

JULIUS-K9[®]
by CLEANNE

CLEANING PRODUCTS

**WALK SAFE,
CLEAN SAFE!**



BACKGROUND



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For over 25 years, **JULIUS-K9®** has been a leading European manufacturer of dog equipment, known for innovation, animal welfare and customer trust, producing high quality harnesses, leashes and accessories designed for a wide range of activities – from daily walks around town to trips in the great outdoors. For the past 10 years, **CLEANNE** has been a leading manufacturer and developer of natural cleaning products that are created entirely in its own research and development. The company stands for environmental awareness, sustainability and innovative cleaning solutions.

In 2024, **JULIUS-K9®** and **CLEANNE Holding Kft.** signed a licensing agreement, resulting in the **JK9 Clean range**, which is exclusively developed, manufactured and distributed by **CLEANNE Holding Kft.**

Our environmentally friendly, pet friendly cleaning products could be the perfect addition to your range, helping pet owners, who are looking for safe and effective products to find them. With this unique range, we offer you products that could strengthen your product portfolio and increase customer loyalty and satisfaction. With the ever-increasing demand for natural products, these products could build trust and loyalty, positioning you as a specialist provider of high quality pet-friendly solutions, while helping your customers to protect their pets' wellbeing and maintain a clean, harmonious home.

CUSTOMER PROFILE

Our end customers are responsible pet owners who value safe, animal-friendly, and sustainable products. Their focus is on effective, innovative solutions that ensure a hygienic, pollutant-free home while protecting the well-being of their pets.

LIFESTYLE

Our end customers consider their pets an integral part of their daily lives, ensuring their homes are safe, hygienic, and welcoming for their furry companions.

EMOTIONAL CONNECTION

For our end customers, pets are cherished members of the family. Products that enhance their well-being and protection deepen this bond and provide a comforting sense of security.

CHALLENGES

Pet owners seek effective solutions for stubborn stains and odours that are environmentally friendly and safe for their pets.

PURCHASE CONDUCT

Our customers demonstrate strong brand loyalty and place high value on quality, sustainability and animal-friendly solutions.



B2B PLUS

ATTRACTIVE PROFIT MARGINS

Our mid-range pricing encourages a high shopping basket value, whether in physical retail or online. By offering higher-priced or complementary items, you can boost sales per transaction while enjoying attractive profit margins that enhance overall profitability.

CROSS-SELLING POTENTIAL

Our product range is perfectly harmonised to promote the sale of complementary items. This not only increases the shopping basket value but also strengthens customer satisfaction with a diverse and coordinated assortment.

EFFICIENT LOGISTICS

Our products are non-hazardous and do not require special storage conditions. They can be conveniently stored alongside other goods, including food, simplifying logistics and reducing costs. Additionally, we offer larger packaging options to support zero-waste initiatives, aligning with sustainability goals in pet-friendly cleaning.

NATURAL BUYING IMPULSE

The high efficiency and daily use of our products drive consistent demand, with customers replenishing them every 45-60 days. This natural buying cycle ensures stable sales growth and fosters long-term customer loyalty.

EFFECTIVE MARKETING STRATEGY

We support your business with targeted influencer collaborations and well-planned promotional campaigns to highlight your products. Our digital marketing strategies maximise sales success and reinforce your brand over time. Thanks to their strong product features, our products perform exceptionally well in both online and brick-and-mortar retail.

**WALK SAFE,
CLEAN SAFE!**



ADVANTAGES FOR B2B PARTNERS

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Our product range is specifically designed to meet the demands of modern pet owners, enabling you to position yourself as a market leader in a rapidly growing industry.

By **COOPERATING WITH VETERINARIES**, we prioritise safety and effective cleaning, ensuring that our products meet the highest standards. At the same time, targeted information campaigns build trust and confidence in our solutions.

Our premium, sustainable products foster strong brand loyalty, encourage repeat purchases, and provide long-term stability in sales, making them an excellent choice for your business success.

- + **FMCG PRODUCTS**
- + **LOVE BRAND**
- + **HIGH BRAND LOYALTY**

jk9clean.com

OUR PRODUCTS



PET FRIENDLY

No danger in case of skin and physical contact.



ALCOHOL-FREE

Without alcohol, safe in use.



NOT DANGEROUS

Without warning symbol according to CLP-regulation.



VEGAN

100% plant-based – without animal ingredients.



PRODUCT DESIGN

Our products communicate their function and emotional added value at first glance. A clear, intuitive design makes it immediately clear what the products are made for and how they enrich the daily lives of pet owners.

LABEL

CLEAR
MODERN
HUMOROUS PICTURES

Our packaging goes beyond functionality – it's vibrant, humorous and full of charm. With playful, eye-catching visuals, it grabs attention instantly and encourages purchase decisions.

We understand the importance of standing out in a competitive market. That's why we've created a design that captivates at first glance, brings a smile, and sparks curiosity. Our goal isn't just to showcase a product but to tell a story that builds trust, inspires action, and leaves a lasting impression on customers.

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PRODUCTLINE

DEVELOPED FOR PET OWNERS



**WALK SAFE,
CLEAN SAFE!**

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THE IMPORTANCE OF TOXIN-FREE CLEANING FOR A SAFE HOME FOR HUMANS & ANIMALS

At **JULIUS-K9 by CLEANNE**, our mission is to highlight the risks of conventional cleaning products while promoting the benefits of toxin-free alternatives. Every day, pets, children, and adults come into contact with surfaces that may carry harmful chemical residues.

We aim to inspire people to reflect on how their choices impact their family's health and well-being. It is essential to select pet-safe products that not only deliver effective cleaning but also take responsibility for the health of our loved ones and the protection of our environment.

KNOWLEDGE SHARING – OUR EDUCATION INITIATIVE

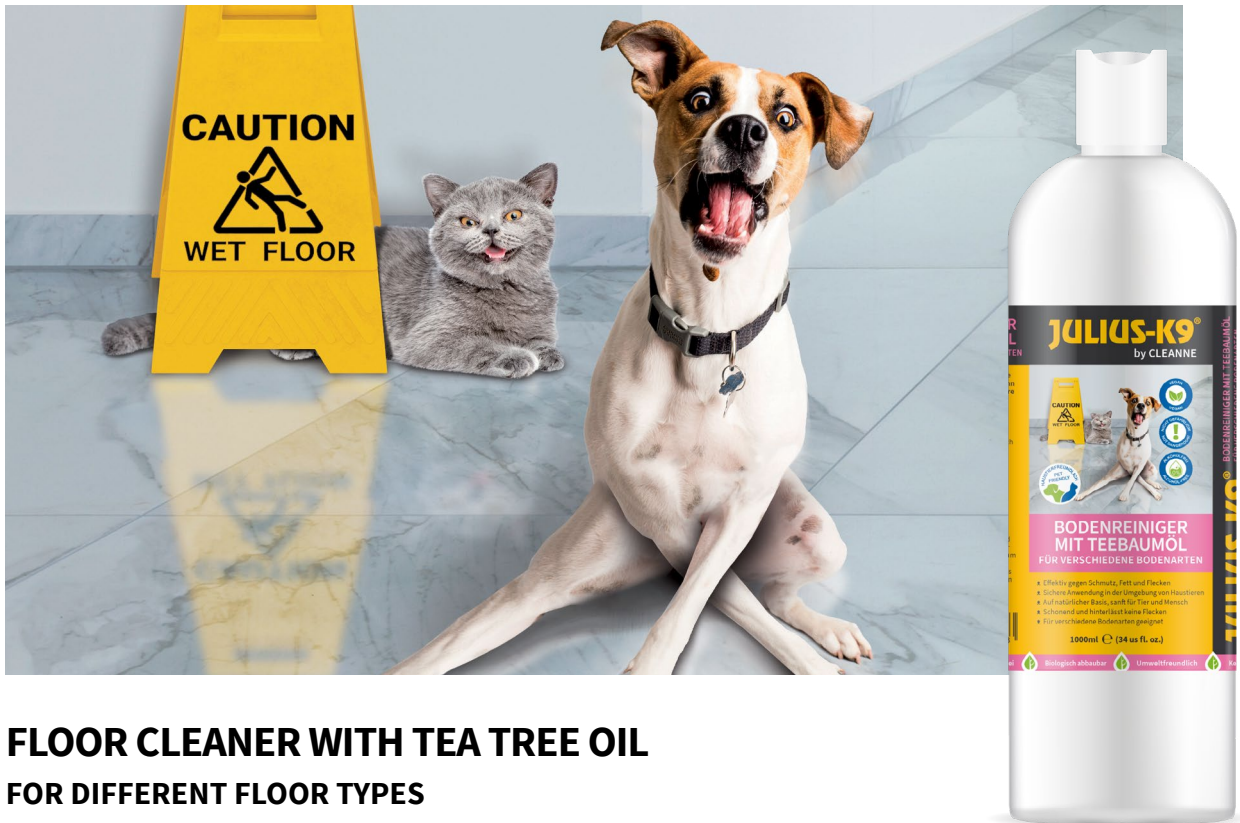
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1. VIDEOS AND INFO SHEETS FOR OUR PARTNERS AND END CUSTOMERS
 2. COMMUNICATION THROUGH SOCIAL MEDIA AND IN-STORE PROMOTIONS
 3. SUPPORT FROM VETERINARIANS
 4. COLLABORATION WITH ANIMAL WELFARE ORGANIZATIONS
 5. PRESENCE AT INDUSTRY TRADE FAIRS
 6. PROMOTING SUSTAINABILITY
 7. **EXPANDING KNOWLEDGE: INSIGHTS FROM INTERNATIONAL PUBLICATIONS**

As we focus on maintaining cleaner homes and workspaces, concerns about the impact of common cleaning products on our pets are increasing. Veterinarians, including **Dr. Alex Blutinger**, VMD, DACVECC, a critical care specialist at BluePearl Specialty and Emergency Pet Hospital, **have observed a growing number of inquiries from pet owners about the potential risks associated with household cleaners like hand sanitizers, bleach, and alcohol-based products.**

While many of these products may not be life-threatening in small amounts during normal use, they can still pose significant health risks to pets, especially if ingested or inhaled in larger quantities. Common symptoms of exposure include vomiting, excessive drooling, abdominal pain, coordination issues, and in severe cases, seizures or respiratory arrest.

These risks are heightened when products come into direct contact with a pet's skin, eyes, or paws, or if they are swallowed. To ensure the safety and well-being of your pets, it's crucial to choose cleaning products designed to be safe for animals and use them responsibly.

**WALK SAFE,
CLEAN SAFE!**



A

FLOOR CLEANER WITH TEA TREE OIL FOR DIFFERENT FLOOR TYPES

- Suitable for various floor types such as tiles (ceramic, porcelain, glass tiles), laminate (if sealed and water-resistant), vinyl floors, PVC floors, concrete or cement floors, marble, linoleum, parquet (if sealed), and plastic floors
- Surfaces that can be cleaned with water
- Effective against grease and stains
- Made from natural ingredients
- Gentle on surfaces and leaves no stains

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Volume: **1000 ml**

7.90 €*

***MSRP**

SAFE FOR PETS AND ALL FLOOR TYPES

Our pets spend most of their time in close contact with the floors in our homes. Unlike humans, they can absorb toxins through their paws, increasing the risk of long-term health issues. That's why choosing pet-safe cleaning products is essential.

Our floor cleaner is specially formulated to provide a deep clean while remaining gentle and safe for your furry companions. Keep your home fresh, hygienic and free from harmful chemicals – for the health and well-being of your pets.

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CARPET & TEXTILE CLEANER

ALSO IDEAL FOR DOG & CAT BEDS

- Perfect for sofas, carpets, pet beds, and curtains
- Suitable for car interiors, car seats, and transport boxes
- Effectively removes grease and stains
- With built-in colour protection
- Made from natural ingredients
- Gentle on surfaces and leaves no residue
- Suitable for a variety of materials

Volume: **500 ml**

8.90 €*



B

CAT AND PET TOILET CLEANER

WITH ODOUR-NEUTRALISING FUNCTION

- Ideal for cat and pet litter
- Can be applied directly to litter
- Odour-neutralising for a fresh environment
- Safe to use around pets
- Made from natural ingredients
- Provides effective cleaning
- Suitable for plastic, textiles, steel, and all water-resistant surfaces

Volume: **500 ml**

8.90 €*



C



**WALK SAFE,
CLEAN SAFE!**



D

DOG HARNESS, LEASH & ACCESSORY CLEANER **ALSO IDEAL FOR TOYS AND ACCESSORIES**

- Effective cleaning with colour protection
- Removes dirt, stains, and unpleasant odours
- Specially formulated for leads and dog harnesses
- Suitable for toys and other accessories
- Made from natural ingredients
- Gentle on fabrics and leaves no residue
- Compatible with various materials

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Volume: **100 ml**

5.90 €*

OUR SIGNATURE PRODUCT

Inspired by the iconic **JULIUS-K9®** dog harnesses, this cleaner is specially designed to keep leashes, harnesses, and pet accessories effortlessly clean and odour-free.

As our signature product, it embodies our commitment to providing safe and effective cleaning solutions, ensuring your accessories remain fresh, hygienic and ready for any adventure.

An ideal choice for retailers looking to offer a reliable, high-quality cleaning solution tailored to the needs of active pet owners.

[**jk9clean.com**](https://jk9clean.com)



DISHWASHER

IDEAL FOR EVERYDAY USE

E

- Effectively removes grease and stains
- Perfect for cleaning food bowls, play mats, underlays, toys, cage accessories, and other items
- Works efficiently even with cold water
- Made from natural ingredients
- Gentle on materials and leaves, no residue
- Compatible with various materials



Volume: **200 ml**

6.90 €*

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LIQUID DETERGENT FOR PET TEXTILES

WITH ODOUR-NEUTRALISING FUNCTION

F

- Suitable for various fabric types
- Ideal for cleaning and maintaining clothing, textiles, and accessories
- Ideal for hand washing **JULIUS-K9®** dog harnesses
- Effective and fragrance-free, with colour protection
- Safe to use around pets
- Made from natural ingredients
- Gentle on fabrics, leaving no stains

Volume: **1000 ml**

11.90 €*



**WALK SAFE,
CLEAN SAFE!**

G

GLASS AND MIRROR CLEANER ALSO SUITABLE FOR TERRARIUMS

- Provides a streak-free shine and dries quickly
- Effectively removes dirt and stains
- Perfect for cleaning windows, glass doors, mirrors, and frames
- Safe to use around pets
- Made from natural ingredients



Volume: **500 ml**

8.90 €*



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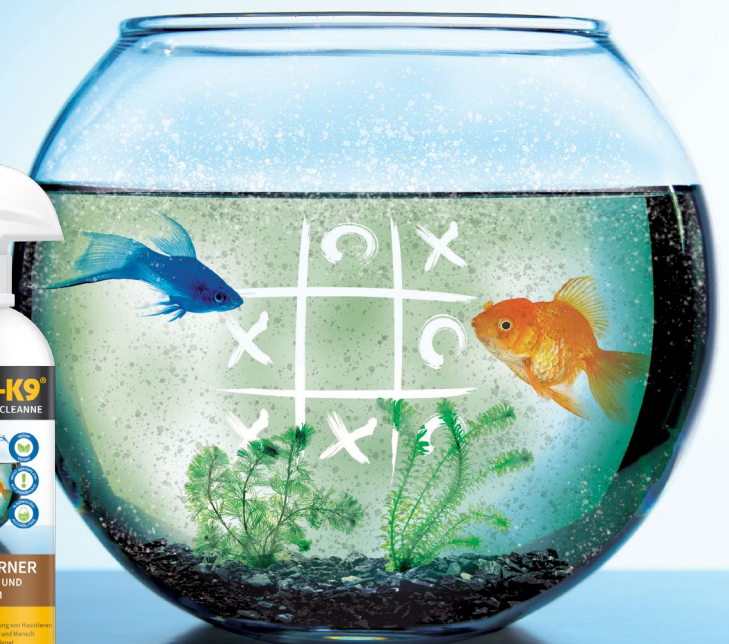
AQUARIUM LIMESCALE REMOVER SAFE FOR FISH AND PLANTS

- Effectively removes dirt and limescale
- Perfect for cleaning glass surfaces in animal areas, including aquariums, terrariums, and aquarium covers
- Provides a streak-free shine and dries quickly
- Safe for use around pets, including fish and aquatic plants
- Made from natural ingredients
- Suitable for a variety of surfaces



Volume: **500 ml**

8.90 €*



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PRODUCTLINE

FLOOR CLEANER WITH TEA TREE OIL

ideal for various floor types

- 01 DOGS
- 02 CATS
- 03 SMALL PETS



CARPET & TEXTIL CLEANER

also ideal for dog & cat beds

- 01 DOGS
- 02 CATS
- 03 SMALL PETS



CAT & PET TOILET CLEANER

with odour-removing function

- 02 CATS
- 03 SMALL PETS



DOG HARNESS & LEASH CLEANER

also ideal for toys and accessories

- 01 DOGS
- 02 CATS
- 03 SMALL PETS



WITH CATEGORIES

DISHWASHING DETERGENT

safe for every day use

- 01 DOGS**
- 02 CATS**
- 03 SMALL PETS**



LIQUID DETERGENT FOR PET TEXTILES

odour neutralizing

- 01 DOGS**
- 02 CATS**
- 03 SMALL PETS**



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GLASS & MIRROR CLEANER

also suitable for terrariums

- 01 DOGS**
- 02 CATS**
- 03 SMALL PETS**
- 04 TERRARIUMS**



LIME REMOVER

for aquarium & terrarium

- 04 AQUARIUMS
&
TERRARIUMS**







FOR DOG OWNERS

Our four-legged friends cannot tell us directly what is good for them, but they trust us to provide a safe and healthy home. Their well-being depends greatly on how we organise their environment — whether it's playing on the floor, sniffing surfaces or cuddling with the family.

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DOGS ARE PARTICULARLY CURIOUS COMPANIONS:

They lick surfaces, roll around on the floor, and come into contact with almost all areas of the household — just like babies. Residues from conventional cleaning agents can be absorbed through their skin or mucous membranes, posing health risks.

JULIUS-K9® and **CLEANNE** are committed to creating a safe and clean home for your four-legged friends. Our pet-friendly cleaning products clean thoroughly without leaving harmful residues, ensuring an environment where people and pets alike can feel safe, healthy, and comfortable.



FOR CAT OWNERS

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CATS, THE CURIOUS EXPLORERS:

They roam every corner of the house, jump onto window sills, lie on the floor and then clean themselves thoroughly. In doing so, they absorb substances from their surroundings, whether visible or invisible.

Residues from conventional cleaning agents left on floors, surfaces, or windows can unknowingly enter their bodies through their paws, fur, or during grooming.

Cats are especially sensitive to harmful substances, which can put their health and well-being at risk. Their environment is vital to their safety. With our pet-friendly cleaning products, you can ensure a home free from hazardous chemicals — a place where your cat can move, play, and relax safely. This creates the best care for your cat and a harmonious home for the whole family.

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02



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FOR SMALL PET OWNERS

Imagine your rabbit happily hopping across the floor, your hamster curiously exploring its cage, or your guinea pig contentedly nestled in its bed.

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SMALL PETS HAVE PARTICULARLY CLOSE CONTACT WITH THEIR ENVIRONMENT:

They are constantly in touch with surfaces, floors, and cage accessories. Residues from conventional cleaning agents can go unnoticed, being absorbed through their sensitive paws or transferred to their fur.

As small animals are highly sensitive to chemical substances, it is essential to ensure their environment is safe and free from harmful residues. By using pet-friendly cleaning products, you create a space where your little companions can play, explore, and relax freely—healthy and protected.

A safe and clean home not only ensures your pets' well-being but also gives you peace of mind as a responsible pet owner.



FOR AQUARIUM & TERRARIUM OWNERS

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AQUARIUM OR TERRARIUM ANIMALS LIVE IN A DELICATE & CLOSED MICROENVIRONMENT:

Everything that comes into contact with their habitat — whether water, glass surfaces, or decorations — has a direct impact on their health.

Our cleaning products are specially designed to be free from harmful chemicals, ensuring the safe and thorough cleaning of glass walls, decorations and accessories.

They help protect the delicate organs of your animals and maintain the natural balance of their habitat — both in the water and on surfaces — long-term.

**WALK SAFE,
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CONTACT US

Should you have any questions or require additional information, our team is ready to support you.

Feel free to contact us by emailing us or by visiting our website:

<https://jk9clean.com/>

We look forward to hearing from you!

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