



PAK PURE-LINE

Food Quality & Safety Solutions

Food Solutions

Company Profile

FOOD
CONSULTING

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pakpureline@gmail.com



ABOUT US

PAK PURE-LINE is a modern and innovative concept of food quality and safety solutions. We are specialized in food safety and halal advisory, consultancy, training and R&D services. We're committed to innovation, quality, cost-effective and superior customer service that meets international standards of food quality assurance and system requirements. We are striving for excellence by continuous improvement, dedication and growth.

WHAT WE DO?

PAK PURE-LINE has constantly endeavored to introduce better and cost-effective services. Vision and foresight coupled with the desire for improvement has enabled us to retain our premier status in the country. We reaffirm our commitment that of providing comprehensive and one-stop solutions in our field of expertise. Ensuring customer satisfaction is the imperative thing we do. What our customers experience when working with PAK PURE-LINE is that we share their passion for their business. So, you can be assured that every time you do business with us, you get a company dedicated to your growth and profitability.



WE DESIGN

We design to make your setup perform better.

WE DEVELOP

We work with you to find a space for a concept or a concept for a space.

WE FIX

We rediscover the theme by which your business can be reimagined.



OUR CLIENT PORTFOLIO

PAK PURE-LINE is decorated with the following qualities:

- Highly qualified technical specialists
- Strategic network
- Reputation for client's risk reduction
- Meeting deadlines
- Consistent services

We have maintained our clients' trust and reliability by dedication towards going the extra mile and completing all projects on the given deadlines.

Our client portfolio includes some of the leading companies in food production and processing sector.

We offer our services to the cafes, restaurants, food manufacturers, banquet halls, food and raw material suppliers, retail chains... and more!

We welcome the opportunity to supply your company with competitively priced and the best services.

MESSAGE BY THE CEO

A Word of Devotion: Just a sheer love of sharing our expertise with enthusiastic businesses who share our passion for safe food production.

We always believed that the journey of a thousand miles start with a single step, and in order to develop one's future, a clear vision should be set towards this bright future he aims. We kept on working on our policy of diversification with the innovations in our field of expertise. This new horizon will lead us to diversification into food safety consultancy services sector enlighten by our values and philosophy. To embark on a journey of success one needs the tools of preparedness, foresightedness and strategy, which lead to the path of growth and high-quality operation and it is imperative to combine these factors in our specialized services areas.

We continue to seek for new opportunities to increase our activities all over the Pakistan with dedication to maintain the quality of our services and products. May Allah enable PAK PURE-LINE to contribute in national prosperity with its best abilities in the coming time.

(INSHAALLAH)



MR MUHAMMAD ABDUR REHMAN – SOLE PROPRIETOR

Mr. Muhammad Abdur Rehman brings with him a wealth of knowledge in the field of Food Science and Technology including Food Safety and Quality Assurance

framework. Mr. Rehman has master-minded the PAK PURE-LINE project with a view to leading service provider throughout the country in this diversified field. He is a professional Food Technology graduate from National Institute of Food Science and Technology, University of Agriculture, Faisalabad and is a budding entrepreneur in the field of Food Science. He is the main driving force behind the business of PAK PURE-LINE and his vigor and energy is directed towards the growth of the Company.



OUR VISION

To be 'The Benchmark' service provider in the area of food safety and halal consultancy, quality inspection, certification and training provisions.

OUR MISSION

To excel in the society development by providing state-of-the-art services and skills in food safety and halal, training and educating the workforce, safe food production and consumption, and by increasing customer satisfaction by delivering excellence in our field of expertise.

OUR CORE VALUES

Here is what makes PAK PURE-LINE a unique and viable business partner for helping you achieve your business goals:

CREDIBILITY AND AUTHENTICITY

Our services are approved by authentic



panel composed of Technical Experts, Auditors, Trainers and Shari'ah Advisors.

RELIABILITY

We deliver what we promise, without exception.

PROFESSIONAL EXPERTISE

Our specialist Trainers, Food Technologists and Islamic Scholars were educated and trained at leading institutions.

At PAK PURE-LINE, we use modern training methods including videos and workbooks that help our technical staff to work more efficiently and effectively and to develop strategies for better food quality assurance. We are committed to continuously upgrading and creating innovative ideas to increase staff competency so as to attain high efficiency in meeting customer's requirements.

EXCELLENCE IN QUALITY COMPLIANCE

Customer satisfaction is at the heart and soul of our company. Excellence is our

passion, and our capacity building programs are rated outstanding by our participants.

OUR TEAM

The most valuable assets of a service oriented company are its people. Based on these criteria, PAK PURE-LINE takes pride in its diverse portfolio of highly qualified, exceptionally trained and technical specialists. These phenomenal resources ensure timely, cost effective and value added assistance to clients' projects.

WHY CHOOSE PAK PURE-LINE FOR FOOD ADVISORY AND CONSULTANCY?

PAK PURE-LINE aims to become Pakistan's leading Food Consultancy, Auditing and Certification Body. PAK PURE-LINE is locally recognized as a benchmark for quality and integrity. With a dedicated team of Food Technologists, Food Inspectors, Experienced Trainers, and Experts we promote and maintain a sound professional and ethical adherence to local and International standards of Food Safety and Quality Control and Shari'ah





Compliance.

At PAK PURE-LINE, our Food Consultants are the most diverse organization covering every aspect of the Food Industry - Retail, Restaurants, Food Service and Food Processing. We will analyze and understand your business and clarify the factors that may be hindering your success or profitability. You can choose from working with a single Food Consultant to having us build a multi-disciplined team to handle all your needs. You pay only for what you need, when you need it. Individuals and companies seeking assistance will make agreements with us.

SERVICES PORTFOLIO

PAK PURE-LINE provides advisory, consultancy, training and R&D services in the areas of Food Safety and Halal.

AREAS OF EXPERTISE

We are proficient in a vast range of high end service lines including:

- Food production from farm-to-the fork (raw and processed)
- Primary producers/farming
- Food additives (colors, flavors, acidulants, preservatives, enzymes)
- Food manufacturers (food industry, restaurants, hotels, fast food, commercial kitchens, and catering)
- Retail and food service outlets
- Canned and packaged food
- Dairy and confectionery products

- Snacks, beverages and fat products
- Dietetic/herbal/nutraceutical and pharmaceutical industry
- Microbial products
- Warehouses, cold storage, food delivery/transport services
- Feed producers
- Poultry, fish and livestock products
- Slaughterhouses

The list also includes related businesses comprising of:

- Equipment manufacturers
- Packaging materials manufacturers



TECHNICAL INSPECTION

- Project supervision
- Food industrial inspection
- Third-party food inspection
- Supplier expediting services
- Food processing equipment integrity

QA/QC AND R&D SERVICES

If your company aims to launch new products, enhance current product portfolio, or enter into emerging markets, we have the capability of conducting customized research to help you make informed decisions about your company's

growth initiatives. Our services are:

- Quality control and inspection from farm-to-the fork
- Food testing and laboratory analysis
- Product development (recipe formulation)
- Nutrition labeling studies (NLEA)
- Pre-feasibility studies
- SWOT analysis



ADVISORY AND CONSULTANCY SERVICES

PAK PURE-LINE provides Advisory and Consultancy services that deliver practical and enduring results. Following are the key consultancy areas that include:

- PSQCA (Pakistan standards and quality control authority)
- Pakistan Pure Food Regulations
- SOPs of Food Authorities (Punjab Food Authority, Sindh Food Authority, KP Food Safety & Halal Food Authority, Balochistan Food Authority)
- ISO/FSSC 22000:2018 (Food safety management system)
- ISO 9001:2015 (Quality management system)



- ISO 17025:2017 (Laboratory Management System)
- Halal PS:3733-2019 (Halal food management system)
- HACCP (Hazard analysis critical control point)
- TACCP (Threat assessment critical control point)
- VACCP (Vulnerability assessment critical control point)
- GMPs (Good manufacturing practices)
- GLPs (Good laboratory practices)
- IPM (Integrated pest management)
- BRC (British retail consortium)
- IFS (International featured standards)



AWARENESS INITIATIVE OUR CAPACITY BUILDING PROGRAM

PAK PURE-LINE provides individuals and businesses with unique learning and training programs. Our tailor-made programs have helped our clients to gain advanced levels of understanding about the cutting-edge trends in global food safety and halal industry. We offer the following training/e-learning programs and short courses:

- General food safety



- Personal hygiene
- ISO/FSSC 22000 (FSMS)
- HACCP, TACCP, VACCP
- Halal PS:3733-2019 (HFMS)
- Food process & plant safety
- GMP, GLP, GVP
- Pest Control (IPM)

You can benefit from our capacity building services in three ways:

Open Public trainings, seminars, workshops, conferences and certification programs throughout Pakistan (In universities/colleges/schools, or other public/private places).

In-House Tailor-Made Training sessions for businesses, developmental agencies, food authorities, chambers of commerce, export associations, government entities, etc.



Online/E-Learning Programs are designed specifically for individuals who aspire to advance in their career and companies that want to enhance the knowledge and skills of the workforce. Our programs are especially advantageous for those with no access to our physical sessions.

PUBLICATIONS

Unique research-based reports with profound and in-depth analysis are available to help you and your teams better understand the fast-changing landscape of the global food and halal industry. Current cutting edge trends and innovation in food and halal industry can be found through our:

- Monthly e-Newsletter (eDigest)
- Online articles (website/social forums)
- Blogs



STRATEGIC PARTNERSHIP

At PAK PURE-LINE, we strongly believe that enduring success is achieved through teamwork and partnerships. We continuously seek highly reputable organizations in the fields of food advisory, consultancy and trainings, and halal research for strategic alliance. The MOU will establish a strategic partnership to facilitate bilateral opportunities between PAK PURE-LINE and other parties in that case to provide awareness on food safety framework development. Here are some of the strategic programs we help our clients which include:

Become a Member!



- Consultancy partner
- Training partner
- Certification partner (third-party)

If you are interested to work with us as Strategic Partner, please contact us at: pakpureline@gmail.com to further explore potential partnership opportunities.

MEMBERSHIP OF PAK PURE-LINE

PAK PURE-LINE is offering professional membership opportunity to the professionals of food and allied organizations. The benefits are:

- Special discount on capacity building programs
- Project-based learning opportunities
- Access to e-Learning portal
- Subscription to monthly eDigest
- Professional affiliation certificate

MEMBERSHIP PROCESS

Online Membership Form is available at: <https://bit.ly/professional-member>

CONTACT US



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