



NOORPUR  
INDUSTRIES

**COMPANY PROFILE**



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## OUR LEGACY

Established in 1971, Noorpur Industries is a family-owned business that manufactures and exports premium-quality bath textiles. Founded by the visionary Choudhry Rehmat Ali, Noorpur Industries draws its name from the quaint village that nurtured its founder's dreams.

What began as a modest venture with just four power looms has evolved into a thriving third-generation enterprise. Today, we take immense pride in creating pieces that not only serve a purpose but also tell a story of tradition and craftsmanship.

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Our manufacturing facility is based in Karachi, Pakistan. The country's bustling financial hub and home to two major regional seaports, this city is renowned for its rich cultural heritage and expertise in towel manufacturing.

# PRODUCTION CAPABILITIES

Our state-of-the-art facility is equipped with 32 looms, including dobby and jacquard looms, both shuttle less and air jet. Terry is processed on the latest, fully automatic soft flow dyeing machines, dryers, and stenters.

With a fleet of over 150 stitching machines, the terry is then expertly crafted to produce the finest quality bath linens. Stringent quality checks are performed throughout the production process to ensure that each piece lives up to the very high standards we have set for ourselves.

## NOORPUR INDUSTRIES AT A GLANCE



300+  
Employees



3,000 Tons  
Annual Production

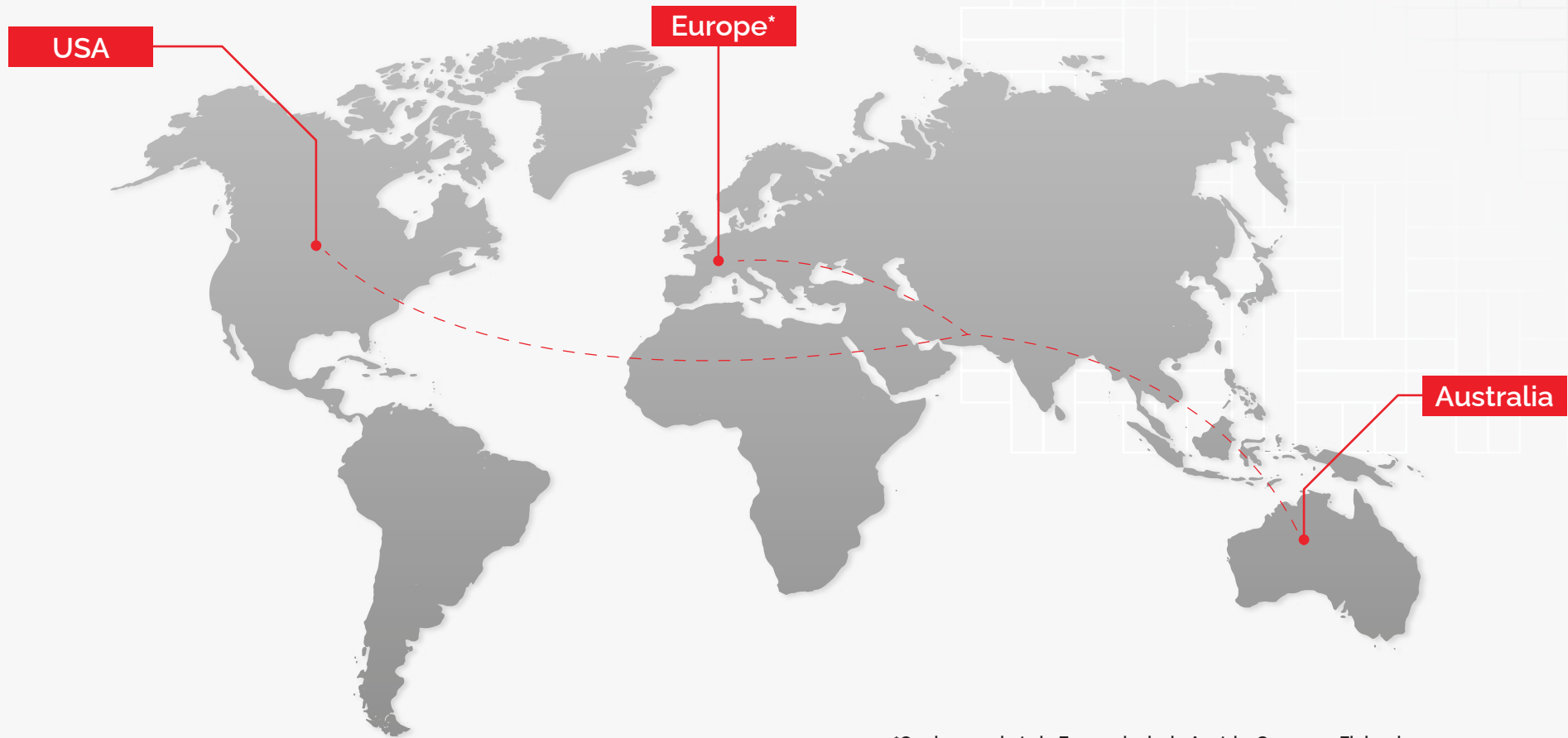


US \$20 Million  
Annual Turnover



# EXPORT FOOTPRINT

With over five decades of experience in the terry towel industry, Noorpur Industries has established a strong presence in Europe, Australia, and the USA.



\*Our key markets in Europe include Austria, Germany, Finland, France, Sweden, and Czech Republic.





## DELIVERING VALUE SUSTAINABLY

In our pursuit of excellence, we hold a deep commitment to social responsibility, ensuring that our customers receive value with a conscience. Our production process is meticulously certified, adhering to world-leading standards for both quality and sustainability. When you select our textiles, rest assured that you are embracing products that not only surpass the highest benchmarks of quality but also embody a toxin-free and ethically produced ethos.





# OUR PRODUCT SUITE

Treat your customers to the luxury they deserve with our exquisite collection of bath linens. Whether it's the plush comfort of bath towels, the sun-kissed allure of beach towels, or the luxurious feel of spa robes, we have you covered. Explore our luxurious, high GSM options for a truly indulgent experience, or opt for lighter weight towels ideal for everyday use.

Whether you prefer the simplicity of plain-dyed elegance, the artistry of intricate jacquard patterns, or the velvety softness of velour, we take pride in offering options that harmonize with your brand's identity and elevate everyday moments into extraordinary guest experiences.



100% Ring-Spun Cotton



Super-Soft



Ultra-Absorbent



Durable Construction



# SEGMENTS WE SERVE

We cater to the needs of diverse segments, including hospitality, retail, wholesale, and healthcare.

## 1. HOSPITALITY

Embrace the epitome of hospitality sophistication with our opulent offerings. Boasting over fifteen years of expertise in the hospitality industry, we have designed our products for enduring quality and exquisite craftsmanship. Our premium range features bath towels, spa towels, bathrobes, and more. These have earned a place in four to five-star establishments across Europe and the USA. From basic to luxury, there's a towel for every need. Withstanding constant use and industrial laundering, our towels retain their pristine appearance and softness wash after wash.

















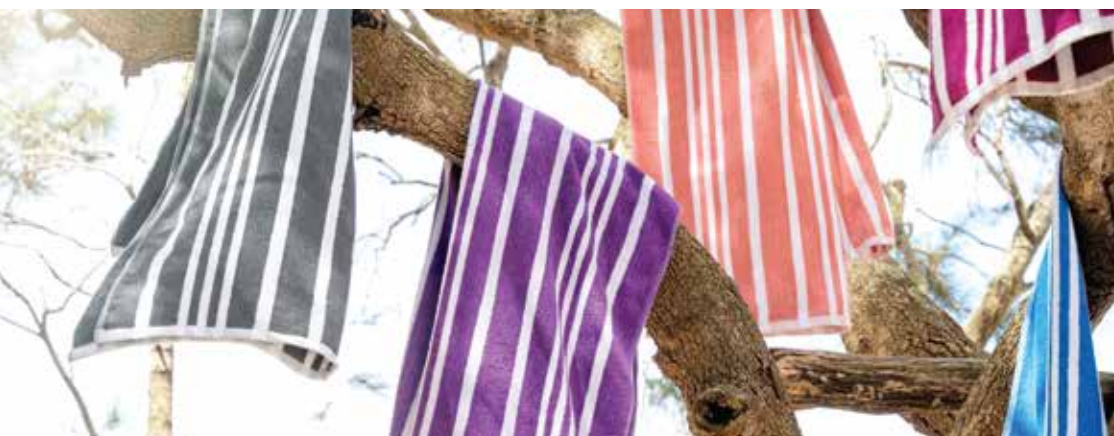
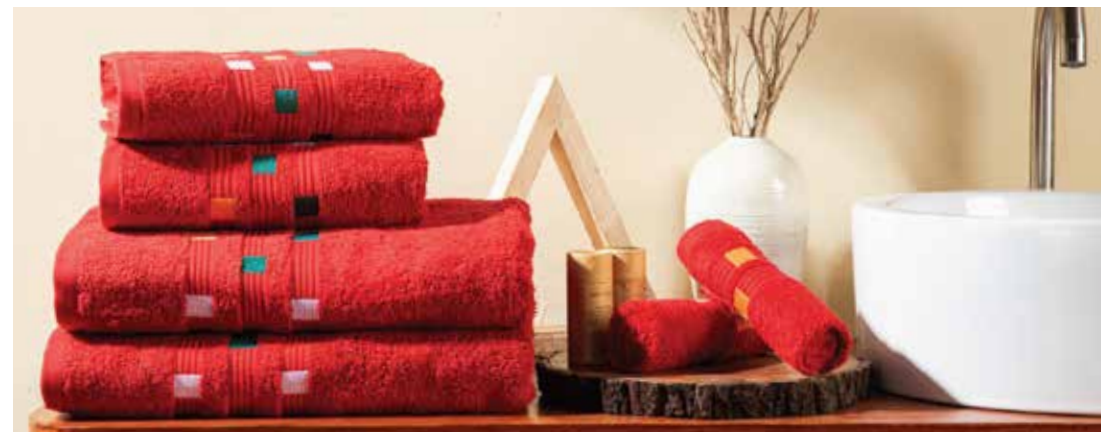
## 2. RETAIL & WHOLESALE

Step into a world of unparalleled luxury and elegance with our retail collection, curated to help your business elevate your customer experiences. Discover an exquisite range of bath towels, beach towels, bathrobes, and bathmats, each impeccably crafted from the finest carded and combed cotton. Choose from our wide selection of neutral or vibrant shades and captivating patterns that effortlessly blend with every bathroom aesthetic.

In 2020, Noorpur Industries ventured into the Australian retail market with its ecommerce brand, 'Trends Alley'. Offering premium combed cotton bath and beach textiles, Trends Alley has quickly gained recognition as a best-selling and top-rated brand in its category across various marketplaces.

















### 3. HEALTHCARE

We serve both public and private healthcare institutions, providing innovative solutions that balance affordability with functionality. Our towels are meticulously designed with twisted yarns, poly- cotton blends, VAT dyeing processes, and ready- to-use treatments, to deliver superior performance and quality. Enhance your healthcare environment with our exceptional offerings, redefining the standard of excellence in comfort and reliability.











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