



SEBA
PRODUCT CATALOGUE

SEBA

Seba Kimya is one of the leading FMCG manufacturer located in Istanbul, Turkey, manufacturing since 1989. Seba Kimya produces wide range of Personal Care, Home Care and Pet Care products under **SIR, ELENOR, SIR BIO, JOVIROSE, PET WHITE** brands. Product portfolio covers laundry category, dishwashing detergents category, hard surface cleaners, air & fabric fresheners, special home care products, personal care products and pet care products. Our brands have well reputation in Turkey & more than **40** countries in the World. Seba Kimya commits to provide the highest quality products with affordable prices, enables long term business partnerships. Seba Kimya is committed to pursuit excellence and adherence to highest quality standards in core business activities. **Seba is proudly Turkish and truly World Class company.**



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Our Mission

To be sustainable and profitable Company that is innovative in FMCG sector, manufacturing products make life easier and people happier.

Our Vision

To Become the producer of most preferred brands around the World, respectful the environment and health.

Our Values

Seba Kimya basic principles;

- Quality
- Reliability
- Transparency
- Being ahead in loyalty, respect in employee and customer relations
- Respectful to the law, individual, animals, society and the environment
- Open to innovation in technology.





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18001:2007

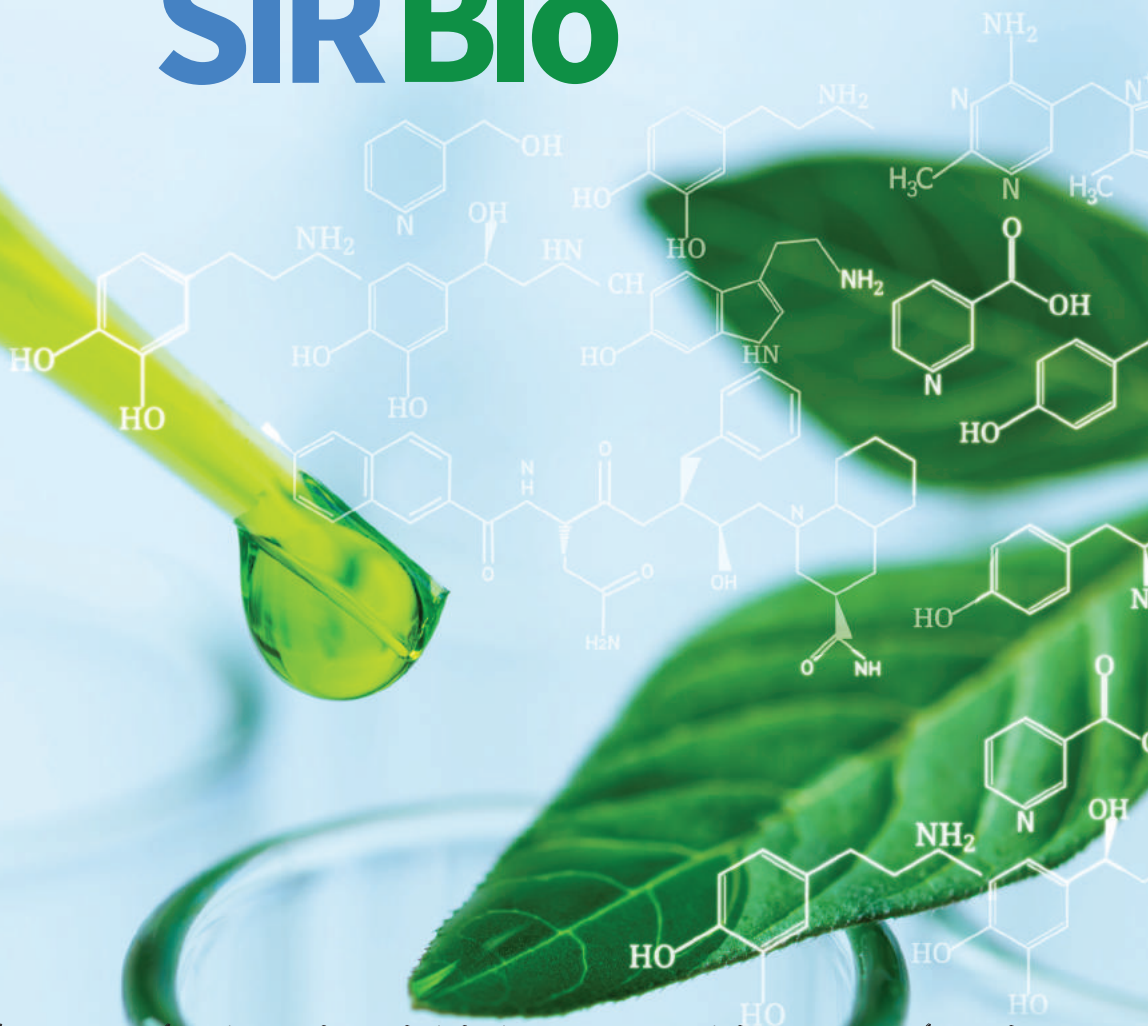


45001:2018



Sedex

SIRBIO



*SIR Bio products generated by self soluble biodegradable raw materials.
SIR Bio is Vegan Certified, does not contain any animal origin ingredients
Our animal friends not used as subject in product tests.
SIR Bio is Hypoallergenicly tested.
Products does not contain Phosphate, Paraben and Chlorine.*

BIO GROUP **SIRBio**



SIR BIO HERBAL EXTRACT
Dishwasher Gel Detergent
Volume : 1000 ml
Units Per Box : 12 pcs



SIR BIO HERBAL EXTRACT
Liquid Laundry Detergent
Volume : 1000 ml
Units Per Box : 12 pcs



SIR BIO HERBAL EXTRACT
Fabric Softener
Volume : 1000 ml
Units Per Box : 12 pcs



SIR BIO KITCHEN
Cleaner
Volume : 500 ml
Units Per Box : 12 pcs



SIR BIO ASPRINS
Multi Purpose Stain Remover
Volume : 500 ml
Units Per Box : 12 pcs



SIR BIO BATHROOM
Cleaner
Volume : 500 ml
Units Per Box : 12 pcs



SIR BIO WASHING-UP
Liquid
Volume : 500 ml
Units Per Box : 12 pcs



MULTI CLEANERS PRODUCT



MULTI CLEANERS GROUP



SIR Asprins
Stain Remover Multi Purpose
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 013144



SIR STAINLESS STEEL
Inox Cleaner
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 011782



SIR KITCHEN
Degreaser
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 011768



SIR LIMESCALE
Remover
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 012260



SIR KITCHEN
Cleaner
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 013397



SIR BATHROOM
Cleaner
Volume : 750 ml
Units Per Box : 12 pcs



8 693023 013601



MULTI CLEANERS GROUP



SIR EASY IRON

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 012338



SIR GLASS CLEANER

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 052914



SIR GLASS CLEANER

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 052907



**SIR WOOD & FURNITURE
Cleaner**

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 014264



**SIR MULTI PURPOSE
Bleach**

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 016138



**SIR DISINFECTANT
Cleaner**

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 015926

MULTI CLEANERS GROUP



SIR PRO POWER
Professional Limescale Remover
Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 200025



SIR PRO POWER
Professional Degreaser
All Purpose Cleaner
Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 200001



MULTI CLEANERS GROUP



SIR WC GEL CLEANER
Fresh Ocean

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 014684



SIR WC GEL CLEANER
Fresh Pine

Volume : 750 ml
Units Per Box : 12 pcs



8 693023 014660



SIR DRAIN OPENER

Volume : 850 ml
Units Per Box : 12 pcs



8 693023 014646





MULTI CLEANERS GROUP



SIR CLEANING CREAM Ammonia

Volume : 1125 g
Units Per Box : 12 pcs



8 693023 012451



SIR CLEANING CREAM Lemon Scented

Volume : 1125 g
Units Per Box : 12 pcs



8 693023 012468



SIR CLEANING CREAM Pink Flowers

Volume : 1125 g
Units Per Box : 12 pcs



8 693023 014820



SIR ULTRA THICK BLEACH Mountain Breeze

Volume : 750 ml
Units Per Box : 15 pcs



8 693023 035481



SIR ULTRA THICK BLEACH Snow White

Volume : 750 ml
Units Per Box : 15 pcs



8 693023 013458



SIR ULTRA THICK BLEACH Lemon

Volume : 750 ml
Units Per Box : 15 pcs



8 693023 013465

MULTI CLEANERS GROUP



SIR FLOOR CLEANER
Honeysuckle Blossom

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 016305



SIR FLOOR CLEANER
Pine Breeze

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 016282



SIR FLOOR CLEANER
Fresh Lavender

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 012567



SIR FLOOR CLEANER
White Soap

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 301913



SIR MULTIPURPOSE CLEANER
Liquid Soft Soap

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 011973



SIR WOOD
Cleaner

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 012215



SIR CARPET SHAMPOO
By Hand

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 012819

DISHWASHING PRODUCT



DISHWASHING GROUP



SIR DISHWASHING DETERGENT
Berries
Volume : 750 ml
Units Per Box : 12 pcs



SIR DISHWASHING DETERGENT
Lemon
Volume : 750 ml
Units Per Box : 12 pcs



SIR DISHWASHING DETERGENT
Apple
Volume : 750 ml
Units Per Box : 12 pcs



SIR LIQUID DISHWASHING DETERGENT
Lemon Flower
Volume : 4 Kg
Units Per Box : 4 pcs



SIR DISHWASHER
Machine Cleaner
Volume : 250 ml
Units Per Box : 24 pcs



SIR LAUNDRY
Machine Cleaner
Volume : 250 ml
Units Per Box : 24 pcs



SIR DISHWASHER RINSE AID
Volume : 500 ml
Units Per Box : 12 pcs



LAUNDRY PRODUCT



LAUNDRY GROUP



**SIR LAUNDRY GEL DETERGENT
Black**

Volume : 3000 ml
Units Per Box : 4 pcs



8 693023 016787



**SIR LAUNDRY GEL DETERGENT
Universal**

Volume : 3000 ml
Units Per Box : 4 pcs



8 693023 016763



**SIR ABAYA GEL SHAMPOO
Fresh Perfume**

Volume : 3000 ml
Units Per Box : 4 pcs



8 693023 015117



**SIR LAUNDRY GEL DETERGENT
Black**

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 016824



**SIR LAUNDRY GEL DETERGENT
Universal**

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 016800



**SIR ABAYA GEL SHAMPOO
Fresh Perfume**

Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 016336



LAUNDRY GROUP



SIR FABRIC SOFTENER
Four Seasons
Volume : 3000 ml
Units Per Box : 4 pcs



8 693023 012741



SIR FABRIC SOFTENER
Fresh Flower
Volume : 3000 ml
Units Per Box : 4 pcs



8 693023 012734



SIR FABRIC SOFTENER
Four Seasons
Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 012802



SIR FABRIC SOFTENER
Fresh Flower
Volume : 1000 ml
Units Per Box : 12 pcs



8 693023 012796

LAUNDRY GROUP



SIR LAUNDRY SOFTENER
White Lovers

Volume : 2000 ml
Units Per Box : 8 pcs



8 693023 017210



SIR LAUNDRY SOFTENER
Pink Lovers

Volume : 2000 ml
Units Per Box : 8 pcs



8 693023 017234



SIR LAUNDRY SOFTENER
Purple Lovers

Volume : 2000 ml
Units Per Box : 8 pcs



8 693023 017258



SIR LAUNDRY SOFTENER
Blue Lovers

Volume : 2000 ml
Units Per Box : 8 pcs



8 693023 017197

ROOM FRAGRANCES PRODUCT



ROOM FRAGRANCES GROUP



ELENOR AIR & FABRIC FRESHENER
Rose Garden

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 061046



ELENOR AIR & FABRIC FRESHENER
Classic

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 061077



ELENOR AIR & FABRIC FRESHENER
Lavender Garden

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 061053



ELENOR AIR & FABRIC FRESHENER
Fruit Garden

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 061091



ELENOR ODOR ELIMINATOR
Fresh Places

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 061114

PERSONAL CARE PRODUCT



PERSONAL CARE **GROUP**



ELENOR COSMETICS HAND SOAP
Olive Oil

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 042588



ELENOR COSMETICS HAND SOAP
Jasmine

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 042564



ELENOR COSMETICS HAND SOAP
Rose

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 042540



ELENOR COSMETICS HAND SOAP
Lavender

Volume : 500 ml
Units Per Box : 12 pcs



8 693023 042526



PERSONAL CARE **GROUP**



ELENOR LIQUID HAND WASH
Romantic

Volume : 400 ml
Units Per Box : 12 pcs



8 693023 041383



ELENOR LIQUID HAND WASH
Pomegranate & Mix Berries

Volume : 400 ml
Units Per Box : 12 pcs



8 693023 041642



ELENOR LIQUID HAND WASH
Lavender

Volume : 400 ml
Units Per Box : 12 pcs



8 693023 042045



ELENOR LIQUID HAND WASH
Coconut

Volume : 400 ml
Units Per Box : 12 pcs



8 693023 041413

PERSONAL CARE **GROUP**



ELENOR LIQUID HAND WASH
Romantic

Volume : 3,6 L
Units Per Box : 4 pcs



8 693023 041895



ELENOR LIQUID HAND WASH
Pomegranete & Mix Berries

Volume : 3,6 L
Units Per Box : 4 pcs



8 693023 041871



ELENOR LIQUID HAND WASH
Lavender

Volume : 3,6 L
Units Per Box : 4 pcs



8 693023 041857



ELENOR LIQUID HAND WASH
Coconut

Volume : 3,6 L
Units Per Box : 4 pcs



8 693023 041918

BODY WASH PRODUCT



BODY WASH GROUP



**ELENOR BODY WASH
Ocean**

Volume : 500 g
Units Per Box : 12 pcs



8 693023 042649



**ELENOR BODY WASH
Sunshine**

Volume : 500 g
Units Per Box : 12 pcs



8 693023 042625



**ELENOR BODY WASH
Therapy**

Volume : 500 g
Units Per Box : 12 pcs



8 693023 042687



**ELENOR BODY WASH
Bouquet**

Volume : 500 g
Units Per Box : 12 pcs



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**ELENOR BODY WASH
Tropical**

Volume : 500 g
Units Per Box : 12 pcs



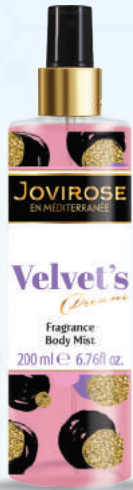
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BODY MIST PRODUCT



BODY MIST GROUP JOVIROSE

EN MÉDITERRANÉE



JOVIROSE BODY MIST
Velvet's Dream

Volume : 200 ml
Units Per Box : 24 pcs



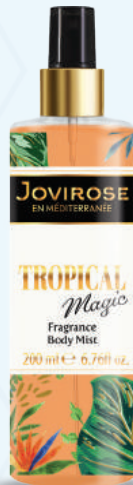
JOVIROSE BODY MIST
Shiny Pink

Volume : 200 ml
Units Per Box : 24 pcs



JOVIROSE BODY MIST
Night's Desire

Volume : 200 ml
Units Per Box : 24 pcs



JOVIROSE BODY MIST
Tropical Magic

Volume : 200 ml
Units Per Box : 24 pcs



JOVIROSE BODY MIST
Angel Wings

Volume : 200 ml
Units Per Box : 24 pcs



JOVIROSE BODY MIST
Vanilla Cookie

Volume : 200 ml
Units Per Box : 24 pcs



PET CARE PRODUCT

- ✓ Easy Breath
- ✓ Eliminates bad smells
- ✓ Child and pet safe
- ✓ Hypoallergenic
- ✓ Contain %100 natural surfactant
- ✓ **GARD Air**
Technology



PET CARE GROUP



**PET WHITE MULTI SURFACE
Cleaner & Odor Eliminator**

**Volume : 1000 ml
Units Per Box : 12 pcs**



8 693023 100028

**PET WHITE MULTI SURFACE
Cleaner & Odor Eliminator**

**Volume : 1000 ml
Units Per Box : 12 pcs**



8 693023 100004



PET CARE GROUP **Pet White**



- ✓ Eliminates bad smells
- ✓ Contain %100 natural surfactant
- ✓ Everyday cleaning solution for homes with pet

**PET WHITE MULTI SURFACE
Cleaner & Odor Eliminator**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100042



- ✓ Eliminates bad smells
- ✓ Enzyme technology
- ✓ Quickly removes bad odor & stains of pet urine, feces, vomit & more.

**PET WHITE STAIN & ODOR
Remover**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100141



- ✓ Eliminates bad smells
- ✓ Active Odor Technology

**PET WHITE ODOR ELIMINATOR
Pet Odor Remover**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100066



- ✓ Color Free
- ✓ Non-toxic
- ✓ pH Balanced

**PET WHITE SHAMPOO
Vanilla**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100103



- ✓ Color Free
- ✓ Non-toxic
- ✓ pH Balanced

**PET WHITE SHAMPOO
Strawberry**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100080



- ✓ Color Free
- ✓ Non-toxic
- ✓ pH Balanced

**PET WHITE SHAMPOO
Ocean**
Volume : 500 ml
Units Per Box : 12 pcs



8 693023 100127

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