



*New Way of Cleaning*





## LAUNDRY POWDER DETERGENT



### HAND WASH

Gentle to both hands and fabrics.

- High foaming powder laundry detergent. Easily removes the most difficult dirt and 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
32000358	Manual Powder Detergent Hand Wash	3 kg	6	18,000	18,825
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 the toughest dirt and stains.
- Washes the clothes gently and diligently.
- Special perfume provides a sweet spring breeze to laundry.



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
32000347	Automat Powder Detergent	10 kg	2	20,000	20,625
32000348	Automat Powder Detergent	20 kg	1	20,000	20,200



## 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	16,808
32001099	Black Care	1500 ml	10	15,300	16,812
32001140	White & Colored Care	1500 ml	10	15,300	16,804





## 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



## 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





## LIME REMOVER

Washing machines under protection.  
Fights hard water damages.

- Allgon protects washing machines against negative effects of lime.
- Does not allow lime to get into water to penetrate laundry and to make them rough and hard.
- It softens even the hardest water and allows less detergent using.
- It contributes household economy and also protect environment by providing less detergent usage.
- Provides excellent cleaning of laundry and prolongs the life of washing machines.



## 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.
- Foam lasts until dishwashing ends.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000364	Dishwashing Liquid Lemon	485 ml	20	10,000	11,050
32001150	Dishwashing Liquid Extra Apple	500 ml	20	10,400	11,437
32000411	Dishwashing Liquid Lemon Odour	775 ml	20	15,500	16,517
32000032	Dishwashing Liquid Lemon Odour	5 L	4	20,600	22,976
32000363	Allgon Anti Lime	500 g	18	9,000	9,840



## 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 need for rinsing or drying.
- Gives a natural gloss and sparkling appearance on the cleaned surface.
- 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



## 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 with Lemon	500 g	24	12,000	14,250
41000572	Scouring powder with Pine	500 g	24	12,000	14,250





## 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 wiping.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000366	Stainless Steel Surface Polish	500 ml	12	4,920	5,935
32000373	Power Pro Kitchen	500 ml	12	6,060	7,140



## 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.

## ARMATURE AND SHOWER

Prevents water stains. Shower and ceramic surfaces.

Alley Active Armature & Shower 5in1 cleans and shines armatures, prevents water stains, cleans soap and lime residues and delays soiling.

## ACITVE MILDEW

Delivers a powerful clean without scrubbing. Kills mold and mildew.

Alley Active Mildew 5 in 1 against mildew and cork strains, stubborn dirt and bad odors. It can be used on all hard surfaces like tiles, ceramics, bath cabins, fiberglasses, vinyl shower curtains, glass, plastic groutings and doorsteps.

**NANO TECHNOLOGY**



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000426	Power Pro Bathroom	500 ml	12	6,180	7,243
32000238	Active Armature & Shower Cabinet Cleaner	500 ml	12	6,180	7,200
32000000	Mildew Cleaner	500 ml	12	6,090	7,200





## 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.

## CLIMAX

Provides clean and fresh air all time. High protection for air conditioners.

With its powerful formulation, Alley Climax efficiently removes oily dirt and dust that accumulate on and clogs air filters and heat exchanger parts.



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000372	Climax Cleaner	500 ml	12	6,180	7,200
32000367	Multi Plus	750 ml	12	9,360	10,360
32000371	Oxy Power Stain Remover Spray	500 ml	12	6,060	7,000



## WC ACTIVE

WC Active Cleaner Nano Technology. Ultra hygiene with nano formula.

Alley Active WC 5 in 1 ultra hygiene, nano formula, against bad odor, delays getting dirty, maximum effective against lime.

## 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.

**NANO  
TECHNOLOGY**



Code	Description	Packing	Pcs./Box	Carton Weight	
				Net	Gross
32000370	WC Cleaner	750 ml	12	9,360	10,390
32000000	WC Active Cleaner Nano	750 ml	12	9,000	10,390



## 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 CLEANSERS

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
32000000	LCD Cleaner	225 ml	12	2,700	3,000
32000369	Glass Cleaner	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



## PRODUCTION OF RAW MATERIAL OF DETERGENTS



**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



## SARUHAN CHEMICAL

With its modern technology Saruhan Chemical produces high quality industrial, marine and domestic type powder & liquid detergents together with raw materials LABSA and SLES.

Saruhan Chemical Plant is located in Corlu (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 plant. Saruhan Chemical has capacity of 60.000 tons of powder detergents, 25.000 tons of liquid detergents and 15.000 tons of raw materials LABSA and SLES production annually. Saruhan Chemical is one of the most modern and leading cleaning chemicals production company in Turkey.

Saruhan Chemical provides ecologic and environment friendly solutions manufacturing alternative products according to REACH regulations with its experienced teams in research and development laboratories. Saruhan Chemical is designed to save energy in the manufacturing process, use less packaging.

Saruhan Chemical offers its products under its own brand name ALLEY and under the brand name of the customers as private label not only with the best quality but also with optimum prices.

To achieve high performance results, small amounts of ALLEY will be sufficient for you to experience the outstanding cleaning as its very first day.







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**SARUHAN**

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CHEMICAL & CLEANING PRODUCTS INDUSTRY TRADE CO. INC.



**SARUHAN**

ŞİRKETLER GRUBU  
GROUP OF COMPANIES

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ISO 9001:2008

OHSAS 18001

ISO 14001:2004