



KLORAK[®]

Household Cleaners

**Proven Quality. Best Value.
Since 1960.**

 klorak  klorakturkiye



OUR COMPANY

Klorak is a 60 year old brand in the Turkish cleaning products market. Back in the 1960's, as the first manufacturer of bleach in this region of Turkey, Klorak has established a strong brand and became a generic name for bleach in Aegean region. Most locals still prefer to call bleach "Klorak" even if it is from another brand.

Expanding its range over the years Klorak brand today offers a wide variety of household cleaning products and is proud to be working with leading retailers in the Turkish market. The company also is a private label manufacturer and an exporter of liquid cleaning products.



PRINCIPLES

Customers First: We are highly customer-oriented. We thrive to improve customer experience in every possible way, through open communication and interaction.

Proven Quality, Best Value: We deliver products that match or surpass the quality of its category market leader; and offer better value.

Sharing Our Experience & Know-How: We love to share our know-how with our corporate partners and our consumer communities to help deliver better results in cleanliness.

REFERENCES

Our company proudly works with retail chains and distribution partners to make our own-branded & private label products available in more than 50,000 retail outlets worldwide, through major retailers operating in the Turkish market as well as distribution partners in EU countries , in the US and all around the world.

In private label production we also cooperate with global FMCG brands serving them as manufacturing and supply partner.

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BİM

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MİGROS

Since 1960
KLORAK

KLORAK



Bleach & Thick Bleach

Whitens laundry, provides long lasting hygiene.

Our iconic product has been in the Turkish market since 1960 and has become a generic name for bleach in our region.

Top-notch quality has been consistent over the years.

Usage: Laundry use (cotton or linen), hand wash or machine wash, surface and water disinfection.



KLORAK

since 1960

Power&Hygiene Series

Multi-Surface Cleaners

Better Protection Indoors with Bleach Added Formula
Klorak Power&Hygiene Cleaning Sprays are versatile products for use in the kitchen or all around indoor spaces cleaning surfaces deeply and thoroughly while providing 100% hygiene with their enhanced bleach added formula.

Usage: Stoves, countertops, dining tables, closets, handles and knobs, sink, toilet seats, wastebins, kitchen cabinets, ovens.

Not suitable for use on fabric.



Multi-Surface Aerosol Spray

Contactless Hygiene On the Go

Klorak Power & Hygiene Aerosol Spray is developed to provide contactless hygiene on common spaces & outdoor surfaces. Non-scented aerosol spray with 70% alcohol does not require rinsing or wiping, and dries in seconds for fast and practical use. It is also ultra-portable with packaging size that fits easily in suitcases, bags or car glove boxes.

Usage: Common space and outdoor surfaces such as door knobs, toilet seats, meeting tables, switches, elevator panels, public transportation vehicles, outdoor seating & benches.



150ml

Hygienic Surface Cleaners

Flawless cleaning with a pleasant scent.

Achieves impressive cleaning results on marble, granite and vinyl surfaces with its superior formula. Surrounding your home with persistent, fresh natural fragrances.

Usage: On dirty and greasy windows, mirrors, glass, porcelain, ceramics, optics, crystal, windshields, plastics, MDF or wooden surfaces. All other washable surfaces.

x2 ALCOHOL STRENGTH



White Soap | Lavender Breeze | Spring Flowers





750ml

3920ml

Degreaser

Removes the toughest of grease and grime stains in seconds.

Alkaline enriched professional formula and the super-fast degreasing effect ensures that even the most persistent oil stains easily flow away. Also offers perfect cleaning.

**SUPER-FAST
DEGREASING EFFECT**

Usage: On ovens & stoves, aspirators, deep fryers, steel pots, pans, coffeepots, kitchen cabinets, aluminum material and car wheel rims.

Not suitable for Inox surfaces. Use with caution on plastics and painted surfaces.



Kitchen Cleaner - with Bleach

Cleans all surfaces deeply and thoroughly, provides hygiene.

Cleans all your kitchen surfaces deeply and thoroughly. Provides perfect hygiene with its bleach added special formula.

Usage: On kitchen surface including kitchen closets, ovens & stoves, aspirators, dining tables, chopping boards, countertop, door handles, highchairs, dustbins, ceramic and tile kitchen surfaces and refrigerators.

Not suitable for inox or stainless steel surfaces. Use with caution on plastic and painted surface.



**FLAWLESS
CLEANING &
EXTRA HYGIENE**



750ml

Bathroom Cleaner

For lasting shine in bathroom surfaces. 100% effective on residual soap and lime.

Active lime removing formula helps removing lime, rust and soap stains effortlessly. Easy to rinse, leaves no residues. Provides perfect gloss without scratching the surfaces. Leaves a fresh and clean odor in your bathroom.

Usage: On all metal surfaces, tap mixers, batteries, sinks, bathtubs, tiles and shower cabins.

Not suitable for inox or stainless steel surfaces. Use with caution on plastic and painted surface.



**FLAWLESS
CLEANING &
LASTING SHINE**



750ml

Concentrated Fabric Softener



1440ml

Sensitive

Dermatologically tested

Lasting freshness.

Softens and protects fabric, facilitates ironing. Leaves a lasting fresh feel and a pleasant scent on clothes.

Usage: On rinsing cycle of laundry machine wash, complementary to laundry detergent.



Tropical Breeze



1440ml



685ml

3920ml

Dishwashing Liquid

Powerful degreasing formula.

A small drop is enough to provide effective cleaning and long lasting shine. Gentle on hands.

Usage: For hand washing dishes.



970ml

2430ml

Tile & Grout Cleaner

Removes dirt and stains on tiles and tile joints in seconds.

A relatively new product that keeps receiving very positive customer feedback.



Usage: For tiles and tile joint grouts on all surfaces.



Shower Cleaner



750ml

Avoids water stain formation. Effective against soap scum, lime and rust stains.



Shower Cabins and Showers



Tiles



Faucets and Washbasins

Powerful formula removes water stains from shower cabins. Cleans soap scum, body oil residues, rust and lime stains effortlessly. Provides longer lasting cleanliness with its stain resistant formula. Proven performance by performance tests and consumer feedback.

Usage: On shower cabins, bathroom tiles, tap mixer batteries and sink.

Lime Remover

Instant effect on scale and rust stains. Leaves perfect brightness and shine.

Advanced formula removes toughest lime scale formations and rust stains easily without damaging applied surfaces (follow instructions for use).

Usage: On teapots, kettles, shower cabins, shower heads, washbasins and bathtubs, tile and ceramic bathroom surfaces, glassware and surfaces with building construction residues.



750ml



750ml

Cleaner with Silicone

For lime and soap scum.

Removes water and dust, delays formation of water stains and dusting. Cleans, polishes and protects.



Prevents stain formation.

Usage: On metal surfaces, glass or furniture.

Glass Cleaner

Dazzling shine, no stains. Prevents condensation.

For sparkling brightness on glass and similar surfaces. With its advanced technology; Klorak Glass Cleaner prevents condensation and does not leave hard water stains.

Usage: On dirty and greasy windows, mirrors, glass, porcelain, ceramics, optics, crystal, windshields, plastics, MDF or wooden surfaces. All other washable surfaces.

WATER STAIN FREE CLEANING TECHNOLOGY



925ml

500ml + 900ml



750ml

Natural Cleaning Vinegar

Multi-purpose natural cleaning product with no artificial cleaning agents or dyes.

Non-toxic and eco-friendly, yet strong and effective, Klorak cleaning vinegar is a safe and smart choice for all consumers.



Usage: On kitchen counters, cutting boards, refrigerators, sinks, tap mixers (rinsing required), bathrooms, bathroom tiles, glass surfaces, mirrors, kettles, floor tiles.

Multi-Purpose Cleaner

Effective stain removal for a wide range of surface materials.

A versatile product for all stains. Applicable on a wide range of materials including fabric, ceramics, wooden or glass surfaces.



SPECIAL DIRT AND GREASE REMOVER FORMULA



750ml

3365ml

Usage: On laundry, carpets, sofas, furniture, kitchen, bathroom, floors; ceramic, wooden or glass surfaces. Dosage and method of use varies according to applied surface type.

Private Label Range



End-to-end product development capability in line with target market requirements:

Klorak's product offer is not limited to own branded products. As an experienced manufacturer we work with major clients around the world on private label partnerships. Our R&D and Product Development teams can deliver products tailored to your desired specifications; and test them against competitor benchmarks in target markets to ensure we deliver a competitive market fit in terms of the value and the quality offered in the target category. Just submit your product requirements and we might have the right fit for you.

**All products available in industrial sizes or in bulk upon request.*



KLORAK®

KİMYA ve TEMİZLİK ÜRÜNLERİ SAN. TİC. A.Ş.

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