



Life in full color

## Jordan Sipes Paints Co.

<b>Number of employees</b>	130
<b>Key Products</b>	Emulsion, industrial paint, oil paint, pastes, water paint, nitro cellulose paint
<b>Main Market</b>	Local (10%) , Saudi Arabia (90%) for the automotive paints

Jordan Sipes Paints Co. is a paints manufacturing company originally established in Beirut, Lebanon in 1956. The company started operations in Jordan in 1976 serving the local market, and is now also exporting automotive paints to the Kingdom of Saudi Arabia. Sipes is distinguished in the Jordanian market for producing automotive and road-marking paints, and it is also a producer of emulsion, industrial paints, oil paints, pastes, water paints, nitro cellulose paints.



Sipes is one of the first companies in Jordan to implement resource efficiency and cleaner production, through the collaboration in 2005 with the Cleaner Production Unit of the Royal Scientific Society. The company's management team is strongly committed to ensuring quality, and health and safety standards, which resulted in achieving the ISO 9001 and OHSAS 18001 certifications.

The Company participated in the project '**Applying Eco-innovative Strategies for Chemical Risk Reduction in Jordanian Industry**', supported financially by the SAICM Quick Start Project, with technical support from the United Nations Environment Programme, and the Cleaner Production Unit of the Royal Scientific Society. Sipes came on board in the Eco innovation project aiming to reduce risks from hazardous chemicals, particularly from using lead pigments in their products; and seeking to improve their business sustainability performance.

## **Eco-Innovation**

With the objective to reduce environmental and health risks posed by lead chromate in paints, Sipes applied a life cycle thinking across the product's life stages to identify alternative solutions for eliminating lead pigments. This also motivated by national regulations in Jordan banning lead chromate in non-decorative paints by 2022, and global efforts for lead elimination in paints.

Through applying the eco-innovation methodology, the company developed a new business model to produce lead-free automotive and road-marking paints for the Jordanian market by 2020. To achieve this, Sipes is liaising with material suppliers in Jordan and outside the country to find tailored-substitutes, and has started testing new formulations to produce lead-free paints for the automotive and road-marking sectors. Along with these innovations, Sipes has conducted an analysis of the Jordanian market to identify potential customers interested in the new lead-free paints. With this, the company targets to become a leading producer of lead-free paints in Jordan, which increases by 5% their share in the local automotive and road-marking markets by 2020. In addition, Sipes committed to improving the work environment, and has appointed a Health, Safety and Environmental (HSE) Officer, who will ensure occupational health and safety standards are followed. In addition, the Royal Scientific Society is conducting an audit in the company to identify needed procedures to improve HSE conditions on-site. By improving occupational health and safety, Sipes aims to achieve less than 5% HSE violation<sup>1</sup> by 2020, and zero loss time injury in the long term.

Lead chromate is classified by the European Chemicals Agency (ECHA) as a substance of very high concern, which may cause cancer, damage fertility and also human organs through prolonged or repeated exposure. Despite identifying a 60% increase in costs from producing lead-free paints, Sipes decided to pursue the elimination of lead acknowledging the significant improvement in health conditions to their staff involved in paints production, and to the consumers using the paints.

Eliminating lead in paints will result in benefits to the environment, as lead chromate is very toxic to aquatic life and has long lasting effects on soil, water and air. By eliminating lead-chromate from automotive and road-marking paints, Sipes is committed to preserving the fresh water ecosystems in Jordan, which are the highest vulnerable ecosystems in the country. To successfully implement the innovations for lead-free paints, Sipes in cooperation with the Royal Scientific Society – Clean Production Unit, have identified the Higher Council of Science and Technology (HCST) in Jordan as funding partner. The HCST acknowledges that lead elimination is a breakthrough innovation that can revolutionize the industry in Jordan. Therefore, Sipes is applying to access financial resources from the HCST Industry Support Fund. In addition, to successfully introduce the lead-free road-marking and automotive paints,

Sipes is targeting the international car dealership companies in Jordan as entry customers; given their existing high environmental standards and interest in purchasing products that comply with them. For the local client portfolio, Sipes will engage with them to communicate the benefits and innovations from the lead-free paints, expecting to raise their interest and preference in purchasing the new paints products.

*“Our company is committed to applying the best environmental standards in performing its operations. The eco-innovation project was a chance to foster our capability to develop products while incorporating sustainability pillars in the whole life cycle of our operations. We at SIPES hope to lead the local market in the production of lead free automotive and roads marking paints”*

**Engineer Maher Joma, Sipes Plant Manager**

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<sup>i</sup> HSE violations has financial impact on company through insurance requirements and loss time , also , it contradict with Ministry of labor objectives to promote good working environment for labor in Jordan