

HUMDAKIN

BRAND BOOK
EST 2016

01 | DISH SOAP | 56.250846

DANISH DESIGN 750 ml

01/SALVIA | SEA BUCKTHORN

We want to offer you clean products and Danish design. We give you a good and aesthetic experience of cleaning - a line of simple and pure cleaning products with ingredients from the Scandinavian nature.

HUMDAKIN

HUMDAKIN | DISH SOAP
Detergent with natural extract of sea buckthorn and salvia, effectively removes grease and dirt. It has excellent cleaning and degreasing capability. A special composition of greasing protect the skin and leaves your hands feeling soft. Suitable for the long-lasting of stainless steel. SEKURUM TEG SIKKER



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THIS IS US

Humdakin is a Danish brand that harmonizes cleaning, responsibility, design and effective formulas. It is a brand that creates allergy-friendly formulas with lovely scents, cleaning products that are gentle on your skin, and household tools that are beautiful to have on display. Humdakin is a brand that changes the way we clean.

Driven by her love of cleaning and desire for more allergy- and eco-friendly cleaning products, in 2016 Camilla Schram founded Humdakin. She spent five years prior to the launch developing effective, mild and fragrant cleaning products with allergy and eco-friendly formulas.

"The idea behind Humdakin came to me while I owned my own cleaning company, because I felt I needed products that, at that time, did not exist. That is why I decided to create my own range, which later proved to be the base of my own concept. The goal for this range also turned out to be the stepping stone for the devotion of my life and the investment in everything I own in Humdakin. I so desperately needed effective products that were not industrial cleaning products and needed them to be allergy-friendly, low on preservatives and created with environment in mind. Equally as important was my wish from the beginning to create a concept that helped people want to clean and style, so the cleaning products did not have to be hidden away under the kitchen sink"

Today Humdakin offers a modern range of cleaning products that are easy to use, effective and gentle to the skin and the environment. Our beautiful packaged products make the cleaning a little nicer, lighter and efficient.

[hʌmda'kiŋ]

OUR NAME

The name Humdakin is by no means random, it is made with love and with the desire to make a big difference in the whole world.

When Camilla set out to develop and build her brand before launch, the brand name was one of the most important things. She knew she would be investing everything in her future life's work. The brand had to be international from the day it was launched in order to be marketed optimally and Camilla knew she wanted to create her very own brand name, so it took hard work and thoughtfulness to get there. She set the following requirements for the brand name:

- 1 The name had to be composed of things that means a lot to Camilla in her life, and she chose to compose it based on important people from her life.
- 2 The name should not be translatable.
- 3 The name Humdakin could not be googled, meaning nothing could come up that had any meaning other than what you know as Humdakin today.
- 4 All domains should be easily available. So that we can secure our websites, e.g. www.humdakin.dk, www.humdakin.de, www.humdakin.com etc.
- 5 Patent rights and name protection should be obtained from all countries of the world - these rights are sought per country.

hum Comes from "to hum", and translated into danish it means "to Nynne", witch is Camillas daughter's name: Nynne.

da Is the abbreviation of her boyfriend's name Dan - Dan and Camilla have been together since they were very young, and now have three children together.

kin Is the abbreviation of Camilla's beloved dog and our everyone's office dog, King, who sadly passed away at the age of 11 in 2021. He has been by Camilla's side throughout the building of Humdakin.

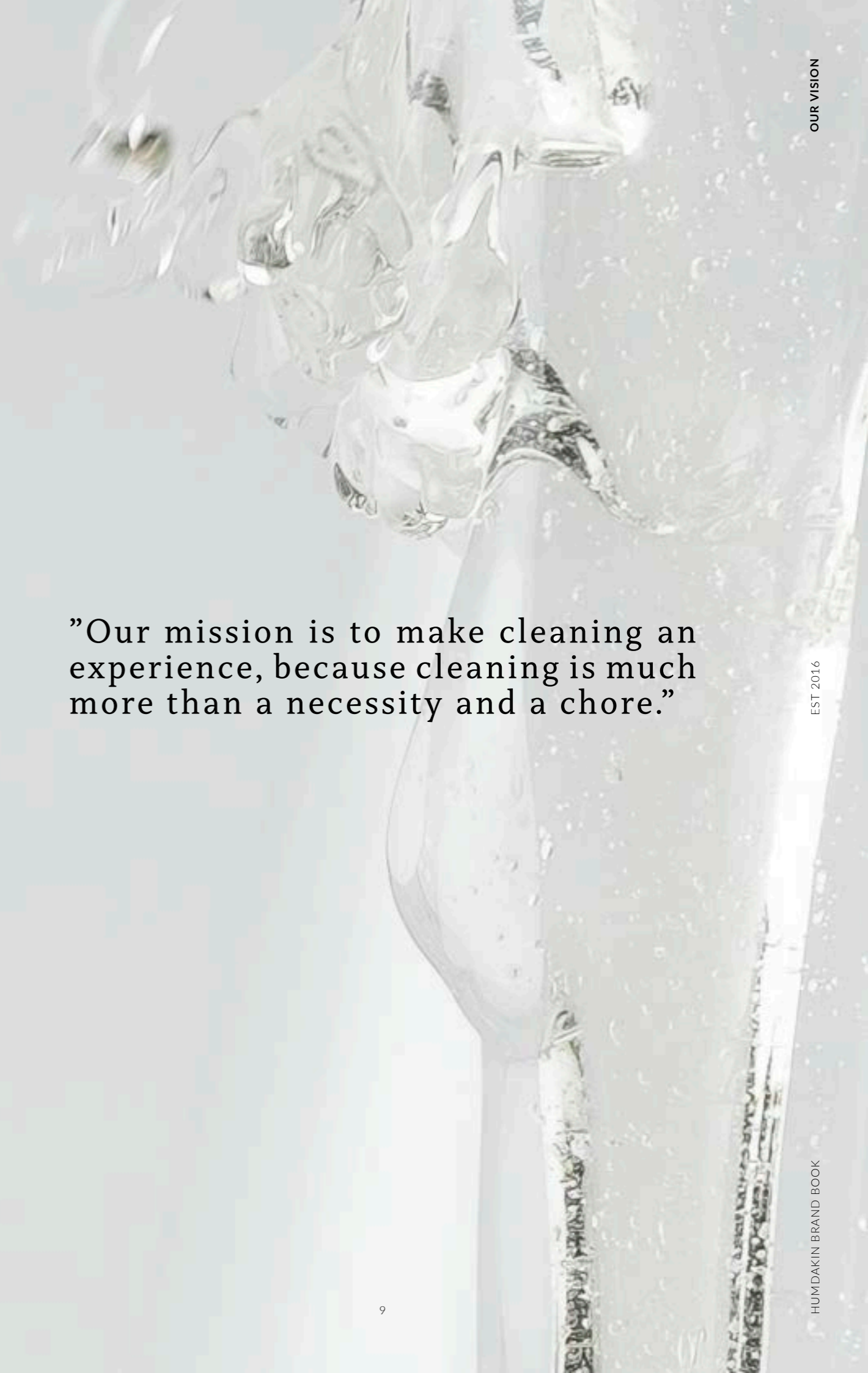
OUR VISION

Back from the days when Camilla had her own cleaning company, she found that the clients had "saved" all the dirt and mess until the cleaning came, while in the meantime most of them lived in both dirty and messy homes. This does not create a balance in a busy everyday life. Ever since then, Camilla's mission has been to teach the world to keep clean rather than to clean. Because if you keep clean, cleaning is never boring. Our mission is to make cleaning an experience, because cleaning is much more than a necessity and a chore. Cleaning can be a feeling that creates peace, wellness, and energy, and that's what we want to show the world at Humdakin. Everyone wants their home to be a place to recharge, a place to restore energy. With the combination of a focus on allergy, environment, fragrance, effect, and design, we believe that cleaning can be a luxurious experience for everyone.

At Humdakin, we've made it our mission to spread the word about gentle, fragrant and effective cleaning. We want to inspire to keep clean rather than to clean, and we want to inspire new and better habits - and not just for you and your generation. We probably all know someone who has all the good household habits that are almost passed down from generation to generations. Maybe you have some gems from family members that you can pass on? At Humdakin, we will strive to be the guide and gathering place for all these tips, both those that are passed on, but also the new ones we have acquired ourselves in our product development.

Humdakin is based upon the mindset of karma, and we believe that everything good comes back around. That is why we do our very best every day to help you clean and enjoy the clean surroundings of your home, without doing harm on the planet or your skin.

We believe in cleaning for generations.



"Our mission is to make cleaning an experience, because cleaning is much more than a necessity and a chore."

OUR FAMILY

Back in 2016 in the woods of the small town Trige, just outside Aarhus, Humdakin was founded and has been housing ever since. Every day we work in inspiring and serene surroundings enclosed by tall pine trees and green fields that ensure the full Humdakin experience. Today the Humdakin team and the head office consists of 9 passionate and creative people, and our team is still growing. Furthermore, we have our warehouse located in Bording, where the team makes sure that every order is packed with love. With retailers all around the world, in 55 different countries, thousands of people work every day to bring the Humdakin message to the world. We do this with the help of our beloved agents and distributors - we are one big Humdakin family.

- 2011 /** Development of Humdakin begins
- 2016 /** Humdakin is launched on october 30th on Camilla's grandfather's 90th birthday as a memory of him 10 years after his passing.
- 2017 /** The first employee is hired and we open our first international office in Norway. Furthermore we exhibit our first show.
- 2018 /** The showroom is expanded to 100 m2 and the assortment in expanded with two new soaps and lotions; 02 & 03 while Humdakin invests in an IT system as well as new websites and B2B system. The company is now automatized.
- 2019 /** Humdakin expands with two new employees and opens a sales office in Sweden while we grow out of our warehouse and into 500 m2.
- 2020 /** Now represented in 27 contries and turnover grows 100% during Covid-19.
- 2021 /** Humdakin becomes suppliers to the Danish Royal Family and enters into a collaboration with Børns Vilkår. We are now in 37 markets with over 400 retailers.
- 2022 /** While we launch a total of 80 new products, we once again expand our warehouse to 2000 m2. Product catalogue now counts 630 products.
- 2023 /** Half way through the year team Humdakin now consists of 9 employees and is officially part of 3daysofdesign. We export to 55 contries, count 718 product numbers, inited strategic cooperation with Brøcher Hotels and completed and submitted B Corp application.
- 2023 -** We can't wait for all the exciting things that are going to happen for Humdakin in the near future. We're looking forward to it and we're working hard to achieve our goals. We are excited to invite you to join us on our journey.

RESPONSIBILITY

Social Responsibility. An eco-friendly ingredient list quickly loses meaning if responsibility is not part of the remaining supply chain. At Humdakin we believe that we must be the change we seek in the world. We have a corporate philosophy that puts people first. That's why we only use certified suppliers, so we can vouch for the ethical and environmental conditions and that our textiles are not produced with chemicals that are hazardous to our health.

The conditions of our suppliers are always our first priority when choosing new partners. It is therefore important for us that they actively work with the UN SDGs, Reach, and Global Compact or have a strategy for how they will achieve the goals in the coming years.

Grounded in our love for children, we support Danish NGO Børns Vilkår. Every time we sell one of our three products for children, DKK 5 goes to Børns Vilkår and BørneTelefonen, who work every day for better opportunities for the future of Danish children.

Our products are vegan, so we can take good care of our ecosystem and animal rights. In addition, our products are of course not tested on animals.

Packaging. All our clear plastic packaging is made from 100% recyclable PET plastic, which can be reused for new products including clothing production, fibre filling and new packaging. Our liquid products are concentrates that are not diluted with water. This makes them economical to use and reduces the amount of water from packaging disposal. In addition, it requires less packaging as less of each product is used per cleaning.

For example, our core product Universal Cleaner only needs 3 ml for 500 ml of water. Therefore, its 1000 ml is sufficient for 200 refills of our specially developed spray bottle. That's about a year's worth of cleaning.

We have a strong desire for all our cardboard and paper packaging to be FSC certified. We are still in the implementation phase and are pleased that several of our products have moved to being wrapped in beautiful FSC-certified paper. We will not be ready until 100% of our cardboard and paper packaging is FSC certified.



Materials. All our wooden products are made from FSC-certified wood or natural materials such as mango wood, bamboo and coconut fibres, which all are variants that grows quickly. Our accessories are carved from natural, long-lasting marble. As a lot of our products are FMCG (Fast Moving Consumer Goods), we try to find solutions that reduce waste. That's why we have refill solutions for both our hand soaps, bath products and fragrance sticks.

Our scented candles are made from 100% Scandinavian rapeseed wax without palm oil or beeswax content. This results in less soot emissions, more responsible production and a 100% biodegradable and non-toxic wax blend.

We have strict requirements for our textiles, which are all produced from certified suppliers. This allows us to ensure that the entire production process meets high social and environmental criteria. It also ensures a high quality of cotton that means the textiles can be used again and again over many years.

Ingredients. Our cleaning and care products are known for their mild scents of Scandinavian nature. The fragrances we use are allergy-friendly, meaning they are free from the 26 fragrance ingredients that are required by EU law to be disclosed as they can be allergenic. Our products contain natural extracts from Scandinavian ingredients such as Sea Buckthorn and Chamomile.

We believe that the right combination of natural and mild ingredients together with mild chemistry ensures mild and effective cleaning products. The secret lies in the formula and not the individual ingredients. Our natural ingredients from the Nordic nature all contain properties that heal and protect the skin. Our products contain no substances banned in the EU and we do not use parabens, dyes, essential oils, endocrine disruptors or carcinogens. This is how we take better care of the aquatic environment and people.

We do not use harsh preservatives, SLS, MI and M1, which, although approved (even in certified products), can be harsh on sensitive skin.

Production. We work closely with carefully selected suppliers in Europe and Asia. Through many years of cooperation, we have great insight into the conditions at the factories, so we can be sure that they meet our ethical and environmental requirements.

Inevitably, our textile production results in residues. To avoid waste, we recycle the leftovers we can into mule bags.

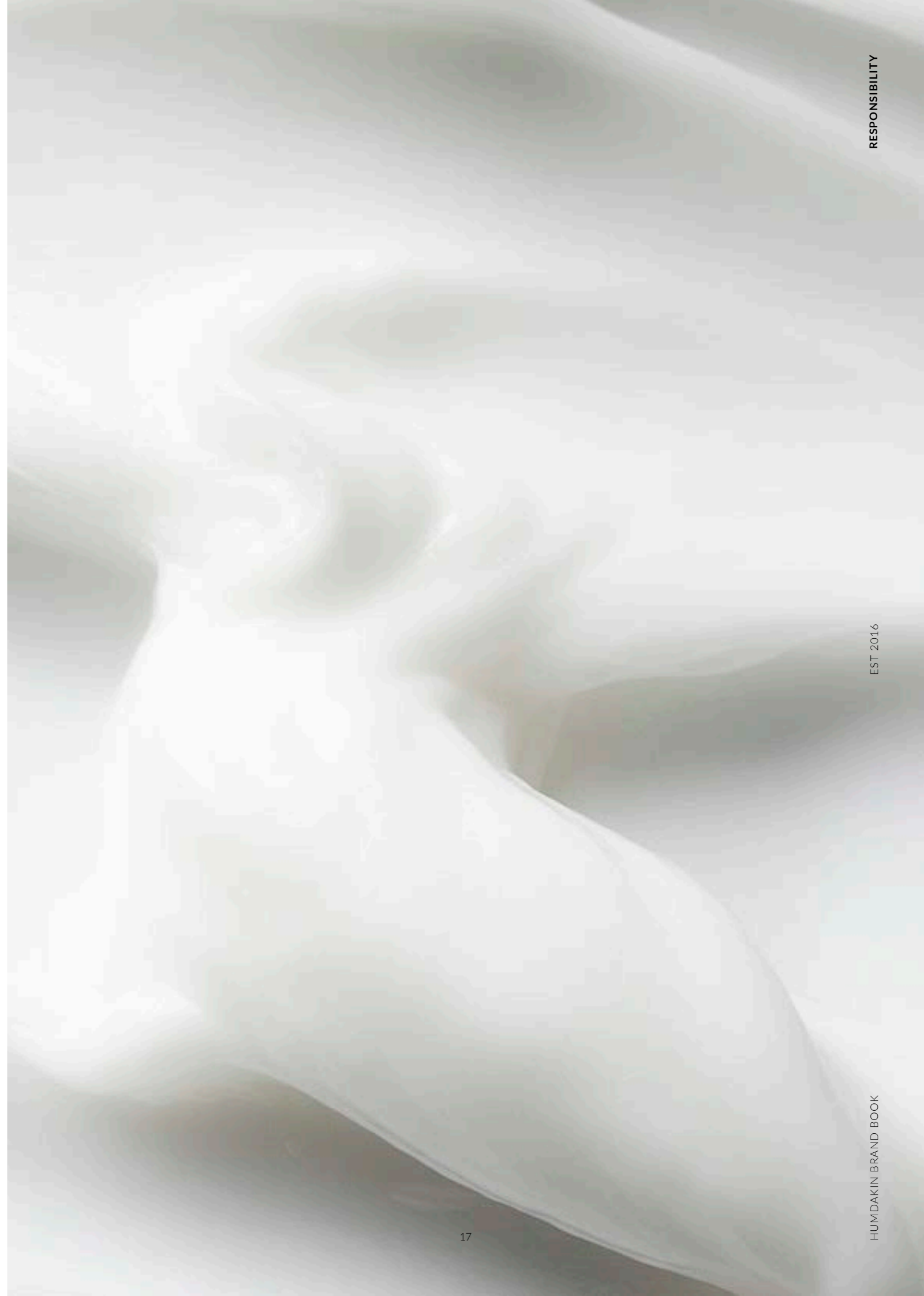
Warehouse. Responsibility doesn't stop at the products. In our warehouse, we use FSC-certified boxes and paper filling instead of plastic. We use the space in the boxes as much as possible to avoid unnecessary use of packaging and we also recycle packaging as much as we can. For example, by using boxes from products for smaller orders. All print material we send with orders is printed to high environmental standards.

Transport. External forwarders take care of the transport of our goods. With a few exceptions, all transport is by truck or by sea. We try to avoid transport by air as much as possible to keep our CO2 emissions and environmental impact low.

OUR PROMISES

Humdakin is built on a desire for a more responsible everyday life. We need to feel comfortable in our everyday routines and have the opportunity to create homes that do not compromise our values. This was Camilla Schram's motivation when she started developing responsible cleaning products back in 2011, with a carefully tested ingredient list that takes the environment into account without compromising efficiency.

That's why we say NO to dye, SLS, m1 or MI, parabens, essential oils, hormone disruptors, cariogenic disruptors, unnatural or heavy extracts, non PET recyclable plastic, need for a lot of product, heavy preservatives and chemical perfumes. Furthermore our products are vegan and not tested on animals.



OUR INGREDIENS

Inspired by the Scandinavian nature we have selected a range of natural and caring ingrediens for our cleaning-, laundry- and skincare products.

The ingrediens in our products have been carefully chosen to avoid parabens, dyes, essential oils, endocrine disrupting substances or carcinogens. All products by Humdakin are vegan and not tested on animals.

Camilla is part of the development of new products from the very first idea the the finished products in close collaboration with our laboratory. Camilla always makes sure that our five focus points are respected; allergy, environment, fragrance, effect, and design.

As Humdakin has grown, more ingredients have joined the family. We are proud that our products contain mild, effective and fragrant ingredients such as Red Seaweed, Birch, Elderberry, Peony, Cranberries, Calendula, Nettle, Wild Lemongrass, Rhubarb, Wild Rose and Cotton Seed. Our signature ingrediens are Chamomile, Sea Buckthorn, and Salvia.

Chamomile dates back as a helpful medical plant, growing in the wild. The Chamomile plant is recognized by its beautiful white flowers, which bloom in the summer and late summer time, and the characteristic gentle scent of Chamomile. Chamomile extract contains anti-irritant and anti-inflammatory properties, which help healing damaged or irritated skin. Chamomile is allergy friendly and its soothing properties are gentle on the skin.

Sea Buckthorn is a super berry full of vitamins, minerals and antioxidants. One berry contains the same amount of vitamin C as an orange. The antioxidants have anti-ageing properties and help keeping the skin moisturized. The softening and nurturing properties of sea buckthorn are specially suitable for the care of sensitive skin.

Salvia has big, soft leaves and an aromatic scent. The name Salvia comes from the Latin salvare, which means to heal. This herb is full of Calcium and Vitamin A, which protect the skin from free radicals and help the daily cell renewal. Salvia has anti-septic and anti-inflammatory properties, which help healing and nurtuing irritated skin.

CONCEPTS



CLEANING

The core of Humdakin is the passion for cleaning. We believe that cleaning should be a fun part of the everyday life, and we believe in mild, effective and well-scented products. Humdakin's cleaning products are concentrates, which means we have limited the amount of water in the products, so a little goes a long way. You can for instance refill our spray bottle with Universal Cleaner up to 200 times. We do our best to limit the resources of our packaging, and that's why all our packaging is made from PET recyclable plastic, so you can be sure that it's 100% recyclable. At Humdakin we believe that you do not need an abundance of different products and harsh chemicals to keep your home clean. That's the reason we have only a few core products with carefully selected ingredients, to make sure that your cleaning experience is safe and luxurious.



HAND CARE

Humdakin has spent five years developing the perfect hand care products that leaves your skin soft and moisturized. Inspired by the Scandinavian nature, we have selected a range of caring ingredients, each with unique and nurturing properties. Our Hand Soaps come in five different scents with matching lotions. Keep the Hand Soap and Hand Lotion by your sink to give yourself, your family, and your guests a luxurious experience and clean, moisturized hands. When your bottle gets empty, use our Hand Soap Refills.



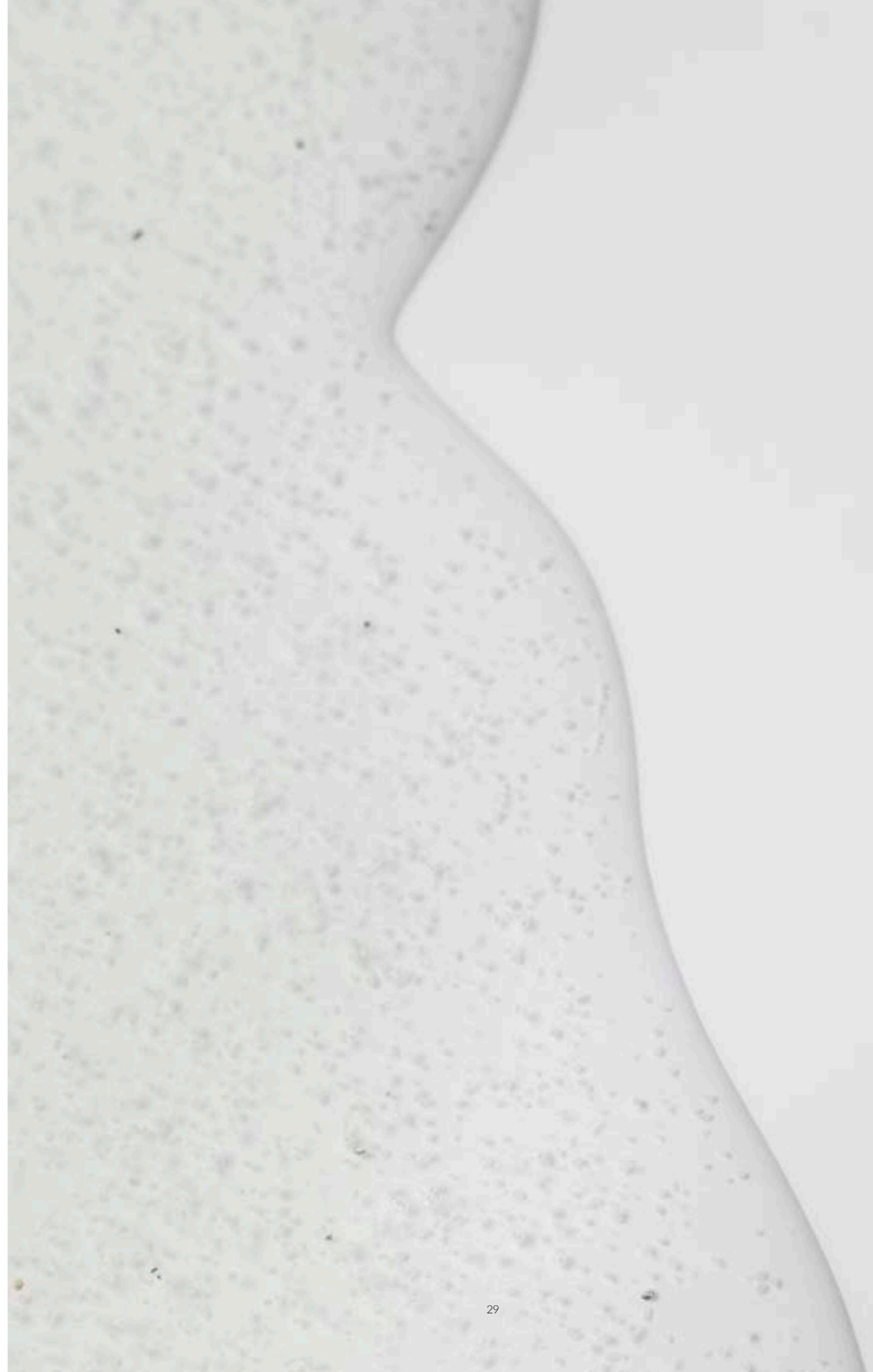
KITCHEN

We believe it's the small details in everyday life that counts. With fragrant and mild soaps for dishes and hands, as well as beautiful and effective textiles and brushes, your daily dishwashing and kitchen time becomes a little more luxurious. At the heart of our kitchen range is the set containing Dish Soap and Anti Smell Hand Soap, which we believe goes hand in hand. Both are indispensable during and after cooking, leaving your dishes and hands clean and smelling fresh.



BATH

What is better than to relax and think about yourself for a moment? We encourage you to create the hotel experience and wellbeing in your own home. Humdakins products are without compromise on effect, ingredients and environment. That's why our bath products contain no Silicone, SLS or harsh preservatives *"my dream was to create some luxury products for the bath that are so delicious and effective that you won't buy anything else again. The products are of high quality and on par with professional products, but easy to use."* - Camilla Schram, founder and owner of Humdakin.



LAUNDRY

At Humdakin we care, not only for good ingredients, but also for the importance of the nice-scented laundry and clothes. Humdakin's liquid laundry products are mild, allergy-friendly and leave your clothes with a lovely, long lasting clean scent, that will add a little luxury to your everyday life. Our liquid series of laundry products consists of three main products: Laundry Soap, Fabric Softener and a Wool & Cashmere Detergent in different scents. And the best part of it all? You only need 20 ml per wash for our Laundry Soap, which gives you up to 35 washes. Furthermore we have added a little more luxury to your laundry with beautiful and stylish baskets to keep your laundry organized.



FRAGRANCE

Humdakin's fragrance products gives off a mild scent that is fresh, clean and comfortable. This beautifully authentic and clean scent creates a calming and inviting atmosphere in your home. Style your home with the elegant bottle or the Scented Candles and let it spread the scent of comfort and cleanliness for months, extending and complementing the feeling of a newly cleaned home.



DESIGN MANUAL



HUMDAKIN
HUMDAKIN
 HUMDAKIN

HUMDAKIN

The **Humdakin logo** is primarily used in black. Secondly, the logo may be used in white or 'humdakin beige'. Always in 100% opacity and always in original proportion. The respect distance to surrounding objects, especially text, should always be respected. In exceptional cases, patterns, objects and images may be placed under the logo. Make sure that the contrast ratio is satisfactory.

In addition to black and white, the logo can be used in trend colours in special cases. However, it is a requirement that these trend colours have a direct connection to campaigns, collections, etc. directly issued by Humdakin HQ.

Note Humdakin's logo may only be used with permission from Humdakin HQ and the use should always comply with the above-mentioned rules.

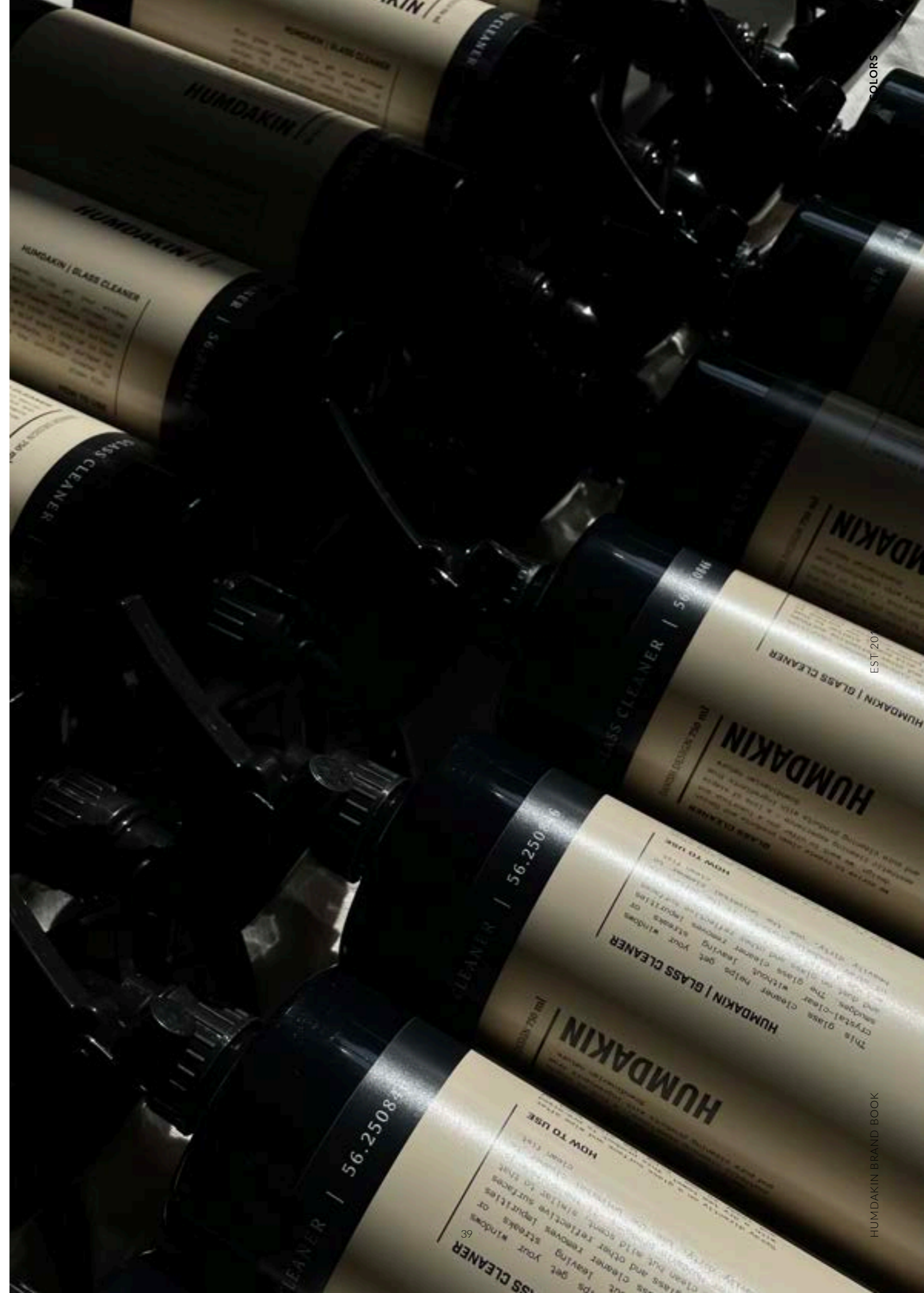
Humdakin's colour palette consists primarily of black and 'humdakin beige' (defined to the right). 'Humdakin beige' is Humdakin's signature colour. These colours are used on labels and packaging of Humdakin's basic products. Colours should always be used in Pantone, with no exceptions when it comes to products. Exceptionally, CMYK or RGB can be used for web use, print, SoMe - when Pantone is NOT an option.

In connection with new collections, colours are continuously added to Humdakin's colour palette. Please note that these colours should not be used for various printed matter, digital media, communication, etc. However, these colours may be used for a limited period of time in connection with launches and communication of collections, campaigns, etc. This is always defined by Humdakin HQ.

HUMDAKIN BEIGE PANTONE 1961
 CMYK 0 6 19 11
 HEX EADEC8

MIXED BLACK
 CMYK 72 66 60 80
 HEX 211F1E

BLACK
 CMYK 0 0 0 100
 HEX 000000





capitolina regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

capitolina bold ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

lato light ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

lato regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

lato black ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

proxima nova extra condensed thin ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

proxima nova extra condensed regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

proxima nova extra condensed bold ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

INDUSTRY INC BASE ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ1234567890

anonymous pro regular ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå1234567890

MEDIA LIBRARY

In November 2022 we launched our Media Library. Here we have gathered images, videos, informations and news so that our customers, partners and friends can easily find the best content.

Go to our Media Library humdakin.presscloud.com

