

Junaid 1910 جنسید ۱۹۱۰

PROFILE



junaidperfumes

www.junaidperfumes.com

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BRAND IDENTITY



Name:

Junaid



Tagline:

Precious Feelings



Mission:

To showcase excellence and mastery in the Art of Arabian Fine Fragrances, establishing global presence, and to leave a memory of precious feelings to every person who experiences Junaid.





THE VISION

Junaid aims to be recognized globally as an epitome of the Arabian Art of Fragrance. The rich and abundant history of its founders curating art generation after generation, its extensive relationships cultivated over decades with the best suppliers of raw materials from all over the world – are the back bone to Junaid’s success. In short, we aspire to bottle precious feelings, and present them to every corner of the world.

THE LEGACY

For over a century, the Junaid family has been bottling “precious feelings” and has brought joy to the senses. When you do something for more than a hundred years, you get pretty good at it.





FOUNDING PRINCIPLES

- We are passionate in providing the highest quality in the Art of Arabian Fine Fragrances to our customers.
- We create innovative aesthetics, and unique personas for our fragrances that pay homage to the family's knowledge of the industry and culture.
- We offer aroma palettes that appeal to fragrance enthusiasts.
- We are proud of our heritage and history, and credit our success to our founding fathers, their ethical trade practices, knowledge, and most importantly, our clients.





THE STORY

BEHIND THE BRAND

The story of Junaid is one of passion, history, innovation, and a commitment to bringing the epitome of Arabian Art in Fine Fragrance to the world. The founder, Syed Junaid Alam, was part of the pearling industry in the late 19th century and early 20th century in Bahrain. His work enabled him to

travel from the most prominent trading hub in the Middle East, the Kingdom of Bahrain and its port in Manama, all the way to Iraq, India and back. In India, traders purchased and sold goods brought from Europe and the Gulf, taking back spices, silks and oils. He remembered his mother, a kind soul who mixed natural essences in her home and used them as fragrance or gifted her visitors when they came over. This cultural norm wasn't exclusive to her, but to the entire belt of people along the Silk Route - since natural essences were so abundant. To keep this memory alive, he bought natural oils himself, from the likes of Oud, Rose, Musk, Amber, Saffron, Jasmine, and many more – created combinations and concoctions based on the memory of his mother and sold them to traders from all



Thus, a perfumer was born in 1910. All perfumers began this way back in the day. There was no official doctrine or study behind fragrance, as there was no official doctrine to art. In other parts of the world, artisans were honored and given repute like no other for the skill and joy they brought into people's lives. A painter brought joy to a person's eyes, a chef to the sense of taste, while perfumers brought joy to their sense of scent. When people close their eyes and take in the aromas from their fingertips, they are immersed into a world of memories, images, colors, words, and emotions. For over a hundred years since, Junaid's family has kept his mother's memory alive, generation after generation, by handing over the skill and knowledge of perfumery gathered from all over the world. For over a century, Junaid has offered their skills and products to the likes of Kings and Queens, Princes and Dukes, Tradesmen and Workers, Fathers and Sons, Mothers and Daughters.

What began as a personal passion, grew into a prosperous and thriving business enterprise. The name "Junaid" has become synonymous with excellence and good taste. The company has continued to expand, adopting modern technologies and techniques while remaining true to its rich traditions and values it has passed down from generation to generation. Today, the company operates under the capable leadership and vision of its management, as well as the hard work and dedication of its employees. It has created thousands of fragrances, been in the memory of millions, and made countless precious feelings.

THE FAMILY

Since its inception over 110 years ago, Junaid has passed down its legacy knowledge and expertise in the Art of Arabian Fine Fragrance generation after generation. From handwritten formulas on parchments and mixing at home, to formulating and producing timeless products, the Junaid family has held true to their ancestor's key principles and ethical values - with each generation building upon the efforts of the one before and following in their footsteps.

Today, the fourth generation has built atop the efforts of their fathers. As master perfumers and directors in the company, their commitment and efforts revolve around creating an experience of precious feelings that lasts with their clients throughout their lifetime. This new generation aspires to take Junaid to a global stage, with excellence and mastery coming out of the Kingdom of Bahrain to the rest of the World, rightfully making its mark in history of as a pillar of Arabian Perfumery.





PRODUCT DEVELOPMENT AND INGREDIENTS

Oil: Only the best raw materials are handpicked by the perfumers themselves, Natural essences and synthetic bases provided by the leading fragrance supplier manufacturers in the world.

Bottles: Glass and Crystal bottles are designed by the family members themselves. Special molds are developed for some product lines and standard glass bottles for some. Both are manufactured and supplied by the best glassmakers in the world.

Decoration: Junaid leaves no stone unturned when it comes to the decoration of their products. From intricate designs, patterns, finishes, proportions, resin and metal accessories, each individual part of the product is carefully designed for usability, and beauty.





- ▀ **Caps:** The highest quality of caps are specially designed by the family members of Junaid. Glass, Crystal, Metal, Resin, and Plastic are all materials that are used.
- ▀ **Actuators:** Personally checked and handpicked by the family members of the company, only the best actuators for Junaid's products are used
- ▀ **Packaging:** Junaid's packaging pays homage to the theme of the product in its entirety. Also designed by the family members of Junaid, as is all the other elements of the product. Just like in Art, the box in which a perfume is presented is also part of its art. Paper, Wood, Plastic, and rigid packages are used for the products.





OPERATIONS

Not only is Junaid a retailer, but it has also been in the perfume manufacturing business as well for over 100 years. The manufacturing sector of the company includes multiple labs and production factories all in the Kingdom of Bahrain. Junaid takes pride in maintaining a directory of fragrances and raw materials that go back up to 50 years, to ensure that not only is the chemical structure of our products remain up to date and up to standard, but it also sheds light on the olfactive changes of raw materials, both naturals and synthetics over decades at a time. With a vast directory of raw materials curated over 100 years and the lasting relationships it has built with suppliers, Junaid's ability to create timeless fragrances is enormous.

Quality assurance plays a major part in our sustainability, productivity, efficiency, and customer satisfaction.



Junaid has integrated its Quality Control department throughout its operations – the Lab, Production, Warehousing, Logistics, Purchase, R&M, R&D, including IT, HR, Legal, Finance, Marketing, and Sales. Junaid maintains its quality with the help of its certifications **QMS ISO 9001, GMP ISO 22716, EMS ISO 14001, OHSMS ISO 45001.**

Two factories in a total space

 **3500**
sq mtr.

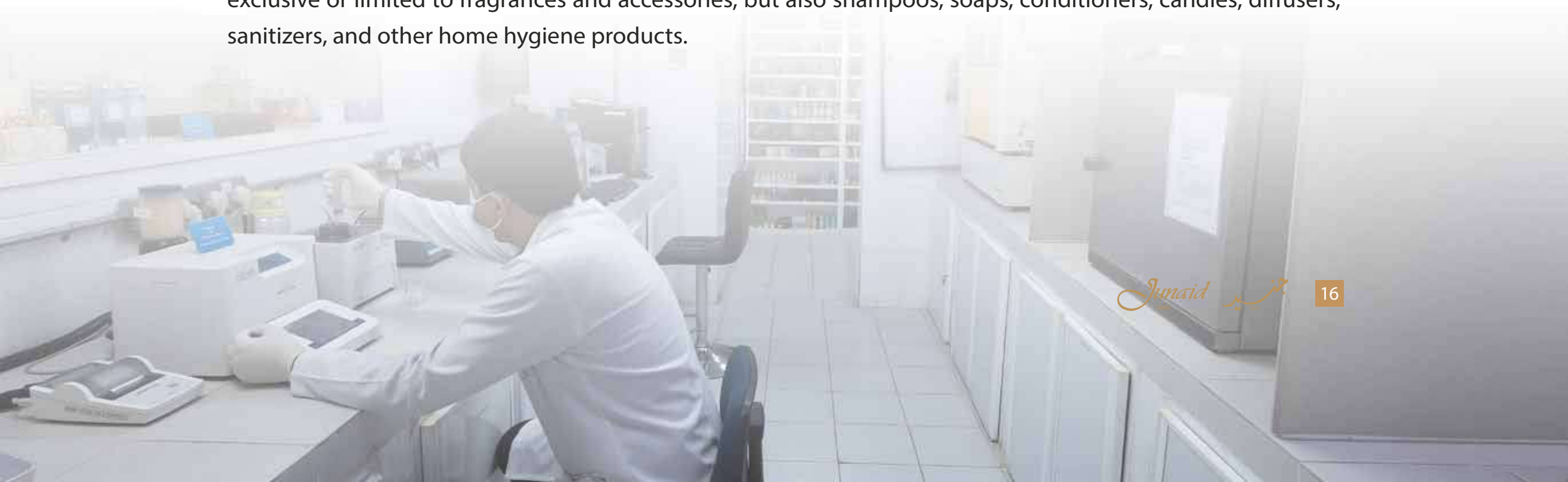
Employees in operations

 **150**

Current Output

 **2 to 6**
million pieces

The maximum output of the two factories with their current assets is 15 million pieces annually. With over 100 SKUs, all of Junaid's products are Handmade. Machines are used only to assist with the nature of some repetitive activities to maintain efficiency and productivity. The factories' capabilities are not exclusive or limited to fragrances and accessories, but also shampoos, soaps, conditioners, candles, diffusers, sanitizers, and other home hygiene products.



PRODUCT RANGE

1 Sprays:

- a. Western
- b. Arabic
- c. Western Arabic

2 Oils:

- a. Western
- b. Arabic
- c. Western Arabic

3 Oud Woods :

- a. As part of Junaid's journey in the industry, we are always collecting the finest types of Ouds from all over the world.

4 Accessories:

- a. Incense Burners
- b. Gift Sets





CUSTOMER EXPERIENCE

- ▮ **Scent Discovery Kits:** Allows customers to try samples at home before committing to a full-size bottle.
- ▮ **Loyalty Program:** Reward points for purchases, referrals, and social media engagement.
- ▮ **Community Events:** Workshops, scent launches, and meet-ups to build a community of Junaid's enthusiasts.
- ▮ **Junaid has developed a user-friendly** and welcoming online store throughout the Gulf.
- ▮ **The company has over 100 outlets** throughout the GCC that tailor an experience of discovering its unique product line and personas.
- ▮ **Junaid has recently opened its doors to global export** through means of finding like-minded companies for distribution.
- ▮ **Individual fragrance-making for visitors** who wish to experience what it is like to create your fragrance using a selection of accords presented by Junaid.





UNSCREW



نرس

Net 27 ml.

FREE FROM ALCOHOL

Syed Junaid Alam
Bahrain

SUSTAINABILITY

EFFORTS

- ▀ **Eco-Friendly Packaging:** Biodegradable or recyclable materials that reflect the brand's commitment to the planet.
- ▀ **Sourcing Ethics:** We ensure our sourcing is ethical by visiting our suppliers and ensuring their manufacturing plants are humane, and taking into consideration the environmental effects of their processes.
- ▀ **Energy Sources:** Junaid has already begun its journey to renewable energy sources for operations in the near future by the means of reducing its carbon footprint and shifting to renewable sources of energy for its operations by 2027.





EXTERIOR & INTERIOR LAYOUT

EXHIBITIONS



Jewellery Arabia 2022



Jewellery Arabia 2022





Jewellery Arabia 2023



Jewellery Arabia 2023



Garden Show 2023



Garden Show 2023

SHOPS

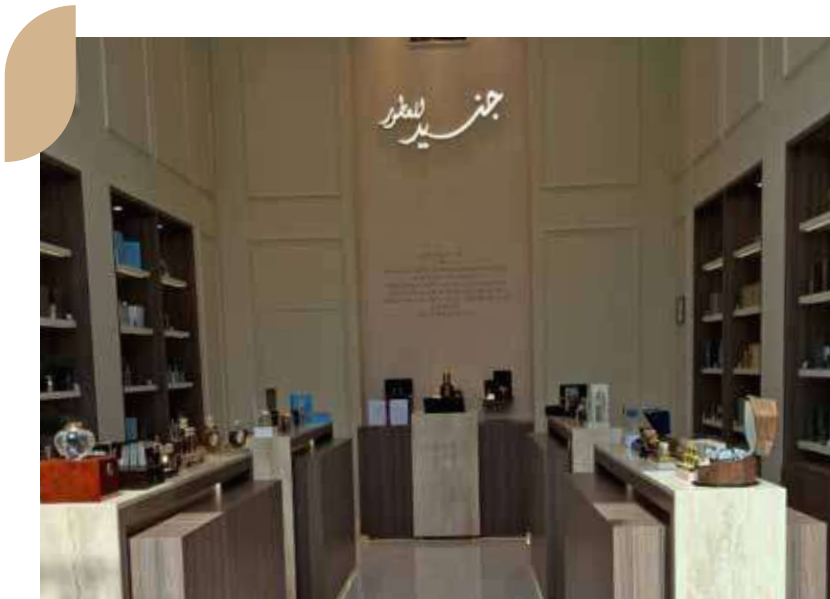


Red Sea Mall



Seef Mall Muharraq





Al-Liwan



Al-Liwan

SHOPS

BAHRAIN

HAMAD TOWN
SOUQ WAQIF

AALI
RAMLI MALL

AL HAMALA
AL LIWAN SHOP

ISA TOWN
SEEF MALL

SITRA
SITRA MALL

SANABIS
BAHRAIN MALL

MANAMA

BAB AL BAHRAIN - Bab Al Bahrain Avenue
MANAMA SOUQ - Shaikh abdulla Avenue
AVENUES MALL

MUHARRAQ

MUHARRAQ SOUQ - 2
SEEF MALL
SOUQ AL BARAHA

RIFFA

BUKAWARA - 1315 Avenue
ENMA MALL

SEEF DISTRICT

AL A'ALI MALL
CITY CENTER MALL
SEEF MALL

SAUDI ARABIA

JEDDAH

HERRA SHOPPING CENTER
AL-KHASKIAH SHOPPING CENTER
AZIZ MALL
ANDALUS MEGA MALL
SOUQ AL- MURJAN
AL-SALAM MALL
JEDDAH PARK
RED SEA MALL

EASTERN PROVINCE

AL HEYAT PLAZA MALL - DAMMAM
SOUQ JUMLA - DAMMAM
NAKHEEL MALL - DAMMAM
SARA MALL - HAFAR AL BATIN
AL AHSА AVENUE MALL
AL AHSА SHOP- AL HOFUF
DHAHRAN MALL
OTHAIM MALL

RIYADH

NAKHEEL MALL
OTHAIM MALL RABWA
RIYADH GALLERY
AL MEAKLIYA CENTER
AL SALAAM PLAZA
HAYAT MALL

MAKKAH

AL SHOQIYAH
ABRAJ ALBAIT
MAKKAH SHOP
MAKKAH MALL

ABHA

RASHID MALL - JAZAN

TAIF

ALOBEEKAN MALL
SOUQ AL BALAD

AL MADINA

AL RASHID MEGA MALL
AL NOOR MALL

KUWAIT

KUWAIT AVENUES MALL
JUNAID PERFUMES W.L.L.
JAHRA MALL
GATE MALL SHOP
AIRPORT
JAHRA SHOP

AIRPORT
KHAYTAN AWTAD MALL
AL MUHALAB MALL
AJIAL SHOP
ASSIMA SHOP
QURAIN SHOP

EAGAILA AWTAD (FINTAS)
EDGE MALL (SHUWAIKH)
SABAH AL AHMED SHOP
SALHIYA COMPLEX
MUBARAKIA

AAUDIT
ESHBELIA SHOP
AL RAYAH CENTER
AL KHAIRAN MALL
YARMOUK CO-OP



SHOPS

UNITED ARAB EMIRATES

SHARJAH

SOUQ AL SHARJAH - AL HISN AVENUE
MATAJER MALL
AL SHAHBAA

ABU DHABI

MADINAT ZAYED SHOPPING CANTER
REEM MALL

DUBAI

SOUQ MURSHID -1
SOUQ MURSHID -2
ARABIAN CENTER

KALBA

SOUQ KALBA
WATERFRONT MALL

AL AIN

SOUQ AL-AIN- MAIN AVENUE
SOUQ AL YAHAR
BAWADI MALL

KHORFAKKAN

SOUQ KHORFAKKAN

RAS AL KHAIMA

RAK MALL
AL MANAR MALL

FUJAIRAH

SOUQ AL FUJAIRAH

OMAN

SALALAH

SOUQ SALALAH
AL SAADAH CITY MALL
SALALAH GARDEN MALL
SALALA 2

NIZWA

NIZWA GRAND MALL

SOHAR

SOHAR SHOP

BARKA

BARKA SHOP - SOUQ AL TAIBEN

AL SUWAYQ

AL SUWAYQ SHOP

SHINAS

SHINAS SHOP

JALAN

JALAN SHOP

SUR

SUR SHOP
SUR CITY CENTER

IBRI

LULU HYPERMARKET IBRI

IBRA

IBRA LULU HYPERMARKET

MUSCAT

QURUM SHOP
SEEB SHOP
SOUQ AL KOUHDH SHOP
MUSCAT CITY CENTRE KIOSK
QURUM CITY CENTRE KIOSK
MATTRAH SOUQ
AL-ARAIMI BOULEVARD
MALL OF OMAN
OMAN AVENUES MALL

FOR MORE INFORMATION AND INQUIRIES CONTACT JUNAID AT



P.O.BOX 212 Manama,
Kingdom Of Bahrain
Tel: 973 17737007
Fax: 973 17735333
info@junaidperfumes.com
www.junaidperfumes.com





Junaid
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جنید
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