
JUTHOR
PAPER MANUFACTURING COMPANY

FLOURISHING
QUALITY THROUGH THE ROOTS



JUTHOR

WORLD-CLASS TISSUE PRODUCTS FROM THE MIDDLE EAST'S LEADING PAPER MANUFACTURER

A lot has changed since MEPCO launched over 20 years ago from population growth to higher income per capita and shifting consumer behaviour.
What hasn't changed is our commitment to our partners, whose satisfaction is our priority. That's why, in a continued bid to collaborate and innovate, we've expanded into the tissue paper market through our new investment in Juthor Paper Manufacturing Company.

From facial tissue to kitchen towels, all our hygienic paper jumbo rolls are produced at our state-of-the-art facility, giving you and your customers premium quality that reflects your brand.



Choosing Juthor also signals your commitment to a sustainable supply chain. Not only is our facility powered by clean and efficient natural gas, but we also have dedicated water treatment facilities as part of our target of zero effluent water discharge.
In adding tissue paper products to the MEPCO offering, we look to reinforce the product quality, efficiency and cost savings we're known for in the containerboard and paperboard markets. Everything we do is driven by the aim of exceeding the traditional supplier / customer relationship – so working with us becomes a true partnership.

Engineer Sami Al Safran, Group President, MEPCO

Sami Al Safran

WHY JUTHOR

Since the pandemic, per capita tissue consumption has risen and consumer attitudes have moved in favour of hygienic paper products. Upon discovering KSA was one of the Middle East's largest tissue importers, MEPCO saw the unique opportunity to localise production – aligning with the ambitions of Saudi Vision 2030 to capitalise on robust demand driven by favourable demographics, strong GDP per capita, increasing urbanisation and growing tourism.

We've now applied our 20 years of paper industry expertise to the tissue market, creating high-quality, value-adding and sustainable products under the Juthor brand to help our customers achieve a competitive advantage.

We offer an extensive range of competitive tissue paper products with basis weights from 13 to 40 gsm – all of which are SAUDI MADE-accredited. You not only benefit from choice, you can also optimise your costs and stockholding with our management solutions. From logistics and planning to aftersales support, we help you keep your business moving so you continue to impress your customers.





VALUE-ADDING QUALITY

We're proud of our well-earned reputation for high-quality products, and Juthor upholds these high standards.
Our facility features KSA's first cutting-edge tissue machine, so your business benefits from superior jumbo rolls across a wide range of basis weights, and your customers are guaranteed maximum softness.



SHORT LEAD TIMES

Our fully automated tissue factory boasts 60,000 tonnes of annual capacity and is designed to operate at high speeds.
Thanks to these capabilities, you benefit from greater productivity and cost competitiveness. You can also maintain an efficient supply chain with our rapid delivery to 5 continents.
We efficiently serve both the Saudi market and worldwid customers from our location in close proximity to King Abdullah Port, KSA's newest full-service commercial port facility featuring state-of-the-art technology and logistics expertise


SAUDI
MADE

JUTHOR
AT A GLANCE

6 PRODUCT
Families

60,000 TONNES
Annual production capacity



%100
Automated facilities

ZERO
Effluent water discharge target

OUR PRODUCTS

Juthor products are ideal for a wide range of applications and are food contact certified.

Whether used by consumers at home or away, their quality and value shine through.



THE JUTHOR RANGE

 **Facial**	Basis weight : 13 - 15.5 gsm Ply : 2 ,3	Reel width: min 40 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm
 **Pocket**	Basis weight : 13.5 - 15.5 gsm Ply : 2 ,3	Reel width: min 20 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm
 **Napkin**	Basis weight : 15.5 - 17.5 gsm Ply : 2 ,3	Reel width: min 30 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm
 **Toilet**	Basis weight : >15 gsm Ply : 2 ,3	Reel width: min 40 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm
 **Kitchen Towel**	Basis weight : 17 - 29 gsm Ply : 1 ,2 ,3	Reel width: min 40 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm
 **C-Fold**	Basis weight : >30 gsm Ply : 1	Reel width: min 40 cm, max 271 cm Reel diameter : min 115 cm, max 260 cm

OUR SOLUTIONS

We take a partnership approach, working with you to optimise your inventories and lead times through our expertise and cutting-edge digitalisation. We make this happen through our logistics, planning and aftersales solutions, which are designed to support your business at every stage.

ONE-STOP-SHOP LOGISTICS

From shipping to your preferred port to sending to your warehouse or delivering direct to your manufacturing facility we simplify logistics. You'll receive a streamlined service that's flexible to your ever-changing business needs, helping you manage your supply chain more efficiently, digitally and cost-effectively.
Our manufacturing facility is in King Abdullah Economic City near King Abdullah Port. This means we're perfectly positioned to serve customers with fast lead times across 5 continents.



PLANNING
GUIDANCE

Our commitment to your business extends to the ways we help you plan, so you can offer an unparalleled customer experience. We do this by working closely with you to map out your potential risks and costs. As an example, we look at customers' visions for future requirements and then arrange deliveries in line with storage needs and inventory levels.

AFTERSALES
CUSTOMER SUPPORT

Our experts offer value-adding technical support to help you boost efficiency in your onward processes. For example, we offer solutions whereby our tissue converters enhance productivity on your convert lines – helping you deliver a high-quality end product, faster.

DIGITALISATION

Our digital transformation approach aligns us with global best practices regionally and internationally – and means we lead the industry in alignment with Saudi Vision 2030. We use cutting-edge digital solutions to increase efficiencies and provide data-driven insights, including deploying SAP solutions that automate, align and enhance processes – and lead to an improved B2B customer experience.

SUSTAINABILITY

We're no stranger to sustainability, having received multiple awards in this area over **MEPCO's +20 year history**. We're closely aligned with Saudi Vision 2030, which has environmentally and socially responsible business practices among its key priorities.

By working with **MEPCO**, you're supporting efforts to preserve valuable natural resources and enhance society. And as the KSA government moves to achieve carbon neutrality by **2060**, every step you take towards a green supply chain makes a difference.



RAW MATERIALS

All of our fiber-based tissue products
use %100 **virgin 'prime quality'** pulp accredited by the Forest Stewardship Council (FSC).
This guarantees that our pulp is supplied from responsible and sustainable sources .

ENERGY & WATER CONSUMPTION

You benefit from a forward-thinking approach to ensure high levels of energy efficiency. This is one of the reasons **MEPCO** has been recognised for sustainability **by the King Khalid Awards.**
Our high-efficiency cogeneration plant – powered by natural gas – supplies our tissue-making facility, using the latest technologies to reduce our energy consumption and carbon footprint. We have also targeted zero effluent water discharge by designing our systems to reuse and utilise all treated water.

SOCIAL RESPONSIBILITY

Juthor is committed to enabling programmes under **Saudi Vision 2030,** including creating jobs within KSA and providing opportunities for employees develop and enhance skills. We also contribute to overall social and economic enhancement through our efforts to localise this growing sector and support KSA's transformation into an industrial powerhouse.



SAUDI MADE

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