Pure Crystal Salt

PURE SALT

ENJOY THE DIFFERENCE

Company Profile

PURE CRYSTAL SALT CO., S.A.E.

WWW.PUREGROUP.COM.EG

2026

SINCE 1987 · OUR STORY

A group built over four decades.

Our story begins in 1987, when we were a construction company. Today Pure Group is a group of companies working across construction investment, agricultural investment, agricultural development and salt, serving customers in more than five countries.

The salt investment began in 2010. The company holds saline lake concessions in the Siwa Oasis, among the best salt-producing lakes in Egypt, together with a refinery at Wadi El Natrun where the salt extracted from the Siwa field is washed, refined and packed.

Pure Salt is one of the leading producers of raw salt in Egypt, with an output of more than 150,000 tonnes a year of raw and refined salt, alongside a full range of industrial forms of sodium chloride.

1987	2010	2016	2026
Founded in construction	Salt investment begins	Pure Crystal Salt established	25 export countries

150,000	500	25	150+
TONNES / YEAR	TONNES / DAY	EXPORT COUNTRIES	CLIENTS

MISSION & VISION

What we set out to do.

To build a strong commitment between our responsibilities to exporters and customers by producing high-quality salt products and delivering the best in time and in quality, and to play a leading role among the world's exporters of salt, meeting the needs of industry at scale.

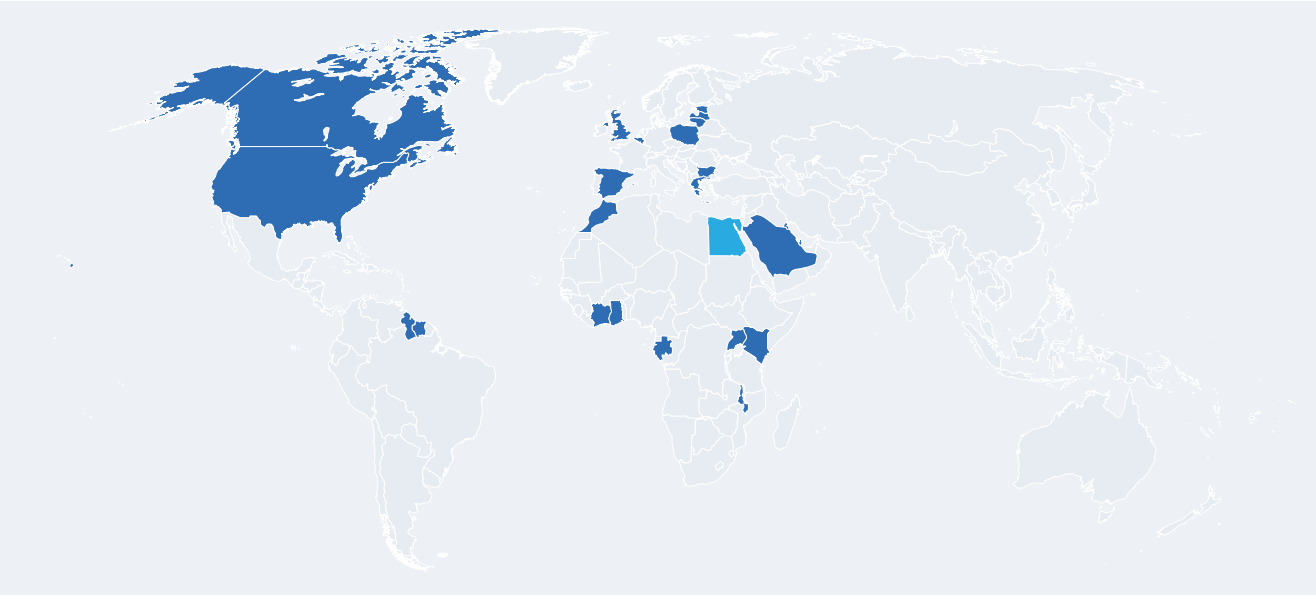
To be recognised as a leading global supplier of high-quality salt, through our high-tech equipment, the rich mineral resources of Siwa, and the large fleet we can offer in Egypt and beyond. We are committed to outstanding service, to the welfare of our employees, and to maximising their contribution to the company's success through development and training.

Factory, 2nd Industrial Zone, Wadi El Natrun

MARKETS & EXPORT

Where our salt goes.

Our company has succeeded in opening the Arab and international markets until we became one of the largest suppliers in the Middle East, and our exports now reach customers across Africa, Europe, the Gulf and the Americas.



EXPORT COUNTRIES

- Côte d'Ivoire
- Ghana
- Gabon
- Morocco
- Kenya
- Uganda
- Malawi
- Mauritius
- Saudi Arabia
- Qatar
- Kuwait
- United Kingdom
- Spain
- Greece
- Malta
- Belgium
- Poland
- Lithuania
- Latvia
- Estonia
- Bulgaria
- United States
- Canada
- Guyana
- Suriname

25
EXPORT COUNTRIES

150+
CLIENTS

2M+
HOUSEHOLDS SERVED

WHITE GOLD

Where our salt comes from.

Siwa is an oasis 800 km from Cairo, in the heart of Egypt's Western Desert and rich in natural resources. Groundwater springs are scattered across the oasis among date and olive groves, and the white gold, salt lakes, surrounds it across an area of 55,000 acres. These lakes produce a rare quality of salt.

Production from these lakes is estimated at 60 million tonnes. Siwa salt has one of the highest concentrations in the world, and is sought by industrial and European countries not only for its high capacity to melt ice from roads and airports, but for the elements it carries into many industries.

Salt from the Siwa Oasis is unique because it is generated by a unique geographical phenomenon: the area of Siwa lies 18 metres below sea level.

800 km	55,000	60 M	−18 m
WEST OF CAIRO	ACRES	TONNES RESERVE	BELOW SEA LEVEL

APPLICATIONS

Ten industries built on salt.

Sodium chloride is among the most widely used minerals on earth. These are the applications our customers buy for.

Food Manufacturing

Food factories, as a flavouring, a preservative and a curing agent.

Dairy

Used throughout the dairy industries, in cheese brining and butter production.

Water Softening

Tablets and granular salt for domestic and industrial softeners, and ion exchange regeneration.

Chemical Production

Soda ash, caustic soda, chlorine, sodium, hydrogen and hydrochloric acid.

Feed & Poultry

Compound feed and poultry factories, premix and mineral blends.

Agriculture

Applied in agriculture as a pesticide and in weed control.

De-Icing

An anti-freezing agent used to melt snow and ice from roads and runways.

Detergents & Tanning

Detergents, oils and chemicals for soap, dyes and leather tanning.

Mineral Ores

Used in the processing of mineral ores as a raw material.

Refractories

Used in the manufacture of refractories, for ceramics and glazes.

THE RANGE

What we sell.

Every grade is drawn from the Siwa saline lakes and refined at Wadi El Natrun, Grade A according to (EN 973). Full specifications appear in our product list and individual data sheets.

FOOD GRADE

Refined Food Grade Salt

Coarse, fine, powder and oversize grades for human consumption and food manufacturing, iodised or non-iodised.

INDUSTRIAL

Tablet Salt

Compressed tablets for water softening, ion-exchange regeneration and brine systems. Hard, low-dust and slow-dissolving.

INDUSTRIAL

Granular Salt

Screened 2–4 mm grain for brine make-up, water treatment, pool chlorinators and chemical feedstock.

FOOD · PHARMA · INDUSTRIAL

PDV Salt

Pure dried vacuum salt at 99.5% NaCl minimum, the grade specified for food, pharmaceutical and chlor-alkali use.

INDUSTRIAL

Raw & Industrial Salt

Washed and unwashed raw salt, packed or in bulk vessel loads, for chemicals, tanning and de-icing.

COMPRESSED

Block Salt

Dense pressed blocks for block-fed water softeners and industrial brine saturation.

AGRICULTURAL

Licking Salt

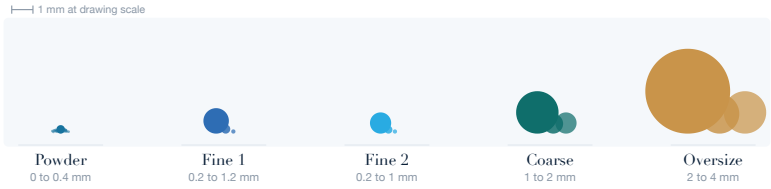
Mineral lick blocks for cattle, sheep, goats, camels and horses, plain or mineralised to formulation.

ANIMAL FEED

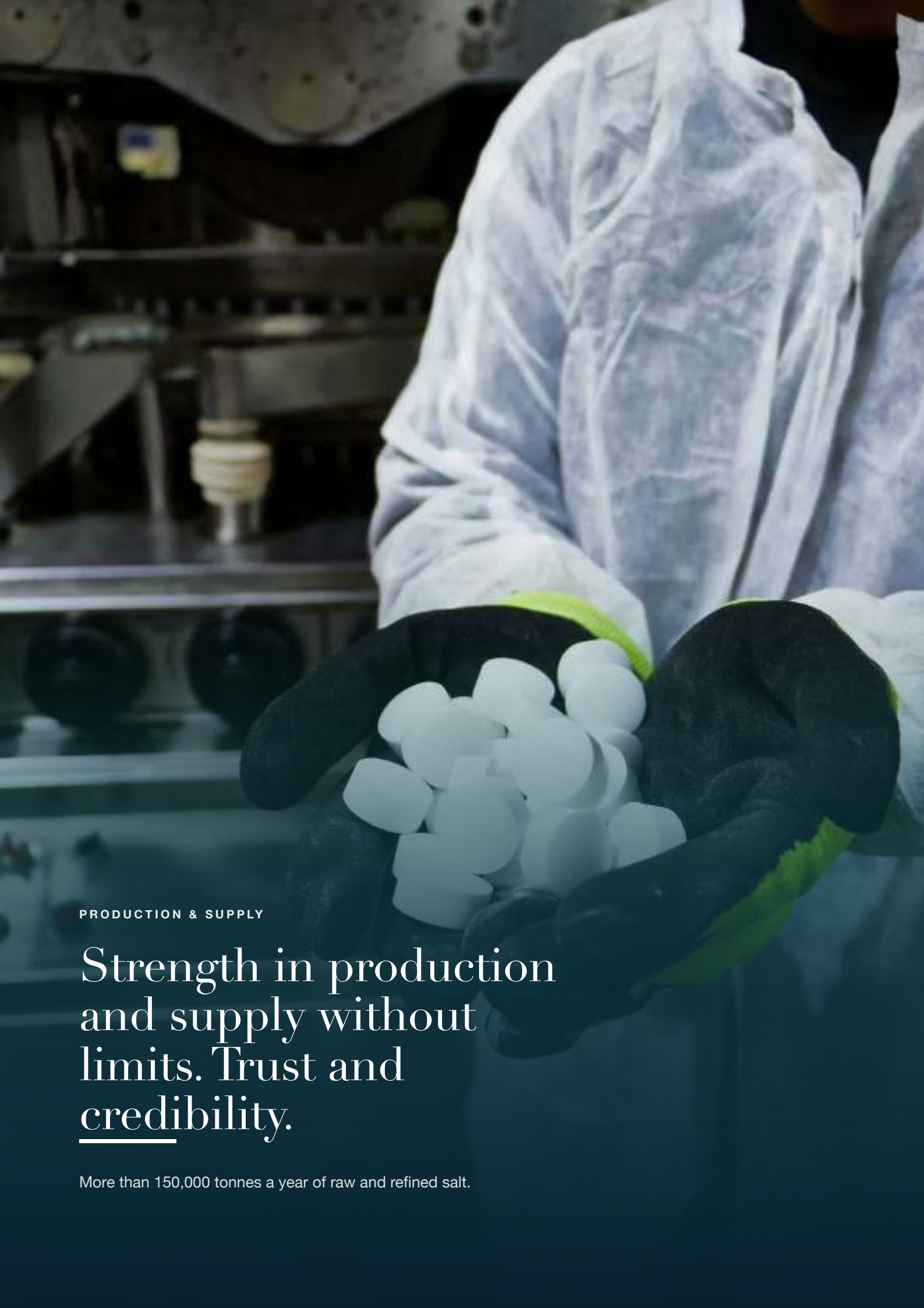
Animal Feed Salt

The same refined salt, graded and labelled for animal nutrition, for compound feed and premix manufacturing.

GRAIN SIZE COMPARISON



Grain diameter in millimetres. Circles are drawn to true relative scale.



PRODUCTION & SUPPLY

Strength in production and supply without limits. Trust and credibility.

More than 150,000 tonnes a year of raw and refined salt.

PACKAGING & PRIVATE LABEL

Packed to your requirement.

Our factory at Wadi El Natrun refines the salt extracted from Siwa into four grades, super fine (powder), fine (table), coarse (kitchen) and oversize, then packs it to the customer's requirement, from 250 gram retail sachets through to 1.25 tonne jumbo bags. Salt tablets are pressed on the same site to the latest international specifications for water softening and water filtration.

250 g 1 kg

10 & 20 kg

25 kg

1.25 MT

250 g | 500 g | 1 kg | 10 kg | 20 kg | 25 kg | Big Bag 1.25 MT | Bulk

Private label. Every product can be supplied under your own brand. We produce the artwork, films and cartons to your specification and pack to your market's labelling requirements, in laminated PP or food-grade PE, printed or plain. Bulk vessel and container loading are available on all industrial grades.

PRODUCTION

From field to factory.

Salt is mined in the Siwa Oasis to a depth of around four metres. Everything after that happens at our factory at Wadi El Natrun.

01 Mining
SIWA OASIS

02 Washing, five times, centrifuging, crushing and drying
WADI EL NATRUN

03 Sieving and packing
WADI EL NATRUN

04 Pressing
TABLET, BLOCK AND LICKING SALT

LOGISTICS

One of the largest fleets in Egypt.

Through our commitment to leading the market we have not overlooked the most important aspect of our work, shipping. The company provides internal shipping services to all parts of the Republic, through our own trucks and those of the contractors working with us, giving our customers speed and safety of delivery while protecting the product until it reaches them.

We always strive to satisfy our customers and to provide every comfort and safeguard. Our transportation fleet is one of the largest: we can supply around 500 tonnes a day of salt to any location in Egypt.

500	150,000	25
TONNES / DAY	TONNES / YEAR	EXPORT COUNTRIES

CERTIFICATION

Audited to the standards that matter.

Our plant and our product are certified under the schemes our export customers require. A certificate of analysis is issued with every shipment.

FSSC 22000

FDA

ISO 9001:2015
ISO 22000:2018

HALAL

Kosher

CERTIFICATES

Grade A according to (EN 973). All salt we produce is manufactured to this standard, the European specification for salt used in the regeneration of ion exchangers and in the treatment of water intended for human consumption.

OUR CUSTOMERS

Who we supply.

More than one hundred and fifty customers, feed mills, food manufacturers, chemical producers, pharmaceutical companies and water treatment specialists across Egypt and beyond.

INTERNATIONAL & INDUSTRY

FEED, FOOD & CHEMICALS

WHERE TO MEET US

Gulfood 15-19 MARCH 2027
Dubai World Trade Centre & Expo City

FoodAfrica
Egypt International Exhibition Centre, Cairo

Fi Africa
Egypt International Exhibition Centre, Cairo

Pure Crystal Salt

Let's work together.

Tell us the grade, the format and the destination. We will come back with a quotation, samples and a certificate of analysis.

HEAD OFFICE

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6th of October City, Giza, Egypt

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FACTORY

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Wadi El Natrun, El Behira, Egypt

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SALES

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SALT FIELD

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Matrouh Governorate, Egypt

FOLLOW

/purecrystalsalt

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