

MERTRONIC®

Middle East Electricity &
Solar Middle East Exhibitions 2017

MERKUR NEWS



MERKUR®
GERMAN TECHNOLOGY

**MERKUR at
Middle East Electricity:
10th Anniversary**

Middle East Electricity & Solar Middle East Exhibitions 2017:

WELCOME TO THE WORLD OF MERKUR



Ulrich Scheller, General Manager

MERKUR® Ueberseehandel GmbH is glad to welcome you for the 10th time in sequence at the Middle East Electricity and Solar Middle East Exhibitions!

Energy Storage is one of the worlds core technical challenges. The more so we are very proud to have the possibility to exhibit the **MERCEDES BENZ Energy Storage Home** at our booth.

Representing our relentless efforts to provide the latest technologies we are delighted to show the latest LED signage product invention from **Philips/Desso – Luminous Carpets™**.

Our cooperation with a world leading manufacturer of LED signage products, **UNILUMIN**, allows us to present our METRONIC powered by Unilumin UTILE LED screen series.

MERKUR® UEBERSEEHANDEL GmbH, in co-operation with our world famous OEM partners, continues to develop and produce innovative warranted, durable high quality products in the following segments:

- Lighting
- Electrotechnology
- Metering
- Power Distribution
- Climatisation
- Renewable Energy

MERKUR® clients worldwide can rely on our vast experience. We offer authorized distributors competitive prices, better allowing them to compete in the market. We also successfully cooperate with contractors who are bidding for tenders.

In the UAE we are exclusively marketing our products through the local distribution and DEWA listed EPC contracting company **GILCO CONTRACTING & BUILDING WORKS (LLC)**. In the following pages I like to give you an update about the latest news in our different product segments.

Thank you for your interest in our products and services!

General Manager

MERKUR Lighting



LED Lamps

The LED lamp technology is undergoing dramatic changes at a very fast pace. Our latest innovations are:

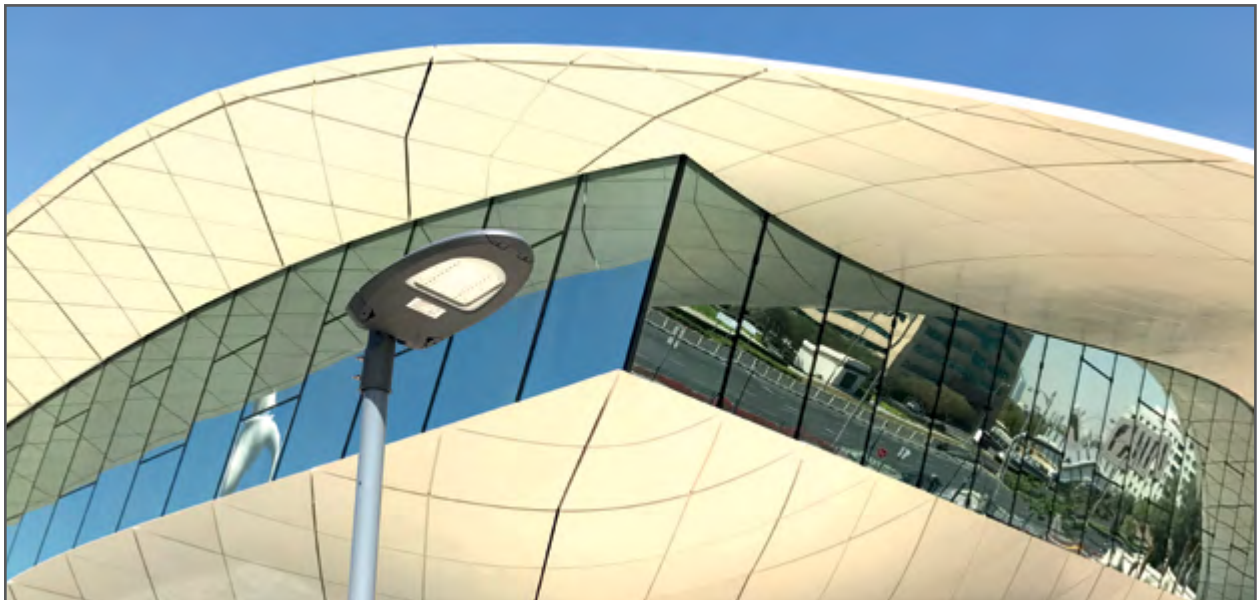
- **MERTRONIC® Fila** series LED lamps as retrofit solution for incandescent GLS lamps.
- **MERTRONIC® Fila-D** series dimmable (100-20%) LED lamps which are working with most dimming systems.
- **MERTRONIC® Aura** series smd LED lamps of especially distinguished design and finishing.
- **MERTRONIC® ECOLINE** series smd LED lamps combining perfect energy saving capabilities and design efficiency with the markets need for competitive pricing.

MERKUR 5-Stars-Project

The "5-Stars-Project" initiative is a key element of our marketing campaign. It aims at the supply of lamps and lighting systems of the 5-star hotel industry. We do plan for and supply, around the globe, large projects with the leading hotel groups of the world. In Dubai alone we can refer to several regular clients from the 5 star hotel industry.

LED Street Lighting

We are introducing the AURA series architectural street lighting luminaire. Of extraordinary beauty this series meets latest performance requirements with a system efficacy of 130lm/Watt. The luminaires have passed EMC, LVD, LM80 and LM82 certification.



MERKUR Metering & Electrotechnology

MERKUR[®] METERING

Our METRONIC kWh meter range has been further updated. The new DIN rail digital meters type 60497 have successfully been tested according to EC Directive 2004/22/EC Annex B. This DIN rail meter meets the requirements of MI-003 for 3-phase 4 wire active energy meters and is MID approved.

The meters comply to IEC 62052-11 and IEC 62053-21 standards (EN504701/3). The meters can measure forward and reverse power. This meter series is also available as reactive CT- Type kWh meter.

We have launched the sales successfully in Germany and we are looking for distributors in other countries too.



MERKUR[®] ELECTROTECHNOLOGY



MERKUR MCBs

MERKUR[®] Electrotechnology product range covers the entire electrical installation sector. Our products comply to the high technical standard you will expect from MERKUR German Technology. For example Our C-type MCB series Made in Germany. These MCBs are available up to 10kA rupture capacity. The devices are the electricians first choice protecting against short circuits and cable overloads.

MERTRONIC GERMAN TECHNOLOGY

MERKUR Climatisation & Power distribution



MERKUR® Solmate® series solar air conditioners are especially suitable for off-grid applications. As such they are used mostly in professional applications for example the telecommunication sector.

Our more economic solar AC solution suitable for private use is the **SUNBOOST®** air conditioner series. These on-grid 230V AC air conditioners are having a built in inverter, which allows the connection of maximum 1000W/peak solar panels, feeding the solar energy directly into the system. During the night and when the solar power produced does not suffice the aircon will run on grid power.

These **MERKUR®** solar air conditioners can save you money by significantly reducing the energy consumption from grid supply and therefore they can drastically reduce your electricity bills.



MERKUR POWER DISTRIBUTION is a leading specialist for naturally grown creosoted wooden utility poles (pinus silvestris). Hundreds of thousands of these poles stand the test of time all over the Middle East for several decades.

Our innovative product , ITP timber poles are especially suited for extremely hot climate zones. The products are resistant to checks and shakes (cracks) along the grain. Our GERMAN TECHNOLOGY poles prove themselves in harshest climatic conditions, they guarantee the reliability of operation which you can always expect from a pole system supplied by MERKUR.

Our utility poles are listed and qualified for project supply in many countries all over the world, for example in Oman, UAE, Yemen, Libanon etc. . We do continuously thrive to improve our products and services further. Our latest achievement this year will be the DCRP prequalification for ITP poles in Oman.

MERKUR Renewable Energy



MERKUR® Solar System Design and Supply

The **MERKUR®** partnership with the leading german manufacturers for solar panels allows us to use the most suited technology for every project we are working on.

Our team of engineers stands ready to assist in the design of any solar system, is it roof top or green field, off grid or on grid.

In cooperation with our local distributor and agent in the UAE, M/s. **GILCO CONTRACTING & BUILDING WORKS (LLC)**, we are offering turn key solar solutions under the Shams initiative of the UAE government.

Green field and roof top installations alike are our domain. We have within our portfolio architectural solutions for carport applications, an important segment in the solar field for the years to come.

Our installations in the market for solar off-grid lighting, solar street lighting and solar air-conditioning are operating successfully to the satisfaction of our clients.



MERCEDES BENZ Energy Storage Home

Sleek, efficient, scalable: Mercedes-Benz Energy Storage Home

Energy storage is the key to a sustainable energy future. With Mercedes-Benz Energy Storage Home, we offer private households and businesses a solution to save resources and safely manage their own energy – to make their energy supply more independent and more efficient, and to better cope with any spikes in energy demand.

Developed for demanding conditions in cars, Mercedes-Benz Energy Storage Home meets the highest safety and quality standards. The battery modules, each with an energy capacity of 2.5 kWh, are developed and sold by Mercedes-Benz Energy. Up to eight battery modules can be combined for private use, giving a total energy storage capacity of 20 kWh.

Our energy storage systems are not just targeted towards people who enjoy the freedom which a car affords, but also towards those who want the freedom to choose the nature of their energy supply and storage.

Mercedes-Benz Energy Storage Home Main Features:

- Very reliable lithium-ion technology with a long service life
- Automotive platform – developed for demanding conditions in cars
- Made in Germany Mercedes-Benz quality
- Modular system design (2.5 kWh–20 kWh)
- Lifetime: approx. 80 % capacity remaining after ten years
- Expected number of cycles: 8,000
- Saves resources
- Greater independence in energy supply



LUMINOUS CARPETS™



LUMINOUS CARPETS™ By PHILIPPS / DESSO

We are very proud to be part of the sales team promoting the latest LED SIGNAGE product launched by PHILIPPS / DESSO. This product is destined to shape the lighting and signage environment of hotels, exhibitions and many other industries including public buildings. We invite you and especially architects, consultants and project developers to visit our booth to see the mock up demonstrator of this fascinating and versatile system.

The simplicity of operation by means of mobile phone will stun you undoubtedly. The unlimited variety of black and white or RGB colored signage offers endless design possibilities. Its useful applications will definitely contribute to a highly sophisticated and stylish ambience of your property.



MERTRONIC® LED DISPLAYS

MERTRONIC® LED displays powered by Unilumin®

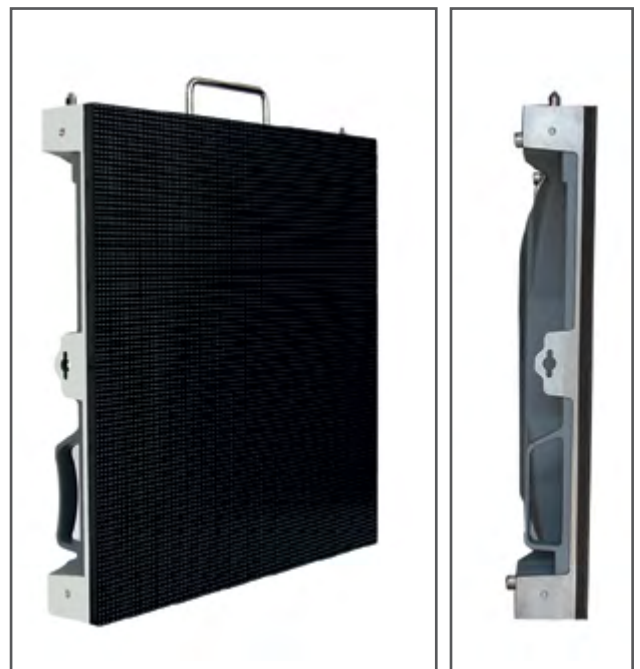
We have launched our new department for LED display and applications sales and promotion. We are providing the following types of LED display systems:

- UHD LED Display
- Rental LED Display
- Outdoor Fixed LED Display
- Indoor Fixed LED Display
- Sports LED Display

MERTRONIC® is promoting and provides installation and service for the following LED project business:

- Classical Projects
- Broadcast
- Control Room
- Public Display
- Sports Projects
- Outdoor Advertising
- Corporate & Exhibition
- Rental & Staging

The diversification into the different fields will be pursued step by step. An indoor LED screen on display at our booth will give you an idea about the performance and quality of our systems which are destined to be marketed at competitive prices with superb after sales service from within the region through our local distributors **GILCO CONTRACTING & BUILDING WORKS L.L.C..**



MERKUR Ueberseehandel GmbH

Headquarter Germany

Mattentwiete 5
20457 Hamburg
Germany

☎ +49 - 40 32 08 27 3
📠 +49 - 40 32 08 27 59

✉ mail@merkur-hamburg.de

Office United Arab Emirates

Level 41, Emirates Towers
Sheikh Zayed Road
P.O. Box: 31 303
Dubai - U.A.E.

☎ +971 - 43 13 28 92
📠 +971 - 43 13 27 53

www.merkur-hamburg.com

Office Hongkong

Unit 1202, Level 12,
One Peking Building
1 Peking Road, Tsim Sha Tsui
Hongkong

☎ +852 - 39 80 92 25
📠 +852 - 39 80 92 34

PARNTERS



**MERCEDES BENZ
ENERGY STORAGE**

Distributor United Arab Emirates:

GILCO CONTRACTING & BUILDING WORKS (LLC)

Nasir Ahmed Nasir Lootah Building, Flat 320
6th street, Umm Hurair 1 Bur Dubai, Embassy District
P.O. Box 4916 Dubai - U.A.E.

☎ +97 1 4 - 3 96 15 25 📠 +97 1 4 - 3 96 15 35 ✉ mail@gilco.ae