



# COMPANY PROFILE

## 2022

Established in **1969**, Intercare Limited was founded in the Levant with a vision to meet the evolving demands of the **Washroom Hygiene, Floorcare, and Powder Coating** sectors. Kicking off its journey in the early 1970s, the enterprise shaped its core businesses in line with the nation's rapid infrastructure development following the founding of the **UAE**.

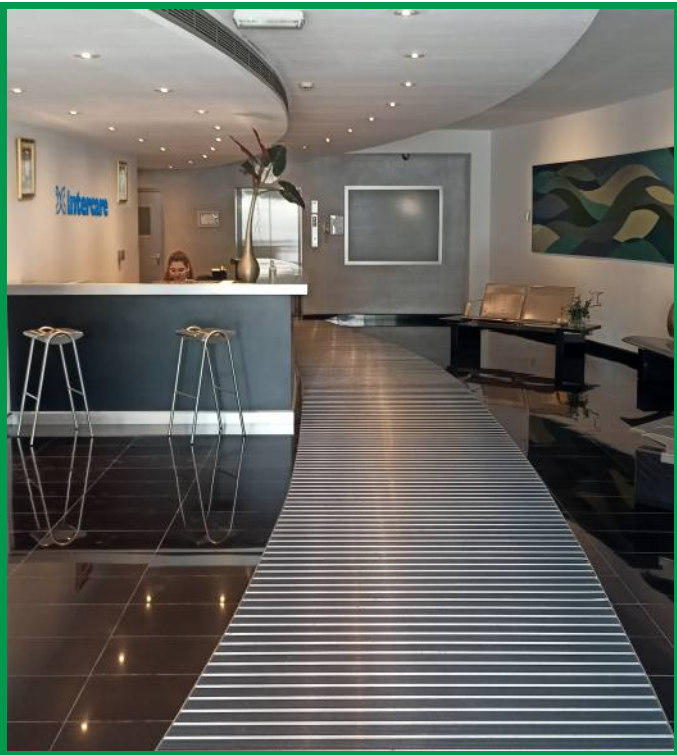
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# WELCOME TO INTERCARE LIMITED

## Towards A Sustainable World

Established in **1969**, Intercare Limited was founded in the Levant with a vision to meet the evolving demands of the **Washroom Hygiene, Floorcare, and Powder Coating** sectors. Kicking off its journey in the early 1970s, the enterprise shaped its core businesses in line with the nation's rapid infrastructure development following the founding of the **UAE**. Since then, Intercare has expanded exponentially over the past 50 years to become one of the GCC market's shout-after manufacturers and suppliers of innovative and sustainable solutions for **Washroom Hygiene, Floorcare, Speciality Chemicals, Waste Care, and Building Materials, Interiors, Powder Coating, and Steel & Fencing sectors**.



Moreover, with a sheer determination to expand its range of offerings, the firm has built a presence across its business industries. At Intercare we are ever ready to go that extra mile to make every customer satisfied and these efforts have paid off not only as ROI but lots of accolades, bagging performance awards, rated high by global rating agencies in our industry as well. Safety, Quality, and Superlative Service have been the criteria with which we assess our merit. And we are proud of it.

A half-a-century journey loaded with excitement, challenges, and great achievements, our story has been something to drive inspiration from, for everyone at Intercare, our patrons, and customers. This fuels us to strive forward and challenge ourselves in achieving more upon each milestone.

## COMPANY

# MISSION & VISION

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## MISSION

Intercare aspires to deliver quality solutions that meet and exceed consumer expectations by ensuring absolute safety and wellness. With its heart in fostering innovation in the market, the company's extensive lineup of products is propelled by modern solutions founded upon superior and sustainable resources to enhance the Middle East region's hygiene landscape.

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## VISION

At Intercare Limited, we aim to deliver quality and sustainable products that ensure the well-being of our customers and safeguard our environment. By adhering to the strictest sustainability standards, Intercare envisions preserving our communities and creating a cleaner & greener future for the coming generations.



## COMPANY

# CORE VALUES

We, at Intercare Limited, are driven by our core values. With values that serve as our guiding principles and reflect our growth as a leading brand. By implementing these values into action, we aspire to achieve long-term progress for our clients, staff, suppliers, and the communities we serve.

### **Working Environment:**

Build a conducive work environment, where individuals can perform to the best of their capabilities.

### **Diversity:**

Shape policies that support gender and cultural diversity as well as welcome diverse ideas without prejudice.

### **Excellence:**

Promise the highest quality for our community by being honest, transparent, and accountable in all our endeavors.

### **Integrity:**

Guarantee success in all our operations while upholding integrity towards the management, employees, customers, community, and the environment.

### **Innovation:**

Develop innovative products and services that strengthen our position as industry leaders.





## FROM THE CHAIRMAN'S DESK

As the proud founding member of Intercare Limited, one of the pioneering companies in institutional cleaning and sanitation products and services with an illustrious track record, I can proudly say that we have developed an organizational culture that's underpinned by a commitment to delivering sustainable methods and a safer environment. Established in 1969 in the Levant region, over the last half a century, the organization has expanded into the GCC countries, Egypt and Morocco, with a portfolio of its own brands and major global brands of hygiene, Floor Care, and Waste Care products and solutions.

At Intercare, our aim is to achieve and maintain leadership in our business by manufacturing and providing products and services that create economically viable communities. The company is committed to accomplishing this by aligning commercial success with environmental and social responsibility.

Looking forward, we strive to continue improving our products, services, and efficiency in terms of technology and processes. Currently, all our efforts are focused on developing a new-generation range of products, and efficient manufacturing capabilities that facilitate high-quality production and cost-effectiveness.

As a responsible corporate citizen, Intercare also ensures that highly skilled, high-caliber professionals manage the functioning of the organization, while dedicated and thoroughly trained staff undertakes the services provided to the end-users. The corporate infrastructure has evolved to flawlessly look after the interests of all the stakeholders at Intercare and I am greatly indebted to our Managing Director, Management Colleagues, Group members, Employees, Customers, and Suppliers, for their commitment and support which enables us to deliver undoubtedly the best in the industry.

**Mr. JOHN H COLLEY**  
Chairman



## **INTERCARE/ DIVISIONS**

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### **WASHROOM HYGIENE**

Intercare Ltd. is the pioneer and leading provider of Washroom Hygiene products, supplies, and monthly services...

### **FLOOR CARE**

The division's inventory is complemented by, an entire family of the latest Automatic and robotic Scrubber-Dryers...

### **SPECIALITY CHEMICALS**

Product development and quality assurance processes are carried out by complying with global standards...

### **WASTE CARE**

With our undiluted commitment to a Cleaner, Greener, and Sustainable Globe, we truly understand that smart waste...

### **COATINGS (WET & POWDER)**

Intercare Powder & Wet Coating, all facilities in the manufacturing process are aimed to provide quality products...

### **BUILDING MATERIALS**

Building Materials division provides comprehensive Matting solutions including premium anti-fatigue...

### **STEEL & FENCINGS**

Fencing Division but has the ability to produce any item in Steel – from a wrought-iron decorative panel...

### **INTERIORS**

Offering ingenious solutions to customize living space, this division covering interior architecture...

### **TISSUE PARTNER (Paper)**

The factory employs the most modern paper-converting technology and machines and has a capacity...

## INTERCARE DIVISION/ WASHROOM HYGIENE (PRODUCTS)

Intercare Ltd. is the pioneer and **leading provider of Washroom Hygiene products, supplies, and monthly services** in the Middle East since **1969**.

With the Company's commitment to the well-being of communities in this region for years to come, today, **52 years** on, the enterprise continues to supply expanding clientele, with the most ground-breaking products and smart hygiene services.

### PRODUCT RANGE:

- **Air Freshener Dispensers & Refills**
- **Hand Towel Dispensers & Refills**
- **Hand Soap/Sanitizer Dispensers & Refills**
- **Body Care & Hair Care Refills**
- **Maxi Roll Ceterfeed Dispensers & Refills**
- **Toilet Roll Dispensers & Refills**
- **Toilet Sanitizer Dispensers & Refills**
- **Hand Dryers**
- **Sanitary & Baby Bins**



**Total Touch Free Washroom Solutions:** Touch-Free restrooms are the latest in hygiene solutions and Intercare is ready with its own TTF (Total Touch-Free) Washroom concept. Sensor-based, touch-free restroom dispensers, devices, and accessories can greatly improve a user's restroom experience. This concept significantly reduces cross-contamination and the spreading of germs while improving cleaning staff productivity. This method helps reduce costs by lowering product consumption and waste as well.

Intercare makes it an obligatory goal to maintain an ecological balance between conservation and waste management in all the endeavours it undertakes.





INTERCARE DIVISION/  
**WASHROOM HYGIENE (SERVICES)**

Adding more value to the products, the company undertakes specialized assistance to clients whose businesses demand extensive support such as malls, hotels, restaurants, corporate and commercial buildings, etc.

The recurring service along with the installation and maintenance includes Free Dispensers/Bins/Vending machines for the period of the service and the support of the dedicated and highly trained team that provides Monthly, Bi-monthly Battery Change/Refills/Bin Cleaning services.

**SERVICES COMPRISES:**

- 1. **Air Diffuser/Freshener – Dispenser & Refill Services**
- 2. **Hand Soap/Sanitizer – Dispenser & Refill Services**
- 3. **Cotton and Paper Towel – Dispenser & Refill Service**
- 4. **Toilet Auto Sanitizer – Dispenser & Refill Services**
- 5. **Sanitary and Nappy Bin Services**
- 6. **Panty Pad and Diaper - Vending Machine & Refill Services**





## INTERCARE DIVISION/ FLOOR CARE

For over three decades, Intercare has been a leading provider of hygiene products and services in the Middle East. The extensive range of products and services the enterprise offers are sustainable and environment-friendly, using fewer natural resources to clean the floors than conventional cleaning methods.

The division's inventory is complemented by, an entire family of the latest Automatic and robotic **Scrubber-Dryers, Chewing Gum Remover machines, Escalator cleaners, and Sweepers**, with basic to advanced features.

### PRODUCT RANGE:

- **Floorcare Chemicals** – Floor Polish, Disinfectant, Carpet Shampoo, Degreaser, Cement Scale Remover, Spray Buff, etc.
- **Floorcare Machines** – Chewing Gum Remover, Scrubber Dryer, Vacuum Cleaner, Pressure Washer, Single Disc Machine, etc.
- **Janitorial Hardware** – Broom, Dust Mop, Trolley & Buckets, Waste Bins, etc.



In addition to that, the division has a vast portfolio of janitorial products sourced from reputed European manufacturers to offer maximum durability.

Deeply committed to the customers, the company consistently delivers unblemished service and a prompt and focused After Sales Support Program undertaken by highly trained and skilled staff supported by a dedicated **On-site workshop.**





INTERCARE DIVISION/  
CHEMICALS

The state-of-the-art manufacturing and R&D facility, which was established in 1990, is spread out over **15,000 sq. Ft.** and employs highly qualified office staff and skilled and trained shop floor work staff. Product development and quality assurance processes are carried out by complying with global standards and **GMP (ISO)** guidelines.

PRODUCT RANGE:

- **Air Care:** Air Fresheners, Odour Neutralizers, Multi-Purpose Deodorizer
- **Floor Care:** Detergent, Floor Polish, Stain Remover, Spray Buff
- **Home & Laundry Care:** Detergent, Detergent Concentrate, Fabric Softener, Fabric Softener concentrate
- **Disinfectants:** Floor disinfectant, Multi-Purpose Disinfectant, Surface Disinfectant, Air Disinfectant
- **Institutional & Industrial:** Degreaser, HD Degreaser, Heavy Duty Hand Soap, Car Shampoo
- **Personal Care Products:** Shower Gels, Shampoos & Conditioners, Body Lotions
- **Hand Hygiene:** Liquid & Foam Hand Soaps, Hand Sanitizers



The main motto is that Product quality is assured before delivery. **COA (Certificate of Assurance)** is provided for each product batch. The factory Holds **ISO 9001 - 2015** and **ISO GMP 22716 - 2007** certificates (Good Manufacturing Practices) awarded by ISO.

INTERCARE CHEMICALS SERVICES:

Contract Manufacturing:

We undertake contract manufacturing where we meticulously follow the manufacturing, packaging, and logistics guidelines of our business partners to make sure that their requirements are fulfilled seamlessly.

Private Label Product Manufacturing:

Intercare also extends its services to companies that want to market superior products in their own private labels and brands.





## INTERCARE DIVISION/ WASTECARE MANAGEMENT

With our undiluted commitment to a **Cleaner, Greener, and Sustainable Globe**, we truly understand that smart waste management solutions are the need of the hour for keeping the globe desirable for generations to come. From household waste management accessories to **industrial waste collection equipment**, Intercare Ltd - Manufactures, supplies, and services a wide range of products.

### PRODUCT RANGE:

- **Street Sweepers**
- **Street Washers**
- **Solar Waste Bins**
- **Waste Collection Electric Cars**
- **Waste Disposal System**

In addition to world-class products and solutions, we ensure that every client gets prompt and appropriate After Sales Support. In order to ensure this, we have set up a technically advanced post-sales service workshop with the necessary quality and training certifications at our Sharjah location.





## INTERCARE DIVISION/ COATINGS (POWDER & WET)

Once again, the organization's pioneering spirit created a demand for this product. Hitherto regarded only as alternative protection to anodized aluminum, Polyester Powder Paint as an Architectural Finish, was launched in the GCC market by Intercare in 1983.

At Intercare **Powder & Wet Coating**, all facilities in the manufacturing process are aimed to provide quality products that meet customer requirements which are spread out over **40,000 sq. ft.**

The division holds a Qualicoat certificate for surface treatment of Aluminium Alloy awarded by **QMEA (Quali Middle East Association)** and has the capacity to meet the market's demand. The machines in use for coatings have been sourced from reputed European manufacturers and are compliant with **British and ASTM standards.**



In the wet coating works, the facility is capable of **coating mild steel, and wooden surfaces of any size and style, including decorative and anti-corrosion wet coating.**

Additionally, the unit and its processes are certified to deliver superior quality coatings by the world's leading powder manufacturer brands such as **Jotun, Akzo Nobel, and Axalta** only after qualifying through a stringent auditing process.





## INTERCARE DIVISION/ BUILDING MATERIALS

Intercare Building Materials division provides comprehensive **Matting solutions** including premium anti-fatigue and multi-purpose mats. The division spreads out over an area of **4500 sq. ft.**

### PRODUCT RANGE:

- **Anti-fatigue Mat** (Flexigrid, Heronair, Herongripa, Spark Safe etc.)
- **Barefoot and Wetside Mat** (Heronrib, Herontile, Pillogrid, etc.)
- **Entrance Mat** (Alpha Mat, Frontrunner Brush, Frontrunner SB, Frontrunner Entry, Frontrunner Brush Wide, etc.)
- **Multipurpose Mat** (Crossgrip PVC, Crossgrip TPO, Flexi Button, Flexi Line, Flexi or Eco Dots, Flexi Tred, Pillo Mat, Plastex Chex)

Apart from that, the division has the full professional capacity to provide **Custom-Made mats** and **Installation support** as the client demands.





## INTERCARE DIVISION/ STEEL & FENCING

From a simple chain link fabric fence – such as surrounds a tennis court, to the most sophisticated electronic security systems installation with fiber optic interface, this division of Intercare does them all – utilizing its own in-house resources.

It can supply **high-level Raising Barriers, Hydraulic Bollards, Road Blockers, and Tyre Killers** right the way through to an integrated Car Park System together with any custom-designed shaded parking facility.

This subsidiary has the facility of being not only the major manufacturing unit for the Security Fencing Division but has the ability to produce any item in Steel – from a **wrought-iron decorative panel** to a custom-made **Steel Structure Building**.

**Camel Race Tracks**, another specialty of the Group for the last 30 years, may be seen in five different locations in the U.A.E. alone. Design, Manufacture, Supply, and Install: The Intercare team does it all.





## INTERCARE DIVISION/ INTERIORS

Offering ingenious solutions to customize living space, this division covering interior architecture specializes in **Contract Furnishing** and offers meticulously curated service to each client.

The joinery & furnishing factory is housed in an area of **7200 sq. ft.** with an additional storage space of **2500 sq. ft.** This arm of Intercare is equipped to provide purpose-designed and customized furniture for the **Hospitality industry.**

For each project delivery, we maintain global standards of quality and strictly follow the **ISO guidelines** throughout the process from conception through delivering products and allied services.

Some of the major projects this division had executed are the **Emirates Tower Hotel, Crown Plaza Hotel Chain, Atlantis, The Palm, and Holiday Inn.**





## INTERCARE DIVISION/ TISSUE PARTNER

**Establishment:** Named the Tissue Partner LLC, this division was established in **2014** and is spread out over **3500 sq. ft.** of factory space and a storage area of **4000 sq. ft.**

The factory employs highly qualified office staff and skilled and trained shop floor work staff.

**Certificates:** The factory Holds **ISO 9001:2015** certificates for Quality Management systems.

**Technology and Capacity:** The factory employs the **most modern paper-converting technology** and machines and has a capacity to manufacture **140,000 cartons per annum.**



INTERCARE DIVISION/  
ONLINE STORE

Intercare has always been at the forefront of bringing innovative and technological solutions that empower our clients to address their unique requirements. Now our customers can avail of any product or service from our E-commerce site without having to leave their comfort. They can get what they want with **just a few clicks** on their computer or cell phone.

Intercare E-commerce site is home to over **1000 SKUs** of the most reputed and reliable brands sourced from around the world. The website is equipped with all the latest features including **Live Chat, Favourite Product List, secure and flexible payment options, and a user-friendly interface**. Customers can get information about the products and services they wish to order, chat with us make purchase decisions smarter and not harder, make payments online and ensure deliveries to wherever they want.

Intercare E-Commerce site also offers website exclusive product promotions along with **FREE\* home delivery across Pan UAE**.

(\*Terms and conditions apply)





## INTERCARE DIVISION/ RETAIL SHOWROOM

Factory outlets are a great boon to customers as they get the same products at a reasonably lower price than the market. This is made possible by avoiding middlemen, expensive showroom spaces, and infrastructural costs.

Intercare Factory Outlet was established in the year **1996** and is conveniently located at the Head Office Site, spread over **1500 Sq. Ft** and displays over **500 products**. It is a great boon to our walk-in customers as they can inspect the products carefully before making the purchase decision and can have all their queries answered along with product demonstrations.

In addition to that, customers can avail of **showroom exclusive offers** along with the best customer service.

### PRODUCT RANGE:

- Washroom Hygiene Products (Hardware, Refills) & Accessories
- Floorcare Machines, Chemicals & Accessories
- Floorcare Janitorial Hardware & Accessories
- Personal Care, Laundry Care, and Household Chemicals
- Building Materials (All kinds of Floor Mats)





## INTERCARE DIVISION/ WORK SHOP

Intercare Ltd is constantly striving to ensure that our products and machines deliver the best and uninterrupted service to our customers. The division was incepted in 1983, and equipped with all the necessary tools, accessories, and skilled manpower. It is spread out over a **5000 sq. ft.** area with a customized parking bay for a minimum of **20 large machines/sweepers**.

The **full-fledged** workshop can undertake the service requirements of numerous prominent brands of **Floor Care and Waste Care** machines such as **Dulevo, IPC,** etc.

**Work Force:** A team of highly skilled technicians, a Technical Manager, and an Assistant Manager are responsible for prompt and efficient after-sales service.

All the technical staff is trained at the **Dulevo training center in Italy**, and for floor care machines.

The **average tenure** of technical and operations staff at the workshop is **more than a decade** which gives us an edge to deliver the right solutions and immaculate service in a shorter time period.





## INTERCARE/ LOGISTICS AND WAREHOUSE

Intercare Ltd operates warehouses at various strategic locations in the UAE – Sharjah (Central Warehouses), Dubai, and Abu Dhabi, in order to ensure that the quality of each product unit is delicately maintained and rightly distributed to the destined location, proper storage facilities, and intelligent logistics methods, should be enforced.

The company's purposely built total storage space spreads out over a **10,000 sq. mtr.** and complies with **FIFO(First-in-first-out) standard.**





## INTERCARE/ HEALTH & SAFETY POLICY

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In the factory and premises, the safety of the people is of paramount importance. All the factory staff strictly follow **safety & personal hygiene** protocol measures as per the **ISO standards**. The manufacturing unit is credentialed with Fire and Safety certification provided by the **Sharjah Civil Defence** department.

Apart from that, to provide emergency first aid service at the premises, multiple eyewash stations, and shower stations are installed and first aid kits are available at multiple points.

Moreover, emergency **Mock Drills** are conducted on a regular basis. By engaging in these drills, employees maintain their readiness to respond to any emergency situation.



INTERCARE/  
GLOBAL DISTRIBUTIONS NETWORK

Established in 1969 in the Levant region, over the last half a century, Intercare has expanded into the GCC countries, Egypt and Morocco, with a portfolio of its own brands and major global brands of **Hygiene, Floor Care, and Waste Care Products & Solutions.**

GLOBAL OPERATIONS & DISTRIBUTIONS NETWORK

- |   |         |    |        |
|---|---------|----|--------|
| 1 | CYPRUS  | 7  | QATAR  |
| 2 | UAE     | 8  | KSA    |
| 3 | EGYPT   | 9  | JORDAN |
| 4 | OMAN    | 10 | LEBNON |
| 5 | BAHRAIN | 11 | UGANDA |
| 6 | KUWAIT  | 12 | KENYA  |







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