



united refineries limited
Since 1935

The home of *goodness*™



PRODUCT CATALOGUE





The home of *goodness*[™]

About us

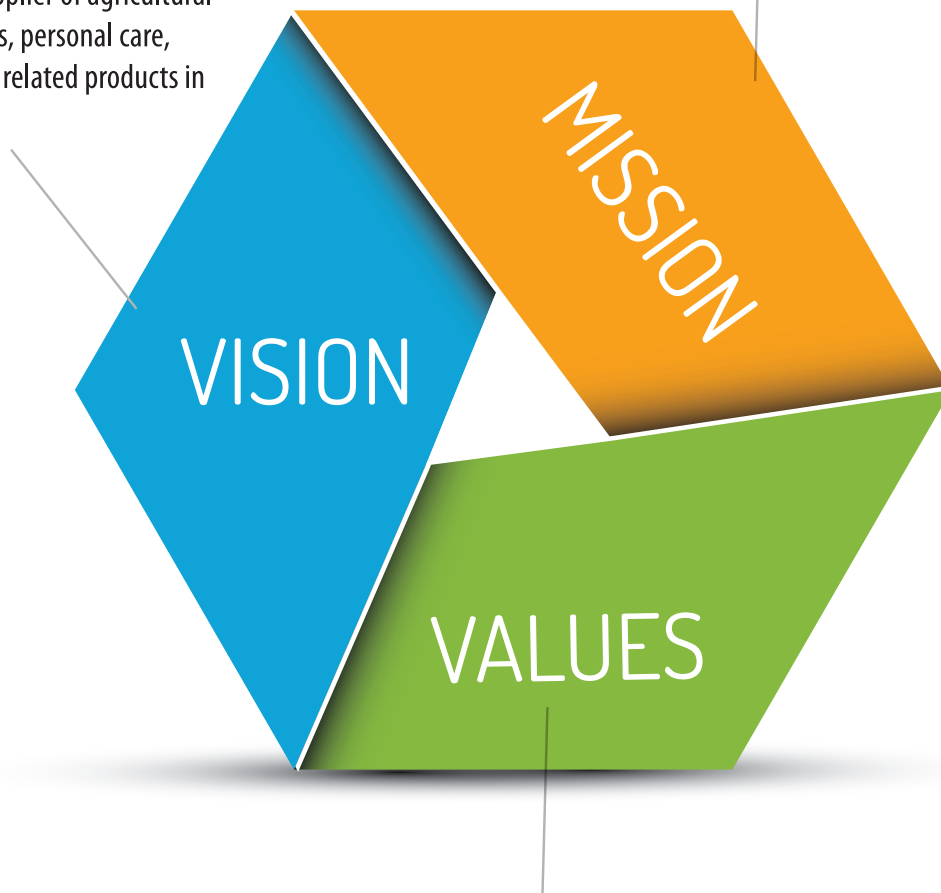
United Refineries is a leading, innovative producer of brands in personal care, hygiene and value added agro products. We have a rich history that spans over eight decades of touching people's lives through quality, innovative and relevant brands. Over the years we have grown to be one of Zimbabwe's leading consumer brands manufacturers and we are looking forward to the next 80 years of continued innovation and making lives better through our brands.



MISSION, VISION & VALUES

To build a company that lasts 100 years by providing customer focused oil and soap brands and related products that liberate the consumer.

To be the leading supplier of agricultural value added products, personal care, general hygiene and related products in Africa



Accountability - We are committed to honesty , truthfulness and being answerable for all that we do.

Continuous Improvement - We are committed to doing better and we are intentional about improving.

Teamwork - We are committed to working well together by having the right people on the bus, in the right positions and doing the right things.

Innovation - We are committed to exploring and sharing creative ideas that bring value for all.

Objectivity - We are committed to making sound decisions based on facts.

Now! - We are committed to patience with urgency always.





Our Brands

Our brands exist to make life better, tastier and cleaner™

Most people know us from our brands. Our brand portfolio covers different product categories with one common thread that runs through them, that is goodness. Goodness is a hallmark we hold dear to our hearts, ensuring that every brand that we produce has goodness at its core. We believe **OUR BRANDS EXIST, TO MAKE LIFE BETTER™** This is more than just a mantra but is the guiding principle of everything we do, from research and development, procurement, manufacturing and packaging. We strive for quality and innovation to create brands that make peoples lives better and more profitable.



As a brand, Roil Cooking oil has a rich history spanning over eight decades and is one of the leading cooking oil brands in the country. Roil is known for its quality, thickness, no cholesterol content and is now fortified with Vitamin A and Vitamin D3. Roil is currently the only cooking oil certified by the Standard Association of Zimbabwe, a great seal of approval for a brand that has managed to remain fresh and relevant for 80 years. The brand is available in **375ml, 750ml, 2 litres and 5 litres.**



BENEFITS

- Cholesterol Free
- Made from Non GMO Oilseeds
- Rich in Omega 6
- The Only SAZ Certified Cooking Oil

- Long lasting
- Has high smoke point - desirable for stir fry
- Longer shelf life
- * Fortified with Vitamin A and Vitamin D3



THE TRUE TASTE
OF HOME.

Unity Mealie Meal is the super refined and fortified mealie meal brand from United Refineries. Unity is fortified with 7 types of vitamins plus zinc and iron. It is not only filling but also nutritious for the whole family.

Currently Unity is available in 10kg packets.





Roil Mayonnaise



Roil Mayonnaise is a quality value mayonnaise brand. Made from 100% Pure Sunflower seed oil, Roil Mayonnaise is smooth, creamy and slightly tangy. It goes well with salads, burgers, sandwiches and can be used for baking and also for making dips.

Currently Roil Mayonnaise is available in 750g and 400g.

It is part of the Roil brand family, which has being in existence since 1935.

Love at first taste





**100%
PURE SUNFLOWER
SEED OIL**



**ADD A BIT OF SUNSHINE
TO YOUR COOKING**

Sunshine Cooking Oil is our 100% pure sunflower seed oil brand. Sunshine is made from high quality sunflower seeds. It is a healthy option for cooking, baking and frying.



BENEFITS

Made from quality sunflower seeds

Good for frying, baking and cooking

Available in 750ml and 2 litres

The Healthy option





vogue

The jewel of beauty soaps

Positioned as the Jewel of beauty soaps, Vogue has been revamped and given a new life as a premium bath soap brand for women. Vogue is an afro cosmopolitan, afro chic luxury soap brand that celebrates the diverse expressions of beauty in Africa. The brand is available in 250g tablets and is made from natural ingredients for deliciously fragrant and soft skin.



- Deeply cleanses
- Moisturizes and Soothes
- Deeply hydrates skin

Size: 250g
Colour: Cream



- Moisturises skin
- Contains anti-bacterial properties
- Aroma is therapeutic and relaxing

Size: 250g
Colour: Lavender



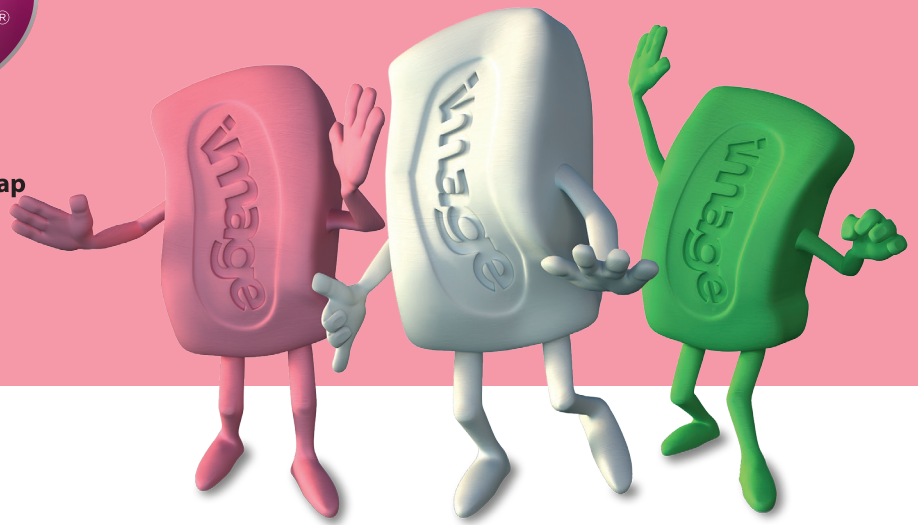
- It's very moisturizing and nourishing
- Antioxidant qualities help keep skin supple, bright, and youthful.
- Restores skin's natural radiance

Size: 250g
Colour: Orange



The long lasting caring family soap

Sipo Yemhuri yese.
Isepa yemuli yonke.



One of the most recognizable family bath soap brands in the country, Image enjoys high top of mind awareness in its category. A combination of size and great ingredients has made Image the soap of choice for many households in the country. Recently rebranded, Image soap now comes in a bigger 300g soap tablet and is available in the three refreshing fragrances; Vitamin E, Fresh Aloe and Refreshing Rose and Glycerin.



VITAMIN E

Long lasting soap

- Heals and refreshes skin
- Soothing effect on skin

Size: 300g



REFRESHING ROSE AND GLYCERIN

Long lasting

- Revitalizes the skin
- Rejuvenates skin and gives it a soft texture

Size: 300g



VITAMIN E

Naturally inhibits skin disorders while keeping the skin moist.

- Keeps the skin moist.
- Long lasting

Size: 300g



Fresh

HEALTH JOY



Fresh Health Joy is an anti-bacterial soap brand with the unique dual effect (UDE) of protection against germs and refreshing skin. The brand is a 100% effective shield against disease causing bacteria and is available in 250g tablets in three distinct fragrances ActivCare Tea Tree, ActivPro Original Antibacterial and ActivFresh Careguard. As a brand Fresh Health Joy seeks to promote healthy lifestyles.

ACTIVFRESH TEA TREE



ACTIVCARE CAREGUARD



ACTIVPRO ORIGINAL ANTI-BACTERIAL



- Refreshes and Restores
- Protects against disease causing bacteria
- Careguard - Protects against body odour
- Available in 250g tablets



STAR

LAUNDRY BAR

**WASH MORE
FOR LESS WITH
STAR BAR**

Star Bar is one of our laundry bars. Now available with more foam power, Star Laundry Bar is gentle on hands, lasts longer and has a potent lather for removal of even the toughest stains. Star Bar is available in single bars and 10 x1kg packs.



DIRT DOESN'T STAND A CHANCE.



Olive Green Bar is a household brand in Zimbabwe. Popular for its powerful stain removing lather and great prices, Olive Green Bar is available in single 1kg Bars and 10 x 1kg packs.





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