



## GIANT INDUSTRIAL GROUP (Al-Emlaq)

<b>Number of Employees</b>	207
<b>Key Products</b>	Laundry, household and personal care cleaning products
<b>Main Markets</b>	Jordan, Iraq and Saudi Arabia

Giant Industrial Group (Al-Emlaq) Company was founded in 1991 initially producing a multipurpose cleaning product, and then expanding its portfolio to six registered brands specializing in household, laundry and personal care products; which are mainly exported to Iraq and the Kingdom of Saudi Arabia.

The Eco-innovation project focused on delivering sustainable innovative solutions for the dish washing liquid detergent product, as the company aims to open new markets in the European Union in the future.



Al-Emlaq's mission is to provide customers with affordable, clean, and healthy products; which contribute to the company's improved reputation and to improve its environmental performance. Among the initial strategic goals planned for the next 5 years, Al-Emlaq aimed at building and empowering relations with suppliers and distributors across the countries their products are sold; deliver high quality products in its portfolio; and increase the share in the Jordanian market by 10% for dish washing liquid detergent in the next 5 years.

## **Eco-Innovation**

With a strong commitment from their top management team to engage on eco-innovation, Al-Emlaq developed a new business strategy aiming at being recognized in Jordan and the EU markets for their products manufactured with less-harmful substances, ensuring high quality and competitive prices, and committed to reducing risks to human health of workers and consumers, and applying sustainable environmental practices. To achieve this, Al-Emlaq will build on the previously established collaboration with their value chain, and the introduction of their new formulated products into new countries and regions. To implement this, Al-Emlaq developed a business model targeting the launching of a dish washing liquid detergent to export to the EU market by 2020, ensuring compliance with EU legislations, including detergent regulations and REACH. The first step toward achieving these goals and based on the list of chemicals disclosed by Al-Emlaq, is the elimination of preservative substances used by the company, which are under scrutiny by the EU regarding its use, and the replacement of siloxane and parabens-containing substances. To address this, Al-Emlaq has prepared a new formulation that is being tested and it is aimed to be used in full production of dish washing liquid detergents by June 2018. The replacement of these chemicals in the dish washing liquid detergents will result in reduced risks on health of workers and consumers and in the environment, since siloxane is bioaccumulative in some aquatic organisms and parabens could cause allergic reactions and skin aging, while paraben degradation products in the effluent of wastewater treatment plants could have endocrine disrupting functions. To capitalize in these innovations, Al-Emlaq has completed a market research to identify the domestic and the EU markets to best position the new formulated dish washing liquid detergents. With support from its creative media house, the company is developing marketing campaigns that effectively communicate the value the new products add to the market.

Along with the technical improvements on the formulation of liquid detergents, Al-Emlaq is committed to developing strategies that improve working conditions on-site and foster engagement from their staff; which results in collectively advancing the company's objectives and providing benefits workers resulting from the eco-innovative strategies implemented. These strategies include the improvement of work benefits such as appreciation and incentive scheme, and the scheduling of monthly town halls held as forums to engage workers in developing innovative ideas and identifying opportunities such as professional development within the company, product optimization, and occupational health and safety.