



*HDI Railing Systems
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Press Release

HDI Railing Systems Announces Opening Operations in Middle East

Opens HDI Railing Systems Middle East FZC in the UAE

COLUMBIA, PA — November 18th, 2009 — HDI Railing Systems announced the opening of their Middle East operation located in the United Arab Emirates. Basing its operations in Dubai, HDI Railing Systems Middle East FZC has easy access to build business throughout the GCC (Gulf Cooperation Council) countries. It has established distribution in Saudi Arabia, Qatar, Jordan, Bahrain and Oman, while working directly with architects and contractors in Kuwait and throughout the UAE.

“HDI is receiving a very positive reception for its high quality railing designs by local firms throughout the Gulf region,” said Kevin Downs, president of HDI. “We are excited about the growth opportunities particularly in Doha, Kuwait and Saudi Arabia. Firms are looking for high quality U.S. and European standards for building products.”

Local Pre Sales Engineering Support throughout the Middle East

Many customers have already benefited from working with key HDI employees in identifying railing designs to fit overall project objectives. Employees working in the Middle East are available to meet with locally based architects, engineers and designers to review project

design, railing structural requirements, selection of materials, and to supply time saving support with AutoCAD and pre-engineering support, CSI specifications and samples review.

Additionally, HDI's domestic sales team is available to liaise with architectural firms based in the U.S. developing projects overseas during the critical design development phase.

The move to expand overseas allows HDI to expand on its success in the U.S. domestic market. "With more and more U.S. architectural firms looking to overseas markets for their incremental growth, HDI is doing the same," said Linda Savoie, Vice President of Sales and Business Development for HDI. "We are responding to a growing number of requests from architects in the U.S., UK and Australia interested in specifying our products for projects they are developing in the Middle East."

Middle East Field Operations

Regional Sales Manager Mr. Bismark Froes, based in Dubai, oversees sales, marketing and distribution in the area. Mr. Froes has more than 10 years of experience in the railing and hardware industry. He has worked throughout the region for more than a decade based in Dubai and previously in Bahrain. Additionally, HDI will deploy U.S. factory trained installation supervisors to assist in overseeing the installation of its railings for quality control.

Established in 2002, HDI Railing Systems is a leading provider of pre-engineered modular and ornamental railing systems used in commercial and residential applications, frequently specified for hospitals, airports, corporate offices, hotels, universities, libraries and museums. The company offers a wide range of stainless steel and colored railings along with related products including door hardware and barrier free products. HDI received the Highest Quality Rating for the railing category featured in Architect magazine in the January 2009 issue.

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For more information on any of HDI's products: <http://www.hdirailings.com>