

**DERBY**

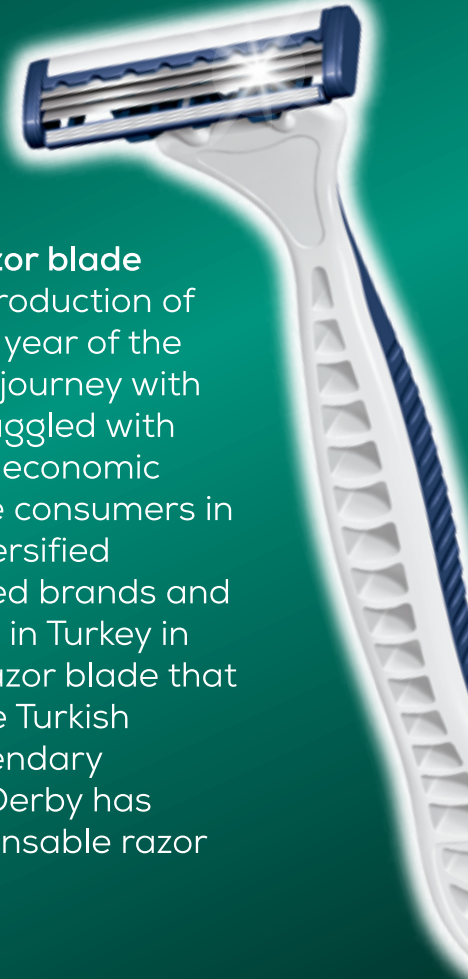
**DERBY**

**From the Past,**

The story of Derby, who is still “**the only razor blade manufacturer in Turkey**”, began with the production of rubber products in İstanbul Şişli in the first year of the Second World War. Derby, who started its journey with the aim of bringing to consumers, who struggled with poverty in the war years, good quality and economic local products, which won the hearts of the consumers in a very short time. In the 1950s, with its diversified products, it became one of the most wanted brands and it went on to be the 38th biggest company in Turkey in 1960. In 1975, Derby introduced the first razor blade that is friendly to both face and budget with the Turkish consumers. Doubling its sales with the legendary advertisement campaigns during 1990’s, Derby has taken its place in the market as the indispensable razor brand of Turkey.

**To the Present...**

Derby has always focused on delivering the highest value for shaving to its consumers over the last 40 years, with smooth, comfortable and economical shaving. Today, it shines out as one of the leading razor companies in the world with its international standard in blade technology and quality control systems, wide range of products developed for consumers and professionals, wide sales network, high brand value and exportation to over 65 countries around the world, in all 6 continents.



# TURKEY'S RAZOR BRAND

Derby **is the only razor blade manufacturer in Turkey.**

With its manufacturing facilities in İstanbul Tuzla, Derby is one of the leading razor blades companies in the world. With its experienced employees, Derby supplies high quality razor blades manufactured in international standards to consumers in more than 65 countries around the world, in all **6 continents** today.

**Derby is the  
only razor  
blade  
manufacturer  
in Turkey.**



**DERBY**

# A BRAND IS KNOWN BY 9 OUT OF 10 PEOPLE IN TURKEY

Derby is the only razor blade brand produced in Turkey.

Having a wide sales network with 100.000 sales points in 81 provinces of Turkey.

Well known by 9 out of every 10 people in Turkey \*.

Won the **"Golden Brand"** and **"Brand that is Suggested to Consumers"** awards.



\*\*GFK Brand research

\*\*Istanbul Trade Journal and All Consumer Protection Association-2016



# GLOBAL EXPERIENCE IN SIX CONTINENTS

Derby is exporting to **MORE THAN 65 COUNTRIES** around the world.

Derby, who exported its first razor blade in 1980, has become the brand choice by the consumers in global markets thanks to its razor technologies it has developed. With its experienced export team, Derby is bringing the razor blades manufactured with high blade technology and quality shaving care products together with the consumers in 65 countries in all **6 continents**, **from Asia to Africa and from Europe to America**



U.S.A.



TAJIKISTAN



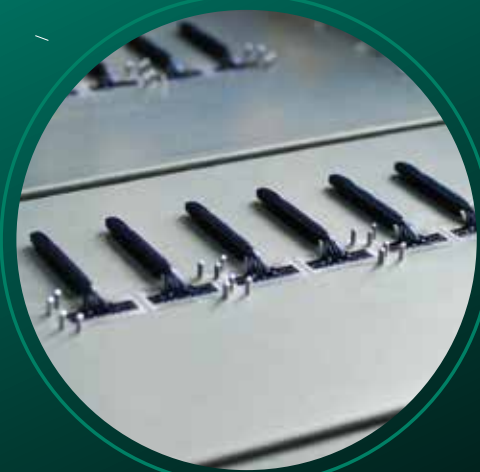
ITALY



# WORLD STANDARD BLADE TECHNOLOGY

## All Derby razor blades are:

- Perforated, hardened and sharpened with the highest blade technology equipment.
- Produced from high performance stainless steel.
- Developed with special chrome, ceramic, platinum and tungsten coating technology for optimum durability and shaving comfort.
- Controlled in every step of the production with international quality standards applications.



# WORLD STANDARD BLADE TECHNOLOGY

Derby has a production capacity of about **4 MILLION RAZORS** per day.

By processing the high-quality steel supplied by the world's leading manufacturers on all European machines, Derby is able to produce approximately 4 million razors per day.

Produced with the latest blade technology and manufacturing processes, Derby razor blades are made to be more durable with GOTHIC ARCH sharpening technology approved in the world standards. They are cleaned 100% with special VAPIC cleaning systems in the last step, ensuring the consumers experience a smooth, comfortable shaving.



# HIGH PERFORMANCE & SUSTAINABLE QUALITY

Derby certifies high performance and **SUSTAINABLE QUALITY** with its international standards certificates.



**TS-EN-ISO-9001:2008** Quality Management System Standard assures the quality by meeting the expectations and requirements of the customers in every process, from the manufacturing or delivery of the product to the time they reach the customer. It prioritizes customer satisfaction and includes total Quality Management basic principles.

**IQ NET**, International Certification Network, constitutes the largest and most respected certification body in the world. IQNet Certificates are the biggest proof of international standards that are recognized.

**Turkish Standards Institute (TSE)** confirms that the goods and services produced are manufactured and controlled in accordance with Turkish standards.

# PROFESSIONAL AND CONSUMER SHAVING SOLUTIONS

Derby offers a wide range of shaving solutions for both personal and professional use.



## Razor Blades

- Razors with single, twin and triple blades produced with the latest technology.
- Alternative product colours and packaging options to suit different preferences.
- Special shaving solutions for women.



## Professional Razor Blades

- High-tech professional razor blades for barber use.
- Single and Double Edge Blade Options.



## Shaving Care Products

- Shaving care solutions for moisturising, regenerating and revitalizing the skin for a more comfortable shave experience before and after shaving.



A close-up photograph of a man's face as he shaves. He has dark hair and is looking slightly to the right. He is using a safety razor with a dark handle and a silver head. The razor is positioned on his left cheek, and he is applying shaving foam. The foam is thick and white, covering his beard area. The background is a soft, out-of-focus light blue.

**DERBY**

**RAZOR BLADES**

SHAVE SMART SAVE SMART

# DERBY

3 Blade Technology for  
smooth & close shave



Lubricating strip  
with vitamin E  
for a comfortable  
shave



Ergonomic  
grip with anti-slip  
rubber handle



Spring biased  
pivoting head for a  
perfect touch

## Samurai 3 Platinum

- Premium disposable razor blade for smooth & close shave
- Available in 3 and 2 blades
- Special double coating for optimum edge comfort & durability of the blades
- Easy to rinse



# DERBY Samurai Platinum

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Samurai 3 Platinum Blister	6	9	5	270
Samurai 3 Platinum Blister	3	12	5	180
Samurai 3 Platinum Hangingcard	10	4	9	300

# DERBY

Lubricating strip  
that protects the skin



Pivoting head for a  
comfortable shave

## Samurai 3

- Swiveling head for perfect results
- Lubricating strip for comfortable shave
- Easy to rinse



# DERBY Samurai

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Samurai 3 Polybag	5	14	8	560
Samurai 3 Polybag	10	8	8	640
Samurai 3 Polybag	14	7	8	784
Samurai 2 Polybag	5	14	8	560
Samurai 2 Hangingcard	12		36	432
Samurai 3 Hangingcard	12		36	432

# DERBY



Easy to rinse

## DERBY

- Polystrene razor head and handle
- Fixed head
- Single blade disposable razor for close shave even for long beards



# DERBY

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Derby 1 Polybag	5	14	8	560
Derby 1 Polybag	13	7	8	728
Derby 1 Hangingcard	48	2	14	768

# DERBY

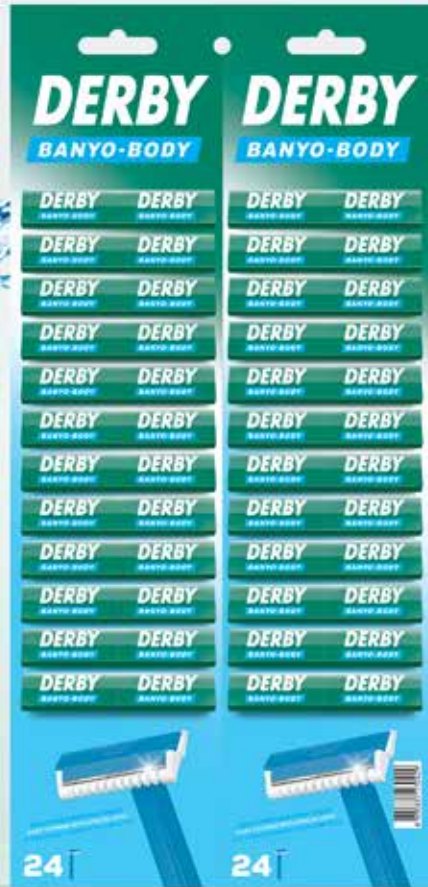


Easy to rinse with specially designed combed head for body shaving

## Body









- Single Blade disposable razor for body shaving
- Polystyrene razor head and handle
- Fixed head





# DERBY Body

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Derby Body Polybag	 5	 14	 8	 560
Derby Body Hangingcard	 50	 1	 24	 1200

# DERBY

Lubricating strip  
with vitamin E for  
a gentle touch



Ergonomic  
grip with anti-slip  
rubber handle



Swiveling head  
for perfect  
results even in  
hard to reach  
parts of the body

## Lady Platinum

- 2 blades premium disposable razor for smooth & close shave
- Special double coating for optimum edge comfort
- Easy to rinse



# DERBY

## Lady Platinum PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Lady Platinum Blister	 3	 12	 5	 180

# DERBY



Lubricating strip  
with vitamin E  
for a gentle touch



Swiveling head  
for perfect  
results even in  
hard to reach  
parts of the body

## Lady

- 2 blades premium disposable razor for smooth & close shave
- Special double coating for optimum edge comfort
- Lubricating strip for a gentle touch
- Easy to rinse

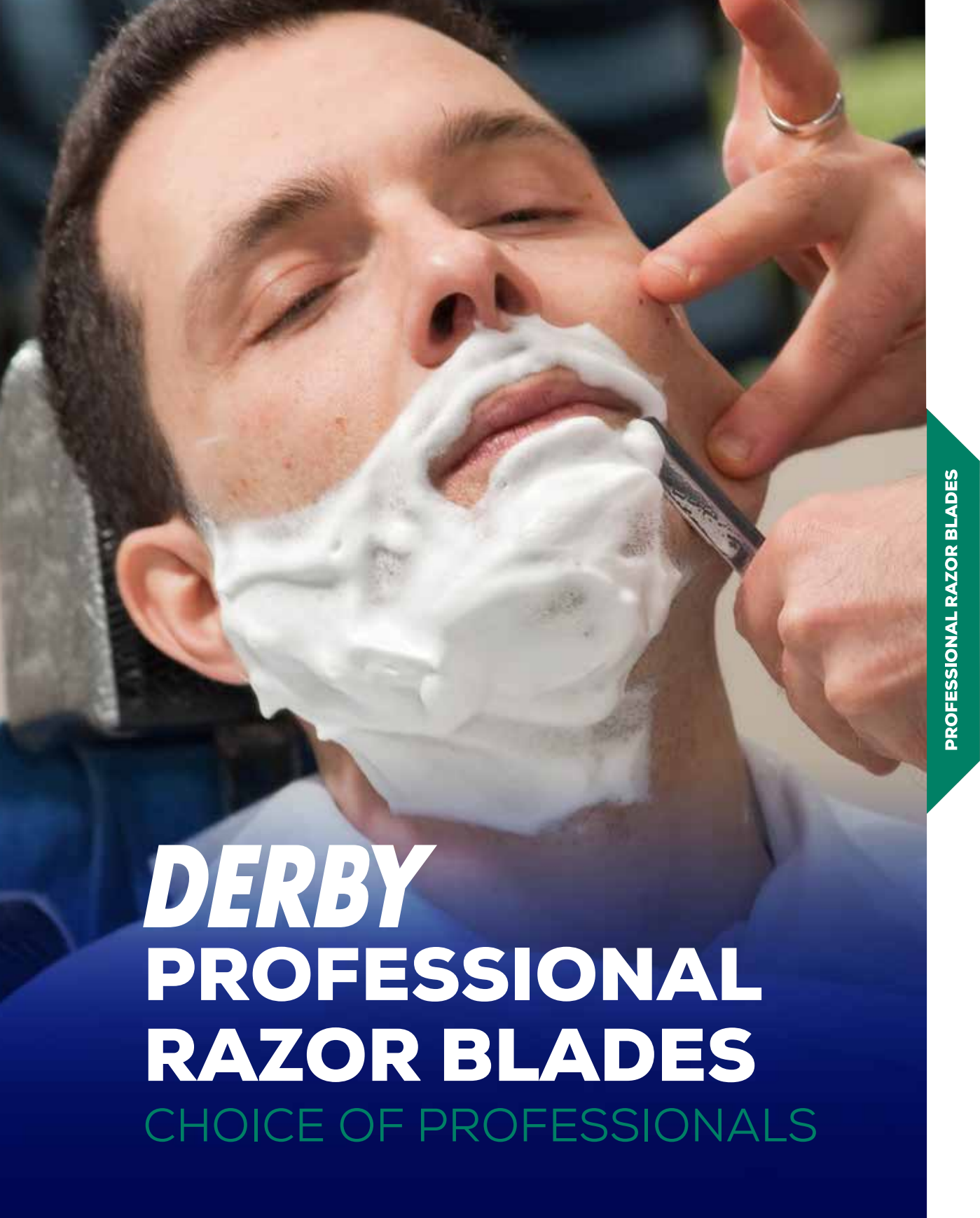


# DERBY

## Lady

### PACKAGING DETAILS

PACK TYPE	BLADE / PACK	PACK / BOX	BOX / CARDBOARD	TOTAL PCS
Lady Polybag	 5	 14	 8	 560



***DERBY***  
**PROFESSIONAL**  
**RAZOR BLADES**

CHOICE OF PROFESSIONALS

# DERBY









## Premium

- Specially designed for professional use
- Available in single or double edges
- High quality stainless Swedish steel
- Special double coating with chromium, ceramic, platinum & tungsten for optimum edge durability & ultra comfort



# DERBY Premium

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	BOX / CARDBOARD	TOTAL PCS
Single Edge-Box	 100	 50	 5000
Double Edge-Box	 100	 50	 5000





## Extra

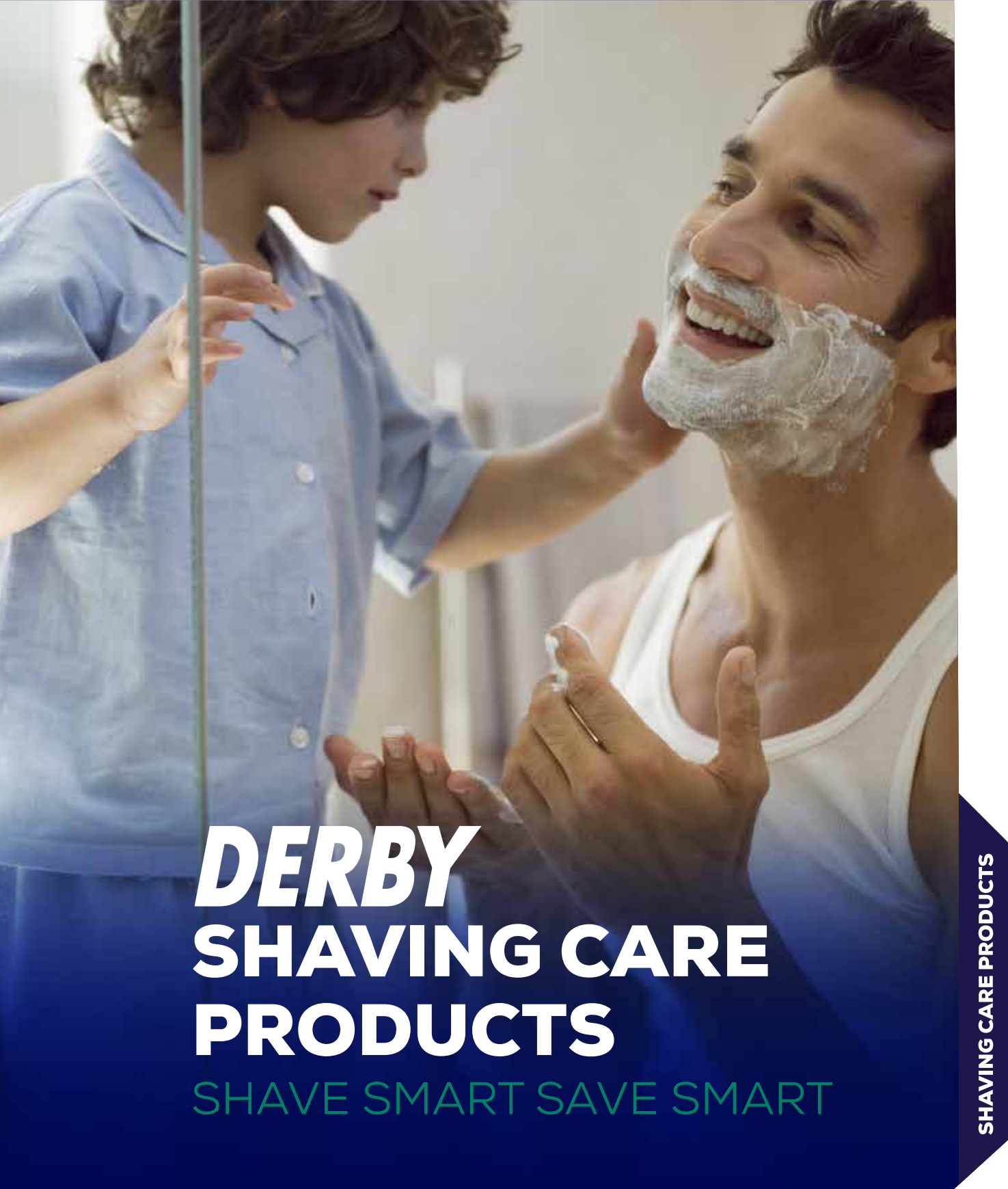
- Specially designed for professional use
- Available in single or double edges
- Special double coating with chromium, ceramic, platinum & tungsten for optimum edge durability & comfort



# DERBY Extra

## PACKAGING DETAILS

PACK TYPE	BLADE / PACK	BOX / CARDBOARD	TOTAL PCS
Single Edge-Box	100	50	5000
Double Edge-Box	100	50	5000
Double Edge Hanging Card	50	200	10.000



# ***DERBY*** **SHAVING CARE PRODUCTS**

SHAVE SMART SAVE SMART

# DERBY



## Shaving Foam&Cream

- Softens the beard and facilitates the smooth movement of razor blade
- Protects the skin against irritation
- Refreshes with menthol & lemon fragrances

# SHAVE SMART

# SAVE SMART!



SHARP  
BLADE

GENTLE  
BLADE ANGLE

    /derbyshaving

[www.derbyshaving.com](http://www.derbyshaving.com)

## NEW

## TRY IT YOURSELF

# DERBY