



INVESTEE PROFILE: AL MUEEN **AL MUEEN**

Contact Info:	Neveen Al Shawabkeh, Owner & General Manager n.shawabkeh@almueen.com https://almueen.com/en/
Location	King Hussein Bin Talal Development Area, Al Mafraq
RLI Category:	R3/R4 – Employs refugees and sources from refugee-owned supplier
Company Background:	Established in 2010 in Marka, Amman, “Al Mueen” is a women-owned business that produces hygiene paper tissues, disinfectant wipes and cleaner wipes for all types and household purposes. In 2017, they relocated to King Hussein Bin Talal Development Area in Al Mafraq to create employment opportunities for the refugees living in Mafraq Area and the Zaatari Camp to benefit from the relaxed Rules of Origin Agreement (RoOs) that was signed between the GoJ and the EU.
Industry/Sector:	Manufacturing: Hygiene and Beauty Products
Products/Services:	<ul style="list-style-type: none"> • Produces a variety of cleansing wipes including wood wipes, glass wipes, bathroom wipes, gym wipes, and more. • Developing new products for beauty and medical sectors including hypo cleansing and beauty wipes. • Produces standard (50 tissues) and large (300 tissues) packs.
Export Activity:	<ul style="list-style-type: none"> • Main target markets are the local, regional and international markets (Saudi Arabia, Iraq, USA, Canada). They are in the final stages of getting the approvals (from the EU side) to sell in Europe and they have shipped samples to suppliers in Australia. These geographic expansions signify prime opportunity for investment. • Distribution established in USA, Canada, Europe, Australia, Saudi Arabia, and UAE (distributed via Amazon Dubai and Amazon KSA) • Plans to expand under their own brand rather than private label.
Financial Performance:	<ul style="list-style-type: none"> • Challenges due to increased raw material costs and supply chain issues with COVID, but they were able to recover and shift production from paper to wet wipes by retrofitting existing machinery to save on costs. • New product lines (wipes) offer higher profit margins, potentially up to 200%. • Financing difficulties and high-interest rates affecting cash flow and expansion.
Management:	<ul style="list-style-type: none"> • Key personnel are long-term employees skilled in engineering and products.
Employees and Refugee Workforce:	<ul style="list-style-type: none"> • Currently employs 10 permanent staff with additional 35-50 part-time, as needed. • The permanent staff has been with the company for 10+ years and are highly experienced, and can train new employees easily. • Location between Za’atari and Mafraq means they can transport employees easily and can employ women with the new product lines. • Actively employs Jordanians and refugees (on contract, as needed), with potential to significantly increase the workforce with additional investment.

Market Overview and Trends:	<ul style="list-style-type: none"> ● High demand for specialized, high-margin wipes due to changing consumer needs, especially outside of Jordan. ● Growth in the hygienic and beauty sectors. ● With forthcoming EU regulations in 2026 on environmental packaging, new investments will be needed in Jordan to make exports EU-compliant. ● Jordanian-made consumer products benefit from “buy local” campaigns in the Arab world with the war in Gaza.
Estimated Investment Needs:	<ul style="list-style-type: none"> ● Needs an investment of between \$1.5 million and \$2 million USD to support increased production capacity and expansion into new markets: <ul style="list-style-type: none"> ○ New factory space of 800 square meters to expand the beauty and medical product lines manufacturing and warehousing. ○ USA expansion which requires capital for testing, warehousing, etc. ○ Also, exploring elderly products, which is a gap in the market. ● Their products have less environmental impact than other wipes, which should also be considered by an investor.
Prior Experience with Investment:	<ul style="list-style-type: none"> ● Difficulties with current financing models and high interest rates at Jordanian banks, which they don't want to pursue. ● Experience with a loan of 600,000 JOD, which increased to 800,000 JOD with interest, from Grofin, which they are in the process of repaying in full over the next 2 years as the fund is harvested. They need new capital to replace (or, buy out their loan from Grofin.)
RLI Thesis and Impact Opportunity:	<ul style="list-style-type: none"> ● The company's growth and diversification can significantly impact local employment, up to 150 employees, including refugees. (Pre-COVID, the company hired 250 employees, 60% of which were refugees (Syrians and Palestinians); 40% of the total employees were women.) ● The company's increased production also supports the local economy by sourcing packaging. One of their bottle suppliers is Syrian-owned.
RLI Technical Assistance Needs:	<ul style="list-style-type: none"> ● Can benefit from RLI storytelling support, especially for sales in the U.S. where the brand has been registered and significant market potential exists. ● Need support in securing more favorable loan terms or international expansion.

