

Surf Laundry Powder Tropical Lily 4 kg 80 washes



EAN

8720181104275

Target market(s)

GB, IE

Components

Ingredients

5-15%: Anionic surfactants <5%: Enzymes, Nonionic surfactants, Optical brighteners, Oxygen-based bleaching agents, Perfume, Phosphonates, Polycarboxylates, Soap, Zeolites, Benzyl Salicyclate, Citronellol, Hexyl Cinnamal, Linalool, Cinnamyl alcohol

Product Description

Brand

Surf

Features

Surf Tropical Lily Laundry Powder now features an improved long-lasting fragrance with natural essential oils
Fragrance release ensures this laundry powder gives your clothes an intense burst of freshness released throughout the day
This washing powder uses 5% less packaging* – a smaller box, made from 100% recyclable cardboard
Washing powder from Surf, the UK's no.1 fragrance detergent brand**
If you love this laundry powder, try Surf capsules for our best ever fragrance
Surf concentrated laundry powder gives you brilliantly clean laundry every time, while caring for the fabric of your clothes

Standardised Brand

Brand - Surf

Marketing

Company Name

Unilever UK Ltd. / Unilever Ireland Ltd.

Company Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR.

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland.

Product Marketing

Indulge your senses in fragrant bursts of exotic florals, natural wood and lush fruits with Surf Tropical Lily Laundry Powder. Its improved fragrance release formula ensures burst after burst of its tropical scent is released right through your day, so your laundry stays fragrantly fresh, with a brilliant deep clean you'll love. The lily's floral scent is a favourite, ranking in the top five most popular fresh cut flowers in the world. You can rest assured that your clothes will be brilliantly clean and fresh for longer with this laundry detergent from the UK's no.1 fragrance detergent brand**. What's more, this washing powder uses 5% less packaging* – a smaller box, made from 100% recyclable cardboard. Surf Tropical Lily Laundry Powder, with its sensational fragrance, is available in washing liquid, washing powder and washing capsule form. Its unique formula cares for the fabric of your clothes and is suitable for washing both colours and whites. Surf's laundry range offers brilliant cleaning while bringing you the joy of fresh fragrance long after you've washed your clothes. For best results in soft water, use 50 g of powder for light loads, 90 g for standard loads and 170 g for larger or dirtier loads. In medium water, use 90 g for light loads, 130 g for standard and 201 g maximum. In hard water, use 130 g for light loads, 170 g for standard and 250 g maximum (1-hour cycle).
*Vs previous packaging **Nielsen, 52 w/e 01.01.2023

Brandbank Captured Pack Data

Pack Size

4kilogram 

Numeric Size

Numeric Size - 8.82

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
13.82	3.74	11.54

(GS1 package measurement rules)

Country

Country of Origin - Spain

Origin

Origin Free Text - Spain

Customer Services

Manufacturers Address

Unilever UK Ltd,
Springfield Drive,
Leatherhead,
KT22 7GR.

Unilever Ireland,
20 Riverwalk,
National Digital Park,
Citywest,
Dublin 24,
Ireland.

Telephone Helpline

UK: 0800 444 200
NI: 0800 783 9426
ROI: 1850 388 399 (Callsave)

Web Address

www.surf.co.uk
www.unilever.com

Extended Data

Safety Warning

Keep out of reach of children. IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing. If eye irritation persists: Get medical advice/attention. If medical advice is needed, have product container or label at hand.
WARNING Causes serious eye irritation. Contains Isoeugenol. May produce an allergic reaction.

Description Breakdown

Functional Name - Laundry Powder



ingredients:

- 5-15%: Anionic surfactants.
- <5%: Enzymes, Nonionic surfactants, Optical brighteners, Oxygen-based bleaching agents, Perfume, Phosphonates, Polycarboxylates, Soap, Zeolites, Benzyl Salicylate, Citronellol, Hexyl Cinnamal, Linalool, Cinnamyl alcohol.



**BRILLIANTLY
CLEAN LAUNDRY**
EVERY TIME



**NEW & IMPROVED
FRAGRANCES**



Surf
THE UK'S
#1
FRAGRANCE
DETERGENT
BRAND*

*Nielsen S2 w/e 01.01.2015