



FIORILLO



FIORILLO

1994

WHERE IT ALL BEGAN

Since 1994, the Fiorillo brand has built its identity around authentic values: simplicity, closeness to people, and uncompromising quality.

Our story began with a clear idea: “make cleaning a simple and effective action”, which over time has become a promise kept every day.

A

VALORI DI MARCA

SINCERITÀ

RADICI
AUTENTICHE



EFFICIENTE

PERSONE

IDENTITÀ
CHIARA


LEGGERE
E SEMPLI



FIORILLO
Sgrassatore
Universale



3x **Marsiglia**
Sgrassa • Lucida • Profuma



*ho più tempo per me
da oggi mi sento più bella*

Lui pulisce, io brillo.

ORIGINS OF THE BRAND

“Lui pulisce, io brillo”- “He cleans, I shine” is not just our historic tagline, it is the essence of everything we do.

It tells the story of the effectiveness of our products and the freedom we give back to people when everything is in order.

It's our daily commitment turned into words: making cleaning simple, so that what you love shines and your time regains value.



Our DNA

Every day, behind our products, there are people who, with passion and expertise, make possible the quality that sets us apart.

Our philosophy is based on shared values such as respect, responsibility, and dedication: principles that guide every choice, from production to daily relationships, and are reflected in what we offer to those who choose us.

We operate with transparency and consistency, because ethics are not an addition, but the heart of the way we do business. Fiorillo is born from people and lives for people.

Growing together

Trust, listening, and responsiveness guide our partnerships. We believe that true collaboration generates shared value and lasting success for our partners.

Certified quality

We rely on an efficient organizational system compliant with ISO 9001 standards, ensuring reliability, safety, and high quality standards. We adopt an ISO 14001-certified management system that monitors the environmental impact of business activities and promotes continuous improvement.





From concept to product

At Fiorillo, every product begins with an idea and develops through a complete process of integrated design.

From the first sketch of the container to the study of the chemical formula, every element is conceived and created internally to guarantee innovative and high-performing solutions.

Our research and development teams collaborate to create products that meet real consumer needs, optimizing functionality, effectiveness, and environmental sustainability.





FIORILLO
Ammorbidente
Fior di Loto

CONSIGLI DI LAVAGGIO	
IN LAVATRICE: ogni ciclo 90 ml	A MANO: ogni 10 litri di acqua 45 ml

1 TAPPETTO 60 ml

23941 EXP D.22027

4lte

4017412100162

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Every action leaves a mark, ours is green

We are constantly looking for efficient and sustainable solutions. From the use of solar energy to power our plants, to highly recyclable packaging, to supply chain monitoring, we promote sustainable and responsible practices.



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FIORILLO

Laundry liquid

Memories that last.

+30% EFFECTIVENESS*

Enzymatic formula effective on dirt even at low temperatures.

BRIGHT GARMENTS

Special optical brighteners enhance fabric brightness.



ECO-FRIENDLY

Ideal for short cycles. Reduces water and energy consumption.

ANTI-RESIDUE

Additives that speed up dispersion guarantee maximum solubility with no residues.

**Compared to the previous version.*



CLASSIC

LACL2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412001770



MARSEILLE

LAMA2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000902



ARGAN OIL

LAAR2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003408



LOTUS FLOWERS

LAFI2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412001619



COCONUT AND TIARÉ FLOWERS

LACO2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412004184



VANILLA AND ORCHID

LAVA2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003507

| Laundry liquid



WHITE MUSK

LAMU2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000919



WOOL

LADE2.5	2.5 LT	PCS/BOX 6
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000926



DARK CLOTHES

LACA1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003392



LAVENDER 22 WASHES

LALA18	22 WASHES	PCS/BOX 7
BOX/LAYER 7	BOX/PALLET 56	EAN 8017412003552



COLORMIX 22 WASHES

LACO18	22 WASHES	PCS/BOX 7
BOX/LAYER 7	BOX/PALLET 56	EAN 8017412003576



COLORMIX 10 WASHES

LACO10	10 WASHES	PCS/BOX 24
BOX/LAYER 8	BOX/PALLET 32	EAN 8017412005105



COLORMIX 98 WASHES

LACO86	98 WASHES	PCS/BOX 1
BOX/LAYER 36	BOX/PALLET 144	EAN 8017412003583



LAVENDER 98 WASHES

LALA86	98 WASHES	PCS/BOX 1
BOX/LAYER 36	BOX/PALLET 144	EAN 8017412003569

FIORILLO

Softeners

Softness every day.

EXTRA SOFTNESS

Prevents the formation of limescale that stiffens fibers, giving laundry extra volume and softness.

REGENERATING

Active ingredients hydrate and nourish fibers.

LONG-LASTING FRAGRANCE

Essential oils guarantee scents that last over time,

ANTI-STATIC

Anti-static action for easier ironing.





LOTUS FLOWERS

AMFI4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412001626



VANILLA AND ORCHID

AMVA4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003149



WHITE MUSK

AMMU4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000889



ARGAN OIL

AMAR4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003491



COCONUT AND TIARÉ FLOWERS

AMCO4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412004191



CLASSIC

AMCL4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000872

Softeners



CLASSIC

AMCL1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003682



LOTUS FLOWERS

AMFI1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003699



VANILLA AND ORCHID

AMVA1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003705



COCONUT AND TIARÉ FLOWERS

AMCO1,85	1,85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412004207



ARGAN OIL

AMAR1,85	1,85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003675



WHITE MUSK

AMMU1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003712



PERFUMED BLEACH

CAPR1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003736



BLEACH

CA1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003729



DELICATE BLEACH

CADE1.85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003743



STAIN REMOVER

SMTE750	750 ML	PCS/BOX 12
BOX/LAYER 12	BOX/PALLET 60	EAN 8017412003439



BLEACH

CA4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000032



SOLVENT DEGREASER - AVIO

AV375	350 ML	PCS/BOX 12
BOX/LAYER 148	BOX/PALLET 126	EAN 8017412003293



Dishwashing

Simple gestures, together.

DEGREASING

Softening surfactants dissolve dirt and make removing encrustations easier.

ANTI-SPOT

Anti-streak technology creates a thin film that disperses water, aiding drying and giving shine.

ANTI-ODOR

Essential oils and citrates capture and eliminate bad odors.

DELICATE

Thanks to advanced active neutralization processes, it maintains a balanced pH.





LEMON

LALI1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003132



VINEGAR

LAAC1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003125



POMEGRANATE AND RIBES

LAME1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412004153



LEMON

LALI750	750 ML	PCS/BOX 9
BOX/LAYER 12	BOX/PALLET 84	EAN 8017412004122



VINEGAR

LAAC750	750 ML	PCS/BOX 9
BOX/LAYER 12	BOX/PALLET 84	EAN 8017412004139



POMEGRANATE AND RIBES

LAME750	750 ML	PCS/BOX 9
BOX/LAYER 12	BOX/PALLET 84	EAN 8017412004146

🌀 | Dishwashing



LEMON

LALI4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000018



VINEGAR

LAAC4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000285



DISHWASHER TABS 25

LATA25	25 TABS	PCS/BOX 12
BOX/LAYER 8	BOX/PALLET 96	EAN 8017412003446



DISHWASHER TABS 100

LATA100	100 TABS	PCS/BOX 4
BOX/LAYER 14	BOX/PALLET 84	EAN 8017412003453



DISHWASHER SALT

SALA	1 KG	PCS/BOX 12
BOX/LAYER 12	BOX/PALLET 84	EAN 8017412004016



DISHWASHER GEL

GELA500	500 ML	PCS/BOX 12
BOX/LAYER 17	BOX/PALLET 102	EAN 8017412005174



DISHWASHER RINSE AID

BR500	500 ML	PCS/BOX 16
BOX/LAYER 12	BOX/PALLET 72	EAN 8017412005181



Surface cleaners

High precision, maximum effectiveness.

MOUSSE

Compact foam for easy dosing and precise application.

WHITENING

Removes even the toughest stains from white clothes.

DEGREASER

Enhanced formula with surfactants to deeply degrease and sanitize surfaces.

ANTI-MOLD

*Breaks down cell membranes, neutralizing germs, bacteria, and mold thanks to its oxidizing action.



*Not a disinfectant product.



WOOD

LE750 - EAN 8017412003415



MULTIPURPOSE SANITIZER

IGSU750 - EAN 8017412004238



GLASS AND MIRRORS

VE750 - EAN 8017412001251



STEEL

BR750 - EAN 8017412003422

PCS/BOX: 12 - BOX/LAYER: 12 - BOX/PALLET: 60 - SIZE: 750 ML



DEGREASER LAVANDER

SGLA750 - EAN 8017412003217



DEGREASER MARSEILLE

SGMA750 - EAN 8017412001244



DEGREASER LEMON

SGLI750 - EAN 8017412001732



DEGREASER MOUSSE

CAMU750 - EAN 8017412004993

PCS/BOX: 12 - BOX/LAYER: 12 - BOX/PALLET: 60 - SIZE: 750 ML

Surface cleaners



AMMONIA

AM1.85	1,85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003750



PERFUMED AMMONIA

AMPR1.85	1,85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003767



PERFUMED AMMONIA

AMPR4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003545



HOME SANITIZER

FO1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003095



HOME SANITIZER

FO4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000353



DEGREASER EXTREME

SGCU650	650ML	PCS/BOX 12
BOX/LAYER 12	BOX/PALLET 60	EAN 8017412003835



WILD PINE

LAPI1 - EAN 8017412003194



FLORAL

LAFL1 - EAN 8017412003187



TROPICAL PARADISE

LATR1 - EAN 8017412004214



MARINE

LAFR1 - EAN 8017412003330



LAVENDER

LALA1 - EAN 8017412003606

PCS/BOX: 12 - BOX/LAYER: 10 - BOX/PALLET: 50 - SIZE: 1 LT



WILD PINE

LAPI4 - EAN 8017412000124



FLORAL

LAFL4 - EAN 8017412000148



MARINE

LAFR4 - EAN 8017412003286



LAVENDER

LALA4 - EAN 8017412003385

PCS/BOX: 4 - BOX/LAYER: 9 - BOX/PALLET: 45 - SIZE: 4 LT

FIORILLO

Home care

Zero limescale, zero rinsing.

LIMESCALE REMOVER

Dissolves limescale deposits and restores surface shine.

EXPRESS

Effective with a single wipe, no rinsing required.

ANTI-DROP

The powerful protective polymer promotes quick water runoff and prevents limescale formation.

FRESH FRAGRANCE

Delicate and long-lasting note of Mediterranean white flowers.





BATHROOM ANTI-LIMESCALE

BA500	500 ML	PCS/BOX 16
BOX/LAYER 12	BOX/PALLET 60	EAN 8017412004986



DEMINERALISED WATER

ACDE1,85	1.85 LT	PCS/BOX 9
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412003774



DEMINERALISED WATER

ACDE4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000056



WC GEL BLEACH

WCCA750	750 ML	PCS/BOX 10
BOX/LAYER 17	BOX/PALLET 85	EAN 8017412004061



WC GEL DESCALER

WCDI750	750 ML	PCS/BOX 10
BOX/LAYER 17	BOX/PALLET 85	EAN 8017412004054



WASHING SODA - MULTIPURPOSE

SOSO1	1 KG	PCS/BOX 12
BOX/LAYER 8	BOX/PALLET 64	EAN 8017412000223



DRAIN CLEANER - ALKALINE

DIAL1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003521



CLOG REMOVER - ACID

DIAC1	1 LT	PCS/BOX 12
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000360



CAUSTIC SODA FLAKES

SOSC1	1 KG	PCS/BOX 12
BOX/LAYER 8	BOX/PALLET 64	EAN 8017412000216



HYDROCHLORIC ACID

ACCL1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000117



MURIATIC ACID

ACMU1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000100



RUST REMOVER

TORU100	100 ML	PCS/BOX 35
BOX/LAYER 13	BOX/PALLET 104	EAN 8017412005006



ETHYL ALCOHOL 90°

ALET0,5	500 ML	PCS/BOX 20
BOX/LAYER 12	BOX/PALLET 60	EAN 8017412000155



ETHYL ALCOHOL 90°

ALET1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412000162



PERFUMED ETHYL ALCOHOL

ALPR1	1 LT	PCS/BOX 12
BOX/LAYER 10	BOX/PALLET 50	EAN 8017412003323



HYDROGENE PEROXIDE

ACOS250	250 ML	PCS/BOX 12
BOX/LAYER 24	BOX/PALLET 240	EAN 8017412000704



NAIL POLISH REMOVER

AC125	125 ML	PCS/BOX 24
BOX/LAYER 21	BOX/PALLET 210	EAN 8017412000698



LIQUID SOAP

SANE4	4 LT	PCS/BOX 4
BOX/LAYER 9	BOX/PALLET 45	EAN 8017412000308



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