



Sanabel Alataa

For Paper and Cardboard Industries L.L.C



Company Overview

- **Location:** AlQastal-Amman, Jordan
- **Pioneer in production and recycling:** Specializes in paper and cardboard production and recycling
- **Annual production capacity:** 100,000 tons
- **Staff:** Over 500 employees (20% women)
- **Focus:** Substituting imported products with 'Made in Jordan' products



Mission and Vision

- **Leading in global environmental sustainability:**
- **Significant impact in Jordan's paper and cardboard industry:**
- **Utilizing innovative recycling processes and sustainable practices:**



Business Model and Strategy

- **Franchise model:** Quick startup times and strong brand awareness
- **Closed-loop business model:** Enhances resource sustainability by recycling paper and cardboard waste
- **Cost-effective recycling:** Supports environmental sustainability and reduces operational costs



Key Products and Services

- **Recycled paper and cardboard materials:**
- **Primary customers:** Industrial and commercial businesses, local governments, educational institutions
- **Exploring eco-friendly packaging solutions:**
Meeting evolving market demands



Market and Opportunities

- **Growing demand for eco-friendly products and services:**
- **Collaborations with local businesses and municipalities:**
- **Expanding reach and efficiency in waste collection and recycling:**



Awards & Certificates



Commitment to Sustainability

- Leading efforts in recycling and environmental sustainability
- Innovative recycling processes
- Sustainable practices in all operations



Diversity and Inclusion

- Over 500 employees, 20% women:
- Commitment to a diverse and inclusive workforce:
- Promoting gender equality and diversity in the workplace:



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