

our values

T O U C H

trust

ownership

understanding

communication

honesty



# who we are

**Acoulite is a unique lighting and acoustics solutions company. Established in Dubai in 2005, our operations extend to Qatar, Kuwait, Abu Dhabi, Saudi Arabia and Kuala Lumpur.**

Today, Acoulite employs over 88 professionals who manage their operations. We have a dedicated team of designers, engineers, technicians and project managers, who have a proven track record of delivering the best lighting design and acoustic solutions from concept to completion.

Our process is detailed, but simple. We begin with a concept design, working with architects and interior designers to produce functional and aesthetically pleasing lighting and acoustic solutions. We then present a schematic design, consisting of layouts, technical information, calculations, value-engineered designs, product data sheets, BOQs and quotations.

Finally, we provide a highly-detailed design, including comprehensive technical specifications and documents for tender projects. We complete this stage with our supply and support team for the project. We are a green company, developing energy-efficient lighting design solutions, whilst taking into consideration daylight factors and lighting systems with intelligent controls.



# it's all about people

## Julian Martin

Managing Partner

Julian has spent 26 years in the lighting industry, starting out with the Whitecroft Group, followed by an export role for Thorn Lighting, before finally moving to Dubai in 1998 with Concord Sylvania. In 2005, frustrated by the lack of service and expertise available in the market, he decided to set up Acoulite. As Managing Partner, Julian believes that companies are grown from people, and investment in talent is imperative to the company's success.



## Terry Woodley

Managing Director

Terry came to the UAE in 1995 as a Management Consultant working with multinationals such as General Motors, Unilever and the Intercontinental Hotels Group. 2006 saw him joining Acoulite as General Manager with the joint goals of creating a value proposition, whilst establishing them as Dubai's acoustic and lighting company of choice. As Managing Director, his role has evolved into growing the brand and expanding into Qatar, Abu Dhabi, Kuwait and Riyadh, KSA.



## Steve Jardine

Sales Director, UAE

Steve has over 22 years of experience in the lighting industry, encompassing product design and development, lighting design and sales/project management. As Sales Director, Steve covers the UAE, working with the team to develop client relationships, lighting projects and ideas. His technical knowledge and background, coupled with his design capabilities, enable him to provide unique project solutions, whilst communicating this to the entire project team.



## Acoulite has a dedicated team of lighting designers, technicians and logistics personnel.

Acoulite believes in employing people with the right attitude, in line with the company's philosophy and values. Dedicated teams, made up of highly-skilled individuals are in place for every aspect of the business. Every member of the Acoulite family is valued, and everyone bears responsibility for the company's success, past, present and future.

## Anil Lopez

Custom Product & Technical Project Manager

Anil has been with Acoulite since its inception and has been actively involved in every aspect of the company's activities. With over ten years of hands-on experience in lighting, controls and acoustics solutions, Anil is well-equipped to troubleshoot and successfully execute projects, meaning he participates in every stage of a project, from design to handover. Anil heads the Technical Support Team, which also specialises in custom products and after-sales service.



## Visha Ram

Finance Manager

A postgraduate in commerce from India, Visha has been with Acoulite for seven years and has more than 22 years of international experience in finance. Visha previously spent seven years working for KPS's finance division as a senior accountant and also worked in various fields including software, accounts and sales co-ordination. She is qualified in RDBMS & Oracle Financials, and her vast experience is invaluable in the smooth running of Acoulite's finance division.



## Sharon Warrington

Operations Manager

Sharon joined Acoulite from the UK as Operations Manager in 2007, and was charged with setting up a European-style logistics and operations department to mirror the service values and expectations of an international company. To achieve this, Sharon drew from her 12 years' experience in Thorn Lighting as Export Sales Administrator, and proudly manages the entire Acoulite logistics operations for the Middle East, which encompasses the five regional offices.



**Jack Martin**

Regional Controls Manager

Jack has been in the electrical industry all his working life, starting as an apprentice electrician, later becoming Project Manager with large MEP Contractors, then going into Lighting Controls as Commissioning Engineer working for Philips Dynalite. His experience of systems and technical experience led him into sales with Honeywell Ex-Or and Helvar.

In 2017 he became Regional Lighting Controls Manager, focussing on our emerging regions Kuwait/KSA/Qatar, working alongside the teams in these countries to develop and enhance our Lighting Control Solutions.



**Muthu Kumaran**

Specification Manager

Muthu has been in the lighting industry since 2004, where he started as a Sales Support Engineer. In 2008 Muthu joined Acoulite and became highly involved in product specification, a very important part of the business. Since then, Muthu has acquired a vast amount of experience in product specification and controls all the estimation, tenders and value engineering. He heads the Specification Team, which acts as a bridge between the design and sales team.



**Osama Masri**

Country Manager, KSA

Osama has been involved in the lighting industry for over 20 years, dealing with lighting fixtures, wiring devices, lighting control systems, audio/video equipment and intelligent lighting operations. Osama possesses in-depth knowledge of export and import affairs with a wide platform of suppliers and manufacturers, both local and overseas. His specialities include dealing with local and foreign consultants, designers and architects, as well as supervising sales teams, technicians and other personnel, manpower management and developing marketing strategies.



**Richard Semple**

Lighting Specifications Manager

Rich joined Acoulite in February 2016 as Lighting Specifications Manager. His role will be focused on managing Lighting Designers in the region and internationally, assisting initially with specifications and ultimately helping them to deliver fantastic projects. Rich has over 14 years' experience in the lighting industry, starting in technical design before working for a leading European manufacturer. We are confident the addition of Rich to the team will help to firmly establish Acoulite as the lighting distributor of choice in the Gulf.

**Neilvin Celis**

Design Manager

Neilvin joined Acoulite in 2011 and leads the Design Team, managing a variety of design-build projects. He holds a Bachelor's Degree in Architecture, giving him an edge with the interpretation of overall requirements for projects from concept to delivery.

Neilvin is responsible for planning the overall strategies of lighting design for all our Acoulite offices and continuously redefining design processes. He's also spearheading the tailored design approach matching our clients' requirements, using the latest version of Revit, AutoCAD and Lighting calculation software.



**Sandeep Saha**

Senior Lighting Controls Account Manager

Sandeep has eight years of hands-on experience in Lighting Control and Dimming systems, Guest Room Management systems and Home Automation. This has not only enabled him to design and troubleshoot these systems for various projects, but has also helped to provide clients with valuable technical support. He spent the early years of his career working for manufacturers and conglomerates like Schneider Electric with brands like Clipsal and Merten. He has also worked with manufacturers like Lutron, Beckhoff and LG. Sandeep works with the Acoulite team to develop client relationships in the UAE and Qatar.



**Scott Kelly**

Senior Lighting Account Manager

Scott started in electrical engineering and installation, then moved into sales with Philips and Louis Poulsen, later moving to Australia to work with JSB. Returning to Scotland, he joined Atrium Lighting, which led him to set up Kelvin Lighting after recognising a gap in the market.

Scott now brings all this experience to Acoulite and is a major asset to our sales team.



**Ben Spargo**

Acoustic Account Manager

Ben has been in the Sales & Development industry for over 7 years and has proved his success in various sectors such as retail, wellness and the motor industry. He was welcomed into the Acoulite family in November 2015 from the UK to contribute towards business development. In December 2017, he was offered a new role as the Acoustic Account Manager, and directly liaises with his strong client base to assist with the specification of various acoustic products.



**Sky Bembury**

Lighting Specifications Project Manager

Sky has more than 15 years' experience in the Architectural and Entertainment Lighting industry. He holds both a Bachelor's and a Master's Degree in Lighting Design & Management, and has worked with and for some of the top lighting design firms and lighting manufacturers in the USA and United Kingdom.

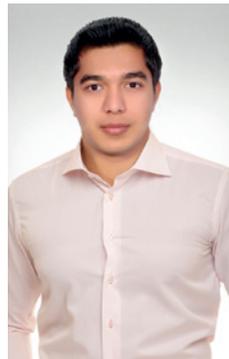
As a Lighting & Projects Manager at Acoulite, Sky works directly with the local design community by providing advice and assistance with lighting specifications, design guidance and project supervision.

**Nobin George**

Project Manager

Nobin has five years of hands-on experience in Lighting Products, Dimming Control systems and Building Management Systems. This has not only enabled him to support and troubleshoot these systems for various projects, but has also helped clients with valuable technical support from project start to completion.

Nobin works as Projects Manager with the Acoulite Technical team and is responsible for the successful implementation of projects in all aspects, such as the execution of design intent. He achieves this by working closely with key contractors and their MEP team, maintaining good relations with the client installation team and manufacturers, and finding alternative solutions for any site issues.



**Emma Hughes**

Account Manager CoeLux

Emma joined Acoulite at the start of 2018 as the Account Manager for CoeLux. She has been in Dubai for over 5 years, with 7 years of experience working in account management and the construction Industry. Originally from the UK, she studied Language and Communications at Cardiff University, before relocating to Dubai in 2013. Emma proudly represents everything that is CoeLux for Acoulite in the Middle East region. Her experience in Account Management and project handling helps her to effectively manage the CoeLux brand and innovative lighting systems.



**Stephen Kane**

Design & Technical Director

Stephen has 27 years' experience in the electrical industry. Starting his career as an apprentice electrician, Stephen moved swiftly on to Project Management and then progressed to Senior MEP Contracts Manager. Stephen's extensive knowledge of working as main contractor and sub-contractor, plus his know-how of electrical installations is essential to our projects.

Stephen joined Acoulite in 2015 to manage the lighting delivery, technical specifications and installation at Doha Festival City. He now occupies the role of Projects & Technical Specifications Director, where he will co-ordinate with Design, Projects and Technical teams.



## industry coverage

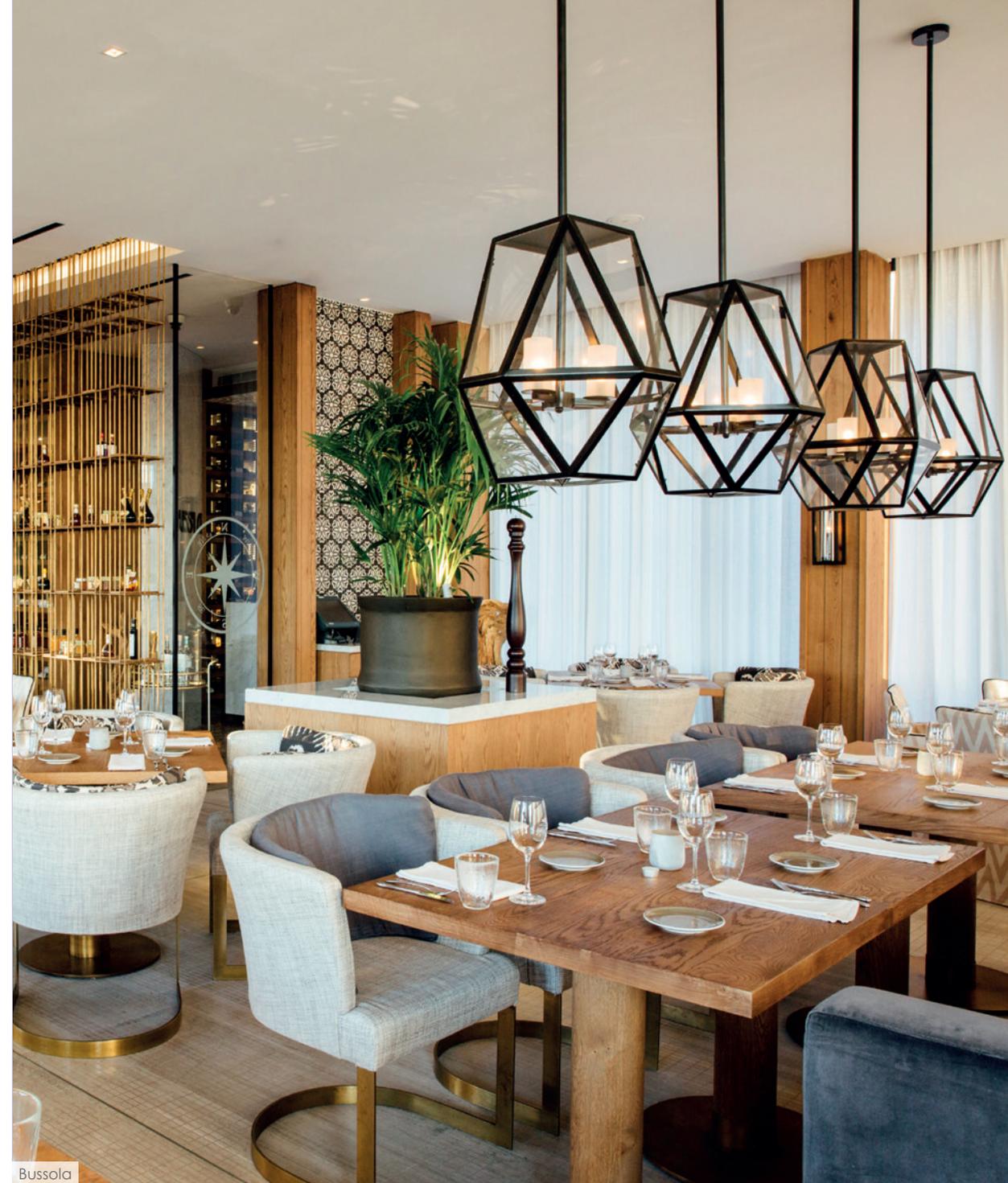
Many leading businesses have enjoyed the benefits of our specialised knowledge and experience.

Our clients are drawn from diverse industries, including the following:

- Hospitality
- Food and Beverage
- Commercial
- Education
- Healthcare
- Retail
- Industrial
- Residential
- External
- Landscaping
- Places of Worship
- Galleries and Museums



JB's Gastropub



Bussola

# what we do

Businesses invest a lot of time and money to create the ideal environment for their staff's comfort. State-of-the-art lighting, climate control and ergonomically designed furniture are all now commonplace in the office environment. Successful companies understand that in

order to create an ideal work environment, achieving the correct balance of sensory elements is a key consideration, and foremost among them are sound and light. Acoulite has the expertise and experience that allows it to provide perfect solutions that achieve this balance



Emirates MBD



Siddharta

# how we do things

## Concept Design

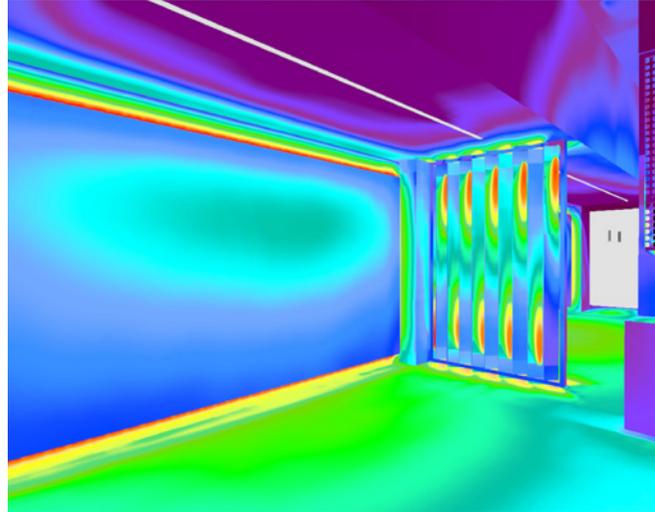
Acoulite works with contractors, consultants, architects and interior designers to produce both functional and aesthetically pleasing acoustic and lighting solutions. In its initial stages, Acoulite uses reference studies to demonstrate concepts to their clients.

## Schematic Design

Acoulite provides acoustics or lighting layout, technical information, calculations, value engineered designs, product data sheets, BOQs and quotations.

## Detailed Design

The company presents the final report, featuring design layouts with cross-sections and typical details for specialist areas, full technical specifications and documents for tender projects.



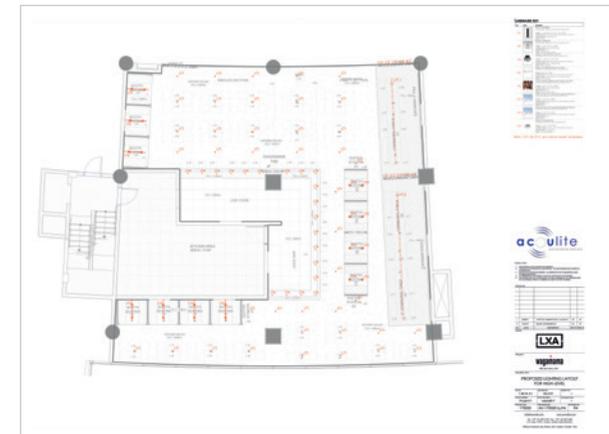
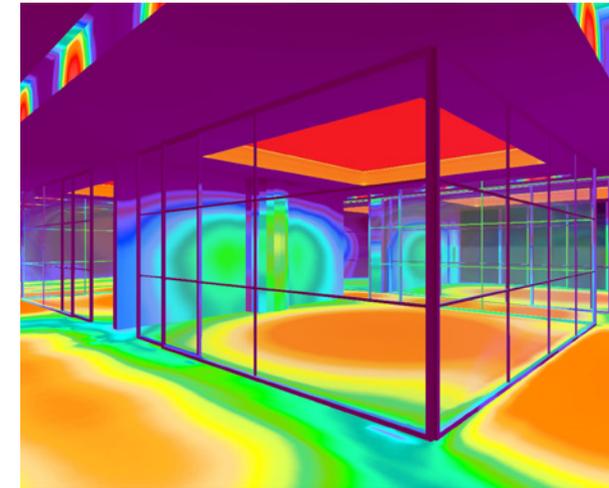
## Supply and Support

On-site support is carried out by an experienced team of Acoulite technicians. This process often occurs outside normal working hours in order to keep disruption to a minimum. Our work is guaranteed and our after-care service is devised to suit your requirements.

We strive to remove the stress from every installation and seek to make the process as painless as possible for our clients. This typically includes liaising with landlords or health and safety personnel wherever necessary.

Our teams regularly undertake specialised training and hold certificates in a variety of courses, including Health & Safety and Project Management.

With a wealth of experience in acoustic and lighting solutions from design to supply, right up to commissioning the project on-site, Acoulite provides a complete turnkey service.



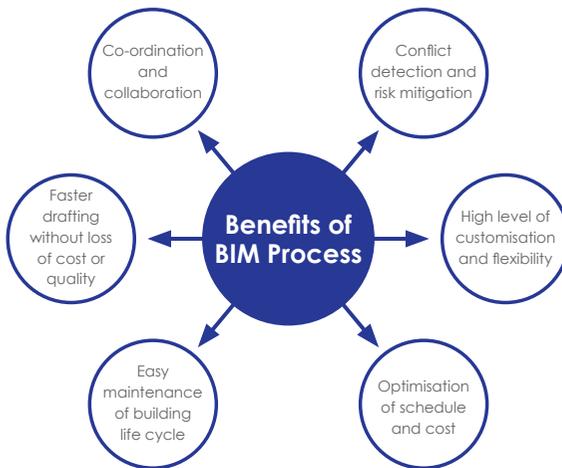
# acoulite BIM design

Our design team now adopt BIM Design as a matter of course. We realise it is essential that integrated modelling and specifically installation modelling are fundamental for site coordination.

It allows you to foresee any conflicts in a previous phase enabling economic savings and a competent execution of the project.



- To assist in the design and coordination with clients.
- To make best use of the products we have in our range at the early stages of the project.
- To provide support for the project's decision-making processes together with the end-user, architect, interior designer and other professional element of the design team.
- To have the parties commit to the project objectives and design by means of using the building information model.
- To visualise design solutions for our clients.
- To make the processes during construction more effective.

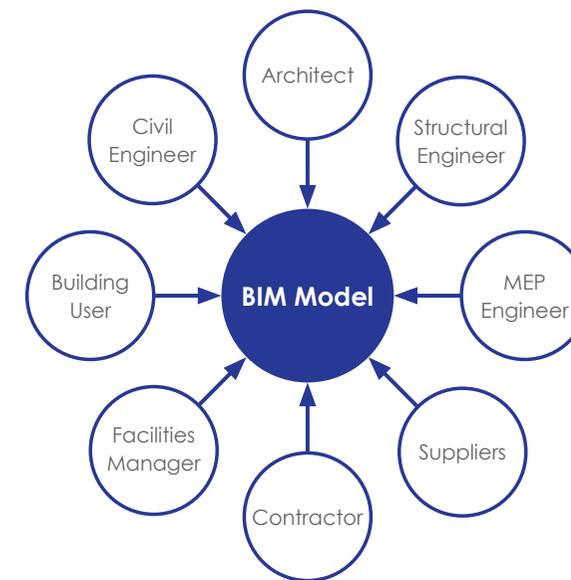
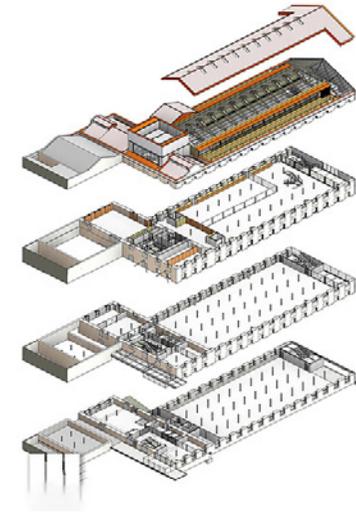


- To support the cost and life cycle analyses of the project.
- To lead in Lighting Design with BIM in GCC.
- To support the local mandate in using BIM.

## Benefits of BIM

Building information modelling, or BIM, is a process or workflow used to create a virtual model which describes a building with some or all the following integrated information:

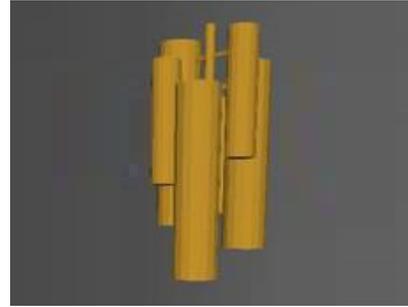
- Geometric components/objects.
- Design intelligence.
- Analysis and simulation data.
- Manufacturing and construction intelligence.
- Procurement intelligence.
- Operations management.
- Facilities management.



# custom product

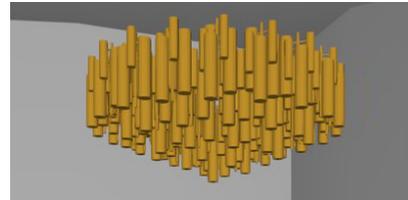
## First Stage

- Brainstorming with Interior Designer
- Create mood-board images of lighting product for approval
- Propose shape, design and dimensions
- Produce specification sheets for tender process



## Second Stage

- Finalise dimensions, electrical and mechanical specifications for shop drawings
- Estimate weight loads, electrical and shapes for utilisation in the space
- Consideration of oscillation and air-conditioning effects on custom product
- Suitability of fixing and installation
- Pricing of product



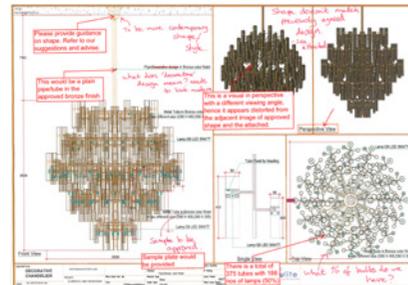
## Third Stage

- Final shop drawings to incorporate all IP comments
- Get signed and approved by IP



## Fourth Stage

- Production of sample and sample swatches, glass colour and finishes for approval
- Ensure that all finishes of different products match and 'flow' through the project.
- Samples signed off by IP



## Fifth Stage

- Manage production process through the factory, ensuring quality and time scales are met
- Manage packing and shipping items to ensure product arrive in good condition
- Deliver to site
- Assist in technical support to contractor or install the product, depending on our contact terms

## Sixth Stage

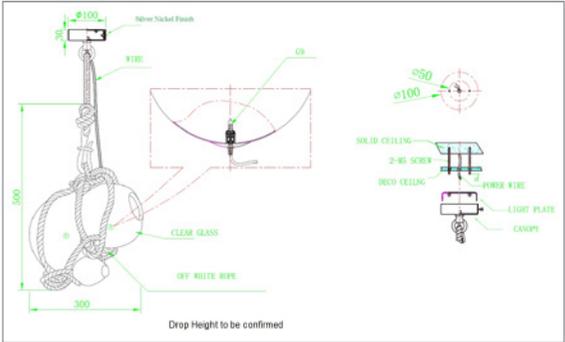
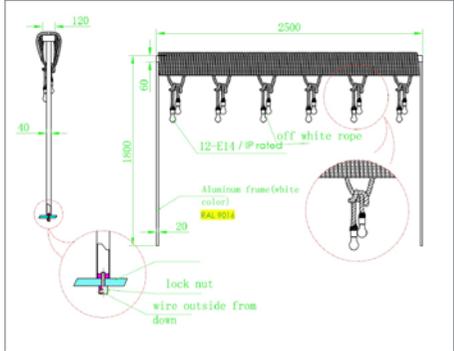
- Inspection of finished product and scene setting through dimming system

## Final installation & assembly on site, Le Meridien Airport Hotel

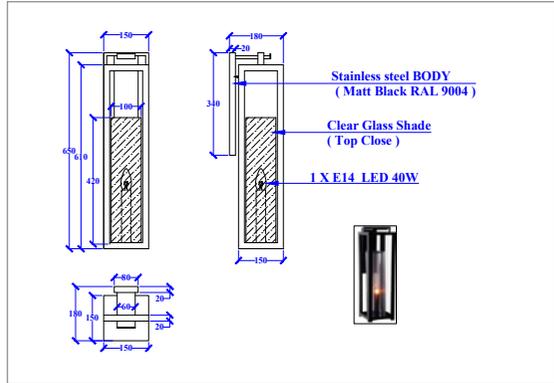
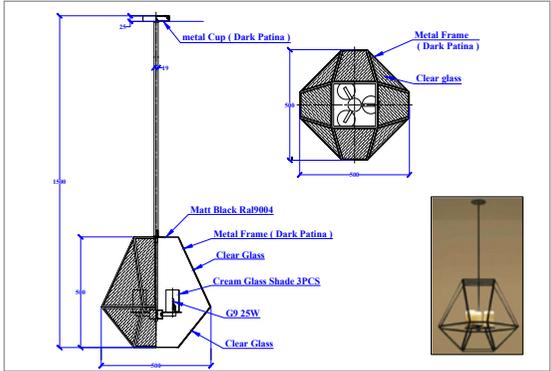


# custom product

Catch Seafood Restaurant, Abu Dhabi



Bussola Restaurant, Westin Hotel



# acoustics

Our senses fundamentally shape how we experience the world. A comfortable acoustic environment enhances well-being and motivation. A space with poor acoustics has the opposite effect.

Optimising acoustic quality can be challenging for today's architects: the hard surfaces associated with contemporary building designs, such as glass and concrete, can lead to increased reverberation and cause 'acoustic smog'.

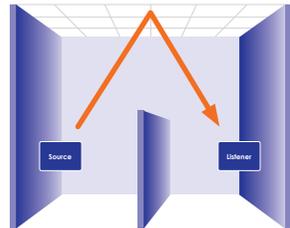
## An acoustically well-designed facility should provide:

Acoustic professionals usually take a three-pronged approach to creating an effective environment, implementing methods to absorb, block and cover conversations and background noise.

Because all three strategies are required to achieve the best possible results, they are collectively referred to as the 'ABC Rule'.

### A = absorb      B = block      C = cover

#### absorb noise

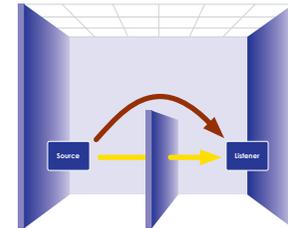


- **Ceiling Materials**
  - Invest in good acoustic ceiling
  - Use indirect lighting or parabolic
- **Workstation Materials**
  - Reduce overall reverberation
  - Reduce reflection of voice into office
- **Wall Materials**
  - Use absorptive panels on large vertical surfaces
  - Use at key reflective locations
- **Flooring Materials**
  - Carpeting minimises footfall noise

Absorption reduces the reverberation, or echo-effect, in the office. While there is no doubt regarding the importance of using absorptive materials in the office, their use

lowers the ambient or background sound level, actually making the environment sound noisier and less private. Conversations will be more distinguishable and intelligible.

#### block noise

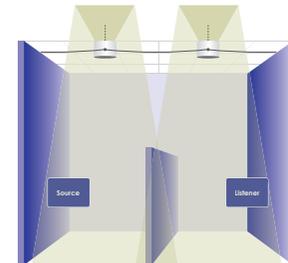


- **Install Physical Barriers**
  - Walls, windows and doors
  - Plenum barriers
  - Sound transmission between floors
  - Ensure workstation partitions extend above seated head height
  - Enclose noisy office equipment
- **Use proper layout**
  - Separate noisy areas and quiet ones
  - Isolate meeting rooms
  - Avoid direct sound transmission

Another key method of controlling noise is to block sound transmission. Blocking is used to eliminate noises generated within the space and outside of it.

It is achieved through the use of physical barriers and a layout that minimises direct (line-of-sight) noise transmission.

#### cover noise



- **Introduce Masking**
- **In Closed Spaces**
  - Use in private offices, meeting rooms, presentation rooms and other closed-plan spaces
- **In Open Spaces**
  - Use in all concept areas

Use of a sound masking system can reduce costs by eliminating the need for additional insulation, extra layers of drywall, plenum barriers, high-spec walls, or permanent walls around private offices. In this way, masking

also maintains the flexibility of the office space for future renovations and changes. In open plan spaces, masking can help maintain a level of acoustical control as density increases and workstation partitions become lower.

## acoustics



Novawall® is the clear-cut favourite for acoustical stretched fabric wall and ceiling installations. The system was designed to provide an acoustical solution to the varied environments of modern design. Tradesmen and installers always prefer Novawall® because they install it once and it will be there for years to come.



Logison® Acoustics Network is the first networked sound masking, paging and music system. With its superior technology, the network ensures that clients obtain the best possible results with speed, ease and versatility.



Autex are leaders in acoustic innovation. Dedicated to product development, Autex Interior Acoustics are the premium solution to controlling reverberated noise. Autex Interior Acoustics are lightweight, easy to install and are suitable for new builds and retrofits. Made from 100% Polyester.



Men's College



LinkedIn

# lighting and controls

With an experienced team of lighting control professionals, Acoulite offers innovative, cost-effective, energy-efficient and scalable solutions for all your lighting control needs.

With its unique, multi-brand strategy, Acoulite delivers a tiered approach to projects, ensuring it offers solutions that are within budget and always competitive.

The team works closely with all stakeholders involved in the project process, such as Architects, Interior Designers, Lighting Designers, MEP Consultants, Main Contractors, MEP Contractors and Facilities Managers. They work with them right from concept to completion, adding value and supporting them with Design, Specifications, Value Engineering Options, Schematics, Shop Drawings, On-site Technical Support, Programming, Testing and Commissioning, ensuring that the control intent and philosophy is maintained.

The product offering includes solutions for the following:

1. Control of Tunable white and Circadian Lighting
2. Guest Room Management Systems
3. Retrofit and wireless solutions
4. Single room/Multi room/Full floor/ Full building/Multi-building systems
5. Control of DMX lighting
6. Façade lighting
7. Daylight harvesting
8. Presence/Absence detection
9. Third party integration with Blinds/AV/BMS
10. Lighting management for Cinemas, Auditoriums, Experience Centres, Schools, Retail Outlets, Restaurants etc.



## our collaborators

Complete solutions are provided by Acoulite via an international network of distribution specialists. Combining the talents of these experts offers the best possible results.

### Lighting

- Dyson
- Orluna
- Optelma
- CoeLux
- Applec
- Zumi
- Flos
- Flos Architectural
- FUTURE Designs
- Light Net
- AERO
- ALTO
- 100% Light
- MEL
- Lumino
- Hala
- XAL
- Wevre Ducre
- Tridonic
- Osram
- Lamp
- Lug
- Simes
- Louis Polsen

### Lighting Controls

- Lutron
- Helvar
- CP Electronics
- Jung
- Philips Dynalite
- Ex-Or
- Pharos
- Casambi

### Acoustic

- Logison
- Autex
- Novawall



Catch

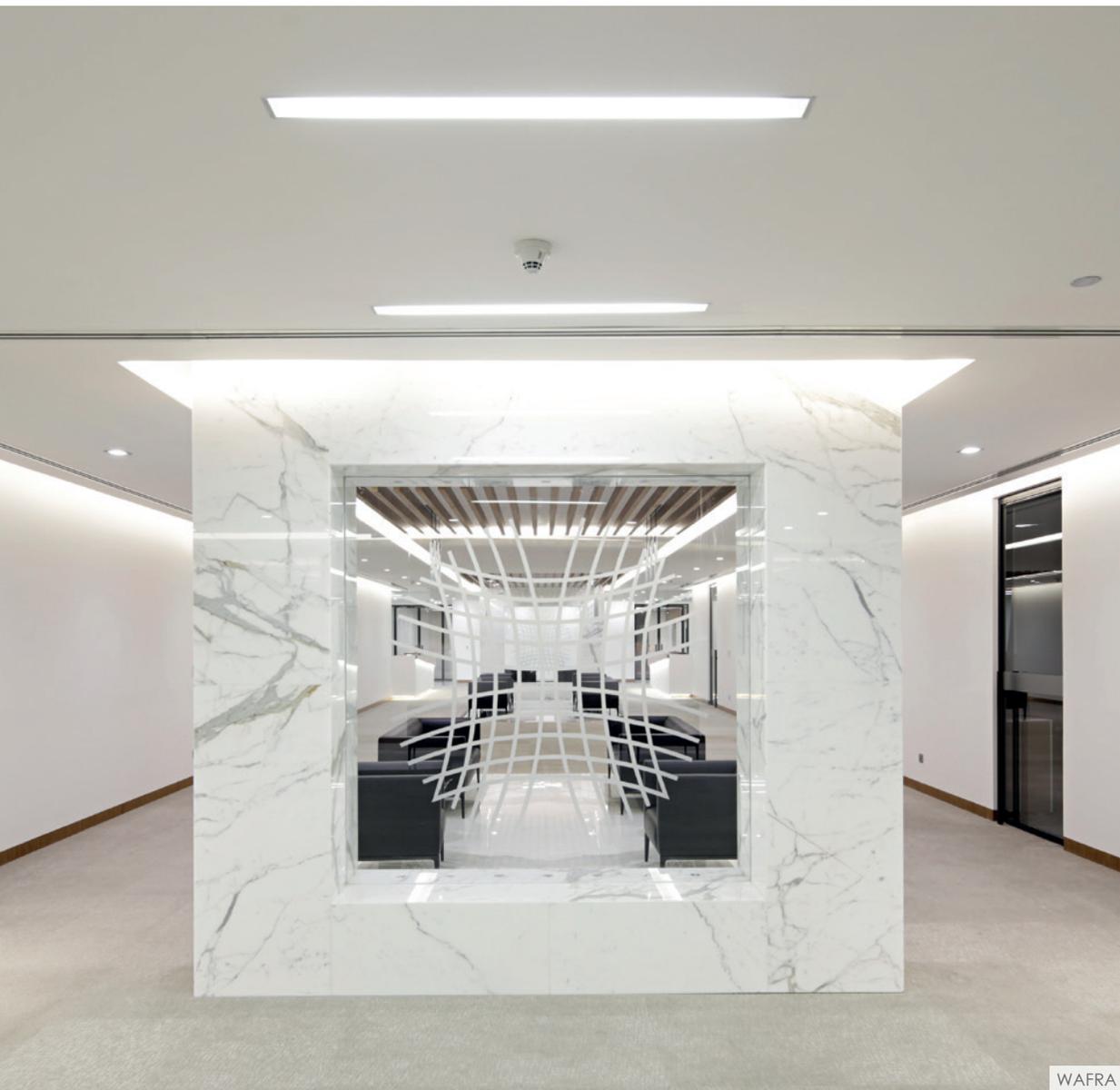
# our showroom

To showcase our products and services, Acoulite has established a dedicated facility. The showroom is located in the Media One Hotel, Level 3, with a full range of luminaries that can cater for all types of projects. We also have acoustic products where you can experience the tranquility of true sound absorption and speech privacy.



# our work

WAFRA



# our work

Babaji



# our work

Mint Leaf



Mint Leaf



Mint Leaf



Mint Leaf

# our work

Orbi



Orbi



Orbi



Orbi





Prime Hospital

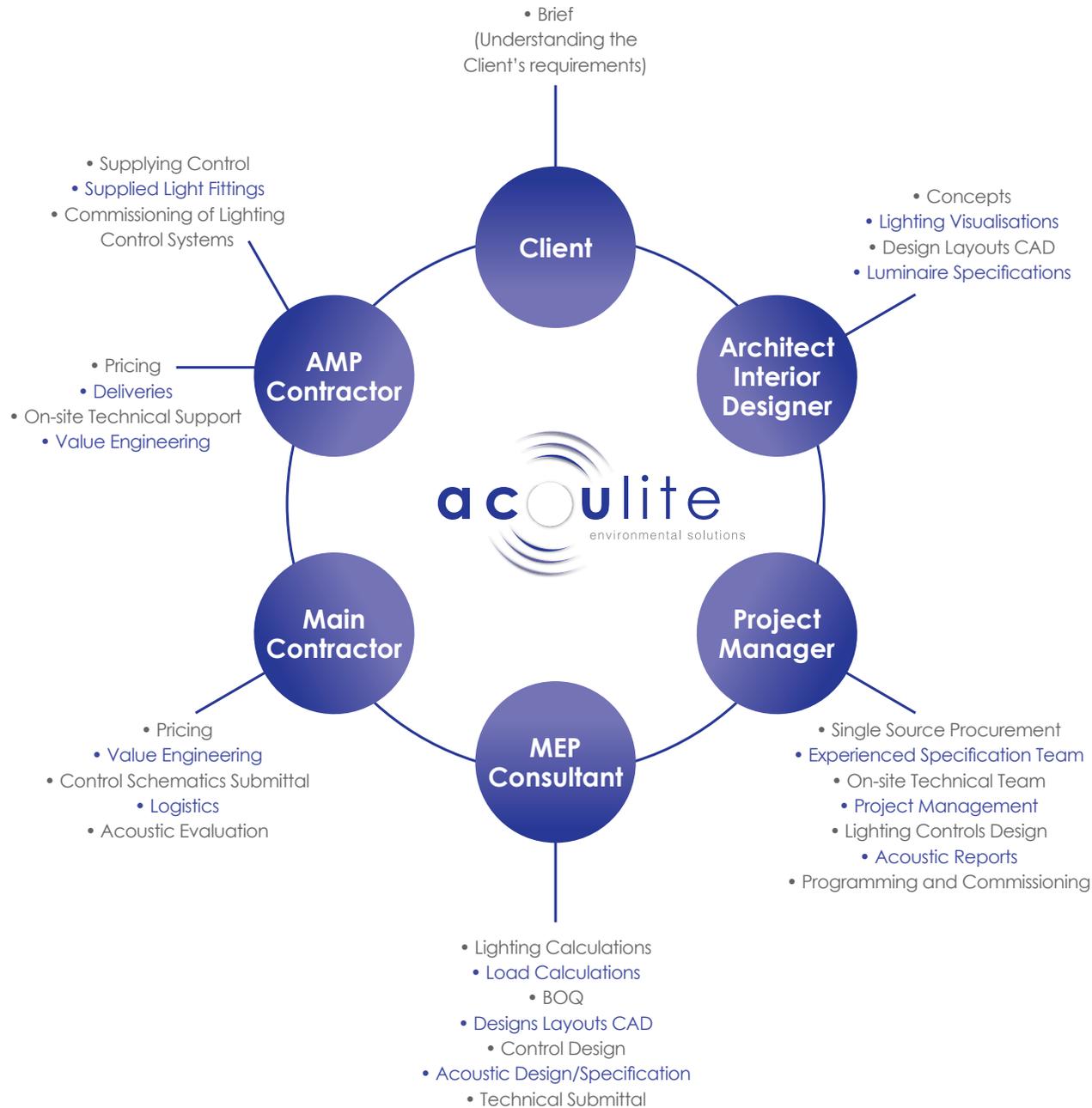


Prime Hospital

our work – acoustics



## our process



## our offices



### Dubai

**Acoulite Trading LLC**  
Office 4C Level 4  
Union National Bank Building  
Khalid Bin Waleed Street  
(Bank Street)  
Bur Dubai  
Dubai, UAE  
**+971 4 359 2184**



### Abu Dhabi

Office 2 Floor 12  
Prestige Tower 17  
79th Street  
Mohammad Bin Zayed City  
Abu Dhabi  
UAE  
**+971 2 495 7051**



### Riyadh

5th Floor  
Al Faleh Centre  
Opposite Akaria Plaza  
Olaya Main Street  
Riyadh  
Kingdom of Saudi Arabia  
**+966 011 810 8852**



### Doha

Al Rabiah Building 3  
Al Jazira Al Arabiya Street  
Madinat Khalifa South  
Doha  
Qatar  
**+974 4038 9166**



### Kuwait

Office 14  
1st Floor  
ALARGAN Complex B  
Kuwait Free Trade Zone  
Kuwait  
**+965 223 916 36**

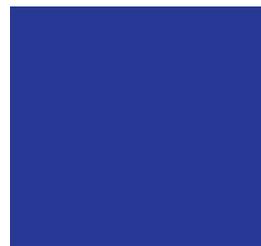
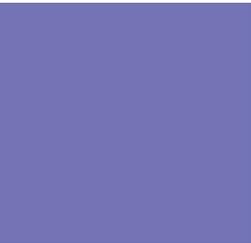
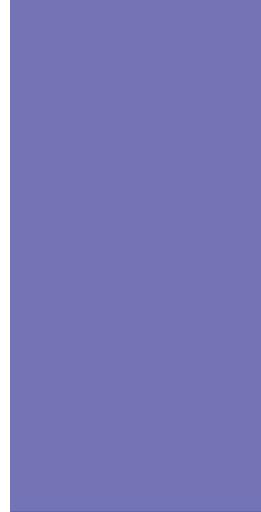


### Kuala Lumpur

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We are the Middle East's  
leading company for  
**Lighting** and **Acoustics**



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