



Lamis Detergents Co.

شركة لميس لصناعة المنظفات



CORPORATE BROCHURE

www.lamis.jo

Introduction

Founded in Damascus in the 1965, our journey began with a profound belief — that it is our duty and destiny to work with care, integrity, and faith. As God commands "Do it with excellence — for Allah loves excellence"

When destiny challenged our path, during the Syrian Political turmoil, we stood with resilience and rebuilt from ashes with faith and gratitude, guided by family values and the blessings of God.

Today, we stand as a symbol of affordable luxury, offering cleaning and perfuming solutions that unite science, beauty, and compassion. Our products are trusted in over 28 countries,

celebrated for their performance, purity, and joyful experiences.

For 60 years, we have served families with dedication and sincerity, proving that growth built on blessings endures beyond generations. With every product, we promise care that protects, quality that inspires, and a touch of faith that makes every home shine a little brighter.



Vision & Mission

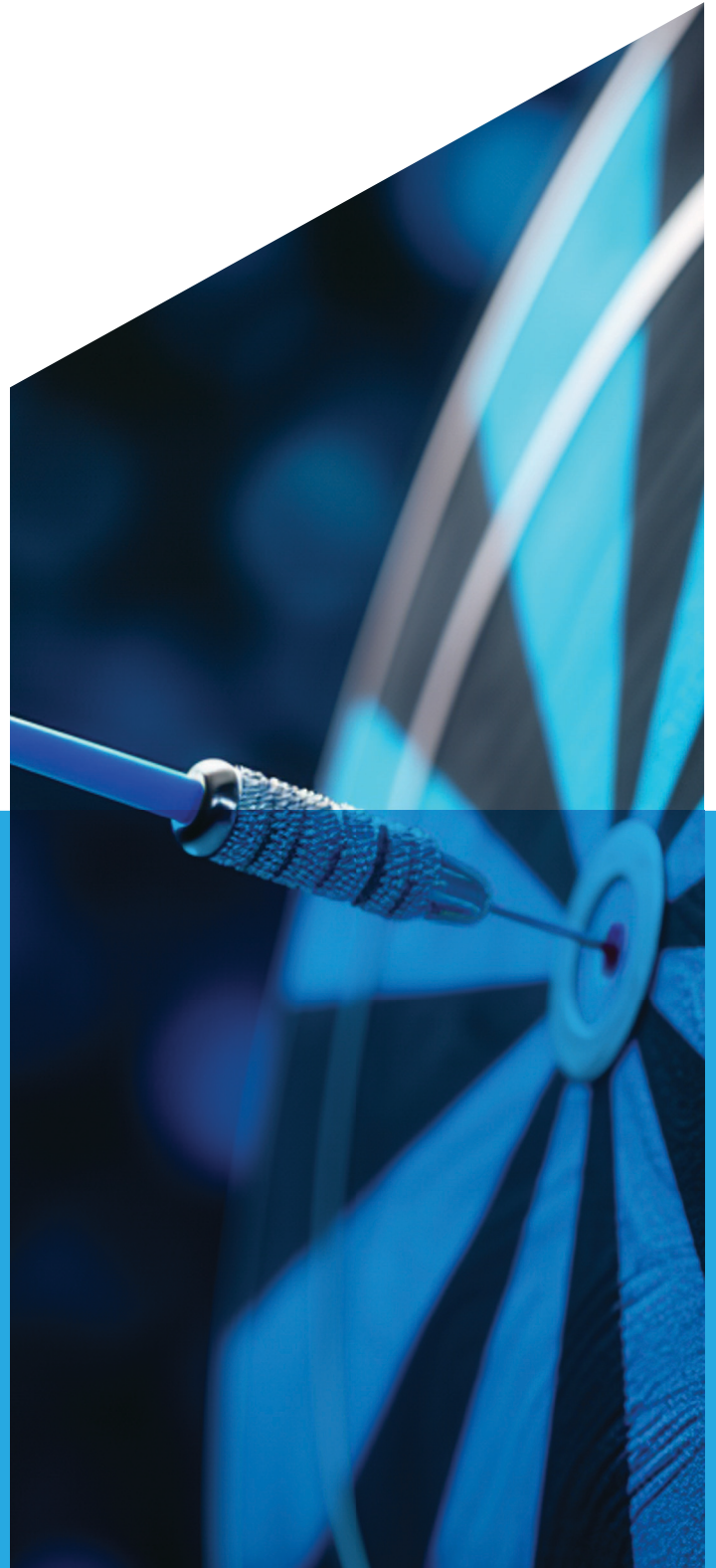
Vision

To become a globally trusted brand that brings Beauty, freshness, and affordable luxury to every home — growing with faith, guided by family values, and blessed by the belief that true success is shared with others.



Mission

We push boundaries to create quality cleaning and perfuming solutions, serving families with products that deliver performance, joy, and trust. Rooted in faith and family; we continue to expand with purpose, and giving back to the communities that make our journey meaningful.



Core values



COURAGE

We challenge norms with courage and confidence to lead with purpose.



GENUINE

True to our heritage and faith, we act with honesty and respect.



IMPACTFUL

We create products that make everyday life easier and more joyful.



UNIQUE

We stand out through authenticity, creativity, and distinction.



CARING

We care for people, families, and communities with heart and responsibility.

Brands

Touri

Lamis



Blu



Categories

					
BRAND	LAUNDRY	HAND WASH	DISH WASH	HOME CARE	FRESHENER
<i>Lamis</i>		✓	✓	✓	✓
<i>Touri</i>	✓	✓	✓	✓	✓
	✓	✓	✓	✓	
<i>Blu</i>	✓			✓	



Laundry



80'000'000 PCS WASHED DAILY

Hand Wash



10'000'000 HANDS WASHED DAILY

Dish Wash



100'000'000 PCS WASHED DAILY

Home Care



100'000'000 SQM CLEANED DAILY

Freshener



100'000'000 PCS SPRAYS DAILY

Certificates



Global Awards



Global Awards



**RECORD
HOLDER**



**MOST T-SHIRT HANGING ON
A WASHING LINE**

Jordanian Awards



”

PRODUCT OF
THE YEAR

2021
2025

”

#1 EXPORTER
(CLEANING PRODUCTS)

2024



Jordanian Awards



”

JORDAN INDUSTRY
AMBASSADOR

2023



EMPLOYER
PIONEERS AWARD

2024



Geographical Coverage



JORDAN, IRAQ, LIBYA, PALESTINE, MOROCCO, UAE,
KSA, YEMEN, LEBANON, OMAN, KUWAIT

Facts about Touri

Touri



في معامل **توري**
يتم إجراء

250

اختبار جودة يومياً



Touri



IN TOURI LABS

ARE PERFORMED

250

QUALITY TESTS DAILY



Marketing Support

Lamis co. focuses on pull strategy, with heavy investment in marketing to penetrate markets. Our success starts at the formulation stage with products designed to outperform any competition with tangible results on application. We heavily invest in traditional and social media coupled with intensive sampling to penetrate new markets.



Marketing Support

01



**BRAND
BUILDING**

02



**INSTORE
ACTIVATION**

03



**MEGA
SALES
DRIVERS**

04



**ON PACKS
PROMOTION**

05



**SOCIAL
MEDIA**

06



**USER
GENERATED
CONTENT**

07



INFLUENCERS

08



CSR

ENTER

click here for more information

Brand Building



141M
MAI KASSAB
CAMPAIGN VIEWS



3.68M
TOTAL
FOLLOWERS



765.9K
PARTICIPANTS IN THE
LEGENDARY OFFER



Influencers



**Fashion
& Lifestyle**



Social



Chefs



**Public
Figures**



Social Media Followers



Facebook

2,584,400M



instagram

420,285K



Youtube

285K



Snapchat

312K



Tiktok

120.9K



CSR campaign

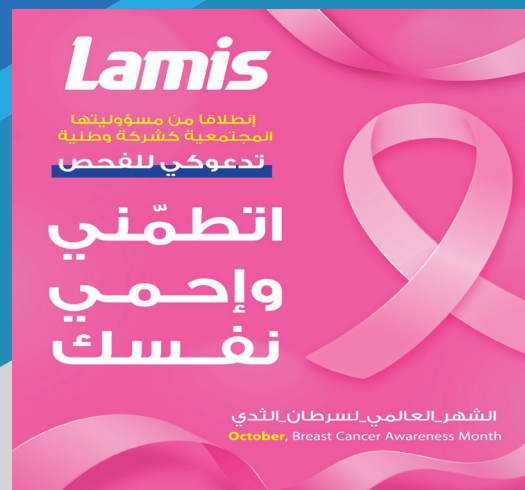


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-FUNDING & SPONSORING
THE KING HUSSEIN CANCER
ASSOCIATION

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-FUNDING THE WOMAN TEST IN
THE BREAST CANCER GLOBAL
OCTOBER CAMPAIGN IN JORDAN,
PALESTINE AND IRAQ ARABIC
ORPHANS ASSOCIATION



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LaMiS

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