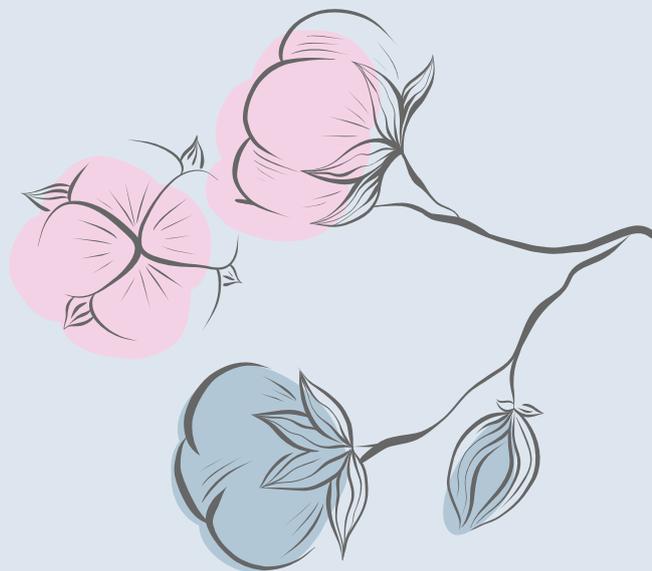
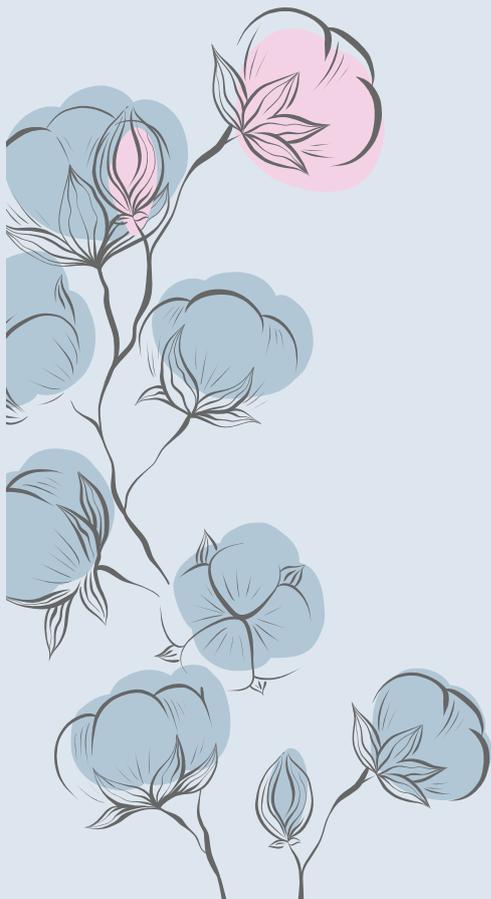


BRAND BOOKLET



YOUR HEALTH IS OUR MISSION









HISTORY

Almost a century ago, in 1932, the IMPRESAN brand was born out of a vision and the tireless pursuit of a healthier, more hygienic world.

The roots of this brand extend deep into the history of Brauns-Heitmann, a company that had already made a name for itself back in 1874. Initially known for high-quality fabric dyes and household chemicals, Brauns-Heitmann had its finger on the pulse of a rapidly changing world. The urbanisation of Germany after the end of the period of rapid industrialisation up to 1914 brought with it a high density of the urban population, who lived in cramped conditions and suffered from poor hygiene.

The shadow of the Spanish flu, which had devastating effects worldwide in the 1920s, still hung over people's heads. An epidemic that claimed 50 million lives left an indelible mark on history.

In this time of hardship and change, Brauns-Heitmann recognised that there was an immensely important mission to fulfil: the creation of disinfectants that would not only clean surfaces, but also protect lives. Thus IMPRESAN was born with its first product, a liquid hand sanitiser, as a symbol of commitment to the health and well-being of families, communities, and society as a whole ...





... With the addition of IMPRESAN to its range, Brauns-Heitmann took a major step forward in improving hygiene standards and offering people a measure of safety in an uncertain world. IMPRESAN products became not only an integral part of daily life for generations of families, but also a symbol of hope and confidence.

Over the decades, IMPRESAN has continuously expanded and improved its product range to meet changing needs and challenges. From fighting pathogens to cleaning and sanitising surfaces in many households, IMPRESAN has demonstrated an unwavering commitment to quality and efficacy.

Today, nearly a century after its founding, IMPRESAN remains not just a brand, but a legacy: a legacy of commitment to health, a legacy of innovation, and a legacy of hope. Because in a world that is constantly changing and facing new challenges, there is one thing you can rely on: IMPRESAN will always be there to protect, cleanse, and inspire through its high-quality and reliable germ- and bacteria-fighting products — for the next 100 years and beyond.



WHAT MAKES US SPECIAL

Always family-owned, IMPRESAN offers expert products for everyday use at an affordable price and reliable quality — developed and produced by our specialists in Germany.

OUR PROMISE

Our product quality and performance are at the same level as the market-leading brand. At the same time, IMPRESAN is cheaper or at the same price level as the A-brand.

OUR MISSION

A safe and clean life should be fun again. After the coronavirus pandemic, nobody wants anything more to do with sanitising products. They have negative connotations and are boring. We want to break out of the world of grey disinfection and focus on trendy fragrances and cheerful packaging colours.

QUALITY FROM GERMANY

IMPRESAN products are manufactured in Germany with the utmost precision and care. This quality standard extends across our entire value chain — from the selection of raw materials to production and packaging.







**IMPRESAN
DESINFEKTION**

BRAND REALIGNMENT

In 2023, the IMPRESAN brand was **strategically redefined** to improve brand perception and bring a breath of fresh air to the world of disinfection products. We firmly believe that disinfection should not only be hygienic, but also refreshing and inviting. However, we have made changes not only to our products, but also to our **visual language**. Our designs now exude modernity, cheerfulness, and youthfulness to connect with a wider target audience and convey our message of cleanliness and freshness.





THE IMPRESAN RANGE



LAUNDRY DISINFECTANT & WASHING ADDITIVE



SURFACE DISINFECTION



HAND SANITISER

Made in  Quality since 1874



YOUR HEALTH IS OUR MISSION

Our diverse range includes disinfectants for various applications in your everyday life. From sanitisers that make your laundry clean and also germ-free, to hand sanitisers that protect your hands from bacteria, to our hygienic bathroom cleaner that ensures a clean and germ-free environment in your bathroom — IMPRESAN offers solutions for every need.





LAUNDRY DISINFECTION

HYGIENE LAUNDRY RINSE, UNIVERSAL 1.5L

Hygienically clean laundry



A simple rinse cycle with IMPRESAN Hygiene Laundry Rinse makes your everyday laundry hygienically clean and eliminates more than 99.9% of specific bacteria, fungi, and viruses.

- Removes 99.9 % of specific bacteria, fungi, and viruses
- Effective from 20°C against pathogens such as H1N1 (influenza), SARS-CoV-2 and skin and foot fungi
- Reduces odour-forming germs
- With a long-lasting, fresh scent of rose and lily
- Laundry from cold to 60°C laundry
- Skin tolerance to the treated textiles dermatologically approved
- Bottle body made from 100% recycled material



Areas of application

- Clothing with direct skin contact such as underwear, lingerie, stockings, and nightwear
- Frequently wet or sweaty textiles such as sportswear and swimwear, towels, and bath mats
- Delicates, travelling clothes, and synthetics
- Regular use



Use biocidal products with care.
Always read the label and product
information before use.



LAUNDRY DISINFECTION

HYGIENE LAUNDRY RINSE, SENSITIV

1.5l

Gentle laundry disinfection

Look forward to safe laundry disinfection for sensitive skin. IMPRESAN Hygiene Laundry Rinse is dermatologically tested and removes more than 99.9% of specific bacteria, fungi, and viruses in just one rinse.

- Without colourants and fragrances
- Suitable for allergy sufferers
- Reduces odour-causing germs
- Laundry from cold to 60°C laundry
- Skin tolerance to the treated textiles dermatologically approved
- Bottle body made from 100% recycled material



Areas of application

- Baby and children's laundry, laundry for allergy sufferers, delicates and synthetics
- Clothing with direct skin contact such as underwear, lingerie, stockings, and nightwear.
- Frequently wet or sweaty textiles such as sportswear and swimwear, towels, and bath mats.
- For people with sensitive skin



Use biocidal products with care.
Always read the label and product
information before use.





WASHING ADDITIVE

ODOUR REMOVER & LAUNDRY FRAGRANCE

450 ml

The 2-in-1 freshness booster

The IMPRESAN Odour Remover & Laundry Fragrance not only completely removes annoying and deep-seated odours of sweat, nicotine, or food from your clothes, but also gives off a pleasant fresh scent long after washing. This is ensured by small fragrance capsules with a plant-based membrane that contain the perfume oil. Movement and heat cause these to burst open when the item is worn, releasing a pleasant, cotton-fresh fragrance.

- Completely removes unpleasant odours, such as sweat, nicotine, or food odours
- Contains innovative fragrance capsules
- Effective from 20°C, even on a short wash cycle
- Suitable for all washable textiles, including delicates and functional clothing
- Skin tolerance to the treated textiles dermatologically approved
- Can be combined with any detergent
- Bottle made from 100% recycled material



Areas of application

- Textiles prone to odour formation such as clothing with direct skin contact, underwear, lingerie, stockings, and nightwear
- Frequently wet or sweaty textiles such as sportswear and swimwear, towels, and bath mats
- Delicates, travelling clothes, and synthetics





SURFACE DISINFECTION

HYGIENE BATHROOM- CLEANER

500 ml

Powerful against limescale and bacteria in the bathroom and WC

Reliably remove limescale, soap residue, and stubborn dirt with IMPRESAN Hygiene Bathroom Cleaner and ensure hygienic cleanliness. The product dissolves limescale with the natural power of citric acid and eliminates more than 99.9% of bacteria. The bathroom cleaner adheres very well to vertical surfaces.

- 2-in-1: cleans and disinfects
- Removes stubborn limescale deposits with citric acid
- Has a disinfectant and antibacterial effect
- Material compatibility confirmed
- Leaves no aggressive residues
- Dermatologically tested
- Free from bleaching agents, colourants, and phosphates
- Leaves a fresh scent of jasmine and sandalwood
- Bottle body made from 100% recycled material



Areas of application



- Against limescale, soap residue, and dirt
- Suitable for cleaning all surfaces in the bathroom and WC
- Washbasins
- Shower cubicles
- Tiles
- Ceramics
- Chrome-plated fittings
- Toilets



Use biocidal products with care. Always read the label and product information before use.



SURFACE DISINFECTION

DISINFECTANT SPRAY

250 ml

Healthy hygiene

Protect yourself and your family from infection by pathogenic germs. With IMPRESAN Disinfectant Spray, you can safely disinfect surfaces and textiles and eliminate more than 99.9% of specific bacteria, fungi, and viruses.

- Effective against enveloped viruses (e.g. coronaviruses)
- Disinfects surfaces and textiles
- Without colourants and fragrances
- Works quickly and leaves no residue
- Provides healthy hygiene at home and in the office
- Bottle body made from 100% recycled material



Areas of application

- Surfaces and objects in the household, WC, and office
- Carpets, upholstery, and mattresses
- Shoe disinfection
- Hand disinfection



Use biocidal products with care. Always read the label and product information before use.



HAND DISINFECTION

HAND SANITISER LIQUID

150 ml

Hygienic hand disinfection at home and when travelling

Hands deserve special attention for safe, healthy hygiene. They are considered an important carrier of pathogenic germs. Protect yourself and your family from pathogenic germs. Ensure safe and healthy hygiene with this classic hand sanitiser from IMPRESAN. It removes more than 99.9% of specific bacteria and viruses.

- Ideal for hand sanitising
- Hygienic cleanliness without water
- Effective against enveloped viruses (e.g. coronaviruses)
- Contains 80% ethanol by volume
- With a fresh fragrance
- No sticky hands after use



Areas of application

- Hand disinfection
- Hygiene on the road
- Disinfection at home



Use biocidal products with care. Always read the label and product information before use.



HAND DISINFECTION

HAND SANITISER GEL

50 ml

Hygienic hand disinfection at home and when travelling

Germs are spread particularly quickly via the hands. Protect yourself and your family at home and when travelling. Use IMPRESAN Hand Sanitiser Gel with a fresh fragrance and skin protection after washing your hands at home and when travelling. The 50 ml bottle offers instant hygiene and still fits comfortably in your handbag, glove compartment, or desk drawer. The gel becomes liquid in the hand, is easy to spread, and refreshes. It removes 99.9 % of specific bacteria, and viruses.

- Disinfection for on the go
- Contains 80% ethanol by volume
- Effective against enveloped viruses (e.g. coronaviruses)
- Removes more than 99.9% of specific bacteria and viruses
- With a fresh fragrance



Areas of application

- At home, in the office, on the road, and when travelling
- Fits in every handbag and glove compartment
- Perfect at any time



Use biocidal products with care. Always read the label and product information before use.

LIMITED EDITION



From May 2024

HAND DISINFECTION

HAND SANITISER GEL

55 ml

Hygiene on the go

Pathogenic germs are quickly spread via the hands. IMPRESAN Hand Sanitiser Gel protects you and your family at home and when travelling. The gel eliminates more than 99.9 % of specific bacteria and viruses. But our Limited Edition can do even more: the soothing combination of mint and bergamot envelops your senses and gives you a feeling of calm and relaxation. Ideal for those who are looking for more than just an ordinary sanitiser. Immerse yourself in a new sanitising experience and enjoy the moment with our mint bergamot hand sanitiser gel — your daily companion for freshness and protection, wherever life takes you.

- Disinfection for on the go
- Contains 80% ethanol by volume
- Effective against enveloped viruses (e.g. coronaviruses)
- Removes more than 99.9% of specific bacteria and viruses
- With a fresh fragrance



Areas of application

- For quick disinfection at any time
- Disinfection at home and in the office
- Disinfection when travelling and on the go; fits perfectly in any bag



Use biocidal products with care. Always read the label and product information before use.

Follow-up editions in development

LIMITED EDITION

30 | IMPRESAN



From May 2024

HAND DISINFECTION

HAND SANITISER GEL

55 ml

Hygiene on the go

Pathogenic germs are quickly spread via the hands. IMPRESAN Hand Sanitiser Gel protects you and your family at home and when travelling. The gel eliminates more than 99.9 % of specific bacteria and viruses. But our Limited Edition can do even more: with the tangy aroma of Ginger Splash, you are enveloped in a wave of fresh ginger energy that instantly refreshes you. Ideal for those looking for more than just an ordinary sanitiser. Immerse yourself in a new sanitising experience and enjoy the moment with our Ginger Splash hand sanitiser gel — your daily companion for freshness and protection, wherever life takes you.

- Disinfection for on the go
- Contains 80% ethanol by volume
- Effective against enveloped viruses (e.g. coronaviruses)
- Removes more than 99.9% of specific bacteria and viruses
- With a fresh fragrance



Areas of application

- For quick disinfection at any time
- Disinfection at home and in the office
- Disinfection when travelling and on the go; fits perfectly in any bag



Use biocidal products with care. Always read the label and product information before use.

Follow-up editions in development



HAND DISINFECTION

HAND SANITISER SPRAY

100 ml

Hygienic cleanliness without water

For hygienic cleanliness even without water: this IMPRESAN spray disinfects hands and textiles with skin contact reliably and without leaving a residue. It removes more than 99.9% of specific bacteria, fungi and viruses. You can also reliably disinfect face masks/everyday masks/surgical masks with the spray.

- Ideal for on the go and when travelling
- Uncomplicated hand cleaning without water
- Contains 80% ethanol by volume
- Removes more than 99.9% of specific bacteria and viruses
- Effective against enveloped viruses (e.g. coronaviruses)



Areas of application

- For quick disinfection at any time
- Disinfection at home and in the office
- Disinfection when travelling and on the go; fits perfectly in any bag



Use biocidal products with care. Always read the label and product information before use.



HAND DISINFECTION

DISINFECTANT WIPES

10 wipes

Thorough hygiene

Disinfect your hands quickly and safely — on the go, in the office, or at home. The individually packaged disinfectant wipes reliably remove more than 99.9% of specific bacteria and viruses in 30 seconds.

- Effective disinfection for on the go
- Practical and uncomplicated hand cleaning without water
- Contains 80% ethanol by volume
- Effective against enveloped viruses (e.g. coronaviruses)
- Individually packaged
- Also suitable for disinfecting objects and surfaces
- Skin compatibility dermatologically confirmed



Areas of application

- Hand disinfection; quick disinfection in 30 seconds
- Surface disinfection
- Disinfection of objects; simply wipe down objects and surfaces
- Hygiene on the go; individually wrapped wipes fit in any bag and are always to hand



Use biocidal products with care.
Always read the label and product
information before use.



www.heitmann-hygiene-care.de/en

 [impresan_de](https://www.instagram.com/impresan_de)

Brauns-Heitmann GmbH & Co. KG
Lütkefeld 15
34414 Warburg, Germany
+49 5641 95-0 | www.brauns-heitmann.de/en