



ROYAL ASH

TOBACCO TRADING & DISTRIBUTION

"The Royal Standard in Tobacco"

COMPANY PROFILE - 2026

ABOUT US

Royal Ash is a premium international tobacco trading and distribution company founded in 2020. Built on a foundation of quality, trust, and global ambition, Royal Ash has rapidly established itself as a respected name in the international tobacco trade. We partner with world-class manufacturers to bring exceptional tobacco products to markets across Europe, the GCC, Southeast Asia, and East Asia — delivering consistency, integrity, and excellence with every shipment.

OUR MISSION

"At Royal Ash, we distribute more than products — we deliver experiences. Our mission is to supply premium tobacco brands to global markets with consistency, integrity, and an uncompromising standard of excellence."

OUR VALUES

| | |
|---|---|
| QUALITY Every product under Royal Ash meets the highest standards of manufacturing, ingredients, and presentation. | INTEGRITY We operate with full transparency across our supply chain, building lasting trust with partners worldwide. |
| EXCELLENCE From factory floor to final delivery, we pursue excellence in every detail — because our brand demands it. | AMBITION Royal Ash continuously expands its reach, product portfolio, and impact on the international tobacco market. |

GLOBAL PRESENCE

With an established distribution network spanning **four continents**, Royal Ash connects premium tobacco brands with consumers and trade partners across the globe.

| | |
|-------------------------|--|
| ■ EUROPE | UK · Germany · France · Spain · Netherlands · Belgium · Eastern Europe |
| ■ GCC | UAE · Saudi Arabia · Kuwait · Qatar · Bahrain · Oman |
| ■ SOUTHEAST ASIA | Malaysia · Indonesia · Thailand · Vietnam · Philippines · Singapore |
| ■ EAST ASIA | China · Japan · South Korea · Taiwan · Hong Kong |

JOKER ORIGINAL TASTE

Joker Original Taste is Royal Ash's flagship premium shisha tobacco brand. Crafted from high-quality Virginia tobacco leaves and infused with **German-sourced food-grade flavour compounds**, Joker delivers a rich, smooth, and powerful experience with every puff. Dense clouds. Long-lasting flavour. Uncompromising quality. Available in four distinct packaging formats across a portfolio of 20 flavours, designed for the true shisha connoisseur.

PRODUCT FORMATS

| FORMAT | WEIGHT | PACKAGING | IDEAL FOR |
|--------------------|----------|--|-----------------------------|
| 5 kg Bucket | 5,000 gm | Heavy-duty black bucket · gold lid · flavour lid sticker | Wholesale · Lounges · Bulk |
| 1 kg Signature Jar | 1,000 gm | Premium black jar · crimson wax seal · full-wrap label | Retail · Lounges · Mid-size |
| 500 gm Master Case | 500 gm | Master carton containing 10 × 50 gm retail boxes | Wholesale · Distribution |
| Signature Jar | 250 gm | Premium black jar · crimson wax seal · full-wrap label | Retail · Gift · Premium |
| Retail Box | 50 gm | Slim black flip-top box · Joker logo · fruit art | Retail · Sampling · Travel |

FLAVOUR PORTFOLIO

FRUITS

Two Apples · Grape · Watermelon · Melon · Lemon · Orange · Blueberry · Grape & Mint

MINT & FRESH

Gum · Mint · Lemon & Mint · Gum & Mint · Vanilla

SIGNATURE

Madrid · Lady · Love · Joker Special · English · Hamburg · Barcelona

500 GM MASTER CASE



BARCELONA



BLUEBERRY



ENGLISH



GRAPE



GRAPE & MINT



GUM



GUM & MINT



HAMBURG



JOKER SPECIAL



LADY



LEMON



LEMON & MINT



LOVE



MADRID



MINT



ORANGE



TWO APPLES

VANILLA

WATERMELON

MELON

50 GM RETAIL BOXES



ENGLISH



GUM



LEMON



MADRID



ORANGE



BARCELONA



BLUEBERRY



GRAPE



GRAPE & MINT



HAMBURG



JOKER SPECIAL



LADY



LEMON & MINT



LOVE



MINT



TWO APPLES



VANILLA

WATERMELON

GUM & MINT

MELON

MANUFACTURING EXCELLENCE

Our manufacturing partner operates a purpose-built modern industrial facility in the Timmar New Industrial Zone, Erbil. The complex encompasses large-scale warehouse production halls, a dedicated office block, and a fully equipped production line — all built to international industrial standards. Inside, every stage of production runs on **100% German-engineered machinery, German flavour compounds, and German packaging standards.**

GERMAN TECHNOLOGY — KEY SYSTEMS

| | |
|-----------------------------------|---|
| BAUMER HHS XMELT | Industry-leading hot-melt adhesive system · 25+ years tobacco expertise · 14 kg/hr at 1.6 kW · maximum productivity. |
| PXH 1000 APPLICATOR | World's first electric hot melt applicator with electropneumatic force · 450 Hz · 1 billion+ cycles · eliminates contamination. |
| GERMAN FLAVOUR COMPOUNDS | All Joker flavours use German-sourced food-grade aromatic compounds blended with Virginia tobacco, glycerin, and refined molasses. |
| GERMAN PACKAGING STANDARDS | Every product packaged to German industrial standards — consistent fill weight, tamper-evident sealing, shelf-ready for global markets. |

THE FACILITY — EXTERIOR



Main Production Warehouse Complex · Timmar New Industrial Zone, Erbil

THE PRODUCTION LINE



Full Production Floor



Precision Packaging Station



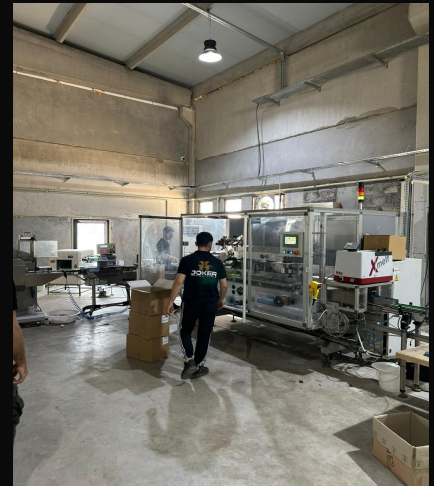
Flavour Blending & Packaging



hhs Xmelt — Active Operation



Full Production Line Overview



Packaging & Carton Assembly



Flavour Preparation Station



German Packaging Line — Live



Quality Check & Assembly

WHY ROYAL ASH

| | |
|-----------|---|
| 01 | QUALITY FIRST Every product distributed under the Royal Ash name undergoes strict quality control from manufacturing through to final delivery. No exceptions. No compromises. |
| 02 | GLOBAL REACH An active distribution network spanning Europe, the GCC, Southeast Asia, and East Asia — connecting premium brands with consumers across four continents. |
| 03 | TRUSTED PARTNERSHIPS Long-term relationships with manufacturers, distributors, and retail partners built on reliability, transparency, and mutual growth. We grow when our partners grow. |
| 04 | PREMIUM PORTFOLIO Our flagship Joker Original Taste premium shisha tobacco portfolio is curated to meet the demands of the most discerning markets globally. |
| 05 | GERMAN MANUFACTURING State-of-the-art German machinery, German flavour compounds, and German packaging standards — world-class output, every single batch. |
| 06 | SCALABLE SUPPLY Flexible packaging formats and volumes to meet any demand — from 50gm retail packs to 5kg wholesale buckets. |



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| | |
|----------------|----------------------------------|
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For distribution partnerships, product enquiries, and wholesale orders, please reach out to the Royal Ash team.

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