

Household
CLEANING PRODUCTS

helal®

Our Mission

“To Enrich People’s Everyday Home Experience by Providing Efficient Kitchenware and Houseware.”

Our Company

Helal Group is a family owned business developed by Salem Helal when he was 20 years old. Inspired by his father’s small workshop that produced sorghum brooms, Salem began investing in machinery to create a brush-making factory in 1981. By 1998, Salem increased his production capacity, added more cleaning product lines, founded the trading company El Helal & Golden Star Egypt for Household Products, and created one of Egypt’s most valuable and trusted brands. In the 2000s, he expanded his business by establishing more factories that produced detergents, plastic household products, cartons, and cookware.

Currently, Helal Group is the largest manufacturer of household products in Egypt. The company includes 10 factories that manufacture a wide range of products. All of the product ranges are home-oriented and include 2,000 products. Since its inception, the Helal name has been synonymous with quality and trust in the products it manufactures. The company’s main objective is to ensure that any product that carries the name and logo of Helal guarantees quality and trust.

“GREAT PRODUCTS FOR A PLEASANT EXPERIENCE IN A SPLENDID HOME”





PET STRAIGHT UNFLAGGED

THICKNESS: 0.22 - 1.1 mm



PET STRAIGHT FLAGGED

THICKNESS: 0.22 - 1.1 mm



PET CRIMPED UNFLAGGED

THICKNESS: 0.22 - 0.65 mm
Thickness > 0.65 mm can't be crimped



PET CRIMPED FLAGGED

THICKNESS: 0.22 - 0.65 mm
Thickness > 0.65 mm can't be crimped



FOR PVC FIBER DETAILS,
PLEASE CONTACT US



12062

PAVONI BRUSH

 12/carton
L 36cm * W 34.5cm * H 26.5cm



63305

PAPIONE BRUSH

 12/carton
L 36cm * W 31cm * H 24cm



12028

PHARAOHS BRUSH

 12/carton
L 28.5cm * W 25.5cm * H 22.5cm



12058

ROMA BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12057

ROMA LUX BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12050

SMALL LUX BRUSH

 12/carton
L 36cm * W 31cm * H 24cm



50159

SOFT HELEN DECORE BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12002

SOFT IDYAL BRUSH

 12/carton
L 36cm * W 31cm * H 24cm



12040

FLOWER HELEN BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12003

HARD IDYAL BRUSH

 24/carton
L 60cm * W 29cm * H 23cm



65009


PEARL BRUSH

 12/carton
L 36cm * W 31cm * H 24cm



12014

HELAL LUX BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12072

VIVIA BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12008

HARD HELEN BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12079

HARD JULIANA BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12007

SOFT HELEN BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12078

SOFT JULIANA BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



65014

SOFT SHINY BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12053

SOFT STAR BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



12054

HARD STAR BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm



65017

PIVOT BRUSH

 6/carton
L 34cm * W 32cm * H 14cm



65016

GRANITE BRUSH

 12/carton
L 38cm * W 33.5cm * H 24.5cm





65002

TOSKANA BRUSH

 12/carton
L 33cm * W 32cm * H 29.5cm



12029

MOROCCO BRUSH

 12/carton
L 58cm * W 28cm * H 14cm



15257

NOVA BROOM

 12/carton
L 43cm * W 28.5cm * H 21cm



15268

SUPER AGZA BROOM

 12/carton
L 47cm * W 31cm * H 25cm



15253


ROCKET BROOM

 12/carton
L 74cm * W 25.5cm * H 24.5cm






17323
**STREET BRUSH WITH METAL
 INSERT 30 CM**

 12/carton
 L 31cm * W 29cm * H 43.5cm



17322
**STREET BRUSH WITHOUT METAL
 INSERT 30 CM**

 24/carton
 L 31cm * W 29cm * H 43.5cm



17328
**STREET BRUSH WITH METAL
 INSERT 40 CM**

 8/carton
 L 41cm * W 31cm * H 29cm



17327
**STREET BRUSH WITHOUT METAL
 INSERT 40 CM**

 12/carton
 L 41cm * W 31cm * H 29cm



17333
**STREET BRUSH WITH METAL
 INSERT 60 CM**

 8/carton
 L 61cm * W 31cm * H 29cm



17332
**STREET BRUSH WITHOUT METAL
 INSERT 60 CM**

 12/carton
 L 61cm * W 31cm * H 29cm



18378

CLASSIC DUSTPAN

 48/carton
L 62cm * W 40.5cm * H 21.5cm



18345

**TWIN DUSTPAN BRUSH
WITH RUBBER**

 12/carton
L 54cm * W 42cm * H 21cm

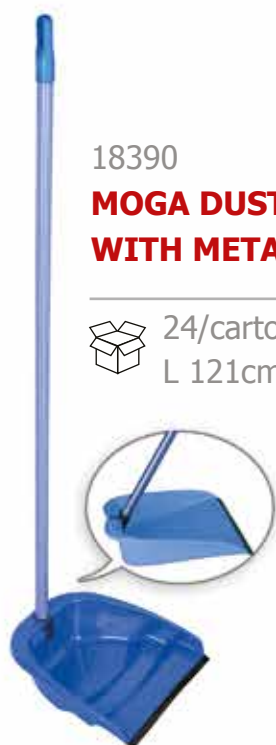


65010

TOP DUSTPAN BRUSH

 12/carton
L 60cm * W 35cm * H 20cm

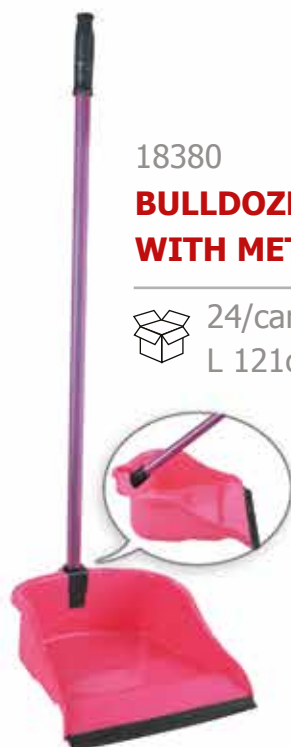




18390

**MOGA DUSTPAN
WITH METAL HANDLE**

 24/carton
L 121cm * W 28cm * H 16.5cm



18380

**BULLDOZER DUSTPAN
WITH METAL HANDLE**

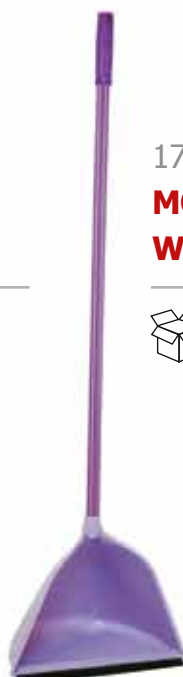
 24/carton
L 121cm * W 28.5cm * H 24cm



17346

**MONGEZ DUSTPAN BRUSH
WITH METAL HANDLE**

 6/carton
L 59cm * W 32cm * H 104cm



17347

**MONGEZ DUSTPAN
WITH METAL HANDLE**

 24/carton
L 84cm * W 31.5cm * H 31cm



23498

NORMA SQUEEGEE 40CM

 48/carton
L 44cm * W 43cm * H 27.5cm



23557

SAVONA SQUEEGEE 40CM

 48/carton
L 45.5cm * W 44.5cm * H 28.5cm



23558

ROYAL HELAL SQUEEGEE 44CM

 48/carton
L 44cm * W 43cm * H 27.5cm



63300

ADRIA SQUEEGEE 41CM

 48/carton
L 44cm * W 43cm * H 27.5cm



23501

SMALL LUX HELAL SQUEEGEE 40CM

 48/carton
L 43cm * W 41cm * H 26cm



23502

LUX HELAL SQUEEGEE 45CM

 48/carton
L 47cm * W 47cm * H 26cm





JUMBO METAL SQUEEGEE

 12/carton

Size: **45cm** / ART.NO: 23553
L 53.5cm * W 23cm * H 22cm

Size: **55cm** / ART.NO: 23554
L 64cm * W 23cm * H 22cm

Size: **75cm** / ART.NO: 23555
L 83cm * W 23cm * H 22cm



ROUND SQUEEGEE

 12/carton

Size: **33cm** / ART.NO: 23491
L 35.5cm * W 15.5cm * H 20cm

Size: **44cm** / ART.NO: 23492
L 46cm * W 15.5cm * H 20cm

Size: **55cm** / ART.NO: 23493
L 56.5cm * W 15.5cm * H 20cm



65104

HELAL MODENA SQUEEGEE 41CM

 48/carton
L 48cm * W 44cm * H 23cm



65103

HELAL NAPOLI SQUEEGEE 41CM

 12/carton
L 41cm * W 41cm * H 22.5cm



23546

CLASSIC SQUEEGEE 55CM

 12/carton
L 56.5cm * W 28cm * H 21cm



16307

ROUND DUSTER

 12/carton
L 51cm * W 29cm * H 36cm



16305

FLAT DUSTER HEAD

 6/carton
L 92.5cm * W 21.5cm * H 29cm



COATED METAL HANDLE

24/pieces

Size: **110cm** / ART.NO: 20407

Size: **120cm** / ART.NO: 20408

Size: **130cm** / ART.NO: 20409



PAINTED METAL HANDLE

24/pieces

Size: **110cm** / ART.NO: 20401

Size: **120cm** / ART.NO: 20402

Size: **130cm** / ART.NO: 20403



DECORE METAL HANDLE

24/pieces

Size: **110cm** / ART.NO: 65031

Size: **120cm** / ART.NO: 65160

Size: **130cm** / ART.NO: 65032





22469

FRENCH BUCKET



6/carton

L 35.5cm * W 35.5cm * H 53.5cm



22461

CLASSIC BUCKET



12/carton

L 59.5cm * W 45cm * H 43.5cm



22470

TWINS BUCKET



6/carton

L 44.5cm * W 30cm * H 50cm



22479

COTTON MOP



24/carton

L 50cm * W 29cm * H 26cm





65105
**TORPEDO BUCKET
WITH SPIN
METAL RINGER**

65154
**TORPEDO BUCKET
WITH SPIN WRINGER**

 1/carton
L 50cm * W 30cm * H 30.5cm



65157
**TWIN BUCKET
WITH SPIN
METAL WRINGER**

65161
**TWIN BUCKET
WITH SPIN WRINGER**

 1/carton
L 52cm * W 27cm * H 29.5cm



63512
**SPEEDY BUCKET
WITH SPIN
METAL WRINGER**

63511
**SPEEDY BUCKET
WITH SPIN WRINGER**

 1/carton
L 47cm * W 27cm * H 24cm



65162
**FORERA DECORE
BUCKET WITH SPIN
METAL WRINGER**

65153
**FORERA DECORE BUCKET
WITH SPIN WRINGER**

 1/carton
L 49cm * W 29.5cm * H 30cm



65158
**FORERA BUCKET
WITH SPIN METAL WRINGER**

 1/carton
L 49cm * W 29cm * H 30cm



65159
**SHABAH BUCKET
WITH SPIN METAL WRINGER**

 1/carton
L 50cm * W 29.5cm * H 30cm



65156
**MAGICO BUCKET
WITH METAL PADLE
& SPIN METAL WRINGER**

 1/carton
L 51cm * W 33.5cm * H 30cm





MAGICO
BUCKET



39915

TOP IRON FLOOR BRUSH

 24/carton
L 32cm * W 24cm * H 18cm



13180


SUPER IRON FLOOR BRUSH 1

 24/carton
L 28.5cm * W 23cm * H 18Tcm



13178


SUPER IRON FLOOR BRUSH 2

 24/carton
L 29cm * W 23cm * H 19.5cm



13156

CLASSIC FLOOR BRUSH

 12/carton
L 31cm * W 28cm * H 16cm



13187


CARPET BRUSH

 36/carton
L 35cm * W 29cm * H 17.5cm



13152

FLOOR BRUSH WITH HANDLE

 24/carton
L 33cm * W 29cm * H 25.5cm



65020

SOFT APPLE BATH BRUSH

 24/carton
L 42cm * W 35cm * H 16cm



14220

MODERN BATH BRUSH

 24/carton
L 38.5cm * W 31cm * H 17.5cm



14205

CLEOPATRA WINDOW BRUSH

 24/carton
L 40cm * W 34cm * H 18.5cm



14202


LONG WINDOW BRUSH

 12/carton
L 43.5cm * W 23cm * H 16cm



65011

CLOTHES BRUSH

 36/carton
L 42cm * W 22cm * H 26.5cm




39909
**TOP HOLDER
WITH TOILET BRUSH**

 12/carton
L 43cm * W 29cm * H 42.5cm



65007
**QUEEN HOLDER
WITH TOILET BRUSH**

 12/carton
L 40cm * W 27cm * H 36.5cm




21438
**BAMBOO HOLDER
WITH TOILET BRUSH**

 12/carton
L 42cm * W 28cm * H 36.5cm



65008
**FLOWER HOLDER
WITH TOILET BRUSH**

 12/carton
L 40cm * W 27cm * H 36.5cm



21441
**CORNER HOLDER
WITH TOILET BRUSH**

 12/carton
L 42cm * W 28cm * H 36.5cm



65013
**RATTAN HOLDER
WITH TOILET BRUSH**

 12/carton
L 49.5cm * W 30cm * H 40cm





65027

**ROYAL SQUARE HOLDER
WITH TOILET BRUSH**

 12/carton
L 49.5cm * W 30cm * H 38.5cm



65026

**ROYAL ROUND HOLDER
WITH TOILET BRUSH**

 12/carton
L 40cm * W 27cm * H 37.5cm



21431

TOILET BRUSH

 36/carton
L 44.5cm * W 27.5cm * H 26cm



39910

TOP TOILET BRUSH

 36/carton
L 44.5cm * W 27.5cm * H 26cm

**DIFFERENT STYLES
FOR TOILET BRUSHES**

A



B



C





28650

C1 SPONGE 1 PIECE

SIZE: L 11cm * W 7.3cm * H 2.6cm



120/carton

L 41cm * W 30cm * H 28.5cm



28651

C2 SPONGE 3 PIECE

SIZE: L 11cm * W 7.3cm * H 2.6cm



36/carton

L 41cm * W 30cm * H 28.5cm



28652

C3 SPONGE 1 PIECE

SIZE: L 15cm * W 7.5cm * H 2.5cm



48/carton

L 41cm * W 30cm * H 28.5cm



28653

C4 SPONGE 5 PIECE

SIZE: L 9cm * W 6cm * H 2.5cm



36/carton

L 41cm * W 30cm * H 28.5cm



28654

C5 SPONGE WITH NAILS PROTECTION 1 PIECE

SIZE: L 9cm * W 6cm * H 4.6cm



96/carton

L 41cm * W 30cm * H 28.5cm



28655

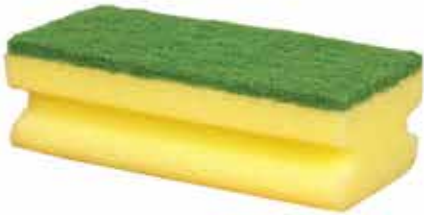
C6 SPONGE WITH NAILS PROTECTION 3 PIECE

SIZE: L 9cm * W 6cm * H 4.6cm



36/carton


L 41cm * W 30cm * H 28.5cm

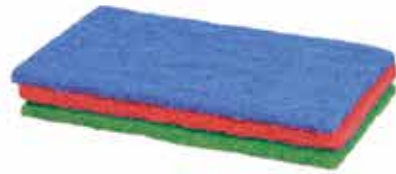


28656

C7 JUMBO SPONGE WITH NAILS PROTECTION 1 PIECE

SIZE: L 15cm * W 7cm * H 4.6cm


 60/carton
L 41cm * W 30cm * H 28.5cm

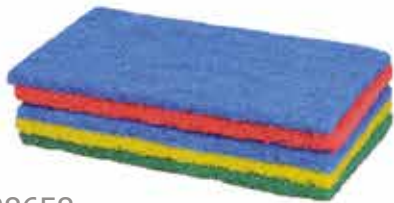


28657

C8 FIBER SPONGE 3 PIECE

SIZE: L 15cm * W 10cm * H 0.5cm


 48/carton
L 41cm * W 30cm * H 28.5cm



28658

C9 FIBER SPONGE 5 PIECE

SIZE: L 15cm * W 10cm * H 0.5cm


 60/carton
L 41cm * W 30cm * H 28.5cm



28665

C10 SPONGE 10 PIECE

SIZE: L 9cm * W 6cm * H 2.5cm

 18/carton
L 41cm * W 30cm * H 28.5cm



39912

TOP DISH BRUSH

 24/carton
L 30cm * W 25.5cm * H 21cm



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