SEBA

Elenor SIR Bio SIR Jovirose EN MÉDITERRANÉE Pet White

PRODUCT CATALOGUE

SEBA

Who we are?

Seba Kimya is one of the leading FMCG manufacturer located in Istanbul, Turkey, manufacturing since 1989. Seba Kimya produces wide range of Personal Care, Home Care and Pet Care products under SIR, ELENOR, SIR BIO, JOVIROSE, PET WHITE brands. Product portfolio covers laundry category, dishwashing detergents category, hard surface cleaners, air & fabric fresheners, special home care products, personal care products and pet care products. Our brands have well reputation in Turkey & more than 55 countries in the World. Seba Kimya commits to provide the highest quality products with affordable prices, enables long term business partnerships. Seba Kimya is committed to pursuit excellence and adherence to highest quality standards in core business activities. Seba is proudly Turkish and truly World Class company.

9001:2015 14001:2015 45001:2018

OUR MISSION

To be sustainable and profitable Company that is innovative in FMCG sector, manufacturing products make life easier and people happier.

OUR VISION

To Become the producer of most preferred brands around the World, respectful the environment and health.

OUR VALUES

- Quality
- Reliability
- Transparency
- Being ahead in loyalty, respect in employee and customer relations
- Respectful to the law, individual, animals, society and the environment
- Open to innovation in technology.

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- SIR BIO products generated by self soluble biodegradable raw materials.
- Sır Bio is Vegan Certified, does not contain any animal origin ingredients
- Our animal friends not used as subject in product tests.
- Sır Bio is Hypoallergenically tested.
- Products does not contain Phosphate, Paraben and Chlorine.

8 693023 120217

SIR BIO PLANT BASED STAIN REMOVER

Volume : 500 ml
Units Per Box : 12 pcs

8 693023 120255

SIR BIO PLANT BASED BATHROOM

Volume : 500 ml
Units Per Box : 12 pcs

8 693023 120231

SIR BIO PLANT BASED KITCHEN & DISHES

Volume : 500 ml
Units Per Box : 12 pcs

8 693023 120446

SIR BIO PLANT BASED WASHING-UP LIQUID

Volume : 1000 ml
Units Per Box : 12 pcs

8 693023 120194

SIR BIO PLANT BASED DISHWASHER GEL DETERGENT

Volume : 1000 ml
Units Per Box : 12 pcs

+90%* BIO DEGRADABLE

EUROPEAN VEGETARIAN UNION V-LABEL.EU VEGAN

HYPOALLERGENIC TESTED

DERMATOLOGICALLY TESTED

MULTI CLEANER CATEGORY

ORIGINAL REGISTERED PRODUCT THAT OFFERS A COMMON SOLUTION TO STAINS, DIRT AND OIL EVERYWHERE.

SIR STAIN-OFF MULTI CLEANER

Volume : 750 ml
Units Per Box : 12 pcs

AIRFRYER CLEANER

A powerful formula specially developed for your Air Fryer provides a spotless, fresh-smelling clean

SIR AIRFRYER CLEANER

Volume : 250 ml
Units Per Box : 24 pcs

SIR KITCHEN DEGREASER

Volume : 750 ml
Units Per Box : 12 pcs

SIR KITCHEN

Volume : 750 ml
Units Per Box : 12 pcs

SIR BATHROOM

Volume : 750 ml
Units Per Box : 12 pcs

SIR LIMESCALE REMOVER

Volume : 750 ml
Units Per Box : 12 pcs

SIR GLASS CLEANER

Volume : 750 ml
Units Per Box : 12 pcs

SIR WOOD AND FURNITURE CLEANER

Volume : 750 ml
Units Per Box : 12 pcs

SIR PRO POWER
PROFESSIONAL DEGREASER

Volume : 1000 ml
Units Per Box : 12 pcs

SIR PRO POWER
PROFESSIONAL
LIMESCALE REMOVER

Volume : 1000 ml
Units Per Box : 12 pcs

SIR PRO POWER
MULTI PURPOSE CLEANER
STAIN-OFF

Volume : 1000 ml
Units Per Box : 12 pcs

SIR TOILET GEL CLEANER FRESH PINE

Volume : 750 ml
Units Per Box : 12 pcs

SIR TOILET GEL CLEANER FRESH OCEAN

Volume : 750 ml
Units Per Box : 12 pcs

SIR ULTRA THICK BLEACH LEMON

Volume : 750 ml
Units Per Box : 15 pcs

SIR ULTRA THICK BLEACH MOUNTAIN BREEZE

Volume : 750 ml
Units Per Box : 15 pcs

CLEANS SURFACES AND GIVES A BRIGHT APPEARANCE.

SIR WOOD CLEANER

Volume : 1000 ml
Units Per Box : 12 pcs

%100 The Power of Natural Minerals

It easily cleans all heavy dirt and oils that form on the hard, wipeable surfaces of your home.

SIR CLEANING CREAM LEMON SCENTED

Volume : 765 g
Units Per Box : 12 pcs

SIR CLEANING CREAM LEMON SCENTED

Volume : 1125 g
Units Per Box : 12 pcs

SIR CLEANING CREAM AMMONIA

Volume : 1125 g
Units Per Box : 12 pcs

SIR CLEANING CREAM PINK FLOWERS

Volume : 1125 g
Units Per Box : 12 pcs

SIR OVEN & GRILL CLEANER

Volume : 500 ml
Units Per Box : 12 pcs

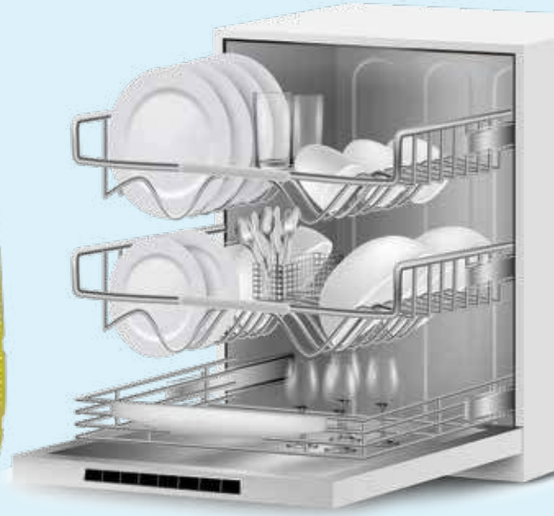
POWERFUL DEGREASER CLEANER FOR YOUR OVEN

SIR DISHWASHING DETERGENT LEMON

Volume : 750 ml
Units Per Box : 12 pcs

SIR DISHWASHING DETERGENT APPLE

Volume : 750 ml
Units Per Box : 12 pcs



SIR DISHWASHER RINSE AID

Volume : 500 ml
Units Per Box : 12 pcs

SIR DISHWASHER CLEANER

Volume : 250 ml
Units Per Box : 24 pcs

SIR LAUNDRY GEL DETERGENT UNIVERSAL ORIGINAL

Volume : 1000 ml
Units Per Box : 12 pcs

SIR LAUNDRY GEL DETERGENT BLACK

Volume : 1000 ml
Units Per Box : 12 pcs

SIR LAUNDRY GEL DETERGENT UNIVERSAL ORIGINAL

Volume : 3000 ml
Units Per Box : 4 pcs

SIR LAUNDRY GEL DETERGENT BLACK

Volume : 3000 ml
Units Per Box : 4 pcs

SIR VIVID COLORS AND CARE Laundry Detergent

Volume : 3000 ml
Units Per Box : 4 pcs

SIR LAUNDRY MACHINE CLEANER

Volume : 250 ml
Units Per Box : 24 pcs

SIR FABRIC SOFTENER FOUR SEASONS

Volume : 1000 ml
Units Per Box : 12 pcs

SIR FABRIC SOFTENER FRESH FLOWERS

Volume : 1000 ml
Units Per Box : 12 pcs

SIR FABRIC SOFTENER FOUR SEASONS

Volume : 3000 ml
Units Per Box : 4 pcs

SIR FABRIC SOFTENER FRESH FLOWERS

Volume : 3000 ml
Units Per Box : 4 pcs

LONG-LASTING FRAGRANCE, EXTRA SOFTNESS

LAUNDRY CATEGORY

8 693023 018729

SIR CONCENTRATED FABRIC SOFTENER
Peony & Rose

Volume : 1440 ml
Units Per Box : 9 pcs

8 693023 018743

SIR CONCENTRATED FABRIC SOFTENER
Lilac & Ylang ylang

Volume : 1440 ml
Units Per Box : 9 pcs

8 693023 018767

SIR CONCENTRATED FABRIC SOFTENER
Lavender & Magnolia

Volume : 1440 ml
Units Per Box : 9 pcs

8 693023 018781

SIR CONCENTRATED FABRIC SOFTENER
Vanilla & Musk

Volume : 1440 ml
Units Per Box : 9 pcs

Aromatique

CONCENTRATED LAUNDRY SOFTENER

Long-Lasting Fragrance For Your Clothes,
Softness For Your Touch!

8 693023 018956

SIR CONCENTRATED FABRIC SOFTENER
Twilight Bloom

Volume : 750 ml
Units Per Box : 12 pcs

8 693023 018972

SIR CONCENTRATED FABRIC SOFTENER
Oriental Blossom

Volume : 750 ml
Units Per Box : 12 pcs

8 693023 019030

SIR CONCENTRATED FABRIC SOFTENER
Golden Sunrise

Volume : 750 ml
Units Per Box : 12 pcs

8 693023 018958

SIR CONCENTRATED FABRIC SOFTENER
Velour Musk

Volume : 750 ml
Units Per Box : 12 pcs

8 693023 019016

SIR CONCENTRATED FABRIC SOFTENER
Azure Embrace

Volume : 750 ml
Units Per Box : 12 pcs

THE FRESHNESS OF FLOWERS, IN YOUR ROOM AND ON YOUR CLOTHES!

ELENOR AIR & FABRIC FRESHENER CLASSIC

Volume : 500 ml
Units Per Box : 12 pcs

ELENOR AIR & FABRIC FRESHENER FRUIT GARDEN

Volume : 500 ml
Units Per Box : 12 pcs

ELENOR AIR & FABRIC FRESHENER VANILLA COOKIE

Volume : 500 ml
Units Per Box : 12 pcs

ELENOR AIR & FABRIC FRESHENER MELON SORBET

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE PET SHAMPOO OATMEAL

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE PET SHAMPOO VANILLA

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE PET SHAMPOO STRAWBERRY

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE PET SHAMPOO OCEAN

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE
CARPET & UPHOLSTERY CLEANER

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE
AIR SPRAY
ODOR ELIMINATOR

Volume : 500 ml
Units Per Box : 12 pcs

PET WHITE
MULTI SURFACE CLEANER

Volume : 500 ml
Units Per Box : 12 pcs

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