



PETCARE CATEGORY LAUNCH

HYGIENE AND HOUSEHOLD CLEANING PRODUCTS FOR PETS

PET PRODUCTS USED IN HOUSEHOLDS

PRODUCTS USED IN EACH HOUSEHOLD

- 
- ✓ Pet Food
 - ✓ Cat Litter
 - ✓ Shampoo

PRODUCTS BOUGHT WHEN NEEDED



HYGIENE

- Toilet training pad
- Cleaning wipes



DETERGENT

- Surface cleaner spray
- Surface cleaner liquid

BRAND POSITIONING

TARGET POPULATION

People considering their pets as their children, taking care of their health and comfort, being informed and sensitive

BRAND PROMISE

Ensures hygiene in households and protects health and comfort of pets thanks to its formulas developed especially for pets.



POD

Animal health-friendly products



INITIAL RANGE

- ✓ Toilet training pad
- ✓ Hair and paw cleaning wipes
- ✓ Surface cleaner liquid
- ✓ Surface cleaner spray
- ✓ Bleach

SHOLK PRODUCT RANGE



SURFACE CLEANER



SURFACE CLEANER SPRAY



BLEACH



CLEANING WIPES



TRAINING PAD





PRODUCT DETAILS

HYGIENE AND HOUSEHOLD CLEANING PRODUCTS FOR PETS

SHOLK PRODUCT RANGE



Product claims

- ✓ It contains no chlorine.
- ✓ Tongue, paw, respiration and nose friendly.
- ✓ Hypoallergenic.
- ✓ Non-irritating.
- ✓ It leaves neither trace nor stickiness on wiped surfaces, makes surfaces shiny.



SURFACE CLEANER

PURPOSES AND FIELDS OF USE

- ✓ It removes stains and smells.
- ✓ Toys of your pet can be washed by keeping them in water.
- ✓ Sleeping areas or beds of your pets can be wiped with a diluted amount of this product.
- ✓ Cat carry cages can be cleaned with this product.
- ✓ Interiors of the litter box of your cat can be cleaned with this product.
- ✓ Cat litter scoops can be cleaned by keeping them in this product.
- ✓ Kitchen table, kitchen floor, etc. where cats roam or lie can be cleaned with this product .
- ✓ Cat or dog food trays can be cleaned with this product (be sure to rinse the tray after cleaning it).
- ✓ Dogs tend to keep on licking all the surfaces they can smell. Therefore the ingredients of products used for cleaning all surfaces are important.
- ✓ Cats may carry litter sand from the litter box to the floors of other rooms. Such floors can be cleaned with a surface cleaner.

SHOLK PRODUCT RANGE



Product claims

- ✓ Its formula not containing chlorine makes it friendly with the skin and paw of your beloved pet, it is not irritating.
- ✓ It can be used on all types of surfaces including fabric.
- ✓ Its formula not containing chlorine makes your beloved pet breath well.
- ✓ It is hypoallergenic.
- ✓ It leaves no remnants.
- ✓ It provides efficient hygiene thanks to micro bubbles.



SURFACE CLEANER SPRAY

PURPOSES AND FIELDS OF USE

- ✓ It removes stains and smells.
- ✓ It can be used on all kinds of surface including fabric.
- ✓ It removes smell from beds or armchairs on which pets tend to lie.
- ✓ It can clean such outdoor pet toys as tennis balls.
- ✓ It can clean interiors of cat carry cages.
- ✓ It can clean interiors of cat litter boxes. → Since cats' noses are very sensitive, the odor of the cleaning products may disturb them, heavy perfumes and chemicals may disturb them to the point of tripping. 😊
- ✓ It can clean cat litter scoops.
- ✓ Kitchen table, kitchen floor, etc. where cats roam or lie can be cleaned with this product.
- ✓ Cat or dog food trays can be cleaned with this product (be sure to rinse the tray after cleaning it).
- ✓ Dogs tend to eat by leaning their heads on the table, so that their saliva may drop on the table, this product can be used for cleaning the table.

SHOLK PRODUCT RANGE



Product claims:

- ✓ Tongue, paw, respiration and nose friendly.
- ✓ Hypoallergenic.
- ✓ Non-irritating.
- ✓ Its formula not containing chlorine makes it friendly with the skin and paw of your beloved pet, it is not irritating.
- ✓ Nose-friendly product not releasing any disturbing odor.



PURPOSES AND FIELDS OF USE

- ✓ It removes stains and smells.
- ✓ It can clean all surfaces on which cat or dog urine or excretion was dropped and dried, ensure efficient hygiene by removing smell and stains.
- ✓ It can be used on surfaces in the kitchen and the bathroom.
- ✓ Cats may carry litter sand from the litter box to the floors of other rooms. Such floors can be cleaned with this Sholk bleach.

BLEACH

SHOLK PRODUCT RANGE



Product claims:

- ✓ Tongue, paw, respiration and nose friendly
- ✓ Non-irritating.
- ✓ Hypoallergenic.
- ✓ Manufactured using isotonic water
- ✓ It contains no alcohol, soap or colorant.



CLEANING WIPES

PURPOSES AND FIELDS OF USE

- ✓ It can be used for cleaning your dog's paws and hair before allowing it to come in from the outside and for cleaning its rump after it relieved itself.
- ✓ It can be used for cleaning your dog's mouth after it ate some absurd thing while you were walking it or while it plays outdoors.
- ✓ It can be used for cleaning your dog's saliva, especially in hot weather.
- ✓ It can be used for cleaning your cat's paws before allowing it to come from the outside, however rare..
- ✓ Some cats love to play with litter and touch their poop while doing so, these wipes can be used for cleaning their paws.

SHOLK PRODUCT RANGE



Product claims:

- ✓ Hypoallergenic
- ✓ Tongue, paw, respiration and nose friendly
- ✓ Disinfected with ultraviolet-C light
- ✓ It contains absorbent particles trapping the liquids
- ✓ Its outer layer prevents the liquid from leaking on the floor
- ✓ Its special texture prevents bad smell
- ✓ It is resistant to tearing and is flexible



TRAINING PAD

PURPOSES AND FIELDS OF USE

- ✓ It is mostly used for toilet training of dogs. It ensures hygiene at home against the possibility of small accidents.
- ✓ Make your dog sit on it for a few times and let your dog smell it.
- ✓ For small breed dogs you keep indoors.
- ✓ It can be laid on the floor of cat carry cages.

SHOLK PRODUCT CODES

Codes	Product Name	EAN Box	EAN Piece
5073762	SHOLK TRAINING PED 90X60CM 30X4	8690536810604	8690536810581
5073763	SHOLK TRAINING PED 90X60CM 10X6	8690536810611	8690536810598
5073990	SHOLK HYGENIC CLEANING WIPES 60X12	8690536917143	8690536905607
5074041	SHOLK STAIN AND SMELL REMOVER BLEACH 750MLX15	8690536917174	8690536905638
5074042	SHOLK SURFACE CLEANER 1LX12	8690536917167	8690536905621
5074043	SHOLK SPRAY 750MLX12	8690536917150	8690536905614



Thanks