

Company:	Carbonic International
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Carbonic International sets up Middle-East's first fully integrated CO2 facility in the Jebel Ali Free Zone, Dubai

Carbonic International has set up the region's first ultra-modern facility dedicated to environment friendly, cold chain assurance solutions using dry ice (solid CO2).



The company also offers on-site, pollution free, blast cleaning services incorporating state-of-the-art systems with dry ice granules as the blasting medium. 'We are the first company to introduce 3G dry ice blast cleaning technology to the Middle East,' says Dr. Sharokh Engineer, Chairman and Managing Director.

'COLDnDRY[®] and BLAZTCLEAN[®] are concepts developed by us that will revolutionize the food preservation, life sciences and industrial cleaning service industry in the Gulf,' says Prodeep Mookerjee, GM and Director Operations, Carbonic International. 'Moreover, we have noted the rapid advent of Dry Ice usage across the developed world and have introduced a versatile, affordable, non-toxic alternative to conventional preservation and cleaning mediums in this region at the right time.'

The COLDnDRY[®] system provides expertise and supports customer requirements, year round, 24/7, along with custom packaging, transportation and tracking services to assure maximum product preservation and quality traceability, down the line.

The company's industrial cleaning division, with its service branded as BLAZTCLEAN[®], is supported by industrial experts, working on-site with customers, using the full service vehicle, CLEANVAN[®].

'Customer education is an essential ingredient in the business promotion plan and Carbonic International has mobilised a UAE-wide customer support and service team to directly interact with key consumer sectors,' says Mookerjee.

'Market response is beyond our expectations and we are accelerating our expansion plans with international majors to forge alliances that enable us to offer the world's best in our markets' says Dr Sharokh. 'The promise to our customers is that we will continue to delight them with innovative, cost-effective and environment friendly solutions.'

Carbonic International is also working on industry related expansion projects across the region and the blueprint for a GCC wide franchising network is underway. The company plans to go public within three years.

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