

INDIVIDUAL · DISTINCTIVE · UNIQUE

---

LUXURY GUEST SUPPLIES





PURE

— PAGE 6 —

FRESH

— PAGE 8 —

SYMBOLIC

— PAGE 10 —

AQUEOUS

— PAGE 12 —

ELEMENTS

— PAGE 14 —

PUMP BOTTLE  
REFILLS & DISPENSERS

— PAGE 16 —

SOAP DISPENSERS  
(LOCKABLE)

— PAGE 18 —

ACCESSORIES

— PAGE 20 —

DISPLAY PLINTHS

— PAGE 23 —

INDIVIDUAL • DISTINCTIVE • UNIQUE

INDIVIDUAL • DISTINCTIVE • UNIQUE



INDIVIDUAL • DISTINCTIVE • UNIQUE



INDIVIDUAL • DISTINCTIVE • UNIQUE

# INDIVIDUAL

Alliance has created our latest collection of guest amenity products with the individualism of our customers in mind. Carefully selected over five exciting ranges, our aim is to offer a solution to the most demanding of environments.

To ensure a luxurious experience with a personal touch, our collection has been thoughtfully developed from high quality ingredients and materials.

Set out on a mission to indulge your guests' senses with a fragrance and range that is right for your guests.

# DISTINCTIVE

Our designers have considered every detail, from fragrance to packaging.

Each specially formulated blend has an inimitable character, making it perfect for that distinctive statement and setting.

Complement your selection with our stylish ranges of display plinths and accessories to build your own guest experience within your environment.

Offering specifically formulated products to cater to the needs of the guest supplies market, Alliance is providing both contemporary and classic solutions with a range of mid and high-end offerings.

# UNIQUE

Development of this collection has been guided by our deep understanding of the needs and priorities of our customers in the hospitality industry.

The result is a comprehensive range of travel essentials which combine an air of genuine luxury with affordability to maximise your guests' experience.

Our collection is produced using an electrodeionization water purification system which ensures a high degree of water purity and adds to their environmental credentials.





■ Clean and refreshing feel.



■ Luxury rejuvenating soap.



■ Revitalising effects.



# PURE

Pure, with all its timeless and refreshing characteristics, is designed with relaxation in mind. Pure's light and refreshing products harness the revitalising properties of White Tea, thought to be the elixir of youth and vitality in Chinese culture.



LUXURY SOAP

**PURE3004** | 30g  
1x500



SHAMPOO

**PURE3502** | 30ml  
1x300



BODY WASH

**PURE3501** | 30ml  
1x300



BODY LOTION

**PURE3503** | 30ml  
1x300

With the carefully selected mix of Orange, Clove, Coriander and Geranium, Pure uses complex essential oils to offer an invigorating experience and enhance natural radiance.

This classic offering comes in 30ml and 45ml bottles, perfect for mixing and matching within your guest room environments.



LUXURY SOAP

**PURE4005** | 40g  
1x300



SHAMPOO

**PURE4502** | 45ml  
1x200



CONDITIONER

**PURE4503** | 45ml  
1x200



BODY WASH

**PURE4501** | 45ml  
1x200



BODY LOTION

**PURE4504** | 45ml  
1x200

■ 30ml and 45ml comes in PETG and PET bottles with a PP cap.

you can also order from your local Alliance branch (see back cover for details)





■ Perfect for contemporary hotel and spa settings.



■ Light and fruity fragrance.



# FRESH

Designed with a complex blend of White Jasmine, Fresh offers a light and zesty fragrance to relax the body and delight the senses. Packaged in 30ml tubes, Fresh is designed with a complementary colour palette, making the range perfect to mix and match within guest bathrooms or into a spa setting.

Fresh maintains clean lines and the image of a light and contemporary range.



CLEANSING BAR

FRS03004 30g  
1x300



CONDITIONING SHAMPOO

FRCS3006 30ml  
1x400



BATH & SHOWER GEL

FRBS3005 30ml  
1x400



BODY LOTION

FRBL3007 30ml  
1x400

■ 30ml comes in a PE tube with a PP cap.



you can also order from your local Alliance branch (see back cover for details)



■ Sophisticated metallic logo and lettering.



■ Elegant design to complement any décor.



■ The reflective rose gold finish catches the light.



# SYMBOLIC

Symbolic features a harmonious blend of Bergamot complemented by citrus hints of Lime and Mandarin to create a complex fragrance formulated for sophisticated consumers. Finished with Rose and Ylang Ylang essential oils, this range strives to truly nourish and pamper.

The elegant contemporary packaging design features 40ml liquids and premium gold foil lettering, ensuring your guests are left with the lasting impression of luxury.



LUXURY SOAP

**SYMB4005** | 40g  
1x500



HAIR SHAMPOO

**SYMB4001** | 40ml  
1x200



HAIR CONDITIONER

**SYMB4002** | 40ml  
1x200



BATH & SHOWER GEL

**SYMB4003** | 40ml  
1x200



BODY CREAM

**SYMB4004** | 40ml  
1x200



■ 40ml comes in a PE tube with a PP cap.

you can also order from your local Alliance branch (see back cover for details)





■ Invigorating minty mandarin fragrance.



■ Slender transparent bottles.



■ Hydrating experience.



# AQUEOUS

Aqueous is founded on modern styling and image delivery. Its products are infused with an invigorating minty mandarin fragrance which is beautifully presented in slender 30ml transparent bottles, a package which perfectly complements the eye catching range. Aqueous offers a revitalising contemporary Spa styled experience for your guests, whilst blending in with the decoration of the most distinctive environments.



NATURAL CLEANSING BAR

**AQUE0004** | 25g  
1x300



CONDITIONING SHAMPOO

**AQUE0002** | 30ml  
1x300



BATH & SHOWER GEL

**AQUE0001** | 30ml  
1x300



MOISTURISER

**AQUE0003** | 30ml  
1x300

## Wall Brackets for 300ml Pump Bottle

Easy to fix contemporary looking wall brackets

■ Includes fixtures and fitting instructions.

## Aqueous 300ml Pump Bottles

Ideal for hotel guest rooms and washrooms.



WALL BRACKET

**SSWB1000** | Stainless Steel  
Each



WALL BRACKET

**SSWB2000** | Coated S/S Finish  
Each



HAIR & BODY WASH

**AQUE0010** | 300ml  
1x20



LIQUID SOAP

**AQUE0005** | 300ml  
1x20



HAND LOTION

**AQUE0006** | 300ml  
1x20

■ 30ml comes in a PVC bottle with a PP cap.

you can also order from your local Alliance branch (see back cover for details)



■ Subtle Passionfruit and Frangipani scent.



■ Exquisite neutral packaging.



■ Nourishing Hand Lotion in 300ml Pump Bottles.



# ELEMENTS

Subtly scented with Passionfruit and Frangipani, Elements offers a classical, yet modern styled experience to delight the senses. Presented in exquisite neutral packaging, Elements comes in 40ml bottles and provides your guests with a touch of style and sophistication.



## Wall Brackets for 300ml Pump Bottle

Easy to fix contemporary looking wall brackets

■ Includes fixtures and fitting instructions.

## Elements 300ml Pump Bottles

Ideal for hotel guest rooms and washrooms.



■ 40ml comes in a PVC bottle with a PP cap.

you can also order from your local Alliance branch (see back cover for details)







# PUMP BOTTLE REFILLS AND DISPENSERS

## Aqueous Pump Bottle 5Ltr Refills

Ideal for hotel guest rooms and washrooms.



HAIR & BODY WASH

**AQUE0007** | 5Ltr  
Each



LIQUID SOAP

**AQUE0008** | 5Ltr  
Each



HAND & BODY LOTION

**AQUE0009** | 5Ltr  
Each

## Elements Pump Bottle 5Ltr Refills

Ideal for hotel guest rooms and washrooms.



HAIR & BODY WASH

**ELEM0007** | 5Ltr  
Each



LIQUID SOAP

**ELEM0008** | 5Ltr  
Each



HAND & BODY LOTION

**ELEM0009** | 5Ltr  
Each

## Pump Bottle Dispensers



SINGLE PUMP DISPENSER

**CWM0001** | 444ml  
Each



TWIN PUMP DISPENSER

**CWMP0002** | 444ml  
Each



TRIPLE PUMP DISPENSER

**CWMP0003** | 444ml  
Each





# SOAP DISPENSERS (LOCKABLE)

## Soap Dispensers

Compatible with a wide variety of bulk fill soap – in chrome & white finishes.



CHROME & CLEAR FINISH



WHITE FINISH

| STOCK CODE      | DESCRIPTION       | QTY  |
|-----------------|-------------------|------|
| <b>SPCD0002</b> | Chrome Top 170ml  | Each |
| <b>SPCD0020</b> | Chrome Top 350ml  | Each |
| <b>SPCD0003</b> | Chrome Top 800ml  | Each |
| <b>SPCD0001</b> | Chrome Top 1.1Ltr | Each |
| <b>SPCD0005</b> | White 1.1Ltr      | Each |

## Aviva Soap Dispensers

The Aviva dispensers are available with a single, double or triple chamber and include a push-button pump that pre-measures just the right amount of soap to minimise waste. This wall mounted soap dispenser is finished in chrome and stands out in any setting giving a clean, stylish appearance – it's easy to fit and easy to fill too, and comes with everything you will need to quickly install.



SINGLE DISPENSER

**CCSD0001** 350ml  
Each



DOUBLE DISPENSER

**CCSD0002** 350ml  
Each



TRIPLE DISPENSER

**CCSD0003** 350ml  
Each



REPLACEMENT DISPENSER LID

**CCSDL0011** 350ml  
Each



■ Superior Shower Scrunchie.



■ Premium Shower Cap.



■ Deluxe Sewing Kit.





# BOUTIQUE ACCESSORIES

Complementary Accessories are the perfect way to show you care about your guests' experience and offer the opportunity to demonstrate additional value through carefully selected items. Our comprehensive range of ten neutral accessories consists of practical and functional additions to your guest rooms or concierge service. Stylishly minimalist, the transparent packaging and modern graphics create a contemporary feel to the offering, which is designed to fit in seamlessly with any of our ranges and surrounding décor.



SEWING KIT

**LUSE3000** Opaque Finish  
1x200



SHOWER CAP

**LUSC1000** Opaque Finish  
1x200



VANITY KIT

**LUVK4000** Opaque Finish  
1x200



BATH SALTS (30g)

**LUBS9000** Opaque Finish  
1x200



DENTAL KIT

**LUDK5000** Opaque Finish  
1x200



HAIR COMB

**LUCO7000** Opaque Finish  
1x200



SHOE MITT

**LUSM6000** Opaque Finish  
1x200



SHAVING CARE KIT

**LUSH2000** Opaque Finish  
1x200



NAIL CARE KIT

**LUNF8000** Opaque Finish  
1x200



SHOWER SCRUNCHIE

**LUSS1010** Opaque Finish  
1x100

■ Manufactured from semi-transparent PP.

you can also order from your local Alliance branch (see back cover for details)

# CONTEMPORARY ACCESSORIES

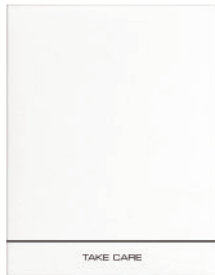
Highly appealing and versatile, our set of contemporary accessories have been designed to work with any range to create a clean and modern feel to your hotel bathroom.



DENTAL KIT  
**ELAQ0001** | White Finish  
 1x400



SHAVING KIT  
**ELAQ0002** | White Finish  
 1x500



VANITY KIT  
**ELAQ0004** | White Finish  
 1x500



SEWING KIT  
**ELAQ0005** | White Finish  
 1x1000



SHOWER CAP  
**ELAQ0003** | White Finish  
 1x1000



## Travellers Dental & Shaving Kits Essentials for people on the move...



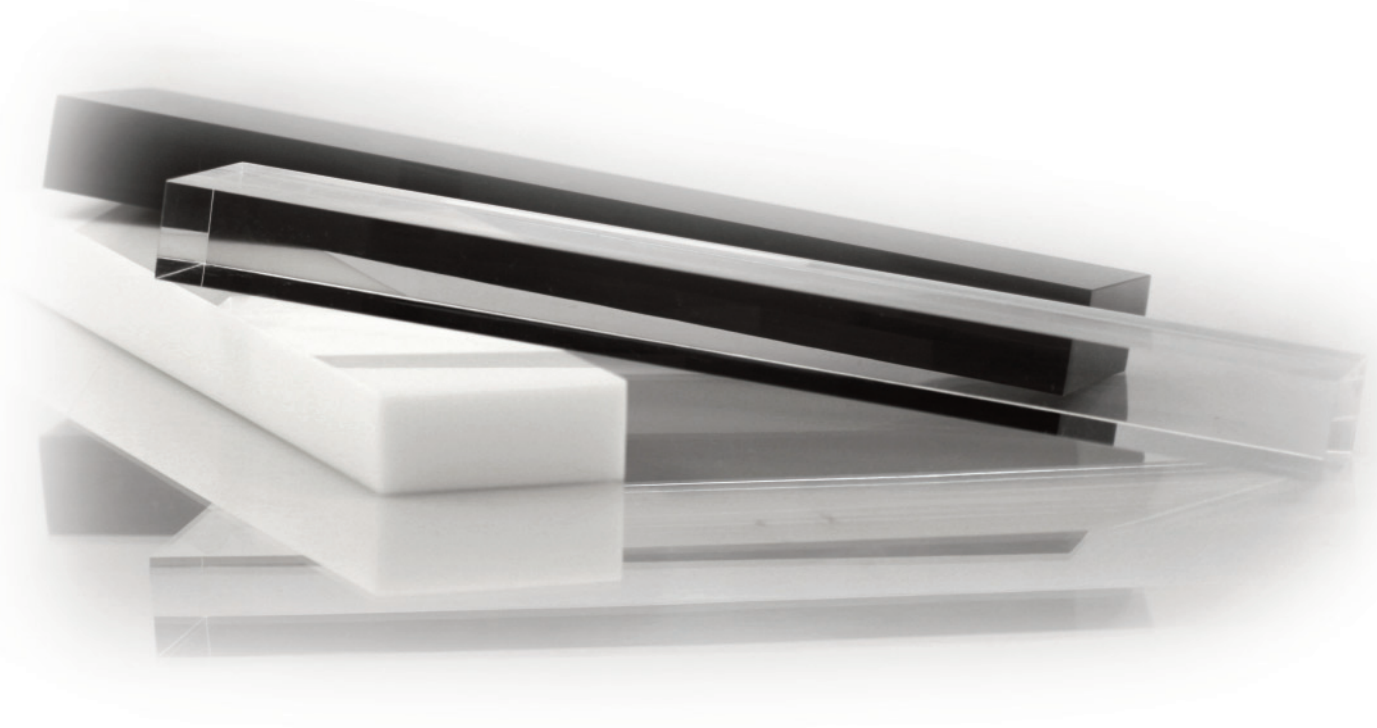
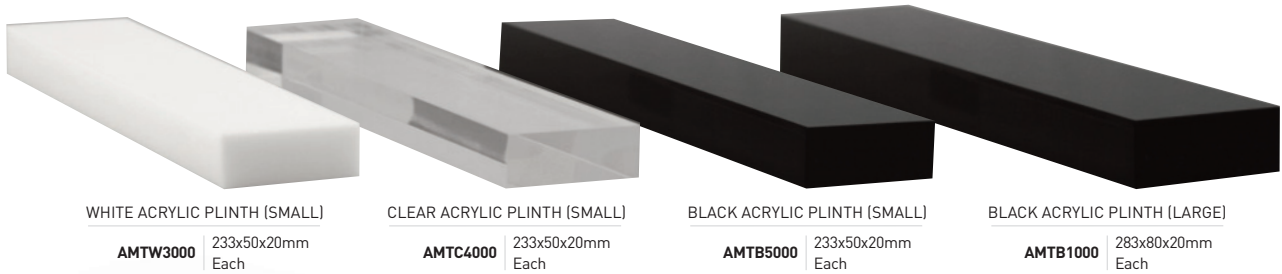
TRAVELLER DENTAL KIT  
**GTDK0100** | Colgate  
 1x100



SHAVING KIT  
**GSSK0100** | Cello Wrap  
 1x100

# DISPLAY PLINTHS

Complementary display plinths are a great way to show your range of amenity products in guest environments. Available in a range of sizes and colours, they are both stylish and hygienic.



you can also order from your local Alliance branch (see back cover for details)



# YOUR LOCAL ALLIANCE

For samples and further information please contact your local branch.

## National

Alliance House,  
Marshfield Bank,  
Crewe,  
Cheshire.  
CW2 8UY

tel: 0844 844 4300  
fax: 0844 844 0400

[response@alliancencanational.co.uk](mailto:response@alliancencanational.co.uk)  
[www.alliancencanational.co.uk](http://www.alliancencanational.co.uk)

## North

Alliance House,  
Gildersome Spur,  
Gildersome,  
Morley.  
LS27 7JZ

tel: 0113 204 9343  
fax: 0113 252 4761

[north@alliancelocal.co.uk](mailto:north@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## West Midlands

Alliance House,  
Woden Road West,  
Wednesbury,  
West Midlands.  
WS10 7TB

tel: 0121 506 3880  
fax: 0121 502 2795

[westmidlands@alliancelocal.co.uk](mailto:westmidlands@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## London

Alliance House,  
First Avenue, Globe Park,  
Marlow,  
Buckinghamshire.  
SL7 1YA

tel: 01628 487 900  
fax: 01628 481 813

[london@alliancelocal.co.uk](mailto:london@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## Scotland

Alliance House,  
Penston Road,  
Queenslie,  
Glasgow.  
G33 4AG

tel: 0141 771 2900  
fax: 0141 771 4152

[scotland@alliancelocal.co.uk](mailto:scotland@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## Wales & West

Alliance House,  
Trecenydd Business Park,  
Caerphilly,  
Mid Glamorgan.  
CF83 2RZ

tel: 02920 863 020  
fax: 02920 863 220

[wales@alliancelocal.co.uk](mailto:wales@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## East Midlands

Alliance House,  
Short Lane,  
East Midlands Distribution Centre,  
Castle Donington.  
DE74 2HL

tel: 01332 811 489  
fax: 01332 814 677

[eastmidlands@alliancelocal.co.uk](mailto:eastmidlands@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## South East

Alliance House,  
Butterly Avenue,  
Questor,  
Dartford.  
DA1 1JG

tel: 01322 292 051  
fax: 01322 275 131

[southeast@alliancelocal.co.uk](mailto:southeast@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## South West

Alliance House,  
Eastern Wood Road,  
Langage Business Park,  
Plympton, Plymouth.  
PL7 5ET

tel: 01752 340 030

[southwest@alliancelocal.co.uk](mailto:southwest@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## North West

Alliance House,  
Broadfield Business Park,  
Heywood,  
Lancashire.  
OL10 2TA

tel: 01706 629 978  
fax: 01706 557 769

[northwest@alliancelocal.co.uk](mailto:northwest@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## Ireland

Alliance House,  
14B Boeing Road,  
Airways Industrial Estate,  
Santry, Dublin.  
D17 Y235

tel: +353 (0)1 485 4007

[response@alliancencanational.ie](mailto:response@alliancencanational.ie)  
[www.alliancencanational.ie](http://www.alliancencanational.ie)

## East Anglia

Alliance House,  
Delta Close,  
Norwich,  
Norfolk.  
NR6 6BQ

tel: 01603 401 221  
fax: 01603 409 990

[eastanglia@alliancelocal.co.uk](mailto:eastanglia@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)

## South

Alliance House,  
Griffin Industrial Park,  
Brunel Road,  
Totton, Southampton.  
SO40 3SH

tel: 02380 660 517  
fax: 02380 669 424

[south@alliancelocal.co.uk](mailto:south@alliancelocal.co.uk)  
[www.alliancelocal.co.uk](http://www.alliancelocal.co.uk)