



CEON GLOBAL COMPANY PROFILE

2026

British headquarters. Turkish production network. African market execution.

FERTILIZERS | PLANT NUTRITION | NITROGEN
EFFICIENCY | OEM

CEON Enterprise Ltd | Belfast, United Kingdom

www.ceon.com.tr



Built from chemistry. Expanded through markets.

CEON began with a practical belief: fertilizer chemistry must create measurable value in the field.

Since 2012, we have developed from a plant-nutrition manufacturing venture in Izmir into an international platform connecting product development, commercial execution and local market partnerships.

Today, CEON Enterprise Ltd coordinates international activities from the United Kingdom. Our Türkiye platform supports formulation, production and packing. Our companies in The Gambia and Kenya build local presence across West and East Africa.

Our goal is straightforward: offer partners a broad, adaptable product portfolio and the technical, documentation and logistics support required to build repeat business.

Fevzi Can Orak

Founder & CEO | CEON Enterprise Ltd





Built for product breadth, flexible formats and regional execution.

CEON combines British commercial coordination, Turkish technical and production-network capability, and African market execution across a focused fertilizer and plant-nutrition platform.

ESTABLISHED

2012

Plant-nutrition roots in İzmir; international structures developed for product, trade and market programs.

PLATFORMS

4 COUNTRIES

United Kingdom, Türkiye, The Gambia and Kenya with differentiated commercial roles.

PRODUCT FORMS

4 CORE FORMATS

Granular and powder, water-soluble, liquid and controlled-nutrition formats.

PACKING

RETAIL TO BULK

From 100 cc bottles and tablet packs to 25–50 kg bags, FIBCs and container programs.

2012

FOUNDING YEAR

4

COUNTRY PLATFORMS

4

CORE PRODUCT FORMS

100 cc–1,000 kg

PACKING SPAN

One technical and quality logic; product, pack and commercial execution adapted market by market.



A British company with four-country execution.

CEON Enterprise Ltd is a UK-registered British company coordinating trade, technology and market development across an integrated international structure.

UNITED KINGDOM

CEON Enterprise Ltd

Commercial coordination, international trade, technology projects and strategic partnerships.

TÜRKIYE

CEON Kimya Sanayi ve Ticaret A.S.

Formulation, qualified manufacturing coordination, packing and technical product development.

THE GAMBIA

CEON Gambia Fertiliser Enterprise Ltd

Import, local distribution, warehousing programs and West Africa market execution.

KENYA

Zeybek CEON Global Ltd

East Africa market development, distributor partnerships and selected product programs.

13437200

UK company number

2012

industrial roots in Izmir

2024/C24455

Gambia company number

PVT-EYUB6YEV

Kenya company number

One product-development and quality logic. Local execution adapted to each market.

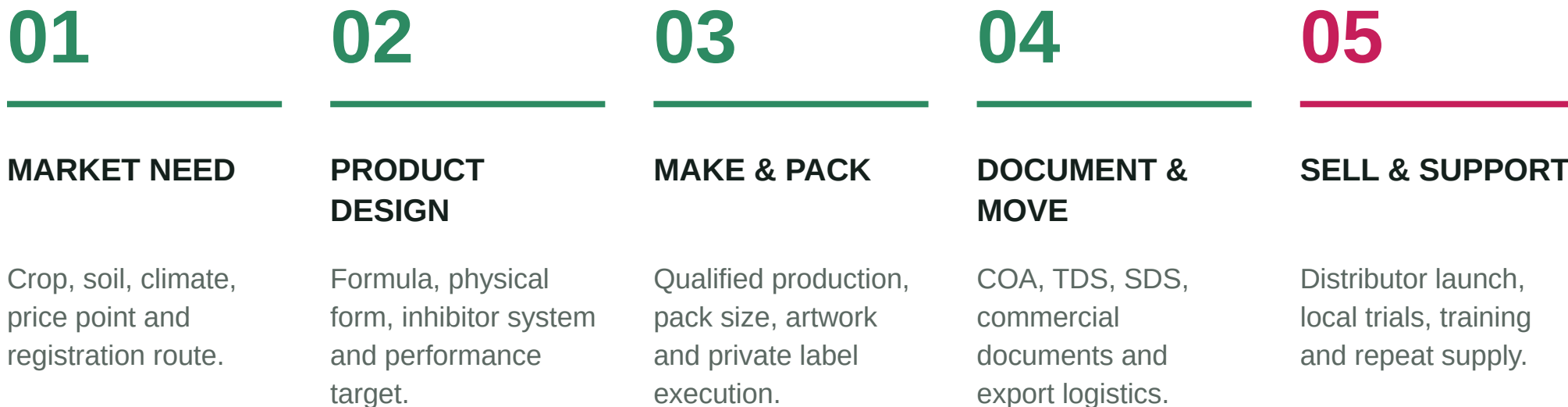
From İzmir technical roots to an international platform.



- 2012** Original chemical and plant-nutrition venture established in İzmir.
- 2014** First international exports and distributor development.
- 2015** CEON company structure established in Türkiye.
- 2021** CEON Enterprise Ltd incorporated in the United Kingdom.
- 2023** Zeybek CEON Global Ltd registered in Kenya.
- 2024** CEON Gambia Fertiliser Enterprise Ltd registered.
- 2026** Portfolio expansion across nitrogen technology, specialty nutrition, soil health and regional market programs.



One platform takes each product from formula to field.



The result: one accountable partner for products, packaging, documentation, logistics and market development.

Technical know-how spans powders, liquids, tablets and coating.



GRANULAR & POWDER

Mixing, micronisation, granulation and filling for soluble, granular and specialty products.



LIQUID & SUSPENSION

Blending, reactors, suspension technology, filling and labelling across retail and professional packs.



QUALITY & DEVELOPMENT

Raw-material review, in-process checks, analytical confirmation and technical file preparation.

Production-network capabilities include slow-release tablet formats, inhibitor coating, custom formulas and market-specific packaging.

Seven product families. Connected expertise.

Commodity Fertilisers — Urea, AS, AN, DAP, SOP, MOP, MKP and magnesium sulphate.

Granular NPK — Standard reference grades and customer-specific nutrient combinations.

Water-soluble NPK — Powder and crystalline formulations for fertigation and feeding programmes.

Speciality macro-micro nutrition — Liquids, suspensions, powders and granules with selected nutrient combinations.

Organic-based & organomineral — Organic matter, amino, seaweed, humic and fulvic formulations; organic-mineral combinations.

Inhibitor-treated nitrogen — VENAGRO NBPT, DMPP, DCD and dual-inhibitor products; CARBON is listed separately.

Tablets & controlled-release options — NUTRITAB tablets and sourced coated granules to a product-specific specification.



Granular NPK reference range.

Agricultural granular grades and commodity fertilisers support merchant and distributor programmes.

Granular NPK reference	Programme focus
15-15-15	Balanced NPK
17-17-17	Balanced NPK
20-10-10	Nitrogen-led NPK
23-10-5	Nitrogen-led NPK
26-5-5	High-nitrogen NPK
12-12-17 + 2% MgO	Potassium & magnesium

Pack options: 25 kg and 50 kg bags; 600 kg and 1,000 kg big bags (FIBC). Format and delivery are agreed in the quotation.

Match nutrient analysis with physical form.

Granular NPK

Specify nutrient ratio, granule characteristics, manufacturing route, moisture and pack format. Secondary nutrients and trace elements can be included in the brief.

Water-soluble NPK

Soluble powders and crystals for product-specific feeding and fertigation programmes. Select for analysis, solubility, water quality and application.

Coated & tablet products

Sourced controlled-release granules and CEON NUTRITAB tablets are separate formats. Release characteristics, tablet mass and directions are product-specific.

Commodity fertilisers: urea, AS, AN, DAP, SOP, MOP, MKP and magnesium sulphate. 25 kg and 50 kg bags; 600 kg and 1,000 kg big bags (FIBC). Supply and delivery are agreed for each grade and destination.

Water-soluble nutrition supports precision programs.

10-52-10

20-20-20

12-12-36 + 2 MgO

MACRO NUTRITION

High-solubility NPK grades for vegetative growth, rooting, flowering, fruit set and quality.

SPECIALTY SALTS

MAP, MKP, SOP, magnesium sources and calcium-compatible program components.

CUSTOM PROGRAMS

Commercial fertigation A/B systems, foliar programmes and private-label supply.

Greenhouse | horticulture | floriculture | open field | nursery | turf

Final grade, solubility, compatibility and application program are confirmed against local crop requirements and COATDS.

Liquids and biostimulants create distributor-ready value.



SELECTED PRODUCTS

Liquid Urea Nitrogen

Cal Flow

Amino Power

Cyto

Sigma

CE-Force Zinc

CE-Force Mix

Silicon and crop-specific solutions

FORMATS

100 cc | 1 L | 5 L | 20 L | IBC

Solutions and suspensions for foliar, fertigation and soil programs.



Organic-based & organomineral nutrition.

Organic-based liquids

CE-FORCE SIGMA

Amino-containing formulations

CE-FORCE AMINO

Seaweed-based formulations

VENAGRO CYTO

Humic & fulvic formulations

HUMICANO · FULVIX PLUS · TROPPIY SOIL

Organomineral nutrition

CE-FORCE ALGOR · POWERBALL 10-0-5 · NEO-KALIUM 5-0-15 + ME ·
NEO-PHOSPHORO 5-15-0 + ME

Tailor-made organic-based ranges

Your formulation · your format · your brand

Mineral products extend the portfolio across agriculture and industry.



SELECTED MINERALS

AGRICULTURAL GYPSUM

Calcium and sulphur mineral for qualified soil programs.

LIMESTONE / CALCIUM CARBONATE

Lumps, powder and 2–3 mm granular/feed-grade options.

DOLOMITE / $\text{CaMg}(\text{CO}_3)_2$

Powder, granular and lump formats.

TALC · FELDSPAR · KAOLIN

Selected industrial mineral programs.

SPECIFICATION & FORMATS

Powder | granular | lumps | 25/50 kg bags | big bags | bulk

A limestone reference TDS lists 99.4% CaCO_3 and 55.6% CaO as typical values. Final grade, particle size, moisture, packing and shipment COA govern.

OUR PRODUCTS

Premium Minerals for Diverse Industries

01

Agriculture Gypsum

Agricultural gypsum is a natural, mined mineral used to improve soil structure, fertility, and overall crop health. It provides essential nutrients like calcium and sulfur, promoting healthy plant growth.

02

Limestone

Our limestone powder is a reliable calcium supplement for animal feed, featuring high purity and low moisture content to enhance animal health and productivity.

03

Feldspar

Our feldspar is an important source of alumina in the glassmaking and ceramics industries.

04

Kaolin

Kaolin is a soft, white clay mineral primarily used in paper, ceramics, and as a filler in products like paint and rubber.

CEON Enterprise Ltd | Belfast, UK | UK +44 7825 226973 | TR +90 530 037 1359 | GM +220 277 5895

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Soil products, correctly classified.

Organic-based soil & crop formulations

Humic, fulvic, amino, seaweed and organic-matter products. Examples include TROPY SOIL, HUMICANO, FULVIX PLUS, CE-FORCE AMINO, VENAGRO CYTO and CE-FORCE SIGMA.

Mineral soil care

TROPY CONTROL is treated as mineral soil care. Calcium/magnesium minerals, dolomite, limestone and agricultural gypsum have their own specifications and intended-use requirements.

Organic-based describes composition. Approval for certified organic farming must be confirmed for the specific product, standard and destination. Current analyses and application rates come from the released product documentation.

Nitrogen bases and treatment systems.

The range brings together treated urea, ammonium sulphate, a dual-inhibitor formulation and carbon-coated urea.

UREASE INHIBITOR

NBPT

Used with urea to slow urease-driven hydrolysis. In VENAGRO N-TECH 46 and VENAGRO N33 DUAL.

NITRIFICATION INHIBITOR

DMPP

Used to slow ammonium nitrification. In VENAGRO N-TECH 21 DMPP and VENAGRO N33 DUAL.

NITRIFICATION INHIBITOR

DCD

An alternative ammonium-focused treatment system. In VENAGRO N-TECH 21 DCD.

CARBON COATING

CARBON

A carbon coating on the urea base. VENAGRO N-TECH 46 CARBON contains no NBPT.

Select products using the current specification, your nutrient plan and the intended delivery market.

Five VENAGRO nitrogen products.

PRODUCT	REFERENCE BASE	TREATMENT / COATING
VENAGRO N-TECH 46	Urea · 46% N reference base	NBPT
VENAGRO N-TECH 21 DMPP	Ammonium sulphate · 21% N reference base	DMPP
VENAGRO N-TECH 21 DCD	Ammonium sulphate · 21% N reference base	DCD
VENAGRO N33 DUAL	33% N reference base · 22% urea-N + 11% ammoniacal-N	NBPT + DMPP
VENAGRO N-TECH 46 CARBON	Urea · 46% N feedstock	Carbon coating

PRODUCT INFORMATION

Pack options: 600 kg and 1,000 kg big bags (FIBC). Nitrogen figures describe reference bases or feedstocks. Final analysis, treatment loading and shelf life follow the agreed specification. CARBON is carbon-coated urea without NBPT.



Nutritab turns plant nutrition into a precise retail format.

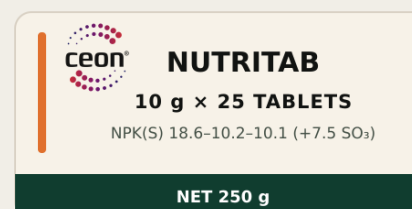
2.5 g **5 g** **10 g** **21 g**

Selected tablet sizes and formulas support retail, nursery, landscaping, ornamental and crop-specific controlled-nutrition programs.

**SMALL FORMAT.
LONG-TERM VALUE.**

- Compact, clean and easy to dose
- Formula and release target adapted by program
- Suitable for branded and private-label packs
- Technical file and label developed market by market

03 / NUTRITAB • ONE FORMULA / FOUR CONTROLLED FORMATS



WaterSmart links nutrient efficiency with water management.



Built for variable rainfall, intensive horticulture and more efficient use of every application.

PROGRAM ROLES

- Planting and establishment nutrition
- Water-limited growing programmes
- Silicon and potassium nutrition
- Calcium-boron, magnesium and potassium
- Micronutrient correction
- Fertigation A/B programs
- Water-retention inputs specified for the growing medium and irrigation programme.

WaterSmart products are manufactured and supplied to order. Specifications, pack sizes, lead times and destination documentation are confirmed with each quotation.

The Gambia provides local presence and execution.



CEON Gambia Fertiliser Enterprise Ltd

Company No: 2024/C24455 | TIN: 2400573537

Bijilo Junction, Next to Chinese Embassy, The Gambia

- Import and local distribution programs
- NPK, urea and soil-conditioner supply
- 100 cc liquid portfolio for dealer and farmer outreach
- Market-specific labels and multilingual brochures
- West Africa customer development and shipment execution

+220 277 5895

Kenya anchors partnership-led market development.



Zeybek CEON Global Ltd

Company No: PVT-EYUB6YEV | Registered 22 June 2023

Karen Road, Karen, Nairobi
P.O. Box 24814-00502, Kenya

- Distributor and strategic-partner development
- Selected Kenya 15-product portfolio
- Granular, soluble, liquid and specialty programs
- Maize, horticulture, vegetables and crop-specific positioning
- East Africa technical and commercial cooperation





One CEON quality logic. Market-specific commercial programs.

CEON

GLOBAL MASTER BRAND

Portfolio architecture, technical documentation, quality principles and international commercial coordination.

BARAKAT

THE GAMBIA / WEST AFRICA

Local pack sizes, language adaptations, dealer communication and product programs built around regional crop needs.

MAVUNO

KENYA / EAST AFRICA

Partner-led market positioning for granular, water-soluble, liquid, micronutrient and soil-health solutions.

LOCAL ADAPTATION

Language | crop | formulation | pack size | label | price point | distribution model

Regional brand use remains subject to commercial confirmation and market-specific registration or label approval.

OEM and private label turn product capability into shelf-ready business.

01	FORMULA	Nutrient ratio, additive system, physical form and target price.
02	BRAND	Name, pack architecture, label system and multilingual communication.
03	PACK	Retail, professional and bulk formats planned around route to market.
04	DOCUMENT	Specification, COA, TDS, SDS, label and export document pack.
05	LAUNCH	Samples, trials, distributor training, pricing and repeat-supply planning.

PACKING RANGE

10 g - 1 kg

100 cc - 20 L

25 kg - 50 kg

600 kg - 1,000 kg

Container - truck
- bulk

CEON can support partner brands or deploy the CEON master brand, depending on territory and agreement.

Quality, compliance and logistics protect every transaction.

QUALITY & TECHNICAL FILE

- Agreed analytical and physical specification
- Raw-material and production controls
- Batch and packing traceability
- COA, TDS, SDS and product-specific labels
- Responsible claims and market-specific review

EXPORT & DELIVERY

- Samples, pallets, 20 ft and 40 ft containers
- Truckloads, FIBC and bulk programs
- Commercial invoice, packing list and origin documents
- EXW, FCA, FOB, CFR and CIF structures as agreed
- Loading confirmation and milestone-based coordination

Our rule is simple: no product claim, packing instruction or shipping milestone should remain ambiguous.

A complete buyer brief accelerates a qualified offer.

BUYER & MARKET

- Buyer legal name, country and decision-maker
- Product or nutrient target and crop / use case
- Required specification, registration and label language
- Expected annual volume and first-order quantity
- Destination, Incoterm and target delivery window

COMMERCIAL ROUTE

- Confirm availability and technical document set
- Align pack size, artwork and private-label scope
- Agree sample or trial plan where relevant
- Issue a written offer with validity and payment terms
- Use written success-based terms for qualified introductions

Send the brief to fco@ceon.com.tr. CEON will confirm the suitable product route, required documents and next commercial milestone.



One partner. Four platforms. Ready for qualified opportunities.

UNITED KINGDOM

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Company No: 13437200

TÜRKİYE

CEON Kimya Sanayi ve Ticaret A.S.
Technical and supply-network coordination
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Aliaga, Izmir
MERSIS: 0206069760000017
Trade Registry: 4270

THE GAMBIA

CEON Gambia Fertiliser Enterprise Ltd
Bijilo Junction, Next to Chinese Embassy
The Gambia
Company No: 2024/C24455
TIN: 2400573537

KENYA

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Kenya
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Availability, specifications and registrations are market-specific. Qualified introductions may use a written success-based commercial agreement.

Relationships grow through presence, dialogue and results.



INTERNATIONAL FAIRS

Growtech visibility, face-to-face meetings and a product-led booth experience.



CUSTOMER CONNECTIONS

Direct conversations turn market needs into qualified product and partnership briefs.



FIELD & RESULTS

Field visits connect product performance with crop conditions and practical application.

CEON stays close to partners from exhibition halls to farms and local markets.

Inhibitor coating plants.

Process design & feasibility

Review the base fertiliser, target treatment, existing line, throughput, utilities and site layout. Define a new installation or a retrofit scope.

Dosing & coating integration

Specify dosing, filtration, flow measurement and spray application. Separate dosing circuits can be designed for compatible multi-component treatment systems.

Installation & commissioning

Coordinate equipment integration, installation, calibration, commissioning and agreed acceptance checks at the customer's facility.

Formulation & operating support

Provide recipe development, operating procedures, product sampling, quality-control planning and operator training within the agreed project scope.

New-line or retrofit projects. Equipment, throughput, responsibilities, timing and acceptance criteria are agreed in the technical and commercial proposal.



UK REACH & brand-protection records.

Substance / CAS	UK REACH registration
Potassium sulphate (SOP) 7778-80-5	UK-01-5444447050-1-0005
Diammonium hydrogen orthophosphate (DAP) 7783-28-0	UK-01-2423710415-3-0004
Ammonium nitrate (AN) 6484-52-2	UK-01-0942230983-2-0006

Retained 2023 CEON portal records identify joint-registration submissions in the 1-10 tonnes/year band with CC PASS status. Current coverage, uses and supply-chain responsibilities are reviewed for the intended supply.

NUTRITAB® is a registered UK trade mark of CEON Enterprise Ltd. UK trade mark number UK00003751883, Class 1; filed 7 February 2022. Contact CEON for brand-protection documents and branded-supply enquiries.

UK REACH concerns Great Britain. EU REACH continues to apply in Northern Ireland and the EU. See ceonagri.co.uk/credentials for record scope and supporting-document requests.



Memberships & professional networks.

CEON Enterprise Ltd · company memberships

NI Chamber
Enterprise membership

Belfast Chamber
Business membership

HTA
Manufacturer & supplier membership

NIFDA
Associate membership

Agri-TechE
Mega membership

Fevzi Can Orak · individual memberships

Institute of Directors
Individual director membership

International Fertiliser Society
Individual membership & conference package

Queen's Chief Executives' Club
Private business membership

Ongoing applications are shown separately at ceonagri.co.uk/credentials. Memberships are professional relationships, not product certifications.