

A subsidiary of  MASMAN



Arma



Quality First.



**Innovating with Purpose,
Impacting with Passion**

Introduction about MASMAN



At MASMAN, our ambitious goal was not just to expand and proliferate, but to have a positive and lasting impact on the communities in which we operate. Our values of honesty, integrity, sincerity, perseverance, and loyalty serve as the foundation of our success, and have helped us build a strong reputation in the markets.

The MASMAN Empire began as a family business in Yemen in 1938, and has since grown to become a pioneer in the consumer goods industry in Egypt, the Middle East, and Africa, through the establishment of ARMA Company in 1992. We continued to expand into new fields, including Fabric and Personal care in 2005, and Home care services in 2009.

In 2020, we launched ARMA Chemical Industries Company, further solidifying our position as a leader in the industry.

Through our commitment to our values, and our dedication to make a positive impact on society, MASMAN continues to grow, and thrive in today's competitive business landscape.



**Pioneering FMCG
Excellence**

Arma Purpose



The purpose of ARMA is to provide high-quality FMCG products to consumers in Egypt, the Middle East, and Africa, while maintaining a commitment to excellence and leadership in the industry. With a dedicated team of experienced professionals, ARMA aims to consistently deliver products that meet the needs and exceed the expectations of its customers, by upholding the principle of «Quality First».

ARMA is dedicated to building a strong reputation as a trusted brand, expanding its reach both locally and globally, and contributing to the development and growth of the communities it serves. Through its focus on innovation, customer satisfaction, and community engagement, ARMA strives to maintain its position as a market leader, and pioneer in the FMCG industry.

Operating Principles

Arma's Vision

To be the preferred brands of consumer's basic products.

Arma's Mission

We are committed to quality first in all aspects of our business practices



Built on values, driven by excellence

Arma's Core Values

Truthfulness, Honesty, Sincerity, Persistence, and Loyalty

TRUTHFULNESS

ARMA operates with transparency and openness, ensuring that all stakeholders are aware of the company's actions and decisions.

HONESTY

ARMA is truthful and straightforward in all its dealings with customers, suppliers, and other stakeholders.

SINCERITY

ARMA's actions are motivated by a genuine desire to serve its customers.

PERSISTENCE

ARMA never gives up in the pursuit of excellence, always striving to improve and innovate.

LOYALTY

ARMA is committed to building long-term relationships with its customers, suppliers, and other stakeholders, based on mutual trust and respect.


By embodying these core values and striving to achieve its mission and vision, ARMA is able to deliver high-quality products to its customers while building lasting relationships with all its stakeholders.

Factories

The general culture of ARMA company is characterized by attention to detail, compliance with industry regulations and standards starting from the factory, relying on the best global technologies to preserve the environment, while raising the level of human safety. The company also strives to provide all the conditions for professional safety, health, and environment, which help create a safe and risk free working environment for its employees.

ARMA is committed to selecting global partners of success and ensuring the use of the best and latest raw materials in the manufacturing of its products. This is achieved through the Quality Control, and Research & Development departments to ensure the production of the best high-quality, sustainable products.

Precision meets
sustainability,
powered by safety



Teamwork
makes
dream
work.

Team

The team of ARMA company consists of more than 4,000 experts, and it has over 100 distribution units connected by an advanced technological system using the latest technologies and smart solutions, covering all parts of the local market. This includes wholesalers, retailers, and the HORECA sector specialized in hotels, hospitals, and restaurants. In addition, its products are exported to more than 30 countries around the world.

As ARMA company's fields continue to grow day by day, the ultimate goal will remain the desire to impact communities and activate the group's values, in addition to a commitment to excellence translated into ensuring that the company's products are the best choice for consumers in any market it interacts with.



TK-01
SILICATES
200 TON

TK-02
SILICATES
200 TON

TK-03
SILICATES
200 TON

Granted Quality Certificates and Awards

Experience the Power of Effectiveness



ARMA, with its slogan «Quality First,» places great emphasis on complying with international standards and local regulations to meet its customers and consumers' needs both inside and outside of Egypt. The company has established a state-of-the-art manufacturing facility that is considered one of the largest and most advanced in the MENA region, where it implements an Integrated Management System for quality, health & safety, and the environment based on ISO 9001, ISO 45001, ISO 50001, and ISO/IEC 17025 standards.

ARMA Soap and Detergent Chemical and Microbiology Laboratories have obtained accreditation from the Egyptian Accreditation Council (EGAC) based on ISO/IEC 17025, which is a globally recognized standard for testing and calibration laboratories. This accreditation demonstrates that ARMA's laboratories comply with the highest international quality standards, ensuring that the company's products meet or exceed customer expectations.

In recognition of its quality products and innovative approach, ARMA has received several awards, including being the first to launch a «2 in 1» detergent in Egypt with its Oxi brand. Additionally, Oxi was the first brand to launch a «Junior» detergent in Egypt, specifically designed for children's clothing. According to Kantar Research in 2022, Oxi is one of the top 3 brands in Egypt, and Rivoli was named the "breakthrough innovation winner" in Egypt in 2021. ARMA is also one of the top FMCG (fast-moving consumer goods) brands in Egypt, according to Nielsen Research.

The Journey



Business unit launched with focus on FMCG business in the mena region

1992



Diversified & Expanded Into Fabric and Personal Care

2005



Launched Home Care

2009



Initiated Arma Chemical industries

2020

ARMA's journey through the years has been marked by its successful expansion into multiple industries and its commitment to excellence and innovation. Its first business unit was launched in 1992, focusing on the FMCG business in the MENA region. Since its inception, the company has expanded its portfolio to include Fabric and Personal care products, and in 2009, it launched its Home care line.

Despite serious market challenges, Arma continued to grow and innovate. In 2020, it initiated "ARMA Chemical Industries". This expansion has allowed the company to further diversify its product line and provide customers with high-quality products.

One of the keys to ARMA's success has been its team of over 4000 experts who are dedicated to developing and producing the best possible products for customers. The company's commitment to innovation and excellence has resulted in its products being available in over 50 countries around the world.

Arma Around the Globe



ARMA has established a strong presence in various regions around the world, including Africa, the Levant, the Gulf Cooperation Council (GCC), the Commonwealth of Independent States (CIS), the United States, and Europe. The company is dedicated to providing high-quality FMCG products, including

soap and detergent, to consumers in these regions while maintaining a commitment to excellence and leadership in the industry. Overall, ARMA's dedication to quality, innovation, and customer satisfaction has helped the company to establish

a strong presence in the FMCG industry in various regions around the world. As the company continues to grow and expand its reach, it will undoubtedly continue to be a leader in the industry.

Consumer Line / Flagship Brands

The logo for Oxi is the word "Oxi" in a blue, bubbly, rounded font with a white outline and a small orange and yellow flame-like shape above the 'i'.

Oxi

The logo for Bahi is the word "Bahi" in a red, italicized, bold font with a blue outline and a white shadow effect.

Bahi

The logo for Rivoli is the word "Rivoli" in a gold, serif font.

Rivoli

The logo for Dosh is the word "Dosh" in a gold, serif font.

Dosh

Designed to meet
the customer's needs

The logo for Brix is the word "Brix" in a red, bold, sans-serif font with a blue outline and a white shadow. Above the 'i' is a stylized white daisy flower with a yellow center and blue petals.

Brix

The logo for Wafeer Plus is the word "WAFEER" in a red, bold, sans-serif font with a white outline and a blue shadow. Above it is the Arabic word "وفاير بلس" in red. Below "WAFEER" is the word "PLUS" in a smaller red font.

وفاير بلس
WAFEER
PLUS

Business
Line

HORECA



Simple,
Effective, and
Convenient.

ARMA has a strong presence in the HORECA segment. ARMA offers a range of products and services to different types of businesses, including hospitals, hotels, clubs, government entities and restaurants. We aim to provide specialized products to serve these sectors in terms of providing and meeting their various needs including cleanliness and disinfection. ARMA is the trusted partner that helps you create exceptional experiences and drive success in the ever-evolving world of hospitality.



LABSA

Linear Alkyl Benzene Sulphonic Acid

LABSA is mainly used in making laundry detergents like washing powder, detergent powder, liquid laundry detergents, and hand dishwashing liquids.

It is also used in the textile industry as a cleaning and Fabric treatment agent. LABSA can increase the surface area of paint, and in small amounts, helps create foam in toilet soaps. Additionally, LABSA is used in the production of emulsions, coupling agents, herbicides, and household and industrial cleaners.

SLES

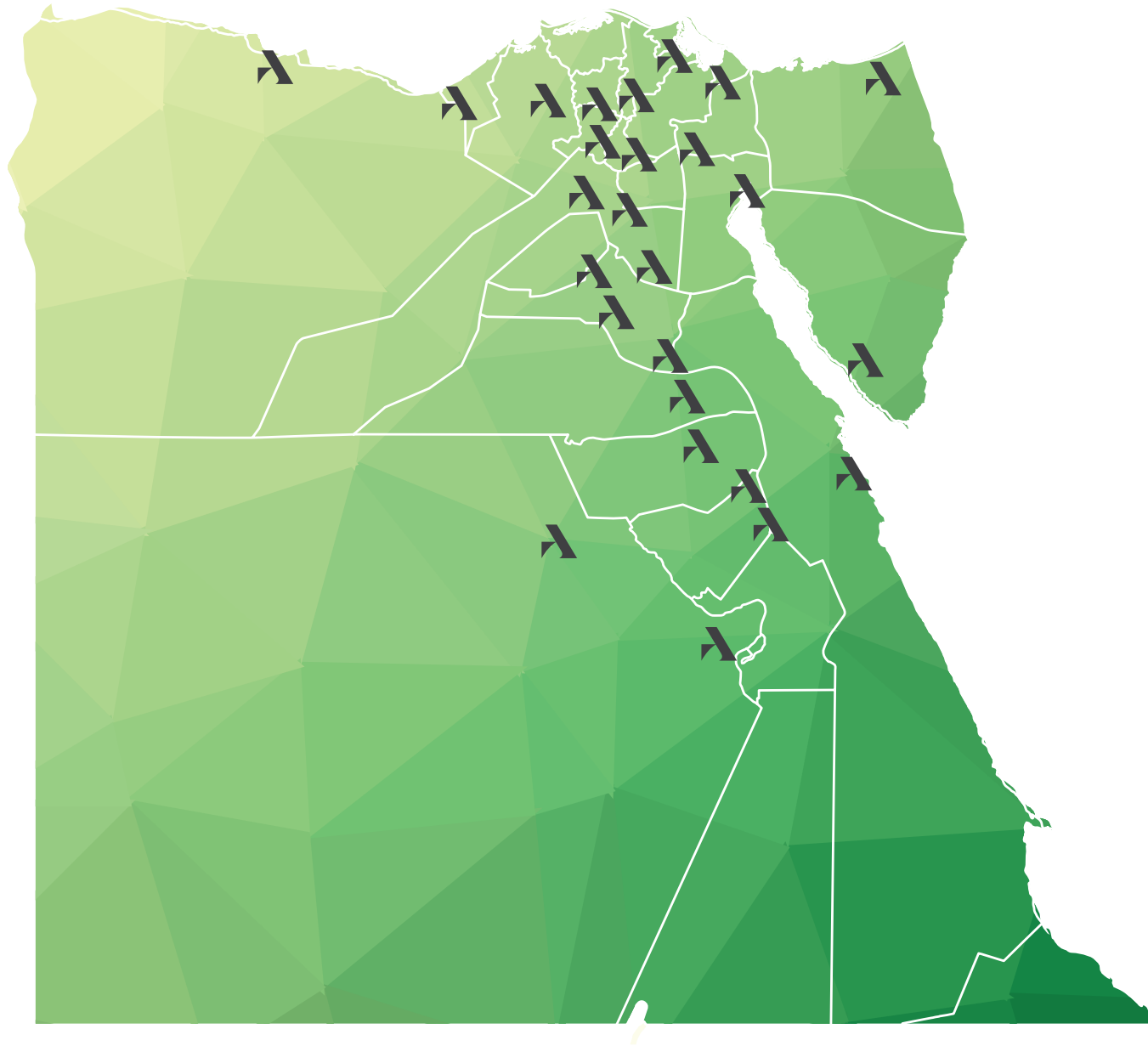
Sodium Laureth Ether Sulphate

SLES is made by a process called Ethoxylation, where dodecyl alcohol is transformed into a special form. This form is then turned into a half soap by adding sulfuric acid, and finally, becomes Sodium salt.

SLES is found in a variety of Personal care and Home care products that we use every day. It can be found in shampoo, bubble bath, shower gel, face wash, dish wash, liquid detergent, and hand wash. Additionally, it is used in the printing and dyeing industry, as well as the petroleum and leather industry, where it works as a lubricant, dyeing agent, cleanser, foam creator, and degreaser.



Arma local distribution



Unleash ARMA's Power

For companies like ARMA, having a robust distribution network is crucial to guarantee the availability of their products to consumers whenever and wherever needed. With 100+ distribution units spanning Egypt, ARMA effectively ensures that its products are easily accessible in urban, as well as rural areas catering to a diverse range of consumers.

Products Features

High-quality standards

ARMA's products are formulated with high-quality ingredients that meet international standards. We take pride in using the best quality ingredients to ensure that our products meet our customer's expectations.



Diverse product offerings

ARMA offers a wide range of products across different categories, including Fabric care, Home care, and Personal care. Our diverse product line-up ensures that we have options for every customer's preference.



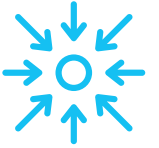
Innovative technology

ARMA's products feature innovative technology that enhances their performance. Our Fabric care products, for example, are available in both high suds and low suds forms, ensuring that our customers have options based on their preferences.



Concentrated formulas

ARMA's products are formulated with concentrated formulae, ensuring that they are efficient and effective in providing the desired results. Our dishwash liquid, for example, is strong on grease but soft on hands, providing a sparkling clean with each use.



Long-lasting fragrances

ARMA's Fabric care products offer long-lasting fragrances that leave clothes smelling fresh and clean for an extended period. Our Personal care line-up features concentrated international fragrances that provide a luxurious experience with every use.



Load ability

Load ability is an important aspect of ARMA's products, and we take great care to ensure that our products are easy to use and convenient for our customers. To make the process even simpler.



Products

Description

ARMA's products are designed with quality, effectiveness, and sustainability in mind. With their easy load ability and user-friendly designs, these products are the perfect choice for busy households looking for reliable and effective cleaning solutions. Whether you are tackling tough stains or just looking to keep your Home clean and hygienic, ARMA has the right product for you.

Detergent Powder

ARMA's detergent powder is a top-performing laundry detergent designed to deliver outstanding cleaning results with minimal effort. Available in both high suds and low suds form, this detergent powder effectively removes stains while leaving your white and colored clothes with a long-lasting fragrance. Its quick-dissolving formula ensures that the detergent is easy to use and provides excellent cleaning results every time.

All-Purpose Cleaner

ARMA's all-purpose cleaner is a versatile cleaning solution that can be used on a variety of surfaces, from kitchen countertops to bathroom tiles. Its powerful formula cuts through dirt and grime, leaving surfaces clean and shiny. With its easy-to-use spray nozzle, ARMA's all-purpose cleaner is a convenient and effective way to keep your Home clean and hygienic.

Dishwash Liquid

ARMA's dishwash liquid is an easy-to-use cleaning solution designed to tackle tough grease stains while being gentle on your hands. Its strong concentration ensures that it effectively cuts through grease and food residue, leaving your dishes clean and spotless. Whether you are washing your dishes by hand or in a dishwasher, ARMA's dishwash liquid is a reliable and effective choice.

Toilet Soap

ARMA's toilet soap line, which includes bar soap, liquid hand soap, and shower gel, provides a luxurious and moisturizing cleansing experience. Enriched with glycerin and vitamin E, these products deliver a rich lather that gently cleanses your skin while leaving it feeling soft and smooth. With a range of international fragrances to choose from, ARMA's toilet soap line is a pampering and indulgent addition to your daily routine.



Fabric Detergent



Fabric Detergent

Arma's fabric detergent products are designed to provide the best cleaning results for your clothes. We produce detergent powder and detergent gel in both high suds and low suds forms, ensuring that we have options for every customer's preference. Our fabric care products offer a wide variety of choices that meet high-quality standards in removing stains and providing long-lasting fragrances for both white and colored clothes.

Note that we have added a QR code in the right hand side corner on Fabric Care section, which can be easily scanned.



Oxi
Brite



Fabric Detergent



Fabric softener



Powder



Gel

Scan Qr code
for more commercial and/or export information





Bahi

Fabric
Detergent



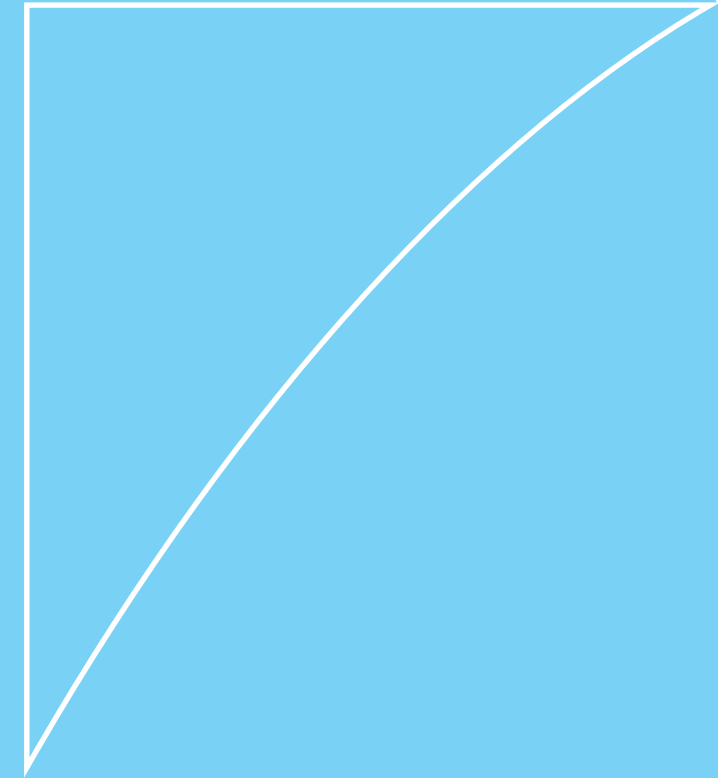
Bahi

Scan Qr code
for more commercial and/or export information





Home Care



Home Care

ARMA's Home care products are designed to provide a clean and healthy environment for you and your family. We offer an All-Purpose Cleaner (APC), Multi-Purpose Cleaner (MPC), Antiseptic formula, and Dishwash liquid. Our Multi-Purpose product specializes in cleaning several types of surfaces, providing cleanliness and hygiene with the highest standards of quality. Our Dishwash liquid is strong on grease and soft on hands, ensuring that you get a sparkling cleanliness with each use.

Note that we have added a QR code in the right hand side corner on Home Care section, which can be easily scanned.



**Brix**

All-Purpose Cleaner



Bleaching

Toilet Cleaner

Window Cleaner

Degreaser

stain remover



Floor Cleaner

Scan Qr code
for more commercial and/or export information





All-Purpose Cleaner



Scan Qr code
for more commercial and/or export information





وفير بلس
WAFEER
PLUS

All-Purpose
Cleaner



وفير بلس
WAFEER
PLUS



Scan Qr code
for more commercial and/or export information





Personal Care



Personal Care

ARMA's Personal care products are designed to pamper you and provide you with a luxurious experience. We offer a range of toilet soap lines including bar soaps, liquid hand soap, and shower gel. Our Personal care products are formulated with high-quality ingredients and concentrated international fragrances that are rich in glycerin and vitamin E. They leave your skin feeling soft, nourished, and rejuvenated after every use.

Note that we have added a QR code in the right hand side corner on Personal Care section, which can be easily scanned.



Rivoli

Personal Care

Rivoli



Scan Qr code
for more commercial and/or export information





Personal
Care



Scan Qr code
for more commercial and/or export information





Dosh

Personal
Care

Dosh



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Care
Dr.Clean

Personal
Care

Care
Dr.Clean





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