



# MADAR GROUP EGYPT

## DETERGENT SECTION

We make dreams come true



# ABOUT US

Madar Holding Company is considered one of the pioneers in the field of manufacturing consumer goods specialized in the manufacture of detergents . It includes powders, household cleaners, soap (liquid and solid) and dishwashing liquid, in addition to cosmetics. And personal care and baby diapers. Madar Holding also operates in the field of marketing, shipping, import and export Many Arab and African countries and their branches are located in Syria, Lebanon, Iraq, Erbil, Jordan, Yemen, Senegal, Angola, Ghana, Turkey and Egypt. In our industries, we rely on our trained human cadres using the best technologies to ensure the production of high quality products Conformity to international terms and conditions of quality. Madar Misr is a member of Madar Holding, which works in the field of commodities consumer and the main office is located in Alexandria.

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## MADAR GROUP EGYPT

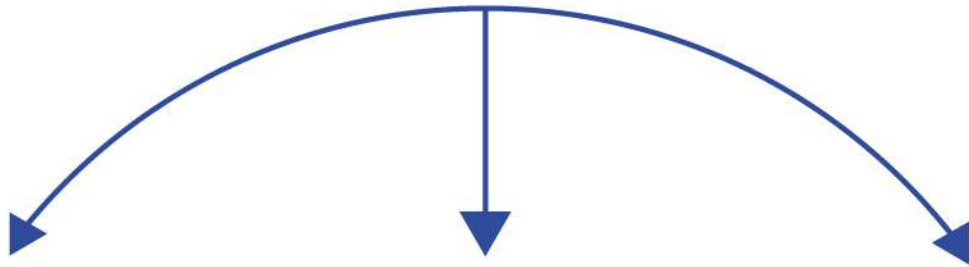
As a matter of responsibility and to provide the best products, Madar Group opened its own factories and distribution company in Egypt in 2013. Our mission was to provide the best products to the Egyptian market with high efficiency that satisfies the consumer. Therefore, 7 factories were opened in Borg El Arab,  
(Plastic Factory - Powder Factory - Shampoo Factory - Sulfonic Factory - Liquid Factory - Diapers Factory - Soap Factory)

And also a distribution company joined them to work on downloading these products and distributing them well in the Egyptian market

# OUR BRANDS



# CATEGORY



**LAUNDRY  
CARE**



**PERSONAL  
CARE**



**HOME  
CARE**





# LAUNDRY CARE

HIGH SUDS POWDER

LOW SUDS POWDER

HIGH SUDS GEL

LOW SUDS GEL

Chlorine bleach for clothes



# HIGH SUDS POWDER & GEL

- **TAED clothing sterilization system**

The formula was supported with the activated TAED substance, which helps to speed up the release of oxygen and increase Effectiveness when washing at low temperatures

- **Distinctive perfume**

Madar is characterized by the use of a high concentration of perfumes from international French and Swiss companies, which are considered the first in the world In the field of industrial perfumes, the studied proportions of perfume are placed in order to achieve the necessary aroma and stability satisfactory during all stages of washing and after drying. It is available in the scent of lavender and the breeze of nature

- **Saving powder**

Madar powder contains a high concentration of active substances, and therefore a smaller amount of powder is used than any other powder Another powder by %35.



## Packing information

Regular and half automatic powder			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
MADAR	30	48	Nature's Breeze - Lavender
MADAR	90	12	Nature's Breeze - Lavender
MADAR	200	12	Nature's Breeze - Lavender
MADAR	350	12	Nature's Breeze - Lavender
MADAR	550	8	Nature's Breeze - Lavender
MADAR	1000	4	Nature's Breeze - Lavender
MADAR	2000	4	Nature's Breeze - Lavender
MADAR	3000	4	Nature's Breeze - Lavender
Regular and half automatic GEL			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
MADAR	260	16	Nature's Breeze - Lavender
MADAR	80	24	Nature's Breeze - Lavender
MADAR	450	8	Nature's Breeze - Lavender





# LOW SUDS POWDER

## • Power of Extra Balls

By using power of extra balls make remove stain and dirt easier

## • Special Perfume

Features a round using a high concentration of perfume from the French and Swiss global companies are first in the world in the field of industrial fragrance and perfume Energy

## • Saving powder

Energy: By cold wash technology it's enables you to save energy  
 Powder : powder contains over a high concentration of active substances Size



## Packing information

Automatic Powder			
BRAND	WEIGHT BY kg	PIECES PER BOX	FRAGRANCE
MADAR	2.5	4	Nature's Breeze - SUPER POWER
MADAR	6	2	Nature's Breeze - SUPER POWER
MADAR	10	2	Nature's Breeze - SUPER POWER





# LOW SUDS GEL

- **TAED clothing sterilization system**

The formula was supported with the activated TAED substance, which helps to speed up the release of oxygen and increase Effectiveness when washing at low temperatures

- **Distinctive perfume**

Madar is characterized by the use of a high concentration of perfumes from international French and Swiss companies, which are considered the first in the world In the field of industrial perfumes, the studied proportions of perfume are placed in order to achieve the necessary aroma and stability satisfactory during all stages of washing and after drying. It is available in the scent of lavender and the breeze of nature

- **Saving Gel**

Madar powder contains a high concentration of active substances, and therefore a smaller amount of powder is used than any other powder Another powder by %35.



## Packing information

Automatic Gel			
BRAND	WEIGHT BY kg	PIECES PER BOX	FRAGRANCE
MADAR	2.5	4	Nature's Breeze - Lavender
MADAR	900	6	Nature's Breeze - Lavender
MADAR	900	6	BLACK







# LOW SUDS POWDER

## • INTENSIVE CARE

The ultimate color protection system thanks to a new formula that protects and preserves colors from fading

## • Distinctive perfume

VEVO is characterized by the use of a high concentration of perfumes from international French and Swiss companies, which are considered the first in the world. In the field of industrial perfumes, the studied proportions of perfume are placed in order to achieve the necessary aroma and stability satisfactory during all stages of washing and after drying. It is available in the scent of lavender and the breeze of nature



## Packing information

Automatic Powder			
BRAND	WEIGHT BY kg	PIECES PER BOX	FRAGRANCE
VEVO	8	2	Nature's Breeze
VEVO	8	2	LEMON
VEVO	8	2	LAVENDER





# LOW SUDS GEL

- INTENSIVE CARE**

The ultimate color protection system thanks to a new formula that protects and preserves colors from fading

- Distinctive perfume**

VEVO is characterized by the use of a high concentration of perfumes from international French and Swiss companies, which are considered the first in the world In the field of industrial perfumes, the studied proportions of perfume are placed in order to achieve the necessary aroma and stability satisfactory during all stages of washing and after drying. It is available in the scent of lavender and the breeze of nature

- Saving Gel**

Madar powder contains a high concentration of active substances, and therefore a smaller amount of powder is used than any other powder Another powder by %35.



## Packing information

Automatic Gel			
BRAND	WEIGHT BY kg	PIECES PER BOX	FRAGRANCE
VEVO	2.5	4	Nature's Breeze
VEVO	2.5	4	Lavender



# CANOX

## CHLORINE BLEACH FOR CLOTHES

### Stain remover and brightener

For the superior removal of difficult stains, the brightest colors, and the preservation of fabrics and their brightness.

#### Brilliant .

Better than using only washing powder.  
Safe on delicate washable fabrics such as silk and wool.



### Packing information

للتخلص من الجراثيم بنسبة  
**99.9%**

**Original**  
Perfume



CHLORINE BLEACH FOR CLITHES			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
CANOX	1000	12	OROGINAL PERFUME



# HOME CARE

DISHWASHING LIQUID  
MULTI PURPOSE  
TOILET CLEANER

# Get

## DISHWASHING LIQUID

- **Strong on fat**

Due to the powerful combination of active ingredients that achieve high cleaning power on all types of grease and dirt

- **Gentle on sensitive hands**

Get liquid is a neutral liquid as its pH is 7 and it is equivalent to pure water  
It is gentle on the hands because it contains natural coconut extracts to keep the hands soft as silk

- **Antibacterial**

Liquid Jet contains strong surfactants that make it capable of killing all fungi and germs that can be caused by food residues.  
And fats, in addition to containing a sterilization system of advanced materials that help kill a wide spectrum of germs.



## Packing information



DISHWASHING LIQUID			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
GET	35	48	GREEN LEMON
GET	675	12	GREEN LEMON - YELLOW LEMON - STRAWBERRY
GET	675	12	LAVENDER PLATINUM

- Strong on fat**

Due to the powerful combination of active ingredients that achieve high cleaning power on all types of grease and dirt

- Gentle on sensitive hands**

liquid is a neutral liquid as its pH is 7 and it is equivalent to pure water It is gentle on the hands because it contains natural coconut extracts to keep the hands soft as silk

- Antibacterial**

Liquid contains strong surfactants that make it capable of killing all fungi and germs that can be caused by food residues. And fats, in addition to containing a sterilization system of advanced materials that help kill a wide spectrum of germs.



## Packing information



## DISH WASHING LIQUID

DISHWASHING LIQUID			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
EVANS	600	12	GREEN LEMON
EVANS	600	12	YELLOW LEMON
EVANS	600	12	LAVENDER



# DISHWASHING LIQUID

- **Strong on fat**

Due to the powerful combination of active ingredients that achieve high cleaning power on all types of grease and dirt

- **Gentle on sensitive hands**

Vevo liquid is a neutral liquid as its pH is 7 and it is equivalent to pure water. It is gentle on the hands because it contains natural coconut extracts to keep the hands soft as silk.

- **Antibacterial**

Liquid VEVO contains strong surfactants that make it capable of killing all fungi and germs that can be caused by food residues. And fats, in addition to containing a sterilization system of advanced materials that help kill a wide spectrum of germs.



## Packing information

DISHWASHING LIQUID			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
VEVO	4000	4	GREEN LEMON
VEVO	4000	4	YELLOW LEMON





# DISHWASHING LIQUID

## • Strong on fat

Due to the powerful combination of active ingredients that achieve high cleaning power on all types of grease and dirt

## • Gentle on sensitive hands

liquid is a neutral liquid as its pH is 7 and it is equivalent to pure water  
It is gentle on the hands because it contains natural coconut extracts to keep the hands soft as silk

## • Antibacterial

Liquid contains strong surfactants that make it capable of killing all fungi and germs that can be caused by food residues.  
And fats, in addition to containing a sterilization system of advanced materials that help kill a wide spectrum of germs.



## Packing information



DISHWASHING LIQUID			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
VEVO	3600	4	GREEN LEMON
VEVO	3600	4	YELLOW LEMON
VEVO	3600	4	STRAWBERRY





# DISHWASHING LIQUID

- **Strong on fat**

Due to the powerful combination of active ingredients that achieve high cleaning power on all types of grease and dirt

- **Gentle on sensitive hands**

liquid is a neutral liquid as its pH is 7 and it is equivalent to pure water  
It is gentle on the hands because it contains natural coconut extracts to keep the hands soft as silk

- **Antibacterial**

Liquid contains strong surfactants that make it capable of killing all fungi and germs that can be caused by food residues.  
And fats, in addition to containing a sterilization system of advanced materials that help kill a wide spectrum of germs.



## Packing information



بقوة الليمون

بقوة اللافندر

DISHWASHING LIQUID			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
SUNRISE	8000	1	GREEN LEMON
SUNRISE	8000	1	LAVENDER



# MULTI PURPOSE

- **Perfumes**

It contains the finest perfumes from major international companies to last long and give the house a refreshment after cleaning.

- **Effective**

It contains a high concentration of effective materials to remove the most difficult stains and dust without leaving any traces.

- **Purpose**

It contains effective organic solvents for cleaning and polishing all glass, marble and ceramic surfaces.

- **Sterilizer**

It contains a mixture of sterile and disinfectant materials to make it the best sterilizer and disinfectant for all surfaces.



## Packing information

MULTI PURPOSE			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
GET	180	18	Nature's Breeze
GET	180	18	Lavender
GET	180	18	WARMTH
GET	100	16	Nature's Breeze
GET	100	16	SEA Breeze





# TOILET CLEANER

- Bathroom Cleaner helps provide a sparkling clean
- environment
- Antibacterial
- Adds a refreshing scent to the house

Eliminates bacteria and germs

With a volume of 450 gr



## Packing information

**TOILET  
CLEANER**

**KILLS 99.9%  
OF GERMS**



TOILET CLEANER			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
VEVO	450	12	ORIGNAL PERFUME

### • Soap features:

- It lathers abundantly
- Soft on the skin
- Its fragrance is distinctive and long-lasting
- Keeps hands clean for as long as possible



## Packing information

SOAP BAR			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
MADAR	120	48	SHINY DIAMOND
MADAR	120	48	Nature's DREAM
MADAR	120	48	LUXURY CARE
MADAR	120	48	LOUD
MADAR	120	48	HIDDEN BEAUTY





# BAR SOAP

## • Soap features:

- It lathers abundantly
- Soft on the skin
- Its fragrance is distinctive and long-lasting
- Keeps hands clean for as long as possible



## Packing information

*Softness*    *COCONUT*

*Optimism*    *HAPPINESE*

SOAP BAR			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
GET	120	48	SOFTNESS
GET	120	48	OPTIMISM
GET	120	48	COCONUT
GET	120	48	HAPINESS



### • Soap features:

- It lathers abundantly
- Soft on the skin
- Its fragrance is distinctive and long-lasting
- Keeps hands clean for as long as possible



### Packing information



SOAP BAR			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
EVANS	75	72	Silky feel
EVANS	75	72	the charming beauty
EVANS	75	72	Dream of happiness
EVANS	75	72	nature recovery



# BAR SOAP

## • Soap features:

- It lathers abundantly
- Soft on the skin
- Its fragrance is distinctive and long-lasting
- Keeps hands clean for as long as possible



## Packing information

SOAP BAR			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
VEVO	100	48	GREEN APPLE
VEVO	100	48	FLOWERS
VEVO	100	48	JASMIN





# BAR SOAP

## • Soap features:

- It lathers abundantly
- Soft on the skin
- Its fragrance is distinctive and long-lasting
- Keeps hands clean for as long as possible



## Packing information

SOAP BAR			
BRAND	WEIGHT BY GM	PIECES PER BOX	FRAGRANCE
VEVO	60	48	LEMON
VEVO	60	48	FRUITS
VEVO	60	48	FLOWERS
VEVO	60	48	MANGO
VEVO	60	48	JASMIN
VEVO	60	48	STRAWBERRY







# MADAR GROUP EGYPT



## CALL US

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