



SIGMA Detergents L.L.C

Number of Employees	61
Key Products	household and industrial detergents, skin and hair care products
Main Markets	Jordan, Saudi Arabia, Kuwait.

SIGMA Detergents L.L.C is a detergents producer company established in Jordan in 2013. The company specializes in manufacturing household and industrial detergents, as well as skin and hair care products.



The Company participated in the **Eco-Innovative Strategies** project in order to reduce risks of use of chemicals and to develop economically viable powder detergent, liquid laundry detergent, and personal care liquid detergent products that are sustainable and less hazardous in the long term..

Eco-innovation

Through the implementation of the Eco-innovation methodology, Sigma Detergent developed a new business strategy aiming by 2020, to be one of the leading producers in the domestic and regional

markets of liquid and powder laundry detergents, and household detergent products; offering high quality products manufactured with non-chemical substances and less harmful substances, improving the health of workers and consumers and reducing impacts on the environment.

To achieve these objectives, Sigma engaged in a new business model to produce powder and liquid laundry detergents replacing hazardous chemicals such as Formamide, which are classified as toxic to reproduction that affect the health of workers and consumers; and opting for preservatives with the lowest sensitizing effects, to significantly reduce skin irritation due to exposure. The company finalized the new detergent formulations, which are tested to ensure they meet high quality standards. By introducing these innovations, ensuring that chemicals concentrations comply with European legislations, and building on their existing distribution network across countries, Sigma targets Jordan as the first market to introduce their new detergents; which results in increasing the local market share by 5% in the next 4 years. Using the local market as springboard, Sigma seeks to expand the distribution of products in the Gulf and North African countries; and in the future introduce the new detergents in Eastern European countries, relying on the existing network of European suppliers they have strongly built over the years.

“The project has left a positive effect in stimulating companies to seriously search for alternative materials less harmful to the environment and product development, also created a spirit of honest competition between companies to search for everything that is new.”

Mr. Mohammad Al Shaer,

Sigma Detergent Founder and General Manager