

BEHIND THE SCENES SOLUTIONS IN HOSPITALITY

DISCOVER HOW PLUMBING AND SANITARY SOLUTIONS
ARE MAKING ALL THE DIFFERENCE TO THE REGION'S
HOSPITALITY INDUSTRY.

COST EFFECTIVE SUSTAINABILITY

REDUCING OPERATING
COSTS THROUGH
GREENER PRACTICES

THE VALUE OF RELIABILITY

HOW GUESTS AND
OPERATORS CAN GET
A GOOD NIGHT'S SLEEP

SPOTLIGHT ON THE REGION

INSIGHTS INTO
TRENDS IN THE
MIDDLE EAST & AFRICA

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YAS Viceroy, Abu Dhabi, UAE.
Product installed: Sanit concealed cisterns.

BEHIND THE SCENES

HOW GUESTS AND OPERATORS CAN GET A GOOD NIGHT'S SLEEP.

IT'S 2 AM YOUR GUEST HAS JUST STEPPED OFF A LONG HAUL FLIGHT, CHECKED WEARILY INTO THE HOTEL, AND HAS A MEETING SCHEDULED FOR 8.30 AM PROMPT. WHAT THEY NEED IS A GOOD NIGHT'S SLEEP.

Surprisingly their hotel experience won't be shaped by your meticulous five-star service, your luxury appointed rooms or even the hotel's award-winning F&B. It is destined to be something far more basic than that. Something hardly perceptible, in fact something buried behind the walls of their room.

Imagine as your tired guest steps into the elegant bathroom for a quick wash before retiring to bed. Then witness the startled look on their face as they are greeted by the thunder of gushing water that is rapidly pooling around their feet. Hardly the five-star experience that they expected, wouldn't you agree?

It is these experiences that not only prevent a guest from getting a good night's sleep, but also owners and operators. It's a shocking statistic but almost 90% of the expenses incurred in hotels can be attributed to operating costs. These unfortunate incidents, which are largely the results of poor quality materials, incur undue strain on your budget whilst giving guests a very poor impression of your property and will be less likely to return.

When you consider hotel revenue streams, one of the first things that you think of is room-sales. Rooms, on average, represent 64 per cent of the revenue generated, and to achieve optimal occupancy rates it is necessary to ensure

that the rooms are efficient and meet expectations. This means no creaking or bursting pipes, noisy toilets, odd smells and certainly no costly refurbishment that takes far longer than anticipated because integral plumbing has to be ripped out. Components like tiles, tap fittings and sanitary solutions are a frustratingly big add-on and need to be avoided at all costs.

UNSEEN, UNHEARD SOLUTIONS

By getting involved in the invisible element of your hotel you have the opportunity to control an important cost driver in your hotel, operating costs. And finding a reliable company with high quality products is the first step in that process. Reliability, durability and reduced risk are all top of your agenda to ensure a healthy ROI and a property that runs with seamless efficiency.

With 16,200 employees worldwide and a vast portfolio of recognised European brands,

By getting involved in the invisible element of your hotel you have the opportunity to control an important cost driver in your hotel, operating costs.



Kempinski Hotel Mall of the Emirates, Dubai, UAE. Product installed: Sanit concealed cisterns.

Aliaxis provides a one-stop solution for plumbing and sanitary systems. This includes everything from hot and cold water systems, soil and waste systems, and concealed cisterns. The comprehensive product portfolio includes leading reliable brands such as SANIT, Wefatherm, Akatherm, Marley, Redi and many more. The bottom-line is that by choosing Aliaxis you will ensure a good night's sleep for everyone.

PRODUCTS RENOWNED FOR THEIR RELIABILITY AND DURABILITY

Unfortunate incidents such as water leakages play havoc with both your guest's stay and your operational costs and require high quality products that are renowned for their reliability and durability. Aliaxis is the perfect solution provider with products that comply with the highest European and international standards. This is also reassuringly accompanied by local support and both product and group insurances.

Avoiding the unpleasant episode described earlier is easily achieved through German made products such as Wefatherm PP-R piping. This high quality and proven product offers leakage free systems that reduce maintenance costs and increase sustainability while complying with legislative and environmental regulations. The combination of properties such as resistance to internal pressure, flexibility and impact have made PP-R the material of choice for safe and long-lasting installations. In addition

it has excellent engineered resistance and does not suffer from corrosion when exposed to iron particles. Testing via international certifications such as ISO 15874 has unequivocally proven that its service life is impressive.

Another positive benefit is that PP-R and other plastic systems are much easier to replace during refurbishment which generally occurs about every ten years or so in the hotel industry.

Other solutions, which ensure guest comfort include products such as Akatherm's dBlue acoustic drainage system which reduces noise levels to a minimum whilst completely reducing odour nuisance and SANIT concealed cisterns which not only add to the aesthetics of the bathroom with their space saving solutions and elegant push plates, but are hygienic with almost silent flushes.

WHY WAIT FOR A DISASTER TO HAPPEN?

When you think about it, you shouldn't have to wait for a



disaster to happen. It makes good sense to get involved from the outset of a hotel build by investing in reliable products which reduce liability and lower risk. It is often the use of lower-quality products at early phase of construction that lead to the unfortunate incident described earlier.

SPOTLIGHT ON WEFATHERM PP-R PIPES AND FITTINGS



Production: Developed and manufactured in Germany for over 25 years



Materials: Polypropylene Random Copolymer (PP-R) manufactured with advanced mould and process technology



Certifications: ISO9001, ISO14001, ISO 15874, DIN 8077/8078, DVGW approved, certified by WRAS and the Singapore Green Building Council as a 'Good Building Product'

“If only about 1% of hotel building costs are plumbing – why not invest 0.2% more and build with a reliable Aliaxis system?”

Construction costs make up over 50 per cent of the capital cost investment per room.

Building a typical five star hotel in the Gulf and African region is a major financial undertaking mounting on average to about 24 million US dollars (Source: AECOM Hotel Build Cost Guide). Most owners and developers leave procurement to quantity surveyors, consultants and contractors and are largely unaware of how potential problems in the future might affect operational costs.

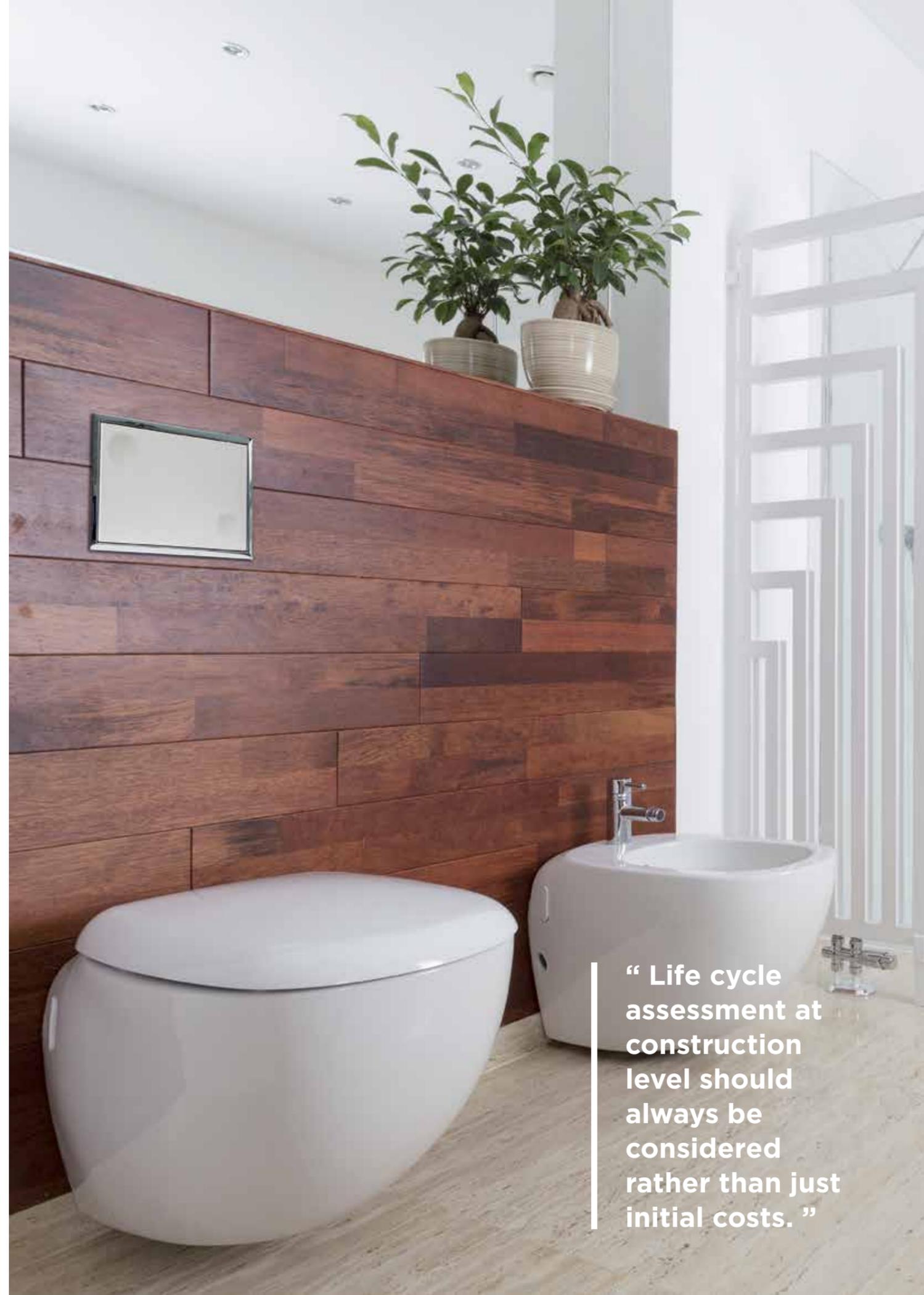
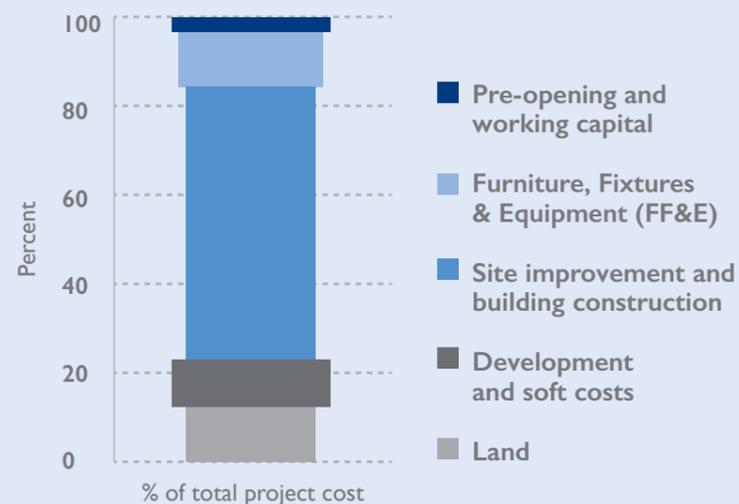
Working with the contractor and consultant to understand the procurement options and considering the appropriate balance between price and risk can make all the difference in the long run. Reliability is high on the agenda when choosing your materials and it is the seemingly smallest things that can make the biggest difference. Take plumbing for example. If only about 1% of hotel building costs are plumbing – why not invest 0.2% more and build with a reliable Aliaxis system that can save you costly headaches further down the line?

Life cycle assessment at construction level should

always be considered rather than just initial costs. This is why partnering with a renowned global leader such as Aliaxis ensures reliable and sustainable answers. Life cycle thinking is ultimately strategic and cost effective and Aliaxis puts this high on its agenda. All its high quality European products are supported by global Research & Development (R&D) Centres which specialise in the



AVERAGE INVESTMENT COST BREAKDOWN FOR HOTELS AND RESORTS



“ Life cycle assessment at construction level should always be considered rather than just initial costs. ”

DID YOU KNOW?



The average hotel build in the Gulf region costs

6,904,158\$



The average hotel build in the African region costs

20,406,649\$



Plumbing accounts for approximately

1% of this cost

*SOURCE FOR HOTEL BUILD FIGURES: AECOM
Hotel Build Cost Guide based on mid-market product*

development and modification of materials, long-term performance and durability studies and process modelling as well as the evaluation of new processing and jointing technologies. These measures contribute significantly to long-term performance, which in turn minimises operation costs and maintenance.

A PROVEN CLIENTELE

Aliaxis has the distinct advantage of being a proven supplier to hotels around the globe for many decades and this gives added peace

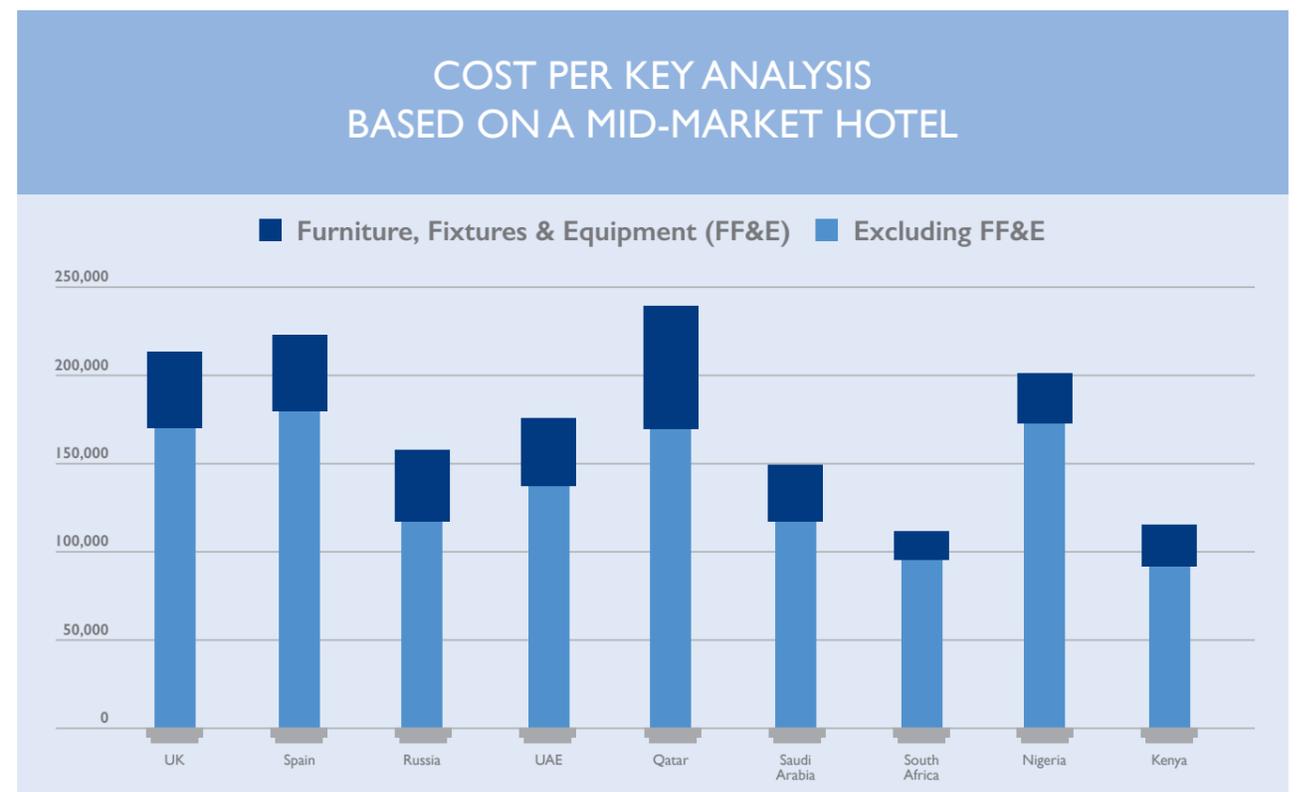
of mind that you can be assured of a long and lasting relationship. The Group's global reach extends to over 40 countries with 100 manufacturing and commercial entities and in addition to the well-established markets of Europe and North America, it has operations in Latin America, Australasia, Asia and the Middle East and Africa.

Experience and meticulous attention to detail are values that are recognised in the hospitality industry, and with Aliaxis you can be assured of exactly those same values. Innovative products such as Wefatherm PP-R hot and cold water supply systems, Marley drainage systems, and SANIT concealed cisterns, push plates, and shower channels were recently chosen by Hyatt Regency properties in Ethiopia and Tanzania. Closer to home, the Park Hyatt in Abu Dhabi installed Akatherm HDPE in its prestigious development on Saadiyat Island.

In addition, the Kempinski Hotel, Accra; Fairmont Hotel The Palm, Dubai; and the Double Tree Hilton Hotel which is being built in Riyadh also selected Wefatherm for its quality and reliability. Furthermore, several leading hotels such as the Viceroy Hotel in Abu Dhabi and the Kempinski at Mall of the Emirates are using SANIT products.

As the development pipeline continues to grow in the Middle East and Africa (29% YOY, Source: Hotel News Resource), hospitality players are faced with the challenge of reconciling short-term

investments of construction and behind the scenes reliability with the long-term business goals of profitability. Ultimately in-depth understanding of these operational challenges combined with superior products, innovation and best practice is a key consideration and this is why Aliaxis is the best choice. 



SOURCE: AECOM

FUTURISTIC DESIGN & SPACE AT YAS VICEROY

THE YAS VICEROY HOTEL IN ABU DHABI IS UNDOUBTEDLY ONE OF THE EMIRATE'S ARCHITECTURAL ICONS. EXEMPLIFYING THE EPITOME OF INSPIRATIONAL DESIGN, THIS FIVE STAR LUXURY HOTEL SITS IN THE MIDST OF HIGH PERFORMANCE CARS, LUXURY YACHTS AND OF COURSE THE WORLD FAMOUS FORMULA 1® RACE CIRCUIT.

Set half on land and half on water, Yas Viceroy Abu Dhabi connects by a link bridge to both Yas Marina Circuit – home of the Etihad Airways Abu Dhabi Grand Prix and the Yas Marina Yacht Club. Opened in November 2009, the hotel offers 499 luxuriously appointed rooms in a 68,214 square-metre complex.

THE CHALLENGE

Yas Viceroy is known for its futuristic design and distinctive aesthetics. Optimal space and elegant aesthetics were required to create the spectacular bathrooms that included all glass areas with remarkable features like sculptural standalone bathtubs.

THE SOLUTION

To create the space required for a seamless and elegant design, Yas Viceroy used Aliaxis Group's SANIT concealed cisterns. These best-selling German engineered products are suitable for floor and wall mounting and can be accompanied by a variety of push plates which perfectly complement the futuristic design of the property. Hotel

design directly affects the price you can charge so ensuring that the product reflects the design ultimately plays a part in ROI. The space-saving advantages were an immediate bonus as standard concealed cisterns require at least 12 to 14 cm in depth. Fortunately SANIT concealed cisterns are supplied in a variety of different sizes right down to 8 cm and this proves an immediate advantage when space is so precious in achieving maximum design potential. Added to that designers have the liberty to select from a comprehensive range.

In terms of sustainability, the new water saving flush valve carries the prized Water Efficiency Label (WELL) and in fact even exceeds the maximum requirements

making it a reliable choice 'best in industry'. The dual flush can be adjusted to a maximum flush of 7 litres and minimum flush 2 litres.

The use of SANIT at Yas Viceroy is testament to the fact that sometimes it is the thoughtful behind the scenes solutions, the non visible elements of a bathroom, that allow interior designers the ultimate freedom to create inspirational spaces. 



“ Hotel design
directly affects
the prices you
can charge.”



SPOTLIGHT ON YAS VICEROY, A LANDMARK AMIDST FORMULA 1® CIRCUIT IN ABU DHABI

-  **Product:** SANIT concealed cisterns and operating plates
-  **Year of Completion:** 2009
-  **Developer:** ALDAR PROPERTIES
-  **Contractor:** AL FUTTAIM CARILLION

HOW COMFORT DEFINES YOUR HOTEL BRAND.

THE CHANCES ARE THAT MANY OF YOUR GUESTS ARE WELL-SEASONED TRAVELLERS AND HAVE CHECKED INTO A MULTITUDE OF HOTELS ACROSS THE GLOBE. HOWEVER, IT MIGHT COME AS A SURPRISE THAT ONE OF THE FIRST THINGS THEY CHECK OUT IN YOUR HOTEL IS THE BATHROOM.

Hotel bathrooms are scrutinised for comfort and have become the ultimate indicator of whether a hotel is contemporary, stylish and upmarket. So in many ways they become a symbol of the brand itself. This is especially the case in places like Dubai where upscale, upper upscale and luxury hotel rooms (4* to 6* stars) account for 52.6% of Dubai's total existing supply and 61.9% of the additional projected supply (Source: Emirates NBD Research: Sector Updates September 2015).

This means that competition is tough and bathrooms have to be an oasis of comfort where form and functionality meet aesthetic sophistication. And for hotel operators and owners, this has to be not only cost



effective but be enticing and aspirational enough to ensure that guests return. Once the interior designer has created the perfect space defined by comfort, luxury and

elegance - the statement rain showers, the exquisite tiling and the spa taps - it's actually the invisible things that will ultimately matter.

Noise can interfere with sleep, rest and conversation and cause fatigue, irritability, headaches and stress. So no matter how well conceived the design of the bathroom is, comfort will eventually come down to those finer details of functionality.



Noise is the number one complaint in guest satisfaction surveys - good sound insulation will ensure a good night's sleep, even in unfamiliar surroundings.



3.84 days

is the average hotel stay in Dubai

SOURCE: The Department of Tourism & Commercial Marketing.



It won't take long before your guest begins to figure out where corners might have been cut. Consider the likes of creaking and groaning pipes and thunderous and obtrusive flushes.

“Hotel operators and consultants realise that attention to detail is key to comfort and Aliaxis provides a number of sanitary solutions that set benchmarks for design and technology.”

THE IMPERCEPTIBLE THINGS MATTER

And those imperceptible things that make the difference, simply because they ARE imperceptible. Hotels in the Middle East and Africa require reliable drainage and plumbing solutions with the peace of mind that technical assistance is readily available. This is why it is reassuring to work with Aliaxis, a European company

that has been putting comfort and innovative excellence at the forefront for decades. Aliaxis has a worldwide network with offices in the Middle East and Africa and realises that attention to detail is key to ultimate comfort. Its sanitary solutions set benchmarks for design and technology.

Comfort can often come down to the smallest details. The idiom "Too close for comfort"

becomes a harsh reality when you hear the distinct flush of a stranger's toilet in adjoining guest room. It's the epitome of uncomfortable. No matter how luxurious your hotel room might be, your experience is immediately unpleasant.

WHAT IS QUIET? A DECIBEL EQUIVALENT

Used in conjunction with acoustic pipe clamps, the

Akatherm dBlue drainage system uses a 3-layer pipe structure to reduce noise levels to 19dB(A). This means that sound transfer is practically non-existent leading to an optimum comfort experience for hotel guests. Just to put 19dB into perspective - it is equates to the sound of gentle breathing or almost the sound of a pin dropping.



Kempinski Hotel Mall of the Emirates, Dubai, UAE. Product installed: Sanit concealed cisterns.

WHAT IS QUIET? A DECIBEL EQUIVALENT



Attention to the finer details is also evident in the new SANIT LIS push plate. There is nothing worse than disturbing a good night's sleep by being rudely accosted by a glaring bathroom light in the middle of the night. This is no longer necessary by virtue of the LIS gentle illumination feature. When your guest enters the bathroom and steps into the sensor's detection range, a discreet LED light strip lights up and then switches off automatically after a pre-set time of two to eight minutes. What's more, the push plate is manufactured in a number of finishes ensuring that aesthetics and comfort go hand in hand.

SANIT concealed cisterns have also fast become the first choice for today's

modern, designer bathrooms. These ensure space-saving advantages as most concealed cisterns need at least 12 to 14 cm depth. In the case of SANIT its industry leading depth of just 8 cm ensures that there is plenty of room to create elegant and aesthetic bathrooms as is perfectly demonstrated at the Viceroy Hotel Abu Dhabi, the Mövenpick Hotel JBR in Dubai and the Kempinski Hotel at Mall of the Emirates in Dubai.

For hoteliers there is also the comfort of knowing concealed systems such as SANIT are easy and rapid to install, comprise of few components and are simple to maintain. The low noise fill of just 13 dB means that they attain Noise Class 1 credentials for

acoustic comfort. In addition to that, dual water saving technology of 7 down to 2 litres not only exceed industry requirements, but ultimately mean lower operational costs as it allows a minimum small flush of only 2 litres. In terms of incorporating them into the design of the bathroom, it's also good to know that they are universally compatible with all international ceramic, piping and sanitary brands. The universality gives enormous freedom in terms of choice in design and convenience.

Hotels are becoming ever more impressive and towering and it is important that plumbing solutions are carefully considered very early on. High-rise buildings are particularly complicated as

more pressure can build up in the pipes leading to bad odours. As your guest enjoys sweeping panoramic city views and enjoys the comfort and luxury of their bathroom, nothing could be worse than a malodorous lingering smell.

The cause behind this potential problem is that a lot of soil and wastewater is produced daily by toilets, bathtubs and showers. This means that the drainage is subject to pressure build up which results in the water traps expelling bad odours into hotel rooms. This can be resolved by building a ventilation stack but this is quite complex and takes up a lot of space affecting the aesthetics of the hotel.

Thankfully by partnering with Aliaxis, and especially in the case of higher constructions, a much more innovative system called Akavent will ensure that none of this is necessary. Akavent creates more space for thoughtful design and controls pressure in the pipes so that your guests will never ever have to suffer the discomfort of smelly sewer gases in their bathroom.

WHERE COMFORT MEETS COST EFFECTIVENESS

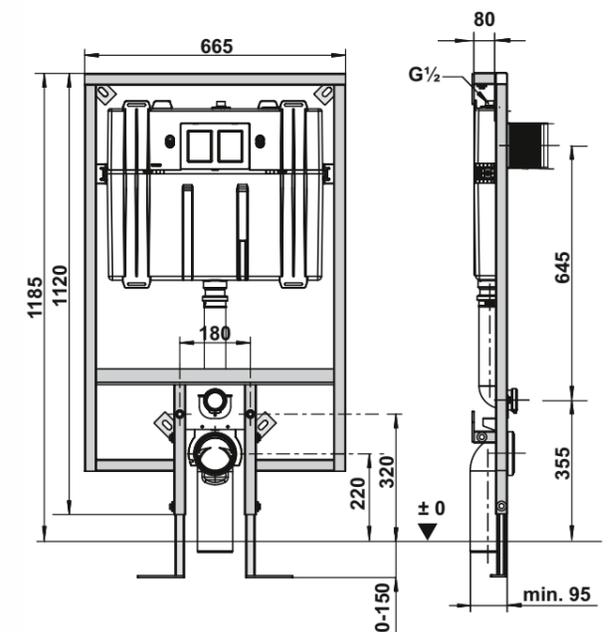
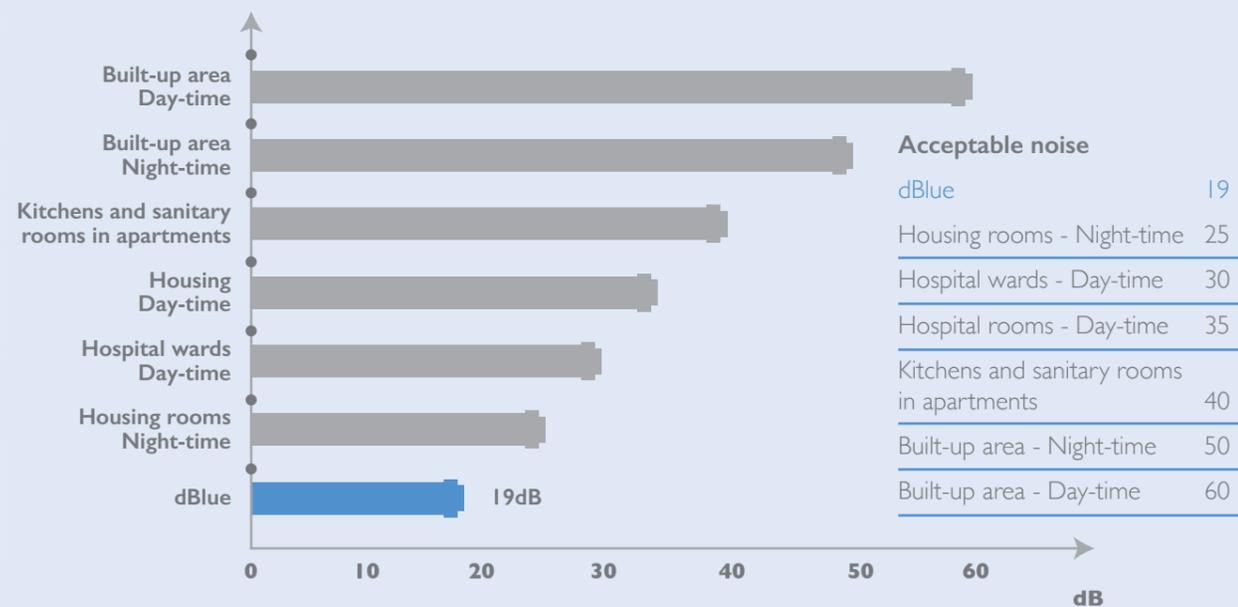
Whether you are an owner, operator or investor, understanding the challenges and opportunities that create ultimate comfort are key to your goals. Intelligent solutions not only create the 360 degree comfort expected by

increasingly discerning guests, but save on costs in the long run. Hotel bathrooms need to make a statement as luxurious havens that function with seamless ease and symbolise your brand. 



Akatherm dBlue acoustic drainage system.

ACCEPTABLE NOISE



SANIT industry leading depth of just 8 cm ensures plenty of room for aesthetic bathrooms.



“Behind the scenes elements are just as important.”



Micheal Scully, UAE hotelier

There are very few hoteliers who know the region's industry better than Michael Scully. With a career spanning 30 years and three continents, Scully is somewhat of a legend in his own time, and his track record is impressive. Michael has played an instrumental role in numerous development projects including the management of seven 5-star resort and business hotels with over 70 original food & beverage concepts and the opening of five high profile hotels. He has also spearheaded one of Dubai's largest hospitality and mixed-use development groups Seven Tides Hospitality and is currently heading up First and Foremost Hospitality, a bespoke hotel asset, development and operations company.

DUBAI HOTELIER, MIKE SCULLY OF FIRST AND FOREMOST HOTELS & RESORTS GIVES AN INSIDER VIEW INTO WHAT OWNERS AND OPERATORS ARE LOOKING FOR WHEN SELECTING PRODUCTS. JANE JACOBSEN OF ALIAXIS CAUGHT UP WITH HIM TO GET SOME VALUABLE INSIGHTS INTO THE INDUSTRY.

INSIDER INSIGHTS IN THE HOSPITALITY INDUSTRY

YOU'VE BEEN IN THE REGION A LONG-TIME, CAN YOU TELL US WHAT YOU ARE DOING RIGHT NOW?

I'm spearheading a new project that is very exciting. First and Foremost Family Hotels are a partnership between world famous golfer Ernie Els and Leading Family Hotels who have 56 highly profitable family hotels operating in Central Europe. We have worldwide rights to develop First and Foremost with Leading Family Hotels and we're aiming at developing in the Middle East before expanding both East and West. Our focus is on developing family hotels with a special difference in that our hotels are autism friendly. So we're primarily family hotels that go the extra mile with an all-inclusive approach. This is a first.

YOU'VE BEEN HERE FOR OVER 20 YEARS AND HAVE BEEN INVOLVED IN THE DEVELOPMENT OF NUMEROUS PROPERTIES, SO WHAT'S IMPORTANT TO YOU WHEN CHOOSING A PRODUCT?

Well our first priority is always the health and safety

aspect. We like to follow ISO recommendations so we look for products that comply with these international standards. Reliability and longevity are also important considerations. After that the economics come into it. If it means spending a little bit more up front for what you perceive to have a longer life-span and more reliability, then it makes good sense. Health and hygiene, then functionality, then profitability and of course value and experience to the guests are ultimately the key criteria.

HOW DO YOU SET THE SPECS?

Well, we work alongside the MEP experts and architects. We value their input and they also listen to us. In addition, you have to remember that government regulations also play a big part. We also have operating manual that will state the high standards that we are expected to comply to. It could relate to building standards and ISO standards as benchmarks and guidelines such as these get changed and updated regularly to ensure that our standards are always exemplary.

WHAT HAPPENS IF YOU ARE WORKING IN A COUNTRY WHERE THEY BUILD TO LOWER SPECS?

Then we'd want to know why. We'd be very dubious about lowering our specs and very reluctant to do this. In fact, we wouldn't do it.

HOW DOES SUSTAINABILITY FIGURE IN YOUR OPERATIONS?

Sustainability plays a big role in our policy and method of operating. Meeting LEED requirements is an important consideration in choice of materials. Being part of an international group means that we are sustainable in our philosophy and are LEED orientated. This means that we require all our building standards to be as energy efficient as possible. For example we'd be interested in a toilet that uses less water to flush, or piping where heat isn't lost too easily. All of these have to be considerations. This might mean paying a little more to begin with, but the returns later are good.

WHEN IT COMES TO HOTELS, IT'S EASY TO OVERLOOK 'BEHIND THE SCENES' PRODUCTS AND WE TEND TO FOCUS MORE ON THE OBVIOUS SUCH AS VISIBLE DESIGN FEATURES. WHAT ARE YOUR THOUGHTS ON THE 'BEHIND THE SCENE' ELEMENT OF THE PROPERTY?

Behind the scenes elements are just as important. We always maintain high specs and taking usage into consideration, you have to ensure that you choose reliable products. How many hotels have you heard of that have had a big pipe burst a week before opening? It's a big thing and believe me it happens. And the damage and delay costs are huge. It simply isn't worth it. So sometimes it better to initially pay a little more to avoid paying a lot more later. In the end you get what you pay for.

SO IN YOUR ROLE AT FIRST AND FOREMOST, WHAT SORT OF CHALLENGES DO YOU HAVE TO OVERCOME IN THE PROCESS OF BUILDING FAMILY-FRIENDLY HOTELS?

First and Foremost are luxury 5-star family hotels so reliability and health and safety in our choice of products is absolutely crucial. We are primarily family hotels but we go the extra mile by having provision for families with autistic children. Our partner Ernie Els is proactive in creating inclusive environments so we will have some rooms for families with autistic children and we will also create job opportunities for autistic people within our hotels and this will be supported by the



Els Center of Excellence and Autism in the Workplace.

So in terms of materials we will have to consider the requirements of children with hypersensitivity. This means that acoustic considerations will be high on the agenda and for example, something like acoustic piping would certainly be something we'd take a close look at.

All in all we ensure that each and every guest has the perfect experience when staying with us from enjoying the magnificent facilities to a sound night's sleep without realising the effort that has been made behind the scenes. ○

CREATING SPECTACULAR SPACES AT MADINAT JUMEIRAH

THE MADINAT JUMEIRAH IS A 5-STAR ARABIAN RESORT WHICH HAS BECOME SYNONYMOUS WITH THE LUXURY LIFESTYLE AND ICONIC ARCHITECTURE OF DUBAI.

This 40-hectare site, the largest resort in Dubai, is a contemporary interpretation of traditional Arabic architecture and promotes the rich heritage and traditions of Arabia to the millions of tourists who visit the UAE annually.

Set adjacent the landmark Burj Al Arab Hotel, Jumeirah Beach Hotel and Wild Wadi Waterpark, the resort is home to two boutique hotels Al Qasr and Mina A'Salam. In addition, there are over 40 restaurants and conference and banqueting facilities including two grand ballrooms, a 1000-seat amphitheatre and the region's only dedicated entertainment centre and multi-purpose venue, Madinat Arena. The facilities are interconnected by 3 kilometres of waterways and landscaped gardens. This landmark project was initially conducted in three stages and took 36 months to complete. Phase four of this spectacular development is currently in progress.

THE CHALLENGE

Mina A' Salam, or 'harbour of peace' in Arabic, is a stunning boutique hotel of immense style. With 292 rooms, each with a minimum room size of 50 m², plus 12 palatial suites, 8 bars and restaurants and airy public areas, the main challenge was to ensure that any behind the scenes technical installation should not impede on the space and the aesthetics of the construction. Maintaining maximum space whilst ensuring reliable and effective soil and waste systems was therefore a key challenge.

THE SOLUTION

Akatherm, part of the Aliaxis Group has over 50 years of experience in drainage systems and focuses on innovation, reliability and quality. The Akavent Aerator, which was developed in 1993 has increasingly provided effective solutions across the globe.

In the case of Mina A'Salam Hotel,

the use of an Akavent Aerator (110 mm) made it possible to create more space for the stunning aesthetics of the hotel. Known as velocity breakers in the industry, these are compact and break the fall of the waste water on each floor resulting in a reduction of the speed.

This can replace the need for a vent pipe, which takes up a lot of space. Another significant benefit is that the Akavent Aerator keeps pressures within acceptable boundaries and this means that water traps can work effectively avoiding any potential paths for sewer gases to enter the hotel. This system has been testament to the reliability of Aliaxis products for over a decade in what is an iconic hotel that receives visitors from all over the world. ○

SPOTLIGHT ON HOTEL MADINAT JUMEIRAH, DUBAI



Product:
AKATHERM HDPE
Drainage system with
Akavent Aerator

Year:

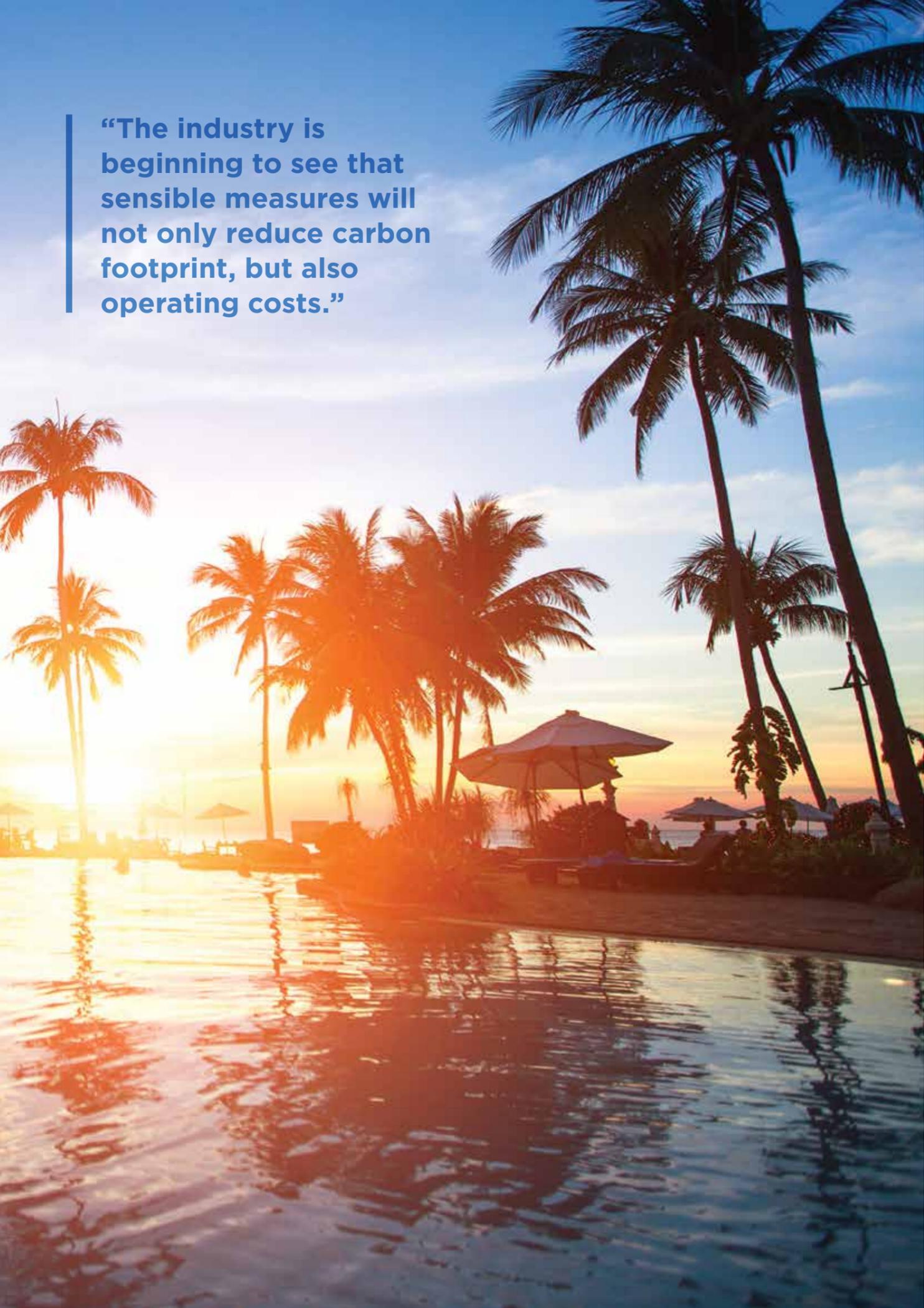


Consultant:
**RICHARD PIERCE &
PARTNERS**



Installer:
TRANS GULF





“The industry is beginning to see that sensible measures will not only reduce carbon footprint, but also operating costs.”

CAN LOWER CARBON FOOTPRINT MEAN LOWER OPERATING COSTS FOR THE HOTEL INDUSTRY?

SUSTAINABILITY IS FAST BECOMING A BUZZWORD IN THE REGION. IN THE PAST LIP SERVICE WAS PAID TO GREEN ISSUES, BUT THIS HAS DRAMATICALLY CHANGED AS GLOBAL THREATS TO NATURAL RESOURCES ESCALATE. IT'S AN ALARMING FACT, BUT IF WE CONTINUE TO SHIRK OUR RESPONSIBILITIES TO THE ENVIRONMENT THEN WE WILL NEED THE EQUIVALENT OF TWO PLANETS TO SUSTAIN US BY 2050 (EUROPEAN COMMISSION, 2011).

LOWER COSTS GO HAND IN HAND WITH SUSTAINABILITY

In response to this hoteliers and investors are becoming increasingly aware of the environmental impact of hotel development and operations. Moreover, the industry is beginning to see that sensible measures will not only reduce carbon footprint, but also operating costs.

Operational efficiency and the resultant cost saving is undoubtedly one of the key factors that influence the implementation of environmental initiatives in the

hotel industry. The financial crisis of 2008-2009 resulted in an increased focus on cost control measures that led hoteliers to carefully look at ways in which they could reduce costs. This has become particularly important for hotel businesses operating in competitive markets like Dubai and as a result hoteliers are considering the areas of energy, water and waste disposal.

Green investment in the MEA region is increasingly making more and more good business sense. The payback time of approximately 6 years is on par with global medians and

this clearly suggests that the associated benefits are strong enough to drive the market. (Source: World Building Trends 2016, Dodge Data & Analytics).

A CHANGE FOR THE BETTER

As a key tourism destination in the region, Dubai is now home to burgeoning hotel development. The emirate is already set to welcome 20 million tourists by 2020 and a recent survey indicates that the current 65,000 rooms will increase to 100,000 by this date.

This date is significant as it will coincide with the Middle East Africa South Asia's (MEASA) first ever World Expo. Expo 2020 Dubai, entitled “Connecting Minds, Creating the Future”, will fiercely champion sustainability as one of its three key themes and where better to start such efforts but at home?

This should come as no surprise as there are good reasons to put sustainability at the top of the agenda. The recent 2015 UAE State of Energy Reports revealed that in 2010 CO² emissions increased by 63 percent from the year 2000. Just to put that into perspective from a hotel

“The journey to becoming ‘a green hotel’ doesn’t have to involve significant financial outlay and a lengthy wait for return.”

point of view, this means that while an average European five-star hotel produces 3,000 tonnes of CO₂ per annum, in Dubai that figure stood at 6,500 tonnes – the equivalent of 60,000 round trips between Dubai and London. In addition, water consumption in 2013 was reported to be around 500 litres per day (Source: the Federal Electricity and Water Authority). This was 82 percent above the global average and three times higher than average per capita consumption in the European Union.

However, things are changing for the better and the MEA region will be critical for growth of green building globally in the next few years. Thankfully sustainability and energy management are at the forefront as the government becomes increasingly more committed to creating a greener economy. The UAE Green Building Guidelines are now mandatory for all new construction projects and will be instrumental in forging the way to a greener future.

In addition, starting with H.H. Sheikh Mohamed bin Rashid Al Maktoum’s Green

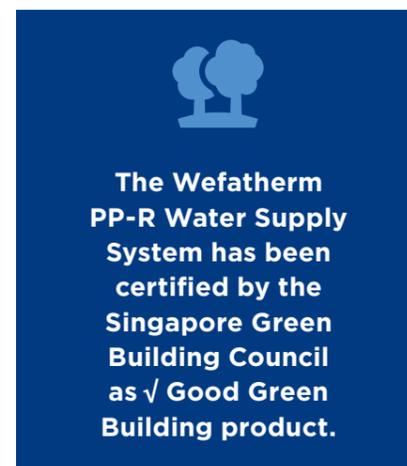
Decree, the idea for a more rigorous and region-specific sustainable construction criteria was rapidly adopted by Dubai Municipality and integrated into the Dubai Strategic Plan 2015 which aims to make Dubai one of the top 20 sustainable cities by 2020. Other organisations such as the Emirates Green Council (EGC) and Estidama, which means ‘sustainability’ in Arabic, play a key role in supporting and setting region-specific sustainability criteria.

The future looks positive with high expectations for green involvement. Leading surveys tell us that the percentage of building industry professionals expecting to do more than 60 per cent of their project green

will nearly double from 22% in 2015 to 40% by 2018 (Source: World Building Trends 2016, Dodge Data & Analytics).

GREENER PRACTICES MAKE GOOD SENSE

Green practices are now fast becoming a baseline requirement and hotel owners and operators are realising that from a financial perspective greener practices make good sense in the long term. The Leadership in Energy and Environmental Design (LEED) green building certification system and Green Globe are fast becoming integral to the brand standards of leading hotels and teaming up with companies such as Aliaxis Group who place sustainability high amongst their brand



values means that the journey to achieving sustainable goals can be smoother.

There is also huge potential in retrofitting buildings constructed prior to any sustainable or energy-efficient building codes in the UAE and these will ultimately benefit from resource saving measures. Following Emirates Green Building Council (EGC) guidelines in conjunction with solutions such as Aliaxis Wefatherm piping systems or concealed cisterns such as SANIT INEO Solo, reassuringly means that existing buildings can be conveniently updated while become more environmentally friendly and efficient.

SIMPLE STEPS THAT YIELD RETURNS

The journey to becoming ‘a green hotel’ doesn’t have to involve significant financial outlay and a lengthy wait for return. A few simple steps at procurement stage or during a retrofit can be less capital intensive and bring substantial cost savings. Take piping and sanitary solutions for example. These account for very little in the overall procurement budget yet their impact can be significant both in terms of long-term operating costs and impact on the environment.

It makes sense to partner with a company which has a solid track record in providing sustainable solutions together with a portfolio of high-quality products. Aliaxis is a well-established European company that acknowledges environmental issues

and employs sustainable development principles. The Group employs transparency and scientific assessment in order to help customers and policy-makers in their decision-making processes.

What is more, in countries where there is a lack of trained or educated green building professionals, Aliaxis has the skills and services to assist in training and installation, while providing the best products for best practice.

This starts with a design and lifecycle approach to all products. Environmental issues are addressed from initial design stage, through production and finally to end of life. Research and development (R&D) from global research and development centres ensures that innovation and development remain at the heart of the Group’s strategy.

Sustainability lies at the heart of the Aliaxis Group’s company culture and this is reflected in its commitment to providing environmental information about its products throughout their entire life cycle via Environmental Product Declarations (EPDs). In addition, the Group continues to champion the concept of sustainable cities. This is achieved by adhering to sustainable development principles and supporting the need for easy-to-implement solutions, at best prices with reliable environmental performance, from production, through installation to the end of life phase of the product.

THE BEST PRODUCTS FOR BEST PRACTICE

Tracking and reacting to sustainable megatrends is becoming increasingly more important as they impact certification, markets, government rules and building technologies on the road to 2020 and beyond (Jerry Yudelson: Reinventing Green Building publication date January 2016).



solutions which meet the challenges of today. This is why Aliaxis brands such as Akatherm, Wefatherm and SANIT all carry an ISO 14001 certification an accreditation that relates to environmental management ensuring that all operations avoid negatively affecting the environment. An example of this is Wefatherm piping systems that combine the finest in German engineering with a global approach to sustainability.

Wefatherm PP-R piping systems are used in several properties across the region including the Burj Al Shaya Four Season Hotel Kuwait, the Fairmont Hotel, on the Palm Dubai, the Double Tree Hilton Hotel that is currently being built in Riyadh and in Hyatt Hotels in Ethiopia and Tanzania.

In addition to the ISO 14001 certification, this system is also developed and manufactured within ISO 9001 Quality Assurance systems and ISO 50001 standard which relates to energy saving. It complies with product standards ISO15874 and DIN8077/8078 standards.

It is also approved by DVGW which is the largest gas and water certification body in Europe and the UK's Water Regulations Advisory Scheme (WRAS). In addition, it has been certified by the Singapore Green Building Council as a 'Good Green Building Product'.

The environmental benefits of PP-R Water Supply Systems are both convincing and tangible. First of all they are reassuringly reliable when it comes to supplying clean

and hygienic hot and cold water supply. In terms of sustainability, their durability properties means that they require very little maintenance and they have a lifecycle of up to 50 years on operational parameters. Finally, costly and wasteful water leakages are thankfully minimised through water-tight injection-moulded fittings and not fabricated fittings which are more likely to be subject to the hazards of wear and tear.

Another brand from Aliaxis that excels in terms of sustainability and cost effectiveness is SANIT. Currently being used at regional hotels such as the Kempinski Hotel Dubai and the Hotel Qasr Al Sarab in Abu Dhabi, these products are exclusively made in Germany and are sold to over 60 countries worldwide. The new water saving flush valve carries the prized Water Efficiency Scheme label (WELL) and in fact even exceeds industry requirements making it a market leader which outperforms the competition. As a result, it proves a natural product choice on the road to achieving LEED certification.

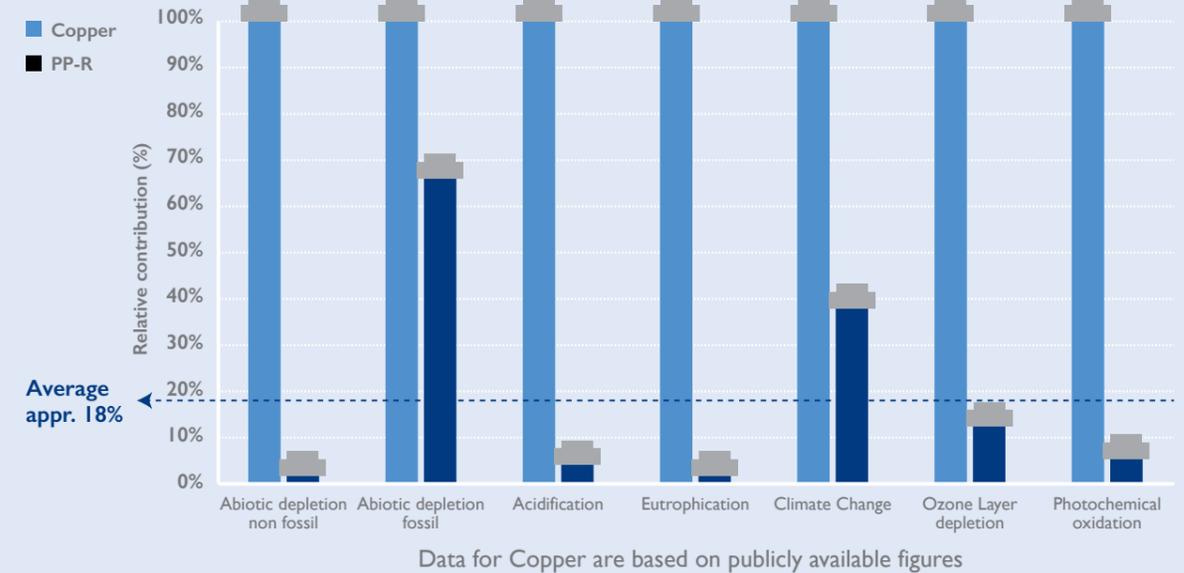
Aliaxis continues to remain at the vanguard in this respect as urbanisation and the concern for water scarcity becomes ever more pressing. Apart from the obvious environmental benefits, green building also reaps significant social benefits such as increased health and well being leading to greater productivity and in turn business advantage.

As both the developed and developing world continue to grow, innovation and ingenuity in terms of product design will be needed to overcome constraints in the availability of energy and raw materials.

Aliaxis perpetually endeavours to combine best practice and sustainability with cost effectiveness to offer smart

PP-R HOT & COLD PIPE SYSTEMS ENVIRONMENTAL PERFORMANCE

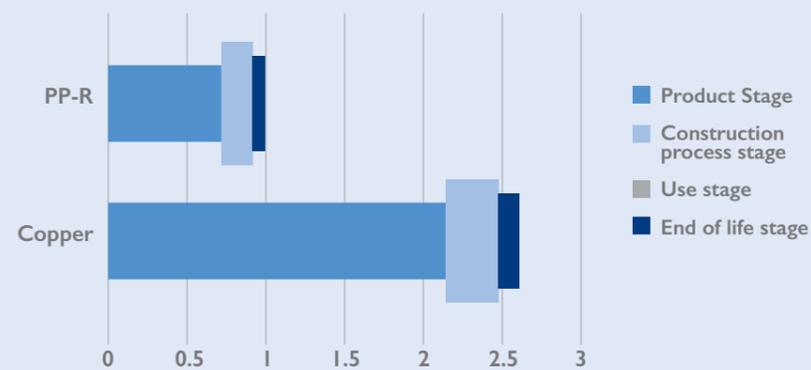
Research indicates that the impact of plastic pipe systems on the environment is less than traditional materials such as copper.



*Please note that any references to the average difference in environmental impact between plastics and alternative materials have been calculated by TEPPFA for illustrative purposes only and do not form part of the studies conducted by VITO and validated by Derkstatt. Comparison is based on the functional unit

SOURCE: TEPPFA

PP-R HOT & COLD PIPE SYSTEMS GLOBAL WARMING COMPARISON



Impact on global warming (in kg CO2 equivalent)

“Many hotels in the region are already using Aliaxis products as they endeavour to combine best practice and sustainability with cost effectiveness.”

“The way to gain competitive advantage is by being ahead of the emerging sustainability curve.”

TOWARDS A REWARDING FUTURE

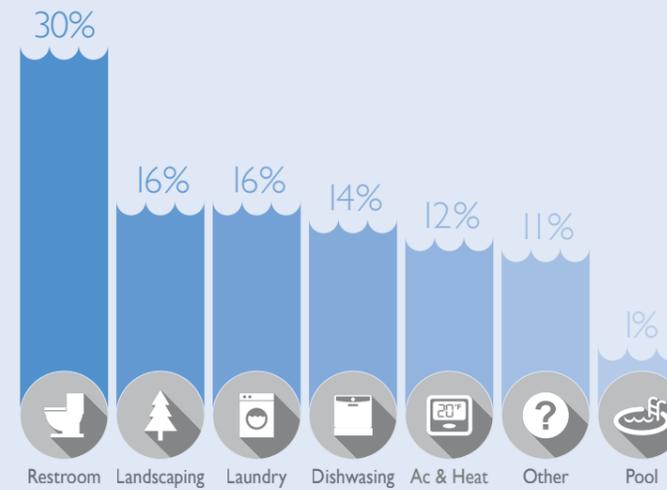
The region’s hotel industry is ready to embrace sustainable operations in the years ahead and not only a means to preserve the environment, but also as a way of optimising efficiency, realising cost reductions and enhancing guest expectations.

The concept of sustainability has come a long way from being a PR or marketing tactic and is now becoming a major consideration during

the lifecycle of a hotel. Increasing government initiatives, industry dialogue and relevant dialogues across the region are important to providing impetus to such positive progress. The way to gain competitive advantage is by being ahead of the emerging sustainability curve. By working with companies like Aliaxis who appreciate the value of sustainability and the pragmatism of long-term reduced operational cost this can be fully achievable. 



WATER USAGE IN UAE HOTELS



Accounts for 100% of hotel water usage



The SANIT concealed cistern dual flush can be adjusted to maximum flush 7 litres and minimum flush 2 litres. This exceeds the Water Efficiency Label (WELL) requirements making it best in industry. It is also made from recyclable plastic that ultimately reduces CO² footprint.

WELL Home Water Efficiency Label

Manufacturer: Sanit
 Product category: WC flush system
 Type: Flushing cistern
 Model: CC 121
 Registration number: WS10556-20130927



Water Efficiency Criteria

Flush volume 6,0 l	*
Flush volume 5,0 / 4,0 l	**
With flush stop function	*
Dual flushing	**

Information about use and installation: www.well-online.eu.
 A Label of EUnited Valves
 European Valve Manufacturers Association

SOURCE: UAE Industry Expert 2016



IMAGE SOURCE: Shutterstock

SPOTLIGHT ON THE REGION

DESPITE A CHALLENGING YEAR ACROSS THE REGION MARKED BY A DROP IN OIL PRICES, CURRENCY FLUCTUATIONS RESULTING IN A WEAK ROUBLE, AND A HOST OF OTHER GEOPOLITICAL FACTORS, STEADY GROWTH IS STILL IN PROGRESS IN THE HOSPITALITY INDUSTRY OF THE REGION. WITH OFFICES IN THE MIDDLE EAST AND AFRICA AND INVOLVEMENT IN A NUMBER OF REGIONAL HOTEL PROJECTS, ALIAXIS TAKES A LOOK AT TRENDS IN THE REGION'S HOSPITALITY INDUSTRY.

The industry remains resolutely positive and forward thinking. Behind this optimism is the fact that long-term infrastructure spending commitments and event driven investment in major global events such as Expo 2020 and FIFA 2022 are ensuring that the Gulf market remains buoyant and focused on sustained development. As current global oil prices continue to look gloomy, governments are looking to hospitality to become a major economic player in the local market.

What's more, this is a conservative figure given that contract data includes

projects in the 'construction', 'final planning' and 'planning stages' and does not include projects in the 'unconfirmed stage'. This alone represents an increase in rooms by well over a quarter compared to the previous year.

A ROBUST PIPELINE FOR THE GULF

On the whole the Gulf region is continuing to maintain its growth momentum in the hotel market. The UAE, Saudi Arabia and Qatar are currently leading construction developments and statistics clearly indicate that the

Middle East is the fastest growing region in the globe. A hospitality report by investment bank Alpen Capital predicts tourist arrivals in the GCC region will increase some 20 percent between now and 2020, from 53,636,000 to 64,273,000. Indeed by 2018, the GCC hospitality market is projected to be worth USD 35.9 billion.

SOURCE: STR Global Construction Report (November 2015)

THERE ARE
CURRENTLY



501 hotels totalling
144,321 rooms
under contract in the
Middle East and



285 hotels totalling
53,093 rooms
under contract in Africa.

“The Middle East is the fastest growing region in the globe and by 2018 the GCC hospitality market is projected to be worth USD 35.9 billion.”

SOURCE: Alpen Capital



The UAE and Qatar are clearly gearing up for the tens of thousands of tourists who will head to their shores for Expo 2020 and FIFA World Cup 2022 respectively. In Dubai the DTCM’s Tourism Vision 2020 has targeted 20 million visitors by 2020, a substantial rise from just over 11 million visitors in 2013. This will involve the task of doubling the room quota from its current base of 68,000 hotel rooms and 14,000 hotel apartment rooms, which means that visitor growth figures between 2003 and 2015 will rise from 7.5% per year to about 9% a year in the lead up to 2020. What is more, the prevailing drive to champion sustainability, one of the key themes of Expo 2020 Dubai, means that more and more hotels are looking to companies with proven environmental policies and products to provide reliable and ‘greener’ materials. An example of this is Aliaxis Wefatherm piping systems which is manufactured with a battalion of certifications including ISO 9001, ISO15874, ISO4001, DIN8077 / 8078, not to forget WRAS and the Singapore Green Building Council’s certification. In addition the SANIT concealed cistern dual flush exceeds industry specifications for water saving and this makes good sense in a region where water is particularly scarce. The trend is such that LEED ratings are becoming the norm and hotels are increasingly looking for reliable products on the market that help them achieve this.

Another trend on the increase

in Dubai is that real estate companies are constructing more hotels and hotel apartments as they seek to tap into the rising number of tourists. By becoming involved in the drive to increase rooms, real estate firms are able to diversify their income from pure real estate sales, which plunged during the financial and property crisis of 2008. In addition, hospitality projects can prove a wise investment in that it brings larger returns. Dubai has provided incentives for investors to build more hotels, particularly in the three and four-star category, in a bid to become the world’s leading family destination by 2020.

Hot on the heels of Dubai is Saudi Arabia who similarly have a healthy pipeline especially in Makkah where global analyst STR Global’s recent study reported 16,153 rooms under construction in 11 hotels as the number of pilgrims in the city is expected to double by 2020.

Qatar tourism sector is also experiencing substantial growth with commitments to the 2022 World Cup and National Vision 2030. Confidence is high that the construction of numerous new hotels in the country will pay off, and by 2030 Qatar is set to have 90,000 hotel rooms. In addition, the FIFA World Cup 2022 is set to require at least 60,000 rooms for the waves of football supporters.

SUSTAINED GROWTH FOR THE AFRICAN MARKET

The African hospitality market also shows great potential due

to sustained economic growth, increased stability, favourable demographics and improving infrastructure. Aliaxis Group currently has several offices in Africa and these include Nigeria, Ghana and Kenya. By being on the ground Aliaxis is able to offer hand-on technical and sales support which is essential to customers throughout the African continent.

Global brands are increasingly penetrating the hotel sector in Africa and internationally branded supply is estimated at 22.0% of total rooms on the continent (Source: JLL). Although Africa is a more tricky operating market than for example China or Europe, the prevailing confidence indicates that Africa, and especially the relatively

SOURCE: JLL Oct 2015



The estimated growth for the development of new hotels in the region equates to some

USD 2.1 billion in investment in 2016, rising to

USD 2.4 billion in 2017 and

USD 2.7 billion in 2018.

untapped Sub Saharan African is now on the radar for the international investment community who are looking for healthy commercial returns. Focusing on Sub-Saharan Africa remains in the pipeline for many international hotel groups, as economic growth and rising middle classes are increasing both business and leisure travel to the region.

On the whole, international chains occupy the higher end of the quality scale and this is set to rise as hotel guests become more and more brand aware. When business travellers visit countries they don't know very well in the African region, they look for international brands that

they recognise and trust for consistent global quality. As a result reliability and smoothly run operations are key to ensuring what hotel guests expect and in globally branded hotels. International chains in the Africa region need to reflect their global status as havens of comfort and luxury. Hotels cannot afford use cheaper local materials that lead to costly mishaps such as water leakages that ultimately impact on the bottom line and the brand image.

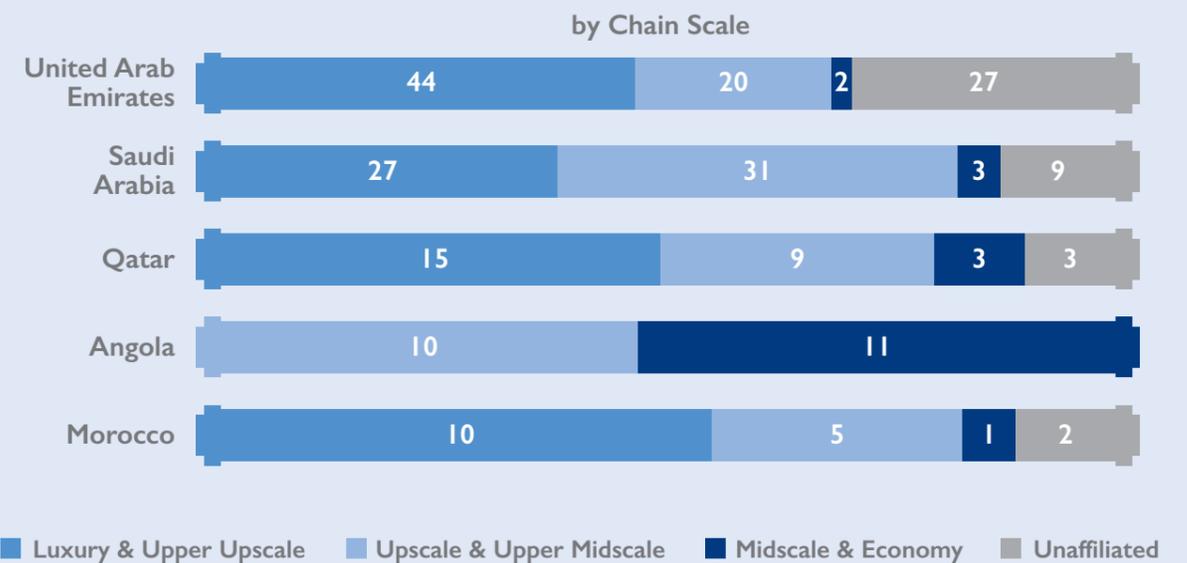
As a result hotels are turning to proven European companies such as Aliaxis who can provide quality brands with on the ground support. The Group is already well respected in the market and

has provided effective piping systems and sanitary solutions for the Mövenpick Accra, the Kempinski Marriott Benin, the Ekohotel Lagos and the Monidor Concorde Hotel in Johannesburg. In addition, Hyatt Regency in Tanzania (Arusha) and Ethiopia (Addis Ababa) favoured reliable Aliaxis brands and products such as Wefatherm PP-R, Marley drainage systems, and SANIT concealed cisterns, push plates, and shower channels. ○

“Reliability and smoothly run operations are key to ensuring what hotel guests expect in globally branded hotels in the African market.”

SOURCE: JLL 2015

HOTEL SUPPLY OVERVIEW FOR AFRICA TOP 5 PIPELINE COUNTRIES



In Construction Pipeline, September 2015 Report

581,000
Existing Rooms

4,650
Hotels

USD 2.3 Bn
Annual Hotel
Investment

+1.5%
Supply Growth
Forecast in
North Africa

+3.5%
Supply Growth
Forecast in Sub-
Saharan Africa

In Construction Pipeline: STR Global 2015



Small flush, with option of 2l-flush only.

ABOUT ALIAXIS

Aliaxis is a global leader in the manufacturing and distribution of fluid handling solutions. Our extensive offering of plastic pipes and fittings can be found in buildings, infrastructure and industrial applications across the globe. Headquartered in Belgium, the privately owned group generates 3 billion Euros in annual revenue and employs 16,200 employees worldwide who are dedicated to providing tailored solutions that deliver on our customers' and end-users' needs.

KEY MIDDLE EAST & AFRICA BRANDS:



HDPE & acoustic drainage systems



PVC plumbing and drainage



Concealed cisterns, operating plates & shower channels



PP-R hot & cold water supply systems

THE ALIAXIS GROUP HAS OTHER BRANDS UNDER ITS UMBRELLA. FIND OUT MORE ON WWW.ALIAXIS.COM



WE CARE FOR HOSPITALITY:

Aliaxis is committed to providing the finest services and products to the hospitality industry. Whatever the building or operator one thing remains constant - our dedication to matching the highest quality products to the most prestigious construction projects across the world. Years of experience and research have given us informed insights into the key issues that hotel operators, owners, and MEP consultants face and as a result our brand portfolio is perfectly tailored to offer solution driven results.

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ALIAXIS MIDDLE EAST & AFRICA REGION:

Middle East offices: UAE and Saudi Arabia

Africa offices: Morocco, Kenya, Nigeria, Ghana, Namibia, and South Africa.

Aliaxis

 **akatherm**

HDPE & acoustic
drainage systems

 **MARLEY**
Plumbing & Drainage Solutions

PVC plumbing
and drainage

 **SANIT**

Concealed cisterns,
operating plates &
shower channels

 **wefatherm**

PP-R hot & cold water
supply systems

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