



Innovation Fields Co. Ltd.
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INNOVATION FIELDS COMPANY LIMITED

Efficiency in Every drop



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

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.
3. **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.



A graphic illustration featuring a dark blue background on the left and a lighter blue background on the right. On the right side, a black silhouette of a faucet is shown with a large, stylized water droplet falling from it. Above the faucet, a stream of water is depicted as a series of overlapping, translucent blue shapes, suggesting a waterfall or a large splash. The overall theme is water conservation.

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 عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology




Hilton
HOTELS & RESORTS



InterContinental Hotels Group



IsDB 
البنك الإسلامي للتنمية
Islamic Development Bank




Saudia Aerospace
Engineering Industries **saei**



د. سليمان الحبيب
DR SULAIMAN AL HABIB
المجموعة الطبية



CONRAD
HOTELS & RESORTS™



البنك
السعودي
الفرنسي
Banque
Saudi
Fransi



MÖVENPICK
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.

Our Achievements till August 2024

6,000,000,000 +



Total Water Savings In Litres

27,840,618.43 +



Total Energy Savings in kWh

11,693,287.10 +



Total CO2 Saved In KG

SAR 44,352,185.53 +



Total Cash Savings In Saudi Rial

رؤية VISION

2030

المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA

ميادين الإختراع

ميا

Innovation Fields Co. Ltd.

www.ifl.sa

Contact Us

+966 12 808 3849

+966 59 527 6011

info@ifl.sa

