

"In

order to in order to stay on the top...
one must always be different."

This justifies the efforts done to come up with our new image, the image that crowned our improvement in many fields, be it operational or managerial.

We decided to "uplift" our logo to reflect our revived vision, while keeping the general elements we have been building on for decades and made us recognizable.

Since the early days, Safid did not go into such a major change in its image, and as we are defining new standards to the industry, we found it mandatory to introduce a new image perspective... and we did!

The new Logo reminds us of the old one, mainly the company initial (letter S) that was initially preserved to help keep our products easily identifiable. However, an improved color coding and the modern typography gave our image the desired uplift.

Of course this did not end here. We are in the process of changing all our publications and printing material. Very soon, a newly developed website will kick start providing our clients an even better service and a reliable source of information on each and every product and service we provide. So stay "online".

At Safid, we strive to show our best, but we always make sure to keep our heritage that we are proud of.

New LOOK... Same Heritage



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In Brief:

Safid Solutions (Attenuation Selection Software)

In this issue, it is critical to highlight on the solutions we provide to our clients, one of these solutions is the Attenuation Selection Software.

Attenuation Selection Software is carefully developed at SAFID to help accurately select the best and suitable sound attenuator among our range that meet the desired frequency based on the input data.

The required input data are the Total Air Flow (m³/s) and the sound power level; and are normally given by the manufacturer of the equipment.



Again, Safid proves to be a total solution provider and a true partner to our clients, by providing the latest and best techniques and tools that helps improving the quality of our industry.

Fax Transmission & Post to: 00 966 1 460 0080

8 December 2007

00915UR25L13A/UTDmsh

Mr. Jamal Jaafar
South Air Distribution Systems Co. Ltd (SAFID)
P O Box 15300
Riyadh 11444
Kingdom of Saudi Arabia

Dear Mr. Jaafar

Attenuator Tests - Catalogue Data

We have completed our calculations and extrapolations of the attenuator SS test data. The table attached (Appendix A) contains the data for inclusion in the catalogue for the 4 types of attenuator SA20-75, SA20-100, SA20-150 and SA20-200%, for all lengths from 600mm to 2400mm.

The Static Insertion Loss, Generated Noise Level and Pressure Loss were tested in accordance with BS 4718 1971 'Methods of Test for Silencers for Air Distribution Systems'. The standard lays down the methodology for taking measurements and calculating the values from those measurements and states the tolerances on the accuracy of the testing procedure.

The tables attached contain the relevant values taken from our laboratory test measurements and calculations/extrapolations and are adjusted in the normal fashion (eg. limiting the published Insertion Loss performance to 50 dB etc.)

The data for the catalogue (Appendix A) is attached.

If you have any questions please contact us.

Yours sincerely,

Jack Datzel

Jack Datzel
Consultant
For and on behalf of
Sound Research Laboratories Ltd

Checked by:

[Signature]

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Holy Month of Ramadan

Safid Family would like to express true feelings on the commence of the Holy Month of Ramadan; hoping that all the blessings of this holy month shine over us and all over our region.

In this occasion, we are sorting some healthy tips that you may need to consider during the fasting days:

- Eat suhoor just prior to dawn. This morning meal is generally recognized as the single most important meal of the day. Do not overeat, though. Focus on taking in foods that are rich in complex carbohydrates and protein, fruits or vegetables, and plenty of water.
- During the hottest part of the day, stay in cool areas (indoors or in shade) and limit your physical activity. Rest if possible.
- Avoid overeating when breaking the fast at sunset. Break your fast with dates and either milk, water, or fruit juice.
- After the maghrib prayer, continue with a light starter such as soup and crackers. After a long period of fasting, you need to bring your fluids and blood sugar level up without overdoing it.
- During the early evening (after maghrib), have a healthy and balanced dinner. Do not overeat, and be sure to drink a few more glasses of fluids.
- Choose a "dessert" of fresh fruit and nuts. Those are much healthier than chocolates other sweets.
- Sip on water throughout the evening. Aim for 8 glasses by bedtime. To help you keep track, fill and refill a water bottle with a measured amount of water, and be sure to finish it.



What is SMACNA Standard?

How can you determine if your installation meets those standards?



SMACNA is an acronym for the Sheet Metal and Air Conditioning Contractors National Association.

The SMACNA Association was founded in 1943 to establish minimum HVAC installation standards and a commitment to a higher level of installer competence.

SMACNA has more than 60 years of developing and instituting standards of quality within the mechanical trades. These standards are utilized and recognized worldwide by the construction and design communities.

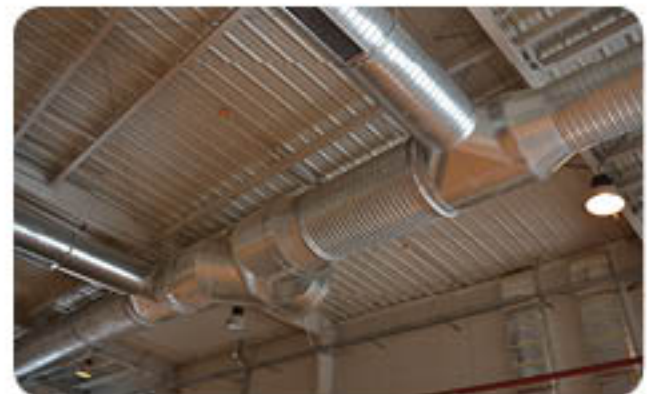
The purpose of the SMACNA Association is to provide intensive HVAC industry education, foster relationships between members of related organizations, to research and develop standards, provide adequate studies on present and future industry issues, and to provide journeyman and apprenticeship training of industry members.

SMACNA standards and technical manuals address all facets of the sheet metal and duct-board industry; from duct construction and installation to air pollution control; from energy recovery to roofing; from seismic restaurant guidelines of mechanical systems to duct cleanliness for new construction; from duct sealing to proper smoke/fire damper installations; from duct fitting selection to builder code updates.

Why do your contractors specify SMACNA standards in their bid packages?

SMACNA has invested in their standards over 60 years of experience with what works and what doesn't work, and has addressed many congruent problems with solutions. They have written it all down in technical manuals and developed the corresponding apprenticeship training.

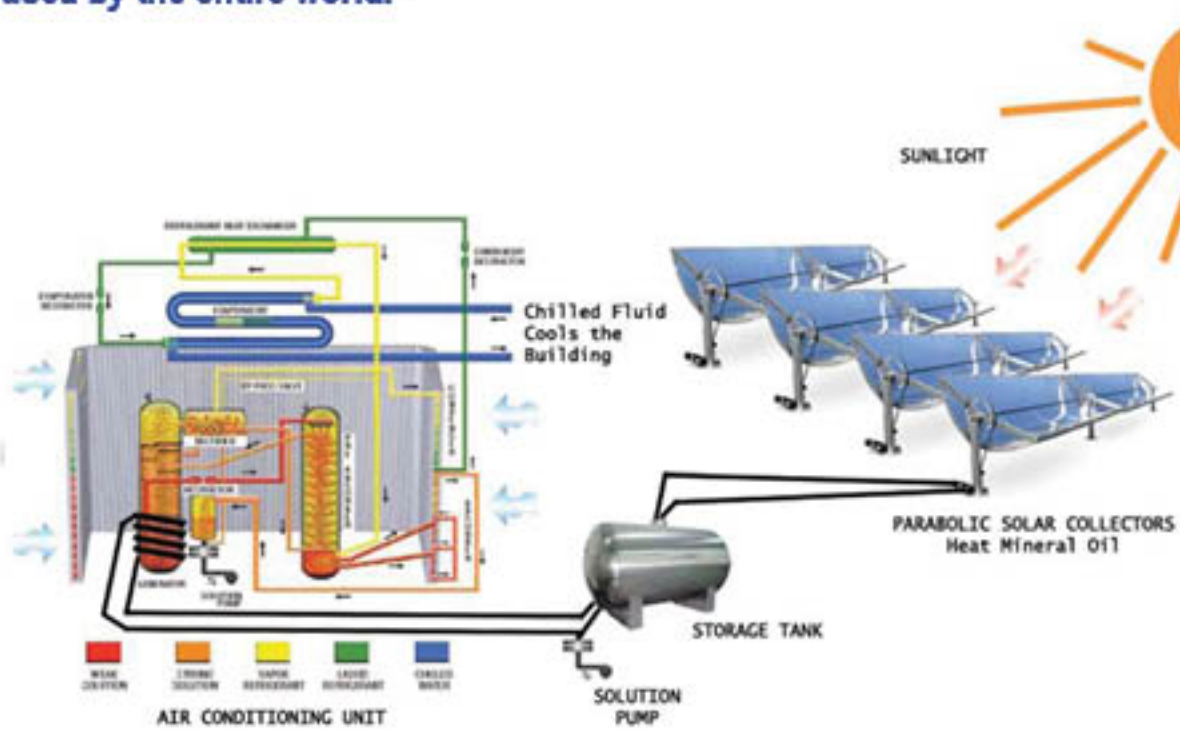
Your customers ask you to meet SMACNA standards because they know that these standards meet a higher level of performance for the installation. Plainly said, SMACNA standards are just the right way to do it. How can you determine if your installation meets those standards?



SMACNA standards are just the right way to do it.

Sector Focus - Solar Air Conditioning

"The sunshine that strikes the GCC each year contains more energy than all the fossil fuels used by the entire world."



What is Solar Air Conditioning?

There is no question that the sun provides an incredible source of energy; the difficulty is in capturing that energy effectively and putting it to practical use. Although the more commonly known PV, or photovoltaic, solar panels are effective, the electricity generated is used to operate your household lighting, computers, and appliances. Given that your air conditioning unit generally requires the most electricity to operate, especially during the hot summer months, the most efficient AC system would operate fully on the power of the sun.

Therefore, Solar powered air conditioning systems is one of the most efficient and cost effective solutions for commercial air conditioning.

A new trend is now emerging, that is providing a heating and cooling system that requires no electricity to drive the air conditioning cycle. The thermal solar system provides the required energy to operate the air conditioning unit. The air cooled chiller is itself a cleaner and more efficient system than standard air conditioning units. The only electricity used is to power a small water pump and the fan, using about 1/15 the electricity of a conventional Freon air conditioner.

How Solar Air Conditioning Works?

The solar air conditioner / solar heater is powered by solar energy collected in the evacuated tube solar thermal panels. The thermal energy collected is then delivered to the solar powered chiller using a special antifreeze solution and a simple but carefully designed system of pipes, pumps, and controls.

Is the the Solar Air Conditioning Costly

Solar absorption chillers are very low in operating and maintenance costs, and consume little or no electrical energy. Essentially the only parts that use electricity (as mentioned above) are low amp fan motors and small pumps that move the thermal transfer fluid (Corn Glycol, a food-grade antifreeze) from the collectors to the chiller and then back up to the collectors. Inside the unit is another small pump that circulates the refrigerant. There is no "compressor" to consume power. All of these small electrical loads can run from solar PV panels if desired, meaning zero operational costs for the solar air conditioning system.

Solar cooling has the direct ability to drastically lower your energy and operating costs.

A PRODUCT in SPOTLIGHT: Fire Dampers (Think Preventive!)



Fire Dampers are typically intended to be used as part of the HVAC duct system when passing through a fire rated barrier (walls, partitions, floors). The trigger mechanism is a heat fusible link that when activated, impedes the passage of high temperatures into and through the duct system. Therefore, the Fire dampers are passive fire protection products used in heating, ventilation, and air conditioning (HVAC), that provide an automatic means of localizing areas of fire in ventilation systems.

Curtain Type and Blade Type are the two major types of fire dampers, where, at Safid we provide high end fire dampers with several models within each of the mentioned types, for example: Damper with Round or Oval Spigot, Damper with Blades in or outside the air stream...



The Fire Damper consists of perimeter frame case and interlocking shutter type or shut of blades with overlapping interlocking joints and side seal to close the gap between the case and the blade. As standard the case is equipped with stainless steel springs and a fusible link, a heat sensitive device (usually set at 74°C). When the fusible link opens it releases the damper components to close. When the damper components close the damper will restrict the migration of fire.

Our Curtian Type Dampers are UL Classified (UL555) where they have been tested by an independent authority (Warrington Research Center) according to British Standards 476 Part 20, 1987 for a period of 4 hours (see photo)

Check Products & Accessories Catalogue; Edition 3; Section 2/48 - 2/81

Project in SPOTLIGHT

Holy Haram Expansion

Custodian of the Two Holy Mosques King Abdullah laid the foundation stone for the historic expansion, which covers 400,000 square meters northwest and northeast of the mosque. The new design of the mosque allows the Makkah Mosque to hold more than 3 million Muslim worshippers at a time.

Al-Shamiya project is integrated into the structural plan for the development of the central region of Makkah and aims to develop the physical environment commensurate with the nature of the Holy Mosque. Under the project, the road network will be restructured in order to expand the Holy Mosque and accommodate the largest possible number of worshippers. The project will separate pedestrian and vehicular movement to ensure public safety for residents and visitors, safe and rapid exit of pilgrim crowds from the north and alleviate urban development pressure on the area directly bordering the Holy Mosque.



The project also aims to expand the sanctuary grounds to the north and northwest. Developers will benefit from the link to interior Shamiya and there will be real estate value-distribution of the development process.

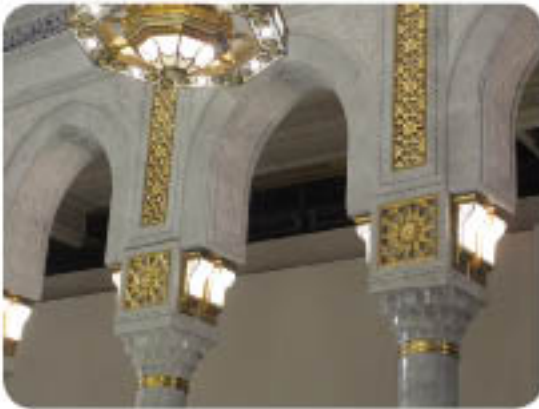
The project will comprise three parts: construction of a new building; expansion and development of courtyards around the mosque, including walkways, tunnels and toilets; and development of service facilities for air-conditioning, electricity and drinking water.

The project is part of a series of developmental projects launched by the Saudi Government for the region surrounding the Holy Mosque, so as to meet the needs of its visitors. It extends from the fringes of the Holy Mosque to beyond the second circular road to the north and from the Holy Mosque Street to the east and Jabal al Qaaba road to the west.



When completed, the Shamiya project will accommodate about 250,000 people more and increase capacity to about 400,000 worshippers.

The new design of the mosque will house other facilities around the area that include conference halls, residential buildings, command centers to control the flow of traffic, security and other services. The new infrastructure will continue to seek improvements over the current infrastructure by eventually making it extremely easy for pilgrims to get in and out of the Haram Mosque compound with fewer difficulties.



The expansion project will include pedestrian bridges as well as more shaded space to protect worshippers from the sun. Also, a number of new multistoried hotels will establish at the end of the courtyards of the new expansion. Vast pathways will be created between the buildings for pilgrims and worshippers to reach the mosque. The project also covers development of the Jabal Hindi area.

A new railway, costing \$1.8 billion, was launched last year to link the holy sites around Mecca to ease pilgrim transport. Another project, the high-speed Haramain Railway, will link the holy cities of Mecca and Medina to the Red Sea port of Jeddah, an entry point for millions of pilgrims, to relieve road congestion.



The Saudi Railway Organization approved the second and final phase of the Haramain Railway project, which includes the construction of tracks and installation of signal systems, as well as the procurement of rolling stock.

We at Safid, moved along with the project since its early start-ups, and invested all our long term experience and know how in large scale projects to provide the best suitable products. Piece-of-art and customized products are specially designed and produced for the Holy Haram Historical Expansion Project, while maintaining international standards for the quality and performance of these products.

Among the products produced and delivered:

- Pre-Insulated Stainless Steel Spiral Ducts
- Custom-made Stainless Steel Jet Nozzles with specially designed decorative plates
- Stainless Steel Fire Dampers & Accessories
- Stainless Steel Plenum Boxes
- Stainless Steel Double Wall Rectangular Ducts
- Stainless Steel Security Grilles (3mm thickness) with Decorative Plates

Being part of such project is an honor and a success story that will definitely keep us on top of our industry to seek perfection in production and successful partnership with our clients.

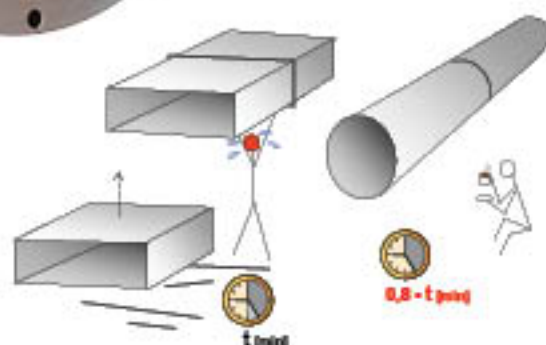
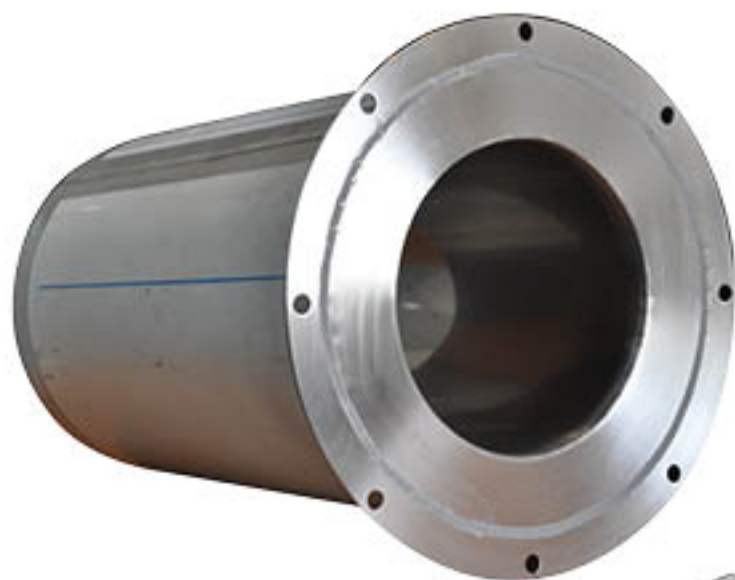
Main Contractor: Saudi Bin Ladin Group (SBG)

Electromechanical Contractor: Advanced Vision





20 % Economical



SAFID Round Solution...

The Natural Way of Moving Air Through Ducts

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