sektör kimya

mr. OXY

MABEL MARSEILLE

Soli



PRO HİJYEN

Oxy

COMPANY PROFILE

1.CORPORATE OVERVIEW

- **Founded:** 2017
- **Human Capital:** A dedicated team of **400 employees**
- **Headquarters:** Located in **Kavacık, Istanbul**, serving as the strategic and administrative hub of our global operations.









2. MANUFACTURING FACILITIES

Our state-of-the-art production plant is situated in the **Konya 5th Organized Industrial Zone**, reflecting our large-scale industrial footprint.

- **Total Area:** 30,000 m^2
- **Indoor Production Area:** 22,000 m^2
- **Strategic Advantage:** Positioned in one of Turkey's most developed industrial zones to ensure logistics efficiency and high-capacity manufacturing.

https://www.youtube.com/watch?v=vWic7NhOO_g

3. QUALITY STANDARDS & CERTIFICATIONS

We maintain the highest international standards in safety, quality, and environmental management:

- **BRCGS:** Global Standard for Consumer Products and Production

TSE: Certified product excellence for 38 separate product lines

- **ISO 9001:2015:** Quality Management System
- **ISO 14001:** Environmental Management System
- **ISO 45001:** Occupational Health and Safety Management Systems
- **GMP (Good Manufacturing Practices):** Ensuring consistent product quality

OUR VISION

At the core of our operations lies a commitment to excellence and innovation. Our vision is defined by:

- **Innovative Solutions:** Providing cutting-edge solutions tailored to the needs of modern life.
- **Value-Driven Quality:** Combining high-quality standards with optimized cost efficiency.
- **Sustainability:** Developing eco-friendly and sustainable projects and products for a better future.
- **Social Responsibility:** Operating with a profound sense of duty towards society and the environment.
- **Agility:** Generating dynamic and rapid solutions in an ever-changing market.
- **Value Creation:** Adding significant value to our employees' professional lives and our customers' businesses.
- **Continuous Growth:** Maintaining a competitive edge through constant improvement and innovation.

Product Category	Annual Capacity	Utilization Rate	Operational Status
Powder Detergent	175,000 Tons	30%	Active
Liquid Products	120,000 Tons	55%	Active
Surface Cleaning Wipes	40 Million Units	60%	Active
Perfume & Cologne	20 Million Units	70%	High Demand / Active
WC Blocks	10 Million Units	N/A	Line Upgrade in Progress

NEW FACTORY

- Production has started on August 2024 in Konya.
- Total 30,000 m2 and with a closed area of 17,000 m2





Production of:

- Industrial Cleaning and Care
- Household Cleaning
- Personal Care
- Perfumery products (including home fragrance and candle)
- Cleaning Wipes

ACTIVITY FIELDS

HOME CARE	PERSONAL CARE	FRAGRANCE	INDUSTRIAL
• Laundry Care • Dish Care • Hard Surface Care	• Shampoo • Shower Gel • Liquid Soap • Foaming Soap	• Perfume • Cologne • Room Sprays • Reed Diffusers • Candle	• Horeca • Hygiene • Constutional Cleaning

EXPORT SALES POINTS



CHAIN SALES POINTS

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araz
siz harada, araz orada

Azerbaijan

ROBOT

Bosnia and Herzegovina

linella
Alături zi de zi

Moldova

dm
HIER BIN ICH MENSCH
HIER KAUF ICH EIN

North Macedonia

kipper

North Macedonia

Nergiz
grossmarkt gmbh

Germany & Europe

Ramstore
Добиј повеќе. Живеј подобро

North Macedonia

HOME CARE CATEGORY

mr. OXY



AUTOMAT LAUNDRY POWDER DETERGENT





*Available in the following sizes:
-3 KG WHITES & COLOURS (UNIVERSAL)
-3 KG COLOURS

-6 KG WHITES & COLOURS (UNIVERSAL)
-6 KG COLOURS

-9 KG WHITES & COLOURS (UNIVERSAL)

LAUNDRY POWDER DETERGENT IN CARDBOARD BOX



*Available in Europe
5,1 KG 85 WASHES

UNIVERSAL WASH

CONCENTRATED LAUNDRY POWDER DETERGENT







*Soon Available in English / Export Labelling

1,5 kg 30 washes and 3kg 60 washes

LIQUID LAUNDRY CARE & PROTECT



COLOURS
2,75 L



DARK COLOURS & BLACKS
2,75 L

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SOON AVAILABLE IN ENGLISH LABELS

mr. OXY

LIQUID LAUNDRY DETERGENT FOR SHORT CYCLE WASH



*Soon Available in English / Export Labelling

-1480 ml (WHITES & COLOURS)
-1480 ml (COLOURS & BLACK)
-1480 ml (WHITES)

-with Intense Perfume Effect

CONCENTRATED FABRIC SOFTENERS 1440 ML



LAVENDER & MAGNOLIA



CASABLANCA LILY & BLUE LOTUS



PEONY & MUGUET

REGULAR FABRIC SOFTENERS



FLORAL PASSION 1L



SPRING FRESHNESS 1 L



LAVENDER 1 L

*Available in the following sizes:
-1 L
-5L



LAVENDER



FLOWERS





STAIN REMOVER

IN-WASH SCENT BOOSTER



MORNING DEW – GREEN

SWEET MOMENTS- PINK

ELEGANT CHARM- IVORY

BLUE BLOOM - BLUE

210 g

DISHWASHING LIQUID
MR.OXY MAXIMA



- Upside down bottle design.
- Leak-free lid.
- Usage till the last drop.
- Less usage more effect.
- Available in the following sizes: 500 ML & 650 ML



LEMON



BLUEBERRY



APPLE

MAXIMA DISHWASHING LIQUID ECONOMICAL SIZE



MR. OXY 3,5 L Dishwashing Liquid Refill Drum + 500 ml Refillable Bottle
LEMON



MR. OXY 3,5 L Dishwashing Liquid Refill Drum + 500 ml Refillable Bottle
BLUEBERRY

ALL PURPOSE CLEANING WET TOWELS & MOP SETS













MOP COMPATIBLE FLOOR CLEANING TOWEL

MOP SET (TOWEL + MOP)

GENERAL SURFACE CLEANER WET TOWEL (WHITE SOAP, CHERRY BLOSSOM & LAVENDER SCENTS

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MR.OXY MAXIMA MULTIPURPOSE CLEANING WIPES

-DEGREASER
-STREAK-FREE
-QUICK DRYING
-ANTI-FOGGING
-NO RINSE REQUIRED

mr. OXY







MR.OXY MULTIPURPOSE CLEANING WIPES 100

New Metallic Foil Packaging Soon Available

-DEGREASER
-STREAK-FREE
-QUICK DRYING
-ANTI-FOGGING
-NO RINSE REQUIRED

SPRAY CLEANERS



GLASS CLEANER



SILICONE BASED
GLASS CLEANER



MULTI PURPOSE
CLEANER (AXPRINE)

WOOD AND ALL PURPOSE CLEANERS



WOOD CLEANER



FLORAL

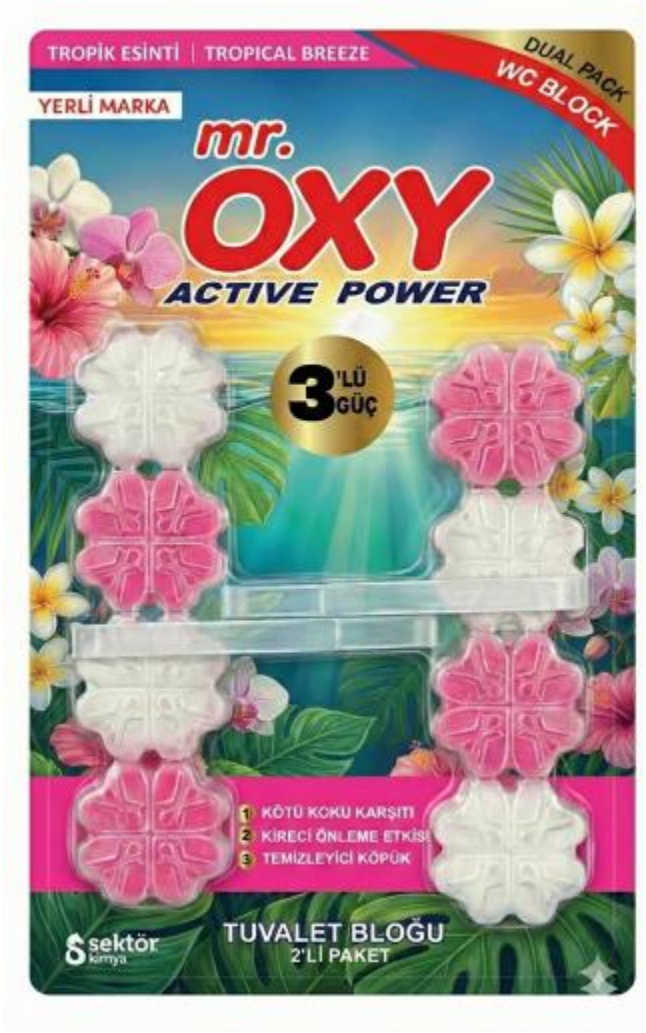


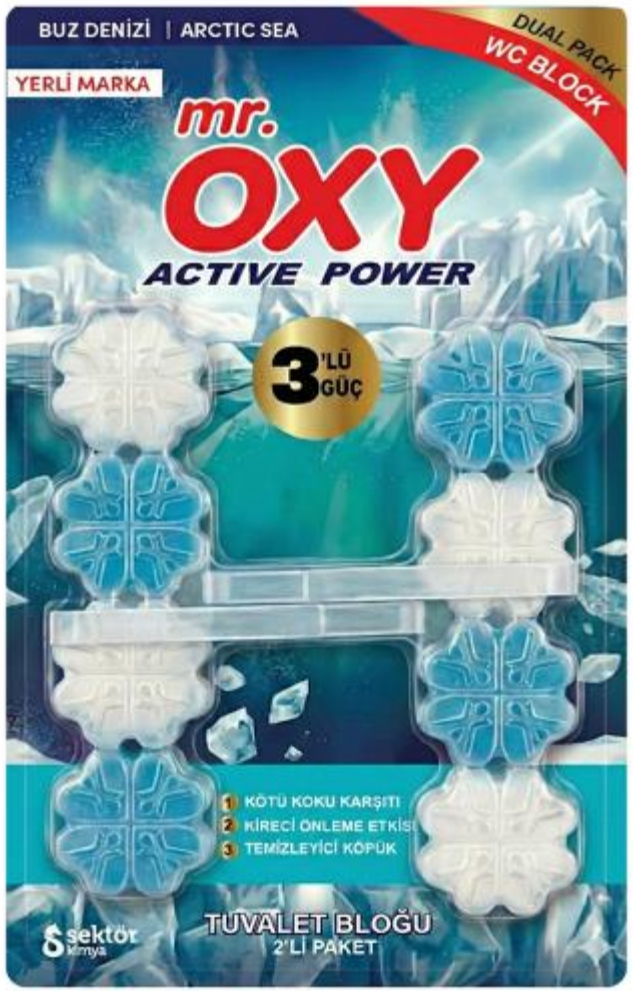
LAVENDER



WHITE SOAP

WC RIM BLOCK





* TROPICAL BREEZE
- ARCTIC SEA

2x50 g

GRANULE DRAIN OPENER



* TROPICAL BREEZE
- ARCTIC SEA

2x50 g

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HOME CARE CATEGORY

Soli

AUTOMAT DETERGENT



*Available in the following sizes:

-1,5 KG (COLORS & UNIVERSAL)
-3 KG (COLORS & UNIVERSAL)
-6 KG (COLORS & UNIVERSAL)
-9 KG (COLORS & UNIVERSAL)

CONCENTRATED SOFTENERS 1440 ML



CASABLANCA LILY & BLUE LOTUS

LAVENDER & MAGNOLIA

PEONY & MUGUET

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MABEL MARSEILLE

PERSONAL CARE & HOME FRAGRANCE CATEGORY

LIQUID SOAPS 500 ML



BLUE
OCEAN



OLIVE LAND



BOSPHORUS



PEONY
BOUQUET

SHOWER GELS 750 ML



LINA ROSE

COOL WATERS

PRETTY PEACH

PEONY BOUQUET

PERFUMED ROOM SPRAYS (PREMIUM) 500 ML



BOSPHORUS



CASHMERE FLOWERS



BREEZE OF FRESHNESS



POWDER DREAMS



PINK PEONY

ROOM & TEXTILE SPRAYS (BASIC) 1L



BOSPHORUS GARDEN



BREEZE OF FRESHNESS



POWDER DREAMS



REED DIFFUSERS 100 ML



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THE MAGIC OF CASHMERE

BREEZE OF FRESHNESS

POWDER DREAMS

EXOTIC MANGO

MABEL MARSEILLE

REED DIFFUSERS (MABEL LUXURY 100 ML)



CRYSTAL GARDEN



JASMINE VANILLE



BOSPHORUS GARDEN

sektor kimya

MABEL MARSEILLE

REED DIFFUSERS (MABEL LUXURY 100 ML)



AQUARIOUS



PINK BOUQUET



DIFFUSER &
CANDLE SET

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MABEL MARSEILLE



sektör kimya

BOSPHORUS

HOSPITALITY COLLECTION

Reed Diffuser

500 ML + 1 LT REFILL

MABEL MARSEILLE



sektör kimya

CASHMERE

HOSPITALITY COLLECTION

Reed Diffuser

500 ML + 1 L REFILL

MABEL MARSEILLE

MABEL ESSENCE 50 ml (EAU DE PARFUM FOR MEN & WOMEN)





PARFUMS MABEL PARIS 100 ml
(EAU DE PARFUM FOR MEN)







PARFUMS MABEL PARIS 100 ml
(EAU DE PARFUM FOR WOMEN)







PERFUMED WET WIPES



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HO-RE-CA

Oxy

PRO HİJYEN

HORECA - PROFESSIONAL GROUP

sektör kimya





SALES POINTS IN TURKEY
NATIONAL DISCOUNT CHAINS

BİM 12.500

A101 14.000

ŞOK 11.000

FİLE 250

TARIM KREDİ KOOP Çiftçi Marketi 2.500

Numbers shows the quantity of the Branches

SALES POINTS IN TURKEY

HIPERMARKETS & BIG RETAIL CHAINS

MiGROS	3.662	hakmar express	854
Happy Center	199	ROSSMANN	200
kim	140	onur Alışverişte Onur Sözü	147
çağrı hipermarket	87	Çetinkaya	35

* showing the number of branches

SALES POINTS IN TURKEY

GROSSMARKETS

Tansaş Gross

2

ZIRHLI gross
TOPTAN & PERAKENDE MARKET

10

METRO
Cash & Carry

27

BARIŞ GROSS

18

BAK BU GROSS

9

ANKA GROSS
ÇOK AL AZ ÖDE

9

BOZKIRLILAR MİSMAR AVM

9

Gross 38
TOPTAN VE PERAKENDE MARKET

10

* showing the number of branches

SALES POINTS IN TURKEY

TRADITIONAL CHANNEL (SUPERMARKETS)

MORE THAN 1000 DIFFERENT SELLING POINTS



PRIVATE LABEL CAPABILITIES

- ✓High Quality Production
- ✓Competitive Prices
- ✓Strong R&D Infrastructure
- ✓Innovative Product Rage
- ✓Logistic Support
- ✓Fast Delivery Time
- ✓Custom Manufacturing

Your Brand Is Valuable To Us!

PRIVATE LABEL REFERENCES

sektör kimya

KOTON
TURKEY

GUESS
TURKEY

DeFacto
TURKEY

LCW

BELLA MAISON
TURKEY

MADAME COCO
TURKEY

Candie's BEAUTY
USA

TUDORS
TURKEY

TARIM KREDİ KOOP Çiftçi Marketi
TURKEY

TARIM KREDİ elit
TURKEY

METRO Cash & Carry
TURKEY

aro
TURKEY

Avansas İşyerinin alışveriş yeri
TURKEY

THANK YOU