

- BRAND BOOKLET -

HEITMANN[®]

The logo graphic consists of two curved lines below the brand name. The top line is a vibrant green, and the bottom line is a darker blue, both curving from left to right.

QUALITY MADE IN GERMANY SINCE 1874



*Quality made in Germany
since 1874!*

HEITMANN®

The logo features the word "HEITMANN" in a bold, blue, sans-serif font. Below the text are two curved swooshes: a green one on the left and a blue one on the right, both curving upwards from left to right.





**STRONG HOUSEHOLD
PARTNERS!**





HISTORY

At the turn of the century, in the year 1900, brothers Fritz and Nikolaus Heitmann firmly established the **HEITMANN** brand as a pioneer in household and laundry care. Inspired by their mother, Johanna Elisabeth Heitmann, whose words reminded them again and again how hard a housewife's life was at that time, they decided to bring about change. Driven by the desire to assist housewives with their everyday household challenges, they set out to develop high-quality products.

With this thorough understanding of the needs of housewives, the **HEITMANN** product range was carefully expanded with the goal of always offering effective solutions that make life easier. Right from the start, the focus was on high quality, performance, and regional roots. The brand is considered an expert in specialised products that meet the daily challenges of consumers. Over the years, **HEITMANN** has established itself as a specialist in household and care products.



OUR PROMISE

Our products have the same quality and performance as the market-leading brand and at a lower or the same price level as the competition. We devote a great deal of energy to developing and improving our products, all of which are developed and produced by our experts in Germany.

OUR MISSION

Our aim is to improve everyday household cleaning with simple, practical, and highly efficient products tailored to your specific needs, because cleanliness is the very foundation of good health for all of us.





ADVERTISING MATERIALS

SHELF VISIBILITY & MERCHANDISE COLLECTION

HEITMANN pure skilfully uses advertising materials such as merchandise and POS materials to increase the brand's visibility. Through the targeted placement of branded items at the point of sale, we create a tangible presence and increase awareness of our products. Additionally, high-quality merchandise items serve as mobile advertising media that actively promote the HEITMANN pure brand outside of the sales environment.



Eye-catching label



Air freshener

Stofftasche

POS wobblers



Merchandise collection

Out-of-home campaigns

POS shelf brochures





LIMESCALE REMOVERS



MACHINE CARE



CLEANERS



STAIN REMOVAL & BRIGHTENERS



LAUNDRY CARE



LIMESCALE REMOVERS

RAPID LIMESCALE REMOVER

2 x 15 g

For safe & fast descaling

Descale quickly and reliably: the patented formula of Rapid Limescale Remover works using only natural fruit acids and is fully biodegradable.

- Patented formula
- Works extremely quickly
- Food-safe
- Extends the life of your appliances

For a longer service life

Limescale can impair the performance of your appliances, causing heating elements to consume more energy and tubes to become clogged. Heavy limescale deposits (hard limescale) can even destroy components. This can easily be prevented with regular descaling. Your appliances will last longer and consume less energy.

Areas of application

Hot water appliances

- Electric kettles
- Traditional kettles
- Egg boilers

Coffee machines

- Pod machines
- Capsule machines
- Espresso machines
- Fully automatic machines





LIMESCALE REMOVERS

BIO RAPID LIMESCALE REMOVER

2 x 25 g

The handy twin pack

Use one sachet for your coffee machine and the other for your kettle: with this handy twin pack, you can descale your appliances using pure citric acid in an environmentally friendly way!

- Powerful and food-safe
- Also suitable for pod and espresso machines
- Consists of citric acid made from natural raw materials
- Extends the life of your appliances

Eco-friendly descaling

Without limescale, your appliances will last longer, consume less energy, and be more hygienic. Limescale significantly impairs the performance of hot water appliances and attracts germs and dirt. **HEITMANN Bio Rapid Limescale Remover** dissolves limescale powerfully in a food-safe and environmentally friendly way. The citric acid in the product is manufactured using natural raw materials. It's fully biodegradable.

Areas of application

Hot water appliances

- Electric kettles
- Traditional kettles
- Egg boilers

Coffee machines

- Pod machines
- Capsule machines
- Espresso machines
- Fully automatic machines





LIMESCALE REMOVERS

BIO RAPID LIMESCALE REMOVER

250 ml

Powerful & food-safe

Gently remove limescale from coffee machines and kettles with this environmentally friendly limescale remover. Your appliances will last longer and consume less energy.

- Very efficient
- Food-safe
- Uses natural acids
- Tested material compatibility

Eco-friendly liquid descaler

Liquid **HEITMANN** Bio Rapid Limescale Remover is food-safe and removes limescale effectively and gently using the power of nature. It relies on the ability of citric, lactic, and malic acids to dissolve limescale. These active ingredients are all fully biodegradable.

Areas of application

Hot water appliances

- Electric kettles
- Traditional kettles
- Egg boilers

Coffee machines

- Pod machines
- Capsule machines
- Espresso machines
- Fully automatic machines





LIMESCALE REMOVERS

COFFEE MACHINE LIMESCALE REMOVER

250 ml

Specialists for premium appliances

Descale the right way to make your machine last longer: this limescale remover quickly dissolves limescale in high-quality coffee machines, without leaving any residue. Its outstanding effectiveness is achieved with pure lactic acid.

- Reliable and food-safe descaling
- Odourless and flavourless
- Extends the life of the machine
- Free of sulfamic acid
- 100% biodegradable

Descale cleanly, safely, and quickly

Specially designed for extra-small nozzles and tubes, this product quickly descales high-quality coffee machines without leaving any residue. No application time necessary. Thanks to its innovative formula, it completely dissolves calcium and magnesium limescale. No hard limescale is left behind to clog up or damage the machine.

Areas of application

- Fully automatic machines
- Portafilter machines
- Pod machines
- Capsule machines





MACHINE CARE

EXPRESS DISHWASHER HYGIENE CLEANER

30 g

Triple action formula

This powerful cleaner is effective even in a 20-minute short cycle. In no time at all, it removes grease, limescale, and odours throughout the dishwasher, making it hygienically clean.

- Patented formula
- Reliably removes grease and limescale residues
- Removes unpleasant odours
- Saves energy and money

No extra rinse cycle required

The cleaner's triple action formula removes limescale, grease, and odours from the machine, spray arms, and filters. It maintains the performance of the machine. The cleaner does not require an extra rinse cycle, thus saving time, energy and money.

Areas of application

- Cleaning of all types of dishwashers





MACHINE CARE

MACHINE LIMESCALE REMOVER 3 IN 1

175 g

Gentle on fabrics & powerful

This patented formula with citric, malic, and tartaric acid dissolves limescale and cleans your machine, leaving it hygienically fresh. This prolongs the life of your appliance and helps you save energy.

- Suitable for washing machines and dishwashers
- Cleans, maintains, and creates hygienic freshness
- With anti-odour formula
- Particularly gentle

Hygienic cleanliness

HEITMANN Machine Limescale Remover descales, cleans, and leaves your machine hygienically fresh in just one cycle. Its anti-odour formula eliminates soiling caused by limescale, grease, and dirt, which typically occurs in washing machines, allowing germs and odours to quickly accumulate. Regular descaling prolongs the life of your appliance.

Areas of application

- Dishwashers
- Washing machines





MACHINE CARE

EXPRESS WASHING MACHINE HYGIENE CLEANER

250 g

Deep hygienic cleaning

Eliminate all traces of limescale, deposits, and odours from your washing machine. The express cleaner ensures a deep hygienic clean even at 40°C, saving you time, energy, and money.

- Cleans, maintains, and protects
- With anti-odour formula
- Active ingredients: citric, malic, and tartaric acids
- Reaches even inaccessible places

For a hygienically clean machine

If you tend to use a gentle wash cycle, you'll know that the machine can sometimes smell. This is primarily due to deposits and biofilm. Both of these build up if you frequently wash at low temperatures. Limescale makes the problem worse, causing germs and dirt accumulate. The end result is a rather unpleasant odour. Regular use of Express Washing Machine Hygiene Cleaner can help to prevent the formation of biofilm, maintaining the performance of your washing machine.

Areas of application

- Dishwashers
- Washing machines





MACHINE CARE

WASHING MACHINE HYGIENE CLEANER 3 IN 1

250 ml

Hygienic thorough cleaning

Give your machine some hygienic freshness. This cleaner eliminates odours, limescale, and deposits, ensuring that your washing machine is well-maintained.

- Cleans, maintains, and protects
- With anti-odour formula
- Active ingredient: citric acid
- Ideal for thorough cleaning

3-in-1 function

The Washing Machine Hygiene Cleaner cleans, maintains, and protects your machine. It extends its service life and keeps it hygienically fresh.

Areas of application

- Cleaning of all types of washing machines
 - Detergent drawer
 - Seals
 - Glass panel
 - Detergent tray
 - Drum
 - Tubes





CLEANERS

ANTI-LIMESCALE POWER

500 ml

Powerful against limescale

This powerful limescale remover leaves your bath sparkling clean. It helps you easily remove stubborn limescale, dirt, and soap residue.

- Guaranteed shine
- Suitable for bathroom and kitchen
- Active ingredient: citric acid
- Tested material compatibility
- Dermatologically tested

Ideal for bathroom & kitchen

The upside-down spray function lets you clean even hard-to-reach places. With the natural power of citric acid, limescale deposits in the bathroom and kitchen don't stand a chance.

Areas of application

- Fittings
- Sinks
- Washbasins
- Bathtubs
- Shower trays
- Shower screens
- Tiles
- Toilets
- Chrome
- Stainless steel





CLEANERS

OVEN, GRILL & STOVE GLASS CLEANER

400 ml

Powerful thanks to active foam

Simply let this cleaner do all the work. Its active foam dissolves burnt-on residues, soot, grease, and dirt by itself, and it is suitable for most materials. You can use it for warm and cold cleaning.

- Works with long-lasting active foam
- Cleans powerfully and by itself
- Material compatibility confirmed

Long-lasting adhesion to vertical surfaces

The cleaner's powerful active foam clings to vertical surfaces for a long time. In this way, it can optimally take effect over the entire application time.

Areas of application

- Ovens
- Baking trays
- Catching trays
- Barbecues
- Grills
- Fireplaces
- Stove glass
- Hotplates
- Pots
- Pans





CLEANERS

GLASS CERAMIC & STAINLESS STEEL CLEANER

250 ml

Cleanliness, shine, and care

Cook with passion, then clean with ease: use **HEITMANN** Glass Ceramic & Stainless Steel Cleaner to remove dirt, discolouration, food residues, and limescale easily and thoroughly from Ceran hobs and other objects.

- Produces a brilliant shine
- Abrasive particles based on natural minerals
- Material compatibility confirmed

Powerful without microplastics

With its repellent effect, this cleaner removes dirt, burnt-on food, limescale, and shiny marks simply and thoroughly—without scratching and without the use of microplastics.

Areas of application

- Glass ceramic hobs
- Ceran hobs
- Induction hobs
- Objects and surfaces made of:
 - Stainless steel
 - Chrome
 - Copper
 - Brass
 - Enamel





STAIN REMOVAL

GALL SOAP

100 g

Tried and tested stain remover

Proven and cost-effective: gall soap is a classic stain remover. Use it to remove dirt and all sorts of stains from white and coloured laundry, right down to the fibres.

- For pretreating stains
- Suitable for white and coloured laundry
- Works right down to the fibres
- Uses the power of natural gall
- Skin tolerance dermatologically approved

Effective against a wide range of stains

HEITMANN Gall Soap gently removes all kinds of stains (e.g. grease, oil, blood, protein, and make-up) and dirt from all washable fabrics, right down to the fibres. This popular stain remover uses the power of natural gall and soap from renewable raw materials.

Areas of application

- Ideal for pretreating a wide variety of stains





STAIN REMOVAL

POWER DECOLOURISER INTENSIVE

250 g

A true lifesaver

Use **HEITMANN** Power Decolouriser on discoloured or greyed whites. This powerful and intensive decolouriser reliably removes discolouration and greying and is also suitable for use on delicates. Get your clothes looking brilliant white again.

- Für ein strahlendes Weiß
- Intensiv-Entfärbung bei 30 bis 95 °C
- Rettet Verfärbtes und Vergrautes
- Für Feines geeignet

Saves discoloured old favourites from the waste pile

Whether it's a nasty pink tinge or a dirty grey: **HEITMANN** Power Decolouriser Intensive reliably removes discolouration and greying. There's no need to throw away your white and delicate fabrics —restore their brilliant white instead.

Areas of application

- Ideal for white laundry





BRIGHTENERS

LAUNDRY WHITE

500 ml

Extreme whitening power

Extreme white without any bleach: **HEITMANN** Laundry White liquid dissolves immediately during the wash cycle and releases its extreme whitening power. You can thus eliminate greyness and yellowing even from delicate laundry.

- Ideal for use with liquid detergents
- For a brilliant white
- Without bleach
- Suitable for delicates

Ideal for liquid detergents

HEITMANN Laundry White liquid has been specifically formulated for liquid detergents, to ensure that nothing sticks or clumps together. It is suitable for all washing temperatures and fibres, even for delicates.

Areas of application

- In the washing machine





BRIGHTENERS

LAUNDRY WHITE

50 g

Extreme whitening power

The clever sachet with extreme whitening power: **HEITMANN** Laundry White cleans your laundry down to the fibres, works on all types of stains, and ensures long-lasting freshness. Your laundry will shine brilliantly white again.

- Removes greyness and yellowing
- Effective against all types of stains
- Multi-active formula with extreme whitening power
- Practical single-use sachet

Enhances cleaning power

HEITMANN Laundry White can be used as a washing power booster and for pretreatment and is suitable for all washing temperatures and detergents. Additionally, the multi-active oxygen contained in the product cleans down to the fibres and ensures long-lasting freshness.

Areas of application

- In the washing machine
- For hand washing





BRIGHTENERS

BRILLIANT WHITE CURTAINS

50 g

Radiantly white curtains

The secret to caring for curtains lies in these sachets. Turn your detergents into curtain specialists with **HEITMANN** Brilliant White Curtains. Reliably remove dirt, greyness, yellowing, nicotine, and odours from deep in the fibres. Make your curtains fragrant, fresh, and brilliantly white again.

- Simply combine with normal detergent
- Multi-active oxygen works deep into the fibres
- Free from optical brighteners
- In practical single-use sachets

Fresh thanks to active oxygen

The active oxygen works right down to the fibres. Turn your curtains back to brilliant white with added long-lasting freshness—even at 30°C.

Areas of application

- In the washing machine
- For hand washing





LAUNDRY CARE

LAUNDRY WHITE CLOTHS

20 pcs

Extreme whitening power

Cloth after cloth, a brilliant white: free your clothes from greyness and yellowing. **HEITMANN** Laundry White Cloths are free from plastic fibres and ensure that your textiles are a uniform, extremely bright white, without any bleach.

- Practical cloth
- Containing Power White formula
- Without bleach
- Suitable for all temperatures and detergents
- Free from plastic fibres

FSC® certified (FSC-C112695)

Brilliantly white laundry, clean environment: the packaging and the cloths are made from FSC®-certified materials (FSC-C112695). The cloths are free from plastic fibres like polyester and polyamide. They're made from 97% renewable raw materials.



Das Zeichen für verantwortungsvolle Waldwirtschaft

Areas of application

- In the washing machine





LAUNDRY CARE

COLOUR & DIRT COLLECTOR CLOTHS

20 Stück/45 Stück

Protection against discolouration

Give your clothing twice the protection. During the wash cycle, particles of colour and dirt are released, which can collect on textiles and appear as discolouration and greying. **HEITMANN** Colour and Dirt Collector Cloths, which are free from plastic fibres, are effective at preventing this process. These cloths:

- Protect textiles against discolouration and greying
- Produce sparkling whites and brilliant colours
- Bind colour and dirt both in the cloth and in the water
- Reduce laundry sorting
- Are free from plastic fibres

FSC® certified (FSC-C112695)

Clean laundry, clean environment: the packaging and the cloths are made from FSC®-certified materials (FSC-C112695). The cloths are free from plastic fibres like polyester and polyamide. They're made from 97% renewable raw materials.



Das Zeichen für verantwortungsvolle Waldwirtschaft

Areas of application

- In the washing machine





LAUNDRY CARE

LAUNDRY ULTRABLACK CLOTHS

10 pcs

Intensive Black

Black, blacker, ultrablack! With these dyeing cloths from **HEITMANN**, your black items stay deep black—no matter how often you wash them.

- 2 in 1: colour refresh + care in one
- With real black fabric dye and fibre protection serum
- Coated on both sides for double the brilliant black intensity
- Easy, quick, residue-free
- Suitable for all black textiles

No more greyed clothes

HEITMANN Laundry Ultrablack Cloths refresh your black items directly in the wash cycle and smooth the fibres. The coating on both sides of the dyeing cloths ensures an ultrablack effect. The real, high-quality black fabric dye contained in the cloths bonds with the fibres during the wash cycle, so that your clothing retains its brilliant black intensity.

Areas of application

- In the washing machine





LAUNDRY CARE

DOWN LAUNDRY CARE

250 ml

Down protection, freshness & volume

Follow nature's example when caring for your down- and feather-filled textiles. **HEITMANN** Down Laundry Care with lanolin gently cleans your laundry and restores the properties of the down filling.

- Offers down protection, freshness, and volume
- Restores the natural properties of down
- Gives a fresh fragrance
- Ensures radiant colours

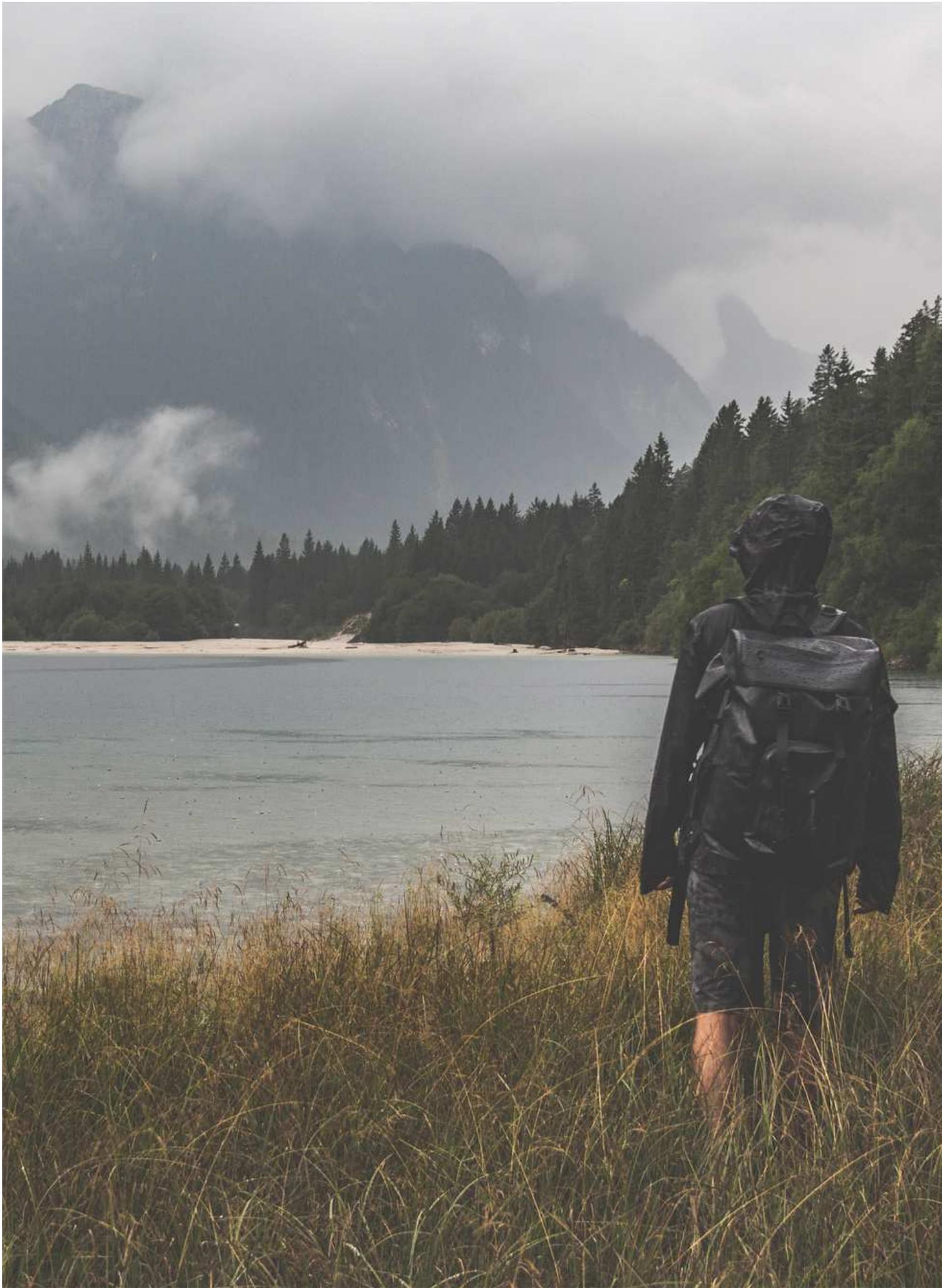
Preserving the value of high-quality clothing

Delicate feathers and down keep us warm in cold weather. Maintain the properties and value of your high-quality clothing, cushions, and sleeping bags. Use **HEITMANN** Down Laundry Care to clean items such as jackets, coats, gloves, or sleeping bags gently and without clumping.

Areas of application

- In the washing machine
- For hand washing
- Suitable for:
 - Jackets and gilets
 - Coats
 - Gloves
 - Sleeping bags
 - Cushions





LAUNDRY CARE

WASH-IN IMPREGNATION

250 ml

Breathable weather protection

Weather protection inspired by nature. With its fluorine-free, patented active ingredient, **HEITMANN** Wash-in Impregnation provides your textiles with long-lasting protection against wetness and dirt.

- 100% breathable weather protection
- Reactivates membrane functionality
- Long-lasting protection even for heavily worn areas
- Retains wearability

Reactivates membrane functionality of textiles

Give your clothes outstanding weather protection that's as good as new. **HEITMANN** Wash-in Impregnation activates the membranes of your functional textiles with its active ingredient that is inspired by nature. It provides long-lasting protection against wetness and dirt, even for worn areas. The major advantage is that the product does not soften the fibres, so your clothing retains its proper texture.

Areas of application

- In the washing machine
- For hand washing
- Suitable for:
 - Outdoor clothing and sportswear
 - Functional clothing
 - Rucksacks
 - Washable footwear
 - Tents, tarpaulins, and awnings



HEITMANN®

www.heitmann-hygiene-care.com

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