

GEARING UP

to the next generation of
PAPER SOLUTIONS



- Industrial Packaging
- Consumer Packaging
- Flexible Packaging

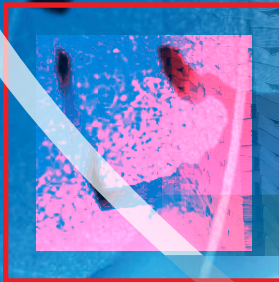


■ SHUAIBA INDUSTRIAL CO. (Jafza)

It was established in 2004 in the state of Kuwait as a trading arm of Shuaiba Industrial Co. & is fully owned subsidiary of it.

Its aim was to introduce various products, related to Paper & Printing Industry within Kuwait and GCC. The company (ATIA) is one of the leading importers & wholesalers of various types of paper including photo copier paper, offset paper, NCR, coated paper & ink from various European, South African & Far East sources.

ATIA is constantly striving to diversify its range of services into various lines of paper, ink & machinery for the printing and packaging industry



Who are we ?

As an efficient organization, Shuaiba Industrial Company has earned a reputation for producing a wide range of superior quality products with very competitive prices.

***Our satisfied customers have come to expect convenience, flexibility and speed.** Shuaiba Industrial Company has been reputed for having solutions for any cement or food paper bags. The unique ability to make it happen.*



A moving forward towards the horizon with the expansion of paper bag manufacturing plant (for both industrial and consumer packaging) at the Jebel Ali Free Zone (<http://www.jafza.ae>) Dubai, UAE. The project Cost estimated to KD 4m (USD 13m) spreading across an area of 20,000 square meters with the entire setup similar to the present facility in Kuwait. Thus; primarily in the potential benefits that SIC would immediately gain through saving in the logistic cost of importation of raw materials and exports of finished products.

Our Dubai plant is to serve the worldwide market, considering in macro economic terms, provides trade advantages as an emerging hub for global world trade in terms of location, direct access, transport infrastructure, political & social stability and competitive labor costs. The new unit will have the annual capacity to produce 60 million industrial bags and over 3,000 metric tons of consumer packaging products. All plant and machinery will be procured from reputed suppliers in Europe, Japan, India and Brazil.

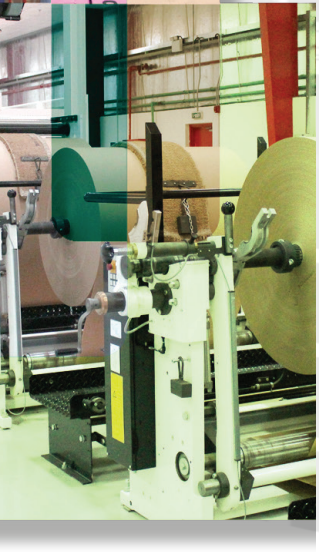
About

Shuaiba Industrial Company (SIC) is a leading paper packaging manufacturer in the Middle East .With a base in Kuwait , SIC operates more paper sack plants through Joint Ventures with cement companies.

SIC is a subsidiary of AI – Safwa Group Holding Company which is a well reputed investment company in the state of Kuwait . Shuaiba Industrial Company is listed in the Kuwait Stock Exchange, and has a paid-up capital of Kuwaiti Dinars (KD) 5.57 m (approx USD 19.2m) and a market capitalization of KD 14m (approx USD 48 m). SIC has been going strong in the paper bags business, for the past 29 years and is rated as one of the largest paper bags/sacks producer in the Middle East and North Africa (MENA) region. At present, the customer base is spread over more than 26 countries, with these exports accounting for almost 50 % of total sales, which is in line with the management's objectives to maintain SIC's share in the global markets in spite of tough competition.

SIC has joined hands with Yanbu Cement Co (YCC), one of the largest cement plants in Kingdom of Saudi Arabia in a Joint Venture, formed a new company Yanbu Saudi Kuwaiti Paper Products Company Ltd. , with similar multiwall paper sack manufacturing plant for cement & related products. The installed capacity of the plant utilizing the state of the art W&H machines from Germany is 60 million bags per annum.





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MESSAGE



...from the President

This is indeed with an immense pleasure and honor that I pen down my message for the brochure of the company that runs in my blood, SHUAIBA INDUSTRIAL COMPANY, DUBAI.

My deep rooted association and adoring with SIC is for almost 34 years. I have prior experience in working in Austria, Switzerland and India for about 12 years.

SIC is a leading paper packaging manufacturer in the Middle East and is committed to producing wide range of superior quality products with highly competitive prices.

As an efficient, prestigious and well reputed organization, SIC has reached the pinnacles of growth and prosperity not only for itself, its shareholders, its associates (employees) but also has contributed significantly towards the fulfillment of its social responsibilities by committing itself towards preserving the environment. We believe in ensuring practices that conforms to all international and local environmental standards.

All achievements would not have been possible without the painstaking efforts and support extended to me by my C.E.O. Mr. Adel Al-Saqabi.

In the end I would like to extend my heartiest felicitations to all my associates for their constant endeavors towards the growth, prosperity and reputation building of our organization.

May Almighty Allah bless us all.

S. Farid Ahmed

President



Powerful Resources. Proven Results.

We implement improvements of our mission that the organisation has never thought possible or improvements that were attempted but didn't work out. Companies often believe that purchasing new systems and new equipment is the only way to make production more efficient. However, by first determining what can be achieved with the current systems, processes and employees, the SIC shows that huge improvements can be realised without extra capital investment in which efficiency increases and can be realised by making optimal use of the company's personnel, IT and management systems, production processes and strategies.

In accordance with that;

- We respect the individual.
- We strive for perfection.
- We always do the right thing.
- We accept responsibility.
- We are a customer advocate and champion, focused on meeting and exceeding their expectations.
- We encourage intellectual curiosity.
- We hold ourselves and team members accountable to the plan.
- We utilize data for problem resolution and to guide our decisions for the future.
- We seek out and utilize technology to our advantage whenever and wherever possible.

SIC mission and values of improvement represent the DNA of our organization. It is our intention to act in accordance with these values internally and externally. This is who we are and how we operate as an organization:

- TO be the best in the field of pragmatic change solutions,
- TO achieve the best possible results of our products
- TO optimise the quality of the projects during implementation,

Given the wide variety of packaging products we manufacture, every paper product that has a purpose and every purpose has a special need. Therefore, we match the end-use of the product with the appropriate paper to make it. Many of our products are made with 100% recycled fiber content. Some of our paper products require extra strength and are a blend of recycled fiber.



True Expertise; Extreme Dependability

A Vision for the Future of Shuaiba Manufacturing Company is to become the most dependable and efficient paper distribution link between our product and valued customers that we transformed technology in paper manufacturing solutions and discover the advantages of our advanced paper manufacturing solutions. At Shuaiba Industrial Company(SIC) we embrace the change. We see our future as supporting the diverse communication and media needs of our customers across an evolving landscape.

We will constantly be tuned to our customers needs through our flexibility, innovation and commitment to outstanding overall customer service.

thus we value:

Integrity – honoring commitments made to our customers promise and to create an environment where personal responsibility is achieved in all aspects of the business through fairness and respect.

Customer Satisfaction – Being proactive, innovative and flexible in creating processes and plans to meet or exceed customer expectations. Understanding our customer's requirements and delivering it continuously.

People / Teamwork – Our competitive packages is generated by our people. Empowering our people with a learning environment where ideas and knowledge is shared and executed in order to better our work environment and customer satisfaction.

Quality – Strive for continuous quality improvements with every part we produce. We are committed to providing superior service with the highest quality paper packaging.





Our goal is to continue developing positive and productive relationships with our shareholders, customers, employees, community and the environment.

Why SHUAIBA?

Shuaiba Industrial Company is always committed to preserve the environment and believes in ensuring practices that conforms to all international and local environmental standards. Shuaiba Industrial Company is the first paper packaging manufacturer in Kuwait to be awarded HACCP certification from DNV (DET NORSKE VERITAS) and holding Kuwait Environmental certificate, Kuwait Quality Mark, and ISO 9001:2000 Certificates. Therefore, all international standard requirements are fulfilled in importing raw material, manufacturing and exporting goods.

Today, we recognize that a more formalized, goal-driven approach to managing our impact on the environment must be part of our story going forward. SIC relies on natural resources to manufacture many of its products, and we have an interest in developing sustainable practices and preserving the environment for future generations. More energy-efficient manufacturing also saves money, which in turn contributes to profitable growth and life values.

Our Brand Promise

In order to help remain competitive within our own industry, Industrial Packaging is committed to lowering packaging costs. We accomplish this by:

Representing the best vendors, who provide leading edge technologies at the most competitive pricing.

Designing systems that maximize output, minimize labor costs and minimize material costs. Optimizing the efficiencies of our existing packaging lines to maximize uptime and virtually eliminate rewraps and repackaging.

Supporting our packaging equipment with our well qualified, long tenured, experienced service technicians and parts department personnel. They understand the true packaging cost of the product being down.

Discover the advantages of our advanced paper manufacturing solutions, and you have come to the right place!

When we talk about packaging, we are talking about a complex solution. Packaging today is not a product but a real technology which involves concepts as protection, handling, storage, savings on materials, logistics. All these technical aspects should be taken into account when developing a packaging solution. That is also why service is so important.

Whatever your packaging needs, Shuaiba Industrial Company is your ideal partner. As a specialist in packaging and supply chain solutions, we focus on saving your time and reducing costs.

Simply because we improve your efficiency.

How? By offering you an extensive range of our services.

INDUSTRIAL PACKAGING

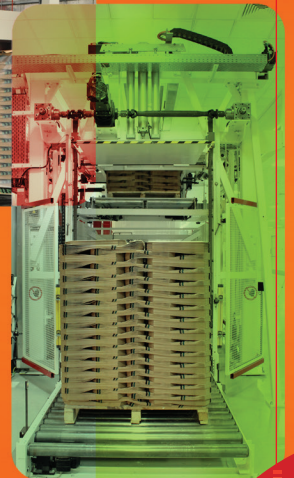
FLEXIBLE PACKAGING

SERVICES

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LEADING PAPER BAGS MANUFACTURER



INDUSTRIAL PACKAGING



SIC's Industrial Packaging Division (IPD) produces multiwall paper sacks for industrial use. The main industrial clients are cement manufacturers. The other segments catered to, include Building Material products, Gypsum, Lime, Cocoa, Tea, Coffee, Fertilisers, Animal Feed, Food Grains, other Agricultural products etc.

The installed capacity of the Division, with its state-of-the-art production line from Windmüller and Hölscher (W&H), Germany; is 60 million bags per annum. The bags have a capacity to hold as low as 20 kg up to 50 kg of the product. All bags can be made out of 2 to 4 plies of paper, with an option of additional PE film lamination in one of the plies.

IPD is committed to use sophisticated technological know-how and state-of-the-art equipment to develop its latest innovative products. As an efficient division, IPD has earned a reputation for producing a wide range of superior quality products with very competitive prices and is always motivated to exceed its determined targets.





CEMENT BAGS



BUILDING MATERIALS BAGS



GYPSUM BAGS



AGRICULTURAL PRODUCTS BAGS



The multi-wall paper industrial sacks come in various shapes and sizes. The large sacks are used for packing several kinds of cement. The bag sizes of Ordinary Portland Cement, Salt-Resistant Cement, Pozzolana Cement, White Cement, Oil-Well Cement, Gypsum, Lime, Mortar, Chemicals, Tea, Coffe, Cocoa and animal feed are ranging from the smallest dimensions 29 x 22 x 7cms to the largest 129 x 72 x 23cms.

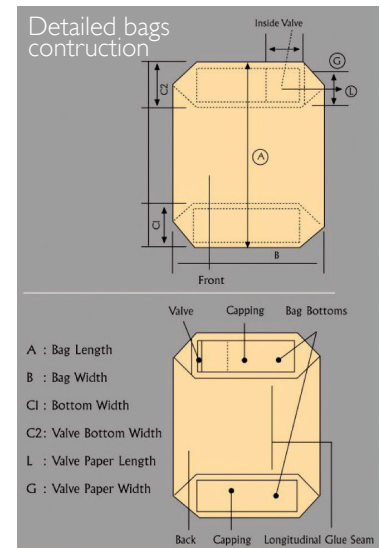
Our ultimate goal is to continue developing positive and productive relationships with our customers, while offering best packaging solutions.

All of the types of multi-valved paper sacks comes in 2, 3, and 4 plies of paper with an option of having 1 ply of polyethylene. Bags with a capacity below 30 kilograms can have a luxury of having handles.





The larger paper bags for packaging tea, coffee, cocoa and cattlefeed are made with special inner paper of tough aluminium foil lamination. The aluminium foil coating is very essential to preserve the product's freshness and flavor. At the same time it keeps external odor and moisture out in the paper bag.



CONSUMER PACKAGING



Our consumer packaging division bags are applied to a wide range of markets. The flour mills, coffee roasters, tea retailers, bakeries, cafes, supermarkets, fast food outlets, pharmacies, convenience food outlets and specialty food retailers are some of the markets we participate.

We are committed to use our sophisticated technological know-how and state of the art equipments to develop our latest innovative products. To consistently produce packaging that are safe for food, it is vital to have good manufacturing services (GMP), Hazard Analysis and Critical Control Analysis and Critical Control Points (HACCP) and food safety plans in place. Our food safety program employee training, auditing, sanitation practices, pest control, supplier compliance, product traceability and product recall contingencies.

As part of our diversification plan we have started supplying our customers with flexible packaging solutions for an optimum food protection and shelf life expansion. Understanding the value of branding and customized packaging with high printing quality solutions are our keys to ensure our customers' brands excellently promoted worldwide.

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Synergies with the existing business, especially in the area of technology, trained work-force and experience management, S.I.C's S-Pac (Consumer Packaging Division) is supported by the latest high technology machines of GARANT MASCHINEN and WINDMOLLER & HOLSCHER from Germany. Dominating 80% market share in Kuwait within a short span of 4 years and supplying regionally major brands like Mc Donald's, Burger King, KFC, Hardees, Baskin Robbins, Kuwait Flour Mills, IKEA, M.H.Alshaya, Zara, Bun Al Ameed Coffee. We are also a major supplier in the gulf region supplying to Saudi Arabia, U.A.E, Bahrain, Qatar, Jordan, Lebanon, Egypt and Australia.

PRODUCT RANGE

- Block Bottom bags
- Satchel bags
- Flat bags
- Twisted Cord Handle bags
- Wrapping Sheets
- Wrapping Rolls





Markets served are fast food outlets, restaurants, flour mills, coffee roasters, bakeries, café, fashion houses and other retailers.

We produce bags from wide range of paper quality upto 2 plies, and printing up to six colors.



Recently we purchased the fastest wax wrapping sheet machine in the gulf region, which will enhance our capacity to supply wax coated wraps in the region.

We are dedicated to provide superior value to our customers, high quality products, competitive price, and on-time delivery. For food industries, we ensure that our packaging meets the Hazard Analysis Critical Control Points (H.A.C.C.P) requirements and fulfills the FDA standard. Our food safety program includes employee training, auditing, sanitation practices, pest control, supplier compliance, product traceability and product recall contingencies.



As already an ISO 9001 certified company, continuous product surveillance in all states of the production process is currently being integrated into the central operating system. Starting point is the proposition that products have to meet certain requirements before they are released to the next step. These steps are kept under close surveillance to guarantee the safety of the whole process. There is also a strong focus on the control of the supplied components. More specifically; paper, ink, and glue. SIC has set up the most sophisticated testing laboratory which assures the quality of every paper reel going into the production lines having built-in computers that substantially increase the overall efficiency of the production process, while automatically rejecting bags of substandard quality.



Far-reaching periodical analysis are carried out to ensure product safety. The essential components are systematically submitted to analysis that become always stricter, as it is obvious that these components play an essential role in the quality of the final products.



MANAGEMENT TEAM

Our
TEAM



SIC innovative approaches to corporate management—as well as homegrown experience—have always been the key to our success. Our management team is known for its ability to maximize operations within a global, decentralized and entrepreneurial culture. Comprised of experts in their fields of paper business.

ULTIMATE GOAL

GEARING UP to the next generation of PAPER SOLUTIONS

To continue developing positive and productive relationships with our shareholders, customers, employees, community and the environment.

This professional expectations we satisfy by our...

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PRODUCTION



SIC is rated as one of the largest paper bags/sacks producer in the Middle East and North Africa (MENA) region and has a minimum output production capacity of 1,125,000 bags per day at 3 different locations. Viz: Kuwait, Saudi Arabia and Dubai.

QUALITY



Round-the-clock qualified & highly trained professional technician to ensure safety and high quality grade sack paper product output.

STATE OF THE ART



Our company is committed to continuously increasing its reliance on our state-of-the art technology machines as a major factor of production technology.

HOSPITALITY



SIC hospitality and good service towards our clients has a proud past and a promising future to serve the consumers need on our quality products we provide.

COMMITMENT



SIC dedicated team and personnels' is serving its consumers efficiently under the dynamic leadership and committed efforts of our employees through new heights of future expansion.



PROJECTS/CLIENTS



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