



MUSCAT

INTERNATIONAL INDUSTRIES LLC

QUALITY • INNOVATION • RELIABILITY

MIICO

COMPANY PROFILE & PRODUCT CATALOGUE

Innovative Tissue Solutions, Proudly Made in Oman



Company Profile

Muscat International Industries LLC (MIICO) is an emerging Omani manufacturing and distribution company dedicated to producing high-quality consumer essentials for households, businesses and institutions across Oman and the wider Gulf region.

Our vision is to build MIICO into a trusted Omani industrial group with a diversified portfolio spanning hygiene products, household essentials and food and beverage manufacturing — anchored in quality, innovation and reliability at every stage.

Our Current Focus: Tissue Products

MIICO is developing a modern tissue-paper manufacturing facility equipped with advanced converting and packaging technology. Our planned product range includes:

- Facial tissues
- Toilet rolls
- Maxi rolls
- Hospital and examination bed rolls
- Soft-pack tissues
- Kitchen towels
- Interfold tissues
- Customized private-label tissue products

Every product in our tissue range is engineered around five guiding principles: softness, hygiene, quality, affordability and dependable supply.

“Innovative Tissue Solutions, Proudly Made in Oman.”

MUSCAT INTERNATIONAL INDUSTRIES LLC
QUALITY • INNOVATION • RELIABILITY
Manufacturer of Premium Tissue Products

NOOR MUSCAT TISSUES
نور النعومة... لكل يوم
Softness that reflects Luxury

PREMIUM RAW MATERIAL

ADVANCED TISSUE CONVERTING MACHINES

AUTOMATIC PACKAGING LINE

PREMIUM FACIAL TISSUES PRODUCTION

SKILLED WORKFORCE & QUALITY CONTROL

FINISHED GOODS WAREHOUSE

CAREFUL HANDLING & PACKING

ON TIME. EVERY TIME.

ULTRA SOFT
Gentle on skin

2 PLY
Extra Strength

100% VIRGIN PULP
Pure & Hygienic

DERMATOLOGICALLY TESTED
Safe for Family

HIGHLY ABSORBENT
For Everyday Use

FACIAL TISSUES

TOILET ROLLS

KITCHEN TOWELS

MAXI ROLLS

MUSCAT INTERNATIONAL INDUSTRIES LLC

Barka Industrial Area, Sultanate of Oman
+968 92026415 | +968 26297722
www.muscatinternational.com

**WE MANUFACTURE COMFORT
WE DELIVER TRUST**

Upcoming Hygiene & Household Projects

As part of our long-term growth strategy, MIICO plans to expand into further manufacturing categories, including:

- Baby diapers
- Liquid laundry detergent
- Sufra rolls and disposable table covers
- Other household hygiene and disposable products
- Baby and personal-care wet wipes
- Dishwashing liquid and household cleaners
- Garbage bags in multiple sizes

These planned projects will strengthen local manufacturing capacity, reduce reliance on imports, and deliver dependable products tailored to the needs of Omani and GCC consumers.

Upcoming Food & Beverage Projects

MIICO also intends to expand into the food and beverage sector with a carefully curated range of products, including:

- Snacks
- Wafers and biscuits
- Soft drinks and refreshing beverages
- Potato chips
- Confectionery products
- Selected private-label food products

Our objective is to bring to market products that combine genuine quality, competitive pricing, attractive packaging and strong consumer appeal.

Private-Label Solutions

MIICO offers flexible, end-to-end private-label solutions for retailers, distributors and institutional partners, including:

- Customized product specifications
- Multiple pack sizes to suit any market
- Reliable manufacturing and on-time delivery
- Brand and packaging development
- Competitive production quantities
- Exclusive product and distribution arrangements

Rooted in Oman

The Sultanate of Oman offers a rare combination of stability, strategic location and forward vision — qualities that make it an exceptional home for industrial growth. Positioned at the crossroads of the Arabian Gulf and the Indian Ocean, Oman has long been a bridge between civilizations, cultures and trade routes, and today stands as one of the region's most welcoming and business-friendly economies.

Guided by Oman Vision 2040, the Sultanate continues to invest in industrial diversification, logistics infrastructure and local manufacturing — building an economy that looks confidently to the future while honouring a rich heritage of craftsmanship, hospitality and trust.

MIICO is proud to manufacture within this heritage. Every product we make carries the name of Oman with pride, reflecting the warmth, integrity and quality the Sultanate is known for — and contributing, in our own way, to a national vision of self-reliance, innovation and sustainable growth.

Our Vision

To become one of Oman's leading diversified manufacturing groups — recognised across the Gulf Cooperation Council for the quality of our products, the integrity of our operations, and our meaningful contribution to the Sultanate's industrial growth.

Our Mission

MIICO exists to manufacture dependable, everyday products that families and businesses can trust. In pursuit of this, we are committed to:

- Manufacturing safe, reliable and high-quality consumer products
- Supporting Oman's industrial development and economic diversification
- Creating meaningful employment and technical-development opportunities
- Building lasting partnerships with our customers, suppliers and distributors
- Delivering consistent quality at prices that offer genuine value
- Extending the reach of Omani-made products across regional and international markets

Why Choose MIICO?

- Strategically located in the Sultanate of Oman
- Deep understanding of Oman and GCC markets
- Modern manufacturing and packaging capabilities
- A diverse and scalable product portfolio
- Private-label and customized-product expertise
- Experienced business-development and distribution leadership
- Unwavering commitment to quality, hygiene and customer satisfaction
- A long-term focus on trusted partnerships and sustainable growth

Our Values

QUALITY | INTEGRITY | INNOVATION | RELIABILITY | CUSTOMER FOCUS | SUSTAINABLE GROWTH

Product Catalogue

A preview of the tissue and hygiene product lines being developed under MIICO's growing brand portfolio.

OUR FLAGSHIP BRAND

NOOR MUSCAT

نور مسقط
Softness that Reflects Luxury

Noor Muscat is positioned as MIICO's top premium tissue brand — a luxury-tier range crafted for discerning households, hotels and institutions across Oman and the GCC, combining ultra-soft comfort with distinguished Omani-inspired packaging.

صناعة عمانية
بكل فخر
Proudly
Made in Oman

من عمان...
لأجل الناس

نور مسقط NOOR MUSCAT

نعومة تضيء كل لحظة
Softness that brightens every moment

لعبتنا حلوة...
ونعومتنا أحلى!
Fun times with
super softness!

نور مسقط
NOOR MUSCAT
ماديل الوجه
FACIAL TISSUES
2 PLY
500 Sheets

نور مسقط
NOOR MUSCAT
ماديل الوجه
FACIAL TISSUES
2 PLY
500 Sheets

نور مسقط
NOOR MUSCAT
ماديل الوجه
FACIAL TISSUES
2 PLY
500 Sheets

نعومة فائقة
Ultra Soft

امتصاص عالي
High Absorbency

أمن على البشرة
Skin Friendly

منتج صحي
Hygienic Product

صناعة عمانية
Made in Oman

وجودنا في كل بيت عماني
Proudly in every Omani home

نعم... جودة... نقية
من قلب عمان

noormuscat.om

PROUDLY
MADE IN
OMAN
صنع في عمان

NOOR MUSCAT

PREMIUM FACIAL TISSUES
نور مسقط

Luxury
in Every Touch

نعومة الفخامة... لكل يوم

Ultra Soft
نعومة فائقة

100% Virgin Pulp
لب الخشب النقي
100%

Highly Absorbent
امتصاص عالي

Dermatologically
Tested
مختبر جلدياً

For the Whole
Family
لكن أفراد العائلة

نور مسقط
NOOR MUSCAT
PREMIUM FACIAL TISSUES
ماديل ناعمة
Facial Tissues
نعومة فائقة
Ultra Soft
500 Sheets

NOOR MUSCAT — Premium Tissue Range



Noor Muscat Maxi Roll

رول ماكسي فاخر

- 750 sheets, super absorbent
- 2-ply, stronger & durable
- Easy-to-cut perforation
- Proudly made in Oman



Noor Muscat Premium Facial Tissues

مناديل وجه فاخرة فائقة النعومة

- Ultra-soft, 3-ply, 500 sheets
- 100% virgin pulp
- Dermatologically tested
- Luxury "top-tier" positioning for premium retail

The Noor Muscat range spans facial tissues, toilet rolls, kitchen towels and maxi rolls — manufactured with premium raw material on advanced converting lines. From Oman's heritage to every home.



SOHAR PRIME — Soft Facial Tissues



Sohar Prime Facial Tissues

مناديل وجه ناعمة

- Soft & gentle 2-ply tissue
- 100 tissues per box
- Elegant navy & gold packaging
- Everyday luxury for the home

Sohar Prime in the market — from delivery fleet to retail shelf:



SHOROUQ — Premium Facial Tissues



Shorouq Premium Facial Tissues

مناديل وجه فاخرة

- 200 sheets, 2-ply
- Soft, strong and absorbent
- Warm gold sunrise-inspired design
- Made in Oman

The Shorouq collection brings softness to every moment, offering a complete tissue-care family: maxi roll, facial tissues, kitchen roll, toilet roll and soft-pack tissues.



AL KHONJI — Premium Facial Tissues



Al Khonji Premium Facial Tissues

مناديل وجه فاخرة

- 200 sheets, 2-ply
- Soft, strong and absorbent
- Elegant pink & gold design
- Made in Oman

SAHRA SOFT — Soft Facial Tissues



Sahra Soft Facial Tissues

مناديل وجه طبيعية ناعمة

- Soft, gentle and natural
- High absorbency, 2-ply
- 100 tissues per box
- Desert-inspired Omani design theme

ELVIN — Soft Facial Tissues



Elvin Soft Facial Tissues

مناديل ناعمة

- 100 tissues, 2-ply
- Soft, gentle and safe on skin
- High absorbency
- Elegant navy & gold packaging

Beyond facial tissues, Elvin offers a full family of paper hygiene products — including kitchen towels, toilet tissue, napkins, pocket tissues, wet wipes and jumbo rolls — all under one trusted, softness-focused brand.

Our Manufacturing Excellence

A modern, purpose-built facility with advanced converting technology and a trained workforce committed to quality at every stage of production.



PREMIUM RAW MATERIAL



ADVANCED TISSUE CONVERTING MACHINES



SKILLED WORKFORCE & QUALITY CONTROL



FINISHED GOODS WAREHOUSE



AUTOMATIC PACKAGING LINE



EFFICIENT HANDLING & PACKING

Company Information



Muscat International Industries LLC (MIICO)

Barka Industrial Area, Sultanate of Oman

www.minmuscat.com

Building Omani Industries. Creating Trusted Products. Serving the GCC.