



# COMPANY PROFILE

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# Speech of General Manager

After years of experience and work in the field of packaging in many local and international companies, which I concluded with my position as General Manager at the National Packaging Center in Jordan “JoPack”, I established Supportive Center that offers innovative packaging solutions.

The supportive center focuses on helping small businesses take meaningful action toward packaging sustainability. We will develop tools, applications, and services to help SMEs take significant actions toward packaging sustainability.

## Vision

Our vision is for packaging to be recognized for all its benefits, including preventing waste and driving a circular economy. We believe that creating high-quality, sustainable products with fewer negative impacts can create a better future for everyone.

## Mission

Our mission is to be the leading voice for sustainable packaging solutions and innovation within the industry. We use science to inspire, create and advocate for responsible, green products

# What is Green Packaging?

Green Packaging, also known as Sustainable packaging can be defined as a conscious decision made by brand owners to assess the complete product packaging life cycle, from the design and selection of materials used during distribution, to end-of-life scenarios. All this to increase cost-effectiveness while, at the same time, reducing the impact of packaging on the environment.

This is achieved by considering the best ways to package products that are safe for human consumption, meet all legal requirements, and work to reduce waste while supporting sustainable development.

## Our Main Goals

### - General Objectives:

1. Supporting SMEs to find sustainable packaging options that improve recyclability, and to address challenges from governments and businesses, as industries prepare for the transition towards a circular economy.
2. Raise competitiveness and increase access of Jordanian products to export markets while addressing core issues in the packaging chain and complying with the new international green packaging regulations and standards.

### - Specific Objectives

Analyze the gap between the market requirements for packaging recycling ratio, using alternative green packaging materials, and Jordan's capabilities in this field. This will result in a clear identification of the steps needed to fill these gaps and elevate Jordan's ability to compete in the global market.



# Our Services



## 1. Design for recycling

This means that the packaging is designed in such a way as to achieve the highest possible level of recycling of the materials used.

**This is can be achieved through:**

**1. Proper selection of the packaging material, ink, adhesive, and closure.**

**2. Taking the necessary measures to facilitate the process of “correct” component separation for the final consumer,** as it should not depend on the end users (consumers), given the difficulty of influencing their behavior directly. Measures taken into consideration to achieve that include legible information on the packaging, clear labeling of the material type, and visible and easy-to-use perforations for removing the decoration.

## 2. Training and consulting



We offer many training sessions to support SMEs to upgrade their products and help them achieve greater access to local and global markets by improving packaging concepts; visual identity design, labeling, transportation, and green packaging solutions. In addition to raising awareness regarding the concepts of sustainable packaging, and the latest standards and regulations in this field.

## 3. Packaging Development



At Supportive, we provide you with strong technical skills and significant hands-on development experience to supply practical, actionable solutions for consumer products. As your product would examine different weather conditions or other factors that would affect its validity, Supportive will help you find the right packaging material and the right capacity for the product in one package.

## 4. Prototyping



Packaging prototypes can be used to be sure that the design meets the marketing needs. In short, it is a method to reduce future costs.

# About the Founder/General Manager of Supportive



Eng. Sujud Al Balawneh has over 18 years of experience as a packaging and training consultant, with a focus on operations management, quality management, and project implementation. A recognized trainer in the packaging field in Jordan with many notable achievements across the region.

Mrs. Sujood Al Balawneh has a proven track record in achieving revenue growth, enhancing operational efficiency, improving operations, and coordinating business functions to increase productivity in addition to her extensive experience in business planning, controlling budgets, achieving key performance indicators and targets, and providing packaging consulting and training.

## **Her major achievements include:**

1. Providing packaging consultancies to SMEs in the areas of packaging, design, packaging solutions, training, innovative structural design, and prototyping.
2. Providing consultancies for packaging material testing laboratories and food safety-related issues.
3. Providing local and regional training in the fields of packaging technology concepts.
4. Provide technical support to clients to enable their products to comply with market requirements regarding packaging and labeling standards and regulations.
5. Speaking at many local and regional conferences on various packaging topics, and a member of the jury in both **Arab StarPack Competition** and **World Star Global Packaging Awards** since 2016 til 2023.



## Contact us:

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Recycle Refuse Reduce  
Reuse Repurpose

