



BRAND BOOKLET

# simplicol<sup>®</sup>

DAS ORIGINAL

COLOR UP YOUR LIFE!

Unleash your creativity.  
Uncover your style.  
Inspire others.

SALBEI-GRÜN  
SAGE GREEN

**simplicol**<sup>®</sup>  
DAS ORIGINAL

FABRIC DYE  
TEXTILFARBE

**EXPERT**

Brillante  
Farben

EINFACHE ANWENDUNG

PERFEKT ZUM BATIKEN

z.B. Tie-Dye, Dip-Dye, Shibori, Ombré, u.v.m.

Made in  Quality  
Germany since 1874

STRAWBERRY-  
CREAM

**simplicol**  
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**simplicol**  
DAS ORIGINAL

MADE IN GERMANY

**THE WORLD  
OF SIMPLICOL**



Färbt  
daheim mit  
**Brauns' Farben**



## BRAND HISTORY

### A JOURNEY BACK TO OUR ROOTS

1856. The world suddenly gets a lot more colourful when British chemist William Henry Perkin unveils his sensational invention: a process for the synthetic production of dyes. Compared with the natural dyes used before, a much wider spectrum of shades can now be created. Not only are the results more vibrant and long-lasting, but the dyes can also be used at home.

Enthusiastic German pharmacist Wilhelm Brauns recognises the potential of Perkin's invention. In 1874, he starts to research home dyeing and the production of fabric dyes. His products are hugely popular, inspiring him to leave his pharmacy business behind and set up a dye factory.

Two more entrepreneurial visionaries, brothers Fritz and Nikolaus Heitmann, share this passion for colour and innovation. In 1884, they found their factory, *Gebr. Heitmann, Köln, Fabrik giftfreier Farben* (Heitmann Bros., Cologne, Non-Toxic Dyes Factory). And so, in the 1900s, Wilhelm Brauns and the Heitmann brothers establish themselves as two important fabric dye manufacturers on the German market.

The two companies grow and secure extremely strong positions in the industry. But in 1969, they each see an opportunity in joining forces with the competition and decide to merge so that they can conquer the market together. This is where the story of Brauns-Heitmann begins, and all the fabric dyes are brought together under a single brand: **simplicol**.

### THE COLOUR REVOLUTION BEGINS

**simplicol** unleashes a true colour revolution. The visionary colour experts from Brauns-Heitmann develop and produce the dyes on site in Warburg, northwestern Germany, from where they launch the world's first boil-proof fabric dye for use in washing machines. Dyeing becomes as easy as washing, and the dyed clothing is colourfast. Customers are overjoyed. But this is just the beginning.

### A BRIGHT FUTURE

Today, **simplicol** has a brand-new design. The optimised packaging underlines the message that **simplicol** makes it quick and easy to upcycle and reuse textiles instead of throwing them away. As well as being fresh, modern, and colourful, the packaging communicates the differences between the product lines. Comprising a total of 40 stylish shades, the colour palette is in tune with current trends in the worlds of fashion and interior design, injecting freshness and vibrancy into every fabric.





1870 TO THE PRESENT DAY

## INNOVATIVE BRAND STRATEGY

### A DIVERSE COLOUR PALETTE IDEAL FOR UPCYCLING

Dyeing instead of discarding isn't just easy and fun, it's also an environmentally friendly and responsible thing to do. With **simplicol** fabric dye, we inspire our customers to upcycle and revitalise used clothing and textiles instead of throwing them away. This sustainable approach reduces the demand for new resources and minimises waste. This is our response to the negative impacts of fast fashion. Upcycling has never been so stylish and easy!

### RELIABLE QUALITY MADE IN GERMANY

**simplicol** fabric dyes stand out for their fantastic quality. Manufactured in our local factory in Warburg, northwestern Germany, they are the result of 150 years of outstanding product development expertise. We use high-quality materials and manufacture our dyes with care. The quality of our products and the popularity of the brand have been recognised by numerous prestigious awards and accolades, such as the Top Brand 2023 award from Lebensmittel Zeitung (LZ), an influential German food industry journal.

### CREATIVE IDEAS, INNOVATIVE SOLUTIONS

The boundless creativity of our customers is our greatest inspiration. That's why we develop our colours using the latest colour trend books to ensure that the **simplicol** community can enjoy the latest trends as well as the hottest colours and styles. Our three product ranges cover every fabric dyeing need – from redyeing and recolouring to experimenting with creative batik techniques.

### WIDE REACH, POWERFUL INFLUENCE

Our multifaceted and comprehensive brand presence enables us to engage with a broad target group on a personal and individual level and communicate our vision of a colourful world. On our social media channels, besides sharing tips and tricks on all aspects of dyeing, we also collaborate with high-profile influencers and brands, organise highly targeted competitions with a wide reach and stay in constant contact with our followers. Our creative and dynamic posts reach an average of over 250,000 contacts every month. In addition, we send **simplicol** fans a monthly newsletter and share simple step-by-step instructions on our lifestyle blog.

# COLOR UP YOUR LIFE,

## color up your shelf

ENTDECKEN SIE UNSERE FARBVIELFALT



**simplicol**  
DAS ORIGINAL

FABRIC DYE intensive  
**TEXTILFARBE**  
intensiv



MISS LAVENDEL

Flüssige Farbe + Fixierpulver mit Salz zur Farberneuerung von Textilien  
Innovative liquid dye + fixing powder with salt for colour renewal of textiles

Perfekt zum Neu- und Umfärben

**simplicol**  
DAS ORIGINAL

**BACK TO BLACK**

Für ein Schwarz wie NEU  
For a NEW black

All in ONE

Zur Farberneuerung und Auffrischung schwarzer Textilien. Colour-repair Farb- und Fixierpulver  
For renewing and refreshing black textiles. Colour-repair dye and fixative powder

Einfach anzuwenden bei 40°C  
Easy to use at 40°C

Perfekt zum Auffrischen der Farbe

Perfekt zum Batiken



Mais-Gelb

**simplicol**  
DAS ORIGINAL  
Textilfarbe  
expert

kreativ  
creative

60

Auch für Wolle & Seide  
Also for wool & silk



TOP  
MARKE  
2023

Lebensmittel  
Zeitung

www.topmarke.de



**FARBSTARKES WACHSTUM**

+134.000 neue Käufer\*Innen belegen die weiter steigende **Marken-Beliebtheit\***

**Nr.1**

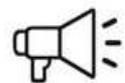
**ERFOLGREICHSTE MARKE**

simplicol ist **Marktführer** mit einem wachsenden **Marktanteil von +4,2%\***



**QUALITÄT MADE IN GERMANY**

Seit 1924 wird simplicol in Deutschland hergestellt und **stetig weiterentwickelt**



**REICHWEITENSTARKE WERBE-POWER**

Unter anderem monatliche **Influencer-Kampagnen**, mit durchschnittlich **230.000 Kontakten**

\* GfK Consumer Scan, Kategorie Textilfärber/-entfärber, 2021-2022, Bezugswerte Jahr 2022.



**#RECREATE-CHALLENGE**

HERBST ATZT GALT INSPIRIERT VON INDIENEM MIT SO AUCH SEIT MANCHEN JAHREN MIT DEN GEDANKEN KREATIV CHALLENGES UND GEMINT TOLLE IDEEN!

Wie so gerne über ein Video oder einen Live-Stream berichten, kann persönlich inspiriert werden. In einem Workshop oder einer Masterclass, aber auch online über YouTube, Instagram, Facebook, TikTok, Pinterest, etc. Am 10. September 2023, um 19 Uhr, wird ein Workshop zum Thema "Herbst Challenge" auf Instagram und Facebook live übertragen. Die Teilnahme ist kostenlos.

Herbst Challenge - und Sommerherbst Challenge findet ab dem 2. Juli unter www.simplicol.de statt.

Leidest du Sorgen und bist dir nicht sicher, wie du die Zukunft der Company siehst?

**Wichtigste Challenge mit tollen Gewinnen!**

**Gewinnspiel**

Herbst Challenge - und Sommerherbst Challenge findet ab dem 2. Juli unter www.simplicol.de statt.

Leidest du Sorgen und bist dir nicht sicher, wie du die Zukunft der Company siehst?

**Batik-DIY**

**PINK POWER**

Batik für Anfänger: So werden Blusen, Jeans & Co. in Nu zu richtigen Designerstücken

**simplicol**

**ZUTATEN:**

- 1. 100g Simplicol Textilfarbe in 100ml Wasser mit Wasser, Weichspüler, Essig, Salz, Soda, etc. mischen.
- 2. 100g Simplicol Textilfarbe in 100ml Wasser mit Wasser, Weichspüler, Essig, Salz, Soda, etc. mischen.
- 3. 100g Simplicol Textilfarbe in 100ml Wasser mit Wasser, Weichspüler, Essig, Salz, Soda, etc. mischen.
- 4. 100g Simplicol Textilfarbe in 100ml Wasser mit Wasser, Weichspüler, Essig, Salz, Soda, etc. mischen.

**simplicol**  
DAS ORIGINAL

LIFESTYLE  
ESTABLISHED  
MARKET LEADER

simplicol is the market leader in Germany's fabric dye sector and embodies colour diversity, creativity, and environmental awareness. As the brand's profile has grown and marketing activities have been stepped up, a solid brand identity has emerged. simplicol can be found at trendy craft events, in popular influencers' feeds, and in the industry's most important print media.



**simplicol**  
DAS ORIGINAL

**COLOR UP YOUR LIFE!**

MIT DEN TEXTILFARBEN VON SIMPLICOL

**3 + 1 GRATIS**

3 beliebige Farben der expert Serie kaufen - 1 Wunschfarbe der intensiv Serie gratis erhalten!

**Viva Magenta: Das ist die Pantone Farbe des Jahres 2023**

Einzigartig ist das Geheimnis gelüftet - die neue Pantone Farbe des Jahres heißt Viva Magenta! Was Sie über die neue Transparenz mit der Kennnummer PAN16-750 wissen sollten: die Farbe des Jahres 2023 vom Pantone Color Institute hat nicht nur einen Namen, sie verbindet die Natur mit der digitalen Welt. Denn aus der Rotfamilie stammend, symbolisiert sie so den globalen Zeitgeist, der mehr Getraute nach Natur, aber auch Fortschritt und mehr Abwärtswinkel beinhalten. Entdecken Sie hier, wie Sie die neue Pantone Trendfarbe 2023 Viva Magenta für sich einsetzen können!



Da hat Lust auf Magenta und neuen Wind auf Deinen alten Textilien? Dann können wir die Simplicol Textilfarbe empfehlen:

**simplicol**  
TEXTILFARBE  
PINK-BERRY



**simplicol**<sup>®</sup>  
DAS ORIGINAL



## FABRIC DYE INTENSIVE

Ideal for redyeing, recolouring, and refreshing colour in the washing machine



## FABRIC DYE EXPERT

Ideal for creative batik in a pan or bowl



## FABRIC DYE BACK TO BLACK

Perfect for refreshing faded black textiles



## COLOUR FIXATIVE

Perfect for fixing Fabric Dye Expert colours to achieve extra long-lasting results



THE PRODUCT RANGE

## THE RIGHT COLOUR TO SUIT EVERY TASTE

### FABRIC DYE INTENSIVE

IDEAL FOR REDYEING, RECOLOURING, AND REFRESHING COLOUR

Upcycle and reuse instead of throwing away! With **simplicol** Fabric Dye intensive, it's easy and safe to give old textiles a new injection of colour in the washing machine. The intensive range from **simplicol** is ideal for redyeing, recolouring, and refreshing – and it's extra long-lasting.

The all-in-one pack contains liquid dye and fixative powder. These are both added directly to the drum for even, intense, and extremely long-lasting colour.

### FABRIC DYE EXPERT

PERFECT FOR BATIK

Create gorgeous, unique clothes and home furnishings! **simplicol** Fabric Dye expert has been specially developed for creative batik techniques like tie-dye, dip-dye, ombré, and shibori. It also makes redyeing, recolouring, and refreshing colour a breeze. Fabric Dye expert is designed to be used in a bowl, pan, or washing machine at 40°C–60°C. Set your creativity free!

### BACK TO BLACK FABRIC DYE

IDEAL FOR REFRESHING BLACK TEXTILES

Restore faded fabrics to an intense black. Back to Black fabric dye from **simplicol** is safe, clean, and easy to use in the washing machine at 40°C. The concentrate dissolves quickly for perfectly even results.

### COLOUR FIXATIVE

PERFECT FIXATIVE FOR THE EXPERT RANGE

Help Fabric Dye expert colours achieve even greater radiance and longevity. Liquid **simplicol** Fabric Dye Fixative expert improves the colour brilliance and durability of **simplicol** Fabric Dye expert products.

IDEAL FOR REDYEING, RECOLOURING, AND REFRESHING!

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# SIMPLICOL FABRIC DYE

## INTENSIVE



### HOW TO USE

1. Put clean fabric in a washing machine or top loader.
2. Open the bottle and sachet and place them directly on the textiles in the drum.
3. Start a 40°C easy-care cycle without pre-wash.
4. Once the program is complete, remove the bottle and sachet.
5. Rewash the dyed textiles in the machine with detergent according to the care label. By the way, this is also enough to give the washing machine a thorough clean.

**Liquid dye, ideal for redyeing, recolouring, and refreshing colour**

Throwing things away is so yesterday! With **simplicol** Fabric Dye intensive, it's easy and safe to give old textiles a new injection of colour in the washing machine.

The fabric dye is suitable for cotton, viscose, linen, and blends. Simply use it directly in the drum at 40°C. The liquid dye dissolves quickly to give even, intense, and brilliant colour with no blotches.

The dyed textiles can then be washed as normal in the future (at up to 95°C).

A rich variety of colours for unlimited creativity! The dyes available in the **simplicol** intensive range open up a universe of brilliant colours to bring your creative ideas to life. From deep, sophisticated tones to mellow pastels, our intense shades are an expression of passion and unlimited creativity. With **simplicol** intensive, you can transform textiles into vibrant works of art, effortlessly.



IT'S THIS EASY!

**PERFECT FOR BATIK!**



# SIMPLICOL FABRIC DYE

## EXPERT

Liquid dye, ideal for redyeing, recolouring, and refreshing colour

Create gorgeous, unique pieces for your wardrobe and home. With **simplicol** Fabric Dye Expert, you can master creative batik techniques just as effortlessly as redyeing, recolouring, and refreshing clothing. You can use it in a bowl, in the washing machine, or in a pan. The dye is also ideal for wool and silk.



### HOW TO USE

1. Add 6 litres of warm water to a plastic bowl.
2. Put on rubber gloves and dissolve the entire contents of the sachet in the water.
3. Immerse the clean fabric in the dye bath and leave for one hour, stirring regularly.
4. Finally, rewash the fabric at up to 40°C using a mild detergent.
5. For extra long-lasting results, fix the colour using **simplicol** Fabric Dye Fixative.

Die **simplicol** Textilfarbe Expert lässt sich allerdings auch perfekt in der Waschmaschine oder in einem Topf anwenden. Entsprechende Anleitungen finden Sie auf unserer Homepage oder auf unseren Social-Media-Accounts.

The **simplicol** Fabric Dye expert range throws open the door to a world of creative crafting possibilities. Whether tie-dye, dip-dye, shibori, or ombré, with **simplicol** fabric dyes from the expert range, you have the full spectrum of techniques at your fingertips. From subtle shades to bold tones, our wide palette of colours gives you endless scope to express yourself. Set your creativity free and transform your textiles into unique masterpieces!



IT'S THIS EASY!

IDEAL FOR REFRESHING BLACK TEXTILES!

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# SIMPLICOL FABRIC DYE

## BACK TO BLACK

### Dye powder, idea for refreshing faded black textiles

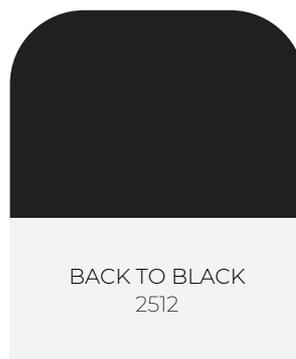
Restore faded fabrics to an intense black! Back to Black fabric dye from **simplicol** is safe, clean, and easy to use in the washing machine at 40°C. The concentrate dissolves quickly, ensuring exceptionally even dyeing results. For a black that's as good as new!



### HOW TO USE

1. Put clean fabric loosely in the washing machine or top loader.
2. Next, open the sachet and place it directly on the textiles in the drum.
3. Close the door and start a 40°C easy-care cycle without pre-wash, selecting the "extra rinse" option, if available.
4. When the dyeing program is complete, remove the sachet.
5. Next, rewash the dyed textiles in the machine with detergent according to the care label. The dyed textiles can then be washed as normal in the future (at up to 95°C).

Breathe new life into your faded black clothes with **simplicol** Back to Black. Enjoy an intense black, just as if your clothes were brand new. It's super easy to use, with everything you need to achieve a clean and uncomplicated colour refresh in the washing machine contained in our all-in-one pack. Back to Black is ideally suited for cotton, linen, viscose, and blends. Give your clothes back their rich black colour in just one wash cycle!



IT'S THIS EASY!

WELCOME TO THE FAMILY



# ON TOP OF TRENDS: DISCOVER OUR HOT NEW COLOURS FOR 2023



**simplicol**  
Fabric Dye Intensive  
**PINK-BERRY**  
Content: 150 ml + 400 g  
Art.-N.: 1027620  
GTIN: 4062196276207  
Carton: 4

COLOUR  
OF THE YEAR  
2023!



**simplicol**  
Fabric Dye Intensive  
**MISS LAVENDEL**  
Content: 150 ml + 400 g  
Art.-N.: 1027249  
GTIN: 4062196272490  
Carton: 4

COLOUR  
OF THE YEAR  
2022!



**simplicol**  
Fabric Dye Intensive  
**SALBEI-GRÜN**  
SAGE GREEN  
Content: 150 ml + 400 g  
Art.-N.: 1027252  
GTIN: 4062196272520  
Carton: 4



**simplicol**  
Fabric Dye Intensive  
**EISKAFFEE-BRAUN**  
ICED COFFEE BROWN  
Content: 150 ml + 400 g  
Art.-N.: 1027253  
GTIN: 4062196272537  
Carton: 4



**simplicol**  
Fabric Dye Intensive  
**SENF-GELB**  
MUSTARD-YELLOW  
Content: 150 ml + 400 g  
Art.-N.: 1027247  
GTIN: 4062196272476  
Carton: 4



**simplicol**  
Fabric Dye Intensive  
**MINT-PETROL**  
Content: 150 ml + 400 g  
Art.-N.: 1027251  
GTIN: 4062196272513  
Carton: 4

AVAILABLE NOW

# A LOOK AHEAD TO THE COLOUR HIGHLIGHTS FOR 2024



**simplicol**  
Fabric Dye Intensive  
**STRAWBERRY-CREAM**  
Content: 150 ml + 400 g  
Art.-N.: 1027248  
GTIN: 4062196272483  
Carton: 4



**simplicol**  
Fabric Dye Intensive  
**GLACIER BLUE**  
Content: 150 ml + 400 g  
Art.-N.: 1027250  
GTIN: 4062196272506  
Carton: 4



**simplicol**  
Fabric Dye Expert  
**SAGE GREEN**  
Content: 150 g  
Art.-N.: 1027257  
GTIN: 4062196272575  
Carton: 4



**simplicol**  
Fabric Dye Expert  
**MINT-PETROL**  
Content: 150 g  
Art.-N.: 1027256  
GTIN: 4062196272568  
Carton: 4



**simplicol**  
Fabric Dye Expert  
**STRAWBERRY-CREAM**  
Content: 150 g  
Art.-N.: 1027254  
GTIN: 4062196272544  
Carton: 4



**simplicol**  
Fabric Dye Expert  
**GLACIER BLUE**  
Content: 150 g  
Art.-N.: 1027255  
GTIN: 4062196272551  
Carton: 4

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FROM APRIL 2024



## ADVERTISING MATERIALS

### STYLISH ACCESSORIES

**simplicol** lights up the world of creative handicrafts with a diverse selection of promotional items. From stylish merchandise to trendy accessories, the innovative promotional items from **simplicol** are designed to encourage the crafting community to realise their creative visions.





**Flüssige Farbe + Fixierpulver**  
**einfache Färbung von Textilien**  
Liquid colour + fixing powder  
for easy dyeing of textiles

# LIMITED EDITION: FOR SUCCESS WITHOUT LIMITS!



## STRONG PRESENCE:

The Pantone® Color of the Year is promoted by many industries and the media.<sup>1</sup>



## LIMITED EDITION:

Limiting supplies increases consumers' willingness to buy.<sup>2</sup>



## QUALITY FROM THE MARKET LEADER:

With almost 5 million products sold every year, simplicol is the number one customer favourite.<sup>3</sup>

In 2024, for the first time in the brand's history, **simplicol** presents a limited edition inspired by the Pantone Color of the Year! Peach Splash, a warm shade of peach, radiates a subtle freshness that evokes the first rays of warm spring sunshine. The colour represents optimism, creativity, and nature's renewal. With a touch of rosé and a delicate orange tint, Peach Splash is a harmonious blend that's both calming and revitalising.



**simplicol**

Fabric Dye Intensive, Limited Edition

**PEACH SPLASH**

Content: 150 ml + 400 g

Art.-No.: 1031430

GTIN pc.: 4062196314305

GTIN ctn: 4062197314304

Carton: 4

**FROM APRIL 2024**

1. Source: <https://www.pantone.com/uk/en/color-of-the-year/2024>, 12 February 2024.

2. Source: Roy, R., & Sharma, P. (2015). Scarcity Appeal in Advertising: Exploring the Moderating Roles of Need for Uniqueness and Message Framing. *Journal of Advertising*, 44(4), 349-359. <http://www.jstor.org/stable/24749831>, 12 February 2024.

3. Source: GfK ConsumerScan, fabric dyes/decolourisers category, 2021-2022, figures for 2022.

MINT-PETROL

**simplicol**<sup>®</sup>  
DAS ORIGINAL

FABRIC DYE  
TEXTILFARBE

**EXPERT**

Brillante  
Farben  
EINFACHE ANWENDUNG

PERFEKT ZUM BATIKEN

z.B. Tie-Dye, Dip-Dye, Shibori, Ombré, u.v.m.

Made in Germany  Quality since 1874

GLETSCHER-BLAU  
Glacier Blue

**simplicol**<sup>®</sup>  
DAS ORIGINAL

FABRIC DYE  
TEXTILFARBE

**EXPERT**

Brillante  
Farben  
EINFACHE ANWENDUNG

PERFEKT ZUM BATIKEN

z.B. Tie-Dye, Dip-Dye, Shibori, Ombré, u.v.m.

Made in Germany  Quality since 1874

Mohn-Rot  
Poppy red

**simplicol**<sup>®</sup>  
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Farben

EINFACHE ANWENDUNG

— PERFEKT ZUM BATIKEN —  
z.B. Tie-Dye, Dip-Dye, Shibori, Ombré, u.v.m.

Made in Germany  Quality since 1874







[www.simplicol.de](http://www.simplicol.de)

    [simplicol\\_de](#)

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