



PHOTO AVAILABLE: Carbonic International FZCO Brings New Technology To The Middle-East

New Complex Located In The Jebel Ali Free Zone, Dubai

For Immediate Release

DUBAI, United Arab Emirates/EWORLDWIRE/Dec. 19, 2005 --- Carbonic International today announced it has set up the Middle East region's first state-of-the-art facility dedicated to environment-friendly cold chain assurance solutions using dry ice (solid CO₂).

Carbonic International FZCO is a technology-oriented manufacturing company and brings innovative, cost-effective and environment-friendly solutions to the Middle East. The scope of business includes R&D, manufacturing and branding, packaging and logistic solutions via its "cold chain efficient" transportation fleet of ColdnDry(TM) truck and van fleet. This is a first of its kind, full service facility in the region which offers its services year round, 24 hours a day, seven days a week.

The company provides expertise and supports customer requirements including in-house data logging and tracking services for complete product traceability down the line. Clients can have a complete temperature log for sensitive perishables, life science products or anything else they require.

Carbonic International FZCO 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," said Dr. Sharokh Engineer, chairman and managing director. "This technology is safer, faster, eco-friendly, cost-effective and residue-free."

The company's industrial cleaning division, with its service branded as Blaztclean(TM), is supported by industrial experts who work on-site with customers using the full service vehicle, Cleanvan(TM).

"ColdnDry and Blaztclean are concepts developed by us that will revolutionize the food preservation, life sciences and industrial cleaning service industry in the Gulf," said Prodeep Mookerjee, GM and director operations of 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."

"Customer education is an essential ingredient in the business promotion plan and Carbonic International has mobilised a United Arab Emirates-wide customer support and service team to directly interact with key consumer sectors," said Mookerjee. "We also offer phone-query services on 800 DRY ICE (379 423) and maintain an informative and continually updated website at carbonicinternational.com."

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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