

The logo for Fiorillo features the brand name "FIORILLO" in a large, bold, blue, 3D-style font. The letters are outlined in white and have a slight shadow. The logo is set against a white background and is accented with decorative elements: a blue swoosh on the left side, a blue starburst on the right side, and a small cluster of three flowers (two blue, one pink) on the far left. The overall design is dynamic and modern.



## N. 1 in cleaning

The company owes its beginning as a division of the cleaning sector of Marten Srl, founded in Vibo Valentia in 1993. The company continues to grow constantly and moved to Maierato in 2003. Thanks to a high structural ability and strong innovation in the production field, the company expanded towards new channels like Large Scale Retailers.

Today the Laundry and Home Care division becomes Fiorillo Detergenza srl. The company is located in the industrial area of Vibo Valentia and extends to 10000 m<sup>2</sup>. Thanks to 25 years of experience, know how and strong strategical points, Fiorillo is able to shine in a market that is changing all the time.

# Fiorillo, 25 years of innovation and research



25

Years of experience



2130

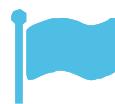
Distributors and GDO

# From idea to store shelf

The Fiorillo company manages directly the whole production process, from the conception of the product to the completed item.

The organisational structure is divided into units: commercial, production, research and development, administration and logistic. The productive unit is endowed with an automatic treatment plant and an internal blowing area that covers a full range of Hd-pe and PeT bottles. Internal logistic is optimized to guarantee an efficient service in the distribution and storage on a national scale.

Fiorillo has a high quality certification ISO 9001:2008 and is associated with external entities like Assic, Assocasa and Accredia to keep up on safety and environmental safety.



20

Italian regions supplied



10000

Square metres of surface





# O u r



page 5

## Laundry

For shining colours and bright whites.

The complete line for a perfect laundry. Detergents and softeners in various fragrances, stain removers and other washing products.



page 13

## Dishwashing

For shining crockery.

Innovative products to wash your flatware with a high clearing and degreasing power. By hand and in dishwasher.



page 17

## Floor detergents

Nice sent of clean in all your home.

Mixed line in different fragrances, appropriate to kitchen, bathroom, floors and all washable surfaces.

# products



page 18

## Surface cleaning

Total hygiene and brightness everywhere.

The complete line of products to clean surfaces.  
Ammonia, degreasers and products for wood and steel.



page 21

## Personal care

Our products for personal care.

New Soap Creams in six different fragrances to clean and hygienize your skin. Hydrogen peroxide and nail polish remover.



page 23

## Home care

Irrepleaceable helpers for your home care.

Products for daily cleaning.  
Alcohol, lye, bleach, Home detergent and drain cleaner.



# ARGAN OIL LAUNDRY LIQUID

## EXTRAORDINARY WASHING

- It revives and protects colours
- It gives elasticity to the fibers



## LAUNDRY LIQUID

**FIORILLO**



CLASSIC 2,5 LT



VANILLA AND ORCHID 2,5 LT



ARGAN OIL 2,5 LT



LOTUS FLOWERS 2,5 LT



COCONUT AND TIARÉ FLOWERS 2,5 LT



WHITE MUSK 2,5 LT

# LAUNDRY LIQUID

**FIORILLO**



MARSEILLE 2,5 LT

New



WOOL 1 LT

New



DARK CLOTHES 1 LT



DARK CLOTHES 1,85 LT



WOOL 2,5 LT

# WASHING POWDER

**FIORILLO**



LAVENDER 18 DOSES



COLORMIX 18 DOSES



LAVENDER 86 DOSES



COLORMIX 86 DOSES



## Our new softeners

Thanks to their new formula, Fiorillo softeners get in the fibers making them soft and perfumed.

- Stretches the fibers by facilitating ironing
- Anti-static action



UNBEATABLE  
SOFTNESS

# SOFTENERS

**FIORILLO**



CLASSIC 1,85 LT



LOTUS FLOWERS 1,85 LT



VANILLA AND ORCHID 1,85 LT



WHITE MUSK 1,85 LT



ARGAN OIL 1,85 LT



COCONUT AND TIARÉ FLOWERS 1,85 LT

# SOFTENERS

**FIORILLO**



LOTUS FLOWERS 4 LT



VANILLA AND ORCHID 4 LT



WHITE MUSK 4 LT



ARGAN OIL 4 LT



COCONUT AND TIARÉ FLOWERS 4 LT



CLASSIC 4 LT

# WASHING ADJUVANTS



DELICATE BLEACH 1,85 LT



BLEACH 1,85 LT



PERFUMED BLEACH 1,85 LT



STAIN REMOVER 750 ML



BLEACH 4 LT



STAIN REMOVER AVIO 375 ML

# FIORILLO

NEW

## Lemon or vinegar?

TRY THE DEGREASING  
POWER OF THE NEW  
FIORILLO DISHWASHING  
PRODUCTS

- Enhanced formula
- Brightening action
- It removes grease



# DISHWASHING

**FIORILLO**

New



DISHWASHING LEMON 750 ML

New



DISHWASHING VINEGAR 750 ML

New



DISHWASHING POMEGRANATE - RIBES 750 ML



DISHWASHING LEMON 1LT



DISHWASHING VINEGAR 1LT

New



DISHWASHING POMEGRANATE - RIBES 1LT

## DISHWASHING

**FIORILLO**



DISHWASHING LEMON 4LT



DISHWASHING VINEGAR 4LT

New



DISHWASHER DETERGENT 650 ML

New



DISHWASHER RINSE AID 250 ML



DISHWASHER TABS 25



DISHWASHER TABS 100

# DISHWASHING

**FIORILLO**

New



DISHWASHER SALT 1KG

**FIORILLO**

Magical  
and  
perfumed

NEW FLOOR  
DETERGENTS

Fiorillo floor removes  
dirty easily by leaving  
a long lasting perfume

- Fast drying
- No rings

A PERFECT  
CLEAN



# FLOOR DETERGENTS

**FIORILLO**

New



WILD PINE 1 LT



FLORAL FRESHNESS 1 LT



TROPICAL PARADISE 1 LT



MARINE FRESHNESS 1 LT



LAVENDER 1 LT



WILD PINE 4 LT



FLORAL FRESHNESS 4 LT



MARINE FRESHNESS 4 LT



LAVENDER 4 LT

## SURFACE CLEANING

**FIORILLO**



AMMONIA 1,85 LT



PERFUMED AMMONIA 1,85 LT



PERFUMED AMMONIA 4 LT



HOME DETERGENT 1 LT



HOME DETERGENT 4 LT



DEGREASER EXTREME 650 ML

## SURFACE CLEANING

**FIORILLO**



FIORILLO STEEL 750 ML



FIORILLO WOOD 750 ML



FIORILLO GLASS 750 ML



DEGREASER LEMON 750 ML



DEGREASER LAVENDER 750 ML



DEGREASER MARSEILLE 750 ML

# FIORILLO

# 24K

## SOAP CREAM

FOR SOFT AND  
SILKEN HANDS



# SOAP CREAM

**FIORILLO**



ORCHID AND KARITE 750 ML



CASHMERE AND TIARE 750 ML



WHITE MUSK 750 ML



ARGAN OIL 750 ML



PRECIOUS AMBER 750 ML



VANILLA AND GINGER 750 ML

## PERSONAL CARE

**FIORILLO**



HYDROGENE PEROXIDE 250 ML



NAIL POLISH REMOVER 125 ML



LIQUID SOAP 4 LT

## HOME CARE

**FIORILLO**



DEMINERALISED WATER 1,85 LT



DEMINERALISED WATER 4 LT



SODINA 1 KG



LYE 1 KG



CLOG REMOVER 1 LT



DRAIN CLEANER 1 LT

## HOME CARE

**FIORILLO**



ETHYL ALCOHOL 90° 500 ML



ETHYL ALCOHOL 90° 1 LT



ETHYL ALCOHOL 90° 1,5 LT



PERFUMED ETHYL ALCOHOL 1 LT



HYDROCHLORIC ACID 1 LT



MURIATIC ACID 1 LT

# HOME CARE

**FIORILLO**

New



LIMESCALE REMOVER SPRAY 500 ML

New



WASHING MACHINE LIMESCALE REMOVER 750 ML

New



LIMESCALE REMOVER 500 ML

New



WC GEL BLEACH 750 ML

New



WC DESCALER 750 ML

# PRODUCT DATA



LAUNDRY						
CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
LALA18	WASHING POWDER LAVANDER 18	KG 1,35	8	6	48	8017412003552
LALA86	WASHING POWDER LAVANDER 86	KG 6	1	36	108	8017412003569
LAC018	WASHING POWDER COLOR MIX 18	KG 1,35	8	6	48	8017412003576
LAC086	WASHING POWDER COLOR MIX 86	KG 6	1	36	108	8017412003583
LAAR2,5	LAUNDRY LIQUID ARGAN OIL	LT 2,5	6	10	50	8017412003408
LAVA2,5	LAUNDRY LIQUID VANILLA	LT 2,5	6	10	50	8017412003507
LAMA2,5	LAUNDRY LIQUID MARSEILLE	LT 2,5	6	10	50	8017412000902
LAMU2,5	LAUNDRY LIQUID WHITE MUSK	LT 2,5	6	10	50	8017412000919
LACL2,5	LAUNDRY LIQUID CLASSIC	LT 2,5	6	10	50	8017412001770
LAFI2,5	LAUNDRY LIQUID LOTUS FLOWERS	LT 2,5	6	10	50	8017412001619
LAC02,5	LAUNDRY LIQUID COCONUT AND TIARE	LT 2,5	6	10	50	8017412004184
LADE1	LAUNDRY LIQUID WOOL	LT 1	10	10	60	8017412004160
LADE2,5	LAUNDRY LIQUID WOOL	LT 2,5	6	10	50	8017412000926
LACA1	LAUNDRY LIQUID DARK CLOTHES	LT 1	10	10	60	8017412004177
LACA1,85	LAUNDRY LIQUID DARK CLOTHES	LT 1,85	9	9	45	8017412003392
AMAR1,85	SOFTENER ARGAN OIL	LT 1,85	9	9	45	8017412003675
AMVA1,85	SOFTENER VANILLA	LT 1,85	9	9	45	8017412003705
AMCL1,85	SOFTENER CLASSIC	LT 1,85	9	9	45	8017412003682

AMMU1,85	SOFTENER WHITE MUSK	LT 1,85	9	9	45	8017412003712
AMFI1,85	SOFTENER LOTUS FLOWERS	LT 1,85	9	9	45	8017412003699
AMCO1,85	SOFTENER COCONUT AND TIARE	LT 1,85	9	9	45	8017412004207
AMAR4	SOFTENER ARGAN OIL	LT 4	4	9	45	8017412003491
AMVA4	SOFTENER VANILLA	LT 4	4	9	45	8017412003149
AMCL4	SOFTENER CLASSIC	LT 4	4	9	45	8017412000872
AMMU4	SOFTENER WHITE MUSK	LT 4	4	9	45	8017412000889
AMFI4	SOFTENER LOTUS FLOWERS	LT 4	4	9	45	8017412001626
AMCO4	SOFTENER COCONUT AND TIARE	LT 4	4	9	45	8017412004191
SMTE750	STAIN REMOVER	ML 750	12	12	60	8017412003439
CA1,85	BLEACH	LT 1,85	9	9	45	8017412003729
CA4	BLEACH	LT 4	4	9	45	8017412000032
CAPR1,85	PERFUMED BLEACH	LT 1,85	9	9	45	8017412003736
CADE1,85	DELICATE BLEACH	LT 1,85	9	9	45	8017412003743
AV375	STAIN REMOVER AVIO	ML 375	12	14	84	8017412003293

DISHWASHING						
CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
LALI750	DISHWASHING LEMON	ML 750	9	12	84	8017412004122
LAAC750	DISHWASHING VINEGAR	ML 750	9	12	84	8017412004139

# PRODUCT DATA



LAME750	DISHWASHING POMEGRANATE - RIBES	ML 750	9	12	84	8017412004146
LALI1	DISHWASHING LEMON	LT 1	12	10	50	8017412003132
LAAC1	DISHWASHING VINEGAR	LT 1	12	10	50	8017412003125
LAME1	DISHWASHING POMEGRANATE - RIBES	LT 1	12	10	50	8017412004153
LALI4	DISHWASHING LEMON	LT 4	4	9	45	8017412000018
LAAC4	DISHWASHING VINEGAR	LT 4	4	9	45	8017412000285
LATA25	DISHWASHER TABS	TB 25	12	8	96	8017412003446
LATA100	DISHWASHER TABS	TB 100	4	14	84	8017412003453
GELA650	DISHWASHER GEL DETERGENT	ML 650	6	24	144	8017412004108
BR250	DISHWASHER RINSE AID	ML 250	12	16	96	8017412004115
SALA	DISHWASHER SALT	KG 1	12	12	84	8017412004016

## FLOOR DETERGENT

CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
LAFL1	FLOOR DETERGENT FLOREAL	LT 1	12	10	50	8017412003187
LAFR1	FLOOR DETERGENT MARINE	LT 1	12	10	50	8017412003330
LALA1	FLOOR DETERGENT LAVENDER	LT 1	12	10	50	8017412003606
LAPI1	FLOOR DETERGENT WILD PINE	LT 1	12	10	50	8017412003194
LATR1	FLOOR DETERGENT TROPICAL PARADISE	LT 1	12	10	50	8017412004214
LAFL4	FLOOR DETERGENT FLOREAL	LT 4	4	9	45	8017412000148

LAFL4	FLOOR DETERGENT MARINE	LT 4	4	9	45	8017412003286
LALA4	FLOOR DETERGENT LAVENDER	LT 4	4	9	45	8017412003385
LAPI4	FLOOR DETERGENT WILD PINE	LT 4	4	9	45	8017412000124

## SURFACE CLEANING

CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
SGLI750	DEGREASER LEMON	ML 750	12	12	60	8017412001732
SGMA750	DEGREASER MARSEILLE	ML 750	12	12	60	8017412001244
SGLA750	DEGREASER LAVENDER	ML 750	12	12	60	8017412003217
SGCU650	DEGREASER EXTREME	ML 650	12	12	60	8017412003835
BR750	FIORILLO STEEL	ML 750	12	12	60	8017412003422
LE750	FIORILLO WOOD	ML 750	12	12	60	8017412003415
VE750	FIORILLO GLASS	ML 750	12	12	60	8017412001251
AM1,85	AMMONIA	LT 1,85	9	9	45	8017412003750
AMPR1,85	PERFUMED AMMONIA	LT 1,85	9	9	45	8017412003767
AMPR4	PERFUMED AMMONIA	LT 4	4	9	45	8017412003545
F01	HOME DETERGENT	LT1	12	10	50	8017412003095
F04	HOME DETERGENT	LT4	4	9	45	8017412000353

# PRODUCT DATA



PERSONAL CARE						
CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
CRAM0,75	CREAM SOAP PRECIOUS AMBER	ML 750	9	12	84	8017412003613
CRAR0,75	CREAM SOAP ARGAN OIL	ML 750	9	12	84	8017412003620
CRCA0,75	CREAM SOAP CASHMERE TIARE	ML 750	9	12	84	8017412003637
CRMU0,75	CREAM SOAP WHITE MUSK	ML 750	9	12	84	8017412003644
CRVA0,75	CREAM SOAP VANILLA GINGER	ML 750	9	12	84	8017412003651
CROR0,75	CREAM SOAP ORCHID KARITE	ML 750	9	12	84	8017412003668
AC125	NAIL POLISH REMOVER	ML 125	24	21	147	8017412000698
ACOS250	HYDROGEN PEROXYDE	ML 250	12	21	168	8017412000704
SANE4	LIQUID SOAP	LT 4	4	9	45	8017412000308

ACMU1	MURIATIC ACID	LT1	12	10	50	8017412000100
ACCL1	HYDROCHLORIC ACID	LT1	12	10	50	8017412000117
DIAC1	DRAIN CLEANER	LT1	12	9	45	8017412000360
DIAL1	CLOG REMOVER	LT1	12	10	50	8017412003521
SOS01	SODINA	KG 1	12	8	64	8017412000223
SOSC1	LYE	KG 1	12	8	64	8017412000216
WCDI750	WC DESCALER	ML 750	10	17	85	8017412004054
WCCA750	WC GEL BLEACH	ML 750	10	17	85	8017412004061
AN500	LIMESCALE REMOVER	ML 500	20	8	40	8017412004078
ANTR500	LIMESCALE REMOVER SPRAY	ML 500	12	9	54	8017412004085
ANLA750	WASHING MACHINE LIMESCALE REMOVER	ML 750	18	8	48	8017412004092

HOME CARE						
CODE	DESCRIPTION	CONTENT	QT/CT	CT/Layer	CT/PALLET	EAN CODE
ALET0,5	ETHYL ALCOHOL 90.1°	LT 0.5	20	12	60	8017412000155
ALET1	ETHYL ALCOHOL 90.1°	LT 1	12	10	50	8017412000162
ALET1,5	ETHYL ALCOHOL 90.1°	LT 1.5	8	7	35	8017412000179
ALPR1	PERFUMED ETHYL ALCOHOL 90.1°	LT1	15	9	45	8017412003323
ACDE1,85	DEMINERALISED WATER	LT1,85	9	9	45	8017412003774
ACDE4	DEMINERALISED WATER	LT4	4	9	45	8017412000056

# FIORILLO

FIORILLO.  
Lui pulisce,  
io brillo.





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