



CORPORATE PROMOTIONAL PRESENTATION





SARUHAN

Our company "Saruhan Chemical" has been founded in 1997 under group companies of Saruhan Holding, which is one of the leading companies at its sector. We as "Saruhan Chemical", offer our customers high quality of service by our innovative and eco-friendly household cleaning materials.





SARUHAN



1000+
EMPLOYEE



7
COMPANIES



3
PRODUCTION FACILITIES





OUR BRANDS

Human-oriented Approach
with Environmental and
Consumer Awareness

CHEMISTRY



HOUSEHOLD ELECTRIC APPLIANCES



CONSTRUCTION



FOOD



FLEET





SARUHAN CHEMICAL

Saruhan Chemical is a solution partner that provides high-level service to domestic and international customers with its household and industrial product portfolio.

Our category of cleaning and hygiene products, aiming to achieve sustainability with its environmentally friendly policy while prioritizing quality and respect for people in every process.

MILE STONES

1997

Establishment of the production facility

2001

Market Entry

Alley
PREMIUM FORMULA

nilco
REINIGUNGSMASCHINEN

Beginning of LABSA productions

2007

Beginning of Private Label production

2014

Beginning of SLES production

2017

Establishment of the R&D Center

SAR-GEM
Saruhan Ar-Ge Merkezi

2018

Launch of New Brands

Life
by Fakir

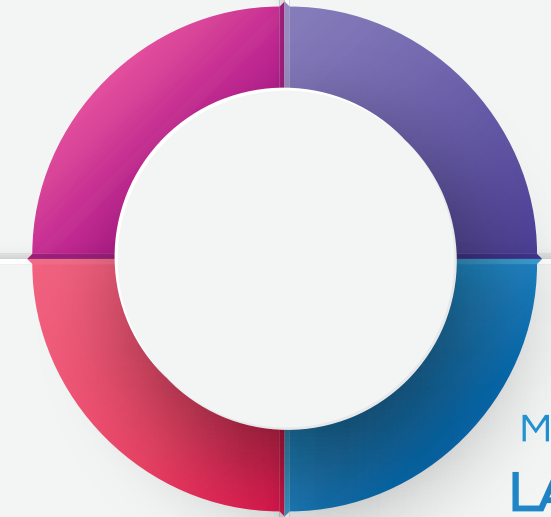
EXPERT
by Fakir

ANNUAL PRODUCTION CAPACITY



Factory Site
60.000 m²

Powder Detergent
100.000 ton



Liquid Detergent
50.000 ton

Raw Materials
LABSA
30.000 ton
SLES
15.000 ton

CERTIFICATES



EXPORTING TO

More Than

60 Countries in

6 Continents



RESEARCH & DEVELOPMENT

R&D Center approved by the
Ministry of Industry and Technology

Patent studies for new
products and technologies

Awards Given by Istanbul Chemicals and
Chemical Products Exporters
Association

1st
place awards
in 2015 and 2019

3rd
place award
in 2021



BRANDS

Market & E-Commerce



Export



Industrial



PREMIUM FORMULA
Alley



Household Cleaning Products

Alley, **is our export brand**, which offers a range of effective cleaning and hygiene products in the home care category.

Wide product portfolio in hand hygiene, laundry care, dish care and hard surface cleaners categories.



**Natural
Ingredients,
Superior
Cleaning!**

Life by Fakir products respects for people and nature while supporting a sustainable future in house cleaning. Its herbal-based formula have completely ecological and vegan content.



EXPERT
by **Fakir**



**Let The
Car Care to
The Expert!**

Expert by Fakir products, developed with superior technology and meticulous R&D studies, offer effective solutions in car care and cleaning.

nilco
REINIGUNGSMASCHINEN



Industrial Cleaning Products

Nilco ensures the achievement of effective cleaning and hygiene standards with a sustainable and environmental strategy in cleaning machines, chemicals and equipments in the industrial cleaning sector.

Your Solution Partner in Professional Cleaning!

- Cleaning Machines
- General Area Hygiene
- Kitchen Hygiene
- Textile Hygiene
- Room Cleaning Hygiene
- Personal Care Hygiene

OTHER PRODUCTIONS

Raw Material Production

(Tower Powder,
SLES, Labsa)



Private Label Products



MAINTAINABILITY STRATEGY

RESSOURCE UTILIZATION

EQUIPMENT

Process Renewal
Studies to Increase
Equipment Efficiency

ENERGY

Energy Efficiency Projects
(gas use reduction for
tower powder, energy
manager, solar panel)

R&D

Patent applications

WATER

Water Treatment
Facilities

GREEN PURCHASING

Green Product
Contract Purchasing

CERTIFICATES

Vegan, Ecomark

PLASTICS

Concentrated Products

PACKAGING

Waste Packaging
Recycling

RECYCLING

Waste raw Material
Recycling

PRODUCT

Sustainable Product
(petrochemical free
detergents)

CORPORATE GOVERNANCE AND COMPLIANCE

OCCUPATIONAL HEALTH AND SAFETY

"Work Safety"
"Ergonomics
Awareness"

REGULATION

Triple Responsibility
Care Certificate
ETUDER Reliable
Supplier Certificate

COMMUNICATION

•Special day
communications

DIGITAL

•QR code
•Using the online
catalog

SOCIAL

•Social responsibility
projects

STAKEHOLDER RELATIONS

Thank you!

