

MD. QUAMRUL HASSAN

Business Director
ACI Consumer Brands



WE ENSURE OUR
PRODUCTS
are safe for consumers

At ACI, we recognize that laundry care is not one-size-fits-all, which is why we offer both powdered and liquid detergents to suit diverse household needs. Our powdered detergents are available in three distinct segments—top, mid, and low—each crafted to deliver specific results based on their active ingredient levels. While our top-grade detergent, which boasted over 17% active ingredients, offered peak performance, we have recently phased it out. However, we continue to provide mid-segment detergents with 14-15% active levels and low-segment options with no less than 10%, ensuring there's a reliable solution for every laundry load.

Innovation is at the heart of everything we do, as we continuously strive to provide better quality solutions for our consumers. Recently, we introduced TAED (Tetra Acetyl Ethylene Diamine) into our detergent range. This advanced ingredient effectively removes tough dirt, eliminates microorganisms, and performs exceptionally well even in cold water. This not only saves energy and time but also enhances the overall washing experience. In fact, we are proud to be the first in Bangladesh to bring this cutting-edge technology to the market, offering our consumers a truly unique and efficient laundry solution.

In today's highly competitive consumer products industry, recent global events have made it even more challenging to manage production costs. Factors such as fluctuating government tax structures, the

dollar crisis, financial restrictions, and issues with maintaining Letters of Credit (LC) have caused delays in importing essential materials. This disrupts production timeliness and puts pressure on meeting market demand, leading to higher operational costs and tightening profit margins.

Adding to this complexity, regional boutique players often exploit loopholes through tax evasion and non-compliance, gaining an unfair advantage that further strains established businesses. These challenges make it increasingly difficult to maintain smooth operations while keeping costs under control.

We prioritize health and environmental protection at every step of our process. By using biodegradable surfactants, non-toxic additives, and eliminating harmful preservatives, we ensure our products are safe for consumers and the planet. Our commitment extends to recyclable and compostable materials, along with lightweight packaging that highlights our dedication to health and sustainability. We believe that responsible choices create a brighter future for everyone.

We've embraced eco-friendly, non-toxic, allergen-free additives in our products, ensuring they are safe for your family and gentle on the planet.

AHSRAFUL AMBIA

Managing Director & CEO
Remark HB Limited



A NEW
BENCHMARK
in the detergent industry

In a significant stride for the local manufacturing sector, Orix, a leading brand of Remark HB Limited and an affiliate of Remark LLC, USA, has commenced operations at its own fully automated laundry detergent plant. The advanced facility is set to redefine the detergent market with its modern technology, innovative design, and sustainable practices.

The detergent plant employs the latest technology from Germany and India, combined with a system inspired by Ballestra, Italy, to ensure precise uniform mixing. This detail-oriented approach results in high-performance detergents that not only effectively protect fabrics but also safeguard users' hands, aligning with Orix's 'Mild on Hands' product feature.

In addition to its advanced technology, Orix's plant is recognized as one of the most hygienic manufacturing facilities in the country. This distinction is achieved through the integration of cleanroom technology and strict adherence to industrial Good Manufacturing Practice (GMP) standards, ensuring exceptional hygiene throughout the production process.

Unlike many traditional detergent plants, which are often criticized for their environmental impact, the Orix facility is designed with sustainability in mind. The plant's eco-friendly operations ensure that it does not adversely affect the

surrounding environment or local communities. By implementing these green practices, Orix sets a new standard for environmental and manufacturing responsibility in the detergent industry.

Orix also emphasizes energy efficiency within its manufacturing processes. This focus on energy efficiency not only conserves resources but also demonstrates Orix's leadership in sustainable manufacturing.

We are committed to delivering quality products to our consumers. However, some policy issues need to be addressed. Comprehensive policy support could help the domestic industry grow, as well as reduce its tax burden while bringing more revenue to the state coffers.

Orix is committed to setting a new benchmark in the detergent industry by aligning our manufacturing processes with global standards. Our goal is not only to transform the local market landscape but also to establish Orix as a trusted household name on the international stage.

Orix's operational excellence positions it to lead the detergent market in Bangladesh, establishing new standards for efficacy, safety, and environmental stewardship. This development marks a notable achievement for Remark HB Limited and underscores its ongoing commitment to innovation and sustainability in the manufacturing sector.

Tracing the Journey
of Laundry
DETERGENT

1

German Chemist Dr. Otto Rohm first introduced the use of enzymes for cleaning laundry in **1907**, paving the way for innovation of the laundry detergent.

2

The invention of the first synthetic laundry detergent can be traced back to Germany in the early **20th** century.

3

In Bangladesh, the use of washing powder started rising from the late **90s** after Unilever Bangladesh entered the market with its 'Wheel' brand washing powder. Local brand Jet was the lone player in the washing powder segment prior to their entry.

4

In 2008, washing powder accounted for around half of the BDT **1000** crore fabric wash market in Bangladesh, with **20%** annual growth.

5

During **World War I**, insufficiency of animal and vegetable fats and oils used in soap manufacturing made chemists find other chemical substances with cleaning properties, which became what we call "detergents" today.

6

In the **1960s**, phosphates were added to detergents to boost their cleaning power.

7

Since **2008**, Bangladesh's leading consumer groups started increasing investment in washing powder production due to consumers' shift from traditional laundry soaps in search of convenience.

8

In recent times, liquid detergents are also gaining popularity in Bangladeshi **households** due to their quick solubility, pleasant fragrance, and superior care for delicate fabrics.