

# CONSTRUCTIONWEEKONLINE

## Liquid Silicone: A paradigm shift in roofing industry

*Dubai-based startup firm ENERCON on being “agile and nimble” through trying times.*

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*Liquid Silicone applied on roof top of ADNOC gas station in Abu Dhabi*

**Startups have always been risky, designed to either grow fast or die even quicker, but COVID-19 is turbocharging some of the natural selection and causing a shake-up so sudden that it has defied comparison.**

ENERCON is one of the startups in Dubai, which is finding its way through the strong headwind.

“As recession took hold, the economy was tough, demand was limited and there was widespread distrust amongst customers. We learnt in those early days to focus on long-term. Building and scaling an impactful business requires a drive beyond making money,” said ENERCON founder and managing director Mohammad Ijaz

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“Being agile and nimble are vital and having passion to deliver on your company's purpose will fuel you through the trying times.”

ENERCON has been at the forefront, tackling various challenges simultaneously, first itself of a startup business and that coupled with a pandemic hit economy.

Even though external market factors were not in favor, but still from its inception till now, ENERCON has followed a steep upward curve in its revenues, demonstrating a rapid growth and turning out to be a successful startup.

When asked, what drew you towards forming your own company, Mohammad Ijaz explained: “After working for almost fifteen years across the Middle East region, one thing, which I realized that even though the UAE has always been at the forefront of technological advancements in all the sectors, there was a gap in terms of usage of advanced and sustainable building materials.”

He added: “ENERCON was formed with farsightedness and passion to bridge the technological gap, bringing unique and innovative technologies from across the world, to the offering of our local customers. Maintaining high standards, extensive know-how, and ardor for innovation and determination for continuous improvement further drive the philosophy of ENERCON”.



ENERCON works closely with the end-users and consultants, to better understand the challenges they face in real-time and then work backwards to find and explore different solutions, which fit well to the customer needs.

This approach of working hand-in-hand with the end-users might be laborious at first but in the long run it is rewarding; as it enables ENERCON to develop close relationships with its customers and gain their trust, which is inevitable for any sustainable business model.

Amongst ENERCON diverse product line, “Liquid Silicone – Roof Coating” is its flagship product. Liquid Silicone is an advanced technology and a new-entrant, and within a short span of time, it is a growing trend, especially in the roofing industry due to its ease of application, reflection of sunlight and ability to withstand ponding water.

ENERCON is the pioneer in bringing the liquid silicone to the UAE market and setting the benchmark for the roofing industry.

Liquid Silicone, now being widely acknowledged by various end-users across UAE, is turning out to be a paradigm shift in the roofing industry.

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Liquid Silicone offers the best solution to the biggest challenge, the clients have faced over time, in terms of high OPEX costs for the maintenance of their roofs with the conventional roofing system.

Liquid Silicone has got profound economic benefits up its sleeve, in the form of negligible maintenance, withstanding ponding water and above all reflecting 90% of incident sunlight, thus resulting in cool roofs, which substantially reduces energy costs for the consumers.

In short, Liquid Silicone is a game changer in the roofing industry and ENERCON is leading its way, as a torch bearer in bringing this transition.

With clients now focusing more on sustainable and eco-friendly solutions, Liquid Silicone is undoubtedly a perfect solution for all their needs, be it, UV resistance, heat reduction, waterproofing, in fact Liquid Silicone is a “single component complete roofing system”.