



PRODUCT CATALOGUE





World Of Cleanliness





ABC Deterjan was founded in 1972 for the purpose of manufacturing chemical additives for both domestic and international markets. The company started producing detergent ingredients in 1974 at the manufacturing plant in Bahçe, Osmaniye. Following a strategic decision, ABC Deterjan commenced producing paste detergents towards the end of 1970's, and atomized powder detergents in 1985. Since then, ABC Deterjan has been manufacturing products under its own brands and also under private labels.

Today, ABC Deterjan is one of the most experienced and powerful manufacturers of household cleaning products in Turkey as well as in the region. The principle of perfect customer satisfaction, investments on human resources and the corporate policies based on total quality are the factors that are behind our fast and continuous growth. We strive to follow the inventions and innovations and we implement them in our processes and technologies, to maintain and to further improve our position in the markets.





Laundry Care





AUTOMAT DETERGENT



ABC Automat
Mountain Freshness

Size: 400 g Pieces: 18
Package: Box



ABC Automat
Color

Size: 400 g Pieces: 18
Package: Box

AUTOMAT DETERGENT



ABC Automat Lavender Freshness

Size: 1.5 kg Pieces: 12 Package: Polybag



ABC Automat Passion of Rose

Size: 1.5 kg Pieces: 12 Package: Polybag



ABC Automat Mountain Freshness

Size: 1.5 kg Pieces: 12 Package: Polybag



ABC Automat Color

Size: 1.5 kg Pieces: 12 Package: Polybag



AUTOMAT DETERGENT



ABC Automat Lavender Freshness

Size: 2.5 kg Pieces: 6 Package: Polybag



ABC Automat Passion of Rose

Size: 2.5 kg Pieces: 6 Package: Polybag



ABC Automat Mountain Freshness

Size: 2.5 kg Pieces: 6 Package: Polybag



ABC Automat Color

Size: 2.5 kg Pieces: 6 Package: Polybag

AUTOMAT DETERGENT

ABC



ABC Automat
Lavender Freshness

Size: 3 kg Pieces: 6
Package: Polybag



ABC Automat
Lemon Freshness

Size: 3 kg Pieces: 6
Package: Polybag



ABC Automat
Passion of Rose

Size: 3 kg Pieces: 6
Package: Polybag



ABC Automat Mountain Freshness

Size: 3 kg Pieces: 6 Package: Polybag



ABC Automat Color

Size: 3 kg Pieces: 6 Package: Polybag



AUTOMAT DETERGENT



ABC Automat
Lavender Freshness

Size: 9 kg Pieces: 1
Package: Polybag



ABC Automat
Color

Size: 9 kg Pieces: 1
Package: Polybag



ABC Automat
Passion of Rose

Size: 9 kg Pieces: 1
Package: Polybag



ABC Automat Mountain Freshness

Size: 9 kg Pieces: 1 Package: Polybag

POWDER DETERGENT



ABC Powder
Passion of Rose

Size: 400 g Pieces: 24
Package: Polybag



ABC Powder
Passion of Rose

Size: 1 Kg Pieces: 12
Package: Polybag



ABC Powder
Lavender Freshness

Size: 3 kg Pieces: 4
Package: Polybag



ABC Powder
Passion of Rose

Size: 3 kg Pieces: 4
Package: Polybag



POWDER DETERGENT



ABC Powder Passion of Rose

Size: 7,5 Kg Pieces: 2 Package: Polybag



ABC Powder Lavender

Size: 7,5 Kg Pieces: 2 Package: Polybag



ABC Powder Passion of Rose

Size: 9 Kg Pieces: 2 Package: Polybag



ABC Powder White Flowers

Size: 9 Kg Pieces: 2 Package: Polybag



ABC Powder Passion of Rose

Size: 10 Kg Pieces: 2 Package: Polybag

ANTILIMESCALE



ABC Antilimescale

Size: 500 g Pieces: 24 Package: Doypack



ABC Antilimescale

Size: 1500 g Pieces: 10 Package: Doypack



LIQUID LAUNDRY DETERGENT



ABC Liquid Laundry Detergent Delicate

Size: 1.5 lt Pieces: 9
Package: PET



ABC Liquid Laundry Detergent Color

Size: 1.5 lt Pieces: 9
Package: PET



ABC Liquid Laundry Detergent Black

Size: 1.5 lt Pieces: 9
Package: PET



ABC Liquid Laundry Detergent Baby

Size: 1.5 lt Pieces: 9
Package: PET

LIQUID LAUNDRY DETERGENT



ABC Liquid Laundry Detergent Delicate

Size: 3 kg Pieces: 6
Package: PE



ABC Liquid Laundry Detergent Black

Size: 3 kg Pieces: 6
Package: PE



ABC Liquid Laundry Detergent Color

Size: 3 kg Pieces: 6
Package: PE



FABRIC SOFTENER



ABC Softener Rose Passion

SIZE	PIECES	PACKAGE
1 lt	12	PE
2 lt	6	
4 lt	4	



ABC Softener Lavender Peace

SIZE	PIECES	PACKAGE
1 lt	12	PE
2 lt	6	
4 lt	4	



ABC Softener Sultan

SIZE	PIECES	PACKAGE
2 lt	6	PE
4 lt	4	



ABC Softener Ocean Glamour

SIZE	PIECES	PACKAGE
1 lt	12	PE
2 lt	6	
4 lt	4	



ABC Softener Camellia Love

SIZE	PIECES	PACKAGE
1 lt	12	PE
2 lt	6	
4 lt	4	

CONCENTRATED SOFTENER

ABC



ABC Parfumia Passionate Dahlia

Size: 1440 ml Pieces: 9 Package: PET



ABC Parfumia Elegant Orchid

Size: 1440 ml Pieces: 9 Package: PET



ABC Parfumia Mysterious Lotus

Size: 1440 ml Pieces: 9 Package: PET



ABC Parfumia
Romantic Rose

Size: 1440 ml Pieces: 9 Package: PET



ABC Parfumia
Charming Jasmine

Size: 1440 ml Pieces: 9 Package: PET



ABC Parfumia
Sensitive

Size: 1440 ml Pieces: 9 Package: PET



Dish Care



DISHWASHING LIQUID



ABC Dishwashing Liquid Lemon

SIZE	PIECES	PACKAGE
500 g	24	PET
750 g	20	



ABC Dishwashing Liquid Apple

SIZE	PIECES	PACKAGE
500 g	24	PET
750 g	20	



ABC Dishwashing Liquid Power

SIZE	PIECES	PACKAGE
500 g	24	PET
750 g	20	



DISHWASHING GEL



ABC Gel

Size: 250 g Pieces: 36 Package: Cup



ABC Gel

Size: 400 g Pieces: 24 Package: Cup



ABC Cream

Size: 400 g Pieces: 24 Package: Cup



ABC Gel

Size: 1500 g Pieces: 4 Package: Cup



Hard Surface Care





THICK BLEACH



**ABC Thick Bleach
Carbonate**

**Size: 750 ml Pieces: 18
Package: PET**



**ABC Thick Bleach
Mountain Freshness**

**Size: 750 ml Pieces: 18
Package: PET**



**ABC Thick Bleach
Power of Hygiene**

**Size: 750 ml Pieces: 18
Package: PET**



**ABC Thick Bleach
Lemon Power**

Size: 750 ml Pieces: 18 Package: PET



**ABC Thick Bleach
Pure White**

Size: 750 ml Pieces: 18 Package: PET

ALL PURPOSE CLEANER

ABC



ABC All Purpose Cleaner Pink Bouquet
Size: 900 ml Pieces: 14 Package: PET



ABC All Purpose Cleaner Purple Flowers
Size: 900 ml Pieces: 14 Package: PET



**ABC All Purpose Cleaner
White Pearl**

Size: 900 ml Pieces: 14 Package: PET



**ABC All Purpose Cleaner
Magic Garden**

Size: 900 ml Pieces: 14 Package: PET



**ABC All Purpose Cleaner
Spring Passion**

Size: 900 ml Pieces: 14 Package: PET



CREAM - SPRAY & WIPE - NATURAL SOAP



ABC Cream Lemon

SIZE	PIECES	PACKAGE
500 ml	20	PE
750 ml	20	PE



ABC Cream Ammoniac

SIZE	PIECES	PACKAGE
500 ml	20	PE
750 ml	20	PE



ABC Spray&Wipe Bath

Size: 750 ml Pieces: 12 Package: PE



ABC Spray&Wipe Kitchen

Size: 750 ml Pieces: 12 Package: PE

WINDOW CLEANER



ABC Window Cleaner

Size: 500 ml **Pieces:** 12 **Package:** PET



ABC Window Cleaner Lemon

Size: 500 ml **Pieces:** 12 **Package:** PET



ABC Window Cleaner

Size: 750 ml **Pieces:** 20 **Package:** PET



Liquid Soap



LIQUID SOAP



ABC Liquid Soap Honey & Milk

SIZE	PIECES	PACKAGE
400 ml	12	PET
3,5 lt	6	



ABC Liquid Soap Spring Breeze

SIZE	PIECES	PACKAGE
400 ml	12	PET
3,5 lt	6	



ABC Liquid Soap Purple Flower

SIZE	PIECES	PACKAGE
400 ml	12	PET
3,5 lt	6	



ABC Liquid Soap Pink Bouquet

SIZE	PIECES	PACKAGE
400 ml	12	PET
3,5 lt	6	



HAIR

2000



SHAMPOO & CONDITIONER
BEAUTY CARE

HAIR
2000



Hair Shampoo for Normal Hair

Size: 650 g Pieces: 12 Package: PE



Hair Conditioner for All Hair Types

Size: 650 g Pieces: 12 Package: PE



Hair 2in1 All Hair Types

Size: 650 g Pieces: 12 Package: PE



Hair Shampoo for Colored Hair

Size: 650 g Pieces: 12 Package: PE



Hair Shampoo for Dry & Damaged Hair
Size: 650 g Pieces: 12 Package: PE



Hair Shampoo for Greasy Hair
Size: 650 g Pieces: 12 Package: PE



Hair Shampoo Anti Dandruff
Size: 650 g Pieces: 12 Package: PE

SHAMPOO & CONDITIONER
NATURAL CARE

HAIR
2000



Hair Shampoo with Olive Oil Extract
Size: 650 g Pieces: 12 Package: PE



Hair Conditioner with Olive Oil Extract
Size: 650 g Pieces: 12 Package: PE



Hair Shampoo with Garlic Extract
Size: 650 g Pieces: 12 Package: PE



Hair Shampoo with Henna Extract

Size: 650 g Pieces: 12 Package: PE



Hair Shampoo with Egg Protein Extract

Size: 650 g Pieces: 12 Package: PE

SHOWER GEL

HAIR
2000



Shower Gel Grape & Lavender

Size: 500 ml Pieces: 12 Package: PET



Shower Gel Raspberry & Rose Petal

Size: 500 ml Pieces: 12 Package: PET



**Shower Gel
Honey & Milk**

**Size: 500 ml Pieces: 12
Package: PET**



Liquid Hand Cleaner
Honey & Milk

SIZE	PIECES	PACKAGE
500 ml	12	PET
2 lt	8	
4 lt	4	



Liquid Hand Cleaner
Pomegranate & Cherry Blossom

SIZE	PIECES	PACKAGE
500 ml	12	PET



Liquid Hand Cleaner
Mango & Orange Flower

SIZE	PIECES	PACKAGE
500 ml	12	PET



Liquid Hand Cleaner Raspberry & Rose Petal

SIZE	PIECES	PACKAGE
500 ml	12	PET
2 lt	8	
4 lt	4	



Liquid Hand Cleaner Grape & Lavender

SIZE	PIECES	PACKAGE
500 ml	12	PET

