE Participations

HACE mission is centric in providing whole satisfaction to its customers, for their air comfort needs, by providing high quality, tailored, affordable, energy efficient, and eco-friendly products and services. Direct contact, conferences and exhibitions are few steps taken towards better understanding of customers' needs and requirements. As a result, our teams participated and attended number of these events, such as: Big 5 Jeddah, ERBIL INTERNATIONAL ECONOMIC FORUM, and CRH 2013 EXPO



**Jeddah**  
"Big 5"

## Jeddah, Saudi Arabia in March 9 – 12, 2013

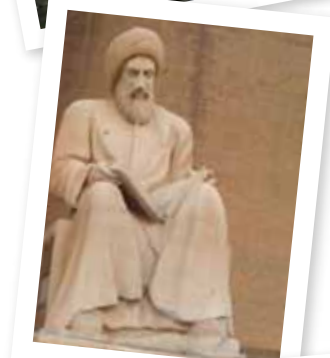
Heating & Air Conditioning Enterprise, HACE, participated in the Big 5 Saudi Exhibition, which took place in Jeddah Center. This exhibition is considered the biggest event in The Kingdom of Saudi Arabia that's mostly concerned with building & construction industry. HACE introduced a wide range of air comfort solutions that are fully manufactured by its factories located in Riyadh.



**Erbil - Iraq**  
"ERBIL INTERNATIONAL ECONOMIC FORUM"

## Erbil, Iraq in March 10-12, 2013

Erbil International Economic Forum was one of the important events in the region this year, in which Heating & Air Conditioning Enterprise, HACE, was present and represented by its Marketing & Sales Director Eng. Thaer Awad who gladly held a presentation about HACE, its vision and development plan, which included doubling the production capacity, factory equipment and finally the working staff.



## Shanghai, China in April 8-10, 2013

HACE was among the important guests who were invited to attend the CRH 2013 expo in Shanghai. HACE was represented in the exhibition by its General Manager, Eng. Omar Al-Dughaiter, Director of sales & marketing, Eng. Thaer Awad and Technical Advisor, Eng. Emad Mureb.

The CRH 2013 was an international event that combines the biggest manufacturers in the world under one roof.



**China**  
"CRH 2013 expo"

# Up Coming Event

As part of HACE vision in becoming globally recognized and moving another step forward in the region. HACE is attending the tenth international machines and electro-mechanical Exhibition, JIMEX, in Amman, Jordan as a sponsor and participant of the event. HACE will be introducing a wide range of its products and air comfort solutions including Chillers, Air Handling Units, Package units, Fan Coils, VAV, Sound Attenuators, Grills, Diffusers and more. In this four day event, HACE will be located in booths B2, B3 and B4.

As part of the online service provided by JIMEX, you can check our location in the event by checking their website, in which all required information and contacts are available. The exhibition will be in Amman International Motors Show Center next to the ministry of foreign affairs, as announced by the JIMEX committee. This event will include many industries such like machinery, HVAC & refrigeration, water & gas technologies, electricity, energy & renewable energy and security & safety systems.



Visit us at JEMIX  
Booth number B2, B3 & part of B4  
3<sup>rd</sup> - 6<sup>th</sup> June  
4:00 pm - 10:00 pm  
Amman, Jordan



# HACE

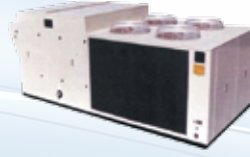
شركة مشاريع التدفئة والتبريد  
Heating & Air Conditioning Ent.



AIR COOLED WATER CHILLER 48 - 486 TR  
Screw-Reciprocating



AIR HANDLING UNIT  
(SINGLE & DOUBLE SKIN)  
300 - 200,000 CFM



PACKAGED AIR CONDITIONING UNIT  
2 - 100 TR



SLIM DUCTED CEILING  
FAN COIL UNITS



HIGH PRESSURE FAN COIL UNIT



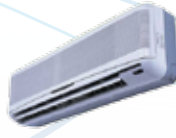
AIR COOLED CONDENSING UNITS  
2 - 160 TR



FAN COIL UNITS  
200 - 1,300 CFM



CASSETTE TYPE  
AIR-CONDITIONER



MINI SPLIT UNIT  
9,000 - 32,000 Btu/hr



ROOM A/C UNITS  
WINDOW SERIES



PRE-INSULATED PIPE



Ceiling/Side wall Diffusers



Back Draft Damper



Duct Heater  
HF Series



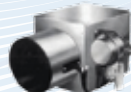
Duct Heater  
CHMS Series



Variable Air Volume (VAV)  
MODEL S



Variable Air Volume (VAV)  
MODEL SX



Variable Air Volume (VAV)  
MODEL V



Variable Air Volume (VAV)  
MODEL SR



AIRFOIL FANS  
225 - 340,000 CFM



VANE AXIAL FAN  
3,000 - 250,000 CFM



Sound Attenuator  
Round Type



Sound Attenuator  
Rectangular Type

## FACTORY

T | 966 11 265 1500

F | 966 11 265 1521

@ | mkt@hace.com.sa

## AMMAN OFFICE

T | 962 6 554 0353

F | 962 6 554 0352

@ | hace.jordan@hace.com.sa

## RIYADH OFFICE

T | 966 11 478 5147

966 11 477 2515

F | 966 11 477 1740

@ | riyadh@hace.com.sa

## JEDDAH OFFICE

T | 966 2 665 5595

F | 966 2 665 5642

@ | hace.jed@hace.com.sa

## AL - KHOBAR OFFICE

T | 966 3 894 3337

F | 966 3 894 1478

@ | hace.kho@hace.com.sa



*Tailor Your Atmosphere*

www.hace.com.sa

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