

NielsenIQ Brandbank

Surf Concentrated Liquid Laundry Detergent Tropical Lily 1.62 L 60 Washes



EAN

8720181347511

Target market(s)

GB, IE

Components

Ingredients

INGREDIENTS: 5-15%: Anionic surfactants. <5%: Nonionic surfactants, Perfume, Soap, Phosphonates, Polycarboxylates, Enzymes, Alpha-Isomethyl Ionone, Citronellol, Geraniol, Hexyl Cinnamal, Limonene, Linalool, Methylisothiazolinone, Octylisothiazolinone

Product Description

Brand

Surf

Features

Surf Tropical Lily Concentrated Liquid Laundry Detergent delivers burst after burst of uplifting, long lasting fragrance

Surf is the UK's no.1 fragrance laundry detergent brand*

The bottle for this washing liquid detergent contains recycled plastic and is 100% recyclable with the sleeve removed

Washing detergent featuring a delightful fusion of exotic florals, natural woods and lush fruits blended with natural essential oil

For best results, you'll only need to use 27 ml of our liquid detergent for standard loads and it's suitable for washing either colours or whites

Surf Tropical Lily laundry detergent is also available in washing capsules and powder

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

Surf Tropical Lily Concentrated Liquid Laundry Detergent features the gorgeous long lasting fragrance of one of nature's most enticing flowers blended with heavenly natural essential oil. Feminine and strong, the lily's honeyed, floral scent is a favourite, ranking in the top five most popular fresh cut flowers in the world. The Tropical Lily range is available in washing liquid, washing powder and washing capsules, and is suitable for washing both colours and whites. Surf is the UK's no.1 fragrance detergent brand* and brings you the joy of fragrance, long after you've washed your clothes. With burst after burst of uplifting fragrance released right through your day, your laundry stays fragrantly fresh, with a brilliant deep clean you'll love. Our laundry washing liquid bottle contains recycled plastic and is 100% recyclable with the sleeve removed. To use our laundry detergent effectively, pour into the dosing ball and then place in the drum of your washing machine. Then add your laundry and start the wash. For the best results, use 27 ml for standard loads (4-5 kg) and soft/medium water. Use 40 ml for larger or dirtier loads, and hard water. Wash dark colours separately. Check colour-fastness before pre-treating with neat liquid. Don't wash flame-resistant fabrics above 50°C. Do not use on silk and wool. When handwashing, dilute 17 ml detergent in 5 L water. For heavy soiling, wash on a high temperature. When washing at low temps, use a non-delicate cycle for best results. *Kantar 52 w/e 08.02.2022

Brandbank Captured Pack Data

Pack Size

1.62litre e

Numeric Size

Numeric Size - 0

Dimension

Shelf Height (in)	Shelf Width (in)	Shelf Depth (in)
13.19	6.85	2.95

(GS1 package measurement rules)

Country

Country of Origin - United Kingdom

Origin

Origin Free Text - United Kingdom

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

Causes serious eye irritation.. Keep out of reach of children.. May cause an allergic skin reaction.. P302+P352 IF ON SKIN: Wash with plenty of water.. P305+P351+P338 IF IN EYES: Rinse cautiously with water for several minutes. Remove contact lenses, if present and easy to do. Continue rinsing.. WARNING. Wear protective gloves..

Description Breakdown

Functional Name - Laundry Liquids



HONEYED FRAGRANCE
WITH BURSTS
OF TROPICAL DELIGHT

LONG LASTING
FRAGRANCE



Surf
THE UK'S
NO.1
FRAGRANCE
DETERGENT
BRAND*

*Kantar Q3 2019
06.03.2022

**BRILLIANTLY
CLEAN LAUNDRY**
EVERY TIME



EXOTIC FLORALS
BLENDED WITH
LUSH FRUITS & NATURAL WOODS

