



MARKET

From its beginnings in the 1950s, over the last several decades, FINE has grown to become a household name across the region.

A leading producer of hygienic paper products in the Middle East, FINE belongs to the Jordan based Nuqul Group, which was established in 1952 and brings together 30 regional and global companies, more than 5,500 employees and exports its products to over 45 markets worldwide.

FINE has manufacturing facilities in KSA, UAE, Iran, Egypt, Algeria, Morocco, Sudan, Jordan and Kuwait.

A market leader in the facial tissues category in almost every market in which it is present, FINE also has a very strong presence in toilet rolls, kitchen towels and other personal hygiene products.

In terms of per capita tissue consumption, the Middle East is way behind mature markets and therefore represents huge opportunities for growth. With a new vision, a new identity and a complete new look FINE is all geared up to aggressively go after these opportunities and reinforce its dominance in the region.

ACHIEVEMENTS

FINE was a pioneer in bringing tissue and other hygienic paper products to the region.

Over the last few years FINE has won many accolades but for people at FINE there is no bigger fulfillment than knowing that FINE is the most preferred brand in the region, in every category that they sell their products.

FINE was named among the Hewitt Best Employers in the Middle East in 2009 and 2011.

FINE's search for continuous improvement led to certifications in the ISO 9001 and 14001 Standards in April 2000. The achievement is unique because FINE became the first company in the region, in its line of business, to attain a simultaneous certification.

FINE was the first company in the UAE to attain the Emirates Quality Mark, in October 2007, in keeping with the standards of the Emirates Authority for Standardisation and Metrology.

HISTORY

In a letter to his fiancé, founder Elia Nuqul said he wanted to "build a name" that his grandchildren would be proud of, and the FINE name was born.

Initially a modest trading operation, importing and distributing food and non-food items, Elia began importing FINE branded bathroom tissue rolls to Jordan. In 1955 he went to Europe to visit the companies he dealt with. It was in London that he met with one of the suppliers of bathroom tissue paper who was importing the product from Sweden. So he considered the transportation costs from Sweden to England to Jordan and thought, "Why don't I do that?" It took him two years to discover where he could buy a toilet-paper manufacturing machine.

In 1958 Elia started with one bathroom tissue roll machine in the Souk Al Sukkar, in Jordan,

Arab common market in 1965 it was only on paper and not in practice). The loss of the West Bank in 1967, a very good market for tissues, convinced him to manufacture elsewhere as well as in Jordan.

Exports to Saudi Arabia began in the early 1960s and manufacturing in the early 1970s and whenever Elia bought a machine for Jordan, he would buy one for Saudi Arabia as well.

FINE steadily expanded to Egypt, Lebanon, UAE and, most recently, to Iran.

Today the family is no longer directly involved in day-to-day operations. Instead, a corporate structure has been implemented with a board of directors and CEOs at the helm of Nuqul Group's core businesses. In a region where family-owned groups dominate the market the move to corporate governance is a bold one for FINE, which will set the pace for others.

FINE's internal philosophy is 'Growing



and after four years without profit he went to a fair to sell the business. Instead Elia ended up buying three machines for manufacturing sanitary napkins for ladies, facial tissues and pocket pack tissues. He built a factory and started expanding almost immediately.

Unable to export smoothly from Jordan Elia looked further afield. (Although there was an

Together'. Family values lie at the core of FINE's beliefs and this is extremely strong in all Nuqul Group operations. The marriage between new blood and the experience of the older generation is a much-valued strength at FINE. It has created synergies that have aided FINE to expand and progress at a much faster rate than others in their industry.

PRODUCT

FINE is the largest producer and seller of Facial Tissues in the region. Besides the classic facial tissue, FINE also offers extensions that feature value adds like fragrance, lotion, extra soft tissues and a range of printed tissues bearing Disney characters for their younger customers.

Besides facial tissues, the 'House of FINE' also includes other personal hygiene products like Pocket Tissues, Kitchen Towels, Bathroom Rolls and Jumbo Rolls. More recently, the brand has added hand sanitisers, wet wipes and paper napkins to its portfolio.

Quality and innovation has been at the centre of everything that FINE produces. Steripro is a unique technology developed by FINE which ensures that each FINE facial tissue goes through specialised sterilisation process to ensure that only the cleanest and best quality product reaches the customer's hands, every time.

FINE believes firmly in the importance of caring for the environment. To produce the purest product FINE tissues are made from 100% virgin pulp which comes from environmentally sustained plantations – one of FINE's efforts to make sure that they give back more than they take from our planet. That means for every tree used FINE plants back five more to ensure that our woodlands are not only being sustained but growing.

Creating new technologies, perfecting fresh ideas and developing enriching and innovative products for today's families – FINE is a trusted name for consumers and a valued partner in the community.

RECENT DEVELOPMENTS

In May 2011, FINE launched its new brand promise, a new brand identity and a complete new look to its packaging design that follows the new positioning.

Traditionally, the company's focus has been on helping people fulfill their needs for comfort, softness and cleanliness with high-quality, technologically advanced, caring and gentle products.

But as it prepares to embark upon the next leg of its journey in evolving into a more international, confident and contemporary brand of choice – it aims to completely redefine the way it is perceived in the marketplace.

FINE's renewed vision is to create the regions best lifestyle brand, not simply to add products to their portfolio or to change their logo or packaging design.

For FINE it isn't just about tissues and paper products any more. It's about a huge new need, far more holistic, for the consumers of our region. It's

about bringing visibility to their strengths, and to their position as an industry leader. And, it is about the decision to face changing trends and continuing to build with the younger audience – the connection and the bond they have had with their consumers for over 50 years.

The new positioning and the new look were launched in UAE and FINE plans to subsequently roll them out across the region by 2012.

The new brand promise is about creating a 'carefree world'. FINE is amongst the most trusted brands in the region. Even the company values that are embedded in everything from people to policies are centred around trust and care. Through repositioning their brand FINE now wishes to project their internal reality to the world at large, inviting the outside into their space.

FINE's commitment to a carefree world is a sustaining, nourishing tradition, just as it always has been since their early days. From the things that they produce, their approach to business, their involvement with the community and their efforts towards a sustainable environment, in every step FINE seeks to realise their dream of a carefree world.

PROMOTION

The beginning of the summer of 2011 saw the new FINE brand identity and packaging design rolled out in UAE. An extensive awareness campaign using press, outdoor, in-store and online media and PR heavily supported this.

A fleet of Volkswagen Beetles branded with the new FINE look was used on the streets of Dubai to communicate the transformation of a classic into a modern classic. Extensive sampling and road shows across UAE were carried out to reach out to the consumer and show them what the new FINE pack looks like.

Traditionally FINE has been supporting various causes such as the Al Noor Hospital and Rashid Paediatric Trust. An annual Ramadan activity ensures that for every FINE tissue bought a donation is made to the UAE Red Crescent. FINE is also undertaking a major initiative to engage with UAE's school children by offering manufacturing facility visits and interactive sessions on marketing.

Consistent with its reputation for pioneering initiatives not just in product development but also in promotion,



FINE has made innovative use of routes such as mobile marketing and sought to provide annual mega promotions to reward loyal buyers.

BRAND VALUES

Attentive

FINE has been a part of the region for a very long time – witnessing generations grow and lifestyles change. FINE is committed to always staying focused on and attentive to people's changing needs.

Progressive

To address consumers' evolving needs FINE ensures that not only are they up to date with the best in industry know-how, but also continuously pushing boundaries to challenge the conventions in a way that enhances consumers' experience and lifestyle.

Finest Quality

Quality has, and will always be, at the centre of everything that FINE does. FINE will never compromise on quality – not just in the materials that they use or the things that they produce, but also in the environments that they create to produce or sell their products.

Authentic

FINE is a brand that has been born and bred in the region. FINE takes pride in their regional identity and will always be champions of regional values and ethos.

While it embraces change with the changing lifestyles, FINE will always be the authentic brand that the people across the region have always trusted.

www.carefreeworldoffine.com

Things you didn't know about Fine

FINE enters its third decade in the UAE in 2011. FINE set the Guinness world record for creating the largest facial tissue box in the world in 2002. The box measured a whopping 2.45 x 1.22 x 0.73 metres!