



COOL MOVES

Portable American coolers units offer green benefits and economic savings

CONSTROMECH of the UAE, the official distributor of the Port-A-Cool range of portable evaporative air coolers units, was one of the finalists for The Big 5 Gaia Awards 2008.

American coolers use water and single-phase electric supplies and can be used where air-conditioning is prohibitive or impractical to use, such as in factories, warehouses, and stables. According to Construmech's Mayur Porecha, the Jebel Ali-based company currently has a large number of machines operating in the UAE and across the Middle East.

One of the main features of the Port-A-Cool coolers is that they are all of a one-piece plastic mould, with a plastic casing and plastic fan blades, ensuring the units are completely rust-proof. Also, the pads used on these products have a very long life cycle, from two to five years, Porecha adds.

"The product does not use any gas or compressor for the cooling, so there are no gases released into the ozone layer, making these coolers eco-friendly. Water is the cooling media and the amount used depends on the size of the unit. We have machines that cover areas ranging from 900 to 4,000 sq ft with consumption

ranging between between five and 20 gallons per hour," says Porecha.

Porecha says that customers should not look at the cost of the machines, but rather the operating costs, which are about a third of a traditional air-conditioning unit.

The cooling units are meant to be used in ventilated or open areas and not in closed areas, since they then generate humidity.

The units work on the principle of the higher the humidity, the lower the cooling and vice versa. However, despite the high humidity levels in the Middle East, the portable units can still reduce about 6 deg C from the ambient temperature, according to Porecha.

Port-A-Cool is planning to introduce a new range of domestic coolers next year.

The company currently holds 83 per cent of the market share in the US alone while in the UAE it commands a market share of 60 to 70 per cent, according to Porecha.

"We are also working in markets like India and have made a breakthrough there. Africa and Europe are also new markets which we hope to tap into in the near future," Porecha adds.

Concourse 3 and Hall 3, Stand D103



Porecha with the Port-A-Cool units at The Big 5