

- BRAND BOOKLET -

**HEITMANN**<sup>®</sup>  
  
pure

BECAUSE WE LOVE OUR NATURE



**HEITMANN**<sup>®</sup>  
pure





**STRONG HOUSEHOLD  
PARTNERS!**





## HISTORY

The increased environmental awareness of end consumers was a driving factor in the development of the **HEITMANN pure** brand. It was launched in 2019 by Brauns-Heitmann, a renowned German company with 150 years of experience. The **HEITMANN pure** brand draws on the expert knowledge of the long-established HEITMANN brand, which has made a name for itself as an expert in household and care products. **HEITMANN pure** represents an impressive journey from tradition to innovation and stems from the firm conviction that cleanliness and environmental protection can work hand in hand. With a clear focus on climate change and the protection of our valuable resources, **HEITMANN pure** relies on environmentally friendly ingredients from renewable sources.

Every **HEITMANN pure** product is developed and manufactured in Germany with the utmost care and consideration for the impact on our planet. The brand prides itself on reducing plastic waste through its introduction of innovative refill systems and recyclable packaging, and minimising its environmental footprint through efficient production processes.



## **OUR PROMISE**

We only use as many ingredients as necessary and as few as possible. In addition, we promise to offer the highest product performance compared to our direct competitors. Our products are environmentally friendly and are developed in Germany.

## **OUR MISSION**

We believe that a clean household does not necessarily require chemical agents that are difficult to break down. That's why we combine the clean power of nature with our expertise in hygiene. We want your household as well as our natural environment to be clean and safe!

## **EMOTIONAL BRAND EXPERIENCE**

The products we use for household and laundry care should not only be effective, but also make us feel good when we use them. They should, for example, produce a pleasant fragrance that evokes positive emotions and memories.





LIFESTYLE

## ESTABLISHED BRAND PRESENCE

**HEITMANN pure** was not only nominated as “Top Brand 2022” by the Lebensmittel Zeitung, but it is also known for its increased digital presence. The development and modernisation of our social media presence has had a noticeable impact. Due to increasing brand awareness and intensified marketing activities, we have created a solid and contemporary brand identity.

### Top Brand 2022



### Advertisements



### Strong collaborations



### Social media posts



### High-reach influencer collaborations



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



Duftbaum

Stofftasche

POS wobblers



Merchandise collection

Out-of-home campaigns

POS shelf brochures





## LIMESCALE REMOVERS



## CLEANERS



## REFILL SETS



## STAIN REMOVAL





# LIMESCALE REMOVERS

## PURE CITRIC ACID

500 ml

### Our top seller for pure success!

Don't give limescale a place to hide in your home. This versatile household remedy removes limescale easily, safely, and thoroughly using the natural power of pure citric acid.

- > 3.8 million bottles sold in 2023
- Various uses throughout the home
- Removes limescale powerfully and reliably
- Extends the life of household appliances
- Food-safe

### Various uses throughout the home

This versatile household remedy lets you remove limescale easily, safely, and thoroughly using the natural power of pure citric acid.

### Natural citric acid

The citric acid is obtained from natural resources and is 100% biodegradable and food-safe.

### Areas of application

- For kitchens and bathrooms
- Powerful and food-safe descaling for:
  - Kettles
  - Coffee machines
  - Washing machines and dishwashers
  - Fittings and surfaces
- Removes burnt-on residues from pots and pans
- Removes streaks from teapots and coffee pots





# LIMESCALE REMOVERS

## PURE CITRIC ACID

350 g

### Powerful all-rounder

This versatile household remedy lets you remove limescale easily, safely, and thoroughly using the natural power of pure citric acid.

- > 2.7 million boxes sold in 2023
- Suitable for kitchen and bathroom
- Powerful and food-safe
- Versatile and highly efficient
- One ingredient: citric acid

### Powerful descaler

Citric acid reliably removes limescale deposits and prevents them if used regularly.

### Natural citric acid

The citric acid is obtained from natural resources and is 100% biodegradable and food-safe.

### Areas of application

- For kitchens and bathrooms
- Powerful and food-safe descaling for:
  - Kettles
  - Coffee machines
  - Washing machines and dishwashers
  - Fittings and surfaces
- Removes burnt-on residues from pots and pans
- Removes streaks from teapots and coffee pots





# LIMESCALE REMOVERS

## PURE CITRIC ACID

500 ml (spray)

### Powerful all-rounder

Spray, rinse, wipe, and you're done! This handy spray makes cleaning and descaling kitchen and bathroom surfaces really easy. For gleaming, food-safe cleanliness!

- > 450,000 bottles sold in 2023
- Suitable for kitchen and bathroom
- Removes limescale powerfully and reliably
- Powerful and food-safe
- Versatile and highly efficient

### Practical spray bottle

Pure citric acid as a practical spray for the removal of limescale from surfaces, fittings, and objects in the kitchen and bathroom.

### Natural citric acid

The citric acid is obtained from natural resources and is 100% biodegradable and food-safe.

### Areas of application

- For kitchens and bathrooms
- Food-safe cleaning and descaling for surfaces:
  - Sinks and washbasins
  - Showers and shower screens
  - Bathtubs
  - Fittings
  - Countertops
- Removes shiny marks from pots and pans





## LIMESCALE REMOVERS

# PURE VINEGAR LIMESCALE REMOVER

500 ml

## Powerful limescale remover for the kitchen and bathroom

Use the power of vinegar—the proven household remedy. With the powerful Vinegar Limescale Remover, you can reliably remove limescale deposits in the kitchen and bathroom for food-safe cleanliness.

- Multipurpose product for kitchen and bathroom
- Suitable for descaling irons
- Free from chemical additives
- Biodegradable
- Two ingredients: acetic acid and water

## Various uses throughout the home

**HEITMANN pure** Vinegar Limescale Remover reliably removes limescale deposits for food-safe cleanliness. It also eliminates unpleasant odours.

## Natural cleaning

Minimal ingredients for maximum results: Vinegar Limescale Remover is nature-identical and fully biodegradable.

## Areas of application

- Irons
- Kettles and saucepans
- Fittings such as taps and showerheads
- Wall tiles
- Flower vases
- To remove odours from bins, microwaves, and fridges
- Stainless steel, ceramic, and chrome washbasins, shower trays, and bathtubs





## CLEANERS

# PURE SODA

500 g

## Multifunktional in Haus und Garten

The powerful action of **HEITMANN pure** Soda effectively removes grease, dirt, stains, and odours, and ensures hygienic, food-safe cleanliness. Improves cleaning power when added to detergents and cleaners.

- > 2.7 million bags sold in 2023
- Dissolves grease and dirt
- Removes unpleasant odours and stains
- Various uses throughout the home

## Proven quality

In former times, a pot of soda could be found in every household. And rightly so, as soda is particularly versatile and multifunctional. The natural mineral removes grease, dirt, stains, and odours. It allows you to clean your laundry, dishes, and surfaces efficiently and ensures hygienic, food-safe cleanliness.

## Natural all-rounder

**HEITMANN pure** Soda is highly efficient and can be dispensed as needed. Pure Soda is environmentally friendly. It's made of sodium carbonate, a naturally occurring mineral.

## Areas of application

### Garden and home

- Flagstones
- Timber panels, wooden garden furniture and fences
- Walls and doors
- Clay flowerpots

### Household care

- Deep fat fryers, pots, pans
- Greasy baking trays and tins, extractor hoods
- Milk jugs, thermos flasks, wooden boards and spoons
- Jam and preserving jars
- Drains

### Laundry care

- Heavily soiled laundry (e.g. work clothing, table and bed linen, socks)





## CLEANERS

# PURE SODA

500 g

## Multiple uses in the home and garden

The powerful action of **HEITMANN pure** Soda effectively removes grease, dirt, stains, and odours, and ensures hygienic, food-safe cleanliness. It improves cleaning power when added to detergents and cleaners.

- Dissolves grease and dirt
- Removes unpleasant odours
- Removes stains
- Various uses throughout the home

## Proven quality

In former times, a pot of soda could be found in every household. And rightly so, as soda is particularly versatile and multifunctional. The natural mineral removes grease, dirt, stains, and odours. It allows you to clean your laundry, dishes, and surfaces efficiently and ensures hygienic, food-safe cleanliness.

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- Heavily soiled laundry (e.g. work clothing, table and bed linen, socks)





## CLEANERS

# POWER CLEANER VINEGAR + ORANGE

500 ml

## Extra powerful against dirt and limescale

Thanks to its powerful formula, **HEITMANN pure** Power Cleaner Vinegar + Orange removes dirt, soap residue, and limescale in kitchens and bathrooms, leaving only a fresh orange fragrance.

- Simply spray on
- Ideal for fittings and surfaces
- Extra powerful thanks to vinegar, lactic acid, and citric acid
- The acids are fully biodegradable

## Practical spray

Practical power cleaning spray that removes dirt, soap residue, and limescale from kitchens and bathrooms.

## Naturally powerful

**HEITMANN pure** Power Cleaner Vinegar + Orange contains only selected ingredients that are inspired by nature and is versatile and easy to use. For pure cleanliness throughout the home.

## Areas of application

- Fittings such as taps and showerheads
- Stainless steel, ceramic, and chrome washbasins, shower trays, and bathtubs
- Extractor hoods
- Work surfaces
- Wall and floor tiles





## CLEANERS

# PURE ACTIVE NATRON

350 g

## Household remedy to remove odours & grease

Sodium bicarbonate, commonly known as natron, has been a byword for hygienic cleanliness in household and laundry care for generations. It reliably removes grease, dirt, stains, as well as unpleasant odours, and can be used for various applications throughout the home.

- > 1.4 million boxes sold in 2023
- Ideal for kitchen cleaning tasks
- Eliminates greasy residues
- Removes stains
- Neutralises odours

## Various uses throughout the home

Active Natron has proven its effectiveness as a hygienic household cleaner for generations. This versatile agent is not only extremely powerful, but it is also highly multifunctional, making it an indispensable household helper.

## Gentle everyday hero

What makes **HEITMANN pure** Active Natron so remarkable is its unique ability to be gentle on both materials and the environment.

## Areas of application

### Remove greasy residues

- Ovens
- Baking trays
- Grills
- Wall tiles
- Extractor hoods

### Remove odours

- As a solution
- As a powder

### Remove stains

- Grease stains
- Mixed stains

### Clean tea and coffee pots

### Soften water





## CLEANERS

# SHINING & CLEANING POWDER

30 g

## Universal polishing agent & household cleaner

The vegan **HEITMANN pure** Shining & Cleaning Powder cleaning agent is an effective and gentle universal cleaning agent. The powder has various uses throughout the home (e.g. in the bathroom and kitchen), including the cleaning of dirt-encrusted and soiled surfaces. The product is free of microplastics, gentle on fabrics, and leaves no scratches.

- Universal cleaning and polishing agent
- Natural, vegan, and free of microplastics
- For kitchens, bathrooms, and objects
- For white trainer soles
- One ingredient: ground dolomite rock

## Universal abrasive powder

Turn up the volume on your cleaning regime using pure rock! With vegan HEITMANN pure Shining & Cleaning Powder, you can get your whole home gleaming. It contains pure, finely ground dolomite rock.

## Gentle on nature

Natural abrasive powder made of 100% dolomite rock for universal cleaning and polishing of surfaces and objects.

## Areas of application

### Kitchen

- Work surfaces
- Hobs

### Fittings and ceramic surfaces

- Sinks and washbasins
- Showers

### Polish

- Stainless steel
- Silver
- Brass
- Glass

### Cleaning white soles of trainers and other shoes





## CLEANERS

# ALL-PURPOSE CLEANING POWDER

300 g

## Sustainable powder concentrate

Water, powder, stir—done! **HEITMANN pure** All-Purpose Cleaning Powder can be used to clean a wide range of surfaces throughout the home. With only a few ingredients and a pleasant, fresh fragrance, the all-purpose cleaner is powerful and can even remove stubborn dirt.

- Yields 150 L of cleaning agent
- Cleans the home up to 30 times
- Various uses throughout the home
- Pleasant, fresh fragrance
- Sustainable powder concentrate

## Streak-free cleanliness

The fast-dissolving powder concentrate provides hygienic, sparkling, streak-free cleanliness with no wiping needed. The ingredients are free of microplastics.

## Environmentally friendly alternative

The **HEITMANN pure** All-Purpose Cleaning Powder is the sustainable alternative to conventional liquid all-purpose cleaners and cleaner tablets. It contains surfactants based on sustainable raw materials.

## Areas of application

### Floors

- Tiles
- Laminate
- Vinyl

### Surfaces

- Work surfaces
- Shelves
- Cupboards
- Doors

### Windows

- Window frames
- Window sills

### Objects

- Plastic garden furniture
- Handcarts
- Bicycles





## REFILL SETS

# MULTI-SURFACE LIMESCALE CLEANER

Spray bottle + 25 g refill powder

## Practical refill set for the bathroom

Water, powder, shake—done! The **HEITMANN pure** Multisurface Limescale Cleaner can be used to effectively and effortlessly remove stubborn soiling such as limescale, dried soap residues, and water stains throughout the home.

- Ideal for limescale, dried soap residues, and water stains
- Leaves behind a radiant shine
- Can be refilled 20 times
- Saves more than 1 kg of plastic waste\*
- Saves more than 95% CO2 emissions\*

## Quick & easy to mix yourself

Fill the empty spray bottle with 500 ml of warm water, pour the entire powder content (25 g) of the refill bag into the bottle, and then shake the bottle. The powder will dissolve quickly and completely.

## Actively doing something for the environment

The spray bottle can be refilled 20 times. In doing so, you prevent unnecessary plastic waste and CO2 emissions caused by transport.

\*Im Vergleich zu herkömmlichen Flüssigreinigern.

## Areas of application

### Bathroom

- Wash basins
- Fittings
- Showers
- Bathtubs
- Toilets
- Tiles





**HEITMANN**  
pure

Multiflächen  
**Fettreiniger**  
Nachfüll-Pulver

Multi-Surface Grease Cleaner Refill-Powder



LIME, BASIL & MANDARINE

Für Oberflächen  
mit Lebensmittel-  
kontakt

Super stark  
gegen Fett  
& Schmutz



Made in Germany  Quality since 1874

**HEITMANN**  
pure



*Küche*

K0298442210 001029498

## REFILL SETS

# MULTISURFACE GREASE CLEANER

Spray bottle + 25 g refill powder

## Practical refill set for the kitchen

Water, powder, shake—done! The **HEITMANN pure** Multisurface Grease Cleaner can be used to effectively and effortlessly remove stubborn soiling such as grease and kitchen dirt throughout the home.

- Ideal for grease residues and kitchen dirt
- Suitable for surfaces with food contact
- Can be refilled 20 times
- Saves more than 1 kg of plastic waste\*
- Saves more than 95% CO2 emissions\*

## Quick & easy to mix yourself

Fill the empty spray bottle with 500 ml of warm water, pour the entire powder content (25 g) of the refill bag into the bottle, and then shake the bottle. The powder will dissolve quickly and completely.

## Actively doing something for the environment

The spray bottle can be refilled 20 times. In doing so, you prevent unnecessary plastic waste and CO2 emissions caused by transport.

\*Im Vergleich zu herkömmlichen Flüssigreinigern.

## Areas of application

### Kitchen

- Work surfaces
- Hobs
- Ovens
- Extractor hoods
- Microwaves
- Fridges





## STAIN REMOVAL

# OXI COLOR

500 g

## Universal stain remover and degreaser

**HEITMANN pure** Oxi Color can be used as a cleaning booster for colourfast coloured laundry. From the very first wash cycle, coloured and stubborn stains (such as those caused by red wine, fruit, grass, cooking oil, make-up, and cream) as well as unpleasant odours are removed. For laundry that is hygienically clean right down to the fibres. Also suitable for whites.

- For the maximum cleaning power boost
- Powerful against stains and grease
- Eliminates odours
- Works using oxygen, sodium carbonate, and enzymes
- Free from surfactants and chlorine

## The cleaning booster

**HEITMANN pure** Oxi Color combats unpleasant odours. For laundry that is hygienically clean right down to the fibres. From the very first wash cycle, the oxygen and anti-grease formula remove coloured stains.

## Powerful thanks to three active ingredients

The cleaning booster combines oxygen, sodium carbonate, and enzymes. As a result, you can remove bleachable stains while still protecting colours. **HEITMANN pure** Oxi Color is free from surfactants, chlorine, and fragrances.

## Areas of application

### Wash

- Directly to the detergent in the main wash cycle

### Pretreat

- Removes stubborn stains from coloured and white laundry

### Soak

- Ideal for heavy soiling





## STAIN REMOVAL

# OXI POWER WHITE

500 g

## Extra-powerful stain remover and degreaser

**HEITMANN pure** Oxi Power White can be used as a cleaning booster for white laundry. It reliably removes stubborn stains (such as those caused by coffee, red wine, soil, and grease), greyness, and odours from the very first wash. For laundry that is hygienically clean right down to the fibres.

- For the maximum cleaning power boost
- Powerful against stains and odours
- For a brilliant white
- Works using multi-active oxygen, sodium carbonate, and enzymes
- Free from surfactants and chlorine

## The white booster

**HEITMANN pure** Oxi Power White helps your laundry to regain its brilliance. The white booster is particularly effective in removing greyness, making laundry brilliantly white again.

## Natural whites

**HEITMANN pure** Oxi Power White contains only selected ingredients that are inspired by nature and is versatile and easy to use. Free from surfactants and chlorine, it works from the very first wash.

## Areas of application

### Wash

- Directly to the detergent in the main wash cycle

### Pretreat

- Removes stubborn stains from coloured and white laundry

### Soak

- Ideal for heavy soiling





## STAIN REMOVAL

# STAIN REMOVER BRUSH

250 ml

## Intensive stain pretreatment

The **HEITMANN pure** Stain Remover Brush is the vegan alternative to gall soap and powerfully removes dirt and stains (e.g. grease, oil, blood, protein, make-up, and lipstick) from all washable textiles. The brush makes selective and fibre-deep pretreatment of collars and cuffs easy.

- Vegan alternative to gall soap
- For pretreating stains
- Based on soap made from European rapeseed oil
- Free from colourants and fragrances

## How to get rid of collar grime

The vegan Stain Remover Brush from **HEITMANN pure** penetrates deep down into the fibres of your textiles to reliably get rid of various types of stains.

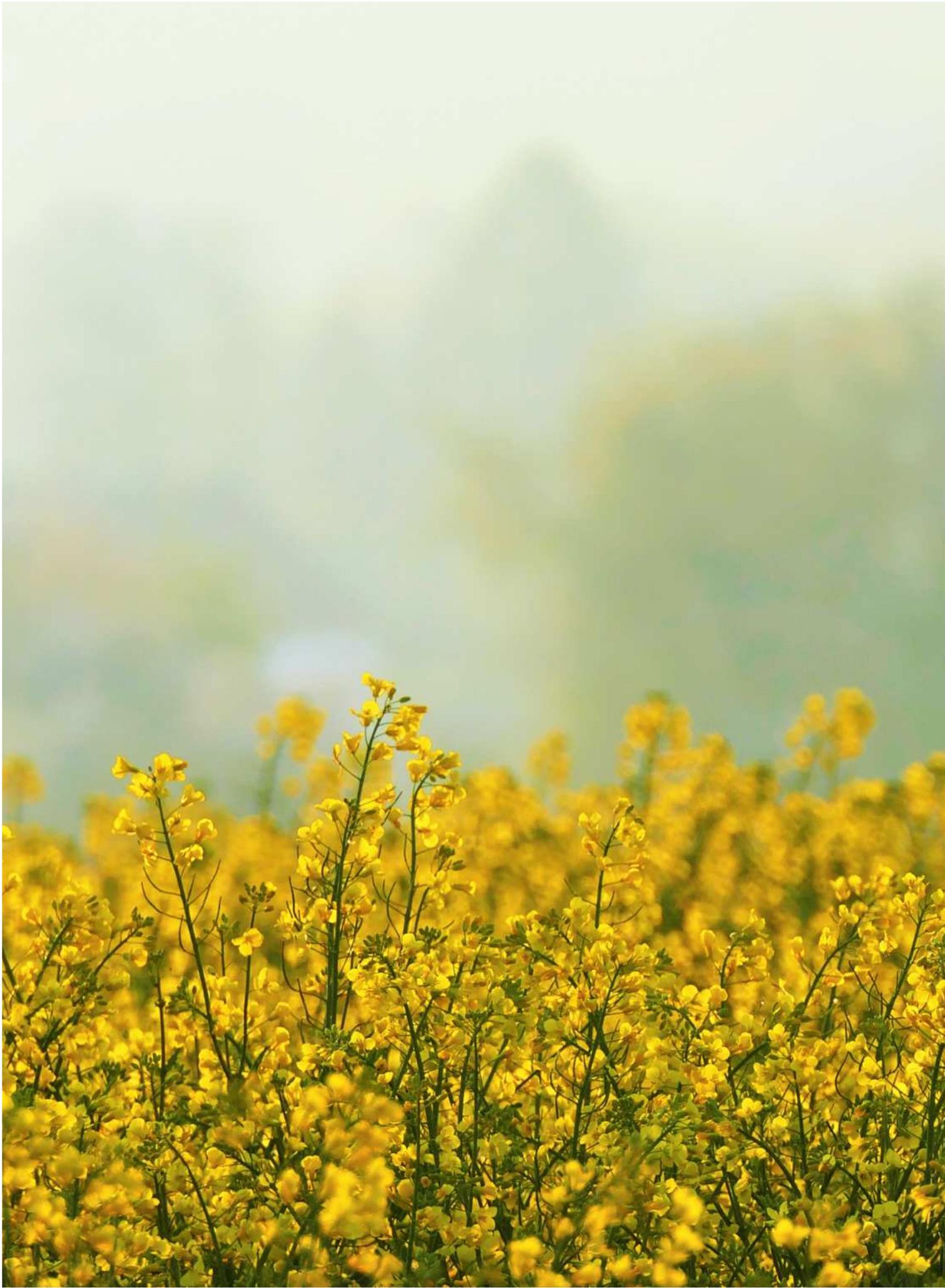
## Caring for the environment

The vegan **HEITMANN pure** Stain Remover Brush is the alternative to conventional gall soap and contains no ox gall. Instead, this modern stain remover is based on vegetable soap made from rapeseed oil produced in Europe. It is free of microplastics, colourants, and fragrances.

## Areas of application

- Ideal for use on collars and cuffs
- For white, coloured, and delicate laundry





## STAIN REMOVAL

# STAIN REMOVER SPRAY

250 ml

## Intensive stain pretreatment

Simply spray on and that's it: the **HEITMANN pure** Stain Remover Spray is the vegan alternative to gall soap and powerfully removes dirt and stains (e.g. grease, oil, blood, protein, make-up, and lipstick) from all washable textiles.

- Vegan alternative to gall soap
- For pretreating stains
- Based on soap made from European rapeseed oil
- Free from colourants and fragrances

## Ideal for every stain

**HEITMANN pure** Stain Remover Spray works deep in the fibres to get rid of stains (e.g. dirt, grease, cosmetics, cocoa, and chocolate).

## Caring for the environment

The vegan **HEITMANN pure** Stain Remover Spray is the alternative to conventional gall soap and contains no ox gall. Instead, this stain remover spray is based on vegetable soap made from rapeseed oil produced in Europe. It is free of microplastics, colourants, and fragrances.

## Areas of application

- Ideal for removing stains from large surfaces
- For white, coloured, and delicate laundry





## STAIN REMOVAL

# PURE OXYGEN BLEACH

350 g

## Effective against stains & odours

**HEITMANN pure** Oxygen Bleach ensures hygienic cleanliness throughout the home. The potent, environmentally friendly formula with active oxygen enhances cleaning power, bleaches, and removes stains and odours.

- Hygienic household care
- Removes stains and odours
- Enhances the cleaning power of detergent
- Suitable for laundry, dishes, and objects
- Two ingredients: active oxygen and sodium carbonate

## Hygienic cleaning

Pure Oxygen Bleach is a versatile household remedy for hygienic cleaning of laundry as well as for cleaning and odour removal in the household.

## Totally environmentally friendly

Pure Oxygen Bleach is environmentally friendly, breaking down into sodium carbonate, water, and oxygen when used. The box consists of approx. 95% recycled material.

## Areas of application

### Laundry care

- Washing power booster
- Pretreating stains

### Kitchenware

- Water jugs, thermos flasks, drinking bottles, preserving jars
- Filter tanks, tea and coffee pots
- Porcelain and plastic containers
- Wooden boards, wooden spoons, other cutting boards

### Household care

- Sinks, drains, other outlets
- Household brushes, cleaning cloths, mops, bathmats
- Bins, litter trays, animal cages





[www.heitmann-hygiene-care.de](http://www.heitmann-hygiene-care.de)

   [heitmannpure](#)

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