



**Durable HVAC Solutions**



*Combining strengths  
to deliver durable HVAC  
solutions*

## PRESS RELEASE

The Netherlands, October 2010

### **Air Trade Centre supplies a quarter of a million euros worth of HRA-U 500 double flux heat recovery units to “La Vue”, a luxury real estate project in Shanghai**

Air Trade Centre, originally a Dutch company, specialising in the supply of ventilation equipment and components for buildings, has been awarded a 250,000 euro contract to supply a Chinese company with 195 heat recovery ventilation units.

These ventilation units are intended for a prestigious apartment complex situated on the Huangpu River in downtown Shanghai. The complex borders the site of the 2010 World Expo.



This private real estate project, named ‘La Vue’, consists of two, round-shaped towers featuring 195 chic apartments, the highest quality facilities and five-star, hotel-like service. One tower has 31 floors, the other 32. The primary renters and owners of these apartments are drawn from the international community. Air Trade Centre’s delivery of its HRA-U 500 double flux heat recovery units to La Vue is now underway, coordinated by Shanghai Nather Air Tech. Co. Ltd in China.

#### ***World leading suppliers***

The Shanghai-based Jin Die Real Estate Development Co is developing this project, which was designed by the SWA architecture agency and is being built by the LONG YUAN construction company. A local company is installing the ATC ventilation units, which were specifically developed for residential ventilation. Air Trade Centre’s export department finalised this Chinese order.

A wide but selective group of suppliers was chosen to participate in the La Vue project (which an international real estate magazine has hailed as ‘world class’). These suppliers are all global leaders in the luxury market sector and include: Vaillant, Miele, Grohe, Poggenpohl, Samsung, Villeroy & Boch, Daikin, Berker, Ecowater, Laufen and Grundfos. Air Trade Centre is the European leader in its market segment.



## **Durable HVAC Solutions**

### ***Unusually high yields***

The Chinese project development company selected the ATC product HRA-U 500 (500 m<sup>3</sup> per hour) due to its extensive energy saving capabilities and unusually high efficiency yields. The ventilation units simultaneously supply clean air and remove 'dirty' air. Clean air drawn from outside is filtered and then pumped into the residence. Independent of this, the same unit extracts the 'dirty', used air (for example from toilets, bathrooms and kitchens) from the home and blows it outdoors again. Because the extracted air flows crosswise through the intake air (without the two air flows becoming mixed), the heat from the extracted air is supplied to the fresh air, resulting in substantial savings in heating costs. ATC products offer extremely high efficiency yields, up to 95% of the heat from the extracted air is transferred to the fresh air intake.

*The unit's primary advantages include:*

- major savings on the residence's heating costs;
- excellent filtering of air (filter class EU7), resulting in higher indoor air quality;
- extremely high efficiency yields (up to 95%); that is, 95% of the warm, extracted air is transferred to the fresh air intake;
- the unit itself is also very economical in its energy use, owing to the EC-motors;
- the plug-'n-play solution;
- a European standard of quality and performance, which is highly valued in China.

### ***About Air Trade Centre***

Air Trade Centre, founded in 1994, is originally a Dutch company. The international holding is headquartered in Nieuwerkerk aan den IJssel, which is situated next to Rotterdam.

The trade company specializes in supplying ventilation equipment and components (heating, ventilation, air conditioning – abbreviated internationally as HVAC) for buildings. In 2010, Air Trade Centre's turnover is estimated to 70+ million euro. Over the past seven years the company's worldwide turnover has risen by an average of 16 percent per year.

Air Trade Centre is a subsidiary of SIG plc, a London Stock Exchange traded company that is the European market leader in the supply of insulation, roof coverings, commercial interiors and specialist construction products for the building industry. Air Trade Centre has branch offices in 11 European countries (The Netherlands, UK, Belgium, Germany, France, Spain, Hungary, Poland, Romania, Bulgaria and Turkey), as well as in Saudi Arabia, all of which are operated by local personnel. Air Trade Centre collaborates in 11 countries around the world, including China, with a premium distributor.

The company employs 250 people worldwide. In each country where there is a branch office, Air Trade Centre keeps an unprecedentedly wide assortment of some 10.000 different HVAC products on stock available for delivery within 24 hours. Nearly 40 percent of the company's orders are placed via its e-shop.

### ***For more information:***

***Monique Noordzij, Assistant to the Board of Air Trade Centre International BV***  
***T +31 (0)6 122 70 228 - E [monique.noordzij@airtradecentre.com](mailto:monique.noordzij@airtradecentre.com)***

***Please click on the link below for a video of the project:***  
[youtube.com](http://youtube.com)

***You can also download this press release on our website [www.airtradecentre.com](http://www.airtradecentre.com)***