



Nour Al-Sebtain Company

For Wheat Milling & Food Industry L.t.d

نور السبطين
Nour Al-Sebtain

Where We Currently Stand

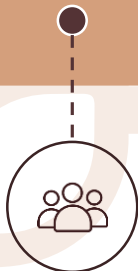
Nour Al Sebtain is a wheat milling company that provides a wide portfolio of products to maintain the sustainability of strategic food security in Iraq through the delivery of different types of top-quality flour, fodder, and bran, thus ensuring the implementation of autarky strategies and the acceleration of the Iraqi economical growth.

A NEW DEFINITION OF VALUE

WE LISTEN

Our Community

We are fully aware that the wheat milling industry is based on cross-stakeholder cooperation; a long chain that begins with the deep scrutiny of the community's needs and demands to define the existing gaps in the market and bridge these gaps, which redefines the whole paradigm through a community-centric perspective.



WE ADVANCE

Our Quality

We provide the market with sustained streamlines of top-quality flour, fodder, and bran in addition to other products that were processed according to the global quality standards inspired by the worldwide leaders of the industry, thus establishing the balance between quality and sustainability.



WE REVAMP

Our Operations

Our operations are characterized by strict auditing and quality assurance processes that extend to cover the whole journey of wheat milling and the different stages of our multi-dimensional production lines, starting from choosing trustworthy providers to ensuring the implementation of sustainable processes.



THE BLEND OF TRADITION & TECHNOLOGY



THE BLEND OF TRADITION & TECHNOLOGY

DEVOTED COMMUNITY, EFFECTIVE STRATEGY

Wheat milling has been always a tradition that shaped the history of Iraq, a concept that has driven our passion to reimagine the standards of excellence while delivering the optimal value to our customers through extensive and thoroughly meticulous chain of operations.

Backed
By

DEDICATED IN-MARKET RESEARCH ARM

We understand the challenges faced by Iraqi entrepreneurs who have chosen to include flour-based products in their portfolio, and thus, we learned to forecast their needs to provide tailored production solutions that create a true impact on the Iraqi economy. Our operations' cornerstone is devising a new paradigm of effective wheat milling that addresses the unique requirements of the Iraqi market.

THE BLEND OF TRADITION & TECHNOLOGY

SMOOTHER OPERABILITY, HIGHER QUALITY

Our wheat milling production lines are powered by the latest technological breakthroughs in the whole industry providing higher efficiency in production capabilities while maintain the smooth flow of different parallel streamlines and smarter energy management mechanisms.

Based
On

EXTENSIVE WHEAT MILLING PROCESS

We have specifically designed our production lines to align with the increasing demand on flour, fodder, and bran, which has driven us to create a specifically strict quality control system with high requirements of accuracy while optimizing the value of narrow particle size distribution techniques inspired by the latest Swiss technology and stable operations based on finesse in each stage.

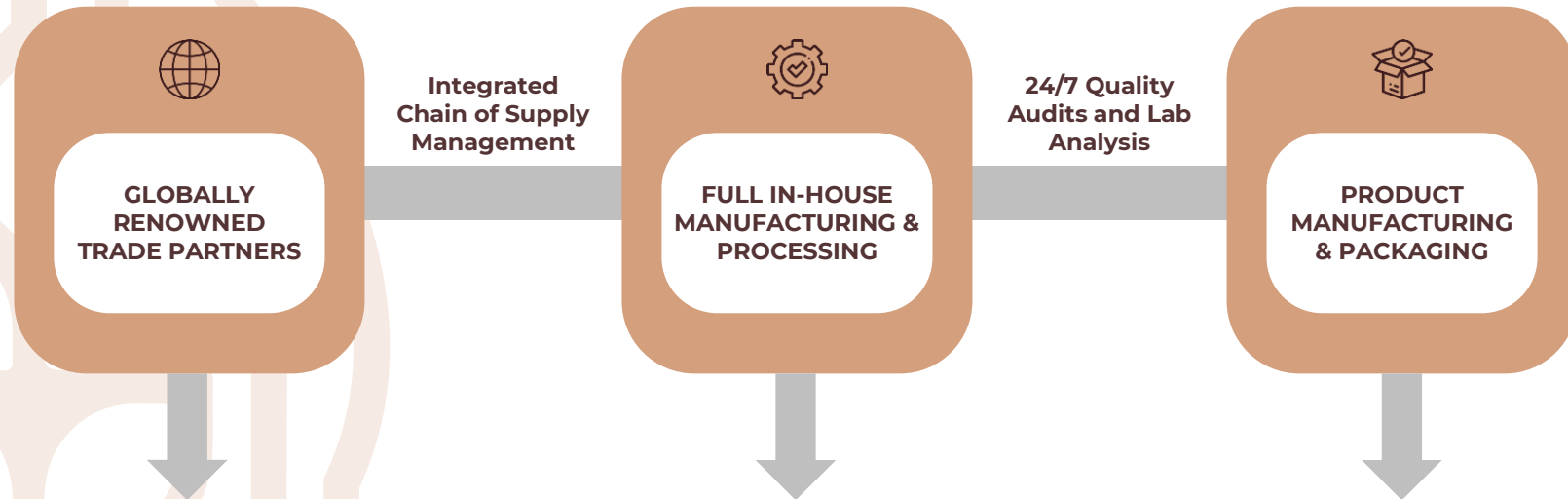
YOUR ONE COMPREHENSIVE SOLUTION

Bringing Global Quality to All

Nour Al Sebtain dedicates its efforts to bring a new benchmark of quality excellence to different stakeholders shaping the whole wheat milling industry, thus providing a wide spectrum of tailored products born in the cradle of the Iraqi tradition and specifically processed according to global standards of quality.

YOUR ONE COMPREHENSIVE SOLUTION

OUR STORY OF TRUST



WIDE VARIETY OF PRODUCTS

YOUR ONE COMPREHENSIVE SOLUTION

THE TRUE VALUE OF LONG-TERM PARTNERSHIPS



Consistency

Committed to deliver a stable flow of high-quality flour, fodder, and bran with the support of strategic forecasting that facilitates the consistent support of flour-based businesses all over Iraq.



Trust

A journey that starts from selecting premium-quality wheat to be imported from globally accredited providers and suppliers with an integrated supply chain and project management system.



Agility

Our fully in-house operations provide us with the capability to increase productivity as per the market, which provides us with the maximum agility to respond to various needs.

BIGGEST INFRASTRUCTURE OF WHEAT MILLING OPERATIONS IN IRAQ

GLOBAL PARTNERSHIPS

Global Benchmarks of
Quality

A LEADING LABORATORY

Swiss Standards of
Excellence

LARGE CAPACITY
OF STORAGE

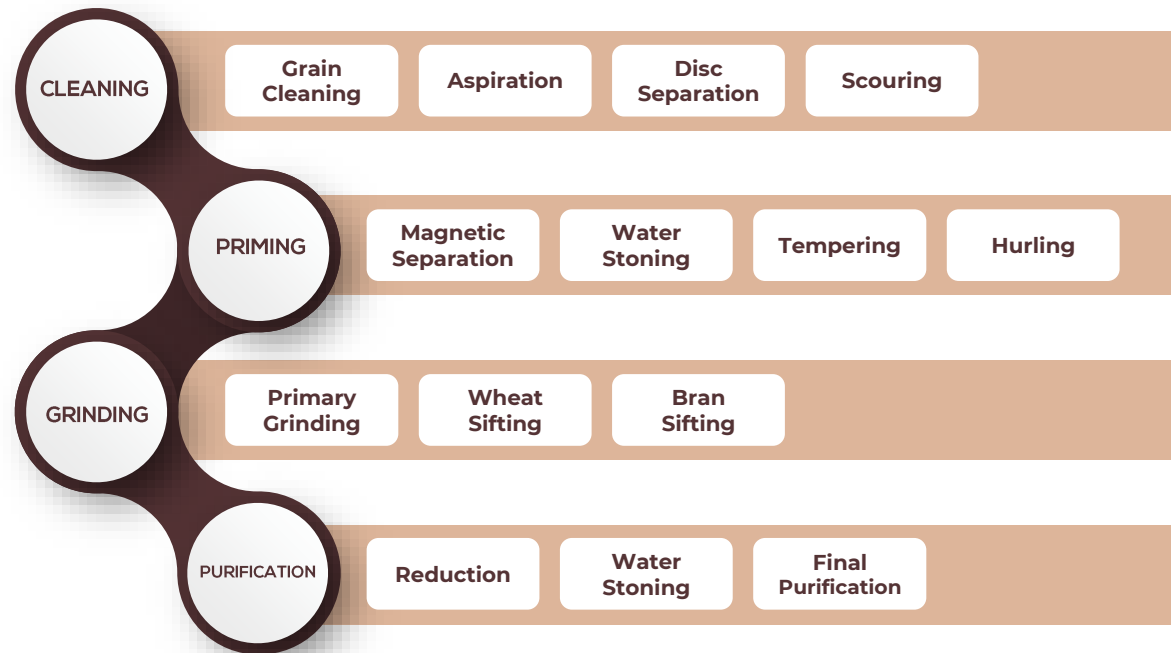
A Solid Logistics
Infrastructure

OUR WHEAT MILLING PROCESS

A Multi-Layer Execution System

As we strive to bring the global standards of wheat milling to Iraq and the MENA region, we have developed a unique wheat milling process that extends to cover the main layers of wheat milling through *cleaning*, *priming*, *grinding*, and *purification*.

BREAKING DOWN THE WHEAT MILLING CHAIN



OUR WHEAT MILLING PROCESS (1/4)

CLEANING

Grain Cleaning

Aspiration

Disc Separation

Scouring



The cleaning process starts with removing all forms of large-sized impurities from the grain in addition to the damaged, shrunken, and broken kernels.



During two phases of screening, bits of straw, seeds, and other unwanted materials are removed.



The aspirator is then utilized to purify wheat from lighter materials.



Then, the disc separators are used to eliminate large material that could have not been eliminated by the aspirator.



Finally, the kernel hairs are broken using the scourer.



OUR WHEAT MILLING PROCESS (1/4)



Oscillating Grain Separator



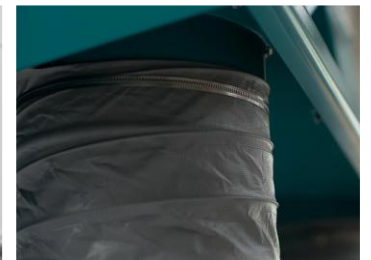
Trieure



Jet Filter



Horizontal Scourer



OUR WHEAT MILLING PROCESS (2/4)

PRIMING

Magnetic
Separation

Water
Stoning

Tempering

Hurling



The priming process starts after breaking kernel hairs by passing wheat to the magnetic separator that removes iron and steel particles that contaminated the harvest.



Using the centrifugal force in the water stoning phase, any material is eliminated except for clean wheat.



The tempering phase contributes to advancing the control on moisture, length of soaking, which helps in identifying soft, medium, and hard wheat.



Finally, the hurling phase contributes to eliminating unsound kernel.

OUR WHEAT MILLING PROCESS (2/4)



Dry Destoner



Grain Separator



Inclined Tempering Machine



Drum Magnet



OUR WHEAT MILLING PROCESS (3/4)

GRINDING

Primary Grinding

Wheat Sifting

Bran Sifting



Next, the grinding phase starts, breaking rough particles into coarse one.



Then, the broken particles of wheat and bran are passed to different sifters that shake them to separate large particles from smaller ones, as the latter are passed to the bottom and become the final flour.



Both, bran and wheat, are passed to sifters to ensure their quality and categorize particles according to their types and potentiality.

OUR WHEAT MILLING PROCESS (3/4)



Roller Miller



Square Plansifter



Bran Finisher



Semolina Purifier



OUR WHEAT MILLING PROCESS (4/4)

PURIFICATION

Reduction

Water Stoning

Final Purification



The sifted particles are carried to purifiers. A purifier could be defined as a controlled air flow that carries bran particles and grade them by size and quality.



Finally, the purified material is carried to another process of break rolls and final corrugations in addition to even more accurate sifters that reduce wheat until nearly 72% of flour is separated from wheat.



TOP-QUALITY FLOUR

OUR WHEAT MILLING PROCESS (4/4)



THE INFRASTRUCTURE OF STORAGE MANAGEMENT

Total Safety, Absolute Stability

Storage equipment management has been always the cornerstone of optimized wheat milling operations, which led us to dedicate our efforts to increase our capacity of storage with an extensive framework that protects wheat from unusual shifts of climate and different insects while guaranteeing the absolute stability of quality and timely delivery.

THE ECOSYSTEM OF STORAGE OPTIMIZATION



EXPANSIVE CAPACITY

Powered by the latest technology in Flat-Bottom Silos and galvanized steel protection, we operate with a total capacity of 20.000 tons and a fully integrated PLC system that continuously facilitates monitoring and capacity optimization management methodologies



TRANSPORTATION & LOGISTICS

Tailored System of Transportation

Daily Maintenance Frameworks



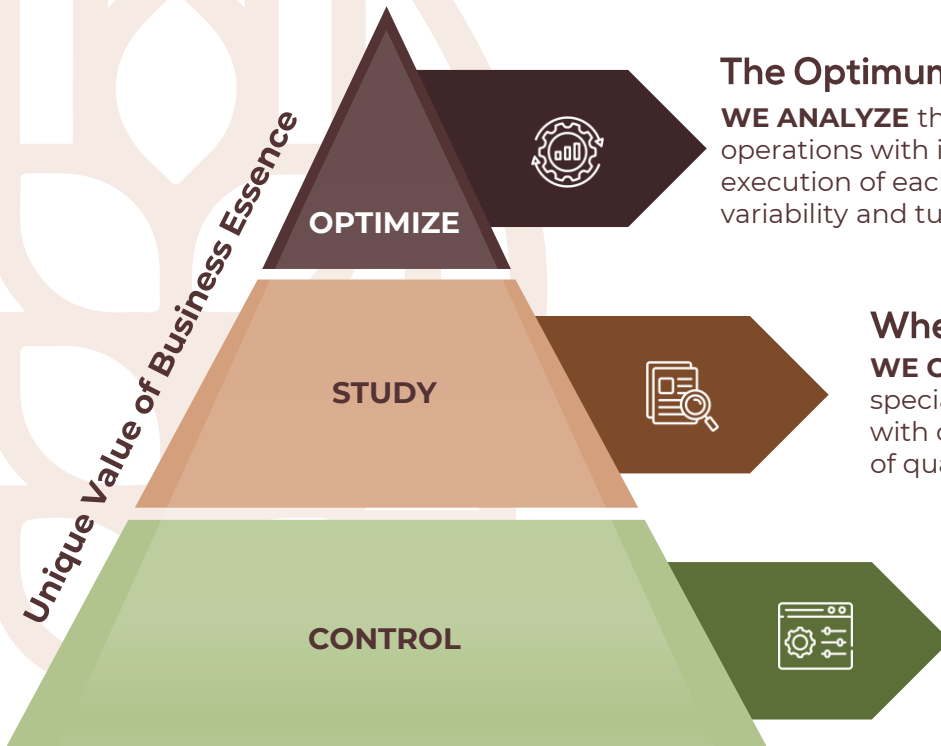
EXTENSIVE SAFETY

Our storage safety measurements are supported by a full temperature measurement and monitoring methodology in addition to a full system of aeration and anti-insect system that ensures the absolute protection of wheat and other materials.

EXCEPTIONAL STANDARD OF LABORATORY OPERATIONS

A New Definition of Control in the MENA Region

Our one-of-a-kind laboratory brings an exceptional standard of real-time control and analysis that accelerates our operations and ensures the impressive quality that we provide given the huge investment we have channeled to bring the Swiss (PerkinElmer®) and French (Chopin Technologies®) standards of quality to the MENA region.



The Optimum of Wheat Milling Operations

WE ANALYZE the wide range of inputs in very limited timeframes to automatize operations with intelligent solutions and optimized calibration guiding the execution of each phase in the long journey of wheat milling to control the variability and turning it into a harmonized performance.

Where Knowledge Meets Dedication

WE CHANNEL the expertise of our extensive team of lab operators and specialists trained to study and revamp the whole wheat milling experience with dedicated research and development arms and an in-depth portfolio of quality optimization parameters.

An Arsenal of Real-time Monitoring Lab Instruments

With real-time monitoring and control instruments, **WE ENSURE** the achievement of optimal standards of quality to provide our partners with tailored products and the best baking experience powered by a wide spectrum of grain quality testing.

EXCEPTIONAL STANDARD OF LABORATORY OPERATIONS

AN INTEGRATED MODEL OF LAB OPERATIONS

Efficiency

High Precision with
Optical Components

Modern Integrated
Electronics

Water Level Balance
Optimization

Intelligence

Machinery for the Most
Challenging Analyses

Intelligent Mixers &
Optimized Calibration

Flour Additives
Forecasting Capabilities

Quality

Automatic Fungal
Control

Insulated Water
Optimization

Automated Water
Reduced Steam

Compliance

Implementation of
International References

Standardized & Versatile
Analysis [WA,P, L, W, etc.]

Consistently Updated
Analysis Protocols

HIGH PREDICTABILITY OF CONSISTENT QUALITY & DELIVERY

EXCEPTIONAL STANDARD OF LABORATORY OPERATIONS

Lab Management

Our laboratory operation management mindset is based on scrutinizing the complexity in wheat milling with the latest technology in maintenance management and real-time monitoring with versatile operability.



Data Management

Controlling different parameters, pools of data, properties of constituents, and additives could be impossible without smart instruments and smooth operability, which explains our edge in data management and processing.



Dynamic Auditing

We have excelled in the area of dynamic monitoring based on reference measurements, which accelerates quality assurance by establishing the balance between the accuracy of machinery and the dedication of the workforce.

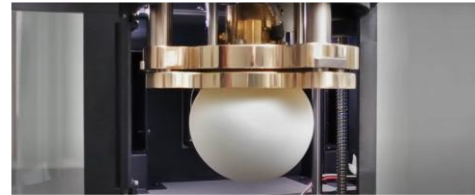


Market-Centric Insights

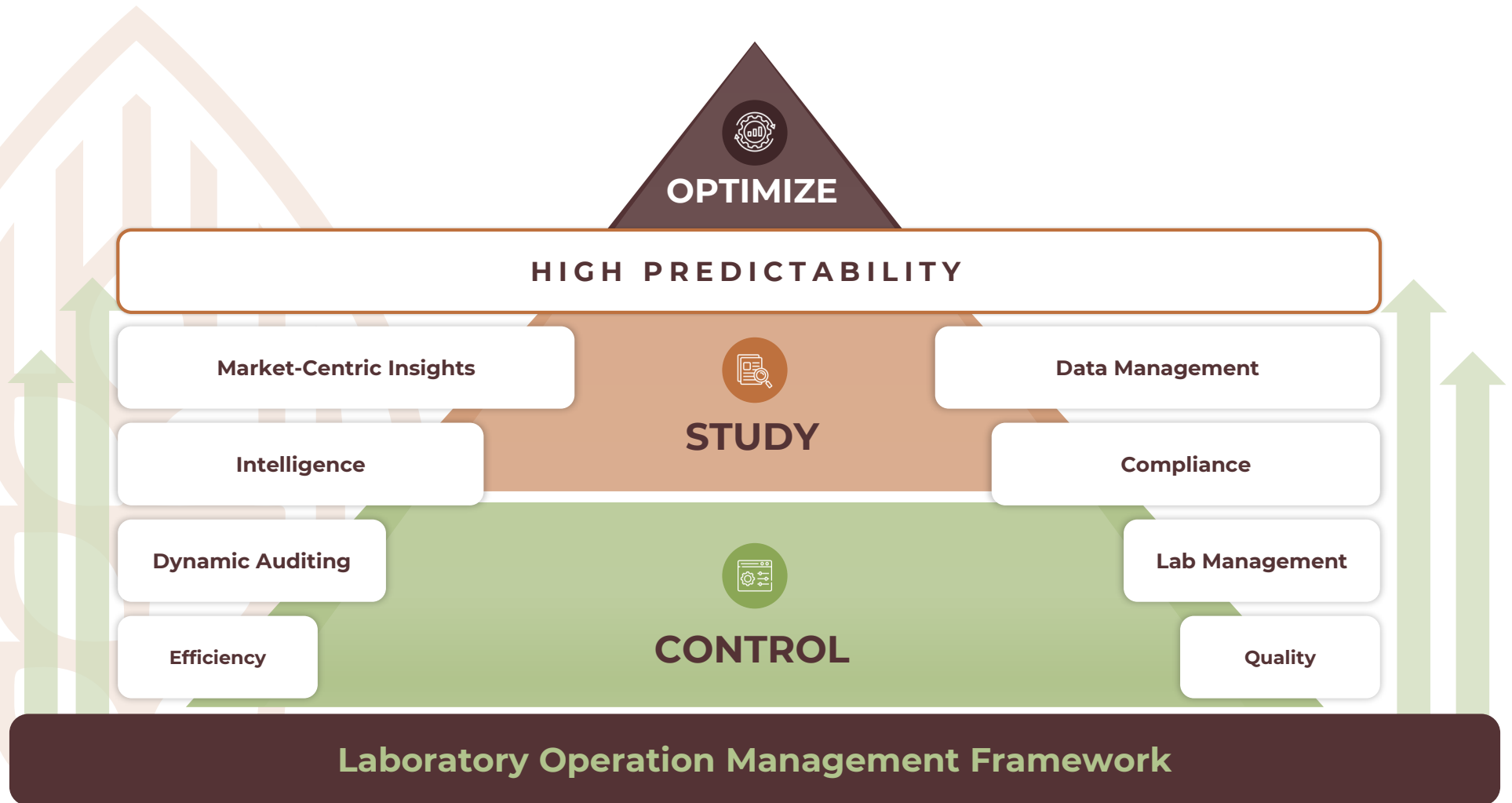
With our integrated research and development arm, we channel our efforts to understand the requirements of the Iraqi market to address these needs and leverage the experience of partnership with each stakeholder.



EXCEPTIONAL STANDARD OF LABORATORY OPERATIONS



EXCEPTIONAL STANDARD OF LABORATORY OPERATIONS





OUR PRODUCT PORTFOLIO

نور السبطين
Nour Al-Sebtain

Offerings of Versatility & Trust

In order to produce an effective portfolio of top-quality production, we devised an extensive spectrum of offerings that brings versatility and trust in each package of flour to set new standards of excellence in wheat-related products. Accordingly, we shaped a set of unique product elements that address the existing needs in the Iraqi market.



Soft Flour 00

Our double-zero soft flour is an Iraqi reimagination of the famous Italian double-zero, often used for different types of pastries, such as cakes, cookies, and thickening sauces.



Iraqi Bread Flour

Blended with the Iraqi tradition, we provide a new definition of the typical flour 0, often used for bread baking. Our Iraqi bread flour is specifically produced to bake the unique *samoon bread* (flatbread).



Bread Flour

Our bread flour is every baker's best friend. With high-gluten and protein intake, our bread flour is exclusively produced for different types of bread and flatbread in addition to a wide variety of dark wheat bread and rye bread.



All-Purpose Flour

It is a must in each kitchen and a blessing in each oven. The all-purpose flour provides the perfect balance between valuable minerals and dietary fibers, which makes it a great option for different purposes and needs.



Whole Wheat Flour

Whole wheat flour is a necessary component in each healthy diet. It is a jack-of-all-trades for those who prefer nutritious bran and germ intact.

Soft Flour 00



Looking for Pastry?

- ❖ Our double-zero soft flour is an Iraqi reimagination of the famous Italian double-zero, often used for different types of pastries, such as cakes, cookies, and thickening sauces.
- ❖ The double-zero soft flour is **the gold standard for many chefs around the world**, especially in Naples, Italy. **It is a great option for both restaurants and home ovens**, and it is characterized by its **silky soft texture and its brightly white color**. It is the finest type of flour.
- ❖ The double-zero soft flour is ideal for different types of pastry, including **pasta** and **pizza dough**.

Iraqi Bread Flour



Back to the Roots

- ✦ **Blended with the Iraqi tradition**, we provide a new definition of the typical flour 0, often used for bread baking. Our Iraqi bread flour is specifically produced to bake the unique samoon bread (flatbread).
- ✦ The Iraqi bread flour is less refined than the typical double-zero flour, which means that it is **lighter**, more **adaptable**, and **flexible**. The Iraqi bread flour is produced by extracting the wheat kernel, which makes it **friendly to most types of ovens and silages**.
- ✦ The Iraqi bread flour is ideal for the **samoon bread (flatbread)**.

Bread Flour



Every Baker's Best Friend

- ❁ Our bread flour is every baker's best friend. With high-gluten and protein intake, our bread flour is exclusively produced for different types of bread and flatbread in addition to a wide variety of dark wheat bread and rye bread.
- ❁ The bread flour is characterized by a **12–13% of protein**. However, due to its coarser nature, it might not be suitable for all types of bakery products. Bread flour is necessary in each kitchen because **it allows doughs to expand and trap carbon dioxide during fermentation, which makes bread baking easier**.
- ❁ The bread flour, as the name implies, is your best choice for **bread, light-mixed pastries, and savory products**.

All-Purpose Flour



Another Blessing in Each Oven

- It is a must in each kitchen and a blessing in each oven. The all-purpose flour provides the perfect balance between valuable minerals and dietary fibers, which makes it a great option for different purposes and needs.
- The all-purpose flour is a **versatile type of flour** that can be used for any type of baking! Just do not use it for airy cakes and delicate pastries because it absorbs liquids slowly.
- The all-purpose flour is a true blessing in kitchens because it has quickly become a go-to option for all types of bakes. It is a great option for **cinnamon rolls, quick breads, and white bread, puff pastry, sponge dough, cookies, spaetzle, and dumplings.**

Whole Wheat Flour



The Healthy Choice

- ❁ Whole wheat flour is a necessary component in each healthy diet. It is a jack-of-all-trades for those who prefer nutritious bran and germ intact.
- ❁ The whole wheat flour contains the natural kernel in brand, endosperm, and germ, which makes it a great choice for bakers who often look for **structure building** and **nutty flavors**. It is characterized by a brownish color that reflects its **high dietary fiber content full of proteins, minerals, and vitamins**.
- ❁ Whole wheat flour is a good option in **bread, cookies, crackers, and tortillas**.

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Iraq, Karbala, Al-Ibrahimia district

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