



**We gonna make you**  
*a good history*

HOLDING

TB  
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**Steel | Paper | Foodstuffs | Construction**

**POSAS**  
Steel Group

**AEK**  
Paper Group

 **Rose Group**  
Foods/Export

 **Rasha Group**  
Construction



# Table of Contents

---

*Introduction ..... Page 2-3*

*Subsidiary company - AEK Paper Group ..... Page 4*

*About AEK Group ..... Page 5*

*AEK Products ..... Page 6*

*Subsidiary company - POSAS Steel Group ..... Page 7*

*About POSAS Group ..... Page 8-9*

*POSAS Group Products ..... Page 10-11*

*Subsidiary company - ROSE Foods Group ..... Page 12*

*About ROSE Group ..... Page 13*

*ROSE Group Products ..... Page 14-16*

*Subsidiary company - RASHA Group ..... Page 17*

*About RASHA Group ..... Page 18*

# Introduction

## We gonna make you a good history

At **Vala Holding**, we are a diversified conglomerate with a rich legacy of innovation, excellence, and customer satisfaction. With a strong presence in multiple sectors, our group has established itself as a leading player in the global market. Our business portfolio spans across four key industries: Steel, Paper, Foodstuffs, and Export, each driven by a shared commitment to quality, sustainability, and customer-centricity.

### Our Story

Founded on the principles of entrepreneurship, integrity, and social responsibility, **Vala Holding** has grown from humble beginnings to become a respected name in the international business community. Over the years, we have invested in strategic acquisitions, partnerships, and expansions to strengthen our foothold in the steel, paper, food, and export sectors. Today, our group comprises a network of companies that operate across the globe, serving a diverse customer base with a wide range of products and services.

### Our Mission

Our mission is to create value for our stakeholders by delivering high-quality products and services that meet the evolving needs of our customers. We strive to foster a culture of innovation, teamwork, and continuous improvement, while upholding the highest standards of ethics, safety, and environmental responsibility. Through our diversified business portfolio, we aim to contribute to the economic growth and development of the communities we serve, while building a brighter future for generations to come.

## Our Values

At **Vala Holding**, we are guided by a set of core values that shape our decision-making, behavior, and relationships:

- **Customer Focus:** We prioritize customer satisfaction and strive to exceed their expectations.
- **Innovation:** We encourage creativity, experimentation, and continuous learning.
- **Integrity:** We operate with transparency, honesty, and ethics in all our interactions.
- **Teamwork:** We foster collaboration, mutual respect, and open communication.
- **Sustainability:** We promote environmentally responsible practices and social responsibility.

## Our Businesses

Our group comprises four main business divisions:

- **Steel:** We distribute high-quality steel products, serving the construction, automotive, and manufacturing industries.
- **Paper:** We distribute and market a range of paper and paperboard products, including Ivory board, Grey back duplex board, Glossy paper and printing paper products.
- **Food:** We process, package, and distribute a variety of food products, catering to the needs of consumers, retailers, and foodservice providers.
- **Export:** We facilitate international trade by exporting our products to markets worldwide, leveraging our extensive network and logistics expertise.
- **Construction:** Our construction arm provides a range of services, from building and infrastructure development to project management and engineering.

## Join Us

As a dynamic and forward-thinking organization, **Vala Holding** is committed to creating opportunities for growth, development, and success. Whether you are a customer, partner, or potential employee, we invite you to explore our website and discover how we can work together to achieve great things.



**Wood-free Paper**  
**Grey Back Boards**  
**Ivory Boards**  
**Glossy Boards**

Subsidiary Company

**AEK Group** is a leading provider of wholesale and foreign trade solutions, with a strong focus on paper and paper board products. Established in 2011, we have built a reputation for excellence in sourcing, distribution, and supply chain management. Our commitment to quality, reliability, and customer satisfaction has enabled us to forge long-term partnerships with clients and suppliers worldwide.

We specialize in the procurement and supply of a wide range of paper products, including:

- **Writing and printing papers:** For office use, stationery, and publishing.
- **Ivory Board (FBB):** For Food, Health and Cosmetics applications.
- **Duplex Board Grey Back:** with the exclusive brand of ‘**BUFFALO®**’ for various industries.
- **Glossy Paper Boards:** For Book covers, Catalogs, Art Prints, Packaging materials

Our global network of suppliers and logistics partners allows us to offer competitive pricing, timely delivery, and exceptional service. We are dedicated to meeting the diverse needs of our clients, providing customized solutions and tailored support.





**Wood-free papers**, also known as chemical pulp or free sheet papers, are specially manufactured types of paper without groundwood pulp. They primarily contain cellulose fibers derived from chemically treated plant matter, mainly bleached kraft pulp obtained from coniferous trees or recycled fibers. The absence of groundwood results in improved brightness, opacity, cleanliness, and higher archival permanence compared to conventional papers containing groundwood.

**Benefits:** Enhanced whiteness and brightness, Superior ink absorption, Improved longevity, Higher opaqueness, Better runnability, Environmental friendliness

**Glossy paperboard** rolls are typically used for high-quality printing projects, such as magazines, catalogs, brochures, and packaging materials. The size and weight of the roll can vary depending on the specific product and intended use. Here are some general factors to consider when it comes to glossy paperboard rolls:

**Roll diameter:** The diameter of a paperboard roll is usually between 3 inches (76 mm) and 80 inches (2,032 mm). Smaller diameters are more common for lighter-weight papers, while larger diameters may be used for heavier stocks or longer print runs.

**Paper width:** The width of the paper in the roll can range from about 9 inches (229 mm) up to around 65 inches (1,651 mm), with popular sizes being 24 inches (610 mm), 26 inches (660 mm).



**Grey Back Duplex Board** is a type of paperboard that is made from a combination of recycled and virgin fibers. It is a two-layered board, with a grey-colored backside and a white or light-colored front side. The board is known for its high strength, durability, and printability, making it a popular choice for a wide range of applications.

Grey Back Duplex Board has several properties that make it a popular choice for various applications: High strength, Good printability, Water resistance, Cost-effective  
Grey Back Duplex Board is commonly used in a wide range of applications, including: Packaging, Printing, Labels, File folders, Crafting.





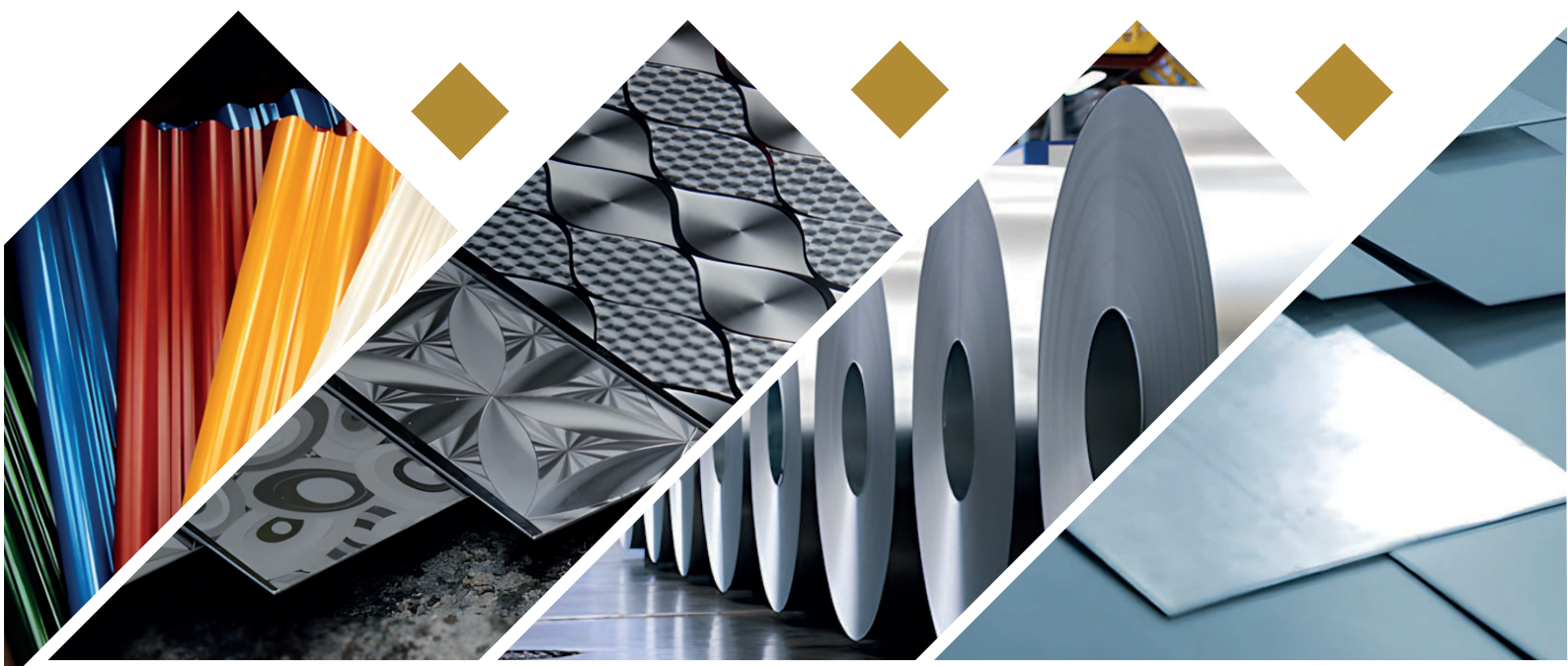
**Cold Rolled Coils**  
**Galvanized steel**  
**Pre-Painted Galvanized Steel**  
**Tinplate Steel**  
**Stainless Steel**

Subsidiary Company

**POSAS Group** is a dynamic and innovative company established in 2020, specializing in the supply of high-quality steel sheets and rolls. We are committed to providing our clients with reliable, efficient, and cost-effective solutions for their metalworking needs.

Our extensive network of suppliers and manufacturing facilities enables us to offer a diverse range of steel products, including:

- **Cold Rolled Coils:** are steel coils that have been processed through cold rolling, a process that involves passing the steel through rollers at room temperature to reduce its thickness and improve its properties. Applications of Cold Rolled Coils:  
Automotive Industry, Construction Industry, Appliance Industry, Packaging Industry
- **Galvanized steel:** is steel that has been coated with a protective layer of zinc to prevent rusting. The most common method to achieve this is through a process called hot-dip galvanizing, where the steel is submerged in a bath of molten zinc. GI is used in a wide range of applications, including:  
Construction, Automotive, Consumer Goods, Industrial.
- **Pre-Painted Galvanized Steel:** is a type of steel sheet that has been coated with a layer of zinc to protect it from corrosion, and then painted with a layer of paint to provide additional protection and aesthetic appeal. The paint is applied to the galvanized steel sheet before it is cut, formed, or fabricated into a final product. PPGI is used in a wide



range of applications, including:

Construction, Consumer Goods, Industrial

- **Tinplate Steel:** Tinplate steel is a type of steel sheet that has been coated with a thin layer of tin to provide corrosion resistance and a non-reactive surface. The tin coating is applied to the steel sheet through an electroplating process, which involves passing an electric current through a bath of tin ions to deposit a thin layer of tin onto the steel surface. Tinplate steel is used in a wide range of applications, including:

Food Packaging, Beverage Packaging, Consumer Goods

- **Stainless Steel:** Stainless steel is a type of steel alloy that contains a minimum of 10.5% chromium content by weight. The addition of chromium creates a thin layer of oxide on the surface of the steel, which provides corrosion resistance and gives stainless steel its characteristic shine. Applications of Stainless Steel:

Food and Beverage Industry, Medical Industry, Construction Industry, Automotive Industry

We pride ourselves on our ability to deliver products that meet the highest industry standards, ensuring customer satisfaction and long-lasting partnerships. Our team of experienced professionals is dedicated to providing exceptional service, from order processing to delivery and after-sales support.





**Types of Tinplate:**

Electrolytic tinplate, Hot-dip tinplate

**Properties of Tinplate:**

Corrosion Resistance, Non-Reactive, Formability, Weldability, Aesthetics

**Manufacturing Process:**

Steel Production, Pickling, Electroplating, Annealing

**Standards and Certifications:**

ASTM A623, EN 10202, JIS G3303

**Types of Decorative Steel:**

Perforated Steel, Expanded Steel, Corrugated Steel, Etched Steel, Laser-Cut Steel

**Properties of Decorative Steel:**

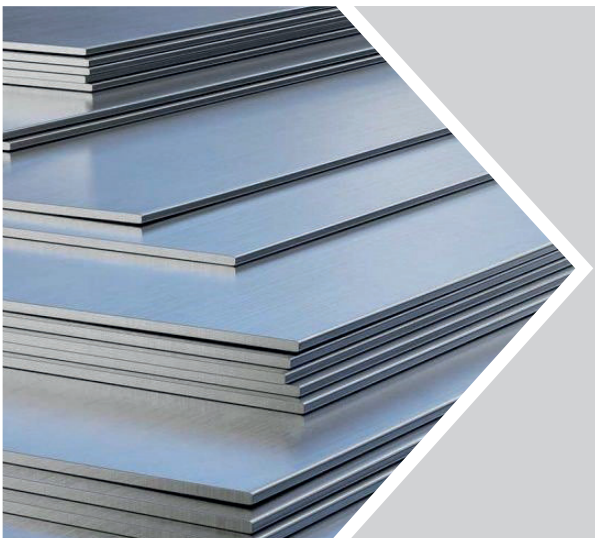
Aesthetics, Durability, Low Maintenance, Sustainability

**Manufacturing Process:**

Steel Production, Treatment Process, Finishing

**Standards and Certifications:**

ASTM A653, EN 10214, JIS G3302



**Types of Stainless Steel:** Austenitic Stainless Steel, Ferritic Stainless Steel, Martensitic Stainless Steel, Duplex Stainless Steel

**Properties of Stainless Steel:** Corrosion resistance, Durability, Versatility, Conductivity.

**Grades of Stainless Steel:** 304 Stainless Steel, 316 Stainless Steel, 409 Stainless Steel

**Certifications and Standards:** ASTM A240, ASTM A276, ISO 9001, ISO 14001

**Types of Galvanized Steel:**

Hot-Dip Galvanized Steel, Electrogalvanized Steel, Galvannealed Steel

**Properties of Galvanized Steel:**

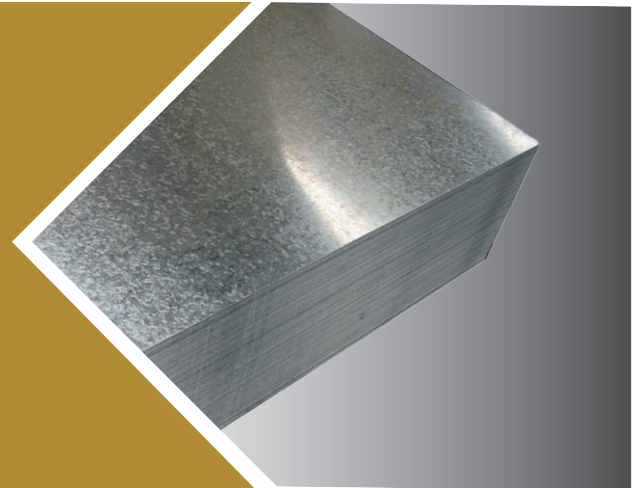
Corrosion Resistance, Durability, Low Maintenance, Cost-Effective

**Manufacturing Process:**

Steel Production, Pickling, Galvanizing, Quenching

**Standards and Certifications:**

ASTM A653, EN 10214, JIS G3302



**Types of Color Galvanized Steel:**

PVDF Coated Color Galvanized Steel, PE Coated Color Galvanized Steel, HDP Coated Color Galvanized Steel

**Properties of Color Galvanized Steel:**

Corrosion Resistance, Durability, Aesthetics, Formability

**Manufacturing Process:**

Steel Production, Galvanizing, Color Coating, Curing

**Standards and Certifications:**

ASTM A653, EN 10142, JIS G3302, ISO 9001

**Types of Cold Rolled Coils:**

Cold Rolled Full Hard (CRFH) Coils, Cold Rolled Full Hard (CRFH) Skin Passed Coils, Cold Rolled Annealed (CRA) Coils

**Properties of Cold Rolled Coils:**

Improved Surface Finish, Increased Strength, Better Dimensional Accuracy, Corrosion Resistance

**Manufacturing Process:**

Hot Rolling, Cold Rolling, Annealing, Cutting and Finishing





# Foodstuffs Export

Subsidiary Company

**ROSE Group** Food Industries Company specializes in the import and distribution of green coffee beans in Iran. The company is directly connected with the main coffee suppliers and has begun importing coffee from the best origins by selecting the top suppliers. The primary coffee sources include Brazil as the leading country, followed by nations such as Kenya, Ethiopia, Vietnam, and India.

**Rose Group** Food Industries has dedicated all its efforts to importing coffee from the best sources with the highest quality. The company's main goal is to create a broad platform in the production sector and all coffee-related fields, establishing healthy competition with the best in the industry. The aim is to offer products with the best quality and authenticity in this exciting and widespread market.

To achieve this, **Rose Group** Food Industries has broadened its vision significantly. Initially focusing on high-quality imports from India and Vietnam, the company is now expanding its efforts to import green beans from Brazil, Colombia, Ethiopia, and other countries using the best facilities and methods to ensure top-notch quality.

### **Our Mission**

Our daily effort is to create a fresh and innovative platform with a broad vision in the field of coffee roasting and various production methods. Additionally, we strive to foster and generate creative ideas within this domain.





**Provit®** is more than just a brand - it's a promise of quality, purity, and great taste. Our Provit® range offers a diverse portfolio of protein-rich food products, carefully crafted to meet the evolving needs of health-conscious consumers, food manufacturers, and distributors globally. From plant-based protein powders to animal-derived protein sources, our products are designed to provide the essential building blocks for a healthy and balanced diet.

At Provit®, our mission is to be the preferred global partner for protein products, known for our unwavering commitment to quality, innovation, and customer satisfaction.

Welcome to the Rose Group, a leading importer of high-quality coffee and coffee beans with our flagship brand, **Queen®**. At the Rose Group, we are passionate about providing our customers with exceptional coffee experiences through our carefully curated selection of products.

Queen®, is renowned for its premium quality and distinctive taste. We source only the finest Arabica and Robusta beans from around the world, meticulously selecting each variety for its unique flavor profile and aroma. Our beans are then expertly roasted in small batches to ensure optimal freshness and quality.

In addition to our Queen® brand, we also offer a range of other high-quality coffee products to suit every taste preference. From traditional drip coffee to espresso machines and accessories, we have everything you need to create your perfect cup of coffee at home or in the office.



**Dora®**, **Resto®**, and **Rozen®** are our three renowned brands specializing in the export of pickles and canned foods, offering a delightful range of products that tantalize taste buds worldwide. With a commitment to quality, tradition, and innovation, these brands have established themselves as leaders in the industry.



Together, Dora®, Resto®, and Rozen® offer a comprehensive range of pickles and canned foods, satisfying the diverse tastes of consumers around the globe. With their commitment to quality, authenticity, and innovation, these brands continue to delight food enthusiasts with their exceptional products.



**Mersede®** is our brand as a leading exporter of high-quality nuts and dried fruits, renowned for its commitment to delivering exceptional taste, nutritional value, and sustainability. With a rich heritage and a commitment to sustainability, Mersede® has become a trusted name in the industry.

The Rose Group has been a prominent player in the beverage industry for many years, specializing in the exportation of high-quality drinking products. Our commitment to excellence is reflected in our three signature brands: **Rendez®**, **Risen®**, and **Hizen®**. These brands represent our dedication to innovation, consistency, and consumer satisfaction.

The Rose Group takes pride in being a reliable partner to our clients, offering customized solutions and efficient logistics services. By choosing our brands, you will gain access to a vast network of suppliers, distributors, and retail outlets across the globe. Together, let's explore new opportunities and expand your reach in the global marketplace.





**Rose Group** also export top-quality canned tuna. With over a decade of experience in the seafood industry, we take pride in delivering superior products to our valued customers worldwide.

Our two flagship brands, **Redmond®** and **Jasper®**, are recognized for their consistent quality, sustainability, and delicious taste. Sourced exclusively from reputable fishing vessels and processed under strict quality control measures, our canned tuna meets the highest standards of safety and hygiene.

We understand that consumers today demand transparency when it comes to food production, which is why we prioritize sustainable fishing practices and traceability throughout our supply chain. Our tuna is caught using environmentally friendly methods such as purse seining and longline fishing, ensuring minimal impact on marine ecosystems while maintaining healthy fish populations.

Our two renowned brands, **Bubble Clean®** and **Hisafe®**, offer a comprehensive range of detergent solutions to meet diverse needs.

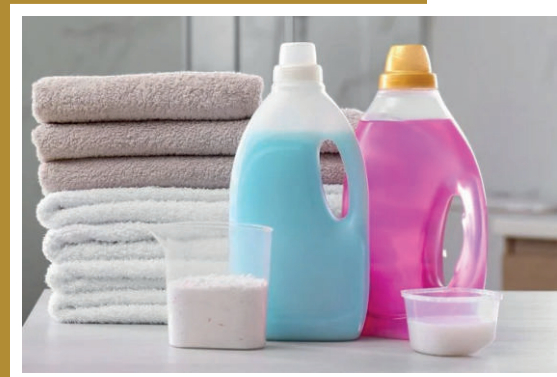
Whether you're a consumer looking for reliable household detergents or a business seeking specialized cleaning solutions, Rose Group has the perfect products for you. Discover the power of our brands and experience the difference today.

We specialize in the production and export of a wide range of detergent products, including:

**Laundry Detergents:** Powder and liquid detergents for washing machines, hand washing, and industrial use.

**Dishwashing Detergents:** Liquid and powder detergents for manual and automatic dishwashing.

**Household Cleaning Products:** All-purpose cleaners, glass cleaners, surface cleaners, and disinfectants for homes, offices, and institutions.





# Construction

Subsidiary Company

**RASHA Group** is a dynamic and innovative construction company dedicated to delivering high-quality projects that exceed our clients' expectations.

With a strong focus on excellence, reliability, and sustainability, we have established ourselves as a trusted partner in the construction industry. Our team of experienced professionals possesses a wealth of knowledge and expertise in various construction sectors, including:

**Residential construction:** Building homes, apartments, and condominiums.

**Commercial construction:** Developing office buildings, retail spaces, and industrial facilities.

We are committed to using cutting-edge technology and sustainable practices to ensure the highest quality and efficiency in our projects. Our goal is to create spaces that are not only functional but also aesthetically pleasing and environmentally friendly.





## Contact Us

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