

# Alley

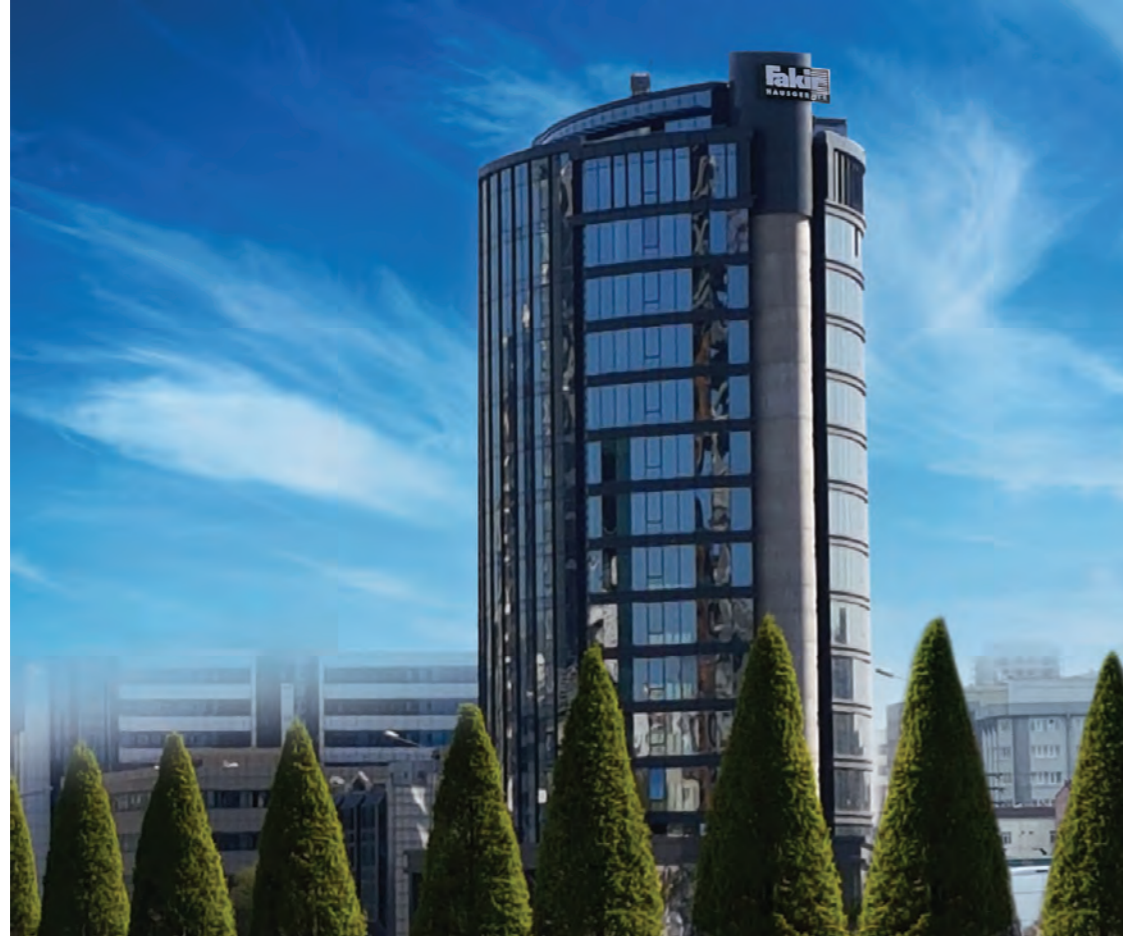
PREMIUM FORMULA



Household  
Cleaning  
Products



[www.saruhankimya.com.tr](http://www.saruhankimya.com.tr)



## SARUHAN CHEMICALS

Saruhan Chemical and Cleaning Products Company Inc. has been incorporated in 1997 within the body of Saruhan Holding that has been founded in 1947, is operated in many fields such as electrical appliances, industrial cleaning machines, food, construction, fleet and being one of Turkey's giant group companies.

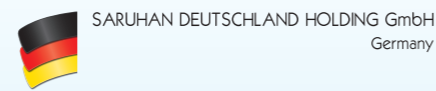
As Saruhan Chemical, we provide high level service by making the household type and industrial production in the cleaning and hygiene category. We produce high quality, eco-friendly cleaning and hygiene products in liquid, powder and raw material form for important companies in the Turkish and international detergent market.

With our approach that closely follows the technological developments and consumer expectations in the World, offers nature and human-friendly, solution-oriented, innovative products, we are one of the leading companies of the sector.

Our modern and fully automated production facility located with an area of 60,000 m<sup>2</sup> in Çorlu Velimeşe Organized Industrial Zone has annual LABSA and SLES production capacity of 100,000 tons of powder, 50,000 tons of liquid detergent and 30,000 tons of detergent raw materials.

As a company that became an R&D center in 2017 with the approval of the Ministry of Industry and Technology, today, we are one of the greatest exporters of household cleaning products in Turkey with our exports to more than 40 countries. We were deemed worthy of the grand award for three times in the R&D project market competitions organized by the Turkish Exporters Assembly in 2015, 2018 and 2021. R&D Center of our Company having GMP, ISO 9001, ISO 14001 and ISO 45001 certificates is one of the five top companies in the field of chemistry in its region. Moreover, we have the Sulfonation unit and powder detergent tower established with Italian Ballestra technology. With our global sustainability approach and vision of being a global power, we aim to bring our products together the consumers in the markets such as Europe, Middle East and Africa. We are in a special position in the sector with a new product family consisting of ecological and vegan products that we have started to develop in 2018 as a result of A meticulous R&D based on the sustainability vision. We continue our studies in order to develop eco-friendly production, efficient source use and new products with a focus on recycling. As a company that has won various awards in its field, we grow steadily in order to benefit to our country and World for generations with innovative and eco-friendly projects.

## SARUHAN HOLDİNG A.Ş.



ISO 9001:2015 ISO 14001:2015 ISO 45001:2018



## LAUNDRY DETERGENT



### HAND WASH & AUTOMAT

#### MANUAL POWDER DETERGENT HAND WASH WHITE & COLORS



Product Code: **32000355**

Box Weight (kg)	Net:	Gross:
	12,00	12,64

Packaging:	Pcs/Box:
400 G	30

HS Code: **3402.50.90.00.16**

Box/Pallet: **50**

#### AUTOMAT POWDER DETERGENT WHITE & COLORS



Product Code: **32000349**

Box Weight (kg)	Net:	Gross:
	12,00	12,64

Packaging:	Pcs/Box:
400 G	30

HS Code: **3402.50.90.00.15**

Box/Pallet: **50**

## LAUNDRY DETERGENT

### AUTOMAT



#### AUTOMAT POWDER DETERGENT LAVENDER WHITE & COLORS



Product Code: **32003041**

Box Weight (kg)	Net:	Gross:
	18,00	18,77

Packaging:	Pcs/Box:
3 KG	6

HS Code: **3402.50.90.00.15**

Box/Pallet: **40**

#### AUTOMAT POWDER DETERGENT COLORS



Product Code: **32003048**

Box Weight (kg)	Net:	Gross:
	18,00	18,77

Packaging:	Pcs/Box:
3 KG	6

HS Code: **3402.50.90.00.15**

Box/Pallet: **40**

#### AUTOMAT POWDER DETERGENT BOX WHITE & COLORS



Product Code: **32000351**

Box Weight (kg)	Net:	Gross:
	8,10	9,21

Packaging:	Pcs/Box:
450 G	18

HS Code: **3402.50.90.00.15**

Box/Pallet: **64**

#### ANTI LIME



Product Code: **32000363**

Box Weight (kg)	Net:	Gross:
	9,00	9,96

Packaging:	Pcs/Box:
500 G	18

HS Code: **3402.50.90.00.16**

Box/Pallet: **80**

#### AUTOMAT POWDER DETERGENT WHITE & COLORS



Product Code: **32000352**

Box Weight (kg)	Net:	Gross:
	18,00	18,77

Packaging:	Pcs/Box:
3 KG	6

HS Code: **3402.50.90.00.15**

Box/Pallet: **40**

#### AUTOMAT POWDER DETERGENT WHITE



Product Code: **32003041**

Box Weight (kg)	Net:	Gross:
	18,00	18,77

Packaging:	Pcs/Box:
3 KG	6

HS Code: **3402.50.90.00.15**

Box/Pallet: **40**

## LAUNDRY DETERGENT



### AUTOMAT



#### AUTOMAT POWDER DETERGENT LAVENDER WHITE & COLORS

Product Code:  
32003039

Box Weight (kg)	
Net: 18,00	Gross: 18,67

Packaging: 9 KG	Pcs/Box: 2
-----------------	------------

HS Code: 3402.50.90.00.15

Box/Pallet: 36



#### AUTOMAT POWDER DETERGENT COLORS

Product Code:  
32003038

Box Weight (kg)	
Net: 18,00	Gross: 18,67

Packaging: 9 KG	Pcs/Box: 2
-----------------	------------

HS Code: 3402.50.90.00.15

Box/Pallet: 36



#### AUTOMAT POWDER DETERGENT WHITE & COLORS

Product Code:  
32000379

Box Weight (kg)	
Net: 18,00	Gross: 18,67

Packaging: 9 KG	Pcs/Box: 2
-----------------	------------

HS Code: 3402.50.90.00.15

Box/Pallet: 36



#### AUTOMAT POWDER DETERGENT WHITE & COLORS

Product Code:  
32000348

Box Weight (kg)	
Net: 20,00	Gross: 20,15

Packaging: 20 KG	Без Коробки: 1
------------------	----------------

HS Code: 3402.50.90.00.15

Box/Pallet: 36



#### WHITE & COLORED CARE LIQUID DETERGENT

Product Code:  
32001140

Box Weight (kg)	
Net: 15,30	Gross: 16,69

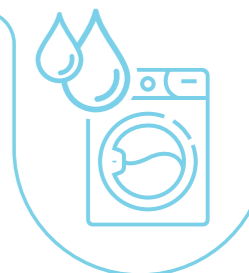
Packaging: 1,5 LT	Pcs/Box: 10
-------------------	-------------

HS Code: 3402.50.90.00.16

Box/Pallet: 40

## LIQUID LAUNDRY DETERGENT

### AUTOMAT



#### WOOL & SILK CARE LIQUID DETERGENT

Product Code:  
32001100

Box Weight (kg)	
Net: 15,30	Gross: 16,71

Packaging: 1,5 LT	Pcs/Box: 10
-------------------	-------------

HS Code: 3402.50.90.00.16

Box/Pallet: 40



#### BLACK CARE LIQUID DETERGENT

Product Code:  
32001099

Box Weight (kg)	
Net: 15,30	Gross: 16,71

Packaging: 1,5 LT	Pcs/Box: 10
-------------------	-------------

HS Code: 3402.50.90.00.16

Box/Pallet: 40

## LIQUID LAUNDRY DETERGENT

## FABRIC SOFTENERS



### AUTOMAT



### CONCENTRATED SOFTENER



#### WOOL & SILK CARE LIQUID DETERGENT

Product Code:  
32003025

Box Weight (kg)	
Net: 12,24	Gross: 13,00

Packaging: 3 LT	Pcs/Box: 4
-----------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 48



#### BLACK CARE LIQUID DETERGENT

Product Code:  
32003024

Box Weight (kg)	
Net: 12,24	Gross: 13,00

Packaging: 3 LT	Pcs/Box: 4
-----------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 48



#### CONCENTRATED SOFTENER SPRING FLOWERS

Product Code:  
32003102

Box Weight (kg)	
Net: 8,64	Gross: 9,50

Packaging: 1,44 LT	Pcs/Box: 6
--------------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 65



#### CONCENTRATED SOFTENER LILIUM GARDEN

Product Code:  
32003103

Box Weight (kg)	
Net: 8,64	Gross: 9,50

Packaging: 1,44 LT	Pcs/Box: 6
--------------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 65



#### WHITE & COLORED CARE LIQUID DETERGENT

Product Code:  
32003026

Box Weight (kg)	
Net: 12,24	Gross: 13,00

Packaging: 3 LT	Pcs/Box: 4
-----------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 48



#### CONCENTRATED SOFTENER AMBER

Product Code:

Box Weight (kg)	
Net: 8,64	Gross: 9,50

Packaging: 1,44 LT	Pcs/Box: 6
--------------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 65



#### CONCENTRATED SOFTENER JASMINE

Product Code:

Box Weight (kg)	
Net: 8,64	Gross: 9,50

Packaging: 1,44 LT	Pcs/Box: 6
--------------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 65



#### CONCENTRATED SOFTENER CAPPADOCIA

Product Code:

Box Weight (kg)	
Net: 8,64	Gross: 9,50

Packaging: 1,44 LT	Pcs/Box: 6
--------------------	------------

HS Code: 3402.50.90.00.16

Box/Pallet: 65

## FABRIC SOFTENERS

## DISHWASH DETERGENT



### SOFTENER



#### SOFTENER VIOLET SECRET

Product Code:  
**32001077**

Box Weight (kg)	
Net:	Gross:
11,76	12,58

Packaging:	Pcs/Box:
980 mL	12

HS Code:  
**3402.50.90.00.16**

Box/Pallet: 40



#### SOFTENER SUMMER RAIN

Product Code:  
**32001076**

Box Weight (kg)	
Net:	Gross:
11,76	12,58

Packaging:	Pcs/Box:
980 mL	12

HS Code:  
**3402.50.90.00.16**

Box/Pallet: 40



#### SOFTENER ROSE PASSION

Product Code:  
**32001075**

Box Weight (kg)	
Net:	Gross:
11,76	12,58

Packaging:	Pcs/Box:
980 mL	12

HS Code:  
**3402.50.90.00.16**

Box/Pallet: 40



#### DISHWASHING LIQUID LEMON

Product Code:  
**32002685**

Box Weight (kg)	
Net:	Gross:
10,18	11,27

Packaging:	Pcs/Box:
500 mL	20

HS Code: **3402.50.90.00.16**

Box/Pallet: 48



#### DISHWASHING LIQUID APPLE

Product Code:  
**32002740**

Box Weight (kg)	
Net:	Gross:
10,40	11,48

Packaging:	Pcs/Box:
500 mL	20

HS Code: **3402.50.90.00.16**

Box/Pallet: 48



#### DISHWASHING LIQUID LEMON

Product Code:  
**32002684**

Box Weight (kg)	
Net:	Gross:
15,27	16,28

Packaging:	Pcs/Box:
750 mL	20

HS Code: **3402.50.90.00.16**

Box/Pallet: 40



#### DISHWASHING LIQUID LEMON

Product Code:  
**32002684**

Box Weight (kg)	
Net:	Gross:
15,27	16,28

Packaging:	Pcs/Box:
750 mL	20

HS Code: **3402.50.90.00.16**

Box/Pallet: 40



#### DISHWASHING LIQUID LEMON

Product Code:  
**32002740**

Box Weight (kg)	
Net:	Gross:
10,40	11,48

Packaging:	Pcs/Box:
500 mL	20

HS Code: **3402.50.90.00.16**

Box/Pallet: 48



## ECOLOGICAL CLEANING PRODUCTS



## LAUNDRY DETERGENT ECOLOGICAL PRODUCTS



### BABY STAIN REMOVER PLANT BASED

Product Code:  
**32002820**

Box Weight (kg)  
Net: **5,757** | Gross: **6,947**

Packaging: **475 mL** | Pcs/Box: **12**

HS Code: **340 2.50.90.00.16**

Box/Pallet: **60**



### BABY MULTI-PURPOSE CLEANER PLANT BASED

Product Code:  
**32002821**

Box Weight (kg)  
Net: **5,7** | Gross: **6,916**

Packaging: **475 mL** | Pcs/Box: **12**

HS Code: **340 2.50.90.00.16**

Box/Pallet: **60**



### BABY LIQUID LAUNDRY DETERGENT PLANT BASED

Product Code:  
**32002885**

Box Weight (kg)  
Net: **9,40** | Gross: **10,38**

Packaging: **1,5 LT** | Pcs/Box: **6**

HS Code: **3402.50.90.00.15**

Box/Pallet: **55**



### LIQUID LAUNDRY DETERGENT PLANT BASED

Product Code:  
**32002884**

Box Weight (kg)  
Net: **9,30** | Gross: **10,28**

Packaging: **1,5 LT** | Pcs/Box: **6**

HS Code: **3402.50.90.00.15**

Box/Pallet: **55**



### BABY BOTTLE AND PACIFIER CLEANER PLANT BASED

Product Code:  
**32002818**

Box Weight (kg)  
Net: **6,102** | Gross: **6,947**

Packaging: **500 mL** | Pcs/Box: **12**

HS Code: **3402.50.90.00.16**

Box/Pallet: **98**



### DISHWASHING LIQUID PLANT BASED

Product Code:  
**32002819**

Box Weight (kg)  
Net: **9,18** | Gross: **10,108**

Packaging: **750 mL** | Pcs/Box: **12**

HS Code: **340 2.50.90.00.16**

Box/Pallet: **72**



### BABY CONCENTRATED SOFTENER PLANT BASED

Product Code:  
**32002882**

Box Weight (kg)  
Net: **9,00** | Gross: **9,83**

Packaging: **1,5 LT** | Pcs/Box: **6**

HS Code: **3402.50.90.00.16**

Box/Pallet: **65**



### CONCENTRATED SOFTENER PLANT BASED

Product Code:  
**32002883**

Box Weight (kg)  
Net: **9,00** | Gross: **9,83**

Packaging: **1,5 LT** | Pcs/Box: **6**

HS Code: **3402.50.90.00.16**

Box/Pallet: **65**

## CAR CARE PRODUCTS



### AUTO GLOVE BOX CLEANER

Product Code:  
**32002655**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**500 mL** | **12**

HS Code:  
**3402.50.90.00.16**



### MULTI-PURPOSE CLEANER

Product Code:  
**32002654**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**500 mL** | **12**

HS Code:  
**3402.50.90.00.16**



### TYRE CLEANER & POLISH

Product Code:  
**32002653**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**500 mL** | **12**

HS Code:  
**3402.50.90.00.16**



### QUICK POLISH

Product Code:  
**32002334**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**500 mL** | **12**

HS Code:  
**3820.00.00.00.00**



### RIM CLEANER

Product Code:  
**32002652**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**500 mL** | **12**

HS Code:  
**3402.50.90.00.16**



### POLISHED CAR SHAMPOO

Product Code:  
**32002335**

Box Weight (kg)  
Net: **6,00** | Gross: **7,00**

Packaging: | Pcs/Box:  
**1000 mL** | **6**

HS Code:  
**3402.50.90.00.15**

## CAR CARE PRODUCTS



# Alley

PREMIUM FORMULA

## RAW MATERIALS

### LABSA

- Chemical Name: Linear Alkyl Benzene Sulphonic Acid (LABSA)
- Used as an anionic active substance during the production of liquid and powder detergents.

### SLES

- Chemical Name: Sodium Lauryl Ether Sulphate
- Sodium Lauryl Ether Sulphate - %27, fluid transparent liquid
- Sodium Lauryl Ether Sulphate - %70, opaque and viscose



SARUHAN KİMYA VE TEMİZLİK  
ÜRÜNLERİ SANAYİ TİCARET A.Ş.  
SARUHAN CHEMICAL & CLEANING  
PRODUCTS INDUSTRY TRADE CO. INC.



#### Head Office

Halkalı Merkez Mah. Basın Ekspres Yolu No: 39  
Küçükçekmece 34303 İstanbul - TURKEY  
Phone: +90 212 698 07 77 (pbx)  
www.saruhankimya.com - export@saruhan.com.tr

#### Factory

Velimeşe Organize Sanayi  
Bölgesi Mahallesi 233.  
Sokak No: 33/1  
Ergene - Tekirdağ / TURKEY