

# AY GROUP

## About Us

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As Ay Group, we were established to add value to the lives of consumers with our affordable and quality products in the fields of cleaning, hygiene and personal care for fast consumption. In this way, we aim to maintain our existence as a profitable organization that constantly improves itself with its competitive structure in the market, adds value to its environment.

### Customer Focused

We always adopt the principle of presenting the desired product to our customers in a timely and complete manner. We analyze the market and competition conditions and plan our future strategy with a proactive approach. In this way, we can offer flexible and fast solutions to differentiating and changing customer demands.

### Sustainability

We are aware of our responsibilities towards our world. We aim to leave a better world to the environment, humanity and our future generations by using our resources with care.

### Continuous Improvement

The discipline of Continuous Improvement is an indispensable part of our daily life in order to use our resources at the ideal level. We analyze our processes and identify the points that are open to improvement. In the light of technological developments and innovative solutions for happy customers, employees and business partners, we aim to improve our processes and reach higher quality standards and value-added works.

# Our Products



We bring the  
freshness of  
nature to  
homes



## Home Care Products

Grease and lime removers  
Hard and glossy surface cleaners  
Dish washer  
Bleach



## Cosmetics

Soap / Lotion / Oil  
Cologne  
Hotel amenities



## Home Scent Products

Air Fresheners  
Reed Diffusers



## Industrial Cleaning Products

Kitchen Cleaners  
Dish Washers  
WC Cleaners  
Surface Care Products  
Car Care Products  
Carpet Care Products



## Cleaning Equipments

Mops  
Floorcloths  
Dust Cloths

# Our Brands



## Road to Success

### Breese

Breese, designed to combine the brilliance and smell of cleanliness with hygiene, cleans the surfaces in your home without scratching, providing you and your loved ones a shiny hygienic living space, and adding happiness to your home by leaving a trace with its scent after cleaning.

### DEXOL

With its use in toilets, bathrooms, large surfaces and white laundry, Dexol is the "Symbol of Radiant Cleanliness" by providing hygiene and long-term protection in every corner of your home!

### Rumeli

Inspired by the mystical power of scents, Rumeli is with you whenever you want to be refreshed and purified. Each bottle is designed to add joy to your daily life with its unique ingredients and scents that are as permanent as perfume.

### SOLVEX

Solvex, designed for fast and effortless cleaning on stubborn dirt and difficult surfaces, without rubbing or tiring, so that you can spend more time with your loved ones; It offers a comfortable and practical, shiny cleaning experience.

Save your energy to yourself, get your power for cleaning from Solvex!

### LAX

Offering fast, effective and low-cost solutions for industrial consumption, Lax is your commercial solution partner with its flexible product scale and 5/20/30/1000 kilogram packaging options.

### LILY HOME

Lily Home has been designed to provide Happy Environments at home, in the office, in the car, in the places you visit, in short in all living spaces, with its luxurious scents.



# HOME CARE



## SOLVEX Quick Kitchen Grease and Dirt Remover Spray

With its strong formula, it removes oil, food stains, even the most difficult kitchen dirt that has burned and dried in seconds.

Amount: 750 ml  
Qty/Box: 15 pcs  
Language: Multiple

Product Barcoode:  
8683079470374



## SOLVEX Quick Kitchen Grease and Dirt Remover Set

Solvex Quick Kitchen Grease and Dirt Remover Set offers its strong formula with cost advantage and less plastic waste!

Amount: 750 ml + 750 ml  
Qty/Box: 7 set + 1 spray bottle  
Language: Multiple

Product Barcoode:  
8683079471036

LESS  
PLASTIC

# HOME CARE



## SOLVEX Quick Bathroom Dirt and Lime Spray

Thanks to its strong formula, it provides hygiene in your toilet and bathroom, while removing tough dirt, soap residues and lime stains without the need for rubbing.

Amount: 750 ml

Qty/Box: 15 pcs

Language: Multiple

Product Barcoode:  
8683079470336



## SOLVEX Quick Bathroom Dirt and Lime Remover Set

Solvex Quick Bathroom Dirt and Lime Remover Set offers its strong formula with cost advantage and less plastic waste!

Amount: 750 ml + 750 ml

Qty/Box: 7 set + 1 spray bottle

Language: Multiple

Product Barcoode:  
8683079471043

LESS  
PLASTIC

# HOME CARE



## BREESE Glass Surface Cleaner

Breese Glass Surface Cleaner gently cleans glass surfaces and removes dirt and stains. It dries quickly without leaving any residue and traces with its practical use that does not require rinsing. It gives shine and dazzling sparkle. Thanks to its permanent perfume, the smell of cleanliness surrounds your home.

Amount: 500 ml

Qty/Box: 24 pcs

Language: Multiple

Product Barcoode:  
8683079470312



## BREESE Glass Surface Cleaner Set

Breese Glass Surface Cleaner Set offers its strong formula with cost advantage and less plastic waste!

Amount: 500 ml + 500 ml

Qty/Box: 12 set

Language: Multiple

Product Barcoode:  
8683079471043

LESS  
PLASTIC

# HOME CARE

**BREESE**  
Surface Cleaner  
Lavander Flower



Amount: 1000 ml

Qty/Box: 15 pcs

Language: Multiple

Product Barcoode:

8683079470169

**BREESE**  
Surface Cleaner  
Spring Breeze



Amount: 1000 ml

Qty/Box: 15 pcs

Language: Multiple

Product Barcoode:

8683079470183

**BREESE**  
Surface Cleaner  
Turkish Bath



Amount: 1000 ml

Qty/Box: 15 pcs

Language: Multiple

Product Barcoode:

8683079470176

Cleans the surface gently and removes dirt and stains. Dries quickly without leaving any residue and traces with its practical use that does not require rinsing. Provides long-term hygiene by giving shine. With its lasting scent, the feeling of cleanliness envelops your entire home.

# HOME CARE



## LAX Dish Washing Liquid

Thanks to its effective formula, it removes oil and food residues in seconds without scratching the surface.

Amount: 750 g  
Qty/Box: 15 pcs  
Language: Multiple

Product Barcode:  
8683079470398



## DEXOL Bleach

Thanks to its strong formula, it provides deep hygiene and cleaning on the surface.

Amount: 1000 ml  
Qty/Box: 16 pcs  
Language: Multiple

Product Barcode:  
8683079470510



# COSMETICS

**RUMELI**

Lemon  
Cologne



Amount: 200 ml

Language: Multiple

Product Barcoode:  
8683079471241

**RUMELI**

Mandarin  
Cologne



Amount: 200 ml

Language: Multiple

Product Barcoode:  
8683079471258

**RUMELI**

Ocean  
Cologne



Amount: 200 ml

Language: Multiple

Product Barcoode:  
8683079471265

Rumeli Cologne combined the cleansing and purifying properties of alcohol with its skin-friendly content that moisturizes and a modern lemon, mandarin and ocean interpretation that is as permanent as perfume. It has taken its place among the indispensables of daily gifts with its stylish packaging.

# COSMETICS

**RUMELI**

Lemon  
Cologne



Amount: 100 ml

Language: Multiple

Product Barcoode:

8683079470619

**RUMELI**

Mandarin  
Cologne



Amount: 100 ml

Language: Multiple

Product Barcoode:

8683079470626

**RUMELI**

Ocean  
Cologne



Amount: 100 ml

Language: Multiple

Product Barcoode:

8683079470633

Rumeli Cologne combined the cleansing and purifying properties of alcohol with its skin-friendly content that moisturizes and a modern lemon, mandarin and ocean interpretation that is as permanent as perfume. With its practical packaging, it is with you whenever you want to be refreshed and purified.

# COSMETICS



## Rumeli Liquid Soap Spring Freshness

Feel the freshness of spring on your skin with the skin-friendly content and refreshing scent of Rumeli Spring Freshness that moisturizes while purifying.

Amount: 400 ml

Qty/Box: 24 pcs

Language: Multiple

Product Barcoode:  
8683079470541

# COSMETICS

## LILY HOME

Hand & Body  
Lotion Mandarin



Amount: 40 ml  
Language: Multiple  
Product Barcode:  
8683079471548

## LILY HOME

Hand & Body  
Lotion Shea



Amount: 40 ml  
Language: Multiple  
Product Barcode:  
8683079471586

## LILY HOME

Hand & Body  
Lotion Coconut



Amount: 40 ml  
Language: Multiple  
Product Barcode:  
8683079471562

Lily Home Hand and Body Lotion provides the moisture your body needs with herbal extracts, while making you feel the freshness of nature with its aromatic scent and vegan content.

VEGAN

# COSMETICS

## LILY HOME

Hand & Body  
Oil Mandarin



Amount: 40 ml

Language: Multiple

Product Barcode:  
8683079471555

## LILY HOME

Hand & Body  
Oil Shea



Amount: 40 ml

Language: Multiple

Product Barcode:  
8683079471593

## LILY HOME

Hand & Body  
Oil Coconut



Amount: 40 ml

Language: Multiple

Product Barcode:  
8683079471579

Lily Home Hand and Body Oil provides the moisture your body needs with herbal extracts, while making you feel the freshness of nature with its aromatic scent and vegan content.

VEGAN

# HOME SCENT



## Lily Home Reed Diffuser White

Lily Home White Reed Diffuser inspired by the cleanliness feeling of white soap scent.

Amount Options: 200 ml | 100 ml

Qty/Box: 48 pcs | 72 pcs

Language: Multiple

Product Barcode:

8683079470688 | 8683079471463



## Lily Home Reed Diffuser Soft

Lily Home Soft Reed Diffuser inspired by the lightness and freshness of cotton.

Amount Options: 200 ml | 100 ml

Qty/Box: 48 pcs | 72 pcs

Language: Multiple

Product Barcode:

8683079471470 | 8683079471449

# HOME SCENT



## Lily Home Reed Diffuser Black Vanilla

Enjoy the sweet and warm notes of vanilla with Lily Home Black Vanilla Reed Diffuser.

Amount Options: 200 ml | 100 ml

Qty/Box: 48 pcs | 72 pcs

Language: Multiple

Product Barcoode:

8683079471494 | 8683079471524



## Lily Home Reed Diffuser Wish

This diffuser, which you will enjoy oriental scents, inspired by the happiness you will feel when your wish comes true.

Amount Options: 200 ml | 100 ml

Qty/Box: 48 pcs | 72 pcs

Language: Multiple

Product Barcoode:

8683079471500 | 8683079471456

# HOME SCENT



## Lily Home Reed Diffuser Dark Amber

Enjoy the aromatic amber scent with Lily Home Dark Amber Reed Diffuser.

Amount Options: 200 ml | 100 ml

Qty/Box: 48 pcs | 72 pcs

Language: Multiple

Product Barcode:

8683079471517 | 8683079471531



# INDUSTRIAL CLEANING



## LAX Bleach

Toilet, bathroom, surface cleaning, white laundry cleaning

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-10



## LAX WC Bathroom Cleaner

Tile, toilet and bathroom hygiene

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-11



## LAX Glass Surface Cleaner

Glass, mirror and all glossy surfaces

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-12



## LAX Drain Opener

Sink drain cleaner

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-13

# INDUSTRIAL CLEANING



## LAX Oil Remover

Kitchen oil, dirt and grease remover

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-14



## LAX Dishwashing Liquid

Hand use only

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-15



## LAX Dishwasher Detergent

Dishwasher use only

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-16



## LAX Limescale Remover

Shower head, tiles, sinks, kettles

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-17

# INDUSTRIAL CLEANING



## LAX Liquid Soap

Ultra soft hand soap

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-18



## LAX Foam Soap

Ultra soft foam soap

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-19



## LAX Lemon Cologne

Cologne with 80% alcohol and moisturiser

Available Sizes: 5 L | 20 L | 30 L | 1 IBC

Product Code: AY-20



## LAX Surface Cleaner

General cleaner for floors, tiles, ceramics etc.

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-21

# INDUSTRIAL CLEANING



## LAX Polished Car Wash Foam

Polished foam for car wash

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-22



## LAX Antifreeze Water

Antifreeze water for cars

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-23



## LAX Carpet Shampoo

For carpet cleaning machines

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-24



## LAX Air Freshener

Spray use only

Available Sizes: 5 kg | 20 kg | 30 kg | 1 IBC

Product Code: AY-25

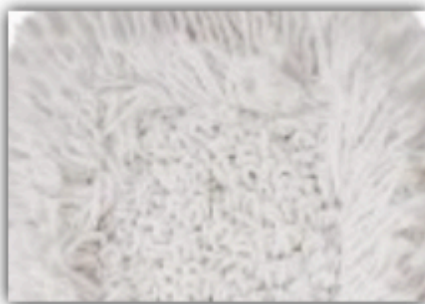
# MOPS



## Acrylic Sweeper Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Product Code: AY-101

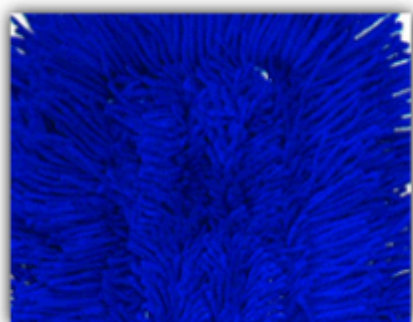
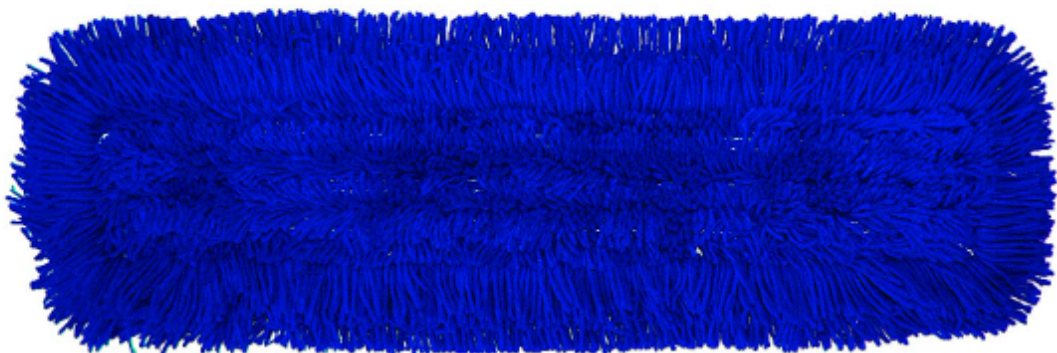


## Cotton Sweeper Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Product Code: AY-102

# MOPS



## Acrylic Dust Sweeper Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Product Code: AY-104

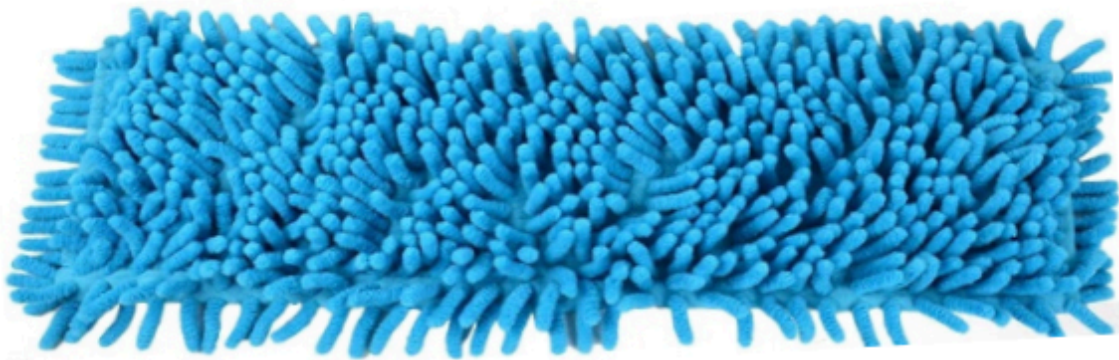


## Cotton Dust Sweeper Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Product Code: AY-103

# MOPS



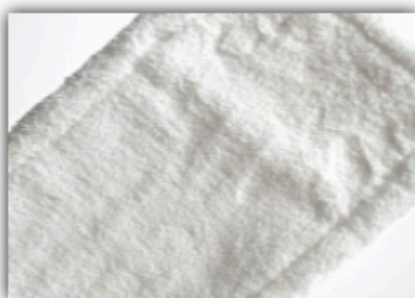
## Chenille Microfiber Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Available Colors:



Product Code: AY-105



## Microfiber Mop Head

Available Sizes: 50 cm | 60 cm | 80 cm

Available Colors: Please ask for colors

Product Code: AY-106

# MOPS



## **Kentucky Mop Head**

Available Sizes: 350 g | 400 g | 500 g

Product Code: AY-107



## **Microfibre Towel Mop Head**

Available Sizes: One size

Available Colors: Please ask for colors

Product Code: AY-108