

EASY,
CONVENIENT
& ECOLOGICAL
CLEANING

INDUSTRIAL AND INSTITUTIONAL MARKET

PROQUIMIA, specialized in hygiene with 50 years of experience in the market, provides integral solutions contributing to the progress of the industrial and institutional sector as well as to the welfare of society.

Products manufactured under the standards:

Quality Management ISO 9001:2015
Environmental Management System ISO 14001:2015
Occupational Health and Safety Management
System ISO 45001:2018



HOUSEHOLD MARKET

CARELI develops top-quality innovative hygiene solutions, making people's lives easier and respecting our most valuable treasure: The Environment. Under our brand FLOPP, we sell products packed in water-soluble capsules, and under the brand CARELI, we sell specific cleaning products.

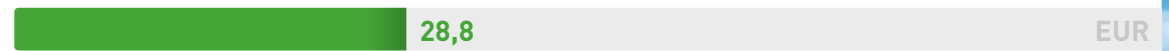
Careli 2007, S.L.U. was born due to the need of **PROQUIMIA** Group to meet the needs of the household cleaning market.

NATIONAL AND WORLDWIDE SALES

TOTAL SPAIN



TOTAL WORLDWIDE



TOTAL GROUP



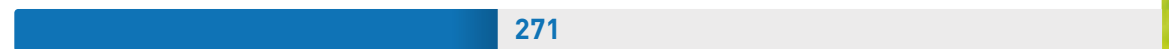
—
Millions of EUROS

HUMAN RESOURCES

TOTAL SPAIN



TOTAL WORLDWIDE



TOTAL GROUP





 **HEAD-
QUARTERS**

Vic (Barcelona)

 **PRODUCTION
CENTERS**

Brazil
Costa Rica
Cuba
Chile
Dominican Republic

 **DELEGATIONS**

Andorra	Morocco
Angola	Mexico
Algeria	Panama
Aruba	Portugal
Cape Verde	Republic of Maldives
Colombia	Republic of Mauritius
France	Sri Lanka
Jamaica	Tunisia
	United Arab Emirates

CARELI - DETERGENTS AND HOUSEHOLD CARE

Water-soluble capsules (laundry, dishwashers and floors)

Specific cleaners (coffee machines, small baby appliances, stainless steel...)

Private Label

INSTITUTIONAL HYGIENE

Kitchen

Water treatments

Housekeeping

Textile Hygiene

Swimming pools

Personal Hygiene

HYGIENE IN FOOD INDUSTRY

OPC cleaning

Environmental disinfection

CIP cleaning

Udder hygiene

Lubrication

Farming Hygiene

Bottle washing

CHEMICAL TECHNOLOGY

Surface treatment

Transport

Industrial maintenance

Water Technology and treatment

FLOPP

FLOPP range
range completely differs
from the standard products
and meets our customers'
needs providing the following
advantages:



ECOLOGICAL RANGE

Products certified with the **EU ECOLABEL**,
and with a **fully Biodegradable & Com-
postable packaging** that complies with
the norm **UNE-EN 14806**.



What do FLOPP ECO products offer?

- ▶ Lower environmental impact throughout its life cycle (fewer raw materials (biodegradable and from natural sources), energy savings, water savings, minimization of the carbon footprint, highly concentrated products, lower CO₂ emissions, ...)
- ▶ Greater biodegradability
- ▶ Less use of dangerous chemicals
- ▶ Same efficacy as conventional products
- ▶ Zero plastic waste. Pack fully biodegradable and compostable
- ▶ Reduction of health risks
- ▶ Labelling with instructions for a correct ecological use, deriving in this way in a: Greater energy and economic savings, since they are suitable to be used at low temperatures and short cycles

AWARDS

Awarded in the category:

BEST PACKAGING FOR
HOUSEHOLD PRODUCTS



ROPA ECO

Concentrated ecological liquid detergent packed in water-soluble capsules, for all types of clothing.

Operating instructions:



Recommendations for use:



Format: **16 capsules doypack**
70 capsules box

ROPA BEBÉ ECO

Concentrated liquid detergent packed in water-soluble capsules. It has no reportable allergens. It has been specially designed for baby clothing.

Operating instructions:



Recommendations for use:



Format: **30 capsules doypack**

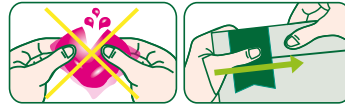
ROPA SUAVIZANTE

Concentrated liquid detergent in capsules with fabric softener and microencapsulated perfume, for the washing of both white and coloured garments.

Operating instructions:



Recommendations for use:



Format: **30 capsules doypack**

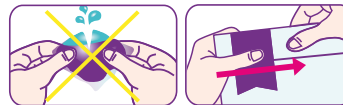
ROPA HIGIENE TOTAL

Liquid detergent packed in capsules. It cleans, hygienises and neutralises bad smells in all kinds of garments, such as sportswear, lingerie, household linen (towels, sheets, blankets,...), baby clothing, fabrics in contact with animals, sick people's clothing...It leaves a pleasant and persistent perfume.

Operating instructions:



Recommendations for use:



Format: **18 capsules doypack**

PERFUME ROPA

Perfume in capsules for all kinds of clothes and fabrics. It is suitable for sportswear and towels. It is made with natural essential oils that evoke an intense and persistent freshness sensation.

Operating instructions:



Recommendations for use:



Format: **16 capsules box**

ECO LAVAVAJILLAS

Multifunction gel detergent for automatic dishwashers. It delivers perfect shine.

Operating instructions:



Recommendations for use:



Format: **16 capsules doypack**
110 capsules box

ECO SUELOS UNIVERSAL

Concentrated ecological floor cleaner in capsules. It is especially conceived for the cleaning and care of all kinds of surfaces, leaving a pleasant apple fragrance.

Operating instructions:

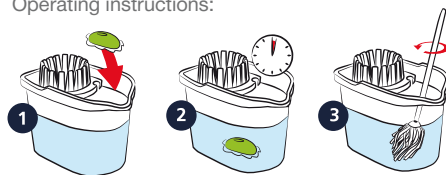


Format: **20 capsules doypack**
90 capsules box

ECO SUELOS PH NEUTRO

Ecological floor cleaner in capsules for the cleaning and care of delicate surfaces: parquet flooring, marble,...Restores the floor's natural brightness.

Operating instructions:



Format: **20 capsules doypack**

MULTIUSOS

Powerful concentrated cleaner in capsules, designed to clean all types of surfaces in the home. It leaves a pleasant clean smell.



Format:
Kit bottle + 1 capsule
1 capsule refill

BAC

Multi-purpose cleaner concentrated in capsules that combines the power of cleaning with total hygiene. It is suitable for cleaning all types of surfaces and floors, leaving a pleasant clean perfume on the treated surfaces.



Format:
Kit bottle + 1 capsule
1 capsule refill

BAÑOS

Concentrated cleaner with great descaling power. It descales and removes limescale from bathroom surfaces, providing a long-lasting shine and a pleasant clean perfume on the treated surfaces.



Format:
Kit bottle + 1 capsule
1 capsule refill

COCINAS

Concentrated cleaner with great degreasing power. It cleans and degreases kitchen surfaces, removing grease and dirt. It leaves the treated surfaces with a brilliant shine and a pleasant herbal aroma.



Format:
Kit bottle + 1 capsule
1 capsule refill

MEDITERRÁNEO

Concentrated air freshener for the home with a pleasant, intense, and durable smell that evokes the freshness of the Mediterranean vegetation.



Format:

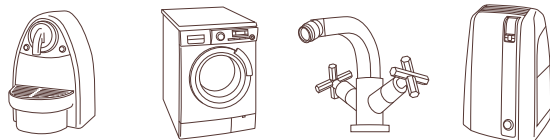
Kit bottle + 1 capsule

1 capsule refill

LIMPIADOR DE CAFETERAS

Descaler and hygieniser detergent for all kinds of coffee machines. It is equally suitable for dishwashers, washing machines, faucets...

Others applications:



Format: **2 sachets box**

PRIVATE LABEL PROJECTS

Careli offers the possibility of manufacturing, under a retailing brand, cleaning products packed in water-soluble capsules.

We offer maximum adaptability to the retailer's needs in terms of qualities, colours, perfumes... **with MONOCAPS and DUOCAPS capsules.**

The range...

Laundry detergents

Floor cleaners

Dishwashing detergent

Bathroom cleaners

Descalers

Glass cleaners

Air fresheners

...



OUR CLIENTS



Alcampo
Aldi Supermercados
Amazon
Bon Preu
Caprabo
Carrefour
Corte Inglés
Costco
Euromadi
Eroski supermercados
Fragadis
Grupo Dia
Lidl supermercados
Plusfresc
Spar
Sorli discau
Planeta Huerto
...

Acciona
Agrobotica
Arrow Coated
Barceló
CAF
Campofrio
Caprabo
Cespa
Coca Cola
Damm
Danone
Équipage
Esfosa
Freixenet
Globalia
Granja San José
Groupe Onet
Grup Garbí
Grupo J García Carrión
Hesperia

Hi Hoteles
Hiasa (Grupo Gombarri)
Hipercor
Hospital de la Fe
Hospital Puerta del Mar
Hotasa
Hoteles Globales
Iberal
Ice cream Factory Comaker
Indiana Rooms
ISS Facility Services
Kalise Menorquina
Lavachel
Lavandería la Pajarita
Llet Nostra
Moreda Riviere (Grupo Celsa)
Nestle (Caribe)
Panrico
Performance Hygiène
Pescanova

Petrocat
Planet
Princess
Recubrimientos Orgánicos
Repsol
Riu
Sagardi
Set HotelsShell
Sol Melià
Soler & Palau
Suzuki
Thyssen
Voy volando
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