



Feather[®]
a clean life

CATALOGUE

2024-25

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ABOUT US

Whiteline Industries Colombo (Pvt) Ltd began in 1995 as a family-owned importer and distributor of household products in Sri Lanka. With 12 years of trading experience, we ventured into manufacturing plastic cleaning tools under the brand Feather® in 2007.

From a small facility making 15,000 brooms a month, we expanded rapidly and now operate a modern 25,000 sq. ft. factory equipped with injection moulding, monofilament, and tufting machinery. Today, we produce over 4 million units annually, including brooms, scrub brushes, deck brushes, floor mops, wipers, and toilet brushes.

Feather® is now Sri Lanka's leading brand of cleaning tools, available islandwide. We also run an exclusive in-house PET bristle production line, using recycled plastic waste collected locally—underscoring our commitment to sustainability.

Whiteline Industries continues to grow with a focus on quality, innovation, and customer satisfaction, serving both local and global markets.



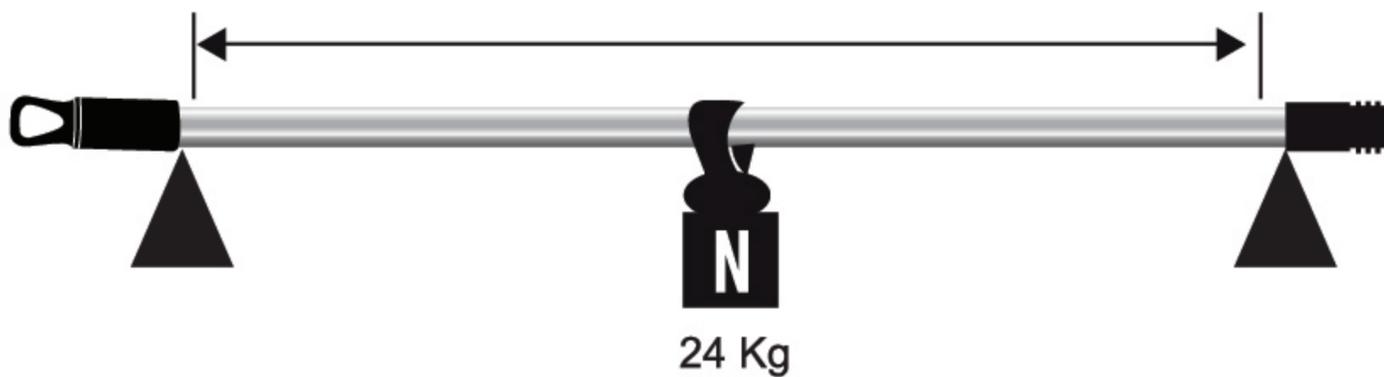
QUALITY

Quality is an abstract concept, nobody can see or touch it, but everybody feels that a Feather product has a relevant content of quality because we have always given a priority to the respect of technological rules and to the use of good materials.

Our products are made of the highest-grade virgin resin that is combined with the finest monofilament that come together to create high quality brooms and brushes. Each item that leaves the factory has been meticulously crafted and polished to ensure the unique metallic shine has been achieved.



METAL HANDLE STRENGTH TEST



Average force to bend a tube on 1m of free length.

WALL THICKNESS (mm)	FORCE		
	Newton	Kg.	Lb.
0.28	235	24	52.8



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BROOM

INDOOR BROOMS



One of the best in class from our range of Indoor Brooms. The "original" broom that was first launched in Sri Lanka with five rows of long lasting synthetic bristles. Ideal for keeping your home or office clean.

Item Code	-	FB - 329
Color	-	● ● ● ● ●
Size	-	34CM x 19CM x 6.5CM
Weight	-	
Packing	-	24 PCS



Most creative Indoor Broom designed at Feather. Inspired by the classic Sri Lankan 'Katayan' concept that makes it a stylish cleaning tool which does not need to be hidden in your home.

Item Code	-	FB - 100
Color	-	● ● ● ● ●
Size	-	36CM x 17.5CM x 6.5CM
Weight	-	
Packing	-	12 PCS





The widest Indoor Broom available from our range. Ideal for quickly sweeping up large areas such as living rooms and common areas.

- Item Code - FB - 021
- Color - ●●●●●
- Size - 41CM x 19CM x 6.5CM
- Weight -
- Packing - 24 PCS



Mid-sized Indoor broom with an angled triple bar design. Its light weight makes it an ideal choice for rooms and small surface areas.

- Item Code - FB - 033
- Color - ●●●●●
- Size - 33CM x 18CM x 6.5CM
- Weight -
- Packing - 12 PCS



A wide Indoor Broom in our range with fine transparent bristles. Ideal for bed rooms, living rooms and other indoor areas.

- Item Code - FB - 121
- Color - ● ● ● ● ●
- Size - 35CM x 18CM x 6.5CM
- Weight -
- Packing - 24 PCS



A short and flat broom that can handle rugs and carpets like a "Pro". Also suitable for use in the kitchen and terrace due to the short bristles that helps tackle messy and greasy cleaning tasks with ease.

- Item Code - FB - 229
- Color - ● ● ● ● ●
- Size - 30CM x 12CM x 6.5CM
- Weight -
- Packing - 24 PCS





The latest innovation and the only broom in the market that features a curved head for a beautiful aesthetic. Designed with the modern home in mind.

Item Code - FB - 429
 Color - ●●●●●
 Size -
 Weight -
 Packing - 24 PCS



Designed with a primary focus on strength of the block, to ensure the product goes the extra mile to give the consumer real value for their money. A very sturdy indoor broom with a sharp look.

Item Code - FB - 529
 Color - ●●●●●
 Size - 34CM x 18CM x 6.5CM
 Weight -
 Packing - 24 PCS



KIDS TRAINER BROOM

This Kids Trainer Broom from Feather brand is a great tool for teaching your little ones how to clean up around the house. The broom head is not flexible, ensuring that it is easy for kids to control and use effectively. This broom is perfect for teaching kids the importance of keeping their surroundings clean and tidy.

Item Code	-	FB - 058
Color	-	
Size	-	29CM x 17CM x 6CM
Weight	-	
Packing	-	24 PCS



OUTDOOR BROOM

The first in the Sri Lankan market, an outdoor broom made purely of synthetic bristles. Perfect for sweeping away dirt, leaves, and debris from your patio, driveway, or garden. This broom is a must-have for any homeowner who takes pride in maintaining a clean and tidy outdoor space.

Item Code	-	FB - 050
Color	-	●
Size	-	32.5CM x 21CM x 3.4CM
Weight	-	
Packing	-	12 PCS





A solution to clean all that dust and cobwebs on high reach surfaces such as ceilings.

Includes 200cm ribbed plastic coated telescopic metal handle, strong and light weight yet durable. Compatible with only Feather CobWeb brushes.

- Item Code - BR - 185
- Color - ●
- Brush Size - 25.5CM x 18.5CM
- Weight -
- Packing - 25 PCS



BRUSHES

DECK BRUSH

Deck Brush that can be used for both Indoor and Outdoor purposes. A versatile tool for every household serving multiple floor scrubbing requirements.



Item Code	-	BR - 300
Color	-	● ● ● ●
Size	-	17.5CM x 6CM x 5.75CM
Weight	-	
Packing	-	50 PCS



HARD FLAT



CURVED

DECK BRUSH WIDE

Wide Deck Brush that can be used for both Indoor and Outdoor purposes. With an all new sleek and modern design.

Item Code	-	BR - 309
Color	-	● ● ● ● ●
Size	-	25CM x 10CM x 7.5CM
Weight	-	
Packing	-	24 PCS



HARD



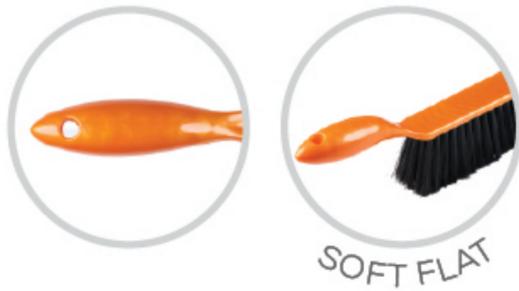
FLAT



BANISTER BRUSH

The ideal single-hand sweeper for cleaning/dusting bedroom plus living room furniture, pantry fixtures and many other table top surfaces.

- Item Code - BR - 248
- Color - ●●●●●
- Size - 32CM x 11.5CM x 4.75CM
- Weight -
- Packing - 12 PCS



SCRUB BRUSH

Handheld multi - purpose brush for scrubbing any type of surface.

- Item Code - BR - 205
- Color - ●●●●●
- Size - 15CM x 7.5CM x 5.5CM
- Weight -
- Packing - 60 PCS



SINK BRUSH

The ultimate sink brush for your kitchen with a curved handle makes it the perfect companion for cleaning your sinks, dishes and other kitchen utensils with ease.

- Item Code - BR - 127
- Color - ●●●●●
- Size - 18CM x 6.5CM x 3.8CM
- Weight -
- Packing - 24 PCS



HARD



HOCKEY BRUSH

A toilet brush that's suitable for smaller toilets and scotting pans.

- Item Code - BR - 140
- Color - ●●●●●
- Size - 41CM x 6CM x 5CM
- Weight -
- Packing - 50 PCS



MEDIUM



LONG HOCKEY BRUSH

Angled toilet brush to reach all corners of all shapes of toilets.



Item Code	-	BR - 141
Color	-	●●●●●○
Size	-	48CM x 6CM x 5CM
Weight	-	
Packing	-	50 PCS



LONG HOCKEY BRUSH W/CADDY

Angled toilet brush with sleek caddy ensures hygiene and style in bathrooms

Item Code	-	BR - 142
Color	-	●●●●●○
Size	-	50CM x 12CM x 10CM
Weight	-	
Packing	-	24 PCS



TOILET BRUSH

The classic Toilet Brush with a rounded brush head.v

- Item Code - BR - 250
- Color - ●●●●
- Size - 39.5CM x 9.5CM x 8CM
- Weight -
- Packing - 100 PCS



TOILET BRUSH W/HOLDER

The classic Toilet Brush with Holder paired as a set. Providing an elegant look for holding the brush than hiding it!

- Item Code - BR - 251
- Color - ●●●●●
- Size - 14CM x 51.5CM x 14CM
- Weight -
- Packing - 50 PCS





DUSTPANS

DUST PAN SET

The must have tool in any household to clean up litter quickly and efficiently.



Item Code	-	BR - 169
Color	-	● ● ● ●
Size	-	23CM x 32.5CM x 5CM
Weight	-	
Packing	-	60 PCS



DUST PAN

Dust Pan to pick up all kinds of household litter.

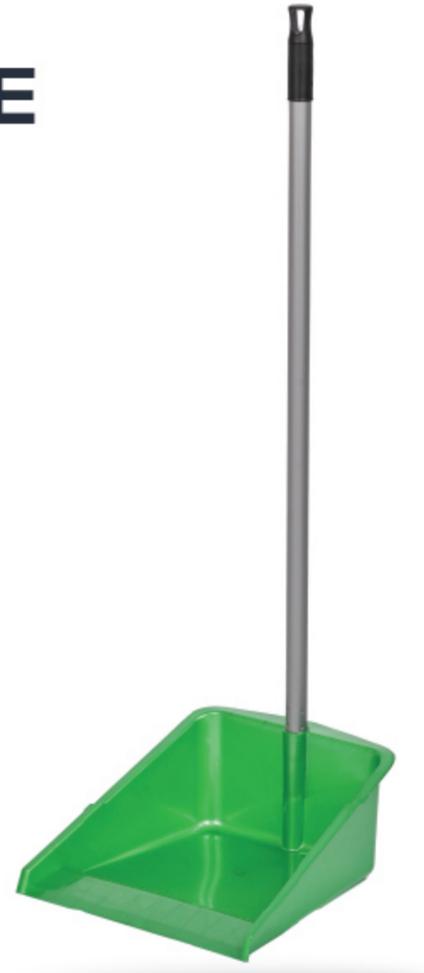
Item Code	-	BR - 165
Color	-	● ● ● ● ●
Size	-	23CM x 32.5CM x 5CM
Weight	-	
Packing	-	24 PCS



DUST PAN W/SHORT HANDLE

Picking up litter has never gotten this easy, with a Handle and Wide Pan, this Heavy Duty Dust Pan can cater to both your indoor and outdoor needs.

- Item Code - BR - 175
- Color - ●●●●●
- Dustpan Size - 26.3CM x 27CM x 11.5CM
- Weight -
- Packing - 30 PCS



DUST PAN WITH BROOM SET

Dustpan and Broom Set with 70cm Plastic Coated Metal Handles. Another essential tool for every household to make your cleaning chores easier.

- Item Code - BR - 180
- Color - ●●●●●
- Dustpan Size - 26.3CM x 27CM x 11.5CM
- Weight -
- Packing - 12 SETS



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MOPS

SUPER ABSORBENT FLOOR MOP

Setting a new standard in floor mopping, by introducing a very high absorbency material into the conventional mop while still being light weight.



- Item Code - FM - 150
- Color - ●●●●
- Size -
- Weight -
- Packing -



COTTON FLOOR MOP 250G

Conventional Cotton Mop with an unconventional amount of pure cotton. The perfect choice for everyday routine mopping.

- Item Code - FM - 160
- Color - ●●●●●
- Size -
- Weight -
- Packing -



STURDY



FOUR LOCK

COTTON FLOOR MOP 350G

Extra cotton that allows you to go the extra mile in floor mopping.

- Item Code - FM - 170
- Color - 
- Size -
- Weight -
- Packing -



KENTUCKY MOP

Kentucky Mop with replaceable mop refill for a quick changeover when it's due.

- Item Code - FM - 400
- Color - STANDARD
- Size - 18CM x 46CM x 4CM
- Weight -
- Packing -



COTTON FLAT MOP 40CM

Flat dust mop that's ideal for controlling dirt and debris from hardwood, tiles, laminate, vinyl, garage, epoxy and bamboo flooring.

Item Code	-	FM - 340
Color	-	STANDARD
Size	-	40CM x 12CM x 5CM
Weight	-	
Packing	-	



LIGHT



CUT END

COTTON FLAT MOP REFILL

Cotton refill for Flat Mop 60CM (FM -340) only. High absorbency and can be used for wet or dry mopping. Cotton Pads can be easily washed by hand or machine to remove dirt.

Item Code	-	FM - 341
Color	-	STANDARD
Size	-	40CM x 12CM x 5CM
Weight	-	
Packing	-	



CUT END



COTTON FLAT MOP 60CM

Flat dust mop that's ideal for controlling dirt and debris from hardwood, tiles, laminate, vinyl, garage, epoxy and bamboo flooring.

- Item Code - FM - 360
- Color - STANDARD
- Size - 132CM x 60CM x 14CM
- Weight -
- Packing -



COTTON FLAT MOP REFILL

Cotton refill for Flat Mop 60CM (FM -360) only. High absorbency and can be used for wet or dry mopping. Cotton Pads can be easily washed by hand or machine to remove dirt.

- Item Code - FM - 361
- Color - STANDARD
- Size - 60CM x 14CM x 2CM
- Weight -
- Packing -



COTTON FLAT MOP 80CM

Flat dust mop that's ideal for controlling dirt and debris from hardwood, tiles, laminate, vinyl, garage, epoxy and bamboo flooring.



Item Code	-	FM - 380
Color	-	STANDARD
Size	-	132CM x 80CM x 14CM
Weight	-	
Packing	-	



COTTON FLAT MOP REFILL

Cotton refill for Flat Mop 60CM (FM -380) only. High absorbency and can be used for wet or dry mopping. Cotton Pads can be easily washed by hand or machine to remove dirt.

Item Code	-	FM - 381
Color	-	STANDARD
Size	-	80CM x 14CM x 2CM
Weight	-	
Packing	-	



SPIN MOP BUCKET

A spin mop that has been designed with functionality for the user. By making the mopping process easier and quicker while your hands remain clean.

- Item Code - FM - 500
- Color - STANDARD
- Bucket Size - 46CM x 28CM x 25CM
- Mop Handle - 113CM



KENTUCKY MOP BUCKET 22L

Industrial Grade Wringer bucket that is built to last. A sturdy build that ensures it can withstand the demands of commercial cleaning tasks.

- Item Code - FMB - 022
- Color - STANDARD
- Size -
- Weight -





WIPERS

FLOOR WIPER

Heavy Duty wiper for both Professional and Domestic use. Drying up wet floors in a single wipe.

- Item Code - FW - 718
- Color - ●●●●●
- Size - 44CM x 2.3CM x 5CM
- Weight -
- Packing - 50 PCS



GLASS WIPER

Light weight glass wiper for both Handheld use or with metal stick extension.

- Item Code - FW- 290
- Color - ●●●●●
- Size - 29CM x 11.5CM x 0.5CM
- Weight -
- Packing - 100 PCS



PROFESSIONAL SQUEEGEE

Heavy Duty wiper for both Professional and Domestic use. For a dry and streak free surface.



- Item Code - FM - 125
- Color - STANDARD
- Size - 25cm
- Weight -
- Packing -



CHANGEABLE



RUBBER GRIP

PROFESSIONAL SQUEEGEE

Heavy Duty wiper for both Professional and Domestic use. For a dry and streak free surface.

- Item Code - FM - 135
- Color - STANDARD
- Size - 35cm
- Weight -
- Packing -



STAINLESS STEEL



CHANGEABLE

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SCOURERS

SCOURER PAD 3 PCS

The European standard of kitchen scourer pads.

Item Code	-	SC - 601
Color	-	STANDARD
Size	-	10CM x 15.2CM x 7MM
Weight	-	
Packing	-	288 PCS



SPONGE SCOURER

Multipurpose scourer with grooved edges to protect your nails.

Item Code	-	SC - 603
Color	-	STANDARD
Size	-	7.5CM x 10CM x 4.5CM
Weight	-	
Packing	-	216 PCS



SPONGE SCOURER

Multipurpose scourer with grooved edges to protect your nails in a 3Pcs Economy Pack.



Item Code	-	SC - 604
Color	-	STANDARD
Size	-	7.5CM x 10CM x 4.5CM
Weight	-	
Packing	-	72 SETS



STAINLESS STEEL SCOURER

High quality rust free scourer. Manufactured using stainless steel wire with anti-corrosive properties under normal usage.

Item Code	-	SC - 101
Color	-	STANDARD
Size	-	
Weight	-	24g
Packing	-	288 PCS



RUST FREE



MICROFIBRE CLOTH

Multipurpose Microfiber Towel for dusting, washing and wiping many kinds of surfaces.

Item Code	-	SC - 650
Color	-	
Size	-	40cm x 40cm
Weight	-	
Packing	-	



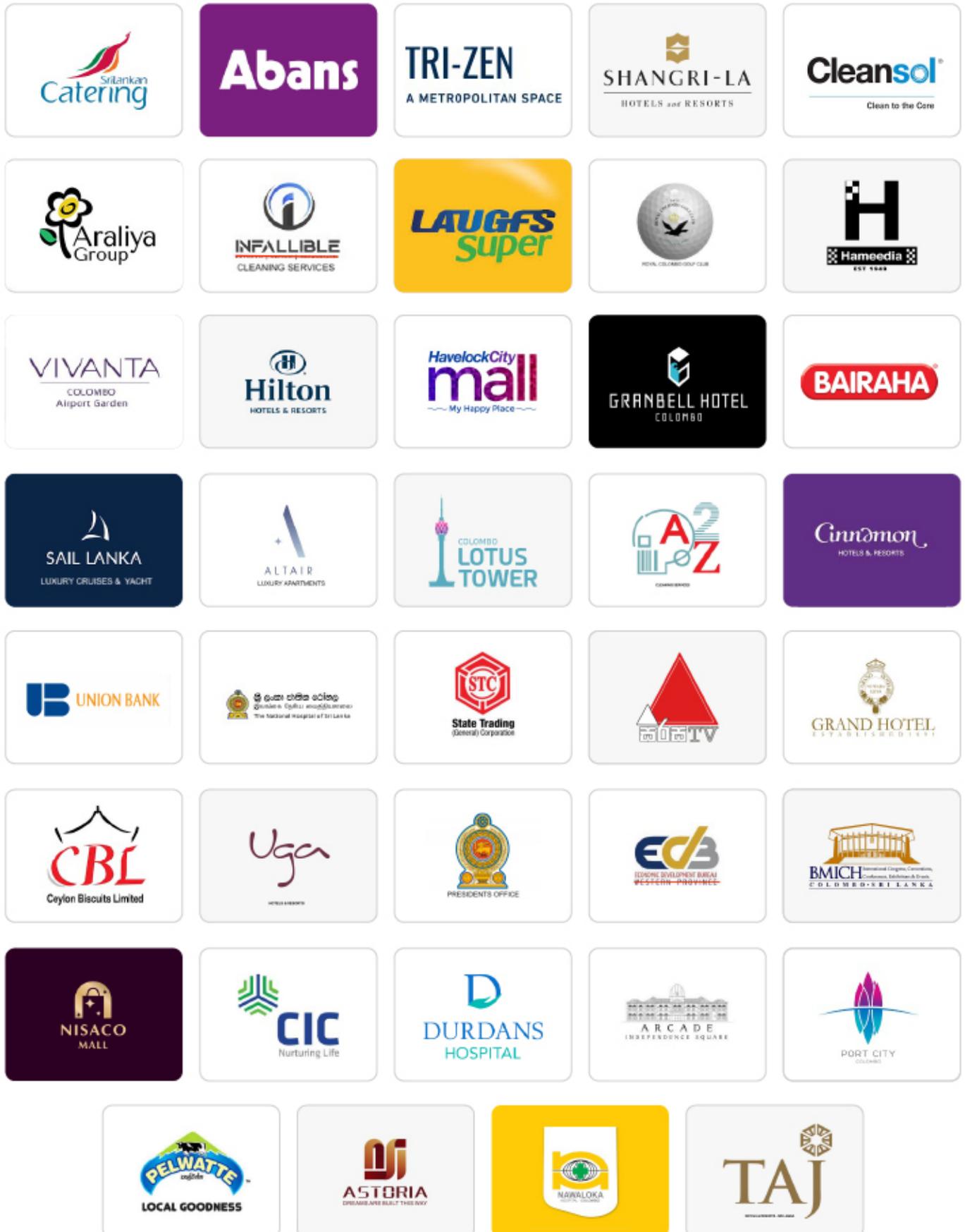
HANGERS

The perfect choice for hanging your clothing outfits.

Item Code	-	HG - 586
Color	-	STANDARD
Size	-	
Weight	-	
Packing	-	



TRUSTED BY SRI LANKA'S LEADING BRANDS





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