

Company Profile



American Egyptian Cleaning Products Company



Introduction

Building Competitive Household Brands

This company profile provides a comprehensive overview of the American Egyptian Detergents Manufacturing Company, a specialized Fast-Moving Consumer Goods (FMCG) manufacturer established with the vision of developing, manufacturing, and growing household brands that meet the evolving needs of consumers across regional and international markets. The company is committed to delivering high-quality products through continuous innovation, advanced manufacturing capabilities, and a customer-centric approach, ensuring sustainable growth and long-term market success.



Our Products



Disinfectant



Hand Wash



7 in 1



Dish Soap

Who We Are

The American Egyptian Detergents Manufacturing Company is a specialized Fast-Moving Consumer Goods (FMCG) manufacturer dedicated to developing, producing, and growing household product brands Headquartered in Egypt, the company leverages its strategic manufacturing base to combine deep regional market expertise with well-structured operational standards in the FMCG industry. This enables us to deliver exceptional quality, consistency, operational efficiency, and scalable production capabilities that support sustainable growth across diverse markets.

Cetris Multi-Purpose Cleaner

Cetris is a versatile multi-purpose cleaner designed to meet a wide range of household cleaning needs. It is ideal for cleaning furniture, bathrooms, kitchens, ovens, outdoor surfaces, and various other household surfaces.

Its all-in-one formula provides consumers with a practical and efficient cleaning solution that combines versatility with outstanding performance, eliminating the need for multiple cleaning products while delivering exceptional value.





Brand Story

Cetris was established with a clear vision of delivering advanced household cleaning solutions that combine superior quality, outstanding performance, and exceptional value. Since its launch, the brand has experienced remarkable growth and earned the trust of consumers through its unwavering commitment to innovation, quality, and continuous improvement. Behind this success is a highly skilled and dedicated team of professionals working across multiple disciplines, continuously developing innovative products, enhancing operational excellence, and creating customer-focused solutions that keep pace with evolving market trends and consumer expectations.





Chairman's Message

At the American Egyptian Detergents Manufacturing Company, we believe that sustainable success is built on a clear vision, uncompromising quality, continuous innovation, and an unwavering commitment to our customers. Since our establishment, our mission has been to deliver high-quality cleaning solutions that combine outstanding performance with the highest manufacturing standards, meeting the evolving needs of consumers and the expectations of today's markets. In less than seven years, we have established ourselves as one of the leading companies in several household cleaning product categories within the Egyptian market. This achievement reflects the dedication of our people, the trust of our customers and business partners, and our continuous investment in talent, advanced technologies, research & development, and innovation. While we are proud of what we have accomplished, we firmly believe that this is only the beginning of our journey. Our ambition is to strengthen our market leadership, expand into new regional and international markets, and continue delivering innovative, high-quality products that exceed customer expectations while creating sustainable value for our partners, stakeholders, and the communities we serve. Together with our employees, customers, suppliers, and business partners, we remain committed to building a future driven by excellence, innovation, and sustainable growth. Our promise remains unchanged: uncompromising quality, purposeful innovation, and a relentless commitment to excellence in everything we do. Chairman of the Board American Egyptian Detergents Manufacturing Company

Bashar Abo Meelish



Why Choose Cetris?



Advanced Raw
Materials



Flexible Production
Capabilities



Quality
Assurance



Innovation-Driven
Research & Development



Comprehensive
After-Sales Support



Fast & Efficient
Supply Chain



Cetris[®]

Our Mission

is to build trusted household brands that become an essential part of everyday life by consistently delivering reliable performance.

We are committed to enhancing modern lifestyles through efficiency, convenience, and trust, while believing that strong manufacturing capabilities are the foundation for sustainable brand growth and long-term success.

Our Vision

To become a trusted and leading FMCG company, recognized for its excellence in manufacturing, developing, and scaling high-performance household brands across regional and international markets, while maintaining the highest standards of quality, operational excellence, and .continuous innovation



Our Values

Long-Term Partnerships We believe that sustainable growth is built on transparent, mutually beneficial partnerships that create lasting value for all stakeholders.

Investment in People & Capabilities: We continuously invest in our people, operational systems, and manufacturing capabilities to drive innovation, efficiency, and long-term success.

Positive Mindset: We embrace challenges with resilience, adaptability, and a forward-looking vision, enabling us to thrive in an ever-evolving market.

Our Milestone

2014

○ Cetris was established with a strong commitment to quality, innovation, and excellence as the foundation of its business.

○ The company built strategic partnerships with Egypt's leading distributors, significantly strengthening its market presence and nationwide reach.

○ The first Cetris products were successfully launched and distributed across Cairo and Alexandria, marking a strong beginning for the brand

○ As the product portfolio expanded, Cetris continuously enhanced its distribution network to achieve comprehensive nationwide coverage, ensuring product availability across all major markets.

○ The company earned ISO certifications through continuous investment in advanced production lines and the implementation of internationally recognized quality and manufacturing standards.

○ Cetris established a dedicated Research & Development (R&D) team focused on continuously developing innovative products, responding to evolving consumer needs, and keeping pace with changing market trends.

Market Landscape

Today's consumers are placing greater emphasis on hygiene, safety, and efficiency in their daily lives. At the same time, increasingly fast-paced lifestyles are driving demand for household cleaning solutions that deliver consistent, high-performance results while saving time and effort. In response to these evolving market dynamics, Cetris is committed to staying ahead of industry trends and technological advancements. Through continuous innovation and product development, we strive to provide advanced cleaning solutions that meet the changing needs and expectations of consumers, delivering exceptional performance, convenience, and lasting value.

Consumer Insights

Consumer research indicates a growing preference for multi-purpose cleaning solutions that combine superior performance, ease of use, and outstanding value. In response to these evolving consumer needs, Cetris has developed an all-in-one household cleaning solution designed to deliver exceptional cleaning performance across a wide range of applications. By combining efficiency, versatility, and convenience in a single product, Cetris provides consumers with a smarter, more practical cleaning experience while eliminating the need for multiple specialized cleaning products.





Customer Feedback

Customer feedback consistently reflects high levels of satisfaction with Cetris products, particularly for their outstanding cleaning performance, ease of use, and versatility across a wide range of household cleaning applications. These positive consumer experiences reinforce the brand's reputation for quality and reliability while demonstrating its strong alignment with evolving customer needs. As a result, Cetris continues to strengthen its competitive position within the household cleaning and home care market.

Manufacturing Excellence

Manufacturing excellence lies at the heart of Cetris's operations. We oversee every stage of the production journey from research and formulation, raw material selection, and advanced manufacturing to comprehensive quality assurance ensuring superior product performance, consistent quality, operational excellence, and cost efficiency. This integrated manufacturing approach enables us to deliver reliable, high-quality household cleaning solutions that meet the evolving needs of consumers and business partners alike.

Manufacturing Setup

Our manufacturing facilities are designed to support a fully integrated production process, covering mixing, filling, labeling, and packaging. Every stage is governed by stringent quality control protocols to ensure product consistency, manufacturing precision, and compliance with the highest international standards for quality, safety, and operational excellence.





Target Audience

Cetriz is designed for modern households seeking reliable, high-performance, and easy-to-use cleaning solutions that simplify everyday cleaning tasks while delivering consistent results.

Our products cater to a broad consumer base across different age groups, lifestyles, and household needs, making Cetriz a trusted choice for families looking for quality, convenience, and exceptional cleaning performance in their daily routines.





Quality & Compliance

Our raw materials are carefully sourced from the United States and Europe and processed in environmentally controlled manufacturing facilities to ensure the highest standards of quality, safety, and sustainability. Through a systematic and fully controlled manufacturing approach, Cetris consistently delivers reliable, high-quality products while maintaining full compliance with market requirements, regulatory standards, and internationally recognized quality systems.

Research & Development

The Research & Development (R&D) department is the driving force behind innovation at Cetris. It is responsible for testing, evaluating, and approving all raw materials before they enter the production process, ensuring they meet the highest standards of quality, safety, and performance. Our R&D team is committed to developing advanced and sustainable cleaning solutions, with a strong focus on minimizing environmental impact and selecting ingredients that comply with the highest health, safety, and environmental standards, supporting the company's Go Green initiative. Equipped with state-of-the-art laboratories and advanced testing technologies, our facilities conduct comprehensive analyses of raw materials and product formulations to ensure consistency, product excellence, regulatory compliance, and superior performance throughout every stage of the manufacturing process.

Advanced Formula

Cetris products are formulated using premium-quality raw materials sourced from the United States and Europe, ensuring superior cleaning performance and consistent quality that meets the highest international standards. Independent blind performance tests have demonstrated that Cetris products deliver outstanding results, performing competitively alongside leading global brands. Their advanced formulation combines effectiveness, reliability, and consistency, making Cetris a trusted choice for modern household cleaning solutions.



The Product

Cetris is a high-performance, multi-purpose household cleaning solution designed to combine efficiency, effectiveness, and versatility, meeting a wide range of everyday cleaning needs. Its advanced formula enables consumers to tackle multiple cleaning tasks with a single product, providing a practical and reliable solution that simplifies household cleaning while delivering outstanding performance across various surfaces. Packaged in a 1-liter ergonomic bottle, Cetris features a convenient foam spray nozzle that ensures even product distribution, enhances cleaning efficiency, and provides greater control and ease of use.



(7 in 1) Super Strength Multi-Purpose Cleaner

A high-performance multi-purpose cleaner specially formulated to remove dirt, grease, and stubborn stains while delivering deep cleaning and a long-lasting shine across a wide variety of household surfaces.

Key Benefits

- Effectively removes grease, dirt, and stubborn stains.
- Suitable for a wide range of household surfaces.
- Provides a long-lasting clean with a brilliant shine.
- Leaves a fresh and pleasant fragrance after every use.
- Safe for everyday household cleaning.

Applications

- Kitchens
- Bathrooms
- Floors
- Ceramic Surfaces
- Marble Surfaces
- All Hard Surfaces

Available Fragrances



Lemon



Orange



Lavender



White Musk



Cetris®

Disinfectant

A high-performance disinfectant formulated to help eliminate germs and bacteria while providing long-lasting protection and maintaining a clean and hygienic environment across a variety of surfaces.

Key Benefits

- Helps eliminate germs and bacteria effectively.
- Provides long-lasting cleanliness and surface protection.
- Suitable for both residential and commercial use.
- Leaves a fresh and pleasant fragrance after use.

Applications

- Floors
- Bathrooms
- Kitchens
- High-Touch Surfaces
- Offices & Commercial Facilities



Hand Wash

A gentle yet effective liquid hand wash formulated to cleanse hands thoroughly while leaving the skin soft, refreshed, and moisturized.

Designed for frequent everyday use by the whole family.

Key Benefits

- Provides gentle and effective cleansin.
- Helps remove germs, bacteria, and everyday impurities.
- Keeps hands soft, smooth, and refreshed.
- Available in a variety of refreshing fragrances.
- Suitable for all family members and frequent daily use.

Applications

- Homes
- Offices
- Restaurants
- Schools
- Hospitals & Healthcare Facilities

Available Fragrances



Rose Aqua



Sea Breeze



Mint



Lavender



Cetris®

Cetris Dishwashing Liquid

Double the grease-cutting power, gentle on your hands.

Available in both Jerrican and Regular Size, Citrus delivers powerful and effective cleaning with every use.

A little goes a long way. Just one drop provides powerful cleaning action, helping remove tough grease and food residues while remaining gentle on your hands.

2X Grease-Cutting Power Stronger cleaning, less product, better value.



Cetris®

Packaging

At Cetris, we believe that exceptional products deserve exceptional packaging. That is why we design our packaging to combine durability, functionality, and modern aesthetics, ensuring our products reach customers in perfect condition while delivering a premium user experience. The Cetris Packaging Advantage Premium Packaging Materials – High-quality materials that protect the product during transportation, storage, and handling. Modern & Functional Design Ergonomically designed packaging that is easy to use while reflecting the premium identity of the Cetris brand. Secure & Leak-Proof Sealing Advanced sealing systems that preserve product quality and prevent leakage throughout the supply chain. Multiple Packaging Sizes A wide range of packaging options designed to meet the needs of households, commercial businesses, and industrial customers. Clear Product Information – Informative labels featuring usage instructions, safety guidelines, product specifications, and regulatory information. Strict Quality Standards Every packaging stage is subject to rigorous Quality control to ensure product integrity, consistency, and customer satisfaction.



Pricing Strategy

Cetris adopts a pricing strategy that aligns with the standards of leading global brands, delivering premium-quality household cleaning solutions that meet the highest expectations for performance, innovation, and reliability. Through its commitment to product excellence, continuous innovation, and nationwide market presence, Cetris has established itself as one of the leading brands in the household cleaning industry. The brand continues to strengthen its market position by providing outstanding value, maintaining consistent product quality, and continuously evolving to meet changing consumer needs and market demands.



Market Support

At Cetris, we provide comprehensive support to our business partners across sales, marketing, and logistics, ensuring greater operational efficiency and driving long-term mutual success. Our support includes the development of Go-to-Market (GTM) strategies, continuous collaboration in executing commercial and marketing plans, and ongoing coordination to optimize market performance. Through this integrated approach, we help our partners accelerate growth, strengthen market presence, and achieve sustainable business success.

Expansion Strategy

At Cetris, market expansion is driven by careful planning and strategic partnerships that create a strong foundation for sustainable and scalable growth. Rather than pursuing rapid market entry for short-term gains, we prioritize long-term value creation, focusing on building a sustainable business model, strengthening market presence, and establishing lasting relationships with customers and partners. This disciplined approach enables Cetris to expand responsibly while maintaining the highest standards of quality, operational excellence, and brand integrity.



Cetris®



Sustainability

At Cetris, sustainability is an integral part of our long-term vision. We are committed to continuously improving our environmental performance by adopting responsible manufacturing practices and developing innovative solutions that contribute to a more sustainable future.

Our Sustainability Commitments

- Working toward carbon neutrality and achieving net-zero greenhouse gas emissions through continuous environmental improvements.
- Enhancing manufacturing processes to improve energy efficiency across all production facilities.
- Expanding the use of renewable energy to support sustainable manufacturing operations.
- Developing recyclable and reusable packaging solutions that support the principles of a circular economy.
- Increasing the use of recycled plastics in product packaging to reduce environmental impact.
- Promoting responsible water resource management while minimizing waste throughout our operational processes.
- Developing biodegradable product formulations using sustainable and environmentally friendly ingredients that align with global environmental best practices.

Operations & Logistics

Our integrated transportation network and operational planning enable us to respond quickly and efficiently to changing market demands and customer requirements. Supported by advanced warehousing and logistics systems, Cetris ensures seamless inventory management, efficient nationwide distribution, and on-time product delivery while maintaining the highest standards of quality, reliability, and operational excellence.



Distribution Network

Cetris has established a robust nationwide distribution network that ensures efficient product availability across all sales channels throughout Egypt. Our extensive reach enables us to serve customers quickly, reliably, and consistently in every region.

Distribution Network Structure



Presence in Leading Hypermarket Chains

Cetris products are available through many of Egypt's most prominent retail chains, including:



Distribution Network

E-Commerce Presence

Cetris products are available through Egypt's leading e-commerce and quick-commerce platforms, ensuring convenient access for consumers nationwide.

Our products are available on:

talabat *mart*

Breadfast

Rabbit.

noon

JUMIA

amazon

InstaShop

Distribution Coverage

Our nationwide distribution network ensures efficient market coverage across Egypt through a strategically balanced distribution structure:



Egypt



Logistics Infrastructure

To support efficient nationwide operations, Cetris has developed a strong logistics infrastructure that ensures reliable product availability and timely delivery.



Cetris®



020 100 491 75 12
020 22 860 52 69



19C/3, Fourth Modified Industrial
Zone, Badr City - Cairo



sales@cetris-eg.com
Info@cetris-eg.com



@cetris.eg



@Cetris



@cetriseg

