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FHH PAPER MILLS







 fine  
hygienic  
holding

CORPORATE CENTER





## LETTER FROM THE CEO

The extraordinary story of Fine Hygienic Holding (FHH) began in 1958, when our founder Elia Nuqul opened a small trade business, which quickly grew in ambition and size. Recognizing a gap in the market for the sale of tissues, Mr. Nuqul began importing machinery, creating a product line, and developing a business strategy to maximize market penetration and awareness. From there, after opening its first large-scale factory and expanding to new territories, FHH grew exponentially, from a humble local business into a booming, multi-layered, and global company that today dominates markets across the MENA region and beyond with its innovative, high-quality hygienic paper products. FHH now operates paper mills and converting plants throughout Jordan, Egypt, Saudi Arabia, Morocco, and the UAE, and opened its fifth and largest mill in 2017 in Abu Dhabi, bringing the company's total combined production capacity to 210,000 MT per year. Thanks to our unflinching commitment to quality, strong brand recognition, and strategic outreach, we at FHH have been able to develop a very elevated presence to our products around the world through both direct operations

and a network of distributors in various locations across the Middle East, Africa, Asia, Europe, and the USA. FHH's long-term strategy focuses on expansion in terms of both consumer reach and investments. In 2015, Standard Chartered Private Equity joined the FHH Board, and invested \$175 million, to be used to improve the company's borrowing capacity and finance our ambitious organic growth and expansion plans —a process in which the recent opening of Al Nakheel Mill in Abu Dhabi features prominently. Our current business environment presents us with strong competition and many challenges; however, at FHH, our instinctual drive to continue improving ourselves and our products has allowed us to occupy a leading position in the regional hygienic paper market. Furthermore, our work in local communities and our unflinching commitment to the environment are areas of integral focus at Fine. We operate development-focused projects to establish independence and sustainability in underprivileged areas within our markets, and are constantly seeking new ways to conserve resources, while remaining an industry leader in minimizing water usage.

Through these ongoing social efforts and technological advances in our factories and products, we are able to live up to our values as a company, while remaining at the forefront in the minds of consumers. These efforts over the years have earned us the trust and loyalty of consumers, and as such, we have been awarded many coveted awards and certifications that help us to delve into new, international markets, and to keep serving people with our growing portfolio of products, without ever compromising on quality. As an industry leader, we wholeheartedly aim to become the shining star of the Arab FMCG business world, by winning out market leadership with pride and daring, and to accomplish the goals shared by everyone at FHH and all our valued stakeholders.

**James Michael Lafferty**



## WHO ARE WE?

Considered among the top hygienic paper manufacturing groups in the world, Fine Hygienic Holding (FHH) specializes in hygienic product manufacturing and solutions. The group has a long illustrious history being the first company to enter the industry in the MENA region in 1958.

We represent the umbrella for five fully operational paper mills in Jordan, Egypt, and the UAE, with a total annual production of around 210,000 tons.

Reaching more than 75 countries worldwide, we supply our customers with first class facial tissues, pocket tissues (3 & 4 ply), toilet paper, table napkins, paper towels, C-Fold hand towels, center feed rolls and wet strength paper.

We constantly seek to stay up-to-date with the latest developments within the industry.

We are committed to continuously developing and improving our products, enhancing our skills, raising our product quality and expanding our experience to meet customer demands and varied specifications.

Furthermore, we implement our vision and philosophy to support local communities including one of the region's first public-private partnerships for local sustainable development: from legal aid, farming, and food processing to packaging and labeling units as well as cultural events.







## WHAT IS OUR VISION?

We will become the shining star of the Arab FMCG business world. We will take on the iconic global FMCG companies with pride and daring. We will win leadership market share by out-innovating and out-maneuvering competition.

All of this shall culminate by taking FHH public on a global-leading exchange, and making FHH a preferred investment for the global financial community. We will, in every sense of the word, become truly a “big-time” company—uttered in the same breath alongside the world’s finest corporations and organizations.









# WHAT DIFFERENTIATES OUR MILLS?

We deploy the best available technology within the industry, and constantly develop in-house innovative tools to ensure that we offer high quality products of international standards, while following the best practices to preserve our natural resources.

All our products are accredited by the Forest Stewardship Council (FSC) use; meaning we use 100% virgin pulp provided by responsible, environmentally sustainable plantations and pulp providers.

## • DUST CONTROL:

We developed a tool to measure and manage dust levels in products, which helps production teams control and improve dust released during the paper converting process. We are one of the few mills worldwide that employs such a tool.

## • WATER PRESERVATION:

Our aim is to minimize water consumption across all levels of our operations. Hence, we are already the industry leader in minimizing water usage and we continue to seek new ways to conserve resources. We operate wastewater treatment units that convert our wastewater into grey water that can be reused by local communities for irrigation.

## • WASTE MANAGEMENT:

We are deeply committed to responsible waste management, and work with trusted third-party contractors to make sure that the vast majority of the waste we generate is recycled for other uses. Since the establishment of all our operations, we have had zero landfill waste. We have reduced our hazardous waste to almost negligible amounts, and are careful to ensure that even these small quantities are properly and responsibly disposed of.

## • COMMITMENT TO SUSTAINABLE DEVELOPMENT:

We are proud to have been the first paper mills in the Middle East to sign the United Nations Global Compact (UNGC), back in 2007. Since then, we have been committed to the sustainability principles and sustainable development objectives of the UNGC. We are dedicated to embodying the 10 principles of the UNGC - particularly in the areas of human rights, labor, the environment, and combating corruption. We also issue an annual sustainability report based on the advanced level of the Global Reporting Initiative's (GRI) G4 Reporting Guidelines. Furthermore, we are proud of being a founding member of the UNGC Jordan network.







## WHAT DO YOU NEED TO KNOW ABOUT OUR MILLS?

### **Al-Bardi Paper Mill Co. Egypt (PM1)**

- Production start date: March 1991
- Annual capacity: 18,000 tons
- Deckle size: 2.25 m

### **Al-Snobar Hygienic Paper Mill Co. Ltd. Jordan (PM2)**

- Production start date: March 1996
- Annual capacity: 30,000 tons
- Deckle size: 3.57 m

### **Al-Bardi Paper Mill Co. Egypt (PM3)**

- Production start date: January 2005
- Annual capacity: 54,000 tons
- Deckle size: 5.45 m

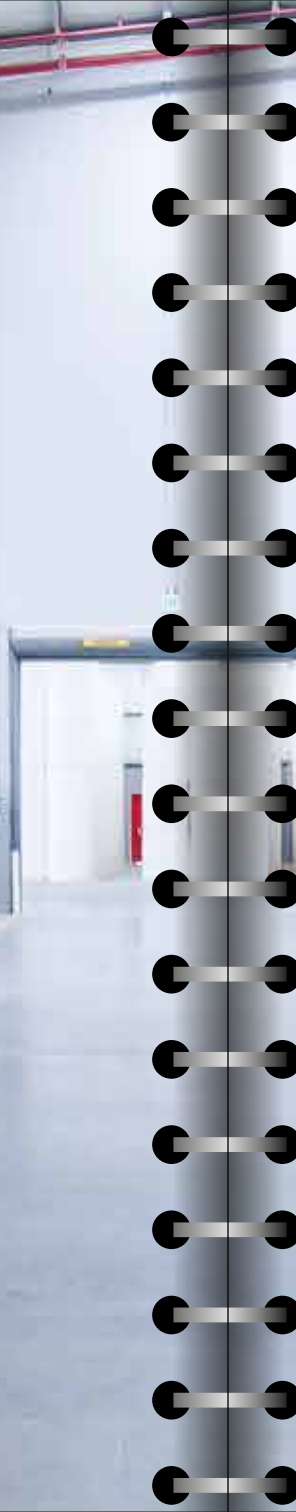
### **Al-Snobar Hygienic Paper Mill Co. Ltd. Jordan (PM4)**

- Production start date: October 2007
- Annual capacity: 54,000 tons
- Deckle size: 5.45 m

### **Al-Nakheel Hygienic Paper Manufacturing LLC. UAE (PM5)**

- Production start date: September 2017
- Annual capacity: 54,000 tons
- Deckle size: 5.45 m









## WHAT IS OUR CUSTOMER CARE APPROACH?

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As a customer-centric organization, we realize the importance of deploying a comprehensive customer service system.

Through our Total Quality Management (TQM) approach and extensive Quality Control (QC) procedures, we continuously evolve our processes to ensure that our customers' needs and expectations are always met.





# AWARDS, CERTIFICATES, AND RECOGNITION



## King Abdullah II Award for Excellence “KAIIA” – Large Manufacturing Organizations Category

KAIIA is the most prestigious award at the national level in Jordan. It is a declaration from the highest level in the country, which accredits the implementation of the principles of Total Quality Management (TQM).



## Cleaner Production “CP”

The CP project’s main objective is to contribute towards a sustainable industrial production mode that increases the long-term competitiveness position of enterprises, while reducing their environmental pollution by applying cost effective measures and technologies.



## Food Contact Certification

ISEGA-Germany certifications are applied to the usage of raw materials, fabrication additives, and paper finishing agents as well as the release of substances. All are approved according to the German Recommendation XXXVI for the health-related evaluation of materials and objects in direct contact with foodstuffs, human skin, and mucous membranes.



## Product Environmental Footprint Certificate

An initiative by the European Union’s ‘SwitchMed’ program and the United Nations Industrial Development Organization (UNIDO) to develop a capacity building programme to enable Egyptian industries and related service providers to adapt and demonstrate a product’s environmental performance based on the life cycle assessment (LCA) information, thus preparing them for PEF related developments and enhancing Egyptian companies competitiveness in EU markets, where consumers are highly aware and supportive of environmental causes.



## Energy Management System “EnMS” - ISO 50001

This system aims to help organizations continuously reduce their energy use, and consequently cut down their energy costs and greenhouse gas emissions.



## Quality Management System “QMS” - ISO 9001

QMS is a collection of business processes focused on consistently meeting customer requirements and enhancing their satisfaction. It is aligned with an organization's purpose and strategic direction.



## Environmental Management System “EMS” - ISO 14001

EMS controls the relation between the company and the environment and consists of different procedures that are essential to protecting the environment.



## Occupational Health and Safety Management System “OHS” - OHSAS 18001

OHS aims to ensure that the workplace environment, equipment, tools, activities, and all other related issues are in good hazard-free condition to protect the occupational health and safety of employees.



## Jordanian Customs Golden List Membership “JCGL”

JCGL certification is a declaration of compliance with the Customs Due Diligence and Customs Legislation required for the Golden List program to preserve the Supply Chain Security and Risk Management.



## Participants in the United Nations Global Compact Initiative

The United Nations Global Compact is a voluntary initiative based on the CEO commitments to implement universal sustainability principles and to take steps to support UN goals. The initiative calls on companies to align their strategies and operations to universal principles on human rights, labor, environment, and anti-corruption, and to take actions that advance societal goals.





Valmet



# PAPER SPECIFICATION

## FACIAL/POCKET

#Ply	2,3 & 4
GSM/Ply	Min. >13.5
Roll width	Max 270, Min 17
Roll diameter	Max 260, Min 115

## C-FOLD

#Ply	1
GSM/Ply	34-42
Roll width	Max 220, Min 17
Roll diameter	Max 130, Min 90

## NAPKIN

#Ply	1,2 & 3
GSM/Ply	16.5-28
Roll width	Max 270, Min 17
Roll diameter	Max 115

## TOWEL

#Ply	1,2,3 & 4
GSM/Ply	17-28
Roll width	Max 270, Min 17
Roll diameter	Max 260, Min 115

## TOILET

#Ply	1,2,3 & 4
GSM/Ply	>15
Roll width	Max 270, Min 17
Roll diameter	Max 260, Min 115

## WET STRENGTH

#Ply	1
GSM/Ply	17-28
Roll width	Max 270, Min 17
Roll diameter	Max 220, Min 90

**Pocket Size:**  
**26 (w) x 10 (h) cm**