

HOME HYGIENE, ANTI INSECT, PET CARE, 100%ECO INNOVATION, PERFORMANCE AND QUALITY

New Concepts for Old Needs



SMAPU GROUP is a dynamic Italian Company located in Verona, we are specialized in production & distribution of consumer goods in the categories of detergency, hygiene, pet care and personal care. In a few years we achieved a remarkable sales increase and nowadays you can find our products on the shelves of the main Italian retail chains.

Our Mission is to create innovative, effective and best performing products, 100% Made in Italy.

Our Strategy is to add value to our partners and consumers through innovative products with extra features in terms of eco-sustainability or performance: New concepts for old needs. Our Efforts are nowadays oriented to develop a full range of plastic free detergents and contribute to the health of our planet.



HOME HYGIENE

SMAPU GROUP started his own business in the Detergency and Home Hygiene categories. The offer has been enriched year by year and now embraces Citric Acid, Washing Soda, Lye, Sodium Percarbonate for white or coloured fabrics (now also available in perfumed version) an exclusive Pet Hair Dissolver Laundry Additive and of course bleach tablets. SMAPU GROUP has been the first Italian company who strongly believed in the potential of bleach tabs and now SMAPIÙ brand is market leader for this category. We can offer different counts and fragrances.

The assortment also includes 2 specific tabs for the cleaning and maintenance of washing machine and dishwasher, limescale remover tabs for the WC, a range of pre-toilet sprays in different fragrances called ANTES WC and, finally, a specific tab for fruit and vegetables sanitizing.



SMAPIU' THE FIRST SUPER PERFUMED FLOOR CLEANER POWDER

THE FIRST SMAPIU' FLOOR CLEANER 400g SUPER PERFUMED POWDER is available in our cardboard cup in 2 versions: citrus and white flowers with argan.

This is a real challenge to traditional liquid floor cleaners:

1. All the liquid floor cleaners contain 97% water
2. All the liquid floor cleaners contain no more than 1% of cleaning active ingredients; 1% is the chemical-physical limit to keep active cleaning ingredients and scent in a transparent solution.

THE FIRST SMAPIU' FLOOR CLEANER SUPER PERFUMED POWDER has a concentration of active cleaning ingredients and scent which is more than 4 times higher than any liquid floor cleaners.

Moreover, being waterless it can provide remarkable saving on the cost of transport, a reduction of pollution and a greater eco-sustainability, furtherly increased by the 100% plastic free packaging.

Using instructions are very simple: consumers only need to dissolve 10g of **SMAPIU' FLOOR CLEANER SUPER PERFUMED POWDER** in a bucket with 3-4 litres of hot water and then wash the floors as usual.



SMAPIU' THE FIRST SUPER PERFUMED LAUNDRY SOFTENER POWDER

The **FIRST SUPER PERFUMED LAUNDRY SOFTENER 400g POWDER** is available in our cardboard cup in two versions: classic and hypoallergenic with lavender.

Considering the enormous **sell-out** of the category, this is an even more important challenge:

1. All current liquid softeners contain mostly water
2. All current liquid softeners can contain maximum 12% active ingredients and no more than 1% scent

The **FIRST SUPER PERFUMED LAUNDRY SOFTENER POWDER** contains active ingredient and scent in a concentration **7 times higher than any liquid softener**.

Moreover, being waterless it can provide remarkable saving on the cost of transport, a reduction of pollution and a greater eco-sustainability, furtherly increased by the 100% plastic free packaging.

Using instructions are very simple: consumers only need to put 20g of **SMAPIÙ LAUNDRY SOFTENER POWDER** in the tray of softener in the washing machine and proceed as usual.



SMAPIU' CITRIC ACID

Citric acid is a compound naturally occurring in citrus fruits, it comes in the form of scentless powder or granules and is a valuable and, thanks to its strong descaling power is a versatile detergent for daily housekeeping.

It can be used as:

- fabric softener in the washing machine
- rinse aid in the dishwasher
- limescale remover for sanitaryware and shower box
- descaling agent for toilet or dishwasher and washing machine
- descaling agent for coffee machines
- for cleaning all washable surfaces, glass or mirrors etc...

Due to its natural origin, **Citric acid** is the detergent with the lowest impact on our environment, e. g. 50 times less than vinegar.

SMAPIU' CITRIC ACID is available in two versions:

- Ready to use water solution of 500 ml in recycled plastic spray bottle
- Granules in Plastic free Cardboard cup of 500 g



SMAPIU' SODIUM PERCARBONATE

SMAPIU' SODIUM ACTIVATED PERCARBONATE is an ecological and non-polluting bleaching agent, which is mainly used to remove stains and sanitize the laundry by hand and in the washing machine.

Thanks to the ACTIVE oxygen that is released yet at only 30-40 C, it can clean, bleach and sanitize also at low temperatures respecting the fabric.

SMAPIU' SODIUM ACTIVATED PERCARBONATE is available in 3 different versions:

- **FOR COLORED GARMENTS:** removes stains respecting the colours of your garments
- **FOR WHITE GARMENTS:** has in addition the optical whiteners that make bright and shiny white garments, once dried
- **PERFUMED:** removes stains and gives to your garments a fresh flower scent
- **FOR BLACK GARMENTS:** a respectful and efficient stain remover specially conceived for black garments

SMAPIU' SODIUM ACTIVATED PERCARBONATE is available in a **plastic free** (100% paper) jar of 500 g with closing lid.



SMAPIU' LYE - TRADITIONAL DETERGENT POWDER

SMAPIU' LYE is the new SMAPU GROUP natural product as Citric Acid and Washing Soda.

It is an eco-friendly natural compound which has been used since ancient times for housekeeping: from laundry to crockery, floors, sanitary fixtures, etc.

Lye is a very ancient natural blend coming from the wood ashes: it is composed of natural raw materials which are respectful of fabrics and once they have been disposed are not harmful to the ecosystem.

Lye powder is ideal for washing linen, both by hand and in the washing machine. It can be also used as washing-up detergent providing clean dishes easily removing oil, grease and stubborn stains. Well-known for its remarkable efficiency as stain remover from the clothes it is also very versatile for many housekeeping purposes.

It is very easy to use:

1. In the washing machine: add 2-3 spoons in the tray or directly in the drum
2. For handwash: dissolve 2-3 spoons in water and then soak the clothing
3. For washing-up: rub the lye directly on the crockery with a wet sponge
4. For surfaces as tiles, sanitaryware, etc. dissolve 2-3 spoons in 750 ml of water in a spray bottle

SMAPIU' LYE is available in a **plastic free** (100% paper) jar of 500 g



PURE WASHING SODA – SODIUM CARBONATE

Sodium Carbonate, well-known as washing soda or soda ash, is a natural raw material which has been used for over 5,000 years: The ancient Egyptians used it to produce soaps and mixtures for fabrics' washing.

Nowadays, washing soda is suitable for multiple purposes as removing stubborn oily dirt from surfaces, cleaning the oven, clean empty oil and wine bottles, eliminating soot deposits, sanitizing the WC, removing unpleasant odours, boosting the power of bio-detergents, and many others.

Pure Washing Soda - Sodium Carbonate is an ecological and sustainable raw material which sanitizes, degreases, washes, bleaches, and neutralizes unpleasant smells.

Pure Washing Soda - Sodium Carbonate is available in a **plastic free** (100% paper) jar of 500 g



SMAPIU' PET HAIR DISSOLVER

SMAPIU' PET HAIR DISSOLVER is the additive for dissolving and removing pet hair from the laundry in the washing machine; thanks to its features it can be indifferently assorted in Pet Care, Laundry or Home Hygiene shelf with excellent performances.

During washing, all the hair is immediately removed from the fabric, then it is agglomerated and finally softened and totally dissolved without any residual in the machine filter.

SMAPIU' PET HAIR DISSOLVER is ideal for garments in contact with pets, but also for pet bedding, towels and blankets, it can also be used on an empty washing cycle to remove previous hair residuals from the machine.

For pet hair removal add 2-3 spoons (50-60 grams) of **SMAPIU' PET HAIR DISSOLVER** to the usual detergent and run the washing program at suggested temperature.

SMAPIU' PET HAIR DISSOLVER is available in a **plastic free** 500 g jar with closing lid.



SMAPIU' BLEACH TABLETS

IN 2016 MORE THAN 12.000 ITALIAN CONSUMERS HAVE AWARDED OUR BLEACH TABS AS "PRODUCT OF THE YEAR"

Thank You All !

Nowadays bleach tablets are available in Italy in the most of retailers and consumer have perfectly understood their several benefits, such as:

- Equivalent of 5 litres of pure bleach;
- The same price as 5 litres of liquid bleach;
- Less weight to take home (100 g instead of 5 Kg);
- Less plastic, less transport, less pollution, more ecological.

SMAPIU' BLEACH TABLETS are now available in the Classic version of 40 tabs in recycled plastic bottle equivalent of 5 litres of traditional concentrated bleach and in the Luxury version of 32 tablets in the new cardboard jar (**plastic free**) equivalent of 4 litres

Both the versions include 5 different fragrances: unscented, menthol, lavender, lemon and red fruits versions.



SMAPIU' DISHWASHER & WASHING MACHINE CARE TABS

SMAPIU' DISH WASHER CARE AND WASHING MACHINE CARE are two specific items for deep cleaning of the household appliances. It removes grease and limescale of the spraying arms up to the filter, keeping perfectly clean the internal parts.

USER INSTRUCTIONS: with the basket completely empty, insert a tablet inside the appropriate container and carry out a vacuum cycle with a 60 ° program.

The value pack contains 5 tabs (20 grams each) inserted in water-soluble films, the ideal use would be at least once a week or every 10/15 washes.

SMAPIU' DISH WASHER CARE and WASHING MACHINE CARE releases a pleasant and durable fresh scent (lemon and lavender) is suitable for all types of dishwashers and washing machines, and prolongs the life of household appliances.



SMAPIÙ ANTI-ODOUR FOR RUBBISH BAGS

SMAPIÙ ANTI-ODOUR FOR RUBBISH BAGS is a blend of essential oils which can completely eliminate the unpleasant smell of rubbish bags, especially the organic waste bags.

Shake well and apply 3-4 sprays directly on the rubbish in the bag. The effect will be immediate.

SMAPIÙ ANTI-ODOUR FOR RUBBISH BAGS can also be used directly on used baby diapers before disposing.

SMAPIÙ ANTI-ODOUR FOR RUBBISH BAGS is available in a comfortable 55ml spray bottle in vanilla and citrus scent, in a 12 pcs counter display.



SMAPIU' WC SANITIZER POWDER

SMAPIU' 400g WC SANITIZER POWDER is available in our cardboard cup.

It is ideal for the daily cleaning of the toilet bowl.

It is a sanitizer powder with an active foam with triple function: neutralizing unpleasant smells, perfuming the toilet bowl and eliminating and preventing limescale.

Using instructions are very simple: consumers only need to dissolve 20 g in the toilet bowl adding 20 g of **SMAPIU' WC SANITIZER POWDER** and after 10-20 minutes pull the water.



ANTES WC ODOURLESS PRE-TOILET SPRAY

ANTES WC ODOURLESS is a blend of natural essential oils preventing the classic unpleasant odours of the bath even before they begin, allowing us to leave the bath more scented than before.

The process consists in a very simple physical concept: the essential oil, lighter than water, create an invisible coat which inhibits the smell to come out.

Furthermore, the misting involves the WC's internal walls, preventing inelegant signs.

USER INSTRUCTIONS: All it takes is a good shake, then make 3-4 sprinkles directly into the surface of the toilet bowl and in the water and then proceed with the usual and classic operations.

ANTES WC ODOURLESS can also be used to eliminate any smell coming from the bin containing organic waste, the baby's dirty nappy etc., even in this case 3-4 sprinkles are enough to obtain immediately the result. Antes WC odourless is made in the vanilla, mint, citrus, lavender, white moss and pine scents.

ANTES WC ODOURLESS is available in a 55 ml pocket spray, moreover, to facilitate the launch in new markets, we developed single-dose samples of 2 ml, which can be offered for free at the cash desk in order to allow the consumer test the product.



Mr Paper®
100% eco
PLASTIC FREE

100% ECO
PLASTIC FREE
DETERGENTS



MR. PAPER 100%ECO PLASTIC FREE is the newest eco-sustainable absolutely plastic-free detergents range. The range is available in 3 different paper packaging: trigger shaped, bag and hangable case.

- **DETERGENT TABS**

In a category dominated by plastic packaging, we realized the disruptive impact of a plastic free packaging with the same shape of traditional detergent packaging (trigger/spray bottle).

So, we patented a cardboard blister which is shaped as a trigger spray bottle developing a range of 4 items: Kitchen degreaser, Bathroom descaling, Multi-surface (Multipurpose), Glass & Mirrors cleaner. The label on the front of the blister can be removed and attached to a re-used trigger of 500 or 750 ml to identify the specific purpose.

Each item has a significant impact on the shelf because 6 detergent tabs are packed into a cardboard blister (patented system) which is shaped as a classic trigger.



It is very easy to use: consumers just need to fill the bottle with warm water and add one tab (or two for double concentration), wait a few minutes to let the tab(s) dissolve and finally close the bottle.

The detergent is now ready to use, giving consumers the awareness of their significant contribution to protect our environment: The total plastic saving corresponds to 500 g plastic per unit (6 new triggers and an old one which has been re-used).

• **LAUNDRY ADDITIVE/DETERGENT POWDERS – PAPER BAGS OF 900 g**

We developed a practical Havana Paper Bag with 900 g capacity in order to pack without any plastic our 5 laundry additive/detergent powders: Citric Acid, Sodium Percarbonate for White Garments, for Coloured Garments and perfumed Sodium Percarbonate.



• **LAUNDRY ADDITIVE/DETERGENT POWDERS – PAPER BAGS OF 300 g**

We also developed a practical Havana Paper Bag with 300 g in order to provide to our consumers a practical plastic free pocket packaging for our specialties. The range includes Citric Acid, Sodium Percarbonate for White Garments, for Coloured Garments, for Dark Garments, Perfumed Sodium Percarbonate and Lye



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• **BLEACH TABS - 60 TABS PAPER BAG**

The same paper bag will also be the plastic free container of a new range of bleach tabs in a count of 60 in all our 5 classic versions : neutral, menthol, lavender, lemon, red fruits.



• **BLEACH TABS - 16 TABS CARDBOARD CASE**

In order to offer a pocket packaging of 16 bleach tabs (corresponding to 2,0 Litres of liquid bleach) with a shelf price comparable to traditional bleach, we developed a small cardboard hangable case:



• **CURE DISHWASHER AND CURE WASHING MACHINE TABS - 10 TABS CARDBOARD CASE**

The new cardboard hangable case will also allow us to eliminate the plastic from the packaging of the cure dishwasher and cure washing machine tabs, now available in a plastic free cardboard case of 10 tabs.





PET CARE



SMAPIU' PET is the new range dedicated to our pets, which is characterized by premium quality and premium performances of the formulas.



SMAPIU' PET HAIR DISSOLVER

SMAPIU' PET HAIR DISSOLVER is the additive for dissolving and removing pet hair from the laundry in the washing machine; thanks to its features it can be indifferently assorted in Pet Care, Laundry or Home Hygiene shelf with excellent performances.

During washing, all the hair is immediately removed from the fabric, then it is agglomerated and finally softened and totally dissolved without any residual in the machine filter.

SMAPIU' PET HAIR DISSOLVER is ideal for garments in contact with pets, but also for pet bedding, towels and blankets, it can also be used on an empty washing cycle to remove previous hair residuals from the machine.

For pet hair removal add 2-3 spoons (50-60 grams) of **SMAPIU' PET HAIR DISSOLVER** to the usual detergent and run the washing program at suggested temperature.

SMAPIU' PET HAIR DISSOLVER is available in a 500 g jar with closing lid.



SMAPIU' PET - HAIR PERFUMER



SMAPIU' PET HAIR PERFUMER TALC is a formula with natural ingredients from vegetal origin, delicate tension-actives and glycerine for a gentle cleansing of the hair; thanks to the pleasant talc perfume, it helps to prevent bad smells; mallow extracts, thyme and chamomile enrich and complete the formula.

Gently apply **SMAPIU' PET HAIR PERFUMER TALC** on hair and legs, without pressing hard and avoiding the eye area, the result will be instantaneous.

SMAPIU' PET - LEGS SANITIZER

SMAPIU' PET LEGS SANITIZER is a formula made of vegetal origin ingredients, delicate tension-actives and glycerine for a gentle cleansing of feet and legs. Sanitizing legs daily or after a walk is very healthy for the pet and it is very easy: just rub the wetted sponge (included with the product) on the feet and along the entire legs. The presence of alcohol in the formula ensures a perfect sanitizing and after an instantaneous evaporation our pets will be immediately able to walk and run.

SMAPIU' PET LEGS SANITIZER prevents bad smells; mallow extracts, thyme and chamomile enrich and complete the formula.

SMAPIU' PET LEGS SANITIZER is available in a pocket 55ml spray bottle.



SMAPIU' PET - REPELLENT FOR ANNOYING INSECTS

SMAPIU' PET REPELLENT FOR ANNOYING INSECTS is a formula based on citronella and sage, two ingredients from vegetal origin very well-known for their capacity to keep insects far away. The effect of **SMAPIU' PET REPELLENT FOR ANNOYING INSECTS** is immediate: you only need to gently apply the product on hair and legs of your pet without pressing hard and avoiding the eye area.

SMAPIU' PET REPELLENT FOR ANNOYING INSECTS is available in a pocket 55ml spray bottle.



SMAPIU' PET - LITTER ODOUR ELIMINATOR SPRAY

SMAPIU' PET LITTER ODOUR ELIMINATOR SPRAY is available in two fragrances: lavender and musk. It is a mix of essential natural oils which eliminates unpleasant pet odours in litter trays.

For a total neutralisation of the classic unpleasant litter odours for some days, you simply need to shake the bottle and spray directly one or maximum two times (to avoid too much perfume for the cat) onto the dirty litter itself and then stir the sand.

SMAPIU' PET LITTER ODOUR ELIMINATOR SPRAY can also be used to eliminate the bad smell from cat's poops. For this purpose, we recommend 2-3 sprays in the rubbish bag to have neutralisation of the unpleasant smells.

SMAPIU' PET LITTER ODOUR ELIMINATOR SPRAY is available in a pocket 55 ml spray bottle.



SMAPIU' PET - CAT'S BED SANITIZER

SMAPIU' PET CAT'S BED SANITIZER is a formula conceived to clean and sanitize bed and surfaces.

Thanks to the presence of alcohol combined with a rubbing action, it cleans and perfectly sanitizes the surfaces where domestic animals sleep without leaving shades and ensuring a very quick evaporation.

SMAPIU' PET CAT'S BED SANITIZER is available in a 500 ml spray bottle.



SMAPIU' PET - DOGS INDOOR DISACCUSTOMER

SMAPIU' PET DOGS INDOOR DISACCUSTOMER is a by smell repulsive formula which discourages dogs to mark their territory. It contains essential oils of Eucalyptus and other ingredients which help changing in a short time, by means of an olfactory action, the bad habits of dogs to dirty the indoor sites with their droppings.

The product is ready to use: clean the surface to treat before use, then sprinkle uniformly and abundantly from a distance of 25-30 cm on doors corners', windows, floors, sofas, carpets, tents, and all the surfaces we want to protect from our dog. In case of usage on delicate fabrics or surfaces, we suggest to test the material's resistance on a hidden corner before.

SMAPIU' PET DOGS INDOOR DISACCUSTOMER is available in a 500 ml spray bottle.



SMAPIU' PET - CATS INDOOR DISACCUSTOMER

SMAPIU' PET CATS INDOOR DISACCUSTOMER is a by smell repulsive formula which discourages cats to mark their territory.

It contains essential oils of Bitter Orange and other ingredients which help changing in a short time, by means of an olfactory action, the bad habits of dogs to dirty the indoor sites with their droppings.

The product is ready to use: clean the surface to treat before use, then sprinkle uniformly and abundantly from a distance of 25-30 cm on doors corners', windows, floors, sofas, carpets, tents, and all the surfaces we want to protect from our dog. In case of usage on delicate fabrics or surfaces, we suggest to test the material's resistance on a hidden corner before.

SMAPIU' PET CATS INDOOR DISACCUSTOMER is available in a 500 ml spray bottle.



SMAPIU' PET - OUTDOOR DISACCUSTOMER

SMAPIU' PET OUTDOOR DISACCUSTOMER is a by smell repulsive formula which discourages cats & dogs to mark their territory.

It contains essential oils and other ingredients which help changing in a short time, by means of an olfactory action, the bad habits of cats & dogs to dirty the indoor sites with their droppings

The product is ready to use: clean the surface to treat before use, then sprinkle uniformly and abundantly from a distance of 25-30 cm on doors corners', windows, floors, sofas, carpets, tents, and all the surfaces we want to protect from our dog. In case of usage on delicate fabrics or surfaces, we suggest to test the material's resistance on a hidden corner before.

SMAPIU' PET OUTDOOR DISACCUSTOMER is available in a 500 ml spray bottle.



SMAPIU' PET - PUPPIES DISACCUSTOMER

SMAPIU' PET PUPPIES DISACCUSTOMER is a by smell repulsive formula which discourages puppies of cats & dogs to mark their territory.

It contains Mint essential oils and other ingredients which help changing in a short time, by means of an olfactory action, the bad habits of cats & dogs puppies to dirty the indoor sites with their droppings

The product is ready to use: sprinkle uniformly and abundantly from a distance of 25-30 cm on flower beds, exterior walls, door corners, windows, gates, flower boxes,

Sprinkle every day at first, then every other day. In case of rain or washing of the surface it is necessary to sprinkle the product again.

SMAPIU' PET PUPPIES DISACCUSTOMER is available in a 500 ml spray bottle.

