



SHAPING THE FUTURE OF
HOUSEHOLD CLEANING
INDUSTRY



THE FUTURE OF CLEANING, MADE IN INDIA



We are **estrip Solution** — India's first dedicated manufacturer of Bioenzyme cleaning sheets.

✓ **India's First Cleaning Sheet Manufacturer**

Pioneering a category that is transforming global household and industrial cleaning.

✓ **State of the art facility in Ahmedabad**

Purpose-built manufacturing infrastructure for precision sheet production at scale.

✓ **10 Lakh Sheets Per Day Capacity**

Reliable, high-volume output ready to support OEM partners and enterprise buyers.

✓ **Built on Enzyme Science. Backed by Experience.**

Estrip's technology is supported by Om Bioscience, a trusted industrial enzyme manufacturer with over 25 years of expertise in enzyme innovation — the core active ingredient powering our cleaning sheets. Estrip is also backed by Midas Enterprise, providing strong business leadership and strategic support to drive the future of sustainable home care.

Why Cleaning Sheets Represent the Industry's Next Evolution



Ultra Concentrated Formula

Traditional cleaners are up to **80-90% water**—you're essentially shipping and storing water. Sheet technology concentrates only active ingredients, eliminating unnecessary weight, cost, and environmental impact.



Logistics Revolution

Achieve up to **90% reduction in shipping costs** and carbon footprint. A single pallet of sheets replaces **12-15 pallets** of liquid products. Faster fulfillment, lower warehousing costs, and dramatically improved margins.



Sustainable Packaging

Biodegradable film dissolves completely. Cleaning sheets eliminate bulky plastic bottles and enable minimalist packaging, reducing waste while aligning with global sustainability regulations.



Retail Shelf Efficiency & Consumer Convenience

The compact sheet format requires significantly less shelf space than traditional liquid cleaners, allowing retailers to stock more units per square foot and improve inventory efficiency. For consumers, lightweight, pre-measured sheets offer easy storage, portability, and a mess-free cleaning experience.

We manufacture **ultra-concentrated, pre-measured bioenzyme cleaning sheets** — a revolutionary format that **replaces bulky liquid and powder cleaners with a single, compact, dissolvable sheet**. Our sheets deliver **precision enzyme action**, eliminating the guesswork of dosing while dramatically reducing plastic waste and shipping weight.

- **Ultra-Concentrated**

One sheet = one full load wash.

No overdosing, no waste, no mess.

- **Pre-Measured**

Consistent results every time. Perfect for consumers and commercial users alike.

- **Enzyme-Powered**

Bio enzymes break down stains, grease, and odor at the molecular level for superior cleaning.

- **Next Era Format**

Lightweight, travel-friendly, and eco-conscious — the global shift away from liquid cleaners starts here.

Sustainable & Eco-Friendly

Innovating for a cleaner, greener future

At ESTRIP Solutions, we believe in driving positive change through responsible, sustainable manufacturing.

Our ultra-concentrated, plastic-free cleaning sheets are designed to drastically reduce waste and our environmental footprint.



Green Manufacturing

Low-impact, plastic-free production with biodegradable, concentrated formulas.



Water-Smart Innovation

Over 80% less water in production and zero plastic residue to pollute waterways.



Zero Waste Packaging

Completely plastic-free cartons that are recyclable and compostable.



Carbon Footprint Reduction

Lighter, compact sheets significantly lower transportation emissions.

Smarter Products. Greener Future.

Problem With Traditional Detergents

- Heavy liquid detergents
- Bulky plastic packaging
- High logistics cost
- Low value per shelf space
- Growing environmental concerns



Global Shift in Cleaning Formats

- Consumers globally are moving toward:
- Concentrated formats
- Plastic-free packaging
- Lightweight products
- Convenient dosing



SHELF SPACE ECONOMICS

- Traditional detergent shelf value $\approx$ ₹10,000
- ESTRIP shelf value $\approx$ Upto ₹1,00,000
- Upto 10 $\times$ higher value per shelf space



LOGISTICS ADVANTAGE

- Lightweight cartons
- Lower freight cost
- Higher value per shipment
- Easier distributor storage

A single shipment can carry much higher product value compared to liquid detergents

Tangible Benefits Across the Value Chain



Distributors

- New category with strong growth potential
- Premium positioning
- Lightweight logistics
- Strong retailer margins

We are looking for Ideal Distribution Partners who have:

- ✓ Strong retailer network
- ✓ Experience in FMCG distribution
- ✓ Dedicated sales team
- ✓ Ability to actively develop new product categories

Our goal is to build long-term partnerships with strong distribution partners.



Retailers

- Higher retailer margins compared to many traditional detergent brands
- Innovative product that attracts consumer curiosity
- Faster inventory movement due to unique product format
- Requires significantly less shelf space
- Retailers prefer products that generate higher value per shelf space, which ESTRIP provides.



Consumer Benefits

- No heavy detergent bottles to carry
- Easy storage due to compact packaging
- No liquid spills or leakage
- Eco-friendly packaging with minimal plastic
- Precise dosage without measuring
- Consumers also appreciate the convenience of having powerful cleaning in a small compact box



OUR COMPLETE
RANGE OF PRODUCTS

Comprehensive Product Portfolio: Complete Category Coverage

From everyday laundry to specialized surface care, our bioenzyme sheet portfolio covers the full spectrum of household and commercial cleaning needs. Every product is available for **ready consumer use in our speciality packagings of Estrip.**



Laundry Detergent Sheets

Standard detergent formula — effective, gentle, and dissolvable in all wash temperatures & for all stain types. Works best for everyday use.



Enzyme Boost Laundry Sheets

Extra enzyme-boosting power for deep stain removal — ideal for heavily soiled fabrics.



Floor Cleaner Sheets

Dissolve in water for streak-free, fragrant floor cleaning across tile, marble, and hardwood.



Dishwashing Cleaning Sheets

Compatible with dishwashers, handwash, and liquid refill use — triple-purpose versatility.



Baby Laundry Detergent Sheets

Hypoallergenic, dermatologically safe formula designed specifically for infant clothing.



Instant Stain Remover Spray

Instant action spray that lifts stains on contact — fabric, upholstery, and surfaces.



Car Wash Sheets

Concentrated sheet that dissolves into a powerful foaming car wash solution.



Toilet Cleaning Sheets

A modern, mess-free replacement to liquid toilet bowl cleaners , pre measured & germ elimination.



Multipurpose Cleaning Sheets

Versatile multipurpose sheets for cleaning a residue free, chemical free spotless home.

Laundry Detergent Sheets

The Smarter Way to Wash

Our hero **Smartclean 3X Laundry Detergent Sheets** are ultra-concentrated, pre-dosed, and fully water-soluble. Each sheet dissolves completely in both hot and cold water, delivering a powerful, residue-free clean for all fabric types – including delicates.

How to Use

Place clothes in the drum. Place 1 sheet or desired dosage as per wash load) directly into the drum. No measuring, no spills, no pre dissolving

Key Benefits

Free of Phosphates, Parabens, Bleach & Harsh Chemicals, low-residue, skin-friendly, works in top-load and front-load machines as well as for handwash.

Multiple fragrance Options & Pack sizes

Available in master fragrance right now, will soon be available in unscented & different fragrance variants, strip count packs (10/30/60 sheets), and ready to turn around as per market requirements.



Enzyme Power: Tough on Stains, Gentle on Fabrics



Wet Activation: The SmartClean 3X Process

- Instant Activation**
The sheet breaks down within seconds as water hits it. No clumps. No residue.
- Micro-Bubble Release**
Plant-based enzymatic science creates micro-bubbles that spread evenly through the drum for deeper cleaning.
- Even Distribution**
Unlike liquids or powders, the sheet becomes liquid instantly-actives distribute uniformly across every fiber.
- Stain-Lifting Phase**
Enzymes target stains, oils, and dirt particles-breaking them down at the molecular level on fabric fibers.
- Zero-Residue Finish**
Everything breaks down completely. No undissolved pieces. No white patches. No chemical residue on clothes.



Pioneering a New Era of Clean

Transforming laundry and everyday cleaning with innovative, planet-friendly detergent strips



DELICATES & LUXURY

- **Silk & Satin** - Preserves sheen and softness.
- **Wool & Cashmere** - Maintains texture without shrinking.
- **Lace & Embroidery** - Gentle on intricate details.

EVERYDAY ESSENTIALS

- **Cotton & Linen** - Keeps colors vibrant wash after wash.
- **Synthetics & Activewear** - Protects performance fabrics.
- **Denim & Heavy Fabrics** - Deep clean without fading.

SPECIAL CARE

- **Baby Clothes** - Safe for sensitive skin.
- **Vintage & Heirloom** - Preserves precious garments.
- **Colored & Printed** - No color bleeding or fading.

DOSAGE

3.5 kg load
1/2 Sheet

Upto 7 kg load
1 Sheet



FRONT & TOP LOADER



10-14 kg load
2 Sheets

Heavily Soiled Clothes
2 Sheets



HAND WASH



Enzyme Boost Laundry Sheets

Enzyme Boost — For Deep Stain Removal



- ✓ Formulated with a **concentrated multi-enzyme complex**, these sheets target protein, fat, and starch-based stains — blood, curry, oil, grass, and more.
- ✓ Ideal for sport wear, workwear, and heavily soiled household laundry.
- ✓ Simply place ½-1 sheet in the drum alongside your regular laundry.

Perfect for premium brand positioning — target active lifestyle and household cleaning segments.

Baby Laundry Detergent Sheets



Specially formulated for **newborn and infant garments**, our Baby Laundry Sheets are hypoallergenic, free from harsh surfactants, and dermatologically tested. Mild bioenzyme action removes milk, food, and organic stains gently without irritating sensitive skin.

- Free from parabens, phosphates & optical brighteners
- Gentle fragrance or fragrance-free options
- Trusted by parents, safe for babies

Stain Fighting Performance that Delivers

99%

Stain Removal Rate

Removes tough stains including grease, grass, wine, and mud in standard wash cycles

1

Sheet Per Load

Single sheet handles up to 7kg of heavily soiled laundry with confidence

3X

Enzyme Concentration

Triple the enzymatic power compared to our standard formula

50%

Cost Savings

Reduces detergent usage by half compared to double-dosing conventional sheets

Wet Activation: The ProEnzyme 5X Process



Instant Activation

Sheet dissolves completely in seconds, releasing concentrated cleaning agents without clumps.



Micro-Bubble Release

Billions of tiny bubbles form, each smaller than a fabric fiber throughout for deeper cleaning.



Deep Penetration

Bubbles infiltrate fabric structure, surrounding and lifting stains.



Complete Removal

Enzymes target stains, oils and dirt particles breaking them down at the molecular level on fabric fibers



Zero-Residue Finish

Everything breaks down completely. No undissolved pieces. No white patches. No chemical residue on clothes.



Works on both Hot & Cold water



Machine & Bucket Friendly



Low Foaming with Deep Cleaning



Plant Based Ingredients



IFRA Certified Fragrance



No Plastic Waste



Works well with Hard water

Future of laundry care Where Advanced Science meets everyday convenience



POWERED BY
PRO
ENZYMES



ATHLETIC & SPORTS GEAR

Removes grass stains, mud, sweat, and odors from uniforms, socks, and activewear

KITCHEN & FOOD SERVICE

Eliminates cooking oils, sauce splashes, and tough food stains from aprons and linens

FAMILY & KIDS' CLOTHES

Conquers playground dirt, food spills, marker stains, and everyday childhood messes

WORK & INDUSTRIAL WEAR

Tackles grease, oil, dirt, and grime from construction sites, automotive shops, and manufacturing environments

DOSAGE

1/2 Sheet

For regular everyday loads of upto 7kgs

Normal clothing, light-moderate soil
Daily wear, office wear, kids clothes

1 Sheet

For heavy soil or full loads of upto 11-13kgs

Large mixed load
Sportswear & food stains

2 Sheets

For extra-heavy soiled load
Grease, oil stains, Bedding & towels with deep soil buildup

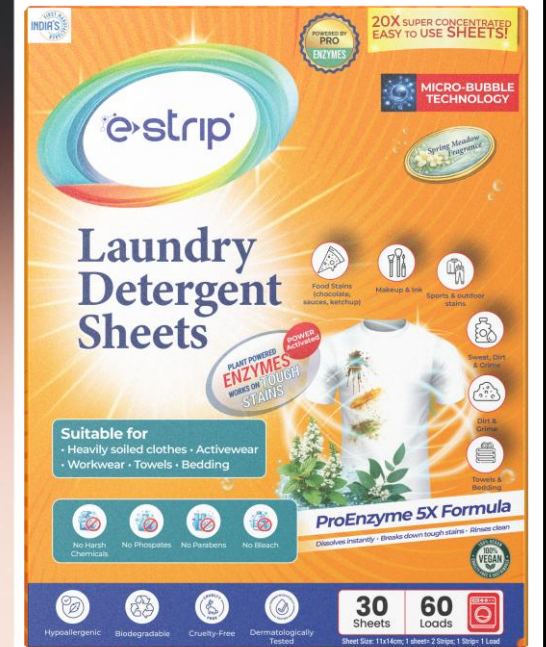
Suitable for:



FRONT & TOP
LOADER



HAND WASH



Baby's Joy: The Delight of Clean Clothes



Everyday stains on baby fabrics



Food spills & purees



Diaper leaks & accidents



Milk & formula stains



Sweat & body oils



Dirt from playtime

Powerful Cleaning with Micro Bubbles The Soft Touch process:



Baby-Safe Activation

Dissolves instantly in any water temperature to begin a soft, safe clean.



Soft Micro Bubble Hug Release

Tiny bubbles bloom through fabrics, cleansing with baby-gentle care.



Even Snuggle Distribution

Formula spreads evenly across clothes, blankets, and little essentials.



Tender Stain Lift

Enzymes + coconut cleansers lift milk, food, and everyday baby messes.



Pure Zero-Residue Finish

Rinses away completely, leaving only softness and freshness behind.



Safe for Sensitive skin



Machine & Bucket Friendly



Works well with hard water



Low Foaming with Deep Cleaning



Plant Based Ingredients



IFRA Certified Fragrance



No Plastic Waste



Works on both Hot & Cold water

Every wash is
an act of love!



More Than Just Baby Clothes, Perfect for washing:

- Onesies & outfits
- Blankets & baby bedding
- Towels, socks & nursery essentials
- Washable plush toys
- Bibs & burp cloths

Perfect for baby parents

- Baby-safe & skin-friendly
- Coconut-powered gentle cleaning
- Powerful enzymes, zero harshness
- No residue, only softness
- Fresh, cozy finish every wash

DOSAGE



Onesies, bodysuits, innerwear
Light spills, milk stains, everyday freshness



Clothes, towels, swaddles & bedding
Food spills, drool, sweat & playtime dirt



Cloth diapers, bedding & blankets
Messy meals, outdoor play, deep-set stains

SUITABLE FOR



Machine Wash



Hand / Bucket Wash



Cold Water / Warm Water



Floor Cleaner Sheet



½ - 1 sheet dissolved in a bucket of water is all it takes to clean and deodorize an entire floor. Our floor cleaner sheets work on **tile, marble, granite, and hardwood** surfaces, leaving no residue and a long-lasting fresh fragrance. Will soon be available in Different fragrance options.

1/2 sheet per bucket — no measuring

Anti-bacterial action

Safe for pets and children after drying

Dishwashing Sheets- Triple use



Our dishwashing sheets are engineered for **three distinct applications** : auto dishwasher tablets, handwash bar dissolving in warm water, and liquid refill concentrate. A single SKU that reduces inventory complexity while dramatically expanding consumer convenience.

Auto Dishwasher

Drop sheet in the dispenser as per mentioned dosage — done.

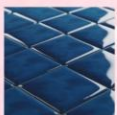
Hand Wash

Dissolve in a bowl of water for manual dishwashing.

Liquid Refill

Make your own dish liquid concentrate at home easily by dissolving 3 sheets in 750 ml of water

Your Home deserves better...
Estrip protects what you have invested in!



All kind of tiles



Wooden, Vinyl & Laminate Floorings



Italian, Marble & Granite floorings

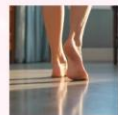
Powerful cleaning, yet safe for your home.



Baby-safe



Pet-safe



Safe for bare feet & homes with allergies

Wet Activation:
The GermShield 3x Process

Instant Dissolution
Breaks down in seconds — no chunks, no leftover pieces.

Micro-Bubbles release
Micro-bubbles distribute plant-based actives evenly across the mop water.

Disinfecting Action
Naturally-derived antimicrobial ingredients target bacteria & surface germs.

Gentle-on-Floor Formula Activates
Unlike chemical cleaners, the solution cleans surfaces without stripping polish, damaging coatings.

Cleaning Phase
Surfactants lift spills, grime, dust films, dried stains, and sticky marks while doing anti bacterial action.

Zero-Residue Finish
Dries clean and streak-free. No dullness. No slipperiness. No chemical feel.



Works on both Hot & Cold water



pH balanced (non-acidic, non-corrosive)



Works well with hard water



Low Foaming with Deep Cleaning



Plant Based Ingredients



IFRA Certified Fragrance



No Plastic Waste



No Phenyl

e-strip
Future of Clean in One Strip

Coconut Based Cleansers...
Keep floors Shining,
Safe & Germ free



Protects expensive floors that

- Cleans without abrasion
- Maintains natural shine
- Preserves polish layers

Removes Dirt, Grease & Sticky Grime

- Kitchen spills
- Bathroom floor muck
- Pet marks
- Shoe dirt
- Dust films
- Sticky patches

Deodorizes with IFRA-Safe Fragrance

Neutralises foul odours from food spills, pets, moisture, damp areas and replaces them with long-lasting fragrance.

With Botanical antimicrobial agents

Natural protection removes 99% bacteria and germs

DOSAGE



Fill bucket with 4-5 L of water for
1/2 sheet -> 1500sq. ft. area of cleaning
1 sheet -> disinfecting / deep cleaning



Dissolves instantly in water



Mop as usual
No rinse needed



More concentrated. Less waste.
A cleaner way to wash dishes every day.

20X

More Cleaning Activities

Help reduce odour-causing residue on dishes for cleaner finish.

99%

Sterilization Rate

Eliminates bacteria and germs for truly sanitized dishes

0%

Harmful Chemicals

Helps reduce unnecessary chemical intake through food contact.

100%

Precise Dose = No Wastage

Liquids get over-poured. Sheets give measured dosing.

How Detergent Sheets Deliver a Powerful Clean



Instant Sheet Dissolution

Water-soluble film breaks down instantly as the ultra-thin sheet absorbs water within seconds.



Enzyme-Powered Breakdown

Sheet dissolves completely in 15-30 seconds, releasing concentrated cleaning compounds.



Deep Grease Lifting Action

Surfactants lift grease, enzymes break down food stains, and chelating agents soften water for optimal cleaning.



Complete Rinse-Away Clean

Cleaning agents circulate, emulsifying grease and suspending soil for spotless, residue-free results.



Works on both Hot & Cold water



Low-foam, high-efficiency



Plant Based Ingredients



Dishwasher & Handwash Friendly



IFRA Certified Fragrance



No Plastic Waste



Works well with Hard water

Effortlessly Powerful Dishwashing

Ultra Concentrated Sheets For Sparkling Clean Dishes



Versatile Cleaning Applications

- **Handwashing Delicate Items**
Powerful handwashing solution for delicate items, pots, pans, and quick clean-ups.
- **Full Dishwasher Loads**
Effortlessly clean full loads of plates, cutlery, and glasses, tackling tough food residue and grease in all dishwasher types.
- **Kitchen Surface Cleaning**
Transform sheets into a liquid refill to effectively clean countertops, stovetops, and sinks, removing food spills and greasy marks.
- **Targeted Spot Cleaning**
Use torn pieces of sheets for soaking stubborn, baked-on grime or for direct application on tough stains before washing.

Recycle an empty plastic bottle & make your own Dishwashing Refill
Pour a small amount on a scrubber or into the sink, wash like regular dishwashing liquid, rinse clean & refill again anytime using same bottle.



Dissolve for Handwash/Sinkwash



Place in Dishwasher

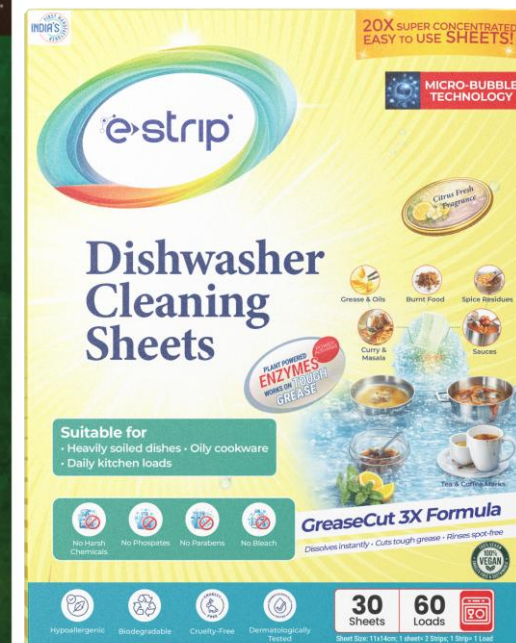
DOSAGE

For lightly soiled loads
Few dishes, glasses & cutlery
Daily rinse cycles
1/4 Sheet in 60ml water

For regular loads
Normal everyday dishes
Plates, bowls, glasses & cookware
1/2 Sheet in 120ml water

For heavy or greasy loads
Heavily soiled utensils
Pots, pans, baked-on grease & oil
1 Sheet in 250ml water

For Dishwashing Liquid Refill
Shake well and your refill
dishwasher liquid is ready to use.
3 Sheets in 750ml water



Packed Into A Portable, Easy-to-use Spray, You're Always Prepared For Life's Unexpected Messes.



Tea & Coffee



Food Spills



Grease & Oil



Ink & Marker



Makeup & Lipsticks



Sweat & Collar Stains



Acts Fast

Professional enzyme technology begins breaking down stains within seconds of contact. The faster you spray, the easier the removal — but Estrip works on set-in stains too.



Breaks Stains

Targets proteins, oils, and organic compounds at the molecular level. The intelligent formula adapts to different stain types automatically.



Leaves No Marks

Unlike harsh chemicals that can discolor or damage fabric, Estrip's gentle formula removes stains completely without leaving rings, spots, or residue.

Simple Application Instructions



SPRAY DIRECTLY

Target the stain with 1-2 pumps of Estrip. The fine mist evenly coats the affected area for maximum coverage.



LET IT SIT

There's no need to rub or scrub—the active enzymes and surfactants get to work on their own.



WASH AS USUAL

For best results, wash the garment later with water or during your regular laundry cycle.

PRO-TIP

For tough or set-in stains, let the spray sit longer before washing. Estrip's surfactant system is designed to loosen stains first, washing completes the removal process.

Life doesn't pause for stains and neither should you.



STARCHES



PROTEINS



OILS

Estrip's intelligent formula adapts to neutralize each type of stain effectively.



Fast-Acting Enzyme Power



Targets Tough, Everyday Stains



Clean Removal, No Residue



Never Let Stains Slow You Down

- Office and workplace for professional appearance.
- Home for everyday family stain emergencies.
- Travel and vacations when laundry access is limited.
- Sports and outdoor activities for active lifestyles.
- School and campus for students on the go.
- Restaurants and dining out for immediate spill response.

Real Results, Real Confidence

Average Treatment Time

From spray to stain-free in half a minute for fresh stains

Applications Per Bottle

Long-lasting formula handles months of everyday stains

Residue Left Behind

No rings, marks, or discoloration on treated fabrics

Distributor Growth Roadmap

ESTRIP is creating a new category in home care through innovative cleaning sheets. We invite strong distribution partners to join us in building this exciting business opportunity. Together, we can redefine how India cleans.



Massive Market Opportunity

- India Home Care Market: ₹60,000+ crore
- Detergent Category: ₹30,000+ crore
- Large opportunity for innovation
- Consumers are increasingly looking for: Innovative products
- Sustainable packaging
- Convenient cleaning solutions

This creates a strong opportunity for new product formats like ESTRIP.



Marketing Support

ESTRIP will provide: Shelf strips, Danglers

- Posters, Counter Displays
- Retail education leaflets
- Marketing & Promotional Support across Social Media Channels



Growth Roadmap

Phase 1: Cluster launch

Phase 2: Regional expansion

Phase 3: National distribution



Distributor Model

ESTRIP follows a simple distribution structure:

✓ Company → Distributor → Retailer

Key policies include:

- Zero Security deposit required
- Territory protection for distributors
- Controlled online marketplace sales

This ensures fair business practices and market stability.

Let's Build Something Great Together

ESTRIP is building the next generation home care brand. Partner with us to build a high growth business.

Call / WhatsApp

+91-9997191106 or +91-9820393092

Reach our partnership team directly for a quick conversation about your requirements.



Email Us

Send us your brief at info@estripsolution.com — share your current product category, target market size — and we'll respond within 24 hours.

Visit Our Facility

We welcome Distributor visits at our state of the art facility.

See the quality firsthand at - Estrip Solution, 9 United Industrial Hub, Kathwada, Ahmedabad-382430, Gujarat, INDIA

"India's first bioenzyme cleaning sheet manufacturer — pioneering the next era of household cleaning, one sheet at a time."

