



## INNOVATION FIELDS COMPANY LIMITED

Efficiency in Every drop



## **1** Who We Are?

Innovation Fields Co. Ltd is a renowned sustainability product development and marketing company based at King Abdullah University of Science & Technology (KAUST), established in 2018. We specialize in providing water-saving solutions to businesses. Our products, solutions, and services are designed to help conserve water and reduce operating costs. By implementing our solutions, businesses can significantly decrease water consumption without compromising the optimal user experience. We collaborate with leading sustainability solution providers globally, ensuring we deliver simple and cost-effective solutions tailored to all business sectors. In 2023, we expanded our operations to Bahrain.

To achieve our goals, we have partnered with market leaders worldwide in water-saving technologies to bring the best possible solutions to the Saudi market. Today, our devices are utilized by over 50 five-star hotels, more than 300 three-star and four-star hotels, hospitals, malls, residential properties, food chains, coffee shops, mosques, government buildings, commercial buildings, and more.



Our mission to support Saudi Arabia's Vision 2030 by actively contributing to the nation's sustainability goals. Our water-saving solutions align with the vision's objectives of enhancing resource management, promoting environmental stewardship, and fostering economic diversification. Through our initiatives and partnerships, we are committed to driving innovation and supporting businesses in their journey towards sustainable practices, ultimately helping to secure a more resilient future for the Kingdom and its people.





## 7 Myths about Installing water Saving Devices

- 1. **Reduced Water Pressure:** Many believe that water-saving devices significantly reduce water pressure, leading to unsatisfactory performance in showers or faucets. However, modern devices are designed to maintain pressure while reducing water usage.
- 2. **High Cost:** Some think that installing these devices is expensive. In reality, many water-saving fixtures are affordable, and the long-term savings on water bills can offset the initial costs.
- Complex Installation: People often assume that installing water-saving devices is complicated and requires professional help. Many devices, like flow regulators or faucet aerators, are easy to install without the need for special tools.
- 4. **Minimal Impact:** There's a belief that individual efforts won't make a significant difference in water conservation. However, if widely adopted, these devices can lead to substantial water savings at the community level.
- 5. **Poor Performance:** Some assume that water-efficient appliances, like dishwashers or washing machines, won't clean as effectively. In fact, many high-efficiency models are designed to perform as well or better than traditional ones.
- 6. **Incompatibility:** People might think that water-saving devices are not compatible with older plumbing systems. However, most devices are designed to be versatile and fit a wide range of systems.
- 7. Lack of Options: There's a misconception that there are limited options available. On the contrary, there are numerous styles and types of water-saving devices to suit different needs and preferences.

### Water Conservation: Addressing the Challenges in MENA's Key Business Sectors

The MENA countries are among the most water-stressed regions in the world. Water conservation is crucial here due to the harsh climate and limited freshwater resources.

The key business sectors where water conservation is essential include:

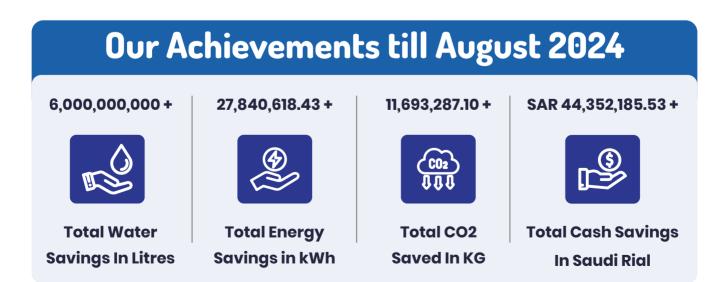
- 1. Agriculture
- 2. Construction
- 3. Tourism and Hospitality
- 4. Energy
- 5. Industry
- 6. Municipal Services

#### **Our Esteemed Clients** جامعة الملك عبدالله للعلوم والتقنية King Abdullah University of MARRIOTT Science and Technology **HOTELS & RESORTS** Jg\_ Ω RED SEA المياه الوطنية MALL **InterContinental Hotels Group** ISDB البنك الإسلامي للتنمية Saudia Aerospace ĉ ö وزارة الـ Engineering Industries Islamic Development Bank **Ministry of Culture** ح.سليمان الحبيب Fairmont DR SULAIMAN AL HABIB medical group ميبها مدومجما THE RITZ-CARLTON الىنك السعودي الفرنسي CONR/ Banque **INTERCONTINENTAL®** Saudi HOTELS & RESORTS HOTELS & RESORTS™ Fransi MÖVENPICK RAMADA BAY LA SUN BY WYNDHAM البيلسان **HOTELS & RESORTS**



# Our goal is to reduce water consumption to 2.5 billion liters annually by 2025.

We are committed to developing and supporting initiatives that will help us achieve an average per capita water usage of 150 liters per year as part of Vision 2030.





المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

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