



In 1969, Raef Fadel founded the Liberia Bleach & Chemicals Company, marking the beginning of a remarkable journey in Liberia's industrial landscape. With a vision to produce high-quality household health and cleaning products, Raef introduced CLORA™ Super Bleach, which quickly became a household staple across the nation.

In 1981, the company rebranded as Manco Manufacturing Company, reflecting its expansion and diversification. Under Raef's leadership, Manco broadened its product line to include over 60 health and household items, such as WaterGuard, Sur Eau, POP Detergent Powder, and MANOLINE Hair Pomade. This growth not only showcased Raef's entrepreneurial spirit but also his unwavering commitment to improving public health and hygiene in Liberia.

Throughout periods of political instability and economic challenges, Raef's steadfast dedication ensured that Manco remained operational, providing essential products to the Liberian people. His resilience and commitment to the community were further demonstrated during the Ebola outbreak, where Manco partnered with the Government of Liberia and international organizations to supply desperately needed products to combat the crisis.

Raef Fadel's legacy continues to inspire, with three generations of the Fadel family now involved in the business. His visionary leadership and deep-rooted commitment to Liberia's well-being have solidified Manco Manufacturing Company's position as a cornerstone of the Caldwell community and a beacon of industrial excellence in West Africa.