THE PACKAGING AND LABELING UNIT AT BEIT AL BAWADI

Final Report October 2009 – October 2010

March 2011

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THE PACKAGING AND LABELING UNITAT BEIT AL BAWADI
FINAL REPORT OCTOBER 2009 – OCTOBER 2010

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DISCLAIMER:
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EXECUTIVE SUMMARY

The overall objective of the Packaging and Labeling Unit within the Jordanian Hashemite Fund for Human Development (JOHUD) was to support the competitiveness, profitability, outreach, and sustainability of socio-economic industrial and vocational projects undertaken or supported by the JOHUD. The specific objectives of establishing the packaging, labeling, and printing unit were:

A. Providing job opportunities to underprivileged Jordanian women and men through building their professional skills in packing, packaging design and production, printing, and labeling (3 – 5 Jordanians from underprivileged communities)

B. Providing value-added packaging, printing, and labeling to the high-quality ceramics products produced by the Qwara ceramics factory and marketed through the Beit Al Bawadi Showroom as well as through other venues. Products include premium handmade art lines (Bawadi line), high-end corporate promotion items, seasonal items (Ramadan, Christmas, Easter, spring), industrial hospitality lines, and art murals.

C. Supporting local community producers in Jordan through providing a professional packaging service for their products, and value-added branding and merchandizing through the Suq Al Ard activity at Beit Al Bawadi. Community producers of fruits, vegetables, and herbs as well as those producing handmade handicraft items will be targeted through JOHUD’s 54 community development centers spread throughout all governorates of Jordan.

The unit was established in a manner consistent with the USAID Jordan Economic Development Program’s mission, as it enhances the productivity of the local work force through developing market-needed skills to produce market-demanded value-added products (packages, labels, and advertising material. Moreover, the unit provided a good example of private and public partnerships.

The unit is housed at the empty top floor of Beit Al Bawadi in Abdoun which was renovated and extended to become a packaging and production unit another unit (marketing and design unit) was established at the empty hall in the basement of Beit al Bawadi at the end of October, and provided value-added services to local community producers that are supported by JOHUD’s 50 community centers spread out throughout Jordan, as well as to the Qwara factory – a one-of-a-kind factory employing 43 employees, most of whom come from underprivileged communities, and six of whom have special needs.

The unit was established in April 2010. The team responsible for operating the unit was recruited from underprivileged communities in East Amman as a priority; the project will be permanently housed in and operated by Beit Al Bawadi and will be supported by the mother organization (JOHUD).

The project completed its year of implementation on October 31st; many activities were accomplished during the period starting from purchasing equipment and furniture for the unit, recruiting the staff providing them with extensive on the job training, a process that is still ongoing.

The packaging, printing, and labeling unit is a labor-intensive effort that combined effective deployment of industrial equipment, professional creativity, and skilled labor.
SECTION I: ACTIVITIES FROM MARCH-OCTOBER 2010

Establishing (furnishing and equipping) the Unit

From February-April 2010, the project purchased equipment and furniture to be used for training and project implementation at Beit al Bawadi. In addition, JOHUD purchased another sewing machine contour HP design jet 500plotter (2600) JD.

The following equipment was purchased through the Program grant:

<table>
<thead>
<tr>
<th>Actual Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat Press</td>
<td>689.66</td>
</tr>
<tr>
<td>Computer, Scanner, and Printer</td>
<td>2,560.00</td>
</tr>
<tr>
<td>Filling Bags Machine</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Label Printer</td>
<td>1,698.28</td>
</tr>
<tr>
<td>Graphtec Cutter (+printer)</td>
<td>3,362.07</td>
</tr>
<tr>
<td>Computer Embroidery</td>
<td>5,000.00</td>
</tr>
<tr>
<td>Trimmer</td>
<td>700.00</td>
</tr>
<tr>
<td>Ribbon Printer</td>
<td>850.00</td>
</tr>
<tr>
<td>Sewing Machine contour</td>
<td>795.00</td>
</tr>
<tr>
<td>Hot Stamp</td>
<td>736.00</td>
</tr>
<tr>
<td>Silk Screen Unit</td>
<td>300.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>17,891.00</strong></td>
</tr>
</tbody>
</table>

Staff Selection:

The grant provided job opportunities to 6 underprivileged Jordanian women and men through building their professional skills.

1.1. Unit supervisor:

Mr. Alla Deen Hussein was hired by JOHUD at the beginning of February 2010 as packaging and labeling unit supervisor to:

- Supervise daily activities of the unit, conducting industrial training on equipment.
- Plan, analyze, and create visual solutions to communications problems.
- Find the most effective way to get messages across in print and electronic media using color, type, illustration, photography, animation, and various print and layout techniques.
- Develop and produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses,
and develop signs and signage systems—called environmental graphics—for business and government.

- Interpreting the client's business needs and developing a concept to suit their purpose.
- Estimating the time required to complete the work and providing quotes for clients.
- Developing design briefs by gathering information and data through research.
- Thinking creatively to produce new ideas and concepts.
- Using innovation to redefine a design brief within the constraints of cost and time.
- Working with a wide range of media, including photography and computer-aided design (CAD).
- Proofreading to produce accurate and high-quality work.
- Contributing ideas and design artwork to the overall brief.

1.2. Specialized training on packaging.

On the 20th of April Mr. Maher Nabeel Adel Al-Malik was hired as a trainer 6 months training. The focus of his training was handmade packaging (wood, cardboards, fabric).

At the beginning of September Mr. Maher al Malek was hired by JOHUD as production supervisor.

1.3. Trainees' selection:

- Eight ladies were selected from different areas of eastern Amman through their reply to an advertisement that was announced at Qwara factory, the Queen Zein Al Sharaf institute for development (zenid), and the Princess Basma Community Center (Sahab). The training began on April 17, 2010.
- Four participants were selected out of eight to finish the six months training. Two of them, Mrs Mona Muhareb Ahmad and Miss Dunia Nabeel Basaleh, left the program and, two additional trainers Miss Dina Sarakbi and Miss Tharwat Bargash, were hired to finish the program.
- The four trainees signed contracts with JOHUD at the beginning of September. (Appendix 4: Trainees CVS and contracts)

Development and implementation of training plan. This program focused on industrial training on equipment. Equipment operators need to have both the skill and knowledge to work in a safe and effective way, Mr. Alaeddin, the unit supervisor, began taking condensed training on each machine, which was provided by the suppliers of the machines., Mr. Raed Habash from Rudolph Habash & Sons provided the training on the paper cutting machine. The training on the label printer, heat press, and graphic machine was conducted by Mr. Rasheedal Tamimi the executive manager for digital creations of the Aram and Hagop Company.

Designs program training:

The training was an introduction to the basics of graphic design and its different application, starting from scratch:

The following topics were covered.

- Essential graphic design tools
- The design process
- Designing for print
- The elements of design
- Comprehensive program on the embroidery machine software which enabled the unit to produce their own film for any designs
- The unit supervisor started to train one lady (Donya Basala) on basics of at the beginning of June till the end of July when the trainee left due to personal reasons, another trainee (Dina Sarakbi) was hired at the beginning of August she finished the training at the end of October.

Packaging Training Plan (20 April – 20 October)
Overall objective of the training program: the training program aims to build the specialized capacities of the packaging and labeling unit team at Beit Al Bawadi.

Training Goals:
Goal 1: Orienting unit team members on the objectives of the establishment of a packaging unit at Beit al Bawadi, the show room of Qwara ceramics factory.
Goal 2: Developing the technical and operational skills of team members according to their specialization and terms of reference.

Training program:
a) Theory and knowledge development (10%): 10 days (April)
Presenting theory in small lectures and reading.

1. Task distribution
   - Creating the plan.
   - Arranging task sequence (assignment progress plan).
   - Distributing tasks.
   - Cross functional work: When should I do additional tasks

2. Time management skills training:
   - Integrate time management techniques into daily processes
   - Make informed decisions about what to do and when
   - Apply a structured whole-brain process to shape current and future commitments
   - Proactively schedule tasks, construct weekly plans and daily to-do lists
   - Adopt strategies and techniques to handle procrastination and interruptions
   - Develop a personal action plan to reap the most benefit from efforts

b) Practical knowledge application (90% of the course time). (May)
1. Manual skills training (Trimming paper and cardboard to a desired shape or design)

Professional Techniques: the trainees were trained on several issues as follows:
- How to measure paper efficiently
- How to use double-sided tape
- How to do different materials, tools such as: Scissors, cutting blades, sharp rulers, glue sprayers, brushes etc
- What papers to buy depending on your budget
- What paper designs are appropriate on different sizes of packaging
2. Technical skills development (two months June, July)
   - How to make different shapes and types of Samples from different materials.
   - Design and create new ideas for different items.
   - How to make a ceramic packaging gifts designs.
   - How to make a cardboard simple shapes and boxes designs.
   - How to make wood boxes (taking measures, cutting papers, wrapping boxes.
   - Simple gift books items such as photo albums and telephone books.
   - A fabric, cloth, paper and plastic bag designs.
   - Gift items and handy wrapping work.
   - Taking measurements for each item correctly and accurately and efficiently.
   - Getting to know the types, sizes, weights of all materials used such as Paper, cardboard, fabric, ink, blades, etc.
   - Training on finishing skills

3. Recycled clothes and textiles (one month August) Managing recycled fabrics by designing and creating new items and product such as cushion, wall hangings, bags etc.

4. Commercial Sewing Training (one month September)
   - Preparing the machine, fabrics and Threads (types, colors).
   - Measuring stitches according to items.
   - Controlling stitching speed on the machine.
   - Avoiding errors and misuse of the machine, taking safety actions to avoid danger.
   - Using the Locker Machine.
   - Threading the machine and how to order threads into needles in order form.
   - Controlling stitching speed with careful attention to the machine cutting knife.

5. Technical training on, equipment, software, and maintenance (September)
   - Designing software programs to be used.
   - Comprehensive training on basic Computer skills, Scanner, and Printer.
     a) Defining the different kinds, models, parts and types for each printing devise.
     b) Determine the specific use of each printer, and how to connect them with each machine to set the suitable output desired. Including operating Inkjet based printer, laser jet printer, label and ribbon machines installation to the Ribbon and Label printers, operating Graphtec Cutter.

6. Identifying the parts and how to use the filling bags machine (September)
   - Using different sizes and shapes of plastic bag.
   - Training on filling different materials.
7. Applying printed transferred outputs using the heat pressers transfers (September)
   • Comprehensive training on how to effectively work on the heat transfer piston (Digital Combo Heat Press). Learn what is the type of special paper for the implementation of the selected print, each design according to the shape, color and type of material.
   • To be at the end of training able to imprint on various kinds of products such as: T-shirts, ceramic plates, ceramic tiles, mugs, cloth and other misc.

8. Applying imprints using the Manual Hot Stamping Machine Training on using a Hot Stamping Machine to execute printed letters, logos and designs on cardboards, rubber, etc.

9. Embroidery Computerized Machine Training (October)
   • Training on the pre-film making designs used on the machine
   • Training how to thread and include colored threads into the machine in order.
   • Fixing cloth and fabrics on the machine pulleys.
   • Installing the designs into the machine computer device.
   • Making pre-samples sketches to learn how to avoid errors.

SECTION II: PROJECT’S OUTCOMES

- Providing high quality products produced by packaging unit and Qwara ceramics factory and marketed through the Beit Al Bawadi Showroom: Availability of suitable equipment and materials had helped in achieving better results. The six months training plan has been implemented as planned with the trainer, the trainees have acquired the necessary skills through training activities. As a result high quality joint ceramic products were produced and marketed through Beit Al Bawadi several orders had been delivered to private companies, Zenid (queen zein al sharaf Institute).

- Supporting local community:
  - The grant provided job opportunities to 6 underprivileged Jordanian women and men through building their professional skills.
  - A professional package services (packaging, printing, and labeling) were provided for the following with a total revenues of JOD 64967.5 (see Appendix 1 for more details):
    - Princess Basma Community Center In Aqaba to support “Rural Women Farmers Market” held on the –October 28th 2010---,
    - Zenid (Queen Zein Al Sharaf Institute) : Two projects funded from Unifem and Heiseidal were implemented in different princess Basmas Community centers in Jordan.
    - Kenah Society funded by sabeq in Irbed were participating at the Rural market in Amman on the 30th of June
    - The USAID Jordan Economic Development Program’s projects in Karak on the 19th of May (presentation of packaging services)

- Establishing Design and marketing unit:
  Design and Marketing unit duties include:
  - Developing designs for Bawadi line:
    - Products include premium handmade art lines (Bawadi line), high end corporate promotion items, seasonal items (Ramadan, Christmas, Easter, and spring), industrial hospitality lines, touristic items, and art murals New shapes designs for Bawadi line.
- Designing and producing (in house printing) brochures, flyers, gift cards and vouchers cards, posters, stickers, posters and banners
- Designing and printing: Ribbons, Labels, Mugs, T-shirts, Caps, Coasters, Bags, wallets, mobile, holders, book markers, key chains, laptop bags, Photo albums and frames...etc, for all occasions.
- Developing and designs new product for Packaging & Production unit
- Launching a large scale marketing campaign targeting corporate, governmental, retail, wholesale, and individual consumers using the newly developed price catalogue and sub catalogue, complete with an SMS and MMS campaign, an email shot campaign, a radio campaign, and leaflets and brochures distribution.
- As part of the marketing efforts, organizing orientation sessions for procurement departments at hotels and restaurants, PR and Marketing departments at corporations, retailers, and wholesalers, and for high end individual customers (existing and potential).
- Developing a JOHUD artisan and agro cottage brand "Khairat Al Bawadi" that embeds specifically designed and produced ceramic products, and targets high quality community artisans, handicraft, and agro cottage producers.
- Launching the permanent showroom at Beit Al Bawadi basement and the new "Khairat Al Bawadi" sub brand developed at the new Packaging & Production unit, which will promote the products of the artisans, handicraft producers, and agro cottage producers supported by JOHUD's 40 local community centers, as well as other artisans.
### APPENDIXES:

**APPENDIX 1: LIST OF ORDERS, INVOICES AND UNIT PRODUCT PICTURES**

<table>
<thead>
<tr>
<th>Invoice Number</th>
<th>QUANTITY</th>
<th>DESCRIPTION</th>
<th>UNIT PRICE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>100</td>
<td>Conference bag</td>
<td>Final Networking Conference</td>
<td>10.00</td>
</tr>
<tr>
<td>02</td>
<td>50</td>
<td>Gift boxes (phosphate company)</td>
<td></td>
<td>30.00</td>
</tr>
<tr>
<td>03</td>
<td>1000</td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>04</td>
<td>500</td>
<td>School Bag</td>
<td>The Embassy of the People’s Republic of China</td>
<td>50</td>
</tr>
<tr>
<td>05</td>
<td>50</td>
<td>Ramadan Coffee Cups</td>
<td>Abdali Boulevard Company</td>
<td>6.00</td>
</tr>
<tr>
<td>06</td>
<td>50</td>
<td>Phone Book, Embroidery and Printing</td>
<td>The Jordanian National Commission for Women</td>
<td>6.50</td>
</tr>
<tr>
<td>07</td>
<td>57</td>
<td>Accessories</td>
<td></td>
<td>1.50</td>
</tr>
<tr>
<td>08</td>
<td>33</td>
<td>Accessories</td>
<td></td>
<td>2.50</td>
</tr>
<tr>
<td>09</td>
<td>100</td>
<td>Conference (Lap Top Bag)</td>
<td>Talal Abu Ghazaleh for Training</td>
<td>6.50</td>
</tr>
<tr>
<td>10</td>
<td>230</td>
<td>Bags (Herbs)</td>
<td>JOHUD</td>
<td>3.00</td>
</tr>
<tr>
<td>11</td>
<td>600</td>
<td>Herbs Printed Bags, Mugs, Pens</td>
<td>Zein Al Sharaf Institute (ZENID)</td>
<td>1.50</td>
</tr>
<tr>
<td>12</td>
<td>3</td>
<td>Furniture Packing</td>
<td>Mrs. Reem Basha</td>
<td>20.00</td>
</tr>
<tr>
<td>13</td>
<td>4000</td>
<td>Printed: T-shirts, Mugs, Caps, Coasters</td>
<td>Zenid</td>
<td>1.25</td>
</tr>
<tr>
<td>14</td>
<td>10</td>
<td>Quran Cover</td>
<td></td>
<td>2.25</td>
</tr>
<tr>
<td>15</td>
<td>682</td>
<td>Printed Labels, Sealed Bags, Table covers</td>
<td>JOHUD</td>
<td>5.00</td>
</tr>
</tbody>
</table>
JOHUD Final Networking Conference | Dead Sea
Quantity: 100 Bags.
Invoice: 1000 JOD.

Mabarrat Um Al Hussien, Ceramic Gift Box
Quantity: 100 Boxes.
Invoice: 700 JOD.

Good Will Campaign, JOHUD
Quantity: 500 Bags
Invoice: 500 JOD

Jordan Phosphate Mines Company, Bags
Quantity: 1000 Bags
Invoice: 30000 JOD
Al Abdali, Boulevard Ramadan Coffee Cups Boxes.
Quantity: 50 Boxes.
Invoice: 350 JOD.

OXFAM, JOHUD, Rural Women Farmers Market Herbs Bags.
Bags Quantity: 50 Bags.
Herbs Bags Quantity
Small: 80 Bags.
Large: 100 Bags.
Invoice: 400 JOD.

The Queen Zein Al Sharaf Institute for Development | ZENID
Promotional Items 1
Bags:50
Small Herbs Bags:150
Large Herbs Bags: 150
Mugs:100
Invoice: 990JOD
The Queen Zein Al Sharaf Institute for Development | ZENID
Promotional Items | UNIFEM Project.
Mugs: 1000 Mgs.
Caps: 1000 Caps
T-Shirts: 1000 T-Shirts.
Coasters: 1000 Coasters.
Invoice: 5000 jods.
Ramadan Items:
Produced mostly for Beit al Bawadi customers, special orders customized for Ramadan.

Goodwill Campaign Boxes:
Quantity: 500 Boxes.
Invoice: 7500JOD
The Jordanian National Commission for Women:
Phone Book covers.
Quantity: 100 Covers Printed.
Invoice: 650 JOD.

Capital Bank (Ceramic office accessories boxes)
Sample:

Beit al Bawadi Clients Gifts (Boxes):
Quantity: 10 Boxes.
Invoice: 150 JOD.
Beit al Bawadi Showroom (Items Decorative Runner).
Quantity: 40.
Invoice: 320 JOD.

Beit al Bawadi Customers (Special Occasion Customized Order) Boxes:
Quantity: 100 Boxes.
Invoice: 350 JOD.

JOHUD | Earth Charter, Conference:
Bags.
Quantity: 100 Bags.
Invoice: 650 JOD.
APPENDIX 2: PACKAGING AND PRODUCTION UNIT EQUIPMENTS AND MACHINES

Filling Bags Machine:
Speed pack, using cold cutting wire which achieves a clean straight cut, two sealing bars, extra timer to get good seal, max length of bag Ca. 300 mm, max thickness of product 140 mm, max seal length Ca. 400 mm, seal width 5 mm, weight 33 kg + filling chutes.

Trimmer (paper and card bards cutting machine):

Cutting and trimming papers and cardboards, (20, 40, 50, 60) length 710 mm, capacity 40 sheets.
Papers and card boards used in boxes, note books, phone books, bags …etc.
Heat Press Machine:

Heat press transfer printing, fabrics and textiles, light and dark colors, printing ceramic tiles, mugs, key metal chains, card boards, papers, caps, flat items.

Computerized embroidery machine:

Silk and metallic yarn threads embroidery, on fabrics and textiles, applying computer designs to the fabrics by drawing with threads, calligraphy, logos …etc.
Contour Sewing Machine:
High finishing sewing machine, applies rounded curved ribbons and spans to different kinds of heavy textiles and fabrics used in commercial sewing items like bags, wallets, accessories, etc.

Hot Stamp Machine:
Applying engravings and printed golden and silver hot stamped designs, calligraphy to leather, fabrics, card boards and papers using engraved metal as a stamping design.

Silk Screen Unit:
A high resolution commercial printing technique, fast, almost on all materials, using permanent inks, and with different sizes.
Stitching and locker sewing machines: (previous USAID grant to JOHUD 2007):
APPENDIX 3: DESIGN AND MARKETING UNIT EQUIPMENT AND MACHINES

Appendix 3: Design and marketing unit equipment and machines

Marketing tools and equipment used for the marketing and designing unit that will be located at Beit al Bawadi show room are highlighted in this section. Most are computerized to ensure consistent design.

Using this equipment, designers will be able to design, print, and cut marketing materials such as flyers, brochures, and design templates.

Equipments

- PC, Designing computer with high performance.
- High resolution Scanner.
- Laser Printer.
- Inkjet Printer (Wide Format).
- Label Printer.
- Graphtec Cutter.
- Ribbon Printer.
- HP Design Jet 510 Plotter.

Models and brands

<table>
<thead>
<tr>
<th>Tool</th>
<th>Model and Brand</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC, Designing computer with high performance.</td>
<td>HP, Hewlett Packard.</td>
<td>1</td>
</tr>
<tr>
<td>High resolution Scanner.</td>
<td>HP, Scan Jet 5590.</td>
<td>1</td>
</tr>
<tr>
<td>Laser Printer.</td>
<td>HP, HP Color LaserJet CP3525n.</td>
<td>1</td>
</tr>
<tr>
<td>Inkjet Printer (Wide Format).</td>
<td>HP Office jet 7000 Wide F.</td>
<td>1</td>
</tr>
<tr>
<td>Label Printer.</td>
<td>PRIMERA LX 800 Label Printer.</td>
<td>1</td>
</tr>
<tr>
<td>Graphtec Cutter.</td>
<td>GRAPHTEC, CE5000 Series</td>
<td>1</td>
</tr>
<tr>
<td>Ribbon Printer.</td>
<td>Ribbon Printer 215TT</td>
<td>1</td>
</tr>
<tr>
<td>Plotter</td>
<td>HP Design Jet 510</td>
<td>1</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>--------------------------</td>
<td>-------------------</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>HP Brand Computer, Hp Scanner</th>
</tr>
</thead>
</table>

**Purpose**

- **Designing**, putting final end result to the designs on the products, connected to other machines, Graphtec cutter, Ribbon Printer, Label Printer, Scanner, Laser and Ink Jet Printers using specialized designing software for each machine. Powerful high speed, massive storage capacity. Ability to connect 2 monitors, and other designing tools, high resolution graphic card.

<table>
<thead>
<tr>
<th>In Units</th>
<th>Used by</th>
<th>Attached Equipments</th>
<th>Skills Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designing and Marketing, Packaging.</td>
<td>Designers and machine operators.</td>
<td>7 Machines</td>
<td>Training on each machine used. Software using and machine operating.</td>
</tr>
</tbody>
</table>

Web Link:

Title | HP Laser Printer. HP Color LaserJet CP3525n.

Purpose | **Professional-looking** documents and marketing materials. Network printer turns out impressive colour, and prints fast, at up to 30 pages per minute. **Give brochures and flyers** a competitive edge. **Print complex documents** containing text, images, and graphics. Printing out Transfer papers for heat press, Graphtec.

In Units | Used by | Attached Equipments | Skills Required
--- | --- | --- | ---
Designing and Marketing, Packaging. | Designers and machine operators. | 3 Machines | Ability on using printing out software's tools. Assigning proper kind of Inks, papers for printing. Knowing Types, sizes and Weights of papers and cardboards.

Web Link:  
http://www.shopping.hp.com/store/product/product_detail/CC469A%2523ABA?
<table>
<thead>
<tr>
<th>Title</th>
<th>HP Office jet 7000 Wide Format Printer.</th>
</tr>
</thead>
</table>
| Purpose | Print on various paper types and sizes from 3.5 x 5" to 13 x 19. Print fast, at up to 33 pages per minute in black and 32 in color.
HP 920 black cartridge (approx. 420 pages)
HP 920 cyan, magenta, and yellow cartridges (approx. 300 pages)
Printing out transfer (White and dark) papers for heat press printing for all materials related to heat press. |
<table>
<thead>
<tr>
<th>In Units</th>
<th>Used by</th>
<th>Attached Equipments</th>
<th>Skills Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designing and Marketing, Packaging.</td>
<td>Designers and machine operators.</td>
<td>2 Machines</td>
<td>Assigning proper kind of Inks, papers for printing. Knowing Types, sizes and Weights of papers and cardboards. Ability on using printing out software's tools.</td>
</tr>
</tbody>
</table>

Web Link:
http://www.shopping.hp.com/store/product/product_detail/C9299A%2523B1H?#x2B;&#37;26&%x2B;all-in-ones_land/7000wide_C9299A&omniData=7000%2Bwide%257CPrinters%25252B%25252526%25252526%252525252Ball-in-ones_land%257Ckeyword%257Cmost_popular%257C1%257C25%257C1%257C%257C252F7000%2Bwide%257C257CEA%257C0%257C
<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Label Printer. PRIMERA LX 800 Label Printer.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>The LX810 Colour Label Printer utilizes the latest in high-resolution inkjet technology to print brilliant full-colour product and barcode labels right in office or production facility on demand. With spectacular 4800 dpi print resolution and high throughput speeds, Six built-in print resolutions to select the combination of print quality and speed that fits application best. The LX810 prints onto many different label and tag materials, including inkjet coated high-gloss, semi-gloss and matte labels. Labels printed on high-gloss material are highly scratch- and smudge-resistant and Highly water-resistant. Labels can be as narrow as 0.75 inches and as wide as 8.25 inches. Maximum label length is 24 inches. More than 1000 custom labels sizes are available.</td>
</tr>
<tr>
<td><strong>In Units</strong></td>
<td><strong>Used by</strong></td>
</tr>
<tr>
<td>Designing and Marketing, Packaging.</td>
<td>Designers and machine operators.</td>
</tr>
</tbody>
</table>

Web Link:
http://www.primeralabel.com/lx810_features.html
<table>
<thead>
<tr>
<th>Title</th>
<th>GRAPHTEC Cutter, CE5000 Series - Professional Class.</th>
</tr>
</thead>
</table>
| Purpose | Contour Cut Pre-Printed Graphics, Includes Graphtec ARMS, Up to 300 & 450 grams of force, 1 Table top Size (15"), 2 Stand Sizes (24" and 48"). Cutting vinyls and contour cutting pre-printed media from most any laser, solvent and water-based inkjet printers are what Graphtec cutting plotters are reliably famous for.  
- Cut Vinyl  
- Cut Heat Transfer  
- Cut Rhinestone Stencil Templates  
- Contour Cut Pre-Printed Stickers & Graphics  
- Cut Etching and Sandblast Resist Stencils  
Vinyl Graphics, Banners and Signs, Paint Masking Film, Contour Cut Apparel Media and Heat Transfer, Contour Cut Pre-Printed Decals/Stickers. Cutting Card Board Sheets, Making events simple cards. |
| In Units | Used by | Attached Equipments | Skills Required |
| Designing and Marketing, Packaging. | Designers and machine operators. | 3 Machines | Ability on using printing out software's tools. Assigning proper kind of Inks, papers for printing. Knowing Types, sizes and Weights of papers and cardboards. Ability to operate cutters and plotters. |

<table>
<thead>
<tr>
<th>Title</th>
<th>Ribbon Printer 215TT.</th>
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</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td>Printing brilliant, high-resolution, many sizes ribbons. (With special colour printing film). For narrow, multi size and large ribbons. For printing on 100% silk ribbons, paper, polypro, polycot, satin, etc. Print ribbons from 10mm up to 100mm (3/8 up to 4inch) wide in a few seconds. Or multi size ribbons with different texts, in one single run on different colors Labels for Packaging Unit items and Beit al Bawadi items, Marketing and Gifts.</td>
</tr>
<tr>
<td><strong>In Units</strong></td>
<td>Designing and Marketing, Packaging.</td>
</tr>
<tr>
<td><strong>Used by</strong></td>
<td>Designers and machine operators.</td>
</tr>
<tr>
<td><strong>Attached Equipments</strong></td>
<td>2 Machines</td>
</tr>
<tr>
<td><strong>Skills Required</strong></td>
<td>Ability on using printing out software’s tools. Assigning proper kind of Inks, papers for printing. Knowing Types, sizes and Weights of Ribbons.</td>
</tr>
</tbody>
</table>

Web Link:  
<table>
<thead>
<tr>
<th>Title</th>
<th>Combo Heat Press (6 in 1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose</td>
<td>Heat press transfer printing, fabrics and textiles, light and dark colours, printing ceramic tiles, mugs, key metal chains, card boards, papers, caps, flat items. It can imprint T-shirts, Ceramic Plates, Ceramic Tiles, Mugs, Mouse Pads, Jigsaw Puzzles, Fabrics &amp; Materials, and Other Misc. Diameter 7.5<del>9cm or 5</del>7.5 for Mug Diameter 11cm or 15cm for Plate Diameter 30X38cm for Flat Diameter 14X8.5cm for Hat</td>
</tr>
<tr>
<td>In Units</td>
<td>Used by</td>
</tr>
<tr>
<td>Designing and Marketing, Packaging.</td>
<td>Designers and machine operators.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>HP Design Jet 500 Plotter</th>
</tr>
</thead>
</table>
| Purpose | • Banner Printing  
| | • Poster Printing  
| | • Canvas Printing  
| | Banners and Signs (Indoor Printing). |
| In Units | Used by | Attached Equipments | Skills Required |
| Designing and Marketing, | Designers and machine operators. | 2 Machines | Ability on using printing out software's tools.  
| | | | Assigning proper kind of Inks, papers for printing. Knowing Types, sizes and Weights of papers and cardboards.  
| | | | Ability to operate cutters and plotters. |

(Plotter purchased by Johud)
APPENDIX 4: TRAINEES CVS AND CONTRACTS

- Maher Al Malek (CV, Training contract, Johuds Contract)
- Ghadeer Al Nouemi (CV, Contract)
- Tharwa Bargash (CV, contract)
- Khadeja Al Nouemi (CV, Contract)
- Dina Al Sarakbi (CV, Contract)
- Donya Basala (CV)
- Mona Ahmad (Cv)