



ELANGENI
SOAPS
(PTY) LTD.

COMPANY PROFILE

INTRODUCTION

Elangeni, a reputable organisation with more than 30 years of experience within the fast moving consumable goods industry specialising in Soaps, Edible oils and various other consumable goods. A leading group of companies, manufacturer, distributor and exporter of high quality and affordable products. Elangeni is recognised as a value driven enterprise with great integrity, excelling in providing exceptional service and quality to wholesalers, retailers and consumers.

Elangeni is strategically positioned in Southern Africa, exports nationally and internationally, and is dedicated to long term sustainable growth in Africa. Partnerships with local market participants and our vast footprint allows delivery of products to various locations with logistical ease.

Synergies unlocked through our strategic partnerships ensure we remain aligned with our goal of sustainable growth.



OPERATIONS

Through effective communication, we are able to implement, develop and manage the needs of our clients.

Client satisfaction is of high priority. Our goal is to meet and exceed expectations.

Our strong founding team & experienced board of advisors follow concise strategies:

- Our branding campaign to build an awareness, positive perception and drive sales of our product within target market.

- Improve performance of our brands and multinational brands in the market.
- Distinct advantage, with our state of the art facilities and technology, making our products unique and different.
- Excellent distribution strategies and logistical network ensures timeous delivery and export.
- Continuous research and development of exciting new products to fulfill the needs of a growing competitive market.
- Unlocking growth through local partnerships ensures that we are able to deliver to multiple locations with logistical ease.

OUR BRANDS



GLOBAL PRODUCT OFFERING

NON-FOOD PRODUCTS

Various Beauty and Pure bar soaps, Hygiene soaps, Detergent Powders, Stain removers, Candles, Glycerine, Nappies and Baby products, Liquid soaps, Disinfectants, Household Cleaners, Tissue products, Aqueous Creams, and General Goods.



FOOD PRODUCTS

Various Cooking Oils (Soya, Sunflower, Coconut, Olive), Canned foods, Maize Meal, Wheat Flour, Jam, Pastas, Rice, Grains, Popcorn Seeds, Cereals, Creamers, Beverages and General food products.



PRIVATE LABEL

Edible Cooking Oils, Beauty soaps, Pure soaps and Various Bar soaps.



TOUCH OF PEARLS

Description:

Beauty soap wrapped in see-through packaging.

The secret to timeless aging has been released into the perfect hand sized beauty bar which promises to take years off your skin making you shine with confidence and will have you smelling scent-sational all day. Celebrate your beauty everyday by indulging in the luxurious, velvet lathering formula inspired by the feeling of keeping you forever young. This long lasting soap promises to leave you refreshed, rejuvenated and cleansed and will have you looking forward to the next bath time.

Selling Points:	Size Variants:	Available Colours:
• Oval shape easy to hold	• 125g	Green
• Lathering	• 200g	Pink
• Gentle perfume	• 250g	White
• Long lasting soap	• 300g	Yellow
• Low price point.		
• Good quality soap		

Rosette



ROSETTE

Description: : Beauty/pure bar soap wrapped in see through packaging

Introducing the new ROSETTE pure bar.

A gentle everyday soap best known for it's rich lather with a subtle fragrance. A versatile formula highly recommended for personal care and improving the skin. ROSETTE's application is endless and is an essential all in one daily cleanser that meets every expectation. Amazing performance and perfect price packaged in a single miracle product.

Selling points:	Size Variants:	Available Colours:
• Lathering	• 100g	Green
• Gentle perfume		Pink
• Long lasting soap		White
• Low price point		
• Good quality soap		



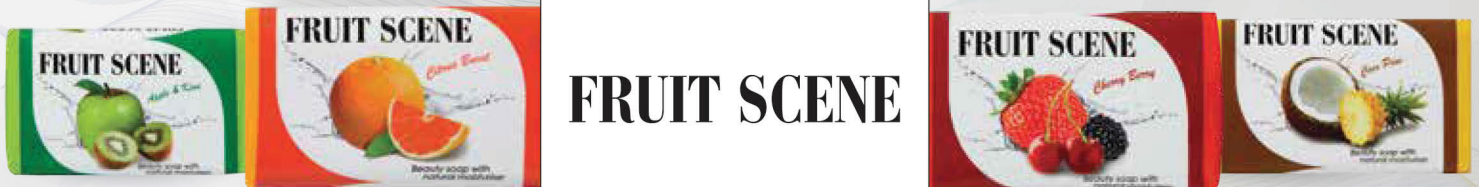
Tru Essentials

TRU ESSENTIALS

Description : Beauty soap wrapped in opaque packaging.

Tru Essentials is the essential beauty soap to have in every bathroom, formulated with specially picked ingredients to make your skin feel moisturized and healthy. Our special ingredients are put together to have your senses break away from the days stresses and have your body and mind relaxed while the essential oils pleases your senses. The aroma of Tru Essentials will have your body feeling rejuvenated and refreshed. Tru Essentials comes in 4 delightful variants Wild Rose, Magnolia, Musk and Lavender.

Selling points:	Size Variants:	Available Variants
· Lathering	· 100g	· Wild Rose
· Pleasant perfume		· Magnolia
· Long lasting soap		· Musk
· Low price point		· Lavender
· Good quality soap		
· Premium Look		



Fruit Scene

FRUIT SCENE

Description: : Beauty bar soap

Beyond each wrapper of Fruitscene lies lusciously fruit-scented essences. Captured is a bar waiting for you to enjoy and let the special ingredients revitalize, rejuvenate and refresh your senses as the Fruitscene cleanses your body leaving you pleased and your skin feeling soft and beautiful. Fruitscene comes in 4 invigorating fragrances. Each of the variants are waiting for you to open up and enjoy the freshness.

Selling points:	Size Variants:	Available Colours:
· Lathering	· 175g	· Coco Pine
· Long lasting soap		· Cherry Berry
· Low price point		· Apple Kiwi
· Good quality soap		· Citrus Burst
· Fruity Fragrance		



TOUCH OF PEARLS HYGIENE

Description: : Hygiene germ defence family soap.

Personal hygiene has never been this simple thanks to Touch of Pearls Hygiene Soap. A cost effective germ protection bar soap, ideal for keeping your family hygienically clean and protected with a soft, soothing lather and a fresh lingering scent which leaves you feeling rejuvenated from the very first use. A germ free family is a happy family, and our soap promises to keep all germs at bay. With 4 different variants with extracts from: Vitamin E, Green Tea, Turmeric, Aloe and Neem. This cleansing bar boasts to take care of all your skin needs and is suitable as an everyday bath soap for you and your family.

Selling points:	Size Variants:	Available Colours:
• Oval shape easy to hold	• 200g	• Active
• Lathering		• Herbal
• Germ protection		• Fresh
• Long lasting soap		• Soft
• Low price point		
• Refreshing perfume		



HIGENE

Description: : Hygiene germ protection bath soap.

Our hands carry the most amount of germs, making it more likely for us to fall ill. That is why we've introduced Higene germ defence for your hands and body. This Germ Defence soap contains a combination of extracts like Neem, Aloe, Green Tea and Curcuma Longa which is effective in caring for your skin. Higene puts the Hi in hygiene and says goodbye to germs. Caring hygiene family soap

Selling points:	Size Variants:	Available Colours:
• Lathering	• 100g	• Active
• Pleasant fragrance	• 200g	• Ocean Fresh
• Long lasting soap		• Herbal
• Low price point		• Sensitive
• Good quality soap		
• Germ protection		



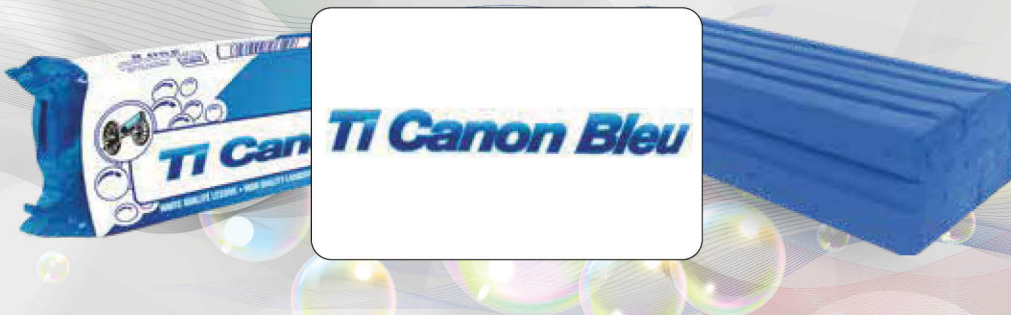
ADVANCE CREAM BAR

Description:

Beauty/multi-purpose soap

Advance cream bar is a pure soap that is gently fragranced with a soft lather and is suitable for general cleaning, bathing and laundry. This long lasting soap is cost effective and is available in a 400g bar giving you value for money.

Selling points:	Size Variants:	Available Colours:
· Lathering	· 400g	· Cream
· Hard soap		· Pink
· Long lasting		· Green
· Low price point		
· Multi purpose		
· Good quality soap		



TI CANON BLEU

Description:

Beauty soap wrapped in see-through packaging.

Ti canon is our premium quality multi purpose blue soap. Ti Canon takes care of your daily messes with ease. Suitable for dirty dishes, bathing and hand washing your laundry. Why not get rid of dirt the Ti Canon way? Here's to better, brighter and happier cleaning!

Selling points:	Size Variants:	Available Colours:
· Lathering	· 350g	· Blue
· Premium multi purpose		
· Long lasting		
· Gentle perfume		



ELANGENI GREEN BAR

Elangeni Green bar- South Africa's most trusted green soap on the market! Excellent quality, long-lasting and lathers well. This gently perfumed bar can be used for a range of cleaning purposes. From cleaning your dishes and laundry, to cleaning floors, walls, greasy hands, bathing and general household spills. The list is endless!

The formula is versatile, swirl it in some water, in a bucket or on a cloth and get to work. Elangeni green bar, making it easier to get rid of tough stains and safe to use on fabrics and the body as well.

Available in a poly-wrapped and unwrapped, in convenient sizes 500g, 900g and 1 kg bars. Choose the Elangeni green bar Tough on dirt without harsh chemicals, safer for the environment.



ELANGENI GREEN BAR: YOUR NUMBER 1 GREEN BAR



RAVE

Description: All Purpose Soap

This high-quality soap bar is suitable to use for a wide variety of applications. The formula is strong enough to take on the toughest jobs yet is gentle on your hands. The rave soap works brilliantly on messy kitchens, grimy bathroom sinks, dirty walls and floors. For those pesky laundry days, add a little water to create a foam and lather well to make washing a breeze. Suitable to use on various fabrics.

In addition to that, it is safe for all skin types, as it doesn't contain harsh chemicals and can be used as a daily bathing or baby soap. It will gently clean and repair without leaving your skin dry. Rave: rave for everything

The all-purpose soap bar that helps you power through dirt, grease and grime.

Available sizes ; 125g , 250g, 500g

GENERAL SOAPS



Description: General Soaps

Our range offers various laundry, pure, general purpose or toilet bath soaps in different shapes, sizes and colours. Sizes may vary between 75g to 1.5kg. Our soaps are tailor made to suit your market for new product development or a private label.



ELANGENI CARBOLIC SOAP

CARBOLIC SOAP +



Description: Multi-purpose anti-bacterial red soap bar

Remembered by generations of people as the household soap of their childhood, it is still sought after by some for its nostalgic strong, tar-like scent and bright pinkish-red colour. Carbolitic soap is a mildly antiseptic soap used for multi-purpose, hygienic and disinfectant cleaner in the household, skin cleanser and various other uses. Packed in 500g and 1kg bars. (private label and special pack sizes also available)

SAFOLA



Description:

100% pure Soya Bean oil

Safola oil is made from triple refined 100% soya beans making it suitable for your daily cooking needs. Our ingredients are carefully selected and made from only the finest beans. Use it for frying, cooking, baking and salad dressings. Our oil has 0% cholesterol making healthy living easy for you and your entire family.



Selling points:	Size Variants:
• Triple refined	375 ml
• 100 % Pure Soya Bean	500 ml
• 0% Cholestrol	750 ml
• Versatile Usage	1 L
	2 L
	5 L
	20 L

OLIVE GOLD



Description:

Our 100% extra virgin Olive oil is cold pressed from the finest olives and is carefully blended with seed oils (Canola and/or sunflower and/or Soybean) for optimum quality. Due to its higher heating properties, Olive Gold oil is ideal for cooking. Olive Gold has zero cholestrol , making it the perfect healthy alternative for cooking, frying, dressings and sauce recipes. The lightness and delicate nature of this oil will delight you! Go on, make the right choice and choose Olive Gold cooking oil.



Selling points:	Size Variants:
• Better healthier cooking	• 1L
• High heating properties	
• Lower price point	
• 0% Cholestrol	



NATURES HARVEST

Description:

100% pure coconut oil

Natures Harvest pure coconut oil is rich in fatty acids and nutrients and is 100% cholesterol free. Due to its properties, coconut oil is stable at very high temperatures. With its neutral flavour profile this oil is versatile for cooking, baking, sautéing and frying.

Our pure coconut oil is abundant in medium chain fatty acids, rich in antioxidants and lauric acid which helps the body absorb important nutrients and minerals, eliminating harmful bacteria and fighting the signs of aging. This coconut oil is solid at room temperature and can be stored easily with a long shelf life.

Selling points:	Size Variants:	Variants
· Good for health	· 1L	· 100% Pure Coconut Oil
· Neutral flavour		
· 100% Pure		
· Easy storage		
· Versatile Cooking		



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