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## Airedale joins Eurovent Middle East

### British IT cooling company provides data centre cooling expertise to the group

**Dubai, 21 January 2020.** Formed in 1974, Airedale International is a British manufacturer and world leader in the design and manufacturing of innovative, high efficiency cooling solutions, with offices in three continents and customers in over 60 countries. Airedale provides complete thermal solutions that encompass precision air conditioning and IT cooling systems, chillers, condensers/dry coolers and air handling units.

Digitalisation, big data and connectivity are driving the demand for data centres and IT infrastructure globally and in the Middle East. With specific cooling requirements to ensure safe operation and safety of data, IT cooling is a major factor in energy consumption. The need for high efficiency solutions for such critical infrastructure is becoming a major concern for governments, energy providers and operators.

Mr Markus Lattner, Managing Director of Eurovent Middle East said, "The digital transformation of our societies is in full swing. Data centre cooling is becoming a major concern for energy consumption. Ensuring highest efficiencies in cooling systems is not only relevant in terms of operational costs but is a strategic necessity for countries and their energy providers. We are happy to welcome one of the leading manufacturers in this field as our member, who will provide us with the expertise we need to drive initiatives in this critical appliance."

Mr Asim Ansari, Export Sales Manager of Airedale International commented, "Airedale International is delighted to announce its membership of Eurovent Middle East. The Gulf has always been an important export market for Airedale and our dedicated office in Dubai serves customers across the region. The partnership with Eurovent Middle East will give us a platform to further our success and help us meet the regulatory challenges of the region, whilst building partnerships and growing the Airedale brand. We look forward to engaging with Eurovent and fellow members and playing an active role in the excellent work they do on behalf of HVACR manufacturers."

Eurovent Middle East is the region's industry association for Energy Efficiency, Indoor Air Quality and Cold Chain Solutions. Its participants constitute leading manufacturers of Indoor Climate (HVAC), Process Cooling, Food Cold Chain, Industrial Ventilation, and Building Automation Technologies, as well as sector associations and industry initiatives active in these fields. By thinking 'Beyond HVACR', contributing manufacturers fulfil the highest requirements in terms of product quality and sustainability. For more information, visit [www.eurovent.me](http://www.eurovent.me).

### Enclosed documents

Eurovent Middle East logo files

Press Images

PDF version of the Press Release