



Household Cleaning Products



SARUHAN



SARUHAN HOLDİNG A.Ş.

Fakir
HAUSGERÄTE

FAKİR ELEKTRİKLI EV ALETLERİ DIŞ TİCARET A.Ş.
FAKİR ELECTRICAL APPLIANCES FOREIGN TRADE CO. INC.

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REINIGUNGSMASCHINEN

NİLCO TEMİZLİK MAKİNALARI VE KİMYASALLARI SAN. TİC. A.Ş.
NİLCO CLEANING MACHINES AND CHEMICALS INDUSTRY TRADE CO. INC.



SARUHAN

MAKİNA VE ELEKTRİKLI EV EŞYALARI SANAYİ TİCARET A.Ş.
MACHINE & ELECTRICAL HOME APPLIANCE INDUSTRY TRADE CO. INC.



SARUHAN

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

SARUHAN

GAYRİMENKUL YATIRIM İNŞAAT TİCARET A.Ş.



S FİLO KİRALAMA
HİZMETLERİ A.Ş.



TEKNO MAĞAZACILIK VE
ALİŞVERİŞ HİZMETLERİ A.Ş.

KAAVE

KAAVE GIDA YATIRIM
TİCARET. A.Ş.



SARUHAN DEUTSCHLAND HOLDING GmbH
Germany



SARUHAN CHEMICALS

With its modern technology equipped plant and laboratories, **SARUHAN** produces high quality **household cleaning products, industrial cleaning products** and **marine cleaning products**. The portfolio contains all types of powder and liquid products. As raw materials, **LABSA** and **SLES** are also in the portfolio.

The challenges of **SARUHAN** are the **innovative, eco-friendly** and **green** products which are in line with nowadays' trends in the world. These challenges are being achieved with a strong and highly experienced Research & Development Department. SARUHAN is one of the research and development centers (**SARGEM**) in Turkey amongst its rivals. This privilege was granted by the Turkish Ministry of Science and Technology.

SARUHAN's factory is in Çorlu (100 km west to Istanbul) on total 60.000 sqm area. The production facility is the combination of a sulphonation plant with latest Ballestra technology and **atomized powder detergent tower**. **SARUHAN** has capacity of 60.000 tons of powder detergents, 75.000 tons of liquid detergents and 30.000 tons of raw materials (LABSA and SLES) annually. **SARUHAN** is one of the most modern and leading cleaning chemicals producer in Turkey.

SARUHAN provides ecological and environment friendly solutions in manufacturing, compatible to REACH regulations.

SARUHAN is exporting its products to **63 countries - in Europe, North & Latin Americas, North Africa, Africa, Middle East, Asia - and is a strong player in the domestic market.**

SARUHAN offers its products under **ALLEY** brand. Furthermore, working also as a contracting manufacturer for **international brands**.





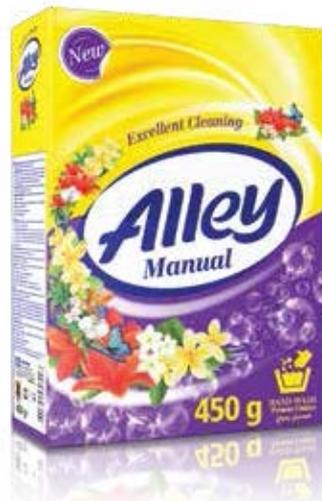
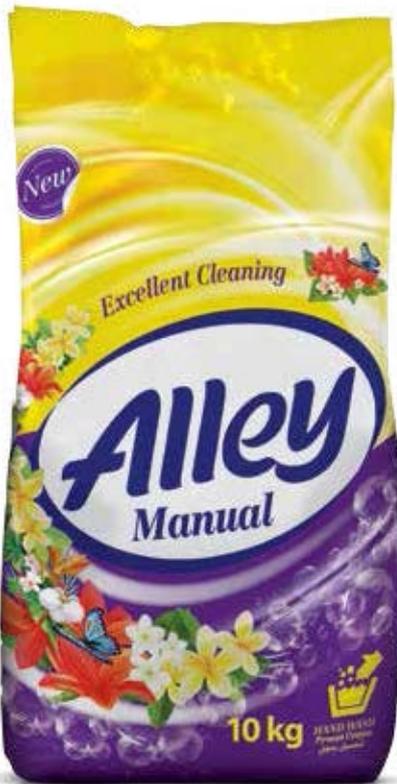
LAUNDRY POWDER DETERGENT



HAND WASH

Gentle to both hands and fabrics.

- High foaming.
- Easily removes stains via its high foamy formula.
- Washes the clothes gently and provides a perfect sparkling cleanliness.
- Laundry smell like fresh flowers owing to its special perfume.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000355	Manual Powder Detergent Hand Wash	400 g	30	12.000	12.628
32000357	Manual Powder Detergent Hand Wash Box	450 g	18	8.100	9.200
32000531	Manual Powder Detergent Hand Wash	10 kg	2	20.000	20.730
32000354	Manual Powder Detergent Hand Wash	20 kg	1	20.000	20.200



LAUNDRY POWDER DETERGENT



AUTOMAT

Removes hard dirt and stains easily.

- Easily removes stains thanks to its new developed formula.
- Washes the clothes gently and diligently.
- Special perfume provides a sweet spring breeze to laundry.



ANTI LIME

Washing machines under protection. Fights hard water damages.

Provides excellent cleaning of laundry and prolongs the life of washing machines.

Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000349	Automat Powder Detergent	400 g	30	12.000	12.601
32000351	Automat Powder Detergent Box	450 g	18	8.100	9.200
32000352	Automat Powder Detergent	3 kg	6	18.000	18.858
32001970	Automat Powder Detergent Lavender	6 kg	3	18.000	18.670
32000347	Automat Powder Detergent	10 kg	2	20.000	20.625
32000348	Automat Powder Detergent	20 kg	1	20.000	20.200
32000363	Alley Anti Lime	500 g	18	9.000	9.840



LIQUID LAUNDRY DETERGENT

Keeps look like new. Gentle clean and care.

- Alley Liquid Detergent for Wool and Silk Laundry deeply cleans all of delicate and wool laundry. For black laundry prevents color fading by its special developed formula which fixes pigment to fabrics.
- Unlike powder detergents, easily soluble with the help of its great liquid formula.
- Deeply affects into fabric of laundry and provides more effective cleaning without leaving any residue.
- Preserves softness and original form while cleaning through Alley Liquid Detergents.
- Suitable for both machine and hand use.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32001100	Wool & Silk Care	1500 ml	10	15.300	16.800
32001099	Black Care	1500 ml	10	15.300	16.800
32001140	White & Colored Care	1500 ml	10	15.300	16.800
32001299	Baby	1500 ml	10	15.300	16.800



FABRIC SOFTENER

Provide exceptional softness. Long lasting pleasant fragrance.

- Brings an indispensable softness to laundry via its special formula.
- Makes feel freshness of three different smell of flower on laundry for quite long time.
- Clothes, rinsed with Alley Softener are ironed quite easily.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32001077	Softener Violet Secret	980 ml	12	11.760	12.547
32001076	Softener Summer Rains	980 ml	12	11.760	12.547
32001075	Softener Rose Passion	980 ml	12	11.760	12.547
32001610	Concentrated Softener Spring Flowers	1.440 ml	10	14.400	15.580
32001611	Concentrated Softener Ocean Breeze	1.440 ml	10	14.400	15.580



ECOLOGICAL PRODUCTS

BABY NATURAL GRANULE SOAP

- Baby Natural Granule Soap formula has been specially developed for babies and sensitive skin.
- You can safely use for your baby's laundry.
- Easily removes tough stains and dirt from your baby's laundry.
- Water-soluble, it does not leave traces and residues on the laundry.

BABY LIQUID LAUNDRY DETERGENT

- Baby Liquid Laundry Detergent formula has been specially developed for babies and sensitive skin.
- It provides easy removal of stains such as baby food, fruit, milk in baby clothes with its effective cleaning agents.
- Easily rinsed with its liquid formula and does not leave residues in the laundry.
- Suitable for both colored and white laundry.

BABY CONCENTRATED SOFTENER

100% Natural Based Active Ingredient

- Formula has been specially developed for babies and sensitive skin.
- Your baby's laundry becomes softer and smells like misery.
- You can safely use it from the first day of your baby.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
41004039	Baby Natural Granule Soap	1000 g	6	6 kg	6,58 kg
32001889	Baby Concentrated Softener	1500 ml	6	9 kg	9,83 kg
32001888	Baby Liquid Laundry Detergent	1520 ml	6	9,4 kg	10,38 kg

LIQUID LAUNDRY DETERGENT

Superior Cleaning With Natural Content

- With the new Alley Concentrated Softener which contains 100% natural-based active ingredients, you protect the nature while washing your whole family's laundry.
- With its high performance patented formula easily removes stains, rinses quickly, does not leave stains.
- Suitable for colored, white and delicate fabrics.
- Vegan Certificate

CONCENTRATED SOFTENER

Softer Laundries

- With the new Alley Concentrated Softener which contains 100% natural-based active ingredients, you protect the nature while washing your whole family's laundry.
- With its special formula, your laundry becomes soft with a lasting fragrance.

LAUNDRY POWDER DETERGENT

Natural Content Superior Cleaning

- High cleaning performance
- Superior stain removal power
- Contains natural active ingredients
- Protect colors
- Natural and ecological
- Suitable for sensitive skin
- Biodegradable
- Does not pollute the environment



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32001540	Laundry Powder Detergent	1500 g	6	9 kg	10,36 kg
32001890	Concentrated Softener	1500 ml	6	9 kg	9,83 kg
32001924	Liquid Laundry Detergent	1520 ml	6	9,3 kg	10,28 kg



RINSER

Cristal clear shine.
Perfect shine every time.

- Avoids the formation of any lime and water stains during rinsing with Alley Rinser.
- Provides permanent extra shine on dishes.
- Provides real brightness to dishes without any need of wiping and avoids consist of stain of both lime and water via its apple vinegar special formula.
- Does not scatter around via its special cover and quite easy to use practical.

SPECIAL SALT

Avoids scale deposits in the dishwasher. Perfect cleanliness and brilliant shine

- Alley special pure salt is 100 % natural.
- Softens water, provides superior protection to machine against lime.
- Strengthen effects of Alley Detergent Powder and Alley Rinser.
- Easily soluble in water.
- Avoids consist of any kind of lime formation in dish washer even at hardest water.
- Protects dish washer against adverse affects of lime and extends life of dish washer.

DISHWASHING POWDER DETERGENT

Ultra Power with Active Oxygen.
Ultimate clean in every wash.

- Alley Powder Detergent brings bright and shiny cleaning without any scratch.
- Soften dirt and stain on dishes and remove them rapidly via its powerful formula.
- By eliminating the negative effect of lime in the water, provides radiant shine on dishes.



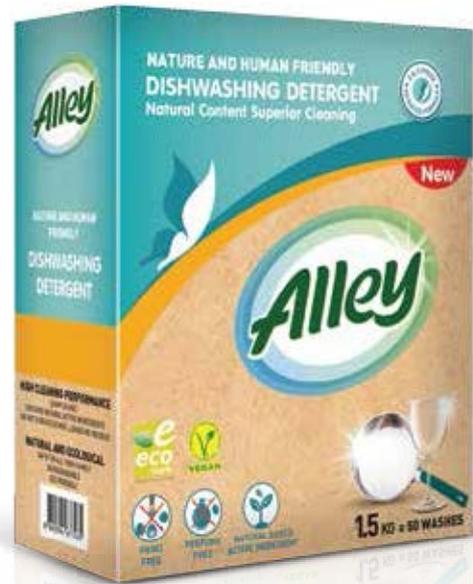
Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000673	Dishwashing Machine Powder Detergent	1 kg	12	12.000	13.000
32000675	Dishwashing Machine Rinser	500 ml	12	6.000	6.600
32000674	Dishwashing Machine Special Salt	1 kg	12	12.000	13.000



DISHWASHING POWDER DETERGENT

Natural Content Superior Cleaning

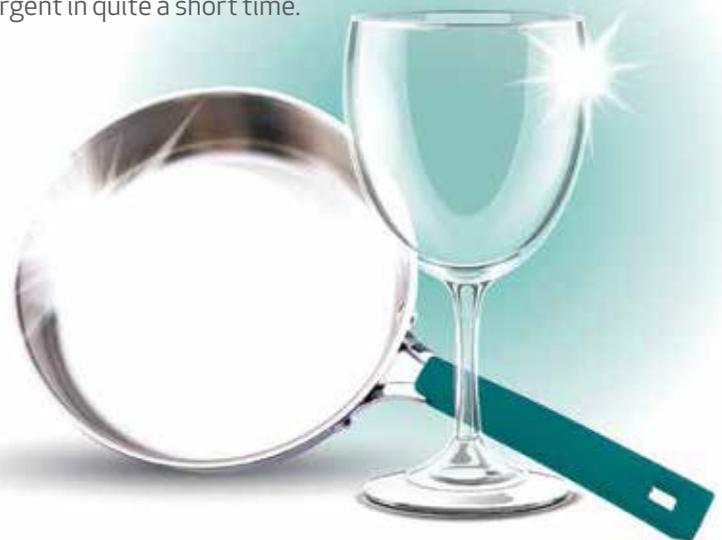
- High cleaning performance
- Shiny dishes
- Contains natural active ingredients
- Do not screece dishes, leaves no residue
- Natural and ecological
- Safe for all your family
- Biodegradable
- Eco friendly



DISH WASHING LIQUID

Excellent care of your dishes. Sparkling clean dishes. Surprising brightness. Removes toughest greases.

- Removes hard oil and dried dirt easily from dishes.
- Makes feel freshness of lemon and apple during dishwashing.
- Washes high amount of dishes with minimum detergent in quite a short time.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000364	Dishwashing Liquid Lemon	500 ml	20	10.000	11.050
32001150	Dishwashing Liquid Apple	500 ml	20	10.400	11.437
32000411	Dishwashing Liquid Lemon	750 ml	20	15.500	16.517
32000032	Dishwashing Liquid Lemon	5 L	4	20.600	22.976
32001541	Dishwashing Powder Detergent	1500 g	6	9 kg	10,36 kg



CARPET SHAMPOO

Provides efficient cleaning without damaging carpets and upholstery. Superior cleanliness

- Cleans and shines your carpets and upholstery in-depth, leaving the gloss of cleanliness on carpets and upholstery without causing wear.
- Its aromatic perfume leaves a pleasant perfume on your carpets and rugs after use. Gives a fluffy look to your rugs and keeps them free of dirt and stains for a long time.
- No need for rinsing and brushing. It can be used as frequently as desired.



SURFACE CLEANERS

Long lasting perfume and perfect brightness. Brilliant shine on all surfaces.

- Alley Surface Cleaners clean dirt and stains easily on all washable hard surfaces.
- Provides excellent brightness and full hygiene in a short time.
- Does not require rinsing and drying, leaves no stickness and trace.
- Does not shelter dirt and dissolves odors through beautiful flower smells.
- Makes a fresh whiff in houses after cleaning through its two different perfumes.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000372	Carpet Shampoo Hand Washing	1L	12	12.000	13.315
32000367	All Purpose Cleaner Dream Garden	1L	12	12.000	13.120
32000368	All Purpose Cleaner Pine	1L	12	12.000	13.120

MAGIC 2 in 1

Magical brightness with 2 in 1 formula.
Sparkling surfaces, pleasant smell.

- Specially formulated Alley Magic Two-in-One is used for daily cleaning and maintenance of wooden and hard surfaces.
- Cleans and shines surfaces quickly.
- Practically cleans without and need for rinsing or drying.
- Gives a natural gloss and sparkling appearance on the cleaned surfaces.
- It does not leave any trace or sticky residue and does not damage surfaces.
- Changes the ambiance of your home with its pleasant smell.
- It can be reliably used on every kind of hard surfaces such as tiles, ceramic, marble and mosaic as well as wooden surfaces such as parquet, wooden doors and windows.

WOOD CLEANER

Maximum protection, perfect shine.
Provides ultimate hygiene.

- Alley Parkett Woods Cleanser's formulation has been developed for cleaning and maintenance of all kind of wooden surfaces.
- Removes dirt without harming the wood surfaces.
- Gives a natural gloss on the cleaned surfaces.
- Leaves a pleasant smell with its exclusive perfume.
- It can be used confidently on every kind of wooden surfaces such as parquet, wooden doors, windows, stairs and kitchen cupboards.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000246	Parkett Wood Cleaner	1 L	12	12.000	13.150
32000427	Magic 2 in 1 Hard Surface & Wood Cleaner	1 L	12	12.000	13.150



OXY POWER

Efficient cleaning on carpets and upholstery

Alley Oxy Power gives perfect results on carpet and upholstery stains with its foamy texture and superior formulation. Penetrates into stains on carpets and upholstery.

MULTI PLUS

Perfect cleaning with strong formula.

With its special chemicals having an efficient stains and grease removal specifications with solvent-free. Ideal liquid detergent with its pleasant perfume diffusing while cleaning and dissolves and removes stains penetrated into the carpets, upholstery and fibers of the armchairs.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32001589	Multi Plus	750 ml	12	9.360	10.360
32000371	Oxy Power Stain Remover Spray	500 ml	12	6.060	7.000



STAINLESS STEEL SURFACE POLISH

Brightens steels without scratching.

Special formulation of Alley Steel performs daily cleaning and maintenance work on all stainless steel surfaces in the kitchens and makes surfaces shiny.

POWER PRO KITCHEN

Perfect cleaning in all kitchens

PowerPro Kitchen easily cleans dried-out and burnt oil stains with its powerful formulation without any need for scrubbing.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000366	Stainless Steel Surface Polish	500 ml	12	4.920	5.935
32001862	Power Pro Kitchen	500 ml	12	6.060	7.140



WC CLEANER

Extra hygiene with strong formula.
Active Cleaning

Pine scented Alley WC provides extra hygiene and active cleaning with its strong formula. Removes the lime coat and avoids formation of lime and rust.

POWER PRO BATHROOM

Ultra hygiene in your bathrooms.

PowerPro Bathroom allows water sliding on ceramic and glass surfaces with its special nano formula. Cleans oil and dirt, prevents lime formulation, maintenance extra hygiene.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32001863	Power Pro Bathroom	500 ml	12	6.180	7.243
32000370	WC Cleaner	750 ml	12	9.360	10.390



SCOURING POWDER

Long lasting hygiene in bathrooms and kitchens. Strong formula.

- Alley scouring powder scrub cleans all the dirt on hard surfaces in the bathroom and kitchen.
- Provides durable hygiene.
- Leaves a pleasant smell after cleaning.



CREAM CLEANSER

Provides maximum hygiene without scratching. Deep cleaning brilliant shine.

- Alley Cream cleanser removes oily stains easily via its special formula, leaves no residue and can easily be rinsed.
- Cleans all ceramic and chrome surfaces, enamels, ovens, sinks and baths without scratching.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
41000577	Cream Cleanser Lemon	750 g	20	15.000	16.500
41000578	Cream Cleanser Pine	750 g	20	15.000	16.500
41000581	Cream Cleanser Ammonia	750 g	20	15.000	16.500
41000574	Scouring Powder Lemon	500 g	24	12.000	14.250
41000572	Scouring Powder Pine	500 g	24	12.000	14.250



LIQUID SOAP

Ultra hygiene, special perfume.
Hygiene is in your hands.

- Alley Liquid Soap cleans dirt that sticks to skin throughout the day.
- Moistens skin.
- Make feel relief on skin with the flower smells it contains.
- Provides hygiene on hands.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000376	Liquid Hand Soap Floral	475 ml	12	5.820	6.610
32000375	Liquid Hand Soap Spring Flower	475 ml	12	5.820	6.610
32000374	Liquid Hand Soap Aromatic	475 ml	12	5.820	6.610

LCD CLEANER

Strong formula.
Perfect brightness and cleanliness

LCD Cleaner is used for cleaning the outer surface of electronic office supplies such as PC, LCD, LED, Plasma, Tablet and Laptop screens, Camera lenses, Printers, Copiers and Fax.

GLASS CLEANERS

Glass Cleaner. Sparkling glasses and bright surfaces. Strong Formula

- Alley Glass Cleaners cleans and shines all bright surfaces without leaving any scratching.
- Changes the ambiance of your home after use with its pleasant smell.
- Instantly removes and takes away all dirt and stains on the applied surfaces thanks to its special formulation. Provides efficient cleaning and does not leave residues on bright surfaces such as glass and mirrors.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000153	LCD Cleaner	225 ml	12	2.700	3.000
32000369	Glass Cleaner Mountain Fresh	500 ml	12	6.000	6.922
32000884	Glass Cleaner Ocean	500 ml	12	6.000	6.826
32000886	Glass Cleaner Orange	500 ml	12	6.000	6.826
32000885	Glass Cleaner Lemon	500 ml	12	6.000	6.826



CAR CARE PRODUCTS

ANTI FOG

It prevents misting on windows and mirrors in cold and rainy weather and prevents misting again for a long time.

It does not leave stains and residue. It can be used safely on glassy surfaces like vehicle and shop windows, bathroom mirrors.

It does not harm plastic and rubber.

RAIN REPELLENT

It makes it difficult for rain droplets to cling to the glass. It increases driving safety by preventing the drops formed on the surface from sliding with the wind and the dirt to cling to the surface.

It covers the surface on which it is applied, forming a completely invisible layer and does not change the texture, appearance or color of the glass surface.

While it delays the adhesion of mud and dust to the glasses, it also facilitates the cleaning of the glasses.

It can be used on glass surfaces exposed to water like Automobile glasses and mirrors, shop windows, shower cabin etc.

ICE DEFROSTER

It easily dissolves snow, ice and frost on the automobile glass. It provides clear and safe vision.

Apart from automobile windows It can be used on all frozen surfaces like headlights, mirrors, wipers, frozen door locks, door tires etcetera.

It does not damage paints, rubbers and plastic surfaces.

ANTI FREEZE

Four seasons outstanding protection.

It should be used to prevent freezing of cooling water in cold weather and hot weather in the summer to the boiling.

Suitable for wide range of vehicles. Gasoline and diesel engine direct use. It based mono ethylene glycol.



CAR CARE PRODUCTS



RIM CLEANER

Specially formulated for removal of dirt, brake dust and oil from the vehicle rim. It can be used on all kinds of steel alloy wheels.

Effective role in cleaning brake dusts, oil stains and road waste. Makes the wheels look new as they did on the first day.

COCKPIT CLEANER

High performance formulation protects cockpit from sun, cold and cracks.

It provides a new and bright look, like the first day. It delays the dusting on the surface and usable for plastic, vinyl.

INTERIOR CLEANER

Suitable for car, home and office use.

It is a powerful, effective product used in deep cleaning the inside-vehicle blankets, leather upholstery, carpets and plastic parts.

Cleans dirt and stains without damage. It provides effective cleaning, leaves an pleasant fragrance.

TYRE CLEANER AND POLISH

With Improved formulation it gives black, shiny and wet appearance for tires. Resistant to rain and washing.

Makes your tires look new for a long time. Sun and ultraviolet temperatures caused by cracks and dryness prevents the formation. Delays dust and dirt on tires.





RAW MATERIALS



BEST QUALITY

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



Household Cleaning Products



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



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Saruhan Ar-Ge Merkezi