

Hot stuff in Dubai

A recent survey amongst Zip customers in this Middle Eastern Emirate reveals their reasons for choosing Zip instant boiling water



Sheraton Creekside, Dubai

>> Taking instant boiling water to the desert Dubai might seem like a case of coals to Newcastle or ice to Alaska. But the needs in the hot climate of Dubai are not so different from those in more temperate zones. And the advantages are exactly the same.

In Dubai, the Zip Hydroboil has proven to be a very popular kitchen appliance from prestigious hotels such as the Sheraton and Le Meridien through to quite small enterprises. Zip's agent in Dubai, GMAMCO Trading, recently surveyed purchasers of the Hydroboil to ascertain their reasons for investing in Zip products, their level of post-sale satisfaction and their future needs. The results make for interesting reading.

Capacity and recovery rates were important factors in their decision to purchase Zip appliances

The Dubai World Trade Centre, for example, reported that they chose the Hydroboil because it was more compact and saved counter space. The Engineering Department of the Department of Health reported that the Hydroboil met their objectives – it was wall-mounted, neat, fixed, and boiling water was always available. The Towers Rotana Hotel reported that capacity and recovery rates were important factors in their decision to purchase a Hydroboil. They also liked the fact that it saved space on the bench top and that scaling and corrosion were reduced.

Butch B. Lim, Chief Engineer at the Le Meridien hotel said he was sceptical about all salesmen because promised after-sales service was rarely forthcoming. But asked about his reasons for buying Zip, he replied: "Durability. I had trouble initially, but Zip rectified the problem immediately and I am really happy. The Zip system is put to heavy demand and it is amazing and unbelievable!" ■