



POWDER **DETERGENT**

Presentation

Products

BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR WHITES

BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR COLOR

SIO MATIC POWDER LAUNDRY DETERGENT FOR WHITE

SIO MATIC POWDER LAUNDRY DETERGENT FOR COLOR

SIO MATIC POWDER LAUNDRY DETERGENT FOR HAND WASH



PERFORMANCE APPLICATIONS – DIRT LOADED EMPA FABRICS

- EMPA 115 (BLACK BLEACHING TEST)
- EMPA 167 (TEA)
- EMPA 101 (CARBON BLACK OLIVE OIL)
- EMPA 111 (BLOOD)
- EMPA 112 (CACAO/MILK/SUGAR)
- EMPA 114 (RED WINE)
- EMPA 161 (STARCH)
- EMPA 116 (BLOOD/MILK/INK)
- EMPA 164 (GRASS)



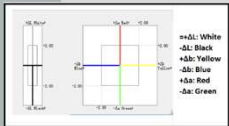
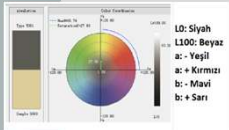
DEVICE MEASUREMENT EVALUATION

PERFORMANCE APPLICATION

Evaluation of Colorimeter Measurement Results

Washing results with a high ΔE value are successful results.

The higher the ΔE value, the higher the cleaning power of the detergent.



BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR COLOR

CLAIMS

- Vibrant colors
- Enzyme technology
- Effective Stain Removal

Thanks to the enzyme technology inside, it keeps your Laundry as fresh as the first day. Thanks to its powerful formula, it protects the colors of your Laundry while removing stubborn stains. You can use it safely for all your colored Laundry.



BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR COLOR



BEFORE



AFTER BIOTOL



LEADING PRODUCT



COLORIMETER MEASUREMENT RESULT

DARTS	BIOTOL MATIC COLORS	LEADING PRODUCT	REFERENCE
EMPA 115 (BLACK BLEACHING TEST)	84,88	88,25	57,84
EMPA 107 (TEA)	79,2	76,4	71,71
EMPA 101 (CARBON BLACK OLIVE OIL)	90,78	96,10	47,03
EMPA 111 (BLOOD)	87,58	73,63	47,01
EMPA 112 (CACAO/MILK/SUGAR)	65,96	70,76	63,89
EMPA 114 (RED WINE)	77,73	78,24	74,45
EMPA 101 (STARCH)	77,95	81,86	78,12
EMPA 116 (BLOOD/MILK/INK)	99,69	99,18	42,51
EMPA 104 (GRASS)	82,54	81,67	75,09
(L)*TOTAL	647,81	640,15	557,65
ΔE ΔL*Total-Reference	90,16	82,5	

BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR WHITES

CLAIMS

- Glamorous & Bright
- Enzyme & Active Oxygen technology
- Effective Stain Removal

Thanks to the enzyme technology and active oxygen inside, your Laundry stays as white as the first day. Thanks to its effective stain Removal feature, difficult stains are easily cleaned.



BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR WHITE



COLORIMETER MEASUREMENT RESULT			
DYES	BIOTOL MATIC WHITES	LEADING PRODUCT	REFERENCE
EMPA 115 (BLACK BLEACHING TEST)	65,17	65,81	57,84
EMPA 167 (TEA)	87,7	77,38	71,71
EMPA 181 (CARSON BLACK OLIVE OIL)	54,4	57,38	47,03
EMPA 111 (SUDD)	78,19	81,13	47,01
EMPA 112 (CAO/MILK/SUGAR)	70,83	68,8	63,89
EMPA 134 (RED WINE)	84,49	79,32	74,45
EMPA 161 (STARCH)	82,86	81,47	78,12
EMPA 136 (BLOOD/MILK/INK)	50,48	57,68	42,51
EMPA 164 (GRASS)	85,05	81,62	75,09
(L*)TOTAL	659,67	647,61	557,65
ΔE (Δ^* Total-Reference)	102,02	89,96	

SIO MATIC POWDER LAUNDRY DETERGENT FOR COLOR

CLAIMS

- Vibrant colors
- Enzyme technology
- Effective Stain Removal

Thanks to the enzyme technology inside, it keeps your Laundry as fresh as the first day. Thanks to its powerful formula, it protects the colors of your Laundry while removing stubborn stains. You can use it safely for all your colored Laundry.



BIOTOL MATIC POWDER LAUNDRY DETERGENT FOR COLOR



BEFORE



AFTER SIO



LEADING PRODUCT



COLORIMETER MEASUREMENT RESULT

DARTS	SIO MATIC COLORS	LEADING PRODUCT	REFERENCE
EMPA 115 (BLACK BLEACHING TEST)	64,84	64,57	57,84
EMPA 167 (TEAL)	80,57	75,31	71,71
EMPA 101 (CARBON BLACK OLIVE OIL)	58,18	52,85	47,03
EMPA 111 (BLOOD)	84,94	75,32	47,01
EMPA 112 (CACAO/MILK/SUGAR)	64,48	68,04	63,89
EMPA 114 (RED WINE)	76,76	76,92	74,45
EMPA 161 (STARCH)	80	79,26	78,12
EMPA 116 (BLOOD/MILK/INK)	56,09	64,26	42,51
EMPA 164 (GRASS)	83,05	82,16	75,09
ΔE^* (TOTAL)	643,82	638,69	557,65
ΔE^* (Total Reference)	86,17	81,04	

SIO MATIC POWDER LAUNDRY DETERGENT FOR WHITE

CLAIMS

- Glamorous & Bright
- Enzyme & Active Oxygen technology
- Effective Stain Removal

Thanks to the enzyme technology and active oxygen inside, your Laundry stays as white as the first day. Thanks to its effective stain Removal feature, difficult stains are easily cleaned.



SIO MATIC POWDER LAUNDRY DETERGENT FOR WHITE



COLORIMETER MEASUREMENT RESULT			
DIRTS	SIO MATIC WHITES	LEADING PRODUCT	REFERENCE
EMPA 115 (BLACK BLEACHING TEST)	62,9	64,57	57,84
EMPA 167 (TEAR)	88,78	75,31	71,71
EMPA 101 (CARBON BLACK OLIVE OIL)	92,87	52,85	47,03
EMPA 111 (BLOOD)	76,1	75,32	47,01
EMPA 112 (CACAO/MILK/SUGAR)	68,11	68,04	63,89
EMPA 114 (RED WINE)	81,76	76,92	74,45
EMPA 161 (STARCH)	78,37	79,26	78,12
EMPA 116 (BLOOD/MILK/INK)	48,98	64,26	42,51
EMPA 104 (GRASS)	84,54	82,16	75,09
(1)*TOTAL	640,47	638,69	557,65
ΔE (2)*Total(Reference)	82,82	81,04	

SIO MATIC POWDER LAUNDRY DETERGENT FOR HAND WASH

CLAIMS

- Hand Wash
- Colors
- Whites

Thanks to its powerful formula, it easily removes stains. It helps keep the color of your Laundry vibrant.



SIO MATIC POWDER LAUNDRY DETERGENT FOR HAND WASH



BEFORE



AFTER SIO



LEADING PRODUCT



COLORIMETER MEASUREMENT RESULTS

DIRTS	SIO HAND WASHING	LEADING PRODUCT	REFERENCE
EMPA 195 (BLACK BLEACHING TEST)	62,89	62,37	57,84
EMPA 167 (TIN)	79,61	79,45	71,71
EMPA 101 (CARBON BLACK OLIVE OIL)	58,61	58,66	47,03
EMPA 111 (BLOOD)	85,64	85,45	47,01
EMPA 112 (CACAO/MILK/SUGAR)	64,95	64,35	63,89
EMPA 114 (RED WINE)	79,32	79,24	74,45
EMPA 161 (STARCH)	75,96	75,19	78,12
EMPA 116 (BLOOD/MILK/INK)	48,89	48,75	42,51
EMPA 164 (GRASS)	82,2	82,66	75,09
ΔE (Total-Reference)	629,07	627,12	557,65
	71,42	69,47	

MARKETING APPLICATIONS



LED SCRREN FOR VIDEO

MARKETING APPLICATIONS



MARKETING APPLICATIONS

PLEASE PRESS THE VIDEO



Welcome Bileşim Kimya



In the early 2000s, Bileşim Kimya has started to serve as a supplier to many market chains in our country and abroad in the field of private label products.

Compounding its place in Turkey and the world market every day, Bileşim Kimya has become one of the leading companies in the field of personal care, cosmetics and cleaning products. Bileşim Kimya closely follows the innovations in technology and produces natural and healthy products. Bileşim Kimya has hundreds of different products for the needs of the consumer under the personal care and home care product groups in its product range, which is updated every day. Bileşim Kimya, which continues to grow continuously with its exports to more than 70 countries and new initiatives, Bileşim chemical company proceeds with its own brands Biotol, Sio, Sionse, Vione, V1 and Mumex, all of which are domestic production, within an annual production capacity of 120 thousand MT and thus contributes greatly to the national economy.



Thank You

See You Next Time



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