



GIANT INDUSTRIAL GROUP (AI-Emlaq)

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

Giant Industrial Group (AI-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 Company participated in the project '**Applying Eco-innovative Strategies for Chemical Risk Reduction in Jordanian Industry**', supported financially by the SAICM Quick Start Project, with technical support from the United Nations Environment Programme, and the Cleaner Production Unit of the Royal Scientific Society. 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. AI-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, AI-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, 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 their endocrine-disruptive or sensitizing properties, 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 health risks on workers and consumers, such as allergic reactions and skin aging caused by parabens; as well as impacts in the environment in aquatic organisms, and from parabens degradation products in the effluent of wastewater treatment plants.

To capitalize in these innovations, Al-Emlaq has completed a market research focusing on identifying the opportunities in Jordan, and in the long term in the EU markets, to best position their newly formulated dish washing liquid detergents. The company is working with its creative media house to develop marketing campaigns that effectively communicate the value these new products add to the market; emphasizing the newly formulated detergents reduce health risks on consumers and on the company's staff

involved in the production, as well as the associated environmental impacts from their disposal on water and soil. Based on the outcomes of this research, by introducing these innovations in the Jordanian market, the company expects to increase their share in the domestic market by 10% by 2020.

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 incentive schemes (e.g. economic) for productivity, 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.