



# Silversands cuts energy use by up to 40% with giant Grundfos booster

## The Situation

Silversands, a premier coastal development on Egypt's North Coast in Sidi Heneish, is designed to redefine year-round beachfront living. Spanning 750 feddans (around 506 acres), the project integrates luxury with nature, featuring more than a kilometer of white sandy shoreline, palm-fringed landscapes, and green open spaces. Phase 1 alone covers 139 feddans, comprising 702 residential units across 382 buildings, including villas, townhouses, twin houses, chalets, and apartments created to serve as seasonal retreats or permanent homes.

To deliver this ambitious project, Orascom Construction (OC) was appointed as the main contractor for Phase 1. With an international reputation for large-scale infrastructure, industrial, and commercial projects, OC managed every stage—from structural works and architectural finishes to electromechanical systems and full turnkey execution. Guided by a strong vision for sustainability and energy efficiency, OC set ambitious environmental targets from the start.

As the development advanced toward handover, the priority shifted to implementing innovative, energy-conscious technologies that would ensure long-term efficiency while upholding the project's high standards of quality and performance.

## The Solution

To meet the ambitious demands of Silversands' vast infrastructure, Grundfos engineered a solution distinguished by its efficiency, compact footprint, and high performance. During pump selection, Grundfos' proposal proved unmatched, delivering the required duty points with fewer pumps compared to competitor designs. While others proposed two separate booster sets with additional panels, piping, and connections, Grundfos optimized the system into a single advanced booster set, capable of managing the entire load. This approach not only simplified installation but also reduced space requirements, material costs, and long-term energy use.

A deeper technical analysis revealed that competing solutions would have doubled both power consumption and space requirements. Instead, Grundfos' six-pump booster system delivered the necessary capacity with up to 40% energy savings and remarkable operational efficiency. For Phase 1, Grundfos supplied one of the largest booster sets in the world, precisely tailored to the project's scale and complexity.

What made this partnership possible was the customer's unwavering focus on quality and reliability over cost, a philosophy that perfectly aligned with Grundfos' commitment to premium performance and sustainable engineering.

**When Grundfos is on board, there's simply no room for disappointment. This is how projects succeed—with partners you trust.**

Essam Kamal,  
Senior Project Director,  
Ora Developers

**GRUNDFOS** 

Possibility in every drop



## The Outcome

By selecting Grundfos' customized booster solution, Ora Developers realized an optimal balance of performance, sustainability, and operational efficiency. The choice of a single high-capacity booster set delivered tangible results up to 40% energy savings, a significantly smaller mechanical room footprint, and a streamlined installation with fewer components and connections. These benefits not only advanced the project's environmental objectives but also improved long-term cost efficiency and system reliability.

For a property focused on delivering seamless guest experiences, this upgrade provided more than just technical improvement, it effectively brought long-term stability, operational efficiency, and clear progress toward sustainability goals, proving the power of targeted modernization in the hospitality sector.

## Grundfos Supplied

Hydro MPC-E N 6 CRN 215-2-1 A-F-A-E-HQQE

Hydro MPC-E N 6 CRN 155-3-3 A-F-A-E-HQQE



**Grundfos Holding A/S**  
Poul Due Jensens Vej 7  
DK-8850 Bjerringbro  
Tel: +45 87 50 14 00  
[www.grundfos.com](http://www.grundfos.com)

**GRUNDFOS** 