

Oikos to establish presence in GCC market

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Massimo Storer, the export manager for entrance doors solutions company Oikos, says that the European company is looking to establish a presence within the GCC market.

Oikos will launch its first initiative into the region by exhibiting at Dubai's design trade fair Downtown Design, set for 28-31 October.

According to Storer, Oikos will be launching two sets of doors solutions at the fair. The first being glass and the second will be of special ceramic.

He says: "We are proposing two sets of doors with two different sounding wall systems. One will be glass, back painted glass in black. The black is a bit of a challenge in a way because potentially for the end-user it could be strange, but we've seen with our architects and designers that people are actually attracted to them.

"The other door set will have one face of special ceramic that has two functions. The first function is aesthetics, as it recalls the rust steel affect.

So it has an aesthetic impact and at the same time it's not something you expect to see on an entrance door. The second point is it's very well performing in very difficult climates and can be exposed to various atmospheric agents."

In addition to entrance door solutions, Oikos will also display a number of various materials that clients and designers can choose from, as well as wall designs for door-surrounding bits in an entrance.

According to Storer, Downtown Design will provide a great entrance for the company to establish more brand awareness among architects, designers and developers in the region.

Oikos, which already has agents in Lebanon, Jordan and North Africa, will also be looking for an agent to follow up on projects in the GCC.

Storer notes: "There has been a positive response in the Middle East's retail sector, where individual consumers are trending toward our doors. We are pretty sure there is a space for us.

"It's very important for us to focus on the performance side and finding someone on the ground to be trained and to be supportive, and then take his hand for followup support of potential projects. We are not looking at the moment for direct presence, but an agent. So that is the priority."