

TRITON  
MIDDLE EAST

# TRITON TIMES

NEWS OF THE MONTH - OCTOBER 2024

## NET-POSITIVE ENERGY OFFICE

## BUILDING ON SUCCESS

GP PLUS EXPANDS CUSTOMER RELATIONSHIPS AND TAILORS SOLUTIONS FOR KUWAIT'S UNIQUE MARKET NEEDS.

## ONAM CELEBRATION

CELEBRATED ONAM AT TRITON OFFICE WITH TRITON FAMILY

## MASTERING AI

BECOMING ADVANCED HUMANS:  
MASTERING GENERATIVE AI FOR CREATIVE EXCELLENCE

IT'S HOW WE USE TECHNOLOGY THAT MATTERS

*All are  
invited*

# Raising Awareness

## BREAST CANCER DAY

EVERY SMALL STEP TODAY CAN BE A LIFE-SAVING  
CHOICE TOMORROW

## TRAINING FORUM

### Business Etiquette

The Key to Professional  
Success.



# Designing a Net-Positive Energy Office

Triton partnered with SIFS in Creating Workspaces that Generate More than They Consume



Predicted Energy consumption of 70kWh/m<sup>2</sup>/year, offset by the solar PV panels



Energy produced by the facility is 100% renewable

12%

An estimated 12% excess in energy generation is forecasted



77% energy reduction compared with a traditional commercial building of comparable size



100% of construction materials are locally sourced



Mitigates 53 tonnes of CO<sub>2</sub> annually

## “Net-Positive Energy Office”

A "net-positive energy office" refers to a building or workspace that generates more energy than it consumes, creating a surplus that can be fed back into the grid or stored for future use. This concept builds on sustainable and energy-efficient design principles but goes beyond by aiming to have a positive environmental impact.

In March 2024, SIFS completed such an office building at Innotech Polymers head office in Jebel Ali. The building was originally designed with typical green building regulations for building envelope. The client approached SIFS with the intent of reducing the operational energy for the building and seeing the possibility of building a net-zero energy building.

Since **HVAC is the largest energy consumption** source for the buildings in the Middle East, we proposed increasing insulation for the building envelope, complemented with other active energy savings measures (Optimized air conditioning design & lighting controls).

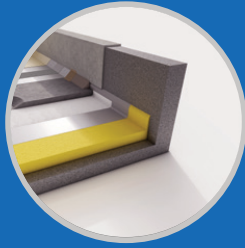
### TRITON team up with SIFS and supplied quality sealants.

Sealants play a crucial role in maintaining the energy efficiency of a building. They are essential for sealing gaps, cracks, and joints in the building's envelope, which prevents heat transfer and ensures air tightness. By minimizing air leaks, sealants reduce the workload on heating and cooling systems, helping to lower energy consumption. High-performance sealants also enhance durability and longevity, further contributing to a building's overall sustainability and energy efficiency.

**Other key elements of a net-positive energy office** include Roof-mounted or façade-integrated solar panels, Efficient HVAC Systems, Natural and LED Lighting, Sustainable Building Materials, Green Roofs & Walls, Water Recycling, Energy Monitoring Systems, Automated Controls, and Energy Storage.

**By adopting these practices**, including the use of efficient sealants, an office space can not only reduce its environmental footprint but actually contribute positively to the local and global environment.





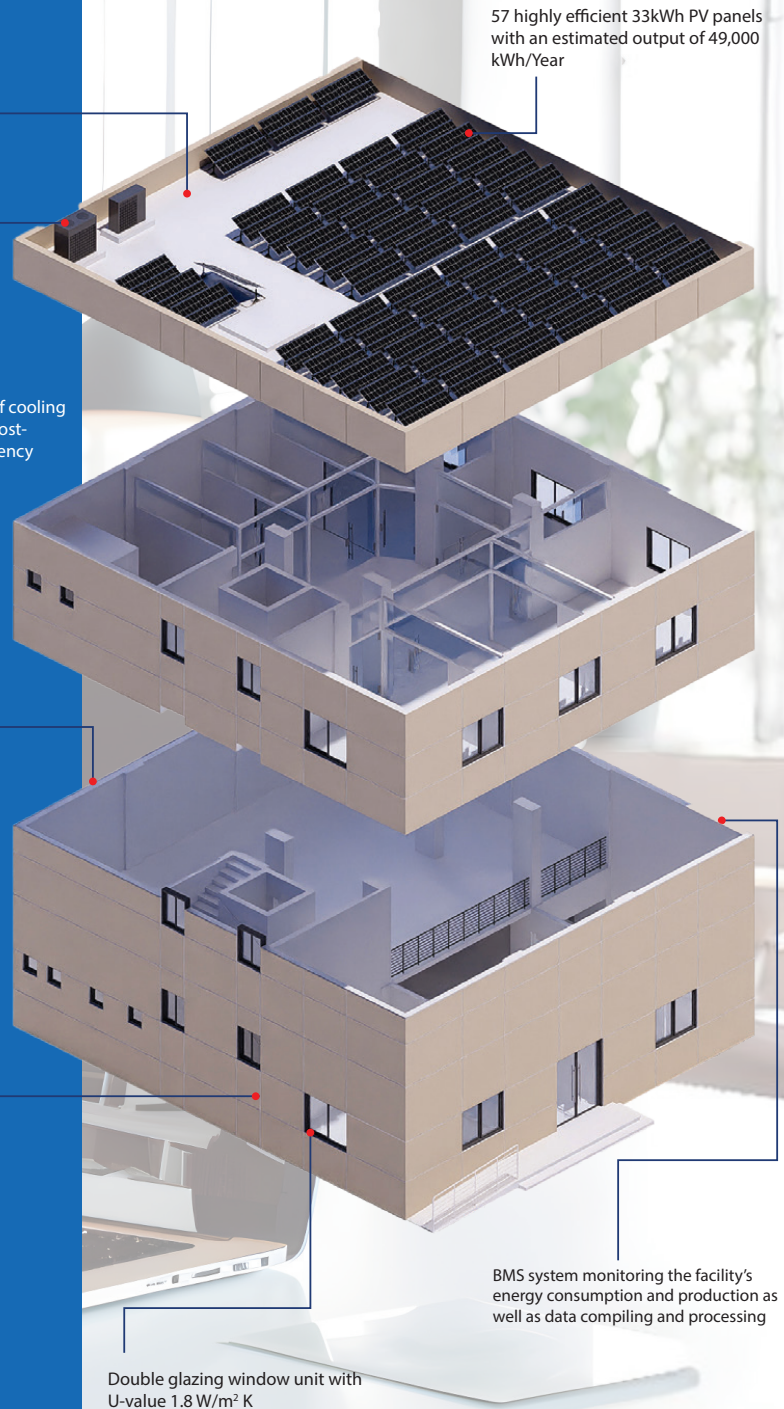
Durable roof insulation system comprising of environmental-friendly green foam with a U-value of  $0.18 \text{ W/m}^2 \text{ K}$

VRF systems offer high levels of cooling and flexibility while ensuring cost-effectiveness and energy efficiency

Motion sensor-controlled lighting systems designed to enhance room utilization while reducing energy consumption



High-performance wall insulation with a U-value of  $0.18 \text{ W/m}^2 \text{ K}$  helps reduce energy losses, hampering the transfer of heat into the facility



## Annual Energy Balance

A review of 6 months of consumption data collected (between march 1st – august 31st) and 2 months of solar pv production (july 1st - august 31st) suggests that this office building is on its way to becoming a “Net-positive energy building” becoming the first in the region. An annual prediction using this data is shown below.

| Production |   | Consumption |   | Excess Energy |
|------------|---|-------------|---|---------------|
| 49,000 kWh | - | 43,000 kWh  | = | 6,000 kWh     |







## Building on Success:

### GP Plus Expands Customer Relationships and Tailors Solutions for Kuwait's Unique Market Needs.

**Triton Technical Director, Mr. Janakiraman**, recently visited to Kuwait, where he engaged in productive discussions with our local team and the head of the Kuwait division, Mr. Suresh. The meetings centered around market updates and the performance of key products, including GP Plus, vinyl adhesives, auto sealants, and PU adhesive.

**The first stop was** a visit to a long-standing customer who has been using GP Plus for over 10 years in large-volume projects. The feedback was positive, and the team took the opportunity to introduce the new montage adhesive, which was well received.

**The second visit centered** on a long-time client using our auto sealants. They shared insights on how Kuwait's climate affects product performance, leading to a productive discussion on best practices and product adaptability.

**The third visit was** with users of our vinyl and PU adhesives. Both customers expressed satisfaction with the quality and performance of our products. In response, our TD offered detailed explanations of product features, helping the users optimize their application processes.

**The visit concluded with a comprehensive QA session** at the Kuwait office. The TD and Kuwait team reviewed the current market conditions and outlined strategic focus areas for future growth, ensuring a collaborative approach to meet the evolving demands of the Kuwait market.



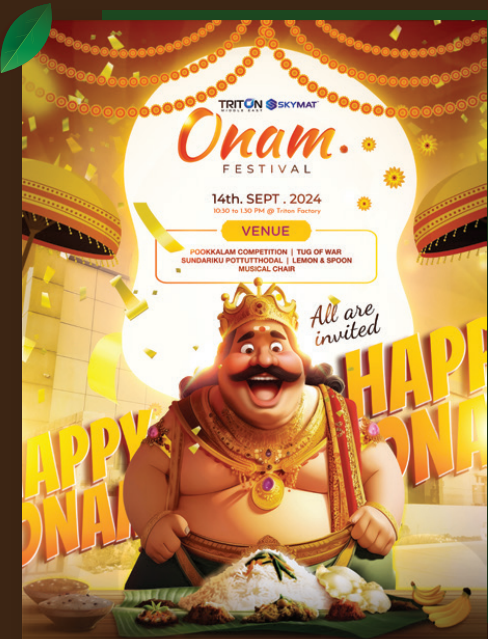
# HAPPY ONAM CELEBRATION - 2024

## AT TRITON OFFICE

**Onam**, the vibrant and culturally rich festival of Kerala, was celebrated in our office with immense enthusiasm and a strong sense of togetherness. The festivities began with the creation of a stunning Pookalam (floral rangoli) at the entrance, symbolizing the warmth, joy, and unity that this festival embodies. The intricate designs and vibrant colors of the flowers instantly brought a festive atmosphere to the workplace, lifting everyone's spirits.

One of the most significant moments of the celebration was the grand welcome of King Mahabali, which added a deep sense of history and cultural reverence to the event. An employee, dressed in the elaborate attire of the legendary king, made a regal entrance, drawing excitement and anticipation from everyone. His costume, featuring a golden crown, rich red and gold silks, and ornate jewellery, perfectly captured the majesty and grandeur of Mahabali, the beloved ruler of Kerala. This portrayal symbolized the prosperity, equality, and kindness that King Mahabali is known for, making his arrival a moment of great respect and joy.

As the king took his place at the heart of the celebration, the story of his reign and his annual return to visit his people during Onam was narrated through a captivating song. The enactment, through song and performance, was deeply moving and resonated with the audience, reminding everyone of the values of generosity, humility, and unity that Onam represents.



Happy Onam Poster Designed For Festival Celebration

Triton's Onam









# Becoming Advanced Humans :



Article By:

**Alfred Syriac**  
Triton Middle East L.L.C



## Mastering Generative AI for Creative Excellence

Imagine a world where creating high-quality content—be it blog posts, articles, or social media updates is as effortless as having a conversation. Sounds like a dream, right? Well, thanks to generative AI, this dream is now a reality. Let's explore how you can harness this technology to boost your creativity and productivity, all while keeping sensitive information secure.

### A Story to Begin With :

**Meet Sarah**, a marketing executive who often found herself stuck when trying to come up with fresh ideas for her company's blog. Hours of brainstorming would only lead to content that felt mediocre at best. One day, she discovered generative AI and decided to give it a shot. With the help of AI-powered tools, Sarah started generating high-quality content in no time.

It's akin to those old tales of a genie granting wishes. Sarah realized that modern generative AI models could create almost anything with the right prompts—simple instructions given in plain language. Instead of a vague request like "Write me a story," she tried something more specific: "Write a short fairy tale about a brave princess who rescues a dragon from a wicked sorcerer." The AI, much like a cheerful genie, crafted an enchanting tale, leaving Sarah amazed at the creative power now at her fingertips.

"Rather than labeling technology as inherently good or bad, we should focus on how we use it."



### The Magic of Prompt Engineering

*So, what's the secret behind Sarah's newfound success? It's all about prompt engineering. This is the art of crafting the perfect prompts to get the best output from generative AI tools. By providing clear and detailed instructions, you can guide the AI to produce content that's tailored to your needs. Here are some tips to help you get started:*

**Be Specific:** Clearly state what you want the AI to generate, including the tone, style, and target audience. The more details you provide, the better the output.

- **Use Relevant Keywords :** Incorporate keywords related to your topic to help the AI understand the context and deliver more accurate results.
- **Protect Sensitive Information :** If your prompt includes confidential data like names or private details, use placeholders or general terms to keep that information secure.



Sarah also learned the importance of leveraging AI safely. She avoided including sensitive details like personal information, passwords, or addresses in her prompts. Instead, she'd ask, "Summarize this article about renewable energy without naming individuals or companies."



## Artificial Intelligence: A Powerful Tool That Requires Wisdom

Think of AI like fire. In the hands of a child who doesn't understand its power, fire can be dangerous, causing harm to themselves and their surroundings. But when controlled by someone knowledgeable, fire becomes incredibly useful—it can cook meals, heat homes, and even forge steel. Similarly, using AI without the necessary knowledge or caution can lead to unintended consequences, such as privacy breaches or the spread of misinformation. However, for those who understand its capabilities and limitations, AI becomes a transformative tool. It can enhance creativity, improve productivity, and solve complex problems that might otherwise be out of reach.

## Harnessing Generative AI to Become Advanced Humans

So, how can you leverage generative AI to become the advanced human you've always wanted to be? By mastering prompt engineering and adhering to best practices for data security, you can tap into the power of AI to achieve your goals while keeping sensitive information safe. Here are some steps to guide you:

### → Stay Informed

Keep up-to-date with the latest developments in AI technology and its applications. Understanding its capabilities and limitations is crucial.

### → Use It Wisely

Approach AI tools with the same caution and respect you would give any powerful tool. Ensure you're using them responsibly.

### → Practice Ethical AI

Follow best practices for data security and make sure your use of AI-powered tools is ethical and beneficial.

### Conclusion

Generative AI, much like fire, holds immense potential to enhance human life. By learning how to use this tool effectively and safely, you can unlock new levels of creativity and productivity. Embrace the art of prompt engineering, remain vigilant about data security, and use AI to explore possibilities you hadn't imagined before. Start small, experiment with different approaches, and watch as generative AI transforms your work and elevates your career to new heights.

### Final Thought

In the end, while generative AI is a game-changer for boosting creativity and productivity, it must be used with care and responsibility. Always follow best practices for data security and critically evaluate the outputs provided by AI tools. With the right approach, generative AI can become a powerful ally, helping you become the advanced human you aspire to be.





Article by  
Joyel D' Cruz

# Understanding Breast Cancer: Early Detection, Prevention, and Hope for the Future

Breast cancer remains one of the most common types of cancer affecting millions of women worldwide, though men can also develop the disease. It occurs when abnormal cells in the breast grow uncontrollably, forming a tumor that can invade surrounding tissues or spread to other parts of the body. Early detection and advancements in treatment have significantly improved survival rates, but understanding the symptoms, risk factors, and treatment options remains crucial for awareness and prevention.

## Symptoms of Breast Cancer

Breast cancer symptoms can vary depending on the type and stage of the disease. Common warning signs include:

- A lump or thickening in the breast :** A lump in the breast or underarm area is often the first noticeable sign.
- Changes in breast shape or size :** Any unusual swelling or shrinkage of the breast should be investigated.
- Nipple changes:** Inversion, redness, discharge, or scaling of the nipple may indicate cancer.
- Dimpling or puckering of the skin :** Breast cancer can cause the skin to take on a texture similar to that of an orange peel.
- Breast pain:** While pain is not typically associated with early-stage breast cancer, persistent pain should be examined by a healthcare provider.

## Risk Factors

Breast cancer risk is influenced by several factors, both genetic and environmental.

### These include:

- Age:** The risk increases with age, particularly after 50.
- Gender:** Women are at a significantly higher risk than men.
- Genetics:** A family history of breast cancer or inherited mutations in the BRCA1 and BRCA2 genes greatly increases risk.
- Hormone exposure:** Long-term exposure to estrogen and progesterone, through hormone replacement therapy or early menstruation, may raise the risk.
- Lifestyle factors:** Poor diet, lack of exercise, excessive alcohol consumption, and smoking have been linked to higher breast cancer risk.



# Types of Breast Cancer

Breast cancer is not a single disease but consists of various subtypes, including:

**Ductal Carcinoma in Situ (DCIS):** A non-invasive cancer confined to the milk ducts, which is considered the earliest form of breast cancer.

**Invasive Ductal Carcinoma (IDC):** The most common type of breast cancer, starting in the milk ducts and spreading to surrounding breast tissue.

**Triple-Negative Breast Cancer (TNBC):** Lacking estrogen, progesterone, and HER2 receptors, TNBC is more aggressive and harder to treat.

**HER2-Positive Breast Cancer:** This type grows rapidly but is often responsive to treatments that target the HER2 protein.

## Detection and Diagnosis

Early detection through regular screenings like mammograms significantly improves outcomes. Mammograms can identify tumors before they are felt, often detecting cancer in its early stages. Other diagnostic tools include ultrasound, MRI, and biopsy, which help determine the type and extent of the cancer.

## Treatment Options

Breast cancer treatment has advanced significantly, providing patients with a variety of options depending on the stage and type of cancer:

- Surgery :** This is the most common treatment, including lumpectomy (removing the tumor) and mastectomy (removing the entire breast).
- Immunotherapy :** This treatment helps the body's immune system recognize and attack cancer cells, showing promise, especially for TNBC.
- Radiation therapy :** High-energy rays target and kill cancer cells, often used after surgery to eliminate remaining cancerous cells.
- Chemotherapy :** Drugs are used to destroy or slow the growth of cancer cells, often recommended for aggressive or advanced cancer.
- Hormone therapy :** For hormone receptor-positive breast cancer, drugs that block estrogen and progesterone can slow cancer growth.
- Targeted therapy :** These drugs specifically target cancer cells without harming normal cells. HER2-positive breast cancer, for example, responds well to HER2-targeting drugs like trastuzumab.

## Preventive Measures

Although not all breast cancer cases are preventable, certain lifestyle changes can reduce the risk:

**Regular screenings:** Early detection through mammograms is essential for women over 40, and those with high risk may need earlier screenings.

**Healthy lifestyle choices:** Maintaining a healthy diet, exercising regularly, and limiting alcohol consumption can lower the risk of developing breast cancer.

**Breastfeeding:** Some studies suggest that breastfeeding reduces breast cancer risk, especially in premenopausal women.

*13th* **October**  
*Breast Cancer Day*

Breast Cancer Awareness Month has been celebrated every October since the nineties. It is called 'Pink October' as people around the world adopt the pink colour and display a pink ribbon to raise awareness about breast health.

## Conclusion :

Breast cancer remains a critical health issue, but advancements in research and treatment offer promising outcomes. Early detection through screenings, awareness of symptoms, and understanding risk factors are crucial steps in combating the disease. As medical innovations continue to evolve, so does the potential for reducing the impact of breast cancer on individuals and society as a whole. With regular screenings and continued research, there is hope for improved treatment outcomes and, ultimately, a cure for breast cancer.





# Training Forum

## Business Etiquette:

### The Key to Professional Success.

The soft skills training session on Business Etiquette for employees, scheduled for September, focused on improving professional behaviour and communication in the workplace. The session covered a variety of key topics, such as effective communication, phone and video conferencing etiquette, presentation manners, meeting protocols, and appropriate conduct in different business environments.

*Employees learned the importance of first impressions, how to maintain professionalism in digital and face-to-face interactions, and the nuances of business etiquette. The session also included practical scenarios to help employees navigate workplace challenges with confidence and courtesy.*

## Benefits of Training:

- Positive impression,
- Stronger relationships,
- Self-confidence,
- Better Communication
- Positive work environment



### Conclusion :

Overall, the training reinforced the company's commitment to fostering a respectful, productive, and culturally aware work environment. Employees left the session equipped with valuable skills that will contribute to their personal growth and the organization's success.



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