

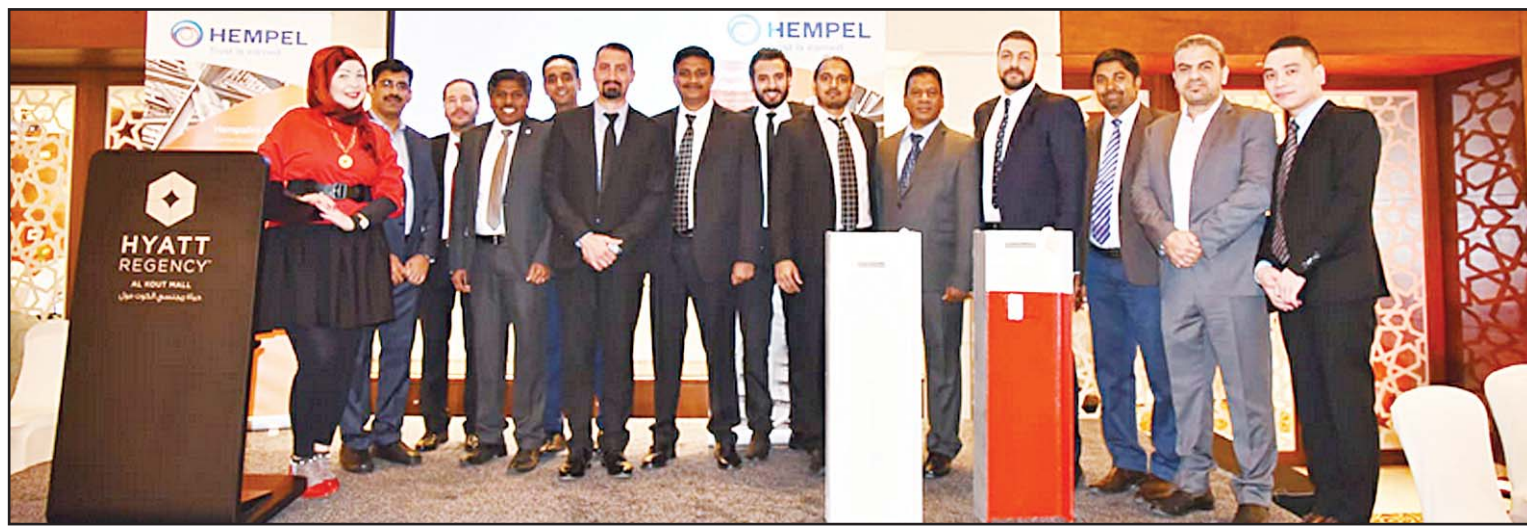
### Hempafire Optima 500 is fast drying, highly resistant to sagging

# Hempel launches new PFP coating to safeguard steel structures

KUWAIT CITY, Dec 10: World leading coatings manufacturer Hempel's new generation fire-protection coating – Hempafire Optima 500 – is specifically designed to improve the productivity of passive fire protection (PFP) coating applications. It achieves this by reducing the number of coats required and the process time required to apply them – saving time and costs.

Hempafire Optima 500 helps to maintain the stability of steel structures in large infrastructure buildings such as airports, stadiums and commercial centres by delivering up to 180 minutes protection against cellulosic fires, being optimised for 120 minutes. It is a one component waterborne acrylic intumescent\* coating with zero volatile organic compounds (VOC) and can be used for both open or closed steel sections.

Hempafire Optima 500 is fast drying and highly resistant to sagging. The application which can be delivered in two days as part of Hempel's PFP system, outperforms in warm conditions and provides two-hour fire protection in ISO 12944 C3 interior environments. It dries to an excellent aesthetic finish meaning there is minimum surface reworks to achieve the required cosmetic finish when applying a topcoat. The ease of application allows customers to improve



A group photo from the event.

their painting process by reducing the number of coats needed, minimising drying times and maximising the speed of the application.

Taken together, these properties save both time and money as projects can be completed faster and with lower total application costs. Hempel's Group Product Manager, Cellulosic PFP, Roger Soler,

says: "When developing Hempafire Optima 500, we created a coating to enhance efficiency for customers by increasing their productivity and reducing costs. Thickness build-up of the coating can be achieved in less coats that dry faster. Thus, application costs and time to deliver are reduced. We also wanted a coating that outperforms in warm cli-

mates such as those found in the Middle East and in parts of Europe. We've managed to achieve this without compromising the protection or the aesthetic finish. At 40°C, it comfortably holds up 750 microns (µm) dry film thickness (DFT) per coat, and can be overcoated in just three hours. For applications where speed is the key, coats of 500 µm DFT can be

applied every 75 minutes and recoated with a PU topcoat after 16 hours. This means that the whole system - primer, PFP, and topcoat - can be applied and dry to handle within a 48-hour period. Simply put, the job is completed faster and more efficiently with Hempafire Optima 500." Hempafire Optima 500 is now avail-

able in the Middle East and will soon be available in certain countries in Europe. For more information please contact your local Hempel office.

- Hempafire Optima 500 at a glance:
- Waterborne intumescent PFP coating optimised for 120 minutes protection against cellulosic fires
- Independently tested and third party certified according to BS 476 20/21 standard
- Increased productivity by shorter drying times – projects can be completed and delivered faster
- Fire Protection for 120 min and C3 interior Corrosion protection delivered in 48 hours
- Can be applied up to 750 microns DFT in one coat, reducing the number of coats to apply and labour costs
- Competitive loadings specially for sections commonly used in large civil infrastructure • Reduced total project costs
- One solution for all projects and steel profiles including 3S hollow beams – simplifying the specification and application processes
- Environmentally compliant as contains zero volatile organic compounds (VOCs)
- Quick and easy application – robust application in different ambient conditions



A photo from the event.

### Burgan Bank organizes a field trip for Iqra'a School to its Head Office

KUWAIT CITY, Dec 10: Burgan Bank, one of the highest contributors to progress in society, recently welcomed young students from "Iqra'a Bilingual School" to its Head Office as part of an educational tour. The school field trip was managed by the Senior Branch Manager Ahmad Al Rebian & Area Sales Manager Mohammad Al Qenaie, who provided the children a learning experience in the world of banking.

Burgan Bank believes in empowering the kids with a solid foundation in educational and first hand instructive knowledge by broadening their academic development beyond the limits of a classroom. During the tour, the children had the opportunity to meet with the different sections responsi-

ble for ensuring a successful business through their respective tasks such as the tellers, customer service etc. Burgan Bank seeks to create a conscious and educated generation that benefits the society

Supporting education falls under Burgan Bank's CSR strategy, through its program: 'ENGAGE' – Together to be the change. Burgan Bank sheds light on important aspects affecting every segment of the society by promoting social welfare through educational, cultural, social and health initiatives. Burgan Bank's approach to 'ENGAGE' begins with a vital principle that as a Kuwaiti financial institution, its conduct and policies should be aligned with the needs and interests of the Kuwaiti society.

### 'Provide quality education'

# Darisni highlights importance of evolving educational platforms

KUWAIT CITY, Dec 10: Darisni, the region's first smart-device platform that instantly connects students with qualified tutors, has expanded its in-app offerings to address the needs of students in the region, said Founder & CEO Noor Boodai at a discussion panel held as part of Egypt's Ecommerce Summit on Sept 17. She said that the expanded offerings by Darisni, underline the importance of having an easy-to-access and constantly evolving educational platform to meet the aspirations of students today and to enable them to unlock their true potential.



Noor

The discussion featured leading Arab Educational Technology (EdTech) leaders, who highlighted the importance of EdTech and its role in ensuring that modern education evolves in tune with massive changes we see in the world today – led by information technology and internet connectivity.

Noor Boodai added: "The needs of students are changing and it is important that the education sector keeps pace with this change. With the internet revolutionising how we live, work and play, ensuring organic and continually evolving EdTech platforms are key to shaping the citizens of the future. Our goal is to provide user-friendly platforms and products that meet their expectations."

Noor Boodai added: "At Darisni, we believe in the importance of the tech-driven education to make it relevant and value-added for students. We have set a clear benchmark in tech-driven education and created a well-established platform for students through Darisni. Our professional team works hard to ensure that we meet the needs of our users, and help achieve our main goal of making quality education more accessi-

ble to the people."

Boodai observed that while EdTech is a game changer for education, it is not as fast-growing as others. "EdTech companies need support and investment in addition to allocation of skilled talents. Irrespective of a country's economic performance, EdTech companies need to be nurtured because education is at the core of the society, and families value the importance of educating their kids."

Boodai said that Darisni is trying to be a changemaker and helping address the challenges faced by the EdTech sector. "Many companies complain about the education system but do nothing to change it. We believe that a lot can be accomplished in the industry more so because the aspirations of students have changed too. They seek the spirit of social community that Facebook and Instagram have built. A virtual community that acts as a support system in exchanging information and motivate students to work harder is key – and that is role that Darisni plays today."

Highlighting the success of Darisni, Boodai said that it has established itself as a stable platform with a growing number of users every month. "The stability and growth of Darisni makes it a good platform to invest in so that all stakeholder benefit from it."

The Egypt Ecommerce Summit aimed at breaking the barriers preventing retailers from going online and leveraging the breakthroughs in e-commerce that is fast transforming the region's retail landscape.

Darisni can be downloaded for free on iPhone, iPad, and Android smart devices. School and university students can use the multi-subject platform to connect with subject specialists, who will then assist them with the learning and understanding required to answer their questions. Darisni offers monthly complimentary hours to enhance the learning process and encourages students to discover the new technology.

### Elevating nova selfies into works of art

# Huawei nova: A new star on the scene

KUWAIT CITY, Dec 10: Our galaxy spans 100 thousand light years, and is made up of approximately 200 billion stars, each of which emits a unique glow and serves as the center of its own domain. Stars burn, fizzle out, and reform over the course of millions, or even billions of years. In the fast-moving smartphone market, however, this cycle of rebirth and reinvention occurs within a much quicker time frame.

Over the past two years, the Huawei nova series has been the new star that shines the brightest, furnishing cutting-edge Huawei capabilities, including flagship-level Kirin chips, GPU Turbo technology, powerful battery life, and riveting features through a stylish, youthful filter. Indeed, the series' dazzling designs have made it a sensation among young consumers, with skyrocketing global sales. Huawei nova has assumed its place alongside the more established P and Mate series, blazing a trail as a pioneering product line with a distinctive aura. But unlike the distant stars in the night sky which represent powerful forces beyond the reach of humanity, Huawei nova puts star-like qualities fully within our grasp!

**A wholly new selfie experience**  
Huawei nova smartphones pack top-notch hardware and computing to back up their burgeoning reputation. As futuristic AI photography and enhanced front cameras have helped drive the current golden era of selfie photography, a phenomenon that has only been accelerated by the presence of social media, each new generation of Huawei nova phones has packed innovative hardware. The nova 2s incorporated dual front cameras, the nova 3 unveiled 24 MP AI poster-quality selfies, and the nova 4e made the leap to 32 MP ultra-HD resolution.

A beauty algorithm provides the cherry on top, elevating nova selfies into works of art. Painstakingly developed, advanced facial mapping models have enabled the rapid progression from simple nude makeup effects, to 3D beautification, to AI micro-adjustments. The latter furnishes finely-tuned, professional-level effects that accentuate the natural beauty of any subject, integrating the fleeting joys of youth with the timeless nature of photography.

**Lighting the way to a brighter future**

For many young people, smartphones have become more than just fun and functional devices, but as the extension of the user's personality. Design is now more important than ever, as many people now buy phones as an expression of independence, and to take part in an unconventional user experience. Huawei's bold aesthetics meet such demands for out-of-the-box designs that stand out from the ordinary.

From the candy-reminiscent color schemes on the nova 2s, to the nova 3's purple and blue tones, and the intricate double-layer of reflective film on the nova 4, Huawei nova has always been at the forefront of design innovation. This trendsetting nature and unrelenting commitment to reinvention matches the ethos of young consumers in 2019, who take smartphones for granted as essential in daily life, but still desire new and novel ways to interact with their devices.

**A strong "core" to power boundless leisure**

Packed with high-performing Kirin chips and revolutionary GPU Turbo graphics processing technology, Huawei nova smartphones serve as premium gaming devices. Their proprietary Histen sound effects provide for lifelike and immersive gameplay, making a nova phone user the life of any party.



Huawei nova 3, primrose gold edition

### What you might not have known about nova series

# Nova phones bring out trendsetter in you

KUWAIT CITY, Dec 10: Should we expect a Super Nova to be coming to our markets soon? It is rumored that Huawei will bring its nova 5T to the local market soon. So, what makes nova series so popular amongst users in the state of Kuwait?

Amidst a shrinking smartphone market with declining global shipments in 2019, some big names have still enjoyed standout sales. Huawei has gained widespread consumer recognition in large part due to its two high-end smartphone series, Mate and P, each of which has drawn acclaim for premium photography thanks to ongoing cooperation with iconic camera lens maker Leica as well as unrelenting R&D. The brand's success is also credited to its highly favorable, more affordable models like the nova series. After debuting in 2016, the Huawei nova series has quickly won over younger users, due to a unique aesthetic identity encompassing trendy fashion and cutting-edge technology. In 2018, over 65 million nova smartphones were sold, indicating its widespread appeal on the market.

**Nova – a rising star**  
If the Huawei P series (exemplified by the P30 Pro) is the yardstick against which all smartphone cameras will be measured, and the Mate series serves as the benchmark for futuristic mobile technology, the Huawei nova series is the standard for trendiness, a phone for millennials and fashion-conscious users.

The name epitomizes this design concept: "nova" means "new star" in Latin, marking the nova series as a youthful, chic and fun product line. "Nova" is also derived from "innovation", embodying the brand's eternal innovative spirit.

The tens of millions of users who have opted for a nova phone, strive for fashionable modern living, in which quality outweighs quantity. They hope to bring out the beauty of daily life, by depending on a phone that matches their personality.

**Internal components that are fluid and flagship-worthy**

Nobody likes a lagging phone, but no one hates it more than young people who enjoy living at a breakneck pace. The nova series takes this into account,



Huawei nova 3, iris purple edition

deploying only the best chipsets, namely the Kirin 9X0 processors that are usually only seen on premium Mate and P series phones due to the high R&D costs associated with them. The Huawei nova 2s, for instance, uses the Kirin 960, while the nova 3 and nova 4 both pack the Kirin 970 (also on the P20 Pro and Mate 20 series). As a result, the nova series offers a fluid user performance, with an instantly responsive touchscreen, smooth operations, and lag-free gaming and video streaming. Highly-anticipated GPU Turbo technology, which has been well received within the industry as well as by consumers, is also supported. This feature streamlines processing resources and reallocates them between the EMUI system, GPU and CPU, enabling software and hardware to work synergistically to significantly enhance overall computing efficiency. Gaming on nova phones is "fast and furious", all the while allowing for greatly reduced SoC power consumption.

**An aesthetic identity fit for modern times**

Specially designed for young and trendsetting consumers, the Huawei nova series follows lofty visual aesthetic principles in designing each of its models. Every nova phone is intricately crafted and polished, with the optimal aspect ratio, depth and rounded edges, ensuring that the phone fits comfortably in the palm of your hand. The Huawei nova and nova plus, released in 2016 as the

first nova devices, adopted a 5-inch display perfect for one-handed operations, and a 2.5D curved glass screen for seamless transitions around the edges and corners. The nova 3, launched in 2018, upped the ante to use 3D glass for both the front and rear covers, for heightened ergonomics. While the smartphone industry followed the same group think in adorning their products with shiny gold or metallic hues, the nova series broke the mold by introducing trendy summer colors, such as the Airy Blue and Grass Green, attracting the notice of users who strived for a bolder, more distinctive design ethos.

In order to fashion ever more creative colors for their products, Huawei has been closely studying Pantone's annual color trends. Primrose Gold and the Iris Purple gradient were two prime examples of daring efforts that resulted in stylish, idiosyncratic products, which initiated the current trend toward gradient colored smartphones. The Huawei nova 4 followed up with two complex gradient covers, Charming Red and Pearl White, which depict the surreal and fantastical, a clash of color, bringing out a vibrant and youthful charm.

In addition to absorbing exterior colors and patterns, nova phones also contain a perfected display design. The screen-to-body ratio has gone up for each new model – the nova 2s was the first model to explore bezel-less screen technology; the nova 3 was equipped with a notched screen, and the nova 4 incorporated an in-screen front camera to maximize usable display space.

The in-screen camera technology used on the nova 4 is unique and advanced. In contrast to the more commonly seen solution on the market, which drills all the way through the screen, the nova 4's screen is only partially perforated. This design attribute reduces the gap between the front camera and LCD backlight layer to a mere 0.2 mm, allowing for a sleek and slender phone. The nova 4 front camera is the smallest in the industry, with a 3.05 mm diameter, 20% smaller than that seen on other phones. The camera hole measures only 4.5 mm in diameter, ensuring that the front camera consumes as little space as possible on the bezel-less display.

### KFH announces winners of 'Win with Hesabi' campaign

KUWAIT CITY, Dec 10: Kuwait Finance House (KFH) announced the winners of the 5th draw of "Win with Hesabi" campaign that offers 3 Jeep Wrangler Sport cars and 120 cash prizes worth KD 250 each. The draw was held at KFH Headquarters under the supervision of the Ministry of Commerce and Industry.

The winners are: Maram Alazemi, Hajar Mohammad, Soud Alazemi, Norah Alajmi, Rakan Alajmi, Munirah Alkudri, Abdulwahhab Alawadhi, Mohammad Almutairi, Nadrah Jasem and

Fatemah Ali.

This campaign comes as part of KFH continuing efforts to add value to Hesabi customers including advantages, discounts, prizes and exclusive rewards.

Once the social allowance is transferred to Hesabi program, customers enter the monthly draw on 10 prizes of KD 250 each, in addition to 3 special draws on Jeep Wrangler Sport cars.

KFH offers "Hesabi for Youth" with a variety of privileges as part of its continued endeavor to provide ad-

equate customer care, innovate new products and services and fulfill the needs of all customers of various age categories and interests. Services and products are tailored to suit customers' needs and provide distinguished service as per global standards regarding quality, accuracy and speed.

Hesabi program has been designed to meet the needs of youth and aspire for their active life style. This program presents for youth many exclusive offers and a wide range of privileges including Hesabi ATM card with a

unique design, eligibility to issue Hesabi prepaid card (as per credit regulations of KFH), distinguished offers and discounts etc.

KFH continues to launch marketing campaigns to reward youth customers. "Hesabi for Youth" represents the ambitions and expectations of youth category and copes with KFH aspiration to attract the largest portion of youth who represents the major part of Kuwaiti society. Also, the account represents KFH initiative to diversify banking services and products.