



BOYA

FRANCHISE PROMOTION CATALOGUE

- 2020 -



VİKTORIA BOYA

- Viktoria Boya was established in Istanbul in 1901.
- Following the developing technology without sacrificing from quality, Viktoria Boya continues its work for over 100 years.
- There are 59 different colours and 3 different packaging options within service.
- Production facility is equipped with cutting edge technology machine and equipment.
- Our laboratory continues its work on quality control and R&D by improving itself every passing day.

OUR BRANDS

VİKTORIA

FİSKE

HOLİ



OUR PRODUCTS

VIKTORIA POWDER FABRIC DYES



- Suitable for household use, manufactured for hobby works. Contains 10 gr powder fabric dye.
- One box contains 60 of same colour. There are 50 boxes in a package.

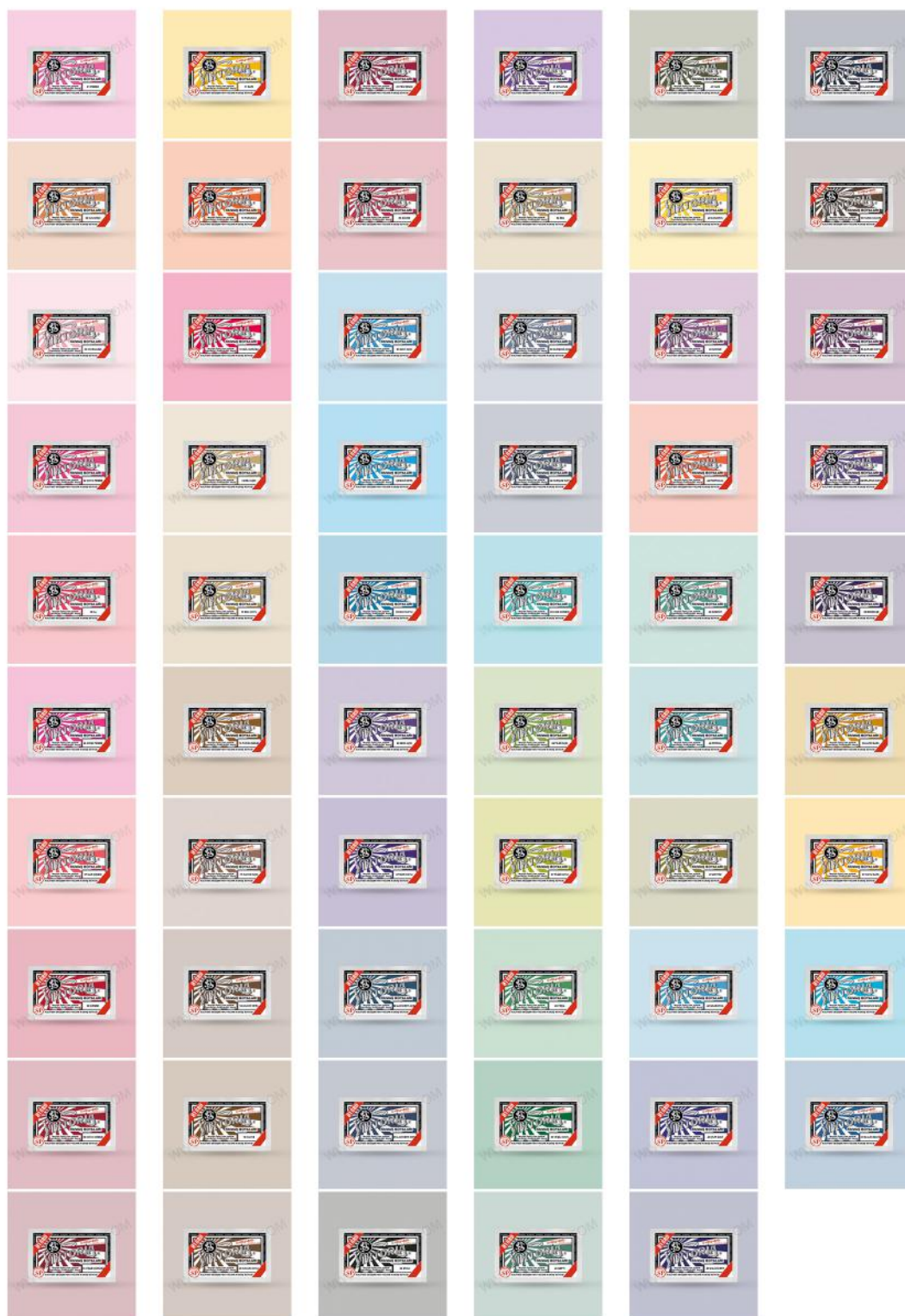


- Manufactured for dry cleaner's and small-scale producers. Contains 1 kg of powder fabric dye.
- One box contains 1 kg of Doypack pack. There are 12 boxes in a package.



- Manufactured for hotels and paint shops. Contains 5 kg of powder fabric dye.
- One box contains a 5 kg bucket. There are 4 boxes in a package.

VIKTORIA POWDER FABRIC DYE COLOUR SCHEME





FABRIC DYEING

- Fabric dyeing is seen as a tiring work for everybody. The reason for this thought is the necessity of a workshop, additional equipment, process following and time for dyeing. Because if you want to do professional dyeing, you need a suitable workshop, additional equipment (certain chemicals and equipment) to be used in this workshop and of course adequate amount of time to follow the process.
- This is the time when Viktoria Fabric Dyes steps in. Thanks to Viktoria Fabric Dyes, there is no need for a workshop, additional equipment, process following and time. Because Viktoria Boja is developed and designed for this purpose.
- Dyeing fabrics with Viktoria Fabric Dyes, your house is the workshop you need. Yes, you did not misread! Every house is a workshop for you. What about the necessary additional equipment and chemicals? We have thought about that too; additional equipment is your washing machine and, necessary chemicals are nothing more than some salt and vinegar. What is left for you is to pick your application type according to your imagination. Most of all: Viktoria Fabric Dyes cares about environment. Viktoria Fabric Dyes safely clears itself from sewers and septic systems and does not harm the nature.
- One pack (10 gr) of Viktoria Fabric Dye, perfectly dyes 200 gr of fabric.
- How about a magic touch? You can transform all your old/new textile products and household goods into the colour you wish with Viktoria Fabric Dyes. If you have Viktoria Fabric Dye, the rest is a piece of cake.

What you can use for perfect result,

- | | | | | | |
|----------|---------------|------|-------|---------|---------|
| • Cotton | Linen | Silk | Wool | Viscose | |
| • Nylon | Combed cotton | | Satin | Wood | Plastic |

FABRIC DYEING IN WASHING MACHINE



- 1. Remove the stains from the garment before dyeing. This will help getting proper colour results in dyeing. Wash the prewashing material with warm, soapy water. It will help getting rid of surfaces which might intercept in dye absorption.
- 2. Adjust the water temperature to the highest possible degree and start a programme for at least 30 minutes or longer. The longer the product stays in the dye, the darker the colours will be.
- 3. Wear rubber gloves and mix VIKTORIA FABRIC DYE with very hot water in a plastic basin. Make sure it dissolves very well.
- 4. When dyeing natural fibres such as cotton or linen, dissolve 1 glass of salt in 4 glass of very hot water in a separate basin. If you are dyeing silk or nylon, mix 1 tea cup of vinegar with 2 or 4 glass of hot tap water.
- 5. Add 1 tea spoon of dishwashing soap to support level dyeing.
- 6. Start the cycle.
- 7. Pour dye solution to into the splitter and then pour salt or vinegar solution. Wash the splitter properly with 4 glass more of hot tap water.
- 8. In order to boost colour and decrease colour distortion, pour FISKE FABRIC DYE STABILISER into the fabric conditioner section of the splitter. Use 1 pack of Fiske for 1 pack of Viktoria.
- 9. Wash the product again in warm water with little amount of detergent.
- 10. How to clean washing machine: Wipe interior part of the cover and pour some bleach from the splitter as the dye might have entered this area. Later on, fill the washer to the maximum water level and select the highest temperature programme. Add 2 glass of chlorine bleach and detergent and, start a full programme with 3 old towels.

FABRIC DYEING WITH BOILING METHOD



- 1. Weigh the material in a food scale or guess the weight of the material to be dyed in order to find how much dye needed. Generally, one pack of VIKTORIA FABRIC DYE dyes 200 grams of dry fabric. If you want to get a much darker colour while dyeing, double the dye ratio.
- 2. If you doubt that the fabric will absorb the dye or you would get the

colour you want, we recommend you to test a colour example first.

- 3. Remove the stains from the garment before dyeing. This will help getting proper colour results in dyeing. Wash the prewashing material with warm, soapy water. It will help getting rid of surfaces which might intercept in dye absorption.
- 4. Cover the surroundings of the stove with a plastic table sheet and provide useful paper towels in order to prevent possible spillage.
- 5. Use rubber gloves to protect hands from being stained and isolate them while working with hot water.
- 6. Fill a stainless-steel pot which is big enough for the fabric to move freely. Take the pot with hot water off from the stove just below boiling degree (95 °C or more).
- 7. Boosting the colour: (1) add a glass of salt when dyeing cotton, artificial silk, ramie or linen containing fabrics; (2) add a glass of vinegar when dyeing nylon, silk or wool containing fabrics. Add 1 tea spoon of dishwashing soap to support level dyeing.
- 8. When the water starts boiling, add dye and mix well.
- 9. Soak the product to be dyed and put it into the dye bath.
- 10. Mix slowly and constantly. First 10 minutes are the most critical. Mixing allows providing equal colouring without stains.
- 11. The product can stay in the dye bath from 10 minutes to one hour. Keep the fabric in the dye bath for at least 30 minutes in order for full colour absorption. Nylon has the tendency of faster and darker colouring from other fibres and therefore, less time needed in the dye bath.

FABRIC DYEING WITH BOILING METHOD

- 12. Take the fabric out of dye bath when the colour wanted is provided. The fabric will seem darker when wet and it will lighten a little up after drying. Squeeze the excess dye.
- 13. Rinse it in warm water and slowly cool the water until the rinsing water clarifies.
- 14. Wash and rinse with warm water and a soft detergent and then dry.

FABRIC DYEING WITH BUCKET OR SINK METHOD



- 1. Weigh the material in a food scale or guess the weight of the material to be dyed in order to find how much dye needed. Generally, one pack of VIKTORIA FABRIC DYE dyes 200 grams of dry fabric. If you want to get a bold colour while dyeing, double the dye ratio.
- 2. If you doubt that the fabric will absorb the dye or you would get the

colour you want, we recommend you to test a colour example first.

- 3. Remove the stains from the garment before dyeing. This will help getting proper colour results in dyeing. Wash the prewashing material with warm, soapy water. It will help getting rid of surfaces which might intercept in dye absorption.
- 4. Cover the surroundings of the stove with a plastic table sheet and provide useful paper towels in order to prevent possible spillage.
- 5. Use rubber gloves to protect hands from being stained and isolate them while working with hot water.
- 6. Fill a basin or stainless-steel sink, which is big enough for the fabric to move freely, with adequate amount of water. The water should be 60°C ideally. If the tap water is not how enough, heat some water on the cooker and add it into the dye bath.
- 7. Boosting the colour: (1) add a glass of salt when dyeing cotton, artificial silk, ramie or linen containing fabrics; (2) add a glass of vinegar when dyeing nylon, silk or wool containing fabrics.
- 8. Add 1 tea spoon of dishwashing soap to support level dyeing.
- 9. Dissolve the powder dye in a plastic basin with very hot water.
- 10. Pour the dissolved powder dye into the dye bath and mix it well.
- 11. Dip a paper towel into the dye bath for test. If the colour is too light, add more dye. If the colour is too dark, add more water.
- 12. Soak the product to be dyed and put in into the dye bath.
- 13. Mix slowly and constantly. First 10 minutes are the most critical. Mixing allows providing equal colouring without stains.
- 14. The product can stay in the dye bath from 10 minutes to one hour. Keep the fabric in the dye bath for at least 30 minutes in order for full colour absorption. Nylon has the tendency of faster and darker colouring from other fibres and therefore, less time needed in the dye bath.

FABRIC DYEING WITH BUCKET OR SINK METHOD

- 15. Take the fabric out of dye bath when the colour wanted is provided. The fabric will seem darker when wet and it will lighten a little up after drying.
- 16. In order to boost colour and decrease colour distortion, use FISKE FABRIC DYE STABILISER with applying these instructions right after dyeing before washing.
- 17. Rinse it in cold water until the rinsing water starts to get clarified.
- 18. Wash and rinse with warm water and a soft detergent and then dry.

FISKE FABRIC DYE STABILISER



30 CC FISKE DYE STABILISER

- 30 cc of fiske must be used for 10 gr of Viktoria dye.
- One box contains 20 pieces. There are 48 boxes in one package.



1 LT FISKE DYE STABILISER

- Suitable for kilogram amounts of dye.
- One box contains 1 bottle of 1 litre product. There are 24 boxes in one package.
- Increases strength of the dyed fabric against washing, sweating and sunburn. Provides the colour of the fabric to stay vivid and permanent for a long time.
- Fiske not only provides newly dyed fabrics to stay vivid and colourful as brand new but also can be applied to newly bought fabric products.

USAGE

- Pour and mix FISKE into clean water at 30°C temperature and, soak newly dyed and rinsed fabric into water-fiske mix. Keep the fabric in this mix for 30 minutes and dry it without squeezing.

HOLI FESTIVAL POWDER

Holifest is the colourful powder which is used in parties and concerts for entertainment purposes. It does not contain harmful products for human health. There are two different packaging as 50 gr and 100 gr. Holifest consists of 7 colours which are yellow, purple, red, pink, orange, green



- There are 12 of same colour in 50 gr Holifest pack.



- There are 12 of same colour in 100 gr Holifest pack.



WHOLESALE CUSTOMER AND FRANCHISE SYSTEM

If you wish, you can buy the products from list price as a wholesale customer. Wholesale customer minimum order amount is 100 boxes. (from 10 gr product)

You can also become our franchise as a professional customer. We have 3 different types of franchise system.

- 1- City Franchise
- 2- Country Franchise
- 3- Regional Franchise

CITY FRANCHISE

You would be the only franchise in the city. When you purchase this franchise type, you would be the only franchise in the city and our company will not sell products to anyone other than you. You can start your business with a starting pack in compliance with the population and customer potential of the city you are in.

Your difference from a wholesale customer would be that you are a seller and you can get products discounted from list price. Later on, you can order products without any restrictions regarding your stock situation.

Franchises can be given to other cities within your country.

Starting pack price is 35.000 USD.

Including;

- 300 boxes of 10 grams product.
- 300 boxes of 1 kilogram product.
- 180 boxes of 5 kilograms product.

Determined box amounts are the amounts seen appropriate for starter. Box amounts can vary according to your target market.



WHOLESALE CUSTOMER AND FRANCHISE SYSTEM

COUNTRY FRANCHISE

You would be the only franchise in the country. When you purchase this franchise type, you would be the only franchise in the country and our company will not sell products to anyone other than you. You can start your business with a starting pack in compliance with the population and customer potential of the country you are in.

The products will not be sold to anyone other than you in the country. All the orders will be directly forwarded to you. Because in country franchise the volume will be bigger than city franchise, your discount rate will be higher.

Starting pack price is 60.000 USD.

Including;

- 600 boxes of 10 grams product.
- 600 boxes of 1 kilogram product.
- 300 boxes of 5 kilograms product.

Determined box amounts are the amounts seen appropriate for starter. Box amounts can vary according to your target market.



WHOLESALE CUSTOMER AND FRANCHISE SYSTEM

REGIONAL FRANCHISE

This franchise system consists of many country franchises. It is the franchise system that you would be the only seller within your country and surrounding countries.

When you purchase this franchise type, you would be the only franchise in the region and our company will not sell products to anyone other than you. You can start your business with a starting pack in compliance with the population and customer potential of the region you are in. The products will not be sold to anyone other than you in the region. All the orders will be directly forwarded to you.

Because in regional franchise the volume will be bigger than country franchise, your discount rate will be higher.

Starting pack price is 100.000 USD.

What is included in the price will be formed according to the regional market need.



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