



Helal Group
Salem Helal & Partners

2023

www.helalgroup.com

ABOUT US

El Helal & Golden Star Group is a family company founded and developed by Salem Helal - inspired by the principles of his father Haj / Amin Helal and his manual manufacture of rice straw brooms in 1945, which he developed in 1981 by entering mechanization in Egypt. Salem Helal, a man of industry and commerce, began his journey in investment at the age of 20, developing what his father had started and the founded of the first mechanized factory for the manufacture and production of cleaning tools. In 1985, he established the Helal and Golden Star factories, and the Helal and Silver Star factories.

- He became the first industrial man in the field of cleaning and household appliances (plastic) thanks to his distinguished management in the investment process.
- He created several brands of plastic products and cleaning tools.
- He opened several factories in the name of El Helal and Golden Star, where the number of factories in Egypt, the Arab world, and Africa reached 17 factories.
- Salem Helal, with the participation of his sons (Yomna - Ahmed - Youssef), worked to develop distinct administrative and production systems and methods that would have brought the products to the world, where they won the trust and satisfaction of all categories of customers.
- We export our products to 30 countries worldwide.

"Helal and Golden Star is the honor of the Egyptian industry."



Helal Group
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BRANDS



PALM line

More than
1500
PRODUCT

Cookware



Plastic & Cleaning Tools



Detergents



Helal Group

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Carton Production



Co-ex Plastic Bottles



Master Batch



Film Production



OUR FACTORIES



- ▶ EGYPT
- ▶ U.A.E
- ▶ SAUDI ARABIA
- ▶ ETHIOPIA
- ▶ BAHRAIN
- ▶ YEMEN

& our branches
cover all over Egypt.



WE EXPORT TO



30
Country

- ▶ SAUDI ARABIA
- ▶ U.A.E
- ▶ BAHRAIN
- ▶ YEMEN
- ▶ ETHIOPIA
- ▶ KUWAIT
- ▶ JORDAN
- ▶ PALESTINE
- ▶ IRAQ
- ▶ MOROCCO
- ▶ SUDAN

- ▶ CÔTE D'IVOIRE
- ▶ LIBYA
- ▶ PANAMA
- ▶ MAURITIUS
- ▶ MALAWI
- ▶ RWANDA
- ▶ BURUNDI

- ▶ GREECE
- ▶ ITALY
- ▶ SPAIN
- ▶ ROMANIA
- ▶ U.K
- ▶ GHANA
- ▶ CHAD

- ▶ MADAGASCAR
- ▶ TURKEY
- ▶ U.S.A
- ▶ ARGENTINA
- ▶ BRAZIL

Helal Group

Established Since **1945**



12 Factories in Egypt

6 Countries



Industrial Lands
175000 m²



12 Branches in Egypt



Helal Group
Salem Helal & Partners

Storage Lands
100000 m²



+ **3345** Clients



OUR HISTORY



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Salem Helal, who was 12 years old at the time, started working with his father in his workshop after-school to deliver slim, handmade rice-straw brooms with his bike to customers.

1973

Salem began importing Brushes from Italy.

1979

He opened his first brush-making factory in 10th of Ramadan City.

1986

He began to produce plastic household products and opened his first foreign factory in Saudi Arabia.

1991

He Founded the brand of El Helal & Golden Star - Egypt, for household products.

1993

he opened the second foreign factory in the United Arab Emirates.

1995

OUR HISTORY



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He established a factory for the production of cardboard boxes.

1997

He entered the detergents market.

1998

Acquisition of Marina Plastic Factory, the largest producer of tables, chairs and plant pots.

2004

He bought Al Ahlia Plastic Factory which is the largest plastic factory in the Middle East.

2006

Opened the 3rd foreign factory in Yemen.

2008

Established a non-stick cookware factory.

Opened the 4th foreign factory in Ethiopia.

Founded star plastics group to distribute polyolefins and petrochemicals

2010/2011

The opening of its fifth foreign factory in Bahrain.

2019



Our Vision

To enrich people's everyday home experience.



Our Mission

Produce and offer a wide range of kitchenware
High quality household Products at low prices
For all people.

Our Values



Customers: We put our customers' needs at the core of everything we do. We try to build a trusting and honest relationship with our customers and business partners so that they can always rely on us.

Employees: They are the pillar that helps us succeed. We strive to create a strong culture of ethics and respect so that our employees can thrive and grow.

Innovation: We are constantly investing in new technology and research to be more efficient so that we can meet the needs of our customers.

Environment: Our responsibility is to preserve and protect the environment for future generations.

PRIVATE LABELS



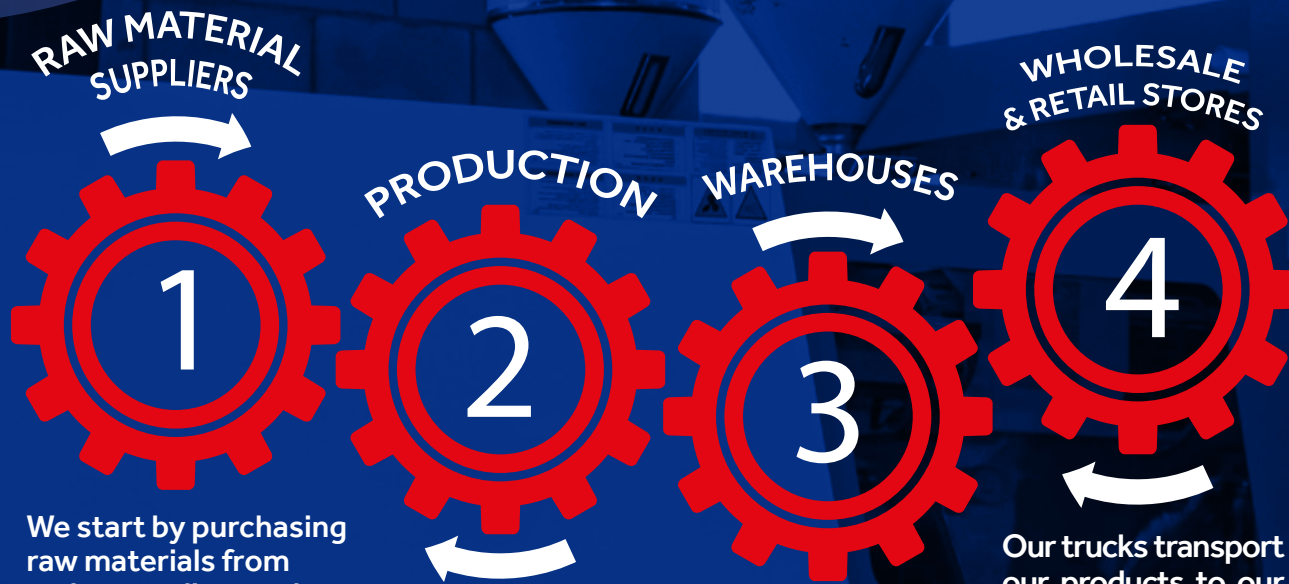
As we have a large and diverse product portfolio as well as expanded manufacturing capabilities, we cater to other companies and diverse clients by manufacturing products from our Plastics, Detergents, Cleaning Tools and Cookware lines.

"We strive to meet the needs and standards of our customers."



Operation process

At El Helal Group, we focus on improving production and distribution efficiency to deliver products at highly affordable prices... Over the years, we have constantly changed and improved our internal procedures to efficiently produce and distribute our products to consumers.



We start by purchasing raw materials from major suppliers and storing them in our facility.

- Storage unit 10,000 tons of material.
- Consumption of 60.000 tons annually.

Our factories access raw materials from storage unit to produce our various products.

17 Factories.

Injection moulding
Blow moulding
Film extrusion
Masterbatch extrusion
Rubber processing
Hydraulic press
Roller coating
Spray coating

The final products are stored in our main warehouse where they can then be transported.

30 Warehouse.
160 Cars in the fleet.

Our trucks transport our products to our own wholesale and retail stores as well as to chain stores such as Carrefour.

7 branches of distribution.
9 showrooms selling.

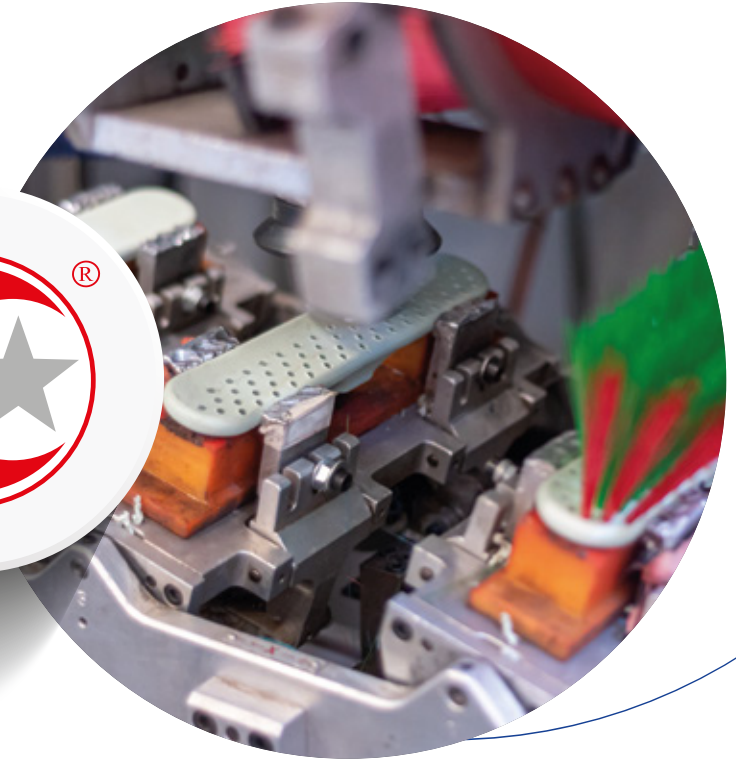
Imported containers in 2022: 2520
Containers exported in 2022: 412
Affiliates: 45
Retail stores: 3000
Hypermarket: 300



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PRODUCTION & TECHNOLOGY

Helal Group is built on the foundation of manufacturing and that is why we invest in the best technology and machines known around the world. We place a priority on equipping all our factories with machines from Italy and other technology leaders to ensure that the quality of our production complies with international standards. This includes updating our machines to new models that are more energy efficient and have greater production capabilities. Our brush and broom making machines are purchased from one of the world's leading manufacturers, Borghi.





As for our plastic products, we operate injection machines from BMB, Haiti, as well as other leading companies in this field. Cookware line machines are diverse and complex. Therefore, we purchase machines for this line from the best manufacturers such as Proge Group, which produces paint lines, and Galdabini, which produces hydraulic presses, among others. In addition to the machines in our factory, we pay great attention to the quality of the molds we use to manufacture our various products. They have been carefully and efficiently designed by our partners. Our aim is to provide our factories with the best modern machinery from Europe and other industry leaders.

Number of employees: 1100. Number of machines: 250.

CERTIFICATIONS



All of our factories are ISO 9001:2015 and ISO 14001:2015 certified. ISO 9001 establishes an internationally recognized quality management system that aims to provide products and services that meet customer needs and focuses on enhancing customer satisfaction through the adoption of a defined process. Our commitment to our employees, business partners and customers is the reason we constantly strive to improve and develop our management system to provide the best possible quality. ISO 14001 is an environmental management system that deals with providing organizations with a framework that protects the environment while meeting their social and economic needs. It is used by or to enhance their environmental performance. Protecting and protecting the environment for future generations is also one of our priorities and that is why we have implemented ISO 14001.

SPECIAL PROJECTS



Always keen on the social dimension, Helal Group has teamed up with Copenhagen Election A/S, a well-established company focused on providing electoral materials to international organizations and parliamentary elections around the world. In 2012, our company was selected to be the manufacturer of ballot boxes that were used in the presidential election. Over the course of the 2012 and 2013 elections, we manufactured and delivered 160,000 ballot boxes to the Egyptian Ministry of Interior for use throughout the country. This project has been a source of pride for our company since we had a small role in serving our nation in its transition period.



EXHIBITIONS



Helal Group is interested in exhibitions at the international and local levels, enabling them to be at the forefront.



Cairo International Fair (Exhibition Ground - Cairo)



Export Council (USA)



Ambiente Messe Frankfurt



Egy Plast Exhibition (Exhibition Ground - Cairo)

EVENTS



The company always organizes and participates in events in different governorates to introduce the company's products and closely touch the level of customer satisfaction.



Rahet Baly .. Zed Park Zayed



Ranen - Alexandria



Ranen - Shobra



Ranen - Beni Suef



«Great products..for a pleasant experience, in a wonderful home»

الشيء لزوم الشيء




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