

## WHO WE ARE

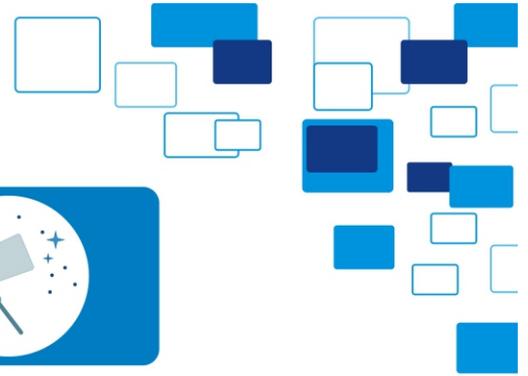


***FLORENZE'** is a household product's brand established under Company name **SECURUS HYGIENE PAKISTAN**, launched in 2020.*

The Company was established with the aim to provide environment friendly, healthy and secure cleaning products to its valueable clients in compliance with international safety and security protocols. *The company is proud to have highly qualified, well experienced, professional, motivated and dedicated staff on its pannel* to formulate best quality products in most befitting manner.

At present, Securus Hygiene Pakistan is manufacturing Automobile cleaning / detailing, Personal Care, Hygiene and Livestock Sanitization Products to the utmost satisfaction level of our distinguished clients.

*While providing a wide range of products covering households, offices, schools, hospitals and industries, we maintain a sharp focus on assuring that our brands remain at the forefront of marketplace and number one choice of our worthy customers and consumers.*



## VISION

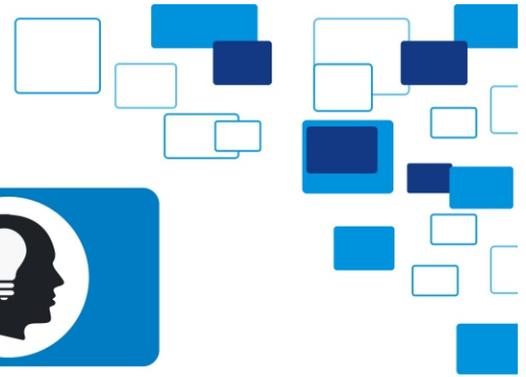


*Securus Hygiene Pakistan is about passionately delivering better solutions in Personal Care, Automobiles, Livestock Sanitization and Household Cleaning products to our honourable customers and consumers at domestic and international level in compliance with EHS protocols to add vitality to life*

## MISSION



*Be one of the leading company at domestic and international level to become a part of people's lives by offering stated products with best possible quality and innovation at competitive prices to enable people look good, feel good and get more out of life*



*PURPOSE*



*TO ADD VITALITY TO LIFE*



*BUSINESS*

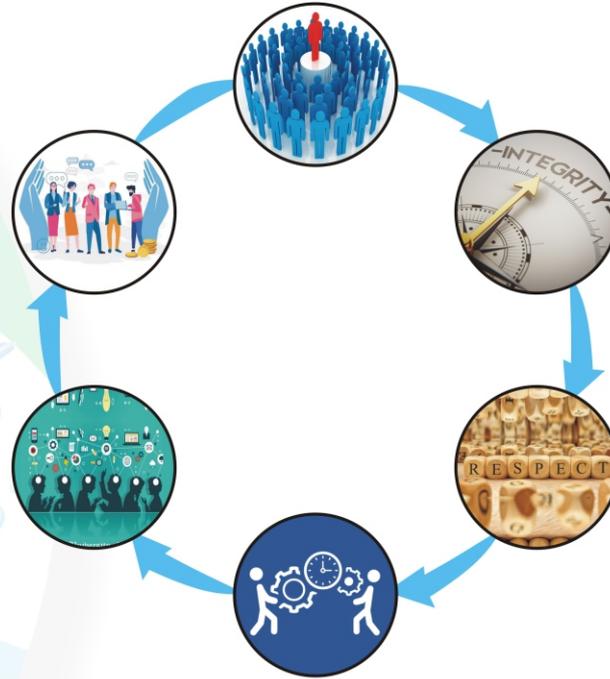


*PERSONAL CARE, AUTOMOBILES SOLUTIONS,  
LIVESTOCK SANITIZATION AND **HOUSEHOLD  
CLEANING PRODUCTS***





# CORE VALUES



## LEADERSHIP

- Learning, coaching, mentoring
- Everyone as a leader - Inspire others



## INTEGRITY

- Act honestly and transparently
- Maintain confidentiality



## RESPECT

- Respect and value others
- Work as a team



## SERVICE

- Achieve excellent customer service
- Strive to excel



## COMMUNICATION

- Communicate openly and clearly
- Listen to others



## WELLBEING

- Seek wellbeing in both work and personal lives





# HOW WE MAKE DIFFERENCE



## **COMMITMENT:** *HONOUR OUR COMMITMENTS TO THOSE WE SERVE*

We don't take our commitments lightly. We will do everything within our power to meet expectations. We own up to and learn from our mistakes. We do the right thing always.

## **TEAM WORK:** *UNITED WE STAND, DIVIDED WE FALL*

We will work together because we know that a strong team will always outperform strong individuals.

## **GROWTH:** *EMBRACE OPPORTUNITIES TO LEARN AND IMPROVE*

We invest in ourselves and in one another not just to grow as an organization but also as individuals. Through personal development and continuous improvement we enrich our lives and are better prepared to tackle opportunities as they arise.

## **INNOVATION:** *BE CURIOUS, ADVENTUROUS AND CREATIVE*

We question conventional wisdom and challenge the status quo. If there is a better way, we'll find it. We're excited by ingenuity and thrilled to try something new.

## **COMPASSION:** *OBSERVE, LISTEN, UNDERSTAND AND ASSIST*

We're all human. Everyone we work with experience the same hopes and fears. Our compassion is what allows us to understand where we're needed and what we can do to help.

## **DRIVE:** *NEVER BE SATISFIED WITH GOOD ENOUGH*

*Excellence is a habit not a goal. We welcome a challenge with enthusiasm and go above and beyond the call of duty because it's who we are.*

## **ASPIRATION:** *EVERY ARTIST WAS FIRST AN AMATEUR*

*We will aspire to be the best we can be. We will recognise and celebrate success.*



# CONTENTS

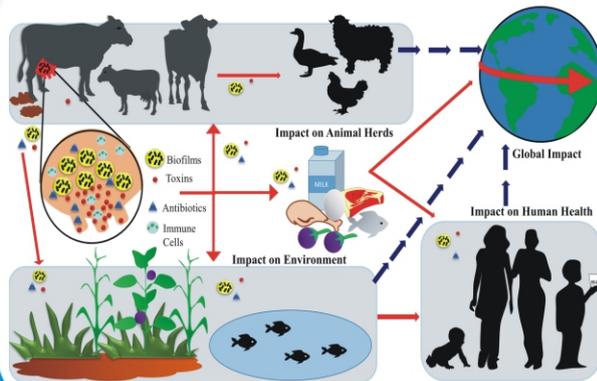
## Household Cleaning Products



## Personal Care Products



## Livestock Sanitization Products



## Automobile Cleaning Products





**Household  
Cleaning  
Products**



# Household Cleaning Products



## PHENYL

- Premium Quality Milky Phenyl
- Anti Bacterial
- Anti Microbial
- Refreshing fragrance
- High Performance against multiple surfaces
- Insects Repellent
- Suitable For Use In Homes, Hospitals, Schools, Children Centres and Hotels/Offices

Product Code	Description	Size
3725041	Mopping Solution	1L
3725042	Mopping Solution	3L



# Household Cleaning Products

## LIQUID BLEACH



- Premium Quality Liquid Bleach
- Anti Bacterial
- Anti Microbial
- Imparts shine and whiteness to fabrics
- High Performance against tough stains
- Deodourizer
- **Suitable For Use In Homes, Hospitals and Hotels**

Product Code	Description	Size
3725043	Fabric Whitener/	1200ml
3725044	Stain Remover	600ml
3725045		400ml



# Household Cleaning Products

## TOILET SWEEP



- Premium Quality Toilet Sweep
- Anti Bacterial
- Anti Microbial
- Imparts Refreshness and new look
- High Performance against tough stains
- Suitable for use in Homes, Hospitals, Schools and Hotels

Product Code	Description	Size
3725046	Acidic Toilet Cleaner	1200ml
3725047	Acidic Toilet Cleaner	600ml
3725048	Acidic Toilet Cleaner	400ml



# Household Cleaning Products

## TOILET BOWL CLEANER (Gel Type)

- Premium Quality Toilet Bowl Cleaner
- Anti Bacterial
- Anti Microbial
- Imparts Refreshness and shine
- Thickened formula for excellent vertical control
- Suitable for use in Homes, Hospitals, Schools and Hotels



Product Code	Description	Size
3725049	Toilet Bowl Cleaning Gel	500ml
3725050	Toilet Bowl Cleaning Gel	250ml



# Household Cleaning Products



## BATHROOM CLEANER

(Gel Type)

- Premium Quality Bathroom Cleaner
- Anti Bacterial
- Anti Microbial
- Imparts Refreshness and Shine
- Leaves grout sparkling clean
- Ideal for Cleaning and Sanitizing Showers, Bathrooms, Porcelain and other hard surfaces
- Suitable for use in Homes, Hospitals, Schools and Hotels

Product Code	Description	Size
3725051	Bathroom Cleaning Gel	500ml



# Household Cleaning Products



## BATHROOM CLEANING SPRAY

- Premium Quality Bathroom Cleaning Spray
- Anti Bacterial
- Anti Microbial
- Imparts Refreshness and Shine
- Leaves grout sparkling clean
- Ideal for Cleaning and Sanitizing Showers, Bathrooms, Porcelain and other hard surfaces
- Suitable for use in Homes, Hospitals, Schools and Hotels

Product Code

Description

Size

3725052

Bathroom Cleaning Spray

700ml



# Household Cleaning Products

## DISH WASH (Gel Type)



- Premium Quality Dish Wash Gel
- Anti Microbial
- Imparts Refreshness and Shine
- Leaves utensils sparkling clean
- Removes soils and grease from cutlery, crockery, pots pans and glassware
- Fresh Fragrance
- Suitable for use in Homes, Hospitals, Schools and Hotels

Product Code	Description	Size
3725053	Dish Wash Gel	500ml
3725054	Dish Wash Gel	300ml



# Household Cleaning Products



## GLASS CLEANING SPRAY

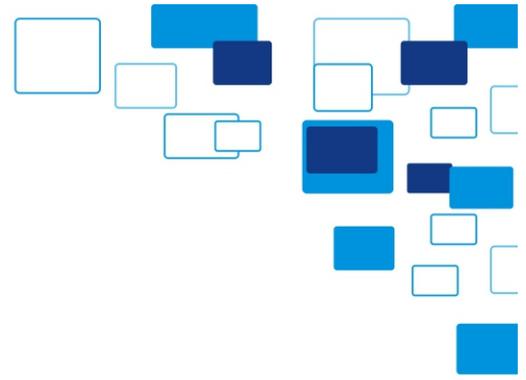
- Premium Quality Glass Cleaning Spray
- Anti Bacterial
- Anti Microbial
- Imparts Refreshness and Shine
- Leaves glass sparkling clean
- Ideal for Cleaning and Sanitizing Glasstops  
Glass Cabinets, Windows, wind shields, Mirrors and  
Glass Tables
- Suitable for use in Homes, Hospitals,  
Schools and Hotels

Product Code	Description	Size
3725055	Glass Cleaning Spray	500ml



# OUR HOUSEHOLD PRODUCTS





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