

COMPANY PROFILE

Rinz

by
Maliha Sheikh



RINZ PRODUCTS LIMITED

EXECUTIVE SUMMARY

RINZ PRODUCTS LIMITED is a Kenyan, ISO and GMP-compliant manufacturer offering a comprehensive portfolio across Household, Commercial, Personal, Baby, and Pet care.



MALIHA SHEIKH

CEO & Founder

DOMESTIC | COMMERCIAL | PERSONAL CARE | BABY CARE | PET CARE



IN OPERATION

WE'RE

HIRING!



100% - KENYAN BRAND



KEBS APPROVED



QMS - ISO 9001:2015

GMP - ISO 22716:2007

CUSTOMER SATISFACTION - ISO 10002:2018

RINZ VISION & LOCAL PARTNERSHIP

Rinz mission is to deliver international hygiene standards while empowering local consumers. Partnering with us, brings to you affordability. RINZ aligns perfectly with its' vision: with reliable capacity and a broad, consumer-relevant product range.

COMPETITIVE ADVANTAGES

International Standards: ISO and GMP-compliant manufacturer – Local Manufacturer

Local vs Imported: RINZ combines local agility with international quality. Many competitors are imported, with higher landed costs.

Category Depth: RINZ competes across bleach, disinfectants, dishwash, multipurpose, car care, laundry, handwash, body & hair care, baby, and pet.

Value for Money: Consistently competitive pricing versus both local value brands and international imports.

SHOULD RINZ BE YOUR SUPPLIER?

Savings: Local production reduces costs.

Assured Supply: Shorter lead times and flexible replenishment versus imports.

Consumer Fit: RINZ bridges the gap between value brands and premium imports.

Portfolio Differentiation: Strengthens local-sourcing credentials with certified quality.

COST EFFECTIVE & INTERNATIONAL STANDARDS QUALITY

Rinz strategy balances both competitive pricing and product quality. In general, the company's origins are built on offering a wide variety of products at low and accessible prices.

Many analyses identify Rinz primary strategy as cost leadership, which means offering low prices through economies of scale and efficient operations.

Rinz's focus is on its reputation for quality, building a strong trusted company brand.



ISO 9001:2015
ISO 22716:2007
ISO 10002:2018



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RINZ PRODUCT OFFERING - LIQUID DETERGENTS

REFRESHING LEMON



MULTIPURPOSE REGULAR



MULTIPURPOSE SUPER



DISHWASH



DISINFECTANTS



BLEACHES



LAUNDRY WITH SOFTENER



CARPET SHAMPOO



CAR WASH



HANDWASHES



FLOOR STRIPPER



TILE CLEANER

DEGREASER



OVEN CLEANER

RINZ PRODUCT OFFERING - PERSONAL CARE

HAIR CONDITIONER



HAIR SHAMPOO



HAND WASHES



BODY WASHES



SHOWER GELS



ON THE GO



BODY LOTION



BABY PRODUCTS



PET CARE



LET'S TALK IT OUT





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