



# Al Sharhan Industries: Powering Hygiene & Home care Globally

*Aerosols / Detergents / Disinfectants / Fabric Care / Perfumes*

# About us

## From Kuwait to the World



### Modern Facility

25,000 m<sup>2</sup> state-of-the-art facility in Kuwait's Shuaiba Industrial Area.



### Advanced Production

25 production lines with an annual output exceeding 125 million packages.



### Trusted Brands

Home to flagship brands KWIK (1969) and LULU (1971), along with Delta, Best Fresh, Cobra, and Wenpor.



### Global Reach

Exporting to 35+ countries across the Middle East, Africa, Asia, and Europe.

# Our Brands



**KWIK** – Kuwait's first aerosol brand (300+ SKUs, hygiene & home care leader)

**LULU** – Iconic fabric care & dishwashing liquid brand since 1971



**HALA** - Perfume-blended water sprays, safe for fabrics and Alcohol-Free Air Care

**Delta** - Oriental air fresheners (dry base)

Delta

**Best Fresh** – Best Value Air Fresheners

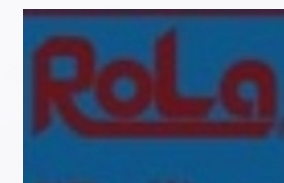


**Cobra** - Affordable, powerful insect killers

**Wenpor** - Butane-based fuel products for lighter/stove refills



**Rola** – Multi Purpose cleaner and Party Foam



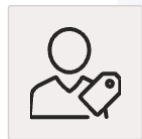
# Our Core Strengths



Manufacturer, Private Label, and Distributor



Exports over **250+ SKUs** in **100+ containers monthly**



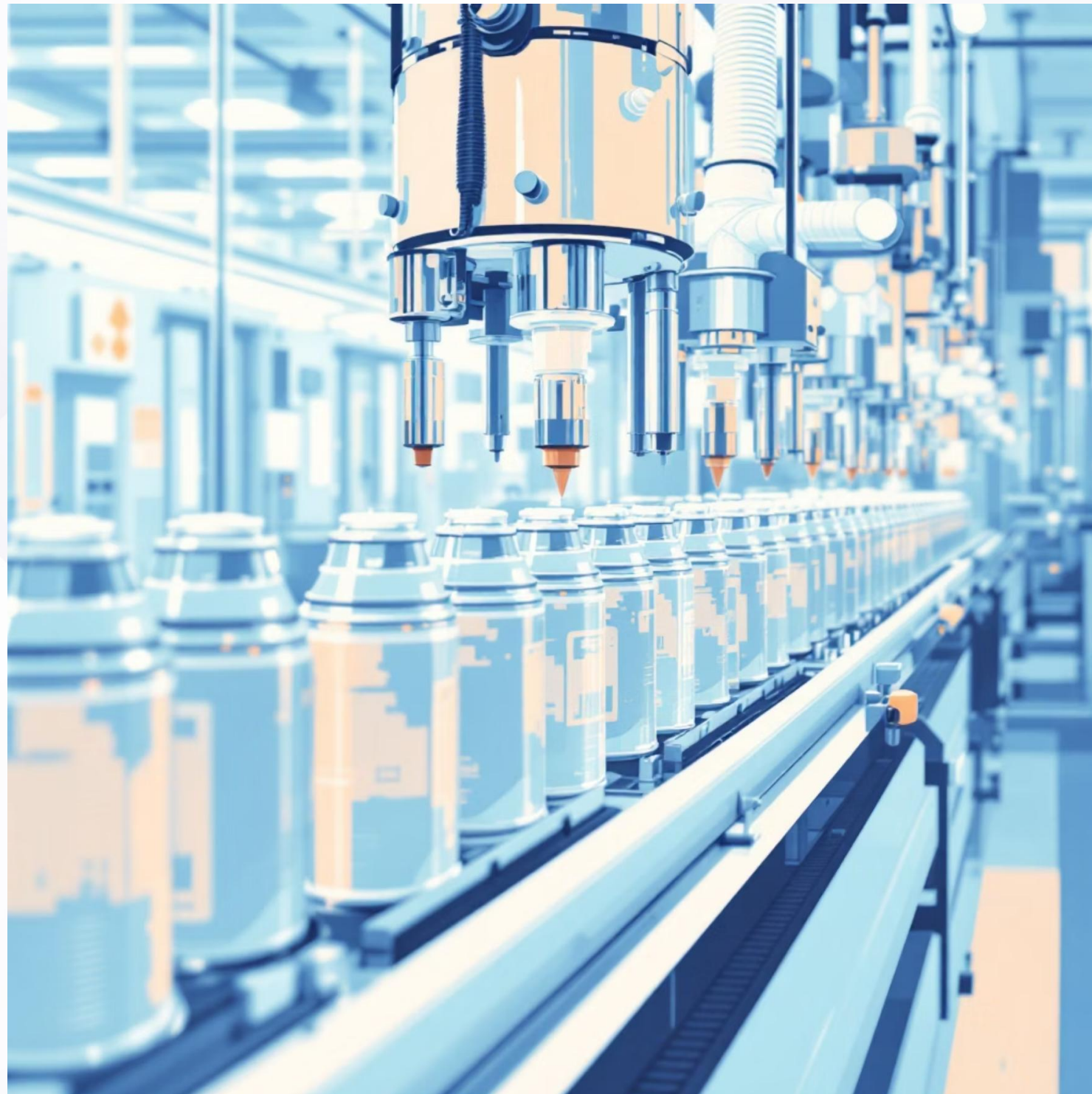
Certifications: **GMP, ISO 9001, ISO 14001, ISO 17025, SEDEX, MOH approved**



In house Lab, R&D, Packaging and Design Team

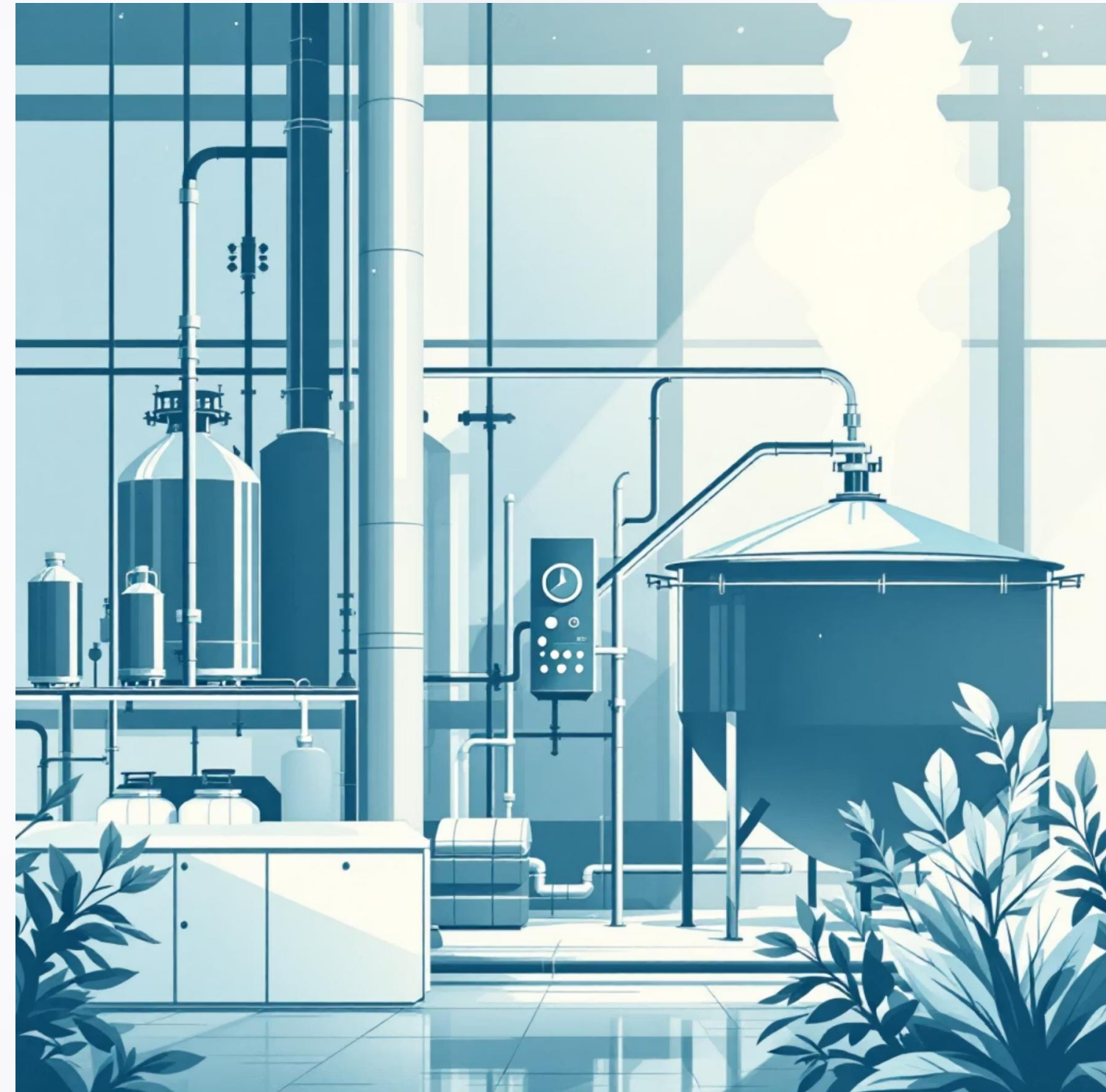
AND....

## Unmatched Production Capabilities



### Aerosol Production

2 Major filling lines  
Capacity of 30–50 million cans/year (70ml–600ml).



### Liquid Filling Line

Over 20,000 tonnes/year of disinfectants, detergents, and hand washes.

# KWIK: Pioneering Hygiene and Home Care

## Kuwait's First Aerosol Brand

Launched in 1967, KWIK offers over 300 SKUs across diverse categories, known for its quality, effectiveness, and innovative formulations.

**Disinfectants & Sanitizers:** Ultra Clean range, medical-grade hand rubs and surgical scrubs, various hand sanitizers

**Home Care:** Air fresheners, fabric care (Abaya shampoo, starch), dishwashing liquids, glass cleaners.

**Pest Control:** Effective insecticides for flying, crawling insects, and bed bugs.



# LULU: A Household Name in Cleanliness

## Kuwait's First Dishwashing Liquid

Established in 1968, LULU has evolved into a trusted brand offering premium yet budget-friendly alternatives for fabric and personal care. Committed to gentle yet effective formulations.

- **Multi Purpose Cleaners** ,Pine, liquid detergents (deep cleaning ), toilet rim blocks
- **Personal & Home Hygiene:** Antiseptic liquids, hand washes, dish wash liquids



# Commitment to Quality & Certifications

## Global Standards

GMP, ISO 9001:2015, ISO 14001:2015, ISO 17025, SEDEX compliant. Our commitment to excellence is underpinned by adherence to rigorous international standards.

## Regulatory Compliance

MOH (Kuwait) approved and aligned with WHO safety standards. Ensuring product safety and efficacy for all markets.

## Advanced QC Labs

Equipped with state-of-the-art facilities for ageing tests, automated inspection, and accredited testing, guaranteeing superior product performance.



# Extensive Export & Distribution Network

ASI leverages a robust logistics framework and deep market understanding to ensure efficient product delivery and broad market penetration.

## Global Reach

- **Pioneering Exports:** Started in the 1970s with Saudi Arabia, now reaching 25–45 countries globally.
- **Distribution Capacity:** 3 million cases/year with 48-hour delivery, supported by our own fleet and extensive warehousing.

## Diverse Market Segments

- **Comprehensive Coverage:** Serving retail, wholesale, hypermarkets, HORECA, oil & gas, e-commerce, and government sectors.
- **Expert Team:** Over 300 employees, including specialized sales, logistics, and marketing teams, dedicated to partner success.

# Al Sharhan Industries: Quick Facts for Partners

|                      |                                                                  |
|----------------------|------------------------------------------------------------------|
| Facility Size        | 25,000 m <sup>2</sup> with 25 production lines                   |
| Annual Output        | 125M+ packaged products; 50M aerosol cans; 20,000 tonnes liquids |
| Aerosol Capacity     | 30–50M cans/year                                                 |
| Product Range        | 300+ SKUs across hygiene, cleaning, fragrance                    |
| Certifications       | GMP, ISO 9001, ISO 14001, ISO 17025, SEDEX, MOH approved         |
| Export Reach         | 25–45 countries globally                                         |
| Logistics Capability | 3M cases/year; 48-hour delivery                                  |
| Employees            | 300+ skilled workforce                                           |

# Why ASI?

- 50+ years of brand legacy (since 1967)
- Export-ready, certified, scalable
- Strong R&D and innovation pipeline
- Wide local market acceptance
- Member of PLMA  
(Private Label Manufacturing Association)
- Trusted by millions across GCC, Africa & Asia



# Driving Success Through Partnership

## Success Partners



# Driving Success Through Partnership

## Success Partners



## Manufacturing (PL)



**Cleaner Homes. Healthier Lives. Global Reach.**



Phone

+965 1808060, +965 23261812/13/14/16.

Fax

+965 23261794, +965 23261790

E-mail

[info@alsharhanind.com](mailto:info@alsharhanind.com)

**THANK YOU**