

# Lilac

## *Lilac: Liquid Laundry Detergent Laundry Liquid Suitable for all machine/water types*



### **Contact Us:**

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The logo for Lilac, featuring the word "Lilac" in a bold, blue, sans-serif font. A stylized blue wave graphic is positioned above the letters "i" and "l".

# Lilac

## Lilac

Liquid Laundry Detergent

Laundry Liquid Suitable for all machine/water types





# *Lilac for White and Radiant colours*







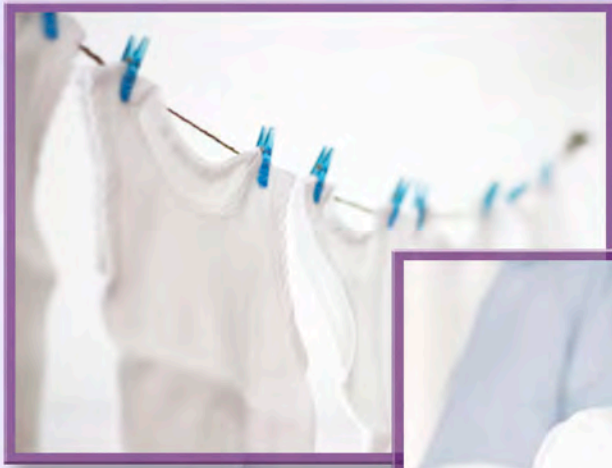
## Points to consider

Garments made from delicate fabrics, such as wool and silk, should not be washed using a detergent that contains bleach. Specialist detergents are available which are designed to give good results with washable silks, woolens and other delicates, in or out of the machine as specified on the garment care label. This type of detergent is pH-neutral, and does not contain bleaching agents.

## What is enzymatic detergents?

Enzymatic detergents are detergents containing specific enzymes, which are designed to remove specific stains. Typically there are four types of enzymes found in detergents. Protease enzymes are used to remove protein-based stains such as blood, egg, milk and grass. Lipase enzymes are effective on oily or greasy stains such as butter, oil, gravy, cosmetics and lipstick. Amylase enzymes remove starch-based stains such as gravy, potato, pasta, rice and chocolate. In most instances these stains cannot be easily seen; however, if starch stains are not removed they can act as glue for other soils causing localized discoloration or staining to the fabric. Cellulose enzymes differ from the other three enzymes in that they don't work on the stain but rather work on the fabric. Cellulose is active on cellulosic fibers (cotton) and has the ability to eliminate the micro fibrils of cotton fibers on the fabric. As a consequence, cellulose provides benefits in preventing pilling, restoring colors, softening, surface polishing and the removal of particulate soil.





# Cleaner and Softner





Lilac liquid laundry is a German technology with high grade

## Uses:

- Front and top loaders

## Benefits:

- Works in hot or cold water
- Extra whitening power

## Point of Difference:

- Suitable for septic tanks
- Remote area formulation

## Packaging:

- 1 liters
- 2 liters
- 3 liters
- 5 liters
- 30 liters
- 220 liters



## Rating:

HAZARD RATING	HIGH	SAFE
HEALTH	■	■
ENVIRONMENT	■	■
TRANSPORT/STORAGE	■	■



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- Web: [www.albiariq.com](http://www.albiariq.com)

## Raw Material Reference

- Albriariq Sulphonation Plant
- BASF Germany
- Givaudan Switzerland
- SABIC



## About Us:

- Proudly 100% Saudi Owned / French & Italian Operated
- Our factories are located in the royal commission of jubail & Yanbu
- Detergent & Personal care Factories is designed and made by the French company SERAC on area of 52,000 square meter
- Sulphonation plant is designed & built by the Italian company Desmet Ballestra on area of 60,000 square meter and our annual capacity is more than 40,000 MT from the concentrated material
- Plastic factory is designed and made by the Italian company Techne & Zaga on area of 16,000 square meter and our annual capacity is more than 200,000,000 container

## CERTIFICATE OF REGISTRATION



**GUARDIAN**  
INDEPENDENT CERTIFICATION

**CERTIFICATE OF REGISTRATION**

The Environmental Management Systems of  
**AL-BIARIQ FOR TRADING & INDUSTRIES CO.**  
Abdullah Al-Ankari St. Crossing Abdul Aziz Street, P. O. Box 52474,  
Riyadh, Saudi Arabia

has been audited and found to conform to  
**ISO 14001:2004**  
for the following activities

Manufacturing and Supply of Detergents,  
Potassium Sulfate (Fertilizer), Petrochemical Products  
(Sulphonation) and Plastic Products (Bags and Drums)

Date of Issue: 24 October 2014      Date of Expiry: 23 October 2017

Initial Certification: 24 October 2014  
Certificate No. 720903

The validity of this certificate can be verified from the following website  
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Manufacturing and Supply of Detergents,  
Potassium Sulfate (Fertilizer), Petrochemical Products  
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Date of Issue: 24 October 2014      Date of Expiry: 23 October 2017

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**CERTIFICATE OF REGISTRATION**

The Quality Management Systems of  
**AL-BIARIQ FOR TRADING & INDUSTRIES CO.**  
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**ISO 9001:2008**  
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Manufacturing and Supply of Detergents,  
Potassium Sulfate (Fertilizer), Petrochemical Products  
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Date of Issue: 24 October 2014      Date of Expiry: 23 October 2017

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