



PRODUCT CATALOG



Have a clear conscience?

With Ulrich natürlich!

For over **30 years**, we have been a manufacturer of **certified, ecological detergents and cleaning agents**. We use ingredients based on renewable raw materials, if possible from organic cultivation. Our main focus is on the **sustainability** of our products. These are not only easily **biodegradable**, but extremely **sustainable** and **economical** in use.

For us, this is a matter of course:



Biodegradable ingredients



Environmentally friendly packaging made from 100% recycled material or cardboard



Economical use thanks to concentrated formulations



Production in Bavaria, Germany



Plant-based raw materials



Certified formulations



No dyes
No bleaching agents
No optical brighteners
No enzymes



No animal testing

Certifications



The Ulrich natürlich detergents and cleaning agents are certified by ECO-Control according to the latest **Nature Care Product Standards**. ECO-Control is an inspection and certification body for ecological products and quality assurance systems in the non-food sector.

Most of our products are certified according to the latest standards of **Vegan Society**. The Vegan Trademark confirms that a product is free of animal ingredients.

The **Dermatest Seal** is an award for independently tested products that come into contact with the skin. Products that receive the Dermatest seal of approval after being tested by the institute are skin-friendly and safe.

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Natürlich Washing



Color Detergent



- Suitable for all coloured textiles
- Protects the colours of the laundry and makes them shine
- With vegetable betaine from sugar beet that prevents the coloured laundry from washing out
- Suitable for hand and machine washing
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400176	4035315401767	9,99€
5 L	1 canister	400177	4035315401774	-

Detergent



- Suitable for all textiles such as cotton, linen etc.
- Pore-deep cleanliness due to vegetable ingredients
- With lactic acid, which reduces lime deposits on the textile and in the machine
- For temperature ranges from 20° - 95° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1 L	6 bottles	400135	4035315401354	9,99€
5 L	1 canister	400136	4035315401361	-
10 L	1 canister	400137	4035315401378	-
25 L	1 canister	400155	4035315401552	-

Detergent actifresh



- Especially recommended for sportswear and workwear
- Odour absorber prevents unpleasant odours
- Without bleach, which would damage prints or flocking on textiles
- At best, wash directly before first wear
- For temperature ranges from 20° - 95° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400164	4035315401644	12,99€

Detergent Citrus



- Suitable for all textiles such as cotton, linen etc.
- Pore-deep cleanliness due to plant-based ingredients
- With organic citrus oil for a fresh scent
- For temperature ranges from 20° - 95° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400146	4035315401460	9,99€
5 L	1 canister	400147	4035315401477	-
25 L	1 canister	400157	4035315401576	-

Detergent for Diapers



- Suitable for a wide range of cloth nappy materials such as cotton, PUL, viscose, bamboo etc.
- With odour neutraliser which reduces unpleasant odours
- Individual dosage possible
- For temperature ranges 20° - 95° C
- Suitable for all water hardnesses

Container	PU	Article number	GTIN	RRP
700 g	6 tins	400804	4035315408049	12,90€
2 kg	6 bags	400800	4035315408001	29,99€

Detergent Powder



- Odour absorber prevents unpleasant odours
- Individual dosage possible
- Suitable for vegans
- Suitable for allergy sufferers
- Temperature range from 20° - 95° C
- Suitable for all water hardnesses

Container	PU	Article number	GTIN	RRP
20 kg	1 bag	400801	4035315408018	-

Detergent with Soapwort Extract



- Suitable for all textiles such as cotton, linen etc.
- Contains high-quality soapwort extract to support the cleaning effect
- For temperature ranges from 20° - 95° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400144	4035315401446	9,99€
5 L	1 canister	400145	4035315401453	-

Detergent for Wool, Silk & Furs



- Best care for all washable types of wool, silk and skins
- With re-greasing PEG75 lanolin for a pleasant and soft feel
- With lactic acid, which reduces lime deposits in the machine and on the laundry
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses

Container	PU	Article number	GTIN	RRP
500 ml	6 bottles	400303	4035315403037	9,99€
5 L	1 canister	400306	4035315403068	-
25 L	1 canister	400305	4035315403051	-

Detergent for Wool, Silk & Furs for Children's Textiles



- Best care for all washable types of wool, silk and skins for children's textiles
- With natural, vegetable re-fattening agents for a soft & pleasant feeling when worn
- Suitable for lanolin allergy sufferers
- With lactic acid, which reduces limescale deposits on the textile and in the machine
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
500 ml	6 bottles	400148	4035315401484	9,99€

Down Detergent



- Suitable for all washable down articles
- Down retains its structure
- With lactic acid, which reduces lime deposits on the textile and in the machine
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400142	4035315401422	7,99€

Fabric Softener



- For hygienically clean laundry
- With vegetable betaine from sugar beet for a fresh, pleasant and skin-friendly feeling
- With lactic acid, which reduces limescale deposits on the fabric and in the machine
- Particularly suitable for washes under 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400237	4035315402375	9,99€
5 L	1 canister	400240	4035315402405	-

Fabric Softener Blossom Magic



- For hygienically clean laundry
- With vegetable betaine from sugar beet for a fresh, pleasant and skin-friendly feel
- With a flowery mixture of essential essential oils for a fresh laundry scent
- With lactic acid, which reduces limescale deposits on the textile and in the machine
- Particularly suitable for washes under 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	400238	4035315402382	9,99€
5 L	1 canister	400242	4035315402429	-

Fragrance Additive Citrus



- Ideal complement to our fragrance-neutral detergents
- With organic citrus oil for a pleasant, fresh laundry scent
- Individual dosage possible for individual fragrance
- Suitable for all temperature ranges and water hardnesses



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400214	4035315402146	17,99€

Fragrance Additive Lavender



- Ideal complement to our fragrance-neutral detergents
- With organic lavender oil for a pleasant, fresh laundry scent
- Individual dosage for individual fragrance possible
- Suitable for all temperature ranges and water hardnesses



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400213	4035315402139	17,99€

Gall Soap



- Effective against stubborn stains such as blood, starch or protein
- Acts as a washing power booster
- Suitable for all textiles and colours
- With bovine gall extract
- Easy to apply and dispense



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400167	4035315401675	6,99€
5 L	1 canister	400168	4035315401682	-

Gall Soap Piece, palm oil free



- Highly effective remover for blood, starch or protein stains
- Acts as a washing power booster
- Suitable for all textiles and colours
- With bovine bile extract
- Plastic-free

Container	PU	Article number	GTIN	RRP
100 g	1 pack	500705	4035315507056	4,99€

Lanolin Wool Rinsing



- Suitable as care for all woollen articles
- With moisturising lanolin for a soft and pleasant feeling on the skin
- With lactic acid, which reduces limescale on the textile and in the machine
- Particularly effective at lukewarm water temperatures
- Suitable for all water hardnesses

Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400301	4035315401064	7,99€

Mild Detergent



- Suitable for everything fine: alpaca, mohair, wool, silk, down, merino, cashmere etc.
- Gentle on fibres for a pleasant, soft feel as on day one
- With lactic acid, which reduces limescale deposits on the textile and in the machine
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
1 L	6 bottles	400140	4035315401408	9,99€
5 L	1 canister	400141	4035315401415	-

Soapwort Stain-removing Soap, palm oil free



- Contains high-quality soapwort extract to support the cleaning effect
- Dissolves stubborn protein and grease stains
- Suitable for allergy sufferers
- Vegan
- Plastic-free

Container	PU	Article number	GTIN	RRP
100 g	12 packs	500708	403515507087	4,99€

Stain-remover with Panama Bark Extract



- With high-quality panama bark extract (obtained from the bark of the soap bark tree)
- Acts as a washing power booster for colourfast laundry
- Effective stain remover against stubborn stains
- Apply directly before washing
- Available as a spray bottle and in refill containers



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400192	4035315401927	9,99€

Stain-removing Salt



- For the treatment of stubborn stains
- Suitable for bleaching stains
- Dissolves colour stains effectively
- Suitable for all textiles and colours



Container	PU	Article number	GTIN	RRP
450 g	6 cans	400215	4035315402153	6,49€
900 g	6 cans	400216	4035315402160	8,99€
25 kg	1 bag	400458	4035315404584	-

Wool Care



- Perfectly suitable for impregnating woollen clothing and woollen nappies
- With moisturising lanolin for a pleasant and soft feeling when worn
- Best used before the first wearing of the textile
- Particularly suitable for water temperatures of approx. 30° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400311	4035315401101	8,49€

Wool Detergent with Lanolin

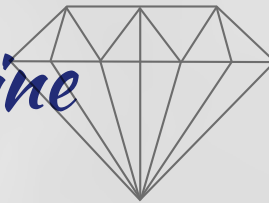


- Excellent for wool, cotton, silk & furs
- With moisturising lanolin for a pleasant and soft feeling on the skin
- With lactic acid, which reduces limescale deposits on the textile and in the machine
- For temperature ranges from 20° - 60° C
- Suitable for all water hardnesses



Container	PU	Article number	GTIN	RRP
250 ml	12 bottles	400217	4035315402177	7,99€
500 ml	6 glass bottles	400134	4035315401347	15,99€
25 L	1 canister	400154	4035315401545	-

Natürlich Exclusive Line



Detergent in Glass Bottles



- Plastic-free
- High-quality, sturdy glass bottle
- Real wood closure
- FSC paper label (removable)
- Ideal for refilling

Article name	Container	PU	Article number	GTIN	RRP
Wool Detergent with Lanolin glass bottle	500 ml	6 bottles	400134	4035315401347	15,99€

Individual packaging for glass bottles



- Packaging for 500 ml glass bottles
- Sturdy shipping carton
- Plastic-free

Article name	Container	PU	Article number	RRP
Individual packaging for glass bottle / not printed	500 ml	1 piece	800044	Price on request
Exclusive single box for glass bottle Wool Detergent with Lanolin	500 ml	1 piece	800054	Price on request

Natürlich Cleaning

Kitchen and Bathroom Cleaner



- For a brilliant shine on ceramic, stainless steel, enamel, plastic and glass ceramic
- Powerful against dirt, limescale and grease in the kitchen, bathroom, household or on the floor
- Highly concentrated, liquid scouring agent
- With a particularly high proportion of chalk powder

Container	PU	Article number	GTIN	RRP
500 ml	10 bottles	400219	4035315402191	9,99€

Universal cleaner Aloe Vera



- Universal household cleaner
- Suitable for all sealed and unsealed surfaces
- With skin-friendly aloe vera ingredients
- Grease-dissolving



Container	PU	Article number	GTIN	RRP
25 L	1 canister	430115	4035315431153	-

Universal cleaner Citrus



- Universal cleaner for household use
- Suitable for all sealed and unsealed surfaces
- With a pleasant, fresh citrus scent from organic citrus oil
- High grease solubility



Container	PU	Article number	GTIN	RRP
25 L	1 canister	430114	4035315431146	-



Leather Balm



- Cleaning, care, impregnation and preservation of leather goods
- Keeps the leather supple, soft and supple as well as water-repellent
- Does not impair the breathability of the leather
- Not suitable for split or suede leather
- Without carnauba wax
- Plastic-free



Container	PU	Article number	GTIN	RRP
150 ml	12 tins	440112	4035315411117	9,99€

Wood Balm



- Cleaning, care and preservation of furniture and untreated wood of all kinds
- For a lacquer-like surface due to the oxidation of the linseed oil it contains
- Suitable for indoor use
- Plastic-free



Container	PU	Article number	GTIN	RRP
150 ml	12 tins	440121	4035315411216	7,99€

Natürlich Rinsing



Dishwashing Powder



- Effective cleaning of food residues, grease and stubborn dirt on cutlery, crockery and cooking utensils
- Individual dosage possible
- Phosphate-free
- Effective from a rinse temperature of 60° C



Container	PU	Article number	GTIN	RRP
15 kg	1 bucket	411049	4035315411490	-

Dishwasher Tabs



- Thorough & effective cleaning of dirty dishes
- Perfect & even dosage with every rinse cycle due to tab application
- Phosphate-free
- Effective from a rinse temperature of 60° C
- Plastic-free



Container	PU	Article number	GTIN	RRP
60 Stück	6 bags	411052	4035315401538	29,99€
567 Stück	1 Karton	411051	4035315411513	-

Dishwashing Detergent Aloe Vera



- Removes light & stubborn stains on crockery & cutlery
- Grease-dissolving
- Economical & economical: just a few drops are enough for optimal dishwashing result
- With skin caring ingredients of aloe vera



Container	PU	Article number	GTIN	RRP
25 L	1 canister	410016	4035315410165	-

Dishwashing Detergent Citrus



- Removal of light & stubborn stains on crockery & cutlery
- Increased fat solubility
- Economical & economical: just a few drops are enough for optimal dishwashing result
- With naturally pure organic citrus essential oil



Container	PU	Article number	GTIN	RRP
500 ml	6 bottles	410010	4035315410103	6,49 €
5 L	1 canister	410011	4035315410110	-
25 L	1 canister	410012	4035315410127	-

Regenerating Salt



- 100 % coarse-grained, pure and undenatured rock salt
- For maintaining the ion exchanger in the dishwasher
- Ensures softening & decalcification of the water
- Cares for and protects the dishwasher



Container	PU	Article number	GTIN	RRP
2 kg	6 bags	411204	4035315412046	5,99€
25 kg	1 bag	411205	4035315412053	-

Rinse Agent for Dishwashers



- For streak-free and clean dishes without water marks
- Thorough & effective cleaning of dirty dishes
- Easy dripping of the dishwater, as the surface tension of the water is broken



Container	PU	Article number	GTIN	RRP
500 ml	6 bottles	411102	4035315401569	5,99€
25 L	1 canister	411104	4035315411049	-

Natürlich Descaling

Anti-limescale Spray



- With adjustable spray cap for use as a spray or adherent foam
- Enables easy cleaning of large areas
- Quick & even application to the affected areas
- Ideal for surfaces such as taps, shower heads, baths, washbasins, tiles or glass



Container	PU	Article number	GTIN	RRP
500 ml	10 bottles	420304	4035315423042	7,49€

Descaler



- For removing stubborn limescale deposits
- For hot water appliances such as kettles, irons, etc.
- Heating the descaling liquid increases the effect enormously
- With lactic acid, which removes limescale twice as effectively as vinegar or citric acid



Container	PU	Article number	GTIN	RRP
1000 ml	6 bottles	420105	4035315421017	9,99€
5 L	1 canister	420103	4035315421048	-

Nature-Descaler for fully automatic Coffee Machines



- Best cleaning & care for fully automatic coffee machines and coffee makers
- Heating the descaling liquid increases the effect enormously
- With lactic acid, which removes limescale twice as effectively as vinegar or citric acid
- Can be used for up to 5 applications with practical scaling on the bottle



Container	PU	Article number	GTIN	RRP
500 ml	6 bottles	420106	4035315421062	7,99€

Toilet Tabs



- For hygienic cleaning of toilets below the water level
- Removal of limescale, urine scale, dirt and bacteria
- Ideal dosage due to tab application
- Easy and quick application



Container	PU	Article number	GTIN	RRP
12 Stück	12 bags	420401	4035315422007	-

Toilet Sanitizer



- For hygienic cleaning of toilets above the water level
- Removes limescale, urine scale, dirt and bacteria
- Ideal dosage possible due to blue colouring of the cleaner
- With fresh peppermint scent



Container	PU	Article number	GTIN	RRP
750 ml	6 bottles	420502	4035315425022	11,99€
25 L	1 canister	420504	4035315425046	-

Citric Acid, Food Quality



- Food quality E330
- INCI name: Citric Acid
- CAS number 5949-29-1
- Can be used in many ways in the household
- Excellent for refining and acidifying food and drinks
- Can also be used as a limescale remover in the kitchen and bathroom

Container	PU	Article number	GTIN	RRP
25 kg	1 bag	400532	4035315405321	-

Organic Linseed Oil Hand Soap with Verbena Essential Oil



- Is made from organic linseed oil in the traditional hot-boiling process
- Supports the revitalisation of the skin in a natural way and has a moisturising effect
- The glycerine contained moisturises and increases the elasticity of the skin
- The soap has a positive influence on the development of the skin's natural protective barrier

Container	PU	Article number	GTIN	RRP
25 kg	1 canister	500711	4035315507117	-

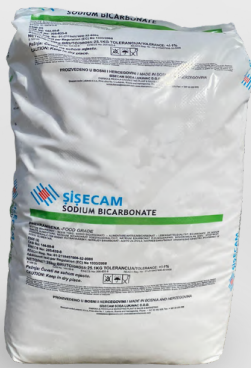
Soda, light



- Universal multi-purpose cleaner for the household
- Technical quality
- Ensures food safe cleanliness
- Removes grease, dirt, stains & unpleasant odours
- Removes green algae from stone slabs, wooden walls & fences

Container	PU	Article number	GTIN	RRP
25 kg	1 bag	400531	4035315405314	-

Sodium Bicarbonate, Food Quality



- Also known as baking soda
- All-rounder in household cleaning
- Free from animal products
- Gluten free & lactose free
- GMO / GMO free
- Hallal & Kosher

Container	PU	Article number	GTIN	RRP
25 kg	1 bag	400520	4035315405208	-

Vinegar Essence, 25% Acid



- Can be used in many ways in the kitchen and household
- Food quality
- Excellent for acidifying food
- Also suitable as a limescale remover in the kitchen and bathroom
- By adding water, one obtains 5 % or 10 % vinegar acid

Container	PU	Article number	GTIN	RRP
25 kg	1 canister	430106	4035315431061	-



Outlet Tab for Canister



- For easy decanting from large containers into existing packages
- Suitable for all Ulrich natürlich canisters
- Suitable for horizontal canisters
- Individual dosage possible

Suitable for	VPE	Article number	RRP
5, 10 canister	1 piece	600215	11,49€
25 L canister	1 piece	600216	11,49€

Pump for Canister



- Dosing aid for all canisters
- Suitable for upright canisters
- For easy decanting from large canisters into existing canisters
- One stroke = 30 ml
- Consisting of riser tube, thread and pump attachment

Suitable for	VPE	Article number	RRP
Pump for 5, 10 canister	1 piece	600201	19,99€
25 L canister	1 piece	600200	19,99€

Slant Neck Bottle



- Ideal for filling up with toilet cleaner
- For reaching & cleaning the inner toilet rim
- Suitable for refilling from large containers

Suitable for	VPE	Article number	GTIN	RRP
Toilet sanitizer	1 bottle	600173	4035315601730	2,99€



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