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MASAR KIMYA
FOR CHEMICALS & PERFUMES

Semi-Processed
Laundry Detergent



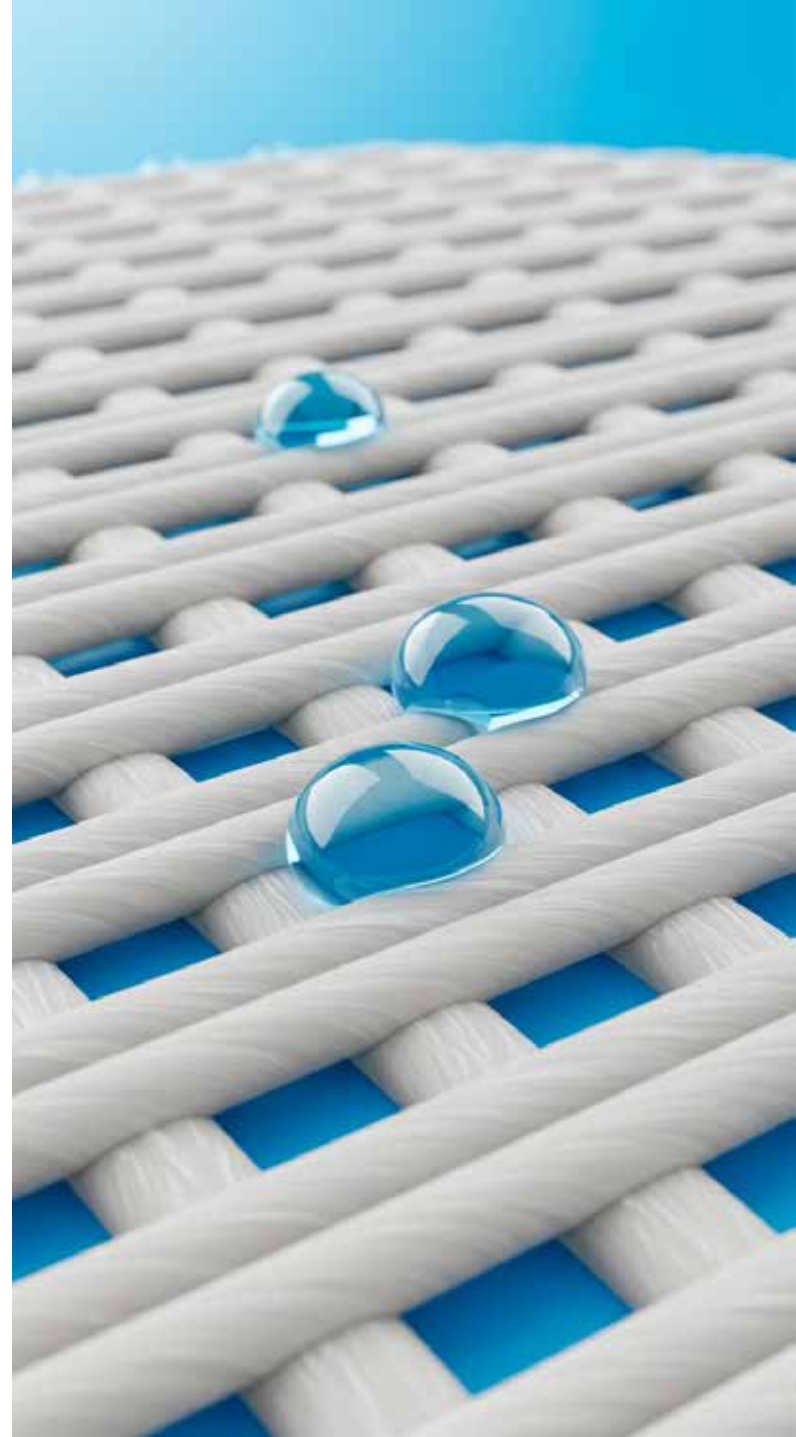
MASAR KIMYA

About Us

Masar Kimya is one of the leading companies in the manufacturing of chemical and personal care products. We are committed to delivering comprehensive hygiene solutions with innovative technology and high quality.

Mission & Vision

We strive to provide reliable and effective products suitable for various daily uses, while prioritizing environmental protection and consumer health.



Tailored Raw Materials for High-Performance Formulations

At Masar Kimya, we understand that every detergent brand needs a unique identity and consistent performance. That's why we provide a wide range of premium raw materials designed to support manufacturers in producing high-quality laundry powders—from economy blends to premium formulas. This catalog presents key ingredients used in detergent powder formulations, including surfactants, brighteners, fragrances, and aesthetic enhancers. Whether you're looking for a semi-processed detergent base to simplify production or specific additives to customize your product, we offer flexible, scalable solutions tailored to your needs.

With multiple active matter concentrations and a variety of functional ingredients, our portfolio is designed to meet both market demands and technical expectations. All materials comply with international quality and safety standards.

Let us help you build the perfect formulation—efficient, effective, and market-ready

Semi-Processed Laundry Detergent Base Powder

Semi-processed laundry detergent base powder is a pre-formulated raw material that serves as the foundation for producing finished laundry detergents. It contains the core active ingredients required for effective cleaning, and it significantly simplifies the manufacturing process for detergent producers.

Features

- 1 Ready-to-Use Foundation:** Already contains essential surfactants, fillers, reducing the need for complex in-house formulations.

- 2 Customizable:** Can be adjusted by adding fragrances, colors, brighteners, enzymes, or other performance boosters.

- 3 Consistent Quality:** Manufactured under controlled conditions to ensure uniform performance.

- 4 Time & Cost Efficient:** Saves on formulation development, production time, and raw material handling.

Available Concentrations

We offer semi-processed base powder in the following active matter levels:

- 3.5%
- 7%
- 10%
- 15%
- 20% (with built-in 5% STPP)

The choice of concentration depends on the market positioning (economy, regular, or premium) and required performance.



Semi-Processed Laundry Detergent 3.5%

CHEMICAL NAME / ITEM	SPECIFICATION LIMIT	LOWER - UPPER
TOTAL ACTIVE MATTER	3,6	3,0 - 4,0
SODIUM CARBONATE	10,0	9,0 - 11,0
SODIUM SILICATE	13,0	12,0 - 14,0
SODIUM SULFATE	30,0	25,0 - 35,0
OPTICAL BRIGHTENER	+	+
APPEARENCE	+	WHITE POWDER
FRAGRANCE	+	CHARACTERISTIC
pH (%1 water Solution)	10,2	9,0 - 11,0
DENSITY	350	300 - 400
MOISTURE	1,50	1,0 - 2,0

Semi-Processed Laundry Detergent 7%

CHEMICAL NAME / ITEM	SPECIFICATION LIMIT	LOWER - UPPER
TOTAL ACTIVE MATTER	7,1	6,5 - 7,5
SODIUM CARBONATE	5,0	4,5 - 5,5
SODIUM SILICATE	5,9	5,5 - 6,5
SODIUM SULFATE	32,0	25,0 - 39,0
OPTICAL BRIGHTENER	+	+
APPEARENCE	+	WHITE POWDER
FRAGRANCE	+	CHARACTERISTIC
pH (%1 water Solution)	10,2	9,0 - 11,0
DENSITY	350	300 - 400
MOISTURE	1,50	1,0 - 2,0

Semi-Processed Laundry Detergent 10%

CHEMICAL NAME / ITEM	SPECIFICATION LIMIT	LOWER - UPPER
TOTAL ACTIVE MATTER	7,1	3,0 - 4,0
SODIUM CARBONATE	5,0	9,0 - 11,0
SODIUM SILICATE	5,9	12,0 - 14,0
SODIUM SULFATE	32,0	25,0 - 35,0
OPTICAL BRIGHTENER	+	+
APPEARENCE	+	WHITE POWDER
FRAGRANCE	+	CHARACTERISTIC
pH (%1 water Solution)	10,2	9,0 - 11,0
DENSITY	350	300 - 400
MOISTURE	1,50	1,0 - 2,0

Semi-Processed Laundry Detergent 15%

CHEMICAL NAME / ITEM	SPECIFICATION LIMIT	LOWER - UPPER
TOTAL ACTIVE MATTER	15,3	3,0 - 4,0
SODIUM CARBONATE	5,0	9,0 - 11,0
SODIUM SILICATE	12,5	12,0 - 14,0
SODIUM SULFATE	53,0	50,0 - 55,0
ANTI-FOAM	+	+
OPTICAL BRIGHTENER	+	+
APPEARANCE	+	WHITE POWDER
FRAGRANCE	+	CHARACTERISTIC
pH (%1 water Solution)	10,2	9,0 - 11,0
DENSITY	350	300 - 400
MOISTURE	1,50	1,0 - 2,0

Semi-Processed Laundry Detergent 20% with 5% STPP (Sodium Tripolyphosphate)

CHEMICAL NAME / ITEM	SPECIFICATION LIMIT	LOWER - UPPER
TOTAL ACTIVE MATTER	20,0	19,5 - 20,5
SODIUM CARBONATE	5,0	4,5 - 5,5
SODIUM SILICATE	35,0	30,0 - 40,0
SODIUM SULFATE	55,0	50,0 - 60,0
OPTICAL BRIGHTENER	+	+
APPEARENCE	+	WHITE POWDER
FRAGRANCE	+	CHARACTERISTIC
pH (%1 water Solution)	10,2	9,0 - 11,0
DENSITY	300	260 - 340
MOISTURE	1,50	1,0 - 2,0

Note: *Masar Kimya* offers fully customizable detergent formulations tailored to your exact needs. Whether you're looking for a high-performance or cost-effective solution, we can provide the right blend at your desired concentration.

Ingredients Used in Laundry Detergent Powder

The formulation may include the following ingredients:

- **MKY-STPP Sodium Tripolyphosphate (STPP)**
Acts as a water hardness remover and enhances cleaning efficiency. **Packaging: 25 kg bags**
- **MKY-FAO7 Fatty Alcohol / Ethoxylated Alcohols (e.g., C12-C15 AE)**
A non-ionic surfactant that boosts degreasing power. **liquid Packaging: 120/220 kg drums**
- **MKR-CSN Colored Soap Noodles**
Used for visual appeal and product differentiation. These pre-colored soap particles are available in a wide range of colors—including red, green, blue, and others—to enhance the look of the detergent powder and create a distinctive, eye-catching product. They also contribute to the perception of quality and cleaning performance. **Packaging: 25 kg bags**
- **MKR-SAC Soda Ash (Sodium Carbonate)**
A pH regulator that improves detergent performance. **Packaging: 25 kg bags**
- **MKY-SPC Sodium Percarbonate**
An oxygen-based bleaching agent for deep and effective cleaning. **Packaging: 25 kg bags**



Ingredients Used in Laundry Detergent Powder

The formulation may include the following ingredients:

- **MKR-SS Sodium Sulfate**
Acts as a filler and helps balance the formulation.
Packaging: 25 kg bags
- **KimlabHF Linear Alkylbenzene Sulfonic Acid (LABSA)**
An anionic surfactant that provides excellent cleaning power.
Liquid Packaging: 1000/220 kg IBC/drums
- **MKY-OPTILITE Optical Brightener**
Improves fabric whiteness and brightness.
- **MKY-CMC Carboxymethyl Cellulose (CMC)**
Prevents soil redeposition during washing.
Packaging: 25 kg bags
- **MKY-FX 45 POWDER Anti-Foam Agent (Powder)**
Controls foam levels to optimize washing machine performance.
Packaging: 25 kg bags
- **MKY-DEFO 90 LIQUID Anti-Foam Agent (Liquid)**
Controls foam levels to optimize washing machine performance.
Liquid Packaging: 1000/220 kg IBC/drums



Masar Perfumes / Perfume Compounds

ULTRA WHITE NP2509	POWDER SF3335	ZHARAA WE19518
DEN TOUR NP2478	YES CLEAN OP 7868 MK000212	LORAA WE16492
ROSE BUD BB9836	LAVENDER ZK 817 MK000268	LEMON CITRONELLA WE16466
ARIELLA K 3207	KING BLUE EF 8862 MK000210	ROX WE19571
SILVERNET K 3208	ACTIVE CLEAN WE19574	ROSE LIMPO WE19545
WHITE TOUCH K 3222	ARIEL SENSIN WE16477	FLORAA WE19519
MAADAR CLEN CA9895	ROSE WE19500	DOWNY TOUCH WE19731
MAGIC B0001	DIXANE WE16445	RELUX WE19732
KING BLUE EF 8862 MK000210	DRASH TO WE19551	BRAVO CLEAN WE19637
COMFORT BLUE CA9903 MK000256	KING BLUE EF 8862 MK000210	BAKHOUR ROYAL WE16471
LEMON FRESH DF 62510	COMFORT BLUE CA9903 MK000256	LOUD WE19524
BAKHOUR ROYAL WE16471	LOUD WE19524	LOUD ROYAL WE16446
LOUD LEM WE19730	JASMIN PL 8532 MK000192	SANDAL AHLIA I K 3219
SANDAL AHLIA III K 3220	BABY POWDER	





Thank You For Choosing Masar Kimya

We believe that true cleanliness starts with the smallest details. That's why we create high-quality products that care for your skin, protect your health, and bring lasting freshness. Together, we move toward a cleaner, safer, and more comfortable life — every single day.

At Masar Kimya, your trust inspires our commitment to excellence. From daily hygiene to specialized care, our products are crafted with precision and passion. We use safe formulas, refreshing scents, and advanced technology to meet your needs and exceed expectations. Because you deserve comfort, protection, and peace of mind in every moment.

With every wipe, every drop, and every scent — we bring science and care together. Our vision is simple: to enhance everyday life with effective, reliable hygiene solutions. Wherever you are — at home, at work, or on the move — Masar Kimya is with you, delivering purity, innovation, and freshness you can feel.

Main Warehouse

MASAR KİMYA İÇ VE DIŞ TİCARET LİMİTED ŞİRKETİ

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Başpınar(Organize) Osb O.S.B. 2.Bölge, Celal Doğan
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Hatay Office

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