Alley PREMIUM FORMULA

Household Cleaning Products

Alley PREMIUM FORMULA

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 m² 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.

S|AR-GE|M Saruhan Ar-Ge Merkezi

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

Good Manufacturing Practice Certification GMP Quality

ЕврАзЭс

LAUNDRY DETERGENT

Alley PREMIUM FORMULA

LAUNDRY POWDER DETERGENT

HAND WASH

MANUAL POWDER DETERGENT HAND WASH

P. Code:
32000355

Box Weight (kg)

Net:	Gross:
12,00	**12,64**

Packaging:	Pcs/Box:
400 G	**30**

MANUAL POWDER DETERGENT HAND WASH BOX

P. Code:
32000357

Box Weight (kg)

Net:	Gross:
8,10	**9,20**

Packaging:	Pcs/Box:
450 G	**18**

Not suitable for EU market.
Because it contains Phosphates.

LAUNDRY POWDER DETERGENT

AUTOMAT

AUTOMAT POWDER DETERGENT

P. Code:
32000349

Box Weight (kg)

Net:	Gross:
12,00	**12,64**

Packaging:	Pcs/Box:
400 G	**30**

AUTOMAT POWDER DETERGENT BOX

P. Code:
32000351

Box Weight (kg)

Net:	Gross:
8,10	**9,21**

Packaging:	Pcs/Box:
450 G	**18**

AUTOMAT POWDER DETERGENT

P. Code:
32000352

Box Weight (kg)

Net:	Gross:
18,00	**18,77**

Packaging:	Pcs/Box:
3 KG	**6**

AUTOMAT POWDER DETERGENT LAVENDER

P. Code:
32002710

Box Weight (kg)

Net:	Gross:
18,00	**18,69**

Packaging:	Pcs/Box:
4,5 KG	**4**

LAUNDRY POWDER DETERGENT

AUTOMAT

AUTOMAT POWDER DETERGENT

P. Code:
32000379

Box Weight (kg)

Net:	Gross:
18,00	**18,67**

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

AUTOMAT POWDER DETERGENT

P. Code:
32000348

Box Weight (kg)

Net:	Gross:
20,00	**20,15**

Packaging:	Pcs/Box:
20 KG	**1**

ANTI LIME

P. Code:
32000363

Box Weight (kg)

Net:	Gross:
9,00	**9,96**

Packaging:	Pcs/Box:
500 G	**18**

LIQUID LAUNDRY DETERGENT

AUTOMAT

WOOL & SILK CARE LIQUID DETERGENT

P. Code:
32001100

Box Weight (kg)

Net:	Gross:
15,30	**16,71**

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

BLACK CARE LIQUID DETERGENT

P. Code:
32001099

Box Weight (kg)

Net:	Gross:
15,30	**16,71**

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

WHITE & COLORED CARE LIQUID DETERGENT

P. Code:
32001140

Box Weight (kg)

Net:	Gross:
15,30	**16,69**

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

LIQUID LAUNDRY DETERGENT

ECOLOGICAL PRODUCTS

BABY LIQUID LAUNDRY DETERGENT

P. Code:
32001888

Box Weight (kg)

Net:	Gross:
9,40	**10,38**

Packaging:	Pcs/Box:
1520 mL	**6**

LIQUID LAUNDRY DETERGENT

P. Code:
32001924

Box Weight (kg)

Net:	Gross:
9,30	**10,28**

Packaging:	Pcs/Box:
1520 mL	**6**

CONCENTRATED SOFTENERS

ECOLOGICAL PRODUCTS

BABY CONCENTRATED SOFTENER

P. Code:
32001889

Box Weight (kg)

Net:	Gross:
9,00	**9,83**

Packaging:	Pcs/Box:
1500 mL	**6**

CONCENTRATED SOFTENER

P. Code:
32001890

Box Weight (kg)

Net:	Gross:
9,00	**9,83**

Packaging:	Pcs/Box:
1500 mL	**6**

FABRIC SOFTENERS

SOFTENER VIOLET SECRET

P. Code:
32001077

Box Weight (kg)

Net:	Gross:
11,76	**12,58**

Packaging:	Pcs/Box:
980 mL	**12**

SOFTENER SUMMER RAIN

P. Code:
32001076

Box Weight (kg)

Net:	Gross:
11,76	**12,58**

Packaging:	Pcs/Box:
980 mL	**12**

SOFTENER ROSE PASSION

P. Code:
32001075

Box Weight (kg)

Net:	Gross:
11,76	**12,58**

Packaging:	Pcs/Box:
980 mL	**12**

CONCENTRATED SOFTENERS

CONCENTRATED SOFTENER SPRING FLOWERS

P. Code:
32001610

Box Weight (kg)

Net:	Gross:
14,40	**15,72**

Packaging:	Pcs/Box:
1.440 mL	**10**

CONCENTRATED SOFTENER OCEAN BREEZE

P. Code:
32001611

Box Weight (kg)

Net:	Gross:
14,40	**15,72**

Packaging:	Pcs/Box:
1.440 mL	**10**

DISHWASH DETERGENT

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DISHWASH DETERGENT

LIQUID

DISHWASHING LIQUID LEMON

P. Code:
32002685

Box Weight (kg)

Net:	Gross:
10,18	**11,27**

Packaging:	Pcs/Box:
500 mL	**20**

DISHWASHING LIQUID APPLE

P. Code:
32001150

Box Weight (kg)

Net:	Gross:
10,40	**11,48**

Packaging:	Pcs/Box:
500 mL	**20**

DISHWASHING LIQUID LEMON

P. Code:
32002684

Box Weight (kg)

Net:	Gross:
15,27	**16,28**

Packaging:	Pcs/Box:
750 mL	**20**

DISHWASHING LIQUID LEMON

P. Code:
32002690

Box Weight (kg)

Net:	Gross:
20,36	**21,77**

Packaging:	Pcs/Box:
5 L	**4**

DISHWASH DETERGENT

POWDER / SALT / RINSER

DISHWASHING MACHINE POWDER DETERGENT

P. Code:
32000673

Box Weight (kg)

Net:	Gross:
12,00	**12,99**

Packaging:	Pcs/Box:
1 KG	**12**

DISHWASHING MACHINE SPECIAL SALT

P. Code:
32000674

Box Weight (kg)

Net:	Gross:
12,00	**12,96**

Packaging:	Pcs/Box:
1 KG	**12**

DISHWASHING MACHINE RINSER

P. Code:
32002686

Box Weight (kg)

Net:	Gross:
5,45	**6,01**

Packaging:	Pcs/Box:
450 mL	**12**

BATHROOM & KITCHEN

Alley PREMIUM FORMULA

BATHROOM & KITCHEN

POWER PRO KITCHEN

P. Code:
32001862

Box Weight (kg)

Net:	Gross:
6,12	**7,03**

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

POWER PRO BATHROOM

P. Code:
32001863

Box Weight (kg)

Net:	Gross:
6,09	**7,07**

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

WC CLEANER

P. Code:
32001800

Box Weight (kg)

Net:	Gross:
9,28	**10,47**

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

BATHROOM & KITCHEN

CREAM CLEANSER LEMON

P. Code:
41000577

Box Weight (kg)
Net: **15,00** | Gross: **16,04**

Packaging: **750 GR** | Pcs/Box: **20**

CREAM CLEANSER PINE

P. Code:
41000578

Box Weight (kg)
Net: **15,00** | Gross: **16,04**

Packaging: **750 GR** | Pcs/Box: **20**

CREAM AMMONIA

P. Code:
41000581

Box Weight (kg)
Net: **15,00** | Gross: **16,04**

Packaging: **750 GR** | Pcs/Box: **20**

SCOURING POWDER LEMON

P. Code:
41000574

Box Weight (kg)
Net: **12,00** | Gross: **13,04**

Packaging: **500 GR** | Pcs/Box: **24**

SCOURING POWDER PINE

P. Code:
41000572

Box Weight (kg)
Net: **12,00** | Gross: **13,04**

Packaging: **500 GR** | Pcs/Box: **24**

SURFACE CLEANERS

Alley PREMIUM FORMULA

SURFACE CLEANERS

FLOOR CLEANER

SURFACE CLEANER DREAM GARDEN

P. Code:
32000367

Box Weight (kg)

Net:	Gross:
12,00	**13,16**

Packaging:	Pcs/Box:
1 L	**12**

SURFACE CLEANER PINE

P. Code:
32000368

Box Weight (kg)

Net:	Gross:
12,00	**13,16**

Packaging:	Pcs/Box:
1 L	**12**

PARKETT WOOD CLEANER

P. Code:
32000246

Box Weight (kg)

Net:	Gross:
12,00	**13,16**

Packaging:	Pcs/Box:
1 L	**12**

MAGIC 2 IN 1 HARD SURFACE & WOOD CLEANER

P. Code:
32000247

Box Weight (kg)

Net:	Gross:
12,00	**13,16**

Packaging:	Pcs/Box:
1 L	**12**

SURFACE CLEANERS

MULTI PLUS

P. Code:
32001864

Box Weight (kg)

Net:	Gross:
9,09	**10,28**

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

GLASS CLEANER MOUNTAIN FRESH

P. Code:
32000369

Box Weight (kg)

Net:	Gross:
6,00	**6,86**

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

LIQUID SOAP

Alley PREMIUM FORMULA

LIQUID SOAP

LIQUID HAND SOAP AROMATIC

P. Code:
32000374

Box Weight (kg)

Net:	Gross:
5,82	**6,62**

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

LIQUID HAND SOAP SPRING FLOW

P. Code:
32000375

Box Weight (kg)

Net:	Gross:
5,82	**6,64**

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

LIQUID HAND SOAP FLORAL

P. Code:
32000376

Box Weight (kg)

Net:	Gross:
5,82	**6,64**

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

CAR CARE PRODUCTS

Alley PREMIUM FORMULA

CAR CARE PRODUCTS

AUTO GLOWE BOX CLEANER

P. Code:
32002655

Box Weight (kg)

Net:	Gross:
9,23	**10,38**

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

CAR INTERIOR CLEANER

P. Code:
32002654

Box Weight (kg)

Net:	Gross:
9,00	**10,16**

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

QUICK POLISH

P. Code:
32002334

Box Weight (kg)

Net:	Gross:
4,50	**5,11**

Packaging:	Pcs/Box:
750 mL	**6**

RIM CLEANER

P. Code:
32002652

Box Weight (kg)

Net:	Gross:
10,17	**11,33**

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

TYRE CLEANER & POLISH

P. Code:
32002653

Box Weight (kg)

Net:	Gross:
9,36	**10,52**

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

POLISHED CAR SHAMPOO

P. Code:
32002335

Box Weight (kg)

Net:	Gross:
6,30	**6,80**

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

CAR CARE PRODUCTS

ANTI-FOG

P. Code:
32002656

Box Weight (kg)
Net: **9,00**
Gross: **10,16**

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

ICE DEFROSTER

P. Code:
32002658

Box Weight (kg)
Net: **8,28**
Gross: **9,44**

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

RAIN REPELLENT

P. Code:
32002657

Box Weight (kg)
Net: **9,00**
Gross: **10,16**

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

RADIATOR ANTIFREEZE

P. Code:
32002333

Box Weight (kg)
Net: **13,08**
Gross: **14,07**

Packaging: **3 L**
Pcs/Box: **4**

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

Alley PREMIUM FORMULA

SARUHAN KİMYA

SARUHAN KİMYA VE TEMİZLİK ÜRÜNLERİ SANAYİ TİCARET A.Ş.

SARUHAN CHEMICAL & CLEANING PRODUCTS INDUSTRY TRADE CO. INC.

S|AR-GE|M Saruhan Ar-Ge Merkezi

GMP Quality

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