



# **BLACK DIAMONDS**

*For Premium Charcoal*

**COMPANY PROFILE**



# PURPOSE & PRINCIPALS

CHARCOAL IS THE  
**TRUE DIAMOND OF LIFE**

**BLACK  
DIAMONDS**



# BRAND PURPOSE

## What we do

We ignite human interactions by providing people with the ability to stay warm, cook hot meals, and forge stronger human connections by consistently delivering the purest, most sustainable highest-quality charcoal

## How we do it

Sourced from the lush forests of Indonesia and crafted with care, we combine centuries-old expertise with modern innovation to deliver the purest, most sustainable highest-quality charcoal for discerning customers worldwide. And we have been producing and providing our partners and clients with the same quality premium charcoal for the past 15 years

## Why we do it

Our core belief is that nothing should compromise the desired satisfaction of life's simple yet essential experiences. therefore our **purpose** is to ignite peoples' spark, fuel their fire, so they can master their moments with their friends, families, and communities

# OUR PRINCIPALS

## Passion for Fire

Deep-rooted expertise and love for the art of charcoal and the experiences it renders people

## Quality Excellence

Uncompromising standards in every product. Consistency is king and it is the main anchor that separates us.

## Creative Innovation

Combining tradition with modern techniques to lead the industry. this also applies on product creation, partnerships, and a deep consumer understanding

## Global culture

Global Connection: Bridging cultures through the universal language of fire and through cross cultural Brand presence and influence

## Social good

Sustainability: ethical sourcing and. giving back to farmers and planet. Celebrating and building communities



# OUR JOURNEY THUS FAR

A GOOD FIRE IS A , **GRILL FIRE**

**BLACK  
DIAMONDS**



## OUR JOURNEY

The journey began in 2010 with the intention of trading Indonesian products. However, passion and ambition quickly grew, transforming the company into a premier charcoal production enterprise.

In 2012, we set a new standard for quality and innovation with the construction of a state-of-the-art plant in Indonesia. This facility revolutionized the creation of premium coconut shell briquettes, setting us apart as a distinctive parent company.

WE expanded our footprint by opening a third hub in the UAE in 2014, a strategic move to bring the magic of charcoal to the discerning consumers of the GCC region

**50+**  
Tons/Day

**13+**  
Years

**12+**  
Countries

**100+**  
Partners

**400+**  
Employees

**10+**  
Awards

## OUR PRESENCE

Indonesia is the home of the main factory that produces around 80% of production. a state-of-the-art facility that employs over 300 locals

Currently a new and bigger factory is under construction to increase production capacity and produce grillware such as charcoal grills, accessories, gloves, aprons, cleaning supplies and containers





FUEL YOUR  
FIRE, AND  
MASTER THE  
MOMENT

BLACK

DIAMONDS





# PRODUCTS AND SERVICES

LIT TO THE LAST HIT

**BLACK  
DIAMONDS**



# CHARCOAL SELECTION

## Coconut Shell

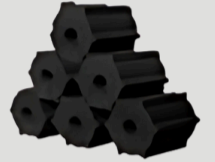
Coconut shell charcoal is a sustainable alternative that delivers exceptional quality without harming a single tree. The shells are repurposed into high-density charcoal that offers clean burning, long-lasting heat, and a subtle, natural aroma. With low smoke and minimal residue, this charcoal is ideal for premium grilling and shisha use



Shisha Cubes



Hexagon Briquettes



Barbeque Briquette

## Hardwood

Our hardwood charcoal crafted from a carefully selected blend of hardwoods sourced from diverse regions across Africa and South America. We choose these dense, subtropical wood species for their ability to produce a premium charcoal that burns long, delivers high calorific value, and retains the rich, natural aroma of traditional charcoal—while minimizing smoke and sparks for a cleaner burn.



Nigerian Lump Briquettes



Colombian Lump Briquettes



LONG BURN



ODORLESS



TASTELESS



ECO-FRIENDLY



EASY IGNITION



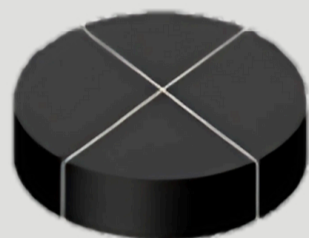
NO SMOKE

# FLEXIBLE PACKAGING





# CHARCOAL SPECS



Ash Content <2.5%  
Ash Color Light Grey  
FIX Carbon >75%  
Moisture <3%  
Volatile Master <16%  
Calorific Value <7500  
Burning Time <90 minutes



Ash Content <2.5%  
Ash Color Light Grey  
Fix Carbon >75%  
Moisture <3%  
Volatile Master <16%  
Calorific Value <7500  
Burning Time <90 minutes



Ash Content <2.5%  
Ash Color Light Grey  
FIX Carbon >75%  
Moisture <3%  
Volatile Master <16%  
Calorific Value <7500  
Burning Time <90 minutes



Ash Content <2.5%  
Ash Color Light Grey  
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# SERVICES

## Distribution

Building global trust with consistent products and efficient delivery to meet diverse markets and needs



## Franchising

Ask for our playbook and learn more about the opportunity to exclusively represent the growing premium charcoal brand

## White Label

We create exclusive brands with unique products—designing, manufacturing, packaging, and delivering



Our sales and operations team are designed to be agile and flexible in responding to our clients' needs and concerns. Just tell us what you need, and we will make it happen



# GROUP CEO MESSAGE



**HASSAN AL-JUNDI**  
Co-Founder & Group CEO

At Black Diamonds International Group, we take immense pride in being a fully vertically integrated company with over 400 dedicated employees driving our mission. Our passion for charcoal was born 16 years ago, and today is at the heart of everything we do, recognizing its timeless role in providing warmth, enhancing meals, and fostering connections.

From our state-of-the-art factory in Indonesia, we export premium charcoal to more than 15 countries worldwide. What sets Black Diamonds apart is our end-to-end control over the production process, ensuring unmatched quality and maximum sustainability at every step. Our team's commitment and expertise enable us to consistently deliver products that bring comfort and utility to households and businesses around the globe.

Thank you for joining us on this journey as we continue to inspire and innovate in the world of charcoal.

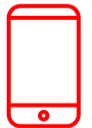
Sincerely,  
**Hasan Aljundi**



# GET IN TOUCH

We value long-term partnerships through consistent offerings and a transparent conduct every step of the way.

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