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Coverage Report

Summary

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1	Akhbar Al-Arab	Intercoil enters Guinness Book of World Records
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3	Albawaba.com	Intercoil sets a New World Record in Dubai

Publication : Akhbar Al-Arab Country : UAE
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 Headline : Intercoil enters Guinness Book of World Records
 Summary : Intercoil International, the pioneers in the bedding industry and the market leader in orthopedic sleep products in the Middle East, today set a new Guinness Book of World Records. Staging the longest outdoor human mattress dominoes in the world, the company has added its third world record accolade. The human mattress dominoes event, held in conjunction with the Dubai Shopping Festival 2010, witnessed a total of 344 mattresses dominoes in 2 minutes, 56 seconds. The last world record had involved 244 human mattress dominoes. This was the first time that a human mattress domino was staged in Dubai. The participants for the event included the staff and associates of Intercoil International.

«إنتركويل» تدخل موسوعة غينيس



دومينو المراتب في دبي. وقد شارك في الحدث الموظفون والعاملون في شركة إنتركويل العالمية. قال حسن عباس الهزيم المدير التنفيذي لشركة إنتركويل العالمية: إحدى القيم الأساسية التي نؤمن بها تتمثل بأن التحديات هي التي تدفعنا. إنه الحماس والشغف الذي خولنا أن ننتقل من نجاح إلى آخر خلال مسيرة عملنا المتميزة والمتفوقة. وأضاف: لقد بذلنا الكثير من الجهد لتحطيم هذا الرقم القياسي. وأهدافنا تتجاوز مجرد تسجيل رقم قياسي جديد، فالأهم في هذا الإطار هو توحد جهود فريق عمل إنتركويل لإنجاز ما عجز غيرهم عن تحقيقه.

دبي - أخبار العرب
 حققت إنتركويل العالمية رقما قياسيا عالميا جديدا في موسوعة غينيس للأرقام القياسية. فقد أطلقت الشركة أطول دومينو المراتب في العالم، لتسجل الرقم القياسي الثالث لها في الموسوعة العالمية. وقد شهد الحدث الذي عقد بالتزامن مع مهرجان دبي للتسوق ٢٠١٠، ما مجموعه ٣٤٤ دومينو المراتب خلال دقيقتين و٦٥ ثانية. آخر رقم قياسي عالمي سجل في هذا الإطار، تضمن ٢٤٤ دومينو المراتب. وتعتبر هذه المرة الأولى التي يتم فيها إطلاق

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Intercoil sets new world record in Dubai

Author: BI-ME staff

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UAE. Intercoil International, the pioneers in the bedding industry and the market leader in orthopedic sleep products in the Middle East, has set a new Guinness Book of World Records. Staging the longest outdoor human mattress dominoes in the world, the company has added its third world record accolade.

The human mattress dominoes event, held in conjunction with the Dubai Shopping Festival 2010, witnessed a total of 344 mattresses dominoes in 2 minute, 56 seconds. The last world record had involved 244 human mattress dominoes.

Hassan Abbas Al Hazeem, MD, Intercoil International, said, "One of our core value is 'challenges drive us'. It is this passion that has driven us from one milestone to another in our course of excellence.

We have put in a lot of hard work and team effort to break this record. It is not only about creating records, it is about the Intercoil team coming together to achieving something that nobody has ever done before."

Intercoil International is not new to world records. The company earlier won an accolade by the Guinness Book of World Records for manufacturing the largest mattress in 2000 and the largest bed set (base and mattress) in the world, during DSF 2007.

The company looks at these events as another way for charity. In 2007, after setting the world record for the biggest mattress, the material was converted to smaller mattresses and donated for charity.

Incorporated in 1974, Intercoil International is a member of the International Sleep Products Association (ISPA) and the GCC licensee for Therapedic, a leading global brand. Intercoil is the only company in the UAE mattress industry accredited with ISO 9001, 14000 and OHSAS 18001 and has distribution centres and retail outlets in UAE, Sultanate of Oman, KSA, Qatar, Kuwait, and Lebanon. The company exports its products to the GCC countries, North Africa and South Asia.

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Headline : Intercoil sets a New World Record in Dubai



Intercoil sets a New World Record in Dubai

Intercoil International, the pioneers in the bedding industry and the market leader in orthopedic sleep products in the Middle East, today set a new Guinness Book of World Records. Staging the longest outdoor human mattress dominoes in the world, the company has added its third world record accolade.

The human mattress dominoes event, held in conjunction with the Dubai Shopping Festival 2010, witnessed a total of 344 mattresses dominoes in 2 minutes, 56 seconds. The last world record had involved 244 human mattress dominoes.

This was the first time that a human mattress domino was staged in Dubai. The participants for the event included the staff and associates of Intercoil International. To check the participants squealing in delight - click here to watch the video: <http://www.youtube.com/watch?v=bq5dpbUg7-k>

In his comments, Hassan Abbas Al Hazeem, Managing Director of Intercoil International, said, "One of our core value is 'challenges drive us'. It is this passion that has driven us from one milestone to another in our course of excellence. We have put in a lot of hard work and team effort to break this record. It is not only about creating records, it is about the Intercoil team coming together to achieving something that nobody has ever done before."

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