

Natural Touch In  
Your Hand.....





# Natural Touch In Your Hand.....



The Al Basma Detergents & Cleaning Ind LLC. manufactures different product such as detergents, liquid soaps and home care products in the United Arab Emirates, other Gulf Cooperation Council countries, and internationally. The company offers its products principally under the PEX, ZOLAREX, MEDE PLUS, FLORMAX, PLUS and AUTO PLUS brand names. The Al Basma Detergents & Cleaning Ind LLC. distributes its products directly, as well as through a network of distributors.

Range of household cleaning and personal care products offering the customers total home care cleaning solutions at affordable price. This range of products includes dishwashing liquids, fabric softener, personal and general disinfectant, liquid hand soaps, glass and surface cleaners, fruit and vegetables wash, air and fabric freshener, car care products and carpet stain remover. All this products are available in different various fragrances and differed sizes as required.

Al Basma stands for careful enterprise. This means that we produce our washing and cleaning products in an ecological, economic and socially responsible way in a unique ecological factory.

Honest and open, we respect people and the environment. In our view, this is the only way to guarantee a sustainable future.

## Custom Formulas

We offer formulation assistance to all our customers. We develop new products in our laboratory. We can formulate a product to solve a specific cleaning issue. We can reverse engineer a product. We also encourage our clients to work together with our staff to achieve the performance, the look, the fragrance that meets the needs of their customers. We can offer standard formulations in custom colours or custom fragrances. Our manufacturing and production facility provides a broad range of filling equipment that accommodates most any size run, large or small. Our dedicated staff will assist you in container and packaging design to accommodate your requirements. We share the same desire as our customers – to create and manufacture a truly superior product that meets and exceeds your expectations.

## Labels

Labels are meant to differentiate your product from your competitors and the appearance of your package is an integral part of your business. A good label design can take business to the new heights. Customers can switch to other products if they cannot identify your brand. Perhaps you want a generic design. Al Basma can offer silk screen printing or multi-color labels provided minimums are met. Your products can have a unique look that sets you apart from your competitors. We can assist you with the design or you can furnish the artwork. Our flexibility works for you.



# Try it, You'll like it



**PEX ACTIVE | PEX ACTION | PEX ULTRA**



*Pex action*

*Anti Bacterial  
Hand wash*



*So Simple ! So Important*

Pex liquid hand wash with a new formula that gives hands double protection. Protection to softness of hands and protection from germs. it comprises a unique ph balanced formula and is available in four variants jasmine rose lemon and apple. It been formulated to combine hygiene and skin care and aims at not only cleaning hands but also to make it soft and hydrated.





#### Pex Hand Wash Apple

Item Code: HAP450  
Size Available : 500ml  
Packing Size: 24X500ml



#### Pex Hand Wash Jasmine

Item Code: HJP450  
Size Available : 500ml  
Packing Size: 24X500ml



#### Pex Hand Wash Rose

Item Code: HRP450  
Size Available : 500ml  
Packing Size: 24X500ml



#### Pex Hand Wash Lemon

Item Code: HLP450  
Size Available : 500ml  
Packing Size: 24X500ml



#### Pex Hand Wash Oud

Item Code: HOP450  
Size Available : 500ml  
Packing Size: 24X500ml

Pex brand of Liquid Soaps are soft on skin and can also be used on sensitive skins. The basic ingredients of our liquid hand soaps are moisturizer honey and essential oils. It has the floral fragrance that rejuvenate the skin and keep it fresh for longer period. Only a small quantity is required and that create the entire magic.

PEX HAND WASH



#### Pex Hand Wash Rose

Item Code: HRP4500  
Size Available : 5Ltr  
Packing Size : 4X5 Ltr



#### Pex Hand Wash Apple

Item Code: HAP4500  
Size Available : 5Ltr  
Packing Size : 4X5 Ltr



#### Pex Hand Wash Lemon

Item Code: HLP4500  
Size Available : 5Ltr  
Packing Size : 4X5 Ltr



#### Pex Hand Wash Jasmine

Item Code: HJP4500  
Size Available : 5Ltr  
Packing Size : 4X5 Ltr



# PEX ACTIVE DISHWASH

It's a powerful cleaner leaving your dishes sparkling clean just like your favourite casserole dish. Pex active dishwashing liquid is as good as ever.



Leaves even your toughest dishes  
Pots and pans sparkling clean.  
Tough on grease, soft on hands.  
No food residue.





Pex Dish Wash Apple

Item Code: DA350  
Size Available : 500ML  
Packing Size : 24X500 ML



Pex Dish Wash Lemon

Item Code: DL350  
Size Available : 500ML  
Packing Size : 24X500 ML



Pex Dish Wash Strawberry

Item Code: DS350  
Size Available : 500ML  
Packing Size : 24X500 ML



Pex Dish Wash Apple

Item Code: DA3100  
Size Available : 1 Ltr  
Packing Size : 12X1Ltr



Pex Dish Wash Lemon

Item Code: DL3100  
Size Available : 1 Ltr  
Packing Size : 12X1Ltr



Pex Dish Wash Strawberry

Item Code: DS3100  
Size Available : 1 Ltr  
Packing Size : 12X1Ltr



Pex Dish Wash Apple

Item Code: DA3500  
Size Available : 5 Ltr  
Packing Size : 4X5Ltr



Pex Dish Wash Lemon

Item Code: DL3500  
Size Available : 5 Ltr  
Packing Size : 4X5Ltr



Pex Dish Wash Strawberry

Item Code: DS3500  
Size Available : 5 Ltr  
Packing Size : 4X5Ltr

Tough on stains gentle on skin

PEX ACTIVE DISHWASH





EXPERIENCE  
THE MAGIC OF  
EXOTIC NEW  
LONG LASTING  
FRAGRANCE



## Comfortable foot feel

PEX Floor Cleaner leaves floors and surfaces hygienically Clean and sparkling. The formulatoin has ingredients which disinfects floor and removes stains and long lasting fragrance





**Pex Floor Cleaner Lemon**

Item Code: DFL875

Size Available : 750ML

Packing Size : 12X750 ML



**Pex Floor Cleaner Lavender**

Item Code: FL775

Size Available : 750ML

Packing Size : 12X750 ML



**Pex Floor Cleaner Lemon**

Item Code: DFL8135

Size Available : 1.35Ltr

Packing Size : 8X1.35 ML

**Pex Floor Cleaner Lavender**

Item Code: FL7135

Size Available : 1.35Ltr

Packing Size : 8X1.35 ML



**Pex Floor Cleaner Lavender**

Item Code: FL7500

Size Available : 5Ltr

Packing Size : 4X5Ltr



**Pex Floor Cleaner Lemon**

Item Code: DFL8500

Size Available : 5Ltr

Packing Size : 4X5Ltr



# PEX ACTIVE GLASS CLEANER

So easy to use! it gives glass and other surfaces a streak free shine that lasts. it's concentrated so it's very economical to use! contains and - fog anti humidity agent specially secented to keep home or office



Pex Glass Cleaner Apple

Item Code: GA1650  
Size Available : 650ml  
Packing Size : 12X650 ml



Pex Glass Cleaner Rose

Item Code: GR1650  
Size Available : 650ml  
Packing Size : 12X650 ml



Pex Glass Cleaner Jasmine

Item Code: GB1650  
Size Available : 650ml  
Packing Size : 12X650 ml



Pex Glass Cleaner Jasmine

Item Code: GB1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



# Toilet Bowl Cleaner

PEX WC PLUS Power coats the bowl above and below the waterline. Thick formula adheres to stains for better cleaning. To leave your entire toilet bowl sparkling clean, deodorized and disinfected.



- Removes tough stains on contact
- Thick formula coats the entire bowl
- Destroys toilet bowl rings
- Will not harm plumbing or septic systems
- Cleans as it disinfects
- Kills 99.9% of viruses and bacteria



PeX Toilet Bowl Cleaner

Item Code: TB1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



PeX Tile and Bathroom Cleaner

Item Code: TBC1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



PeX Germicidal Bowl Cleanse

Item Code: TW1100  
Size Available : 1Ltr  
Packing Size : 12X1Ltr



PeX Bowl Cleanse

Item Code: TB175  
Size Available : 750ml  
Packing Size : 12X750ml



# Pex Ultra Fabric Softener



If you are dreaming of all fresh morning breeze that would bring you a soft magical touch of freshness of the valley with its entire splendour, then live your dream with pex ultra



# FABRIC SOFTNER



Pex Fabric Softner

Item Code: FJB9200  
Size Available : 2Ltr  
Packing Size : 6X2Ltr



Pex Fabric Softner

Item Code: FJB9500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Pex Fabric Softner

Item Code: FJB20C, FJB25C  
Size Available : 20Ltr  
Size Available : 25Ltr



Pex Fabric Softner

Item Code: FP1200  
Size Available : 2Ltr  
Packing Size : 6X2Ltr



Pex Fabric Softner

Item Code: FP1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Pex Fabric Softner

Item Code: FP120C, FP125C  
Size Available : 20Ltr  
Size Available : 25Ltr



*Eliminates odours & freshens*



*Pex Air Freshener*



*Pex Air Freshener Rose*

Item Code: AR 550  
Size Available : 550ml  
Packing Size : 12X550 ml



*Pex Air Freshener Lavender*

Item Code: AL 550  
Size Available : 550ml  
Packing Size : 12X550 ml



# PEX MULTI PURPOSE CLEANER

Quick Acting Cleaner Used  
for Various Purpose Contains  
A Clean,  
Fresh Perfume Will Remove  
Stubborn Stains and Soil age



Pex Multipurpose Cleaner

Item Code: MP 8550  
Size Available : 550ml  
Packing Size : 12X550ml

## PEX ALL PURPOSE CLEANER



Pex All purpose Cleaner

Item Code: AG 5500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

## PEX MULTI PURPOSE CLEANER



Pex Multi purpose Cleaner

Item Code: MP5500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



# PEX HAND SANITIZER



## PeX Hand Sanitizer

Item Code: SHP750

Size Available : 500ml

Packing Size : 24X500ml

# PEX TABLE SANITIZER



## PeX Table Sanitizer

Item Code: TBS 455

Size Available : 550ml

Packing Size : 12X550 ml



# PEX OVEN & GRILL CLEANER



Pex Oven Cleaner

Item Code: OC8550  
Size Available : 550ml  
Packing Size : 12X550ml



Pex Oven Cleaner

Item Code: OC8500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr





# PEX ANTISEPTIC DISINFECTANT

Non-poisonous antiseptic disinfectant with micro-biocide properties that can effectively remove gram-positive and gram-negative bacteria yeast, fungi and fungal attack on untreated wood.



## INDUSTRIAL CHEMICALS

### CEMENT SCALE REMOVER



#### Pex Cement Scale Remover

Item Code: CS6500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

### FLOOR STRIPPER



#### Pex Floor Stripper

Item Code: FS4500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

### HEAVY DUTY CLEANER



#### Pex Heavy Duty Degreaser

Item Code: ED2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr





*Spreading the most through lives*  
*Spreading the most through lives*  
*Spreading the most through lives*





*Disinfectant cleaner, effective  
Against harmful bacteria*



Flormax Floor cleaner leaves floors and surfaces hygienically clean and sparkling. The formulation has ingredients which disinfects floor and removes stains and long lasting fragrance.



Flormax Floor Cleaner

Item Code: FL7200  
Size Available : 2Ltr  
Packing Size : 6X2Ltr



Flormax Floor Cleaner

Item Code: FL7500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



# Flormax All Purpose Cleaner



Quick Acting Cleaner Used for Various Purpose  
Contains A Clean, Fresh Perfume Will Remove  
Stubborn Stains and Soil age

Flormax All Purpose Cleaner

Item Code: AG3500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

A highly concentrated product which contains free chlorine. clean up liquid bleach can be used safely on white clothes for removing most of the stains and whitening of clothes. cleaning bleach gives positive bleaching result for all wash systems.

# Flormax Bleach



Flormax Bleach

Item Code: BL336  
Size Available : 1Gallon  
Packing Size : 6X1Gallon



Flormax Bleach

Item Code: BL3500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Flormax Bleach

Item Code: BL320C, BL325C  
Size Available : 20Ltr  
Size Available : 25Ltr





*Feel the difference*

[www.albasmadetergents.com](http://www.albasmadetergents.com)  
[www.facebook.com/albasma.detergents](https://www.facebook.com/albasma.detergents)



*Always provide the right  
product quality and  
service consistently accept-  
able to our customer.*





Zolarex Handwash Apple

Item Code: HAP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Zolarex Handwash Lemon

Item Code: HLP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Zolarex Handwash Rose

Item Code: HRP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Zolarex Handwash Jasmine

Item Code: HJP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Zolarex Handwash Lavender

Item Code: HLEP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Zolarex Handwash Bakhoor

Item Code: HBP2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

ZOLAREX HANDWASH



Our best yet! A highly effective grease-cutting detergent with lasting suds that leaves your dishes squeaky clean, but is gentle on your hands. Contains no ammonia or other harsh ingredients, and has only the scent of our formula's coconut oil based cleaner.

Safe on all surfaces  
Spotless rinsing  
Soft on hands  
Pleasant lemon perfume



**Zolarex Dishwash Lemon**

Item Code: DL2100  
Size Available : 1Ltr  
Packing Size :12X1Ltr



**Zolarex Dishwash Lemon**

Item Code: DL2500  
Size Available : 5Ltr  
Packing Size :4X5Ltr



A highly concentrated product which contains free chlorine. clean up liquid bleach can be used safely on white clothes for removing most of the stains and whitening of clothes. cleaning bleach gives positive bleaching result for all wash systems



**Zolarex Bleach**

Item Code: BL136  
Size Available : 1 Gallon  
Packing Size : 6X1Gallon



**Zolarex Bleach**

Item Code: BL150  
Size Available : 500ml  
Packing Size : 24X500ml



**Zolarex Bleach**

Item Code: BL110  
Size Available : 1Ltr  
Packing Size :12X1Ltr





**mede plus**

# ANTISEPTIC DISINFECTANT



Medeplus Antiseptic Disinfectant

Item Code: AD150  
Size Available : 500ml  
Packing Size : 24X500 ml



Medeplus Antiseptic Disinfectant

Item Code: AD1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Medeplus Antiseptic Disinfectant

Item Code: AD1750  
Size Available : 750ml  
Packing Size : 12X750 ml

# Mede Plus

Antiseptic Disinfectant

As a general disinfectant for domestic or hospital use like disinfection of floors bathrooms, washbasins, organic waste such as sputum, faeces, urine etc.



# Plus

جلاس



Plus Dishwash Lemon

Item Code: DL7500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Plus Dishwash Lemon

Item Code: DL7100  
Size Available : 1Ltr  
Packing Size : 12X1Ltr



Plus Dishwash Lemon

Item Code: DL750  
Size Available : 500ml  
Packing Size : 24X500ml

Plus Dishwash liquid is high power washing up liquid and it is pleasantly lemon scented. Plus Dishwash liquid is designed for use as a manual dishwashing liquid. It is tough on grease and dirt yet gentle on skin. The surfactants used in the manufacture of Plus dishwash liquid are fully biodegradable.





# PLUS HANDWASH



Plus Hand Wash Rose

Item Code: HRP7500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Plus Hand Wash Rose

Item Code: HRP750  
Size Available : 500ml  
Packing Size : 24X500ml

## PINE DISINFECTANT



Plus Pine Disinfectant

Item Code: PC5500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

## ALL PURPOSE CLEANER



Plus All Purpose Cleaner

Item Code: AG7500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr

## FLOOR CLEANER



Plus Floor Cleaner

Item Code: FL6500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr





Enter a higher state...



waterless car wash ,car polishes,pro shine,wash and wax shampoo,tyre care, leather care,car airfreshener, dashboard polish, windscreen cleaner, heavy duty glass cleaner,heavy duty cleaner, vengine degreaser, high active foam,auto shampoo catering for everyone and for every valeting requirement, ensuring the ultimate professional showroom finish is created every time.



# DASHBOARD POLISH

Cleans and polishes  
Retains breathability  
Repel dust, environment friendly and prevent fading and cracking  
Good for dashboard, bumpers, door trims, fiber body, vinyl and leather surface and rubber part



**Auto Plus Dashbord Polish**

Item Code: DP1550  
Size Available : 550ml  
Packing Size : 12X550ml



**Auto Plus Dashbord Polish**

Item Code: DP1500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



**Auto Plus Dashbord Polish**

Item Code: DP120C, DP125C  
Size Available : 20Ltr  
Size Available : 25Ltr

**AUTO PLUS CARCARE PRODUCTS**



# TYRE POLISH



Autoplus Tire Shine is intended to offer a lustrous deep shine on tires. This product was designed specifically for our customers that prefer a deep, rich shine or a wet tire look.



**Auto Plus Tyre Shine Polish**

Item Code: TS9550  
Size Available : 550ml  
Packing Size : 12X550ml



**Auto Plus Tyre Shine Polish**

Item Code: TS9500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



**Auto Plus Tyre Shine Polish**

Item Code: TS920C, TS925C  
Size Available : 20Ltr  
Size Available : 25Ltr

## AUTO PLUS CARCARE PRODUCTS



# MANUAL CAR SHAMPOO



Autoplus Car Shampoo is a highly concentrated blend of surfactants suitable for vehicle washing operations. The detergent can be used manually.



**Auto Plus Manual Shampoo**

Item Code: MCY3500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



**Auto Plus Manual Shampoo**

Item Code: MCY320C, MCY325C  
Size Available : 20Ltr  
Size Available : 25Ltr



**Auto Plus Manual Shampoo**

Item Code: MCY32D  
Size Available : 200Ltr

## AUTO PLUS CARCARE PRODUCTS



# AUTO CAR SHAMPOO



Autoplus Car Shampoo is a highly concentrated blend of surfactants suitable for vehicle washing operations. The detergent can be used Automatically



Auto Plus Auto Shampoo

Item Code: AC3500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Auto Plus Auto Shampoo

Item Code: AC320C, AC325C  
Size Available : 20Ltr  
Size Available : 25Ltr



Auto Plus Auto Shampoo

Item Code: AC32D  
Size Available : 200Ltr

## AUTO PLUS CARCARE PRODUCTS



# AUTOPLUS ENGINE DEGREASER



Auto Plus Engine Degreaser

Item Code: D2500  
Size Available : 5Ltr  
Packing Size : 4X5Ltr



Auto Plus Engine Degreaser

Item Code: D20C, D25C  
Size Available : 20Ltr  
Size Available : 25Ltr



Auto Plus Engine Degreaser

Item Code: D2D  
Size Available : 200Ltr

AUTO PLUS CARCARE PRODUCTS



أتو بلاس  
**Auto Plus**

*Heavy Duty Performance*



## AUTOPLUS COOLANT

Autoplus Radiator Coolant additive is heavy duty formulation of mono-ethylene glycole to provide maximum level of protection against over heating problems due to corrosion and accumulation of rust and dirt.

Autoplus Coolant

Item Code: CW5500

Size Available : 5Ltr

Packing Size : 4X5Ltr

*Autoplus  
Car freshener*



Autoplus Car freshener Rose

Item Code: AR5

Size Available : 50ml

Packing Size : 24X50ml

Autoplus Car freshener Lavender

Item Code: AL5

Size Available : 50ml

Packing Size : 24X50ml

## AUTO PLUS CARCARE PRODUCTS



## Vision & Mission

We aspire to be world class organization and global player in the detergents and cleaning industry. With support from our diligent and dedicated employs we strive for excellent service to our customers,

Our marketing sales and technical service personal consist of professionals in the industry who have the flexibility and ability to conduct international business transaction

It is our aim to enhance this reputation by providing all services to the satisfaction of the customer and by complying with contract requirements and specifications. The company will strive to achieve excellence in all its activities and thereby attain international as well as local reputation for quality and reliability.



## We will achieve this aim:

By complying with the specifications, standards and procedures at all stages of execution of the contract with emphasis on defect prevention and safety.

By establishing and maintaining a continuously improving Quality Management System based on the model of ISO 9001.

Through proper sourcing of materials and resources.

By fostering an environment in which creativity and responsibility are encouraged at all levels.

By improving the processes based on customer feedback and audit findings and creating adequate infrastructure.

By developing a highly motivated, efficient and competent workforce, which is committed to achieving 'total customer satisfaction'







**AL BASMA**

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