

Production Scale-Up: Jojoba Desert Unveils World’s Largest Jojoba Factory

Automated facility doubles global leader’s production capacity to meet growing industry demand



Jojoba Desert, the leading global provider of jojoba oil, is pleased to announce the opening of a new jojoba production facility at Jojoba Israel’s site. Integrating the entire jojoba oil manufacturing process under one roof – from cleaning to extraction – and featuring R&D capabilities, the fully integrated and automated factory sets a new industry standard. With over double the production capacity, the new factory helps meet expanding customer demand for rapid delivery of large quantities of high-quality jojoba oil.

“The opening of our new plant is a major step in solidifying our market leadership position,” said Lee Reuveni, CEO of Jojoba Desert. “It is unlike any factory of its kind in the world when it comes to size, innovation, automation, and integration. With greater capacity, end-to-end production coverage and traceability, and a state of the art laboratory and R&D innovations, the new the facility enables us to offer a stable supply of quality, innovative products and standard-compliant that deliver peace of mind to our cosmetics manufacturing and laboratory customers worldwide.”

Jojoba Desert’s owns a second production facility located in the North-West Negev Desert, to support its production cycle at any time. Both factories operate according to principles of sustainability,



maintaining quality assurance (QA) system that meets the stringent requirements of international ISO and GMP (cosmetics) standards and highest levels of safety.

Owned and operated by Jojoba Israel, co-owner of Jojoba Desert, the one-stop facility offers a range of functionality, including bleaching capabilities for producing colorless jojoba oil. The plant also features an ultra-clean manufacturing environment, supporting Jojoba Desert's commitment to environmentally-friendly operations from the field to production.

For more photos from Jojoba Desert's factory opening ceremony, please click here:
http://www.jojobadesert.com/Jojoba_Factory/