

*Pure and green*

*The clean way to clean!*



Environmentally-friendly washing and cleaning

**sodasan**

THE CLEAN WAY TO CLEAN

# sodasau:

# Facts for Future



## natural ingredients

**sodasan** only uses raw materials of natural origin, when possible from certified organic sources.



## CO<sub>2</sub>-emission

**sodasan**'s production is carbon neutral by using renewable energy and by investing into reforestation projects.



## recycled

**sodasan** uses bottles made of 100% recycled PET or PE.



## less plastic waste

**sodasan** reduces plastic waste by up to 95% by changing its bulk packs from plastic canisters to bag-in-box.



## No microplastic

**sodasan** products are free of water soluble plastics and microplastics.



## No petro-chemicals

**sodasan** products are free of petro-chemicals as well as synthetic fragrances, dyes and preservatives.



We are about more than perfect cleanliness. Our priority is our responsibility to preserve and create a sustainable planet for us and for the future of our children.

*Dear environmentalists,*



Although the performance of our products has first priority for us, we always keep an eye on the environmental footprint. Because considering clean content separated from clean packaging is not appropriate for a holistic ecological product.

Therefore we put a lot of creative work into our sustainable packaging in order to produce little packaging waste.

Our packaging concept Bag-in-Box (BiB) was appreciated with a final participation in the special prize Packaging 2023 of the German Sustainability Award. This helps us on our way to less packaging material. Our large size bag-in-box packages are really resource-saving. A plastic bubble (bag) protected by a cardboard box replaces the generation of plastic canisters.

One thing is certain: Change is only possible together. We must all set out for improvement: Politics with framework conditions, the companies with innovations and consumers with sustainable consumption.

[Join us on the mission: The clean way to clean.](#)

Kerstin Stromberg

Jürgen Hack

# Washing

*They have won!*

*I have sodasan!*



Powerful stain removal. Gentle on your skin.

Easy on the environment.

Any player who gives their all to win the game is bound to get dirty. Now **sodasan** will get your laundry clean again, naturally. The stain disappears ... but the memory remains. No synthetic dyes, preservatives or fragrances and free from GMOs and microplastics. Maximum washing power and natural freshness combined with exceptional skin- and environmentally-friendly properties. [sodasan – the clean way to clean.](#)

# Laundry Liquids



## Laundry Liquid Lime

Full washing power for whites and colours. Removes even stubborn stains deep in the fibres. Protects laundry from greying. Natural fragrances give laundry a pleasant fresh lime scent. Exceptionally skin-friendly.

## Colour Laundry Liquid Lime & Lavender

For all coloured fabrics except wool and silk. Powerfully removes dirt and stains. Colours stay bright even after many washes. Essential oils from organic sources or natural fragrances infuse the laundry with a fresh lavender scent or the pleasant crispness of lime. Exceptionally skin-friendly.



## Wool & Delicates

For the gentle care of delicate wool, fabrics and even down. It softens fabrics and makes them extra-comfortable to wear. A soothing combination of essential oils and natural fragrances infuses laundry with the floral freshness of magnolia. Exceptionally skin-friendly.

# Laundry Powder

## Colour Laundry Powder

For all coloured fabrics except wool and silk. Powerfully removes dirt and stains. Colours stay bright even after many washes. Essential oils from organic sources or natural fragrances infuse the laundry with the pleasant freshness of lavender. Exceptionally skin-friendly.



## Laundry Powder

Full washing power for whites and colours. Removes even stubborn stains deep in the fibres. Protects laundry from greying. Natural fragrances infuse laundry with the pleasant freshness of lime and verbena. Exceptionally skin-friendly.

# Sensitive



## Sensitive Laundry Liquid

Specially formulated for the needs of individuals who suffer from allergies and their sensitive skin. Free of fragrances, dyes and preservatives. Full washing power for whites and colours. Removes even stubborn stains deep in the fibers and protects laundry from greying. Exceptionally skin-friendly.



## COLOUR Sensitive Laundry Liquid

Specially formulated for the needs of individuals who suffer from allergies and their sensitive skin. Free of fragrances, dyes and preservatives. For all coloured fabrics except wool and silk. Powerfully removes dirt and stains. Colours stay bright even after many washes. Exceptionally skin-friendly.



## COLOUR Sensitive Laundry Powder

Specially formulated for the needs of individuals who suffer from allergies and their sensitive skin. Free of fragrances, dyes and preservatives. For all coloured fabrics except wool and silk. Powerfully removes dirt and stains. Colours stay bright even after many washes. Exceptionally skin-friendly.

# Rinse & Softeners



## Lime Fabric Softener

Infuses laundry with the natural crispness of lime. Organic Aloe Vera and Soy Lecithin make clothing pleasantly soft and comfortable to wear. Gently removes residual detergent. Exceptionally skin-friendly.



## Lavender Fabric Softener

Pure, organic essential oils infuse laundry with a soothing lavender scent. Organic Aloe Vera and Soy Lecithin make clothing pleasantly soft and comfortable to wear. Gently removes residual detergent. Exceptionally skin-friendly.



## Peach Fresh Fabric Softener

Infuses laundry with velvety peach freshness. Organic Aloe Vera makes clothing pleasantly soft and comfortable to wear. Gently removes residual detergent and smoothes fibres so that clothes are easier to iron. Exceptionally skin-friendly.



## Fragrance & Care Rinse

Combines mild care with a subtle scent booster for all types of fibres. A soothing combination of essential oils such as lavender, rose, magnolia and geranium infuses your laundry with floral freshness. Organic Aloe Vera and Soy Lecithin make clothing pleasantly soft and comfortable to wear. Gently removes residual detergent. Exceptionally skin-friendly.



# Specialists

## Oxygen Bleach

Supports the washing power of all detergents. Removes bleachable spots such as red wine, fruit, tea and coffee. When used regularly, prevents white textiles from greying.



## Stain Remover

Intensive stain pre-treatment and in-wash booster. Removes stubborn stains such as grass, blood, cocoa, grease and fruit. With convenient brush applicator.



## Gall Soap

Powerful and reliable stain remover for an effective treatment of all fabrics. Removes stubborn stains and dirt. Suitable for delicate fabrics and in cold water.

## Water Softener

For optimum washing results in hard water. Binds the limescale dissolved in water. Allows detergent to work at full power and reduces the amount of detergent required. Helps extend the life of the washing machine.



# Washing up

*Yummy in his tummy.*

*I have sodasau!*



Good for dishes. Good for your skin. Good for nature.

The kitchen is the heart of the family. A place where you cook, eat, laugh and, of course, also make a mess. To ensure that your dishes, glasses and cutlery sparkle after dessert and shine without any residue, **sodasan** washes up with an eco-friendly clean. For perfect washing up results without enzymes, phosphates and chlorine. Your vegan, petrochemical-free solution with the power of all natural ingredients. [sodasan – the clean way to clean.](#)

## Dish Liquid Lavender & Mint

For shiny clean dishes and sparkling cutlery. Innovative formula with selected plant based surfactants and certified organic Aloe Vera. Powerfully cuts through grease while being gentle on skin. Certified organic essential oils of Lavender and Mint exude a fresh and aromatic scent.



## Dish Liquid Lemon

For shiny clean dishes and sparkling cutlery. Powerfully cuts through grease while being gentle on the skin. Exceptionally skin-friendly.



## Dish Balm Orange & Witch Hazel

For shiny clean dishes and sparkling cutlery. Powerfully removes grease while being especially kind to the skin. Exceptionally skin-friendly.



## Dish Liquid Sensitive

Specially formulated for the needs of individuals who suffer from allergies and their sensitive skin. Free of fragrances, dyes and preservatives. For shiny clean dishes and sparkling cutlery. Exceptionally skin-friendly.



## Eco Sponge Cloths

Highly absorbent and durable. Free of fungicide softeners. 100% biodegradable. Washable up to 60°C.

# Auto Dish Washing



## Dishwasher Powder

For thoroughly clean and sparkling dishes.  
Anti-limescale formula. Even tackles tough stains.



## Auto Dish Tabs

For thoroughly clean and sparkling dishes. Anti-limescale formula. Even tackles tough stains. Convenient to use.



## Rinse Aid

For brilliant dishwashing and drying results without limescale or watermarks. Produces optimal results when used in combination with **sodasan** Dishwasher Powder or **sodasan** Auto Dish Tabs.

## Dishwasher Salt

For brilliant dishwashing and drying results without limescale or water marks. Prevents limescale deposits on dishes and in the dishwasher. Improves the performance and extends the life of the dishwasher.



# Cleaning

*He loves drawing outside the lines.*

*I have sodasan!*



Sparkly clean. Subtle freshness. A cosy home.

The birthday party was great fun and thanks to grandma's finger paints ... a big mess. **sodasan** harnesses the power of nature to clean reliably, without residue. For sparkling surfaces, shiny floors and streak-free glass in your kitchen, bathroom and toilet. Highly effective and skin friendly with plant-based ingredients and without petrochemicals. [sodasan – the clean way to clean.](#)



## All-Purpose Cleaner

Reliably removes dirt from floors and all smooth surfaces such as wood, plastic, tiles, laminate and stone. With exceptional de-greasing and citrus power. Exceptionally skin-friendly.



## Sandalwood Floor Cleaner

Thorough cleaning, protection and care for all floors and wooden surfaces. With organic vegetable-oil soap and selected natural ingredients. Cedar and sandalwood oil release a subtle, aromatic fragrance. Exceptionally skin-friendly.



## Orange Power Cleaner

Particularly economical power cleaner. For a thorough clean of all smooth, wipeable surfaces. Pure essential oils leave behind a fresh orange scent. Exceptionally skin-friendly.

## Lime Oil Power Cleaner

Super-strength cleaning concentrate to fight tough dirt. Removes spots from textiles, carpets, upholstery and all wipeable surfaces. Exceptionally skin-friendly.



# Cleaning



## Kitchen Cleaner

Powerful degreaser and all-purpose cleaner. For a spotless finish on all kitchen surfaces including stainless steel, Ceran cooktops, glass and acrylic. Leaves behind a subtle, natural citrus-fresh scent.

Refill concentrate reduces 82% plastic waste.



## Shower & Bathroom

For a hygienically clean and sparkling bathroom. Removes dirt, soap scum, limescale and water marks. Pure essential oils leave behind a fresh lemongrass scent.

Refill concentrate reduces 82% plastic waste.



## Glass & Surface

Streak free shine for all surfaces. Cleans windows, car windows, mirrors and tiles. Powerfully removes substances such as hairspray, makeup or dust.

Refill concentrate reduces 82% plastic waste.





## Limescale Remover

Highly effective specialist cleaner to remove stubborn limescale deposits from taps, tiles or shower screens. Leaves surfaces sparkling clean.



## Vinegar Cleaner

For a deep clean in kitchen and bathroom. Eliminates unpleasant odors e.g. in refrigerators. Removes limescale, water marks as well as soap scum. Leaves surfaces shiny and sparkling clean. Exceptionally skin-friendly.



## Scouring Cream

Removes tough or burnt-on residues from hard surfaces without scratching them. Brilliant cleanliness in kitchen and bathroom. Exceptionally skin-friendly.



## Toilet Cleaner Power Gel

Powerfully dissolves and eliminates limescale and stains. Adheres to the rim and vertical surfaces. Removes unpleasant odours and leaves behind a naturally fresh scent of blue spruce.



## Toilet Cleaner Citrus

For a hygienically clean toilet. Dissolves and eliminates limescale and stains. Removes unpleasant odours and leaves behind a fresh citrus scent.



# Disinfecting

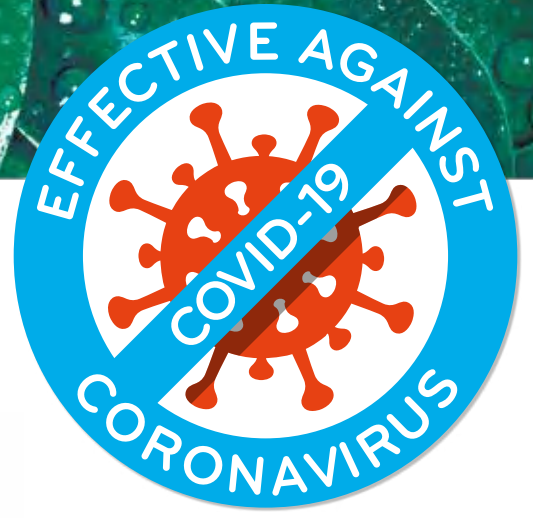
*Fighting viruses & germs – organically.*

*I have sodasan!*



**100% Natural Ingredients. 70% Certified organic ingredients.**

What do you do to boost your immune system? Getting lots of exercise outside, drinking green smoothies and eating fresh organic fruit for breakfast go a long way. In order to keep you and your family healthy and to arm yourselves against germs and viruses, it's time to think beyond granola and fresh air. Our highly effective organic disinfectants have been proven to protect you from enveloped viruses, bacteria & fungi. Naturally, they also work against the Coronavirus. All are based on certified organic alcohol and carefully selected natural ingredients. [sodasan – the clean way to clean.](#)



### Hand Sanitiser Pump, Refill & wall-dispenser

Highly effective against enveloped viruses, influenza viruses, bacteria & fungi. Free of fragrance and dyes.



### Surface Disinfectant

Highly effective against enveloped viruses, influenza viruses, salmonella, bacteria & fungi on all smooth surfaces. Free of fragrance and dyes.

### Hand Sanitiser Spray

Convenient on-the-go size. Highly effective against enveloped viruses, influenza viruses, bacteria & fungi. Free of fragrance and dyes.



# Soaps

*She loves to play in the dirt.*

*I have sodasau!*



**Good care. Good scents. Good for you.**

Constructing buildings out of mud naturally leads to dirty fingers. **sodasan** soaps clean and care for hands and bodies – 100 % vegan, without synthetic surfactants, and free from dyes and preservatives. Thanks to the high-quality organic vegetable oils, **sodasan** soaps care for the skin and pamper you with natural fragrances.



## Mild vegetable soap

Caring vegetable-oil soap for hand-washing and body care.  
 With nurturing organic olive oil and essential oils.  
 Varieties: Lavender & Olive, Rose & Olive, Citrus & Olive.



## Kitchen Soap

Cleansing and caring vegetable-oil soap for hand-washing. Effectively neutralises unpleasant odours such as garlic, onion and fish. Also suitable for cleaning kitchen utensils.



## Mild vegetable soap sensitive

Specially formulated for the needs of individuals who suffer from allergies and their sensitive skin. Free of fragrances, dyes and preservatives. Mild and caring. Suitable for hand-washing and body care.



# Soaps

## Creamy vegetable oil-soap

Gentle and caring vegetable-oil soap with a creamy lather. Available in eight varieties: Calendula & Aloe, Lavender & Chamomile, Sage & Mint, Almond & Avocado, Rose & Geranium, Lemongrass & Ginger, Green Tea & Lime and Verbena & Lemon.



## Curd Soap

Mild curd soap. Suitable for hand-washing and body care. Unscented and therefore suitable for the needs of individuals who suffer from allergies and their sensitive skin.



100% natural ingredients. 80% from organic farming. 0% plastic.

Hair care without plastic waste – now **sodasan** makes it possible. The new **sodasan** hair soap bars gently clean hair and scalp and are particularly efficient. Manufactured in the traditional art of soap making, the mildly foaming organic vegetable soaps care for hair with valuable plant extracts from organic farming. In sustainable packaging made from grass paper.

**NEW**

### Hair Soap Bar

Mildly foaming organic vegetable soap. Cleans hair and scalp gently and thoroughly. Organic cassava root and organic coconut strengthen the hair and make it easier to comb. Available in three varieties: Fragrance free, Rosmary and Almond & Hemp



### Aluminium Soap Box

An ideal storage solution for soap bars when travelling or working out. Or as a soap dish at home. Rust-proof. With removable draining insert to keep soap dry.

# Room Fragrance

*He suits and he smells.*

*I have sodasau!*



**For your nose. For your home. For your well-being.**

A pleasantly smelling room is essential for a cosy, comfortable atmosphere. **sodasan** room fragrances transform your home into a natural wellness oasis. Produced in a strictly eco-friendly way using natural perfume oils and organic alcohol, these room fragrances diffuse delicate aromas and bring nature into your home – from refreshing lime to relaxing mediterranean lavender and earthy, oriental sandalwood.





**NEW**



### Room Fragrance

Classic fragrances with natural essences that create a pleasant room climate. Available in five compositions: Lavender, Lemon, Magnolia, Orange, Rose and Sandal. Also available as 500 ml refill bottle.



### Home Spray Senses

For a pleasant atmosphere. The classic glass bottle with pump atomizer is sealed with a cap made of beech wood in Austria. The fragrances are environmentally friendly and are available in three varieties: fresh Orange, pure Lavender and woody Sandal.

# Bag in Box



100% cleaning power. 95% less plastic waste.\* 0% microplastic.

Available as a 5 litre unit for home use or as a 20 litre container for bulk consumers or offered package free. In keeping with our motto "Refill, not landfill" **sodasan** is changing its bulk packaging to the sustainable, innovative bag-in-box concept. 100% cleaning power with up to 95% less plastic waste\* and significant CO<sub>2</sub>-savings along the entire logistics chain thanks to its low packaging volume. **sodasan – the clean way to clean.**

NEW



5L

### Bag-in-Box 5 L

- COLOUR Laundry Liquid Lavender
- COLOUR Laundry Liquid Lime
- COLOUR Sensitive Laundry Liquid
- Laundry Liquid Lime
- Sensitive Laundry Liquid
- Wool & Delicates
- Lime Fabric Softener
- Dish Liquid Lemon & Lime
- Dish Liquid Sensitive
- Rinse Aid
- All-Purpose Cleaner
- Vinegar Cleaner
- Shower & Bathroom
- Mild vegetable soap Citrus & Olive
- Mild vegetable soap Lavendel & Olive
- Mild vegetable soap Sensitive



20L

### Bag-in-Box 20 L

- COLOUR Laundry Liquid Lavender
- COLOUR Laundry Liquid Lime
- COLOUR Sensitive Laundry Liquid
- Laundry Liquid Lime
- Laundry Liquid Sensitive
- Wool & Delicates
- All-Purpose Cleaner
- Vinegar Cleaner
- Dish Liquid Lemon & Lime
- Dish Liquid Sensitive
- Mild vegetable soap Citrus & Olive
- Mild vegetable soap Sensitive

Displays that stand out?

Of course from sodasan!

# Displays



## Freestanding Display Stand

Maximum attention thanks to impactful, eye-catching design. Sturdy display made from sustainable, FSC timber. Wipeable. Long-lasting nature allows for many promotional opportunities throughout 2021.

Easy assembly.

Price rails included.

# Things to know about sodasan.

## NCP certification

Clean criteria with no ifs and buts: The Nature Care Product (NCP) standard and its counterpart, the Natural Cosmetics Standard (NCS) set the bar as high as our promise of ‚the clean way to clean‘. It demands 100% natural ingredients and environmentally-friendly packaging solutions as well as formulations that are free from petrochemicals, genetic engineering, enzymes and microplastics, this independent not-for-profit testing organisation provides a strict, comprehensive set of criteria.



## Vegan products

Animal-friendly: With the vegan label, we are also paying respect to the animal kingdom – after all, animals are as much a part of our planet as every human and every plant. All sodasan products, except for gall soap, bear the well-known logo of the Vegan Society, recognised as the gold standard for animal-friendliness around the world. This trademark is a reliable indicator that a product does not contain any animal-based ingredients. What's more, it confirms that we do not conduct any animal testing ourselves, nor do we contract such testing to other parties.



## Circular Economy

For us, it's all about keeping things clean from start to finish. This is why we follow the cradle-to-cradle business strategy, which is based on the principle of continuous material cycles and the use of renewable energies. In biological cycles only natural raw materials are used, which are then returned to nature as biological nutrients. This process yields a big green ‚zero‘ of waste produced. This zero-waste idea is a very high standard to meet, but that is exactly what drives us at sodasan. We are constantly guided by these questions: What is the source of a raw material, what is the packaging made of and what happens to it when the product is used up? What happens during production and during the use of the product? Is it easily and fully biodegradable? Into which components does it break down?

## 100% Natural Ingredients

In order to keep the impact on ecosystems as low as possible, we only use the cleaning power of natural raw materials in our innovative, high-performing formulations. That's because renewable raw materials are the only way to keep the biological cycle a closed loop. The raw materials we use find their way back to nature and are also carbon neutral. By using renewable raw materials, we are contributing to the preservation of biological diversity and protect the climate.

## Certified Organic Ingredients

Certified organic cultivation – the trinity for maintaining the natural equilibrium. Organic farming strives to follow the ideal for the natural cycle when cultivating crops. It adheres to natural crop rotations and avoids the use of chemical pesticides and fertilisers. In this way, organic farming prepares the fertile soil in which our clean future can grow.

That is why sodasan uses as many certified organic raw materials as possible, such as olive oil, sunflower oil, coconut oil and essential oils. Approximately 50% of our raw materials currently come from certified organic sources. And we are constantly working on increasing this number.

## No petrochemicals

The use of petrochemical raw materials is a no-go for us. Therefore the synthetic fragrances, dyes and preservatives, petrochemical and semi-petrochemical surfactants, optical brighteners, petrochemical bleach activators and microplastics frequently found in conventional and pseudo-green products don't stand a chance at sodasan.

## No enzymes & No GMOs

We do not use enzymes for two reasons: Firstly, even now, no one knows what consequences these enzyme invaders have on plants, animals and people. Secondly, enzymes for mass production can only be produced using genetically modified organisms. This automatically makes them an absolute no-go since sodasan rejects the use of genetic engineering as a matter of principle. Instead, we stand firmly with nature, people and responsible companies that want to protect and preserve our environment by embracing everything from diversity of species to solidarity with rural communities.

## Biodegradability

First of all, it goes without saying that our detergents and cleaning supplies are also biodegradable. After all, this is required by law. The key is, however, providing clean alternatives to aggressive chemicals and how these alternatives behave in waste water. The most important ingredients in all of sodasan's detergents and cleaning products are the cleansing agents. Pure vegetable oil soap, which we carefully produce ourselves, is, of course, our first choice. This soap is a "natural wonder" and has one vital benefit over all other cleansing agents: it binds with the limescale that is dissolved in water to form soap scum, thus completely neutralising the soap's effect on living organisms. Microorganisms subsequently break down the soap scum quickly and completely into CO<sub>2</sub> and water. This is how our products integrate themselves back into the cycle of nature. Plant-derived surfactants also unleash their clean cleaning power in many of our liquid products. The natural structures of the plant-based raw materials do not change, much to the delight of microorganisms in our water supplies. That's because this is how the tiny creatures in the water can immediately recognise the substances and then break them down easily and completely.

## Carbon Neutral Site

We are doing everything we can to fight the greenhouse effect. Our very own block heat power station – operated using wind gas from Greenpeace Energy – and our own photovoltaic system supplies our eco-friendly plant with the majority of our energy requirements. We cover the rest with green electricity from Greenpeace Energy. To offset our remaining CO<sub>2</sub> emissions, we have joined forces with PRIMAKLIMA to support a reforestation project in Uganda. This not-for-profit association has certified us as a ‚climate-neutral site‘. And yet, we don't use this as an excuse to rest on our laurels. We will continue to stay focussed on our efforts and further optimise our energy strategies.



## Recycled plastic

sodasan can't completely avoid plastic just yet because many of our products are liquid. However, we are actively helping to prevent even more virgin plastic from being produced. In the meantime, the majority of our plastic packaging has been converted to recycle.

This change has allowed us to make big cuts. Since 2015 we have already saved approx. 1,800 tonnes of CO<sub>2</sub> and 567 tonnes of crude oil. For us, however, this is just the beginning... the no-plastic show must go on!

# 40 years: The clean way to clean



1982

Starting signal for the eco-pioneer: Sodasan is founded in the spirit of the environmental and peace movement in Göttingen.

Moving with people and animals to idyllic Ammerland.

1984



With eco-sign and seal: Sodasan is the first detergent manufacturer to be certified organic.

1996

2002

Naturally top: Sodasan is climate-neutral.



2005

Something new in the north: Move to the East Frisian community Uplengen

Neither coal nor nuclear: Our electricity is green and comes from Green Planet Energy

2005

2012



It also works without petroleum: sodasan uses bottles made from renewable raw materials (GreenPE) for its top products.

2013

A heart for seal pups: Sodasan becomes a supporting member of the Seal Breeding Station



Finalist for the German Sustainability Award 2023

2023

Engagement with thinking outside the box: Sodasan becomes partner of "Bündnis für eine enkeltaugliche Landwirtschaft" (= Alliance for an agriculture suitable for grandchildren)

2020

Save tons of plastic with sustainable bag-in-box packaging

2019

Even higher bar: Sodasan switches to NCP certification

2018



Awarded green: Sodasan is awarded with the German Sustainability Award 2018 (Deutscher Nachhaltigkeitspreis)

2018



2016

CSE-certification gives Sodasan the green light also concerning clean economy

Jürgen Hack was awarded with B.A.U.M. Environmental Award

2013

Green "Repeat Offenders": Sodasan switches its plastic bottles to recycling PET

2013





**sodasan Wasch- und Reinigungsmittel GmbH**  
Rudolf-Diesel-Str. 19 • 26670 Uplengen • Germany  
[www.sodasan.com](http://www.sodasan.com) • [info@sodasan.com](mailto:info@sodasan.com)