

# COMPANY PROFILE

**Firstcool Cooling Equipments and Devices**  
**P.O. Box 20339**  
**Dubai, U.A.E**  
**Tel: +9714-2673115, Fax: +9714-2673055**  
[www.firstcool.net](http://www.firstcool.net) email: [sales@firstcool.net](mailto:sales@firstcool.net)

## ABOUT US

**Firstcool Cooling Equipments and Devices** is specialized in providing supply and installation of commercial cold rooms and refrigeration equipments through its office and workshop located in Dubai. In addition to above we are also engaged in the following activities:

## ACTIVITES

- Supply and installation of commercial refrigeration plants such as walk in freezers, chillers, water coolers etc.
- Supply and installation of mobile refrigeration units with insulated body for delivery vans, pickups, trucks and trailers.
- Manufacturing of insulated hinged and sliding doors for cold rooms.
- Manufacturing of sheet metal ducting for air conditioning projects.
- Supply and installation of air conditioning units for villas commercial buildings and industrial ware-houses.
- Annual maintenance contract for refrigeration and air conditioning equipments.
- Location : Al Ghusais Industrial Area,  
Ware house No.2  
Bldg: Ayisha Abdulla Alkhouri.
- Covered Area : 3200 Sq. Feet

Firstcool was incorporated in Dubai, U.A.E. in 1993.

Whatever the reason may be, Firstcool provides refrigeration when you need it, where you need it, backed-up by timely, reliable, and efficient technical and maintenance services by qualified and experienced technical personnel. Our equipment and products are from the reputed manufacturers of U.A.E, Germany, France, and other European countries.

The requirement for cold rooms and its allied services in the U.A.E. has been always on the rise and increases every year more than 10%. Firstcool has been one of the leading supplier of cold rooms and refrigeration equipments in the U.A.E. We are also undertaking projects to other African and Middle Eastern countries. Our aim is to provide uninterrupted cooling services to all of our customers. We are focused on serving our customers by providing exceptional value for money with high level of service and reliability.

We owe our success to our customers and partners who have patronized our services and products with confidence and trust. Our qualified, experienced and dedicated technical staff and other service personnel are always ready to assist our customers in all their needs of their cooling requirements. We strive to fulfill and exceed our customers' expectations with quality, reliability and on time service and maintenance.

## MISSION

Our Mission is to provide efficient, timely, reliable and customized solutions for our customer's requirements of cold rooms and refrigeration systems, whenever and wherever they need it.

## VISION

Our Vision is to become the major provider of choice for our customers, for their requirements of cold rooms and refrigeration Equipments.

## MAINTENANCE AND AFTER SALES SERVICES.

Our Service Center is fully equipped with all tools, equipment and spare parts required for serving the customer needs such as:

- All special tools.
- Calibrated measuring instruments.
- Fault diagnostics tools.
- State of the art workshop facility.
- Qualified Technicians to carry out the repair and maintenance.

## Corporate Office

Our office is located at Al Qusais industrial area 1, behind Damascus street, Dubai, U.A.E. Our office is equipped with the latest technology for communication, data processing, administration and finance.

## Maintenance and Warehouse Facility.

Firstcool has a spacious Maintenance and Warehousing facility at the same area where we do the maintenance and repair works, store all our equipments, spares, consumables and all other items. We have a total covered area of 3000 FT<sup>2</sup>. In addition to the storage area, we also have maintenance

facility where we conduct all our testing, repairs, maintenance of our equipment.

## PARTIAL CLIENT LISTING

The following is a partial listing of our client:

S.NO.	CUSTOMER NAME	CONTACT	TEL. No	EMIRATE
1.	MIRAQE GULF GEN. TRDG.	Mr. AJEESH ANTONY	04-8136340	DUBAI
2.	ELENCO GEN. TRDG. EST.	Mr. TAISEER	02-6778880	ABU DHABI
3.	UNION CO-OPERATIVE SOCIETY	Engr. GAMAL	04-3714204	DUBAI
4.	EMARAT	Mr. M.G. PRAKASH	04-4061837	DUBAI
5.	RAMADI TRADING L.L.C.	Mr. IQBAL.	050-2575101	DUBAI
6.	COMEXTER	Mr. ZANEER MOHAMMED	04-2617750	SHARJAH
7.	BROOKFIELD MULTIPLEX	Mr. ASHTON LEWIS	02-4941300	DUBAI
8.	PICASSO EXPRESS RESTAURANT	Mr. FARHAD SALARI	050-2566734	DUBAI
9.	PREMIER HOSPITALITY	Mr. CHARLES KHAIRALLAH	04-3981448	DUBAI
10.	GHANTOOT GROUP	Engr. MAGDI YOUNUS	02-6414151	ABU DHAIB
11.	AL KARAMA SLAUGHTER HOUSE	Mr. ATTIYA	050-6335035	U.A.Q
12.	AL MACRUF SHOPING CENTRE	Mr.ABDUL KADER	055-4938466	SOMALIA
13.	EMIRATES DESIGN SYSTEMS	Mr. ANSAAR AHMED	04-2397920	DUBAI
14.	AL REEM HOSPICO COMPANY LLC.	Mr. SHYAMLAL MOHANLAL	03-7675712	AL AIN
15.	SUBWAY	Mr.KASHIF SHAMEERUDDIN	04-330-6001	DUBAI
16.	DORRA CRC	ENGR. EMAD ABDUL AZIZ	04-2713007	DUBAI
17.	LOOTAH BUILDING & CONST.	MR. N. SUKUMAR	04-2857738	DUBAI
18.	AL MARRIAH ROYAL COMM.BROKER	Mr. SAJEEV KUMAR	02-6771741	ABU DHABI.
19.	GULFSTREAM ARABIA	Mr. RAO..	04-2583076	DUBAI

## ORGANIZATION

Firstcool is organised in such way that it allows us to execute the project in the best possible manner without delay so that all our clients will be able to meet their critical project mobilization and completion schedules. Our Managing Director exercises direct control and authority through other department heads. Individual department heads are responsible for their areas of operations. Each department have qualified and experienced staff.

The diversified line of products and services allow Firstcool to win the heart of the customers offering a total package for their requirements whether it is a small cold room, large cold storage, meat processing, blast freezing, or air-conditioning.

We ensure that each client receives professional advice, appropriate design, quality workman-ship and reliable after sales services. Our clients have recognized our expertise and abilities to complete the projects in time with their utmost satisfaction which can be seen from the recurring orders that we are getting from our valuable customers.

We have developed a company, which is characterized by intense motivation, ambitious professionalism and committed quality consciousness to our customers through professional sales teams and skilled technicians working around the clock for achieving our goal as one company and one team.

All the materials and products used by the company are of high standard and specially selected for the purpose to which it is to be used to give long and trouble free operation and service. We understand that the products stored are more valuable and susceptible to damage. We always keep this policy in our mind. We want our customers to keep and preserve their products always fresh and clean by entrusting their requirements on the safe and experienced hands of Firstcool.

## Managing Director

Our Managing Director has over 30 years of experience in the field of cold rooms, refrigeration and air-conditioning. He has got hands-on practical experience in all aspects of cold rooms and refrigeration and worked in all other related areas of rfrigeation field and is a graduate in Mechanical Engineering.

## CONTACT US

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