

# UNITED MARKETING GROUP (UMG) AT PLOT NO S20120, JAFZA, DUBAI, UAE



## LEED POINT SUMMARY

38 out of 69

**38** Points Achieved      **69** Points Available

Sustainable Sites	10	14
Water Efficiency	4	5
Energy & Atmosphere	8	17
Materials & Resources	5	13
Indoor Environmental	6	15
Innovation & Design	5	5

### FAST FACTS

**Project:** United Marketing Group (UMG), Plot No S20120, JAFZA, Dubai, UAE

**LEED Certification Level:** SILVER, New Construction (NC) 2.2

**Gross Floor Area:** 143, 171 sq ft / Office & Warehouse

**Neighborhood:** JAFZA, Dubai, UAE

**Completed:** September 2013

**Date of Certification:** 8 September 2015

### BENEFITS

- 30.10 % Overall Savings on Energy Use
- 80.40 % Savings on Irrigation Water Use by Landscaping
- 51.60 % Savings on Potable Water Use by Water Fixtures
- 34.70 % Materials Used with Recycled Content
- 35.46 % Regional Materials Use
- 63.92 % Diverted on-site generated construction waste from landfill



### PROJECT BACKGROUND

A new resolution on the implementation of green building specifications and standards in the emirates of Dubai has been issued by H.H. Sheikh Mohammed bin Rashid Al Makhtoum, Vice-President and Prime Minister of UAE and ruler of Dubai. As per the new resolution, effective on January 2008, all owners of residential and commercial buildings and properties in the emirates of Dubai must comply with the internationally recognized environment friendly specifications to turn Dubai into a healthy city that meets the demands of best practices and benchmarks of pollution-free sustainable development.

In response to this resolution, we are proud to inform that “United Marketing Group (UMG) – OFFICE & WAREHOUSE” has been awarded with Prestigious **LEED Silver Certification** established by the U.S. Green Building Council(USGBC).

United Marketing Group International (UMG) Limited is a company based in UAE having warehouse facilities in Sharjah and Ajman that provides all construction materials for the customer in lower price to get their necessity. United Marketing Group Intl. Ltd. in association with prominent private investors of the United Arab Emirates established a regional sourcing centre for all kinds of construction material at the designated state of the art facility in Jebel Ali Free Zone. The UMG Centre (Warehouse and Office project) will showcase all types of construction materials of the highest Brazilian quality, so as to cater for the medium to high end customers.

## **UNITED MARKETING GROUP (UMG)**

### **SUSTAINABLE SITES**

- Promotes mass transportation which reduces CO2 emissions and accessibility to public transport
- 388.99% increase in vegetated open space from the code requirement
- Developed and implemented best management practices (BMPs) and structural controls for stormwater
- 100% of the site hardscape has been paved with highly reflective materials
- 100% of roofing materials meet the SRI requirement

### **WATER EFFICIENCY**

The total calculated performance case for annual water used is less than the LEED NC Baseline case

- 80.40 % reduction of potable water for landscaping
- 51.60 % water use reduction in all fixtures compared to baseline

### **ENERGY EFFICIENCY**

The building features effective building design and strategies that enhances energy performance through:

- Improved thermal envelope and high efficient glazing
- Efficient HVAC equipment and fan motors
- Reduced interior and exterior lighting power density
- Optimizing the efficiency of Building Systems through Commissioning and Measurement & Verification
- Energy performance improvement of 30.1% using the ASHRAE 90.1-2004 Appendix G methodology

### **MATERIAL AND RESOURCES**

- 63.92% (by weight) of the construction waste diverted from landfill
- 34.70% of construction material used has recycled content.
- 35.46% of construction material are locally resourced
- Provides appropriately sized dedicated areas for the collection and storage of recycling materials

### **INDOOR ENVIRONMENTAL QUALITY**

Improves and promotes a healthy indoor environmental quality; occupant's health, safety and comfort through the following strategies:

- Improving Ventilation by complying with ASHRAE 62.1-2004 Ventilation for Acceptable Indoor Air Quality
- Developed and implemented a Construction Indoor Air Quality (IAQ) Management Plan in reference to SMACNA guidelines
- Improving air quality through Building Flush-out
- Use of building finishes materials with low emission of VOC for adhesives, sealants, paints and coatings
- Installed indoor chemical and pollutant source control measures
- Being a Smoke-free building

### **OTHER GREEN FEATURES INCLUDES**

- Earned an exemplary performance in with Water Use Reduction, Heat Island Effect – Non-roof, Maximize Open Space and Recycled Content credit



## PROJECT PROFILE

# **UNITED MARKETING GROUP (UMG)**

### **THE TEAM**

Owner: **United Marketing Group (UMG)**

Design Consultant: **Al Jassim Engineering Consultants**

Contractor: **SAM Building Contracting (LLC)**

Green Building Consultant: **Middle East Centre for Sustainable Development (MECSD), Dubai, UAE**

Commissioning Authority: **Pacific Control Systems (PCS)**

LEED APs: **Ms. Pauline P. Bernardo & Mr. Sameer Abdul Salam**