

BRAND BOOKLET

BORN TO LOVE NATURE



EST.

1874

IMPRAGNOL®



The logo for IMPRÄGNOL, featuring the brand name in a bold, red, sans-serif font with a registered trademark symbol (®) to the upper right of the 'L'.

IMPRÄGNOL®

MADE IN GERMANY
**THE WORLD OF
IMPRÄGNOL**

Gute Laune
auch bei Regen!



Selbst
imprägnieren
mit

HEITMANN IMPRÄGNOL
Zugleich
appretierend

Ein einziges Bad von etwa einer halben Stunde genügt. Der Stoff bleibt luftdurchlässig. Regen macht ihn, die Imprägnierung ist unsichtbar und gute Stoffe des Gewebes, Wollhaare und Geruchlosigkeit bleiben vollkommen erhalten.

IMPRÄGNOL®

HISTORY

AT HOME IN NATURE

The history of **IMPRÄGNOL** is closely linked to the tradition and innovative strength of the renowned Westphalian chemical company Brauns-Heitmann. Since the 19th century, Brauns-Heitmann has been synonymous with first-class household and laundry care products, which quickly became very popular due to their outstanding quality and reliability.

The Brauns-Heitmann headquarters are located in Warburg in the heart of the picturesque Westphalian countryside, surrounded by pristine rivers and green hills. In these natural surroundings, there was a decisive moment that shaped the development of **IMPRÄGNOL**.

A member of the development team planned a hike in the Austrian Alps. Though he had limited space in his rucksack, the young chemist needed to ensure that his clothing was optimally protected from the weather in order to extend their lifespan. This challenge led him to a groundbreaking idea. His expertise in household and laundry care enabled him to come up with a formula: a product that reliably protects high-quality outdoor textiles such as shoes, jackets, and rucksacks from moisture and dirt.

The team's excitement was off the charts. And that's how **IMPRÄGNOL** was born.

COMBINING PERFORMANCE WITH ECO-FRIENDLINESS

Thanks to the use of high-quality ingredients and continuous innovation, based on expertise in household and laundry care, **IMPRÄGNOL** continues to be the first choice for the protection and care of clothing and shoes. We attach great importance to sustainability, as reflected by our selection of environmentally friendly ingredients and the development of sustainable product packaging.

IMPRÄGNOL — for all nature lovers who want to protect their clothes. Respect for the environment, quality, and reliability—for more than a century.





IMPRÄGNOL®

THE NO. 1 CHOICE FOR PROTECTION & CARE

IMPRÄGNOL IS THE LONG-STANDING MARKET LEADER IN THE IMPREGNATION PRODUCTS CATEGORY

With an outstanding market share of 60%, **IMPRÄGNOL** has been setting industry standards for years. With impressive annual sales averaging over 1.8 million units, we consistently deliver the highest quality and reliability. Our 150 years of experience and industry-wide recognition testify to the brand's excellent product expertise and growing popularity.

QUALITY FROM THE MARKET LEADER

IMPRÄGNOL enjoys the trust of its customers and has been the market leader in the impregnation products category for many years.¹

EXCELLENT PERFORMANCE

The wax-based formulation is just as effective as our traditional PFC-based formulas and offers excellent and long-lasting protection against dirt and wetness.²

ENVIRONMENTALLY CONSCIOUS TARGET GROUP

Product sustainability and environmental friendliness are now among the most important considerations for buyers.³ With its innovative and environmentally friendly formulations, **IMPRÄGNOL** is thus just the product for the job.



¹ Source: Circana Retail Insights, 2020-2023, Geography: LEH ≥ 200 m² (excl. HD) + DM.

² Source: Brauns-Heitmann-interne Prüfung [Brauns-Heitmann internal audit]: Spraytest auf Lefa-Material, 2021

³ Source: <https://de.statista.com/statistik/daten/studie/182042/umfrage/kaufkriterium-soziale-verantwortung-oekologische-verantwortung/>.



IMPREGNATION PRODUCT (AEROSOL BOTTLE)

Powerful protection against dirt & wetness, 400 ml



IMPREGNATION PRODUCT (SPRAY BOTTLE)

Sustainable protection against dirt & wetness, 250 ml

THE PRODUCT RANGE

IMPRÄGNOL makes sure leather, textiles, and functional clothing are reliably protected against wetness and dirt and is made in Germany. We offer eco-friendly, high-performance impregnation products—ideal for outdoor clothing, footwear, and equipment.

WATERPROOFING: WHAT'S THE SECRET?

Effective waterproofing should retain the breathability of the fabric. Formulations containing PFCs are often used for this purpose. PFCs are perfluorocarbons, also referred to as perfluorinated hydrocarbons. PFC fabrics are highly water-repellent as well as oil- and dirt-repellent. Due to these properties PFC has been a favourite in many different industries for years—from building materials to pizza boxes. PFCs do not occur in nature and are not biodegradable.

So if you want to protect the environment, you should use a PFC-free impregnation spray.

IMPRÄGNOL: FOR AN ECO-FRIENDLY FUTURE

IMPRÄGNOL has therefore already added two PFC-free impregnation sprays to its portfolio. The ecologically improved formula is wax-based and does not contain any perfluorocarbons (PFCs). The sprays offer perfect long-term, watertight protection for leather, textiles, and high-tech fabrics, while maintaining the breathability of the materials. In contrast to some PFC-free alternatives that use reactive silicones and attract dirt rather than repel it, our innovative formula retains its dirt-repellent effect.



IMPRÄGNOL OUTDOOR IMPREGNATION SPRAY

100% PFC-FREE, TRIGGER SPRAY

250 ML

Our new, more sustainable **IMPRÄGNOL** Outdoor Impregnation Spray 250ml reliably protects your shoes and clothing from wetness and dirt, so that you can enjoy your adventures worry-free.

The best part? Our **IMPRÄGNOL** Outdoor Impregnation Spray 250 ml is wax-based and thus 100% PFC-free, allowing you to protect not only yourself, but also the environment. With the practical and lightweight 250ml on-the-go spray bottle, you can easily take care of your shoes, clothes, and equipment—no matter where your path takes you.

Our philosophy is simple: we believe in a simple formulation and use just one high-quality raw material that comes directly from Germany. Made in our local factory with a passion for your adventures and offering uncompromising versatility to guarantee a long service life for your textiles:

our **IMPRÄGNOL** Outdoor Impregnation Spray 250 ml is as multifaceted as your adventures.

Whether leather, textiles, high-tech fabrics such as soft and hard shells, synthetics, Sympatex®, GORE-TEX®, or membrane fabrics—**IMPRÄGNOL** Outdoor Impregnation Spray 250 ml is the perfect solution for your outdoor equipment.

For all those who don't want to compromise on performance and environmental protection!



100% PFC-free wax-based formula



Sustainable bottle: made from 100% recycled material



Handy on-the-go 250 ml spray bottle



Environmentally friendly formula



Long-lasting, breathable protection against wetness and dirt

Ideal for:



Shoes



Clothing



Equipment



Accessories

APPLICATION

1. Spray evenly onto the fabric.
2. Work or rub the formulation into the textile with a dry and clean cloth or sponge.
3. You'll need approx. 250 ml per jacket (size L).

No additional heat supply, e.g. from a dryer, is required.

Also suitable for indoor use!





IMPRÄGNOL UNIVERSAL IMPREGNATION SPRAY

100% PFC-FREE

400 ML

Get out and about in any weather: with the 100% PFC-free **IMPRÄGNOL** Waterproof Impregnation Spray, your clothing has nothing to fear from rainy conditions and bad weather. Use this handy, universal spray to protect leather, textiles, and high-tech fabrics.

This universal spray is the wax-based alternative to conventional impregnation products. Its ecologically improved, wax-based formulation contains no perfluorocarbons yet still provides excellent waterproofing! Use on shoes, clothing, bags, and jackets to give them highly effective, long-term protection against dirt and moisture.

Apply the impregnation spray to care for and protect your items. By forming an invisible protective layer on the surface of the material, the product stops wetness and dirt from penetrating leather or fabric. The breathability of your items is unaffected.

This easy-to-use spray is suitable for leather, textiles, and high-tech fabrics such as soft and hard shells, synthetics, Sympatex®, GORE-TEX®, and membrane fabrics.



100% PFC-free wax-based formula



Handy 400ml aerosol bottle—for easy application



Environmentally friendly formula



Long-lasting, breathable protection against wetness and dirt

Ideal for:



Shoes



Clothing



Equipment



Accessories

APPLICATION

1. Use only outdoors or in a well-ventilated area.
2. Hold can vertically.
3. Spray evenly from a distance of 30 cm. Do not saturate the material.
4. Leave to dry.
5. Respray heavily worn areas and leave to dry.
6. Wipe smooth leather if necessary, brush suede.



WAX-BASED

100% PFC-FREE

FORMULA



IMPRÄGNOL UNIVERSAL IMPREGNATION SPRAY 400 ML

Stay relaxed, whatever the weather. Our award-winning **IMPRÄGNOL** Universal Impregnation Spray effectively protects leather, textiles, high-tech fabrics, and shoes against wetness and dirt.

IMPRÄGNOL Universal Impregnation Spray forms an invisible protective layer on the surface of the fabric—keeping out wetness and dirt. Leather and textiles retain their breathability.

This handy spray with patented formula is suitable for leather, textiles, and high-tech fabrics such as soft and hard shells, synthetics, Sympatex®, GORE-TEX®, and membrane fabrics.



Provides breathable protection against wetness and dirt



Exceptionally long-lasting protection



Patented high-performance formula



Highly effective waterproofing confirmed by independent tests



Absolute price–performance winner

Ideal for:



Shoes



Clothing



Equipment



Accessories

APPLICATION

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2. Hold can vertically.
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6. Wipe smooth leather if necessary, brush suede.





IMPRÄGNOL®

CONTEMPORARY BRAND IDENTITY

Dynamic, curious, close to nature, and style-conscious—this is how our target group presents itself. With its contemporary and stylish appearance, **IMPRÄGNOL** is setting new standards—even when it comes to brand positioning—in order to meet the demands of our target group head-on.

IMPRÄGNOL impregnation sprays are not only care products, but also reliable everyday companions that embody both a love of nature and a stylish, sustainable lifestyle. Our high-quality and exclusive **IMPRÄGNOL** merchandise items reflect our values and are available on request.



IMPRÄGNOL outdoor sweater



IMPRÄGNOL umbrella



IMPRÄGNOL travel rucksack



IMPRÄGNOL microfleece jacket



IMPRÄGNOL thermos flask

Available on request. Please contact marketing-anfragen@brauns-heitmann.de.



IMPRÄGNOL®

GROWING BRAND POPULARITY

IMPRÄGNOL is much more than an impregnation product—the brand embodies a vibrant and modern lifestyle. Our target group is dynamic, free, and independent, and it is precisely these values that are reflected in the contemporary brand identity of **IMPRÄGNOL**. Thanks to this clear focus, **IMPRÄGNOL** is becoming increasingly popular.

On our various platforms, especially in digital media and on social media channels, we consistently showcase the dynamism and innovative power of our brand. We take our followers on an inspiring journey and present not only first-class products, but also exciting insights into our values, our research, and our latest developments.





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IMPRAGNOX





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<https://www.heitmann-hygiene-care.de/impraegnol/>

    impragnol_waterproof

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**BRAUNS
HEITMANN**

SINCE 1874 • MADE IN GERMANY