

PRIVATE LABEL DETERGENT & CLEANING PRODUCT MANUFACTURING

CUSTOM FORMULATION | OEM / ODM | EXPORT

STAR KIMYA - ANKARA, TÜRKİYE

Custom Formulation | OEM / ODM | Contract Filling | Export Solutions

1993

Founded in Ankara

150+

Products listed

OEM / ODM

Flexible models

GLOBAL

Export support

A detailed buyer guide for distributors, retailers, hospitality groups, e-commerce brands and professional hygiene companies.

STAR KIMYA SAN. LTD. STI. | ANKARA, TÜRKİYE | 2026

01 Executive Overview

From product concept to export-ready finished goods under your brand.

Star Kimya provides private label detergent manufacturing, OEM and ODM product development, contract filling, bulk supply and export support for companies that want to launch or expand their own cleaning and hygiene product lines. Founded in Ankara in 1993, the company has developed a broad portfolio spanning household cleaners, professional detergents, industrial hygiene chemicals, soaps, concentrated products and sustainable refill systems. The official product catalogue currently lists more than 150 products across multiple categories.[1][2]

WHAT PRIVATE LABEL MANUFACTURING MEANS

Your company owns the brand, market positioning, packaging design and sales channel. Star Kimya supports the technical and operational side: product selection or formulation, raw material sourcing, production, quality control, filling, coding, packing, documentation and export preparation.

Who This Guide Is For

- Importers and distributors building a local cleaning-products portfolio.
- Retail chains, supermarket groups and wholesalers developing store brands.
- Hospitality, facility-management and professional hygiene suppliers.
- Amazon, marketplace and direct-to-consumer brands seeking scalable production.
- Companies replacing imported products with a cost-efficient regional supply source.
- Existing brands seeking custom formulations, packaging changes or additional capacity.

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02 Private Label, White Label, OEM and ODM Models

Choose the development route that matches your launch speed, budget and differentiation strategy.

Private label projects do not all require the same level of technical development. A buyer can start with a proven formula and only change the label, or commission a fully differentiated product with a custom performance profile. Selecting the right model early prevents unnecessary development work and makes the quotation, sampling and approval process more efficient.

Model	How It Works	Best For	Planning Note
White Label / Ready Formula	A proven existing formula is selected from the manufacturer portfolio. Branding, language and packaging are adapted for the customer.	Fastest launch route; lower development workload; suitable for distributors and new brands.	Formula exclusivity is generally not included unless separately agreed.
Private Label / Customized Formula	An existing product is adjusted for fragrance, colour, viscosity, concentration, performance or packaging.	Balances speed and differentiation; ideal for retail and professional product lines.	Final specifications are confirmed after sample evaluation and stability review.
OEM Contract Manufacturing	The customer provides a target specification, benchmark product or established formula, and production is completed under the customer brand.	Useful for brands with an existing technical brief or established market product.	Manufacturability, raw material availability and legal compliance must be reviewed.
ODM / Custom R&D	The manufacturer develops the product concept and formulation according to target market, claims, cost and performance objectives.	Maximum differentiation and stronger long-term brand ownership.	Requires a structured brief, sample rounds, testing and longer project planning.
Bulk / IBC Supply	Finished or concentrated product is shipped in drums or IBC containers for local filling, dilution or distribution.	Reduces packaging and international freight cost per litre; supports regional filling operations.	Local filling, labelling and market compliance remain the buyer's responsibility.

Recommended Decision Framework

- **Choose white label when** time-to-market and cost control are more important than formula exclusivity.
- **Choose customized private label when** you need a recognizable fragrance, viscosity, colour or performance difference without a long R&D cycle.
- **Choose OEM when** you already have a specification, formula or successful benchmark.
- **Choose ODM when** your brand requires a distinctive concept, claims strategy and long-term product roadmap.
- **Choose bulk supply when** you have local filling capacity or need to minimize packaging and freight volume.

CONFIDENTIALITY

Non-disclosure agreements can be used before detailed formula, pricing, packaging or commercial information is exchanged. Ownership, exclusivity and territory conditions should be clearly documented in the commercial agreement.

03 Products Available for Private Label Manufacturing

A broad cleaning and hygiene portfolio for retail, professional and industrial channels.

Star Kimya's private label manufacturing portfolio can be configured for retail bottles, professional canisters, bulk containers, water-soluble formats and single-use products. Product availability, minimum order quantity, packaging compatibility and regulatory route are confirmed for each project. The following categories reflect the company's published product structure and manufacturing focus.[1][2]

General Hygiene Products	Multi-purpose surface cleaners; floor cleaners; glass cleaners; bathroom cleaners; toilet cleaners; descalers; grout cleaners; granite and natural-stone cleaners; fragranced daily cleaners; mould and odour-removal products.
Kitchen Cleaning Products	Hand dishwashing liquids; degreasers; oven and grill cleaners; stainless-steel cleaners; refrigerator cleaners; food-contact surface cleaners; dishwasher detergents; rinse aids; machine cleaners.
Laundry and Textile Care	Liquid laundry detergents; colour and white laundry products; fabric softeners; delicate-fabric detergents; stain removers; laundry pre-treatment products; textile auxiliaries; professional laundry concentrates.
Professional and Industrial Cleaning	Heavy-duty degreasers; alkaline cleaners; acidic descalers; industrial floor cleaners; machine-compatible detergents; low-foam cleaners; workshop and factory cleaning products; professional sanitation support products.
Food and Dairy Industry Hygiene	Foam cleaning products; alkaline and acidic process cleaners; equipment and surface cleaning chemicals; CIP-support products; specialised hygiene products for food-production environments, subject to application and compliance review.
Personal Hygiene and Soap Products	Liquid hand soaps; foaming hand washes; cosmetic-style cleansing products; melt-and-pour transparent soap bases; white opaque soap bases; hospitality amenities and customised soap concepts.

03 Products Available for Private Label Manufacturing - Continued

Vehicle Care Products

Car shampoo; wheel and rim cleaners; interior cleaners; tyre-care products; glass cleaners; heavy-duty vehicle degreasers; fleet and commercial vehicle cleaning products.

Coffee and Espresso Machine Cleaners

Coffee-oil cleaning powders; espresso machine detergents; milk-system cleaners; descaling products; cleaning tablets or alternative formats where technically available.

Concentrated Cleaning Products

High-concentration floor, glass, bathroom, toilet, multi-purpose and kitchen cleaners designed for dilution, bulk transport or local filling. Concentration level and dilution ratio are developed for the intended market and use instructions.

Biodegradable and Vegan Cleaning Products

Plant-based or selected biodegradable formulations; fragrance-free or sensitive options; products without selected ingredients such as phosphates, chlorine, dyes or certain surfactants, subject to technical feasibility and documented claims.

Single-Use Refill Sachets

Water-dilutable powder sachets for multi-purpose, bathroom, toilet, glass and degreasing applications; compact refill systems that reduce shipped water, storage volume and repeated bottle use.

Water-Soluble Pods and Dosed Products

Pre-measured cleaning doses for selected household and professional applications, subject to film compatibility, stability, packaging, safety and transport evaluation.

Specialty Products

Robot vacuum and floor-cleaning machine detergents; anti-splash toilet foaming powders; pet-area cleaners; natural-stone care; technical cleaners and customer-specific niche products.

Technical Chemical Products

Selected chemical solutions and industrial intermediates supplied according to specification, packaging, intended use and destination-market requirements.

PRODUCT SCOPE NOTE

Not every formula is suitable for every claim, package, country or sales channel. Final product scope is confirmed after reviewing the intended use, target market, regulatory classification, packaging material, performance target and commercial volume.

Typical Sales Channels Supported

- Supermarkets and retail chains
- Professional hygiene distributors
- Hotels, restaurants and cafés
- Facility-management suppliers
- Industrial and institutional buyers
- E-commerce and marketplace brands
- Refill shops and low-waste retail concepts
- Regional importers and wholesale networks

04 Customization and Product Development Options

Build a product that fits your market, price point, claims and brand identity.

Private label detergent manufacturing is more than placing a new label on an existing bottle. The final product can be adapted across formula, sensory profile, packaging, documentation and market positioning. The most successful projects begin with a clear target: where the product will be sold, who will use it, what performance level is expected and what retail price must be achieved.

Customization Area	Available Options
Formula Performance	Cleaning power, foam profile, low-foam behaviour, rinsing, wetting, descaling strength, grease removal, anti-redeposition, fragrance persistence and surface compatibility.
Concentration and Dosage	Ready-to-use, concentrated, super-concentrated, refill, single-dose, bulk or dilution-based systems.
Fragrance Profile	Fresh, floral, citrus, baby powder, marine, herbal, luxury, fragrance-free or customer-supplied fragrance, subject to compatibility and documentation.
Appearance	Colour, opacity, transparency, pearl effect and visual identity, provided that stability and regulatory requirements are maintained.
Viscosity and User Experience	Free-flowing, medium-viscosity, gel, thickened, foam-pump compatible or sprayable formats.
Ingredient and Positioning Preferences	Selected biodegradable ingredients, vegan positioning, plant-based surfactant options, phosphate-free, chlorine-free, dye-free or other targeted exclusions where technically and legally supportable.
Packaging Format	Bottle shape, cap, trigger, pump, flip-top, canister, jerrycan, drum, IBC, pouch, sachet, carton, multipack and pallet configuration.
Brand and Label	Customer artwork, multilingual labels, barcode, QR code, batch coding, use instructions, hazard communication and destination-specific information.

How to Prepare a Strong Product Brief

1. Target country and sales channel.
2. Product category and intended user.
3. Benchmark product, desired performance and key complaints to solve.
4. Required claims and ingredients to include or avoid.
5. Preferred fragrance, colour, viscosity and package size.
6. Expected annual volume, first order quantity and launch date.
7. Target ex-works cost or intended retail price range.
8. Required certificates, tests and documentation.

BEST PRACTICE

Send photographs, competitor links, target labels, technical specifications and expected price positioning with the first inquiry. A detailed brief reduces sample revisions and helps the manufacturer propose the most suitable formula and packaging route.

05 Private Label Manufacturing Process

A controlled workflow from inquiry and sampling to production and export.

The exact workflow varies by product and destination market, but the following 12-step structure provides a reliable framework for most private label detergent, soap and cleaning-product projects.

1**Inquiry and Project Brief**

The customer shares the target products, country, sales channel, packaging sizes, expected quantity, desired claims and timeline. Commercially sensitive projects may begin with an NDA.

2**Portfolio Review and Feasibility**

The manufacturer identifies suitable existing products, possible customisation routes, technical limitations and regulatory considerations. Products requiring new R&D are separated from ready-formula items.

3**Preliminary Quotation and MOQ**

Indicative pricing is prepared based on formula, packaging, label, carton, order volume, Incoterm and documentation needs. Minimum order quantities are confirmed by SKU and packaging type.

4**Formula Selection or R&D**

The project uses an existing formula, a modified formula or a newly developed formulation. Raw material availability, cost, stability and claims are considered together.

5**Laboratory Sample Preparation**

Samples are produced for evaluation. Depending on the project, the customer may compare fragrance options, performance levels, colours, viscosities or concentration ratios.

6**Customer Testing and Feedback**

The customer evaluates cleaning performance, fragrance, packaging compatibility and user experience. Consolidated feedback is preferred so that revisions can be completed efficiently.

05 Private Label Manufacturing Process - Continued

7

Final Specification and Commercial Approval

The approved formula, fragrance, colour, viscosity, package, quantity, price, Incoterm and payment terms are documented. Any exclusivity or ownership conditions are agreed in writing.

8

Packaging and Artwork Approval

Bottle, closure, trigger, pump, label, carton and pallet configuration are confirmed. Artwork is checked for dimensions, print quality and required technical information. Legal approval remains subject to the destination market and responsible party.

9

Raw Material and Packaging Procurement

Approved raw materials and packaging components are ordered or allocated. Custom moulds, special colours, printed pouches or high-volume labels may require longer lead times and higher MOQs.

10

Production and In-Process Control

Raw materials are weighed, mixed and processed according to the approved manufacturing instruction. In-process checks may include appearance, odour, pH, density, viscosity and other product-specific parameters.

11

Filling, Coding and Final Quality Release

The product is filled, capped, sealed, labelled, batch-coded and packed. Finished goods are checked against the approved specification and packaging standard before release.

12

Palletisation, Export Documents and Shipment

Cartons are palletised according to the agreed configuration. Commercial invoice, packing list and applicable customs or transport documents are prepared. Shipment is arranged according to the agreed Incoterm.

Typical First-Production Timeline

For standard liquid products using available packaging, an initial production lead time of approximately four to five weeks may be achievable after final formula, artwork, packaging, commercial and payment approvals. Custom bottles, printed sachets, new fragrances, special raw materials, tests or destination-specific registrations can extend the schedule. Each quotation should therefore include a project-specific production calendar rather than relying on a general lead-time statement.

CRITICAL PATH

The most common causes of delay are incomplete artwork, late label corrections, unavailable packaging components, fragmented sample feedback, unconfirmed regulatory responsibility and changes made after purchase orders are issued.

06 Quality Control and Batch Traceability

Consistent manufacturing requires controlled specifications, documented checks and release criteria.

A private label customer is placing its own reputation on the finished product. Quality assurance should therefore cover not only the formula but also raw materials, production records, packaging, coding, storage and traceability. Star Kimya states that it uses batch numbering and product tracking and that its website lists ISO 9001, ISO 14001 and OHSAS 18001 management-system certifications.[3][4] Current certificate copies, scope and validity should be reviewed during supplier qualification.

Control Stage	Purpose	Typical Evidence
Supplier and Raw Material Control	Approved suppliers, incoming identification, certificate review where applicable, storage conditions and lot traceability.	Supplier records, COA, incoming lot record
Master Formula and Manufacturing Instruction	Controlled formulation, mixing order, temperature or process conditions, target batch size and approved tolerances.	Approved specification and batch sheet
In-Process Testing	Appearance, colour, odour, pH, density, viscosity, foam or other product-specific measurements.	Laboratory or production QC record
Packaging Control	Bottle and closure compatibility, fill volume or weight, seal integrity, label positioning, print legibility, batch code and carton condition.	Line inspection and packing checklist
Finished Product Release	Comparison with approved specification, documentation of test results and quality release before shipment.	COA or release record where applicable
Retain Samples and Traceability	Representative batch samples and batch records maintained according to company procedure and applicable requirements.	Batch code and retained sample log
Corrective Action	Investigation of deviations or complaints, root-cause review, corrective action and preventive improvement where necessary.	Deviation, complaint and CAPA record

Testing Strategy by Product Type

- **Liquid detergents:** pH, density, viscosity, appearance, odour, stability and packaging compatibility.
- **Powders and sachets:** moisture sensitivity, dissolution, caking, dose weight, seal integrity and storage stability.
- **Soap bases and personal-care products:** appearance, processing behaviour, hardness or viscosity, fragrance compatibility and applicable microbiological or cosmetic safety requirements.
- **Industrial cleaners:** active performance, corrosion or surface compatibility, dilution accuracy and professional-use instructions.
- **New packaging:** leakage, stress cracking, closure torque, trigger performance, label adhesion and transport resistance.

07 Technical, Regulatory and Export Documentation

Documentation should be planned at the same time as the formula and label - not after production.

Cleaning and hygiene products can be subject to classification, labelling, ingredient disclosure, transport, product safety and sector-specific rules. The exact obligations depend on the product, claims, formulation, country and responsible economic operator. For EU markets, detergents and surfactants must meet applicable chemical and detergent requirements, including product information and labelling obligations.[8] The customer and manufacturer should agree in writing who is responsible for market registration, local notifications, translations and final legal approval.

Document	Purpose
Technical Data Sheet (TDS)	Product description, intended use, application, directions, storage, packaging and general technical guidance.
Safety Data Sheet (SDS/MSDS)	Hazard, handling, storage, first aid, transport and disposal information where required.
Certificate of Analysis (COA)	Batch-specific or specification-based quality parameters, depending on product and commercial agreement.
Product Specification	Agreed targets and tolerances for appearance, odour, pH, density, viscosity, fill and other relevant parameters.
Ingredient / Regulatory Statements	Ingredient declaration, selected claim support, allergen or fragrance documentation, biodegradability information or declarations where applicable.
Label and Artwork File	Approved multilingual artwork including use instructions, warnings, responsible-party details, batch coding and barcode.
Commercial Invoice and Packing List	Shipment value, product description, quantity, weights, packages and commercial terms.
Customs and Movement Documents	A.TR, EUR.1 or other documents where applicable to the route, product and trade arrangement.
Transport Documents	CMR, bill of lading, airway bill and dangerous-goods documentation where applicable.

EU CUSTOMS NOTE

The EU-Türkiye Customs Union removes tariffs and quantitative restrictions for industrial goods in free circulation within its scope, but it does not eliminate VAT, product compliance duties, trade-defence measures or all customs formalities. A.TR is evidence of free-circulation status, not proof of Turkish origin. Product classification and document eligibility should be confirmed for each shipment.[5][6][7]

08 Packaging, Filling and Logistics

Select packaging as a complete system: product, container, closure, label, carton, pallet and shipping method.

Packaging affects product stability, filling speed, minimum order quantity, freight efficiency, retail presentation and customer experience. It must therefore be selected before the final quotation and production schedule are confirmed. A formula that performs well in a laboratory bottle may require additional compatibility testing in the customer's chosen bottle, trigger or pouch.

- **Retail Bottles:** 400 ml, 500 ml, 750 ml, 1 L, 2 L and other customer-specific formats subject to line and component availability.
- **Professional Packs:** 5 L, 10 L, 20 L jerrycans and other professional formats for hospitality, facility management and industrial users.
- **Bulk Supply:** Drums and IBC containers for local filling, dilution or wholesale distribution.
- **Dosing and Refill Formats:** Powder sachets, refill pouches, pre-measured doses and selected water-soluble formats.
- **Closures and Dispensers:** Screw caps, flip-top caps, push-pull closures, trigger sprayers, pumps, foam pumps and dosing caps.
- **Secondary Packaging:** Printed or plain cartons, display boxes, multipacks, dividers, shrink wrap and pallet wrapping.

Packaging Approval Checklist

✓ Product and packaging material compatibility	✓ Label dimensions, material and adhesive
✓ Nominal fill volume or net weight	✓ Barcode, batch code and expiry/date area
✓ Bottle dimensions and pallet efficiency	✓ Carton count, gross weight and stacking strength
✓ Closure fit, torque and leakage resistance	✓ Pallet dimensions, height and destination requirements
✓ Trigger or pump dosage and spray pattern	✓ Recyclability or sustainability claims supported by evidence

Incoterms and Freight Planning

Quotations may be prepared on an EXW basis or another agreed Incoterm depending on the project. The commercial offer should clearly state who arranges export clearance, main carriage, insurance, import clearance and final delivery. For liquid products, freight cost per saleable unit is strongly influenced by package size, pallet density and shipped water. Concentrates, refill powders and bulk IBC supply can create substantial logistics advantages when the customer has suitable local handling or dilution capability.

FREIGHT OPTIMISATION

Before finalising the pack, compare units per carton, cartons per pallet, pallet gross weight, container utilisation and transport restrictions. A visually attractive bottle that wastes pallet space can materially increase the landed cost.

09 Why Manufacture Private Label Detergents in Türkiye?

A strategic production base between Europe, the Middle East, Central Asia and North Africa.

Türkiye combines an established manufacturing culture, regional raw-material and packaging networks, export experience and proximity to major consumer markets. For private label detergent buyers, this can provide a practical alternative to long-distance sourcing, particularly when projects require flexible packaging, multilingual communication, moderate order volumes and faster access to Europe and nearby regions.

Strategic Location	Türkiye sits at the intersection of Europe, Asia and Africa. The national Investment Office states that 67 countries, 1.3 billion people and approximately USD 30 trillion in GDP are within a four-hour flight radius.[9]
EU-Türkiye Customs Union	The Customs Union has applied since the end of 1995 and covers industrial goods in free circulation within its scope. The European Commission reports that bilateral goods trade reached more than EUR 217.6 billion in 2025.[5]
Strong EU Trade Integration	In 2025, 42.7% of Türkiye's goods exports were destined for the EU, demonstrating the depth of established commercial and logistics links.[5]
Regional Export Reach	Türkiye provides road, sea and air access to the EU, Balkans, United Kingdom, Middle East, North Africa, Caucasus and Central Asia. The best route depends on product, pallet volume and destination.
Flexible Manufacturing Ecosystem	Local access to bottles, caps, triggers, labels, cartons, fragrances and chemical raw materials can support packaging customisation and shorter development cycles, subject to component availability.
Competitive Total Landed Cost	Private label buyers should compare formula, packaging, freight, duty treatment, lead time, inventory risk and communication cost - not only the ex-works unit price. Türkiye can be competitive on this total-cost basis.
Technical Alignment and Documentation	The Customs Union framework requires alignment in technical legislation within its scope, which supports familiarity with European-oriented product and documentation expectations.[5]
Scalable Partnership	Brands can begin with selected SKUs and expand into laundry, kitchen, professional hygiene, sustainable refills, soaps or industrial products through one manufacturing relationship.

IMPORTANT TRADE QUALIFICATION

Customs treatment depends on HS classification, free-circulation status, destination, trade-defence measures and supporting documents. Buyers should confirm the final import treatment with their customs broker before calculating landed cost.

10 Commercial Planning, MOQ and Lead Times

A transparent commercial brief creates faster quotations and fewer changes later.

Minimum order quantity is not a single factory-wide number. It depends on formula batch size, packaging component MOQ, label or pouch printing, bottle colour, carton printing, number of fragrances, number of SKUs and whether the product is a standard or custom development. Combining too many variants into a small total order usually increases cost and complexity.

Cost / MOQ Driver	Commercial Impact
Product Formula	Standard formula, modified formula or new R&D
SKU Count	Each fragrance, size, label language or formula variant may be a separate SKU
Packaging MOQ	Custom bottles, coloured caps, printed pouches and cartons often drive the minimum quantity
Order Volume	Higher volume improves production and purchasing efficiency
Payment Terms	Raw materials and custom packaging may require advance payment or deposits
Lead Time	Begins after all technical, artwork, commercial and payment conditions are approved
Incoterm	EXW, FCA, FOB or other agreed term changes the included services and cost
Testing and Registration	Additional laboratory tests or local market registrations may add cost and time

Information Needed for an Accurate Quotation

- Product names and expected function.
- Target country and required label languages.
- Pack size, bottle type, closure and units per carton.
- Required quantity per SKU and expected annual volume.
- Formula preference: standard, customised, biodegradable, vegan, concentrated or benchmark-based.
- Artwork status and whether design support is required.
- Required certifications, tests and documents.
- Delivery destination and preferred Incoterm.
- Target launch date and sample deadline.

Project Risk Controls

- **Freeze the specification before procurement.** Late formula or packaging changes can create unused materials and schedule delays.
- **Approve one master artwork file.** Multiple uncontrolled versions increase label errors.
- **Use a written sample approval.** The approved sample should be linked to a dated specification.
- **Confirm importer responsibilities.** Registration, poison-centre notification, local-language requirements and claims must be allocated clearly.
- **Plan repeat orders early.** Custom components and imported raw materials may require forward purchasing.

11 Frequently Asked Questions

Practical answers for international private label buyers.

Can we use an existing formula under our own brand?

Yes. A suitable standard formula can usually be supplied as a white label or private label product, subject to packaging, MOQ, destination-market and commercial approval.

Can the formula be customised?

Yes. Fragrance, colour, viscosity, concentration, foam profile, selected ingredients and performance can be adjusted where technically feasible. A fully new formula may require an R&D project.

Can you produce biodegradable or vegan cleaning products?

Selected plant-based, biodegradable and vegan-positioned formulas are available. Exact wording and claims must match the final formula, test evidence and destination-market rules.

Can we supply our own bottle, label or fragrance?

Potentially yes. Customer-supplied components must be reviewed for technical compatibility, quality, documentation, delivery timing and production-line suitability.

Do you provide samples?

Samples can be prepared after the product brief and commercial conditions are agreed. Freight, custom development and special packaging costs may apply.

What are the minimum order quantities?

MOQ varies by product, pack, artwork and customisation. Printed packaging and custom components generally require higher quantities than standard bottles and labels.

How long does production take?

Standard first orders may typically be planned around four to five weeks after all approvals, but special packaging, new formulations, tests or material lead times can extend the schedule.

Which documents can be supplied?

Depending on the product and agreement, documentation may include TDS, SDS, COA, product specifications, ingredient or regulatory statements, commercial invoice, packing list and applicable customs documents.

Can products be supplied in IBC containers?

Yes, selected liquid and concentrated products may be supplied in drums or IBCs for local filling, dilution or professional distribution.

Can you support multilingual labels?

Yes. The customer can provide translated artwork or request coordination support. Final legal and linguistic approval should be completed by the responsible party in the destination market.

Can we obtain exclusive formulas or territories?

Exclusivity may be negotiated based on development scope, volume commitment, territory, duration and commercial terms. It is not automatically included in standard private label supply.

Can you ship to the EU, UK, Middle East or other markets?

Export projects can be prepared for multiple regions. Final logistics, customs, compliance and importer requirements must be reviewed for the specific country and product.

A successful private label project begins with a clear product and commercial brief. Star Kimya can support product selection, custom formulation, samples, packaging, private label manufacturing, contract filling, quality documentation and export preparation. The recommended first step is to select a manageable launch range, confirm the target price and market, and then expand the portfolio after the first products are validated.

Phase 1 - Core Range	Launch 3-5 high-demand products such as dishwashing liquid, multi-purpose cleaner, bathroom cleaner, degreaser and laundry detergent.
Phase 2 - Differentiation	Add fragrance variants, sensitive formulas, premium packaging or concentrated products.
Phase 3 - Sustainable Formats	Introduce refill sachets, bulk supply, low-plastic packaging or biodegradable and vegan-positioned products.
Phase 4 - Professional Expansion	Develop 5 L, 20 L, industrial, hospitality or food-industry hygiene products for B2B customers.

STAR KIMYA SAN. LTD. STI.

Private Label Detergents, Custom Formulations and Sustainable Cleaning Solutions

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13 SEO Content Toolkit

Recommended metadata and keyword structure for publishing this PDF and related web content.

This document is written around high-intent B2B search terms without excessive repetition. When uploaded to a website, the file name, landing page title, introductory paragraph, internal links and image alt text should use consistent language. The PDF should be linked from a dedicated private label manufacturing page rather than uploaded without context.

Primary Focus Keyphrase	private label detergent manufacturer in Turkey
Alternative Geographic Keyphrase	private label detergent manufacturer in Türkiye
SEO Title	Private Label Detergent Manufacturing in Türkiye Star Kimya
Suggested PDF File Name	star-kimya-private-label-detergent-manufacturing-turkey.pdf
Suggested Page Slug	private-label-detergent-manufacturer-turkey
Meta Description	Private label detergent manufacturing in Türkiye with custom formulas, flexible packaging, OEM/ODM production, documentation and global export support.
Search Intent	Commercial investigation / supplier sourcing / contract manufacturing

Secondary Keywords

private label cleaning products manufacturer	private label industrial cleaning chemicals	single-use refill sachet manufacturer
contract detergent manufacturing	private label liquid soap manufacturer	bulk detergent supplier Turkey
OEM detergent manufacturer Turkey	biodegradable detergent manufacturer	private label laundry detergent
custom cleaning product formulation	vegan cleaning products private label	private label dishwashing liquid
private label household cleaners	concentrated cleaning products supplier	private label professional hygiene products

PUBLISHING RECOMMENDATIONS

Link this PDF from dedicated private label, custom formulation, quality standards and product-category pages. Use descriptive image alt text such as “private label detergent manufacturing facility in Turkey”, “custom branded cleaning products for wholesale export”, “biodegradable refill sachets for private label brands” and “bulk detergent and IBC supply from Turkish manufacturer”.

14 Sources and Important Notes

Official sources used for company, trade, logistics and regulatory context.

[1] Star Kimya - All Products

<https://www.starkimya.com/en/all-products/>

Official catalogue page listing 152 products and product categories, accessed July 2026.

[2] Star Kimya - Private Label Category

<https://www.starkimya.com/en/category/private-label/>

Official private label and product-category overview, accessed July 2026.

[3] Star Kimya - Our History

<https://www.starkimya.com/en/our-history/>

Company foundation, private label development, certifications and batch traceability information.

[4] Star Kimya - Certifications & Quality Standards

<https://www.starkimya.com/en/certifications-quality-standards/>

Company-published management-system certification information.

[5] European Commission - EU Trade Relations with Türkiye

https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/turkiye_en

Customs Union scope, 2025 trade data and EU-Türkiye trade integration.

[6] European Commission DG TAXUD - Türkiye Customs Union and Preferential Arrangements

https://taxation-customs.ec.europa.eu/turkey-customs-unions-and-preferential-arrangements_en

Customs cooperation and A.TR movement certificate information.

[7] European Commission - Electronic A.TR Movement Certificates

https://taxation-customs.ec.europa.eu/news/new-atr-movement-certificate-rules-eu-turkiye-customs-cooperation-2024-07-05_en

Acceptance of electronically issued QR-coded A.TR certificates from 8 July 2024.

[8] European Commission Access2Markets - Chemical Products

<https://trade.ec.europa.eu/access-to-markets/en/content/chemical-products>

General EU marketing requirements for detergents, surfactants and chemical products.

[9] Investment Office of the Presidency of the Republic of Türkiye - Logistics & Transportation

<https://www.invest.gov.tr/en/sectors/pages/logistics-transportation.aspx>

Strategic location, four-hour market reach and logistics investment context.

Important Legal and Commercial Notice

This brochure is a general commercial and technical guide. Product availability, certifications, test data, minimum order quantities, lead times, prices, exclusivity, documentation and regulatory services must be confirmed in the final quotation and agreement. Product claims must be supported by the approved formulation and appropriate evidence. The importer, distributor, brand owner or other responsible economic operator may have additional obligations in the destination market. Customs, tax and tariff treatment should be verified with a qualified customs broker using the final HS classification and shipment documents.

All trademarks, brand names, artwork and customer information remain subject to the applicable confidentiality and intellectual-property agreements. Product samples and specifications should be formally approved before commercial production.

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