

# Du Telecom Headquarters

## Dubai



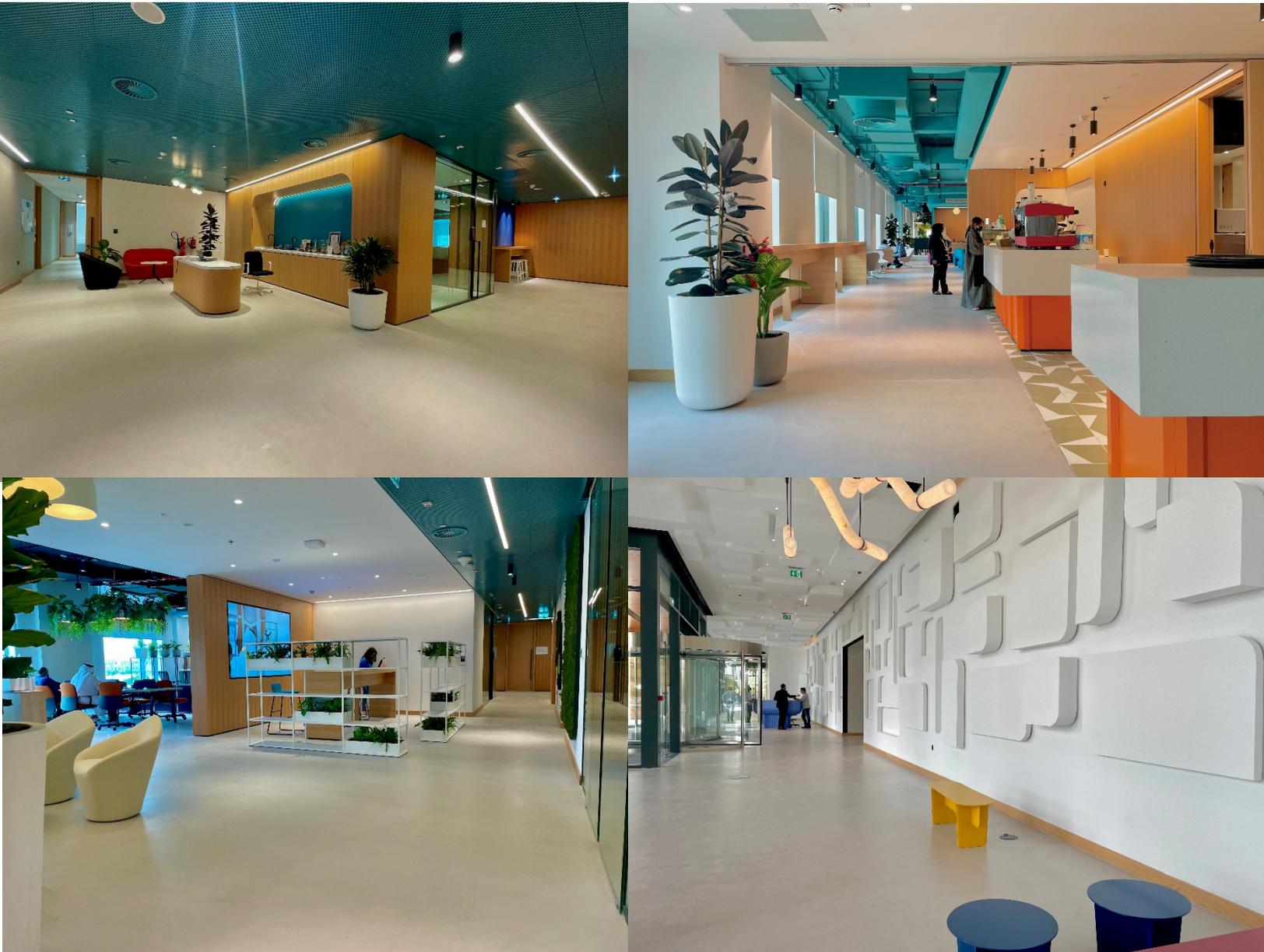
## Project

Du, previously known as Emirates Integrated Telecommunications Company before rebranding in 2007, is one of the two main telecom operators within the United Arab Emirates. Priding themselves in impeccable broadband connectivity and outstanding customer service, Du have become a household name throughout the region and continue to demonstrate their mission of bringing people and businesses together through their ever-growing data hubs and extensive satellite broadcasters. The prestigious telecommunication company allows any resident or traveler of the UAE to stay connected with their wide collection of telephone data packages, TV and streaming plans and WIFI connectivity, ensuring that no matter where you are in the region, you are only a click away from your peers.

The consistent development of Du has led to the company receiving many awards, including the “Best Smart City Initiatives” award, and due to the continuous success of company, Du has encouraged an expansion of employees and new branches opening throughout the city. The newest development within Dubai Hills Business Park has been selected to become the headquarters for the company and it contains 6 floors of various staff departments and amenities for the employees to enjoy whilst taking a break from their work. The Duphill team worked closely with Bluehaus Group to produce a seamless specification for this high-value client and we were delighted to support the construction of this facility with our cutting-edge Microcement solutions.

Microtopping, supplied by our partners at Ideal Work, was specified for the flooring, walls and furniture due to its sleek, seamless finish and unique cloud effect. Applied at just 3-4mm thickness, Microtopping allowed us to achieve a contemporary concrete surface whilst surpassing the weight limitations of traditional concrete. Each components of Microtopping have been engineered to perfection and the polymer-based mixture allowed the surface to obtain the finish of the client's choice whilst guaranteeing longevity due to the flexibility of the system and impenetrable polyurethane sealers. Microtopping offers endless colour and texture selections, encouraging stress-free specification choices and allowing our clients to have full creative control.

Each member of our workforce contributes greatly to the ever-growing success of Duphill and we are always delighted to support prestigious clients like Du with bringing their ideas to life. We continuously support our clients from the design stage to the execution stage of each projects in order to offer the best solution for their requirements. It is always an honour to see our surfaces being used for such a prominent company in the region and we hope to see this unique finish continue to dominate the construction and new build market for years to come.



Completion Date: June 2022

Area Applied: 2,200 m<sup>2</sup>

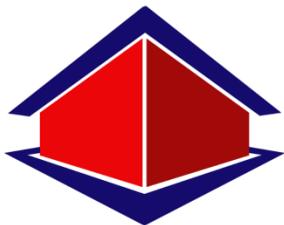
Client: ISG Middle East

System: Microtopping®



### Our Mission

Since 2011, Duphill's vision has always been to achieve excellence in every project we deliver. This high standard is what keeps our dedicated team continuously applying our core value of **"Delivering Quality on Time"** and guarantees satisfaction for all our valuable clients.



#### Contact us

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#### Social Media Links

LinkedIn: <https://www.linkedin.com/company/duphill/>

Facebook: @DuphillUAE

Instagram: @DuphillUAE