arkadi

caring comes **naturally!**

A VISIONARY FOUNDER

The company was founded in 1946 by Georgios Malikoutis (1904-1970), the son of a remarkable Cretan family, who set sail to Marseille, France, worked hard and managed to receive two degrees, one in electrical engineering and a second in oenology.

His motto remains our guiding principle today:

**“The Olive crop is food, care, it is life itself.
Try to imagine a world without olives”**

A DISTINGUISHED HISTORY

1946 George Malikoutis founds ARKADI

1970-72 Nikolas & Zachary, the founder's sons, take over, introduce the green soap multipack and enter retail chains

1980 Production moves to the new ARKADI plant

1990 Sampling of green soap flakes in all maternity hospitals

The old Malikoutis family soap shop, which roots back to 1700s, is still standing there in the old Rethymno harbour.

2005-07 Maria Malikouti takes the company's lead and the brand launches into washing machine detergents

2010 Arkadi Baby, a liquid detergent and softener line with olive oil extracts hits the shelves

2021 Platinum award in the "Green Awards 2021" festival for the vegan liquid green hand soap launch, in innovative packaging made of recycled ocean nets.

2022 Papoutsanis acquires ARKADI and a new era of accelerated development begins

THE ORIGIN

Olive oil + Sea salt + water

Our green soap. The most natural and purest of recipes.
Environmentally friendly by nature.

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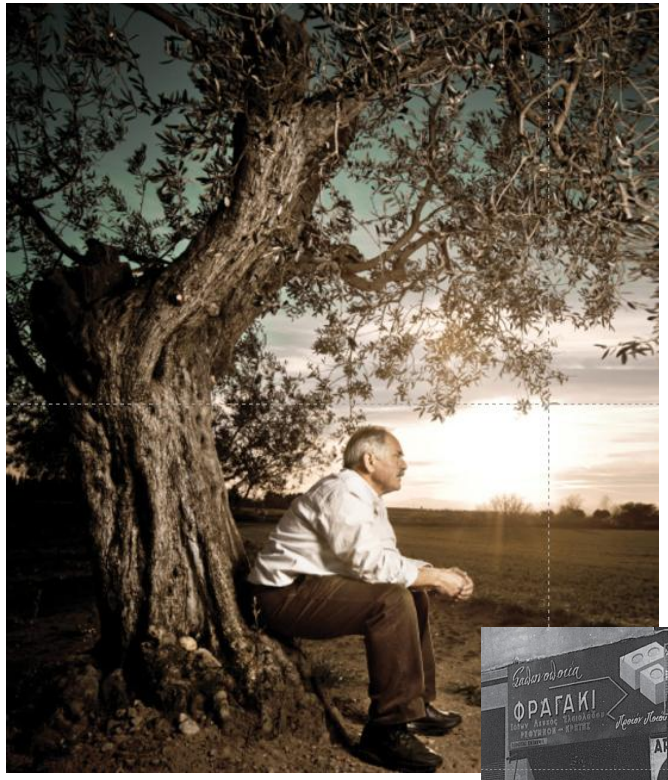
BRAND VALUES

tradition • naturality • quality
purity • care • authenticity



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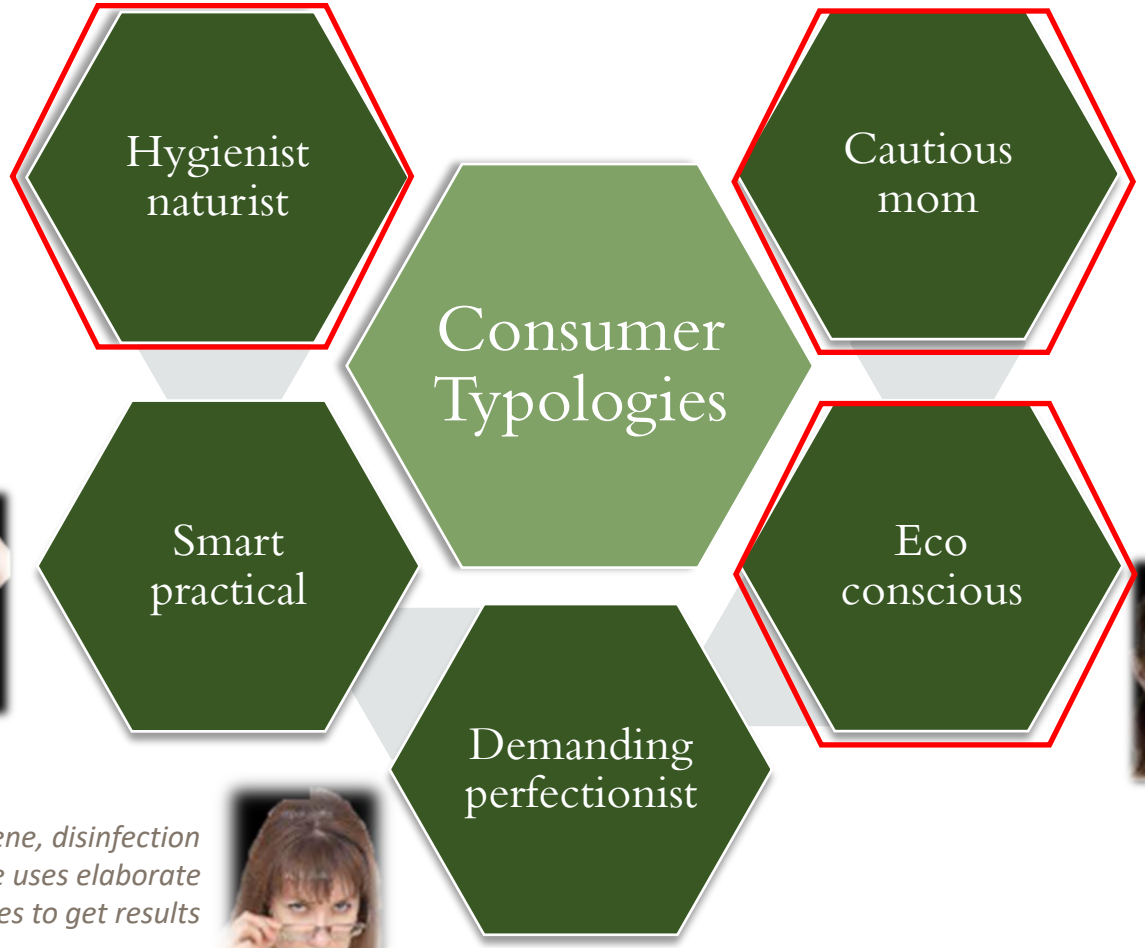
KEY CONSUMER TARGET GROUP TYPOLOGIES

Emphasis is on purity, that is why she is interested in natural and less chemical products.

Promotion hunter, values price above all.

Devoted to hygiene, disinfection and efficiency, she uses elaborate routines to get results



The birth of the baby brings about a wider awareness and caution. She buys special products for the baby and homecare, especially in the first three years.

WOMEN 25-54 Years old

She is concerned with environmental friendliness, BUT as long as the product meets the expectations of effectiveness.

CONSUMER INSIGHTS REVEAL THE CONSUMER "DILEMMA":

I am concerned about the health of my family (and especially the children)... I am afraid of allergies and irritations due to cleaning products

We burden our bodies with countless products that have chemicals and are not good for us... I prefer something more natural...

I am very interested in using products that respect the planet and take care of the environment

Ah, those old days when everything was purer, but then again how to sacrifice the perfect results that chemistry gives?

I need something that will reassure me about my health, and make me feel at ease that I am doing the right thing for the environment... On the other hand, I feel I will have to compromise on effective cleaning

I trust nature, and I would like to find a product that would prove to me that it knows how to harness its power in cleanliness

...AND THE BIG CHALLENGE WHICH ARKADI COMES TO ANSWER: THE CONSUMER "COGNITIVE DISSONANCE"

What you lose

Efficacy
Results
Mild formulas are not as effective when it comes to cleaning and hygiene

What you gain

Environmentally Friendly
Gentle for the skin
Safe to use

ARKADI is here to bring the power of nature in its own contemporary way!
Using better than ever, ingredients of natural origin,
it brings naturalness + efficacy
which is after all is what the consumer is looking for!

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BRAND MANIFESTO

The Power of Nature

At Arkadi we believe there is ***no need to compromise between what is good for our health & the environment and effective cleaning****.*

Harnessing the power of nature in modern ways, ARKADI liquid cleaners ***with green soap and the advanced Plant Active formula with enzymes of 100% natural origin****, ensure excellent results even on the toughest stains.*

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caring comes **naturally!**

PRODUCT PORTFOLIO

GREEN SOAPS

Olive oil + Sea salt + water

150GR

2*220GR

Pure olive oil soap, made with the original ARKADI recipe, since 1946.
With all the beneficial properties of olive oil and a recognized disinfecting action, ARKADI green soap is an invaluable "ally" in general housekeeping. Highly effective at any water hardness.
It is well-known for its antibacterial properties, thanks to its formulation which prevents the development of bacteria. Natural product, with olive oil, sea salt and water.
Suitable for vegans.

Vegan
Κατάλληλο για vegans.
Suitable for vegans.

GREEN SOAP IN FLAKES

Olive oil + Sea salt + water

500GR

Pure olive oil soap in flakes, made with the original ARKADI recipe, since 1946. With the beneficial properties of olive oil it is an ideal and more eco-friendly **multi-cleanser** for daily housekeeping. Green Olive Soap is well-known for its antibacterial properties, thanks to its formulation which prevents the development of bacteria. Suitable for vegans.

Fruit & vegetables	clothes hand-washing	Surface Cleaning	Gardening	Carpets

Vegan
Κατάλληλο για vegans.
Suitable for vegans.

LIQUID HAND SOAPS

LIQUID GREEN HAND SOAPS

Green soap + Antibacterial agent + Aloe juice

PUMP
500ML

REFILL
500ML

The 100% vegan-suitable ARKADI liquid green soap hand wash with eucalyptus extract, known for its hygiene properties, is ideal for ensuring hygiene, care and clean hands for you and your family. With calendula extract, natural aloe juice and panthenol, it protects and cares for your skin. Its innovative, eco-friendly packaging is made from recycled fishing nets, cables and ropes that are collected from the sea, this contributing to the protection of the aquatic environment.

Vegan
Κατάλληλο για vegans.
Suitable for vegans.

BOTTLE FROM RECYCLED NETS
αρκάδι
ΦΙΑΛΗ ΑΠΟ ΑΝΑΚΥΚΛΩΜΕΝΑ ΔΙΧΤΥΑ

LIQUID WHITE HAND SOAPS

Almond milk + **Rose water** + **Glycerin**

PUMP
500ML

REFILL
500ML

The traditional & effective ARKADI care recipe in a pampering version: with almond milk, rose water & glycerin! Pleasant subtle frangance in a vegan formula. dermatologically tested , with neutral PH to respect the skin. Eco-friendly packaging from recycled nets from argicultural works, such as harvesting & protectening the fruit, thus contributing to the protection of the environment. 100% suitable for vegans.

Vegan
Κατάλληλο για vegans.
Suitable for vegans.

BOTTLE FROM RECYCLED NETS
αρκάδι
ΦΙΑΛΗ ΑΠΟ ΑΝΑΚΥΚΛΩΜΕΝΑ ΔΙΧΤΥΑ

LIQUID DETERGENTS

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NEW ARKADI LIQUID DETERGENTS!

plant active
ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ ΚΑΤΑ ΤΩΝ ΔΥΣΚΟΛΩΝ ΛΕΚΕΔΩΝ

VEGAN PRODUCT

ΣΥΣΚΕΥΑΣΙΑ ΑΠΟ ΑΝΑΚΥΚΛΩΜΕΝΑ ΔΙΧΤΥΑ*

4 VARIANTS AVAILABLE FOR DIFFERENT CONSUMER NEEDS!

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LIQUID LAUNDRY DETERGENT WITH GREEN SOAP

CLASSIC

At Arkadi we believe that there is no need to compromise between what is good for our health & the environment and efficient cleansing. Harnessing the power of nature in modern ways, ARKADI laundry detergent with green soap & advanced Plant Active formula with enzymes of natural origin, ensures excellent results on the toughest stains.

plant active
ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ
ΚΑΤΑ ΤΩΝ ΔΥΣΚΟΛΩΝ ΛΕΚΕΔΩΝ

1,45L
32 SCOOPS

2,34L
52 SCOOPS

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2 IN 1 LIQUID LAUNDRY DETERGENT WITH WHITE SOAP AND FABRIC SOFTENER

At Arkadi we believe that there is no need to make compromises between what is good for our health or the environment and effective cleaning. Harnessing the power of nature in modern ways, ARKADI **2in1 laundry detergent & softener with white soap & its advanced Plant Active formula with enzymes of natural origin,** ensures excellent results on the toughest stains and softness to your clothes.

plant active
ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ
ΚΑΤΑ ΤΩΝ ΔΥΣΚΟΛΩΝ ΛΕΚΕΔΩΝ

1,45L
32 SCOOPS

2,25L
50 SCOOPS

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LIQUID LAUNDRY DETERGENT WITH GREEN SOAP

FOR DELICATE & COLORED CLOTHES

At Arkadi we believe that there is no need to make compromise between what is good for our health & the environment and effective cleaning. Harnessing the power of nature in modern ways, ARKADI laundry detergent with green soap & its advanced Plant Active formula with enzymes of natural origin, ensures excellent results also on delicate & colored clothes.

1,45L
32 SCOOPS

plant
active
ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ
ΚΑΤΑ ΤΩΝ ΔΥΣΚΟΛΩΝ ΛΕΚΕΔΩΝ

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LIQUID LAUNDRY DETERGENT WITH GREEN SOAP

SPRING FRESHNESS

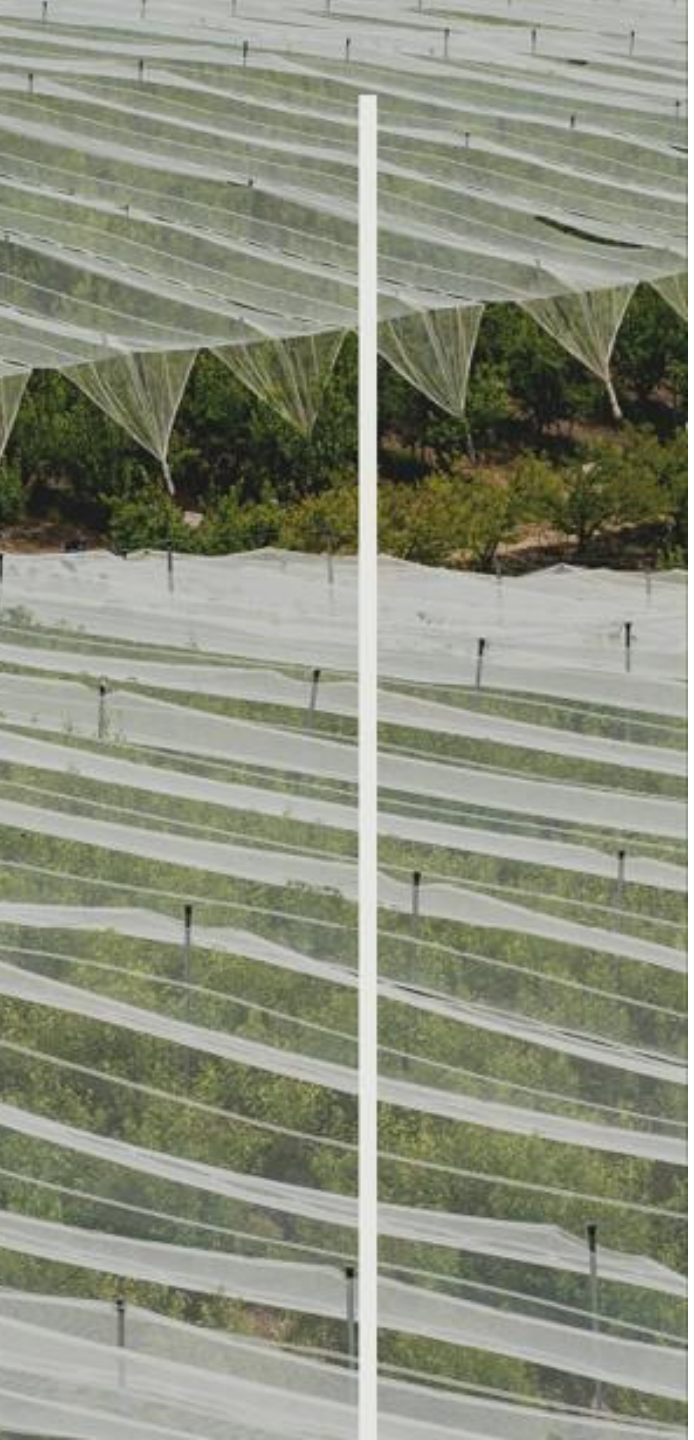
At Arkadi we believe that there is no need to make compromise between what is good for our health & the environment and effective cleaning. Harnessing the power of nature in modern ways, ARKADI laundry detergent with green soap & its advanced Plant Active formula with enzymes of natural origin, ensures excellent results on the toughest stains. Now with a new fragrance of fresh spring flowers!

plant active

ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ
ΚΑΤΑ ΤΩΝ ΔΥΣΚΟΛΩΝ ΛΕΚΕΔΩΝ

SPRING FRESHNESS

2,34L
52 SCOOPS



Recycled packaging from agricultural nets helps reduce the environmental footprint!

7,6 m. tones of plastic produced & channeled into agriculture annually

Plastic nets have a protective and functional role for the crop:

- plant development,
- the harvesting of fruits
- protection from weather and living organisms

ΣΥΣΚΕΥΑΣΙΑ ΑΠΟ ΑΝΑΚΥΚΛΩΜΕΝΑ ΔΙΧΤΥΑ*

88% less energy consumption

71% less CO2 emissions

CO_2

arkadí
baby

arkadí baby

Arkadi Baby Liquid Laundry Detergent with green soap

1,575L
26 SCOOPS

Arkadi Baby, with its carefully developed formula **with green soap and natural olive extract,** offers soft cleanness and excellent results even on the toughest stains. For unique softness, use it together with **Arkadi Baby** Softener !

arkadí baby

Arkadi Baby Liquid Laundry Detergent with green soap and chamomile extract

1,575L
26 SCOOPS

Arkadi Baby, with its carefully developed formula **with green soap and natural olive & chamomile extracts**, offers soft cleanness and excellent results even on the toughest stains. For unique softness, use it together with **Arkadi Baby** Softener!

arkadí
baby

Arkadi Baby Green soap washing machine powder

Arkadi Baby green soap washing machine powder it is a pure soap without chemical additives, colorants or perfumes, and ideal for laundering and care of baby clothes as well as those of the whole family. Suitable also for wool, delicate and silk, provided they can go into the washing machine, with excellent results even when cold washing (from 30oC).

1 KG
20 SCOOPS

arkadí baby

Arkadi Baby Softener with natural olive extract 45scp.

Arkadi Baby hypoallergenic fabric softener with new, concentrated formula, natural olive extract and 98% ingredients of natural origin, offers natural care and softness to baby clothes as well as those of whole family. Its carefully developed formula restores fiber elasticity, keeping clothes soft and fluffy. Without colorants. Dermatologically tested.

1 L
45 SCOOPS

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DISH WASHING LIQUIDS

NEW ARKADI dishwashing liquids...

...with green soap and active enzymes of natural origin!
Tough on grease, environmentally friendly, gentle on hands, in pleasant aromas!

3 Variants in 550ml pump

2 variants in 900ml Doypack Refills

NEW ARKADI dishwashing liquids with green soap

WITH THE POWER OF NATURE

plant active
ΕΝΖΥΜΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ

Bergamot & Grapefruit

At Arkadi we believe there is no need to compromise between what is good for our health & the environment and effective cleaning. Harnessing the power of nature in modern ways, ***NEW Arkadi Dish Wash, with green soap & advanced Plant Active formula with enzymes of natural origin,*** *ensures sparkling cleanness & effectively removes grease, while it respects your hands. Its unique composition,* ***with Greek bergamot extract and fresh grapefruit aroma, it easy to rinse, leaving no residue.***

Pomegranate & Grape

In practical, 100% recyclable packaging with pump, which can be refilled using the New ARKADI pouch ECO refills, with 80% less plastic, ***to contribute to a more sustainable future.***

Arkadi BABY dishwashing liquid with green soap

At Arkadi we believe there is no need to compromise between what is good for our health & the environment and effective cleaning. ***Especially when it comes to children!*** *Harnessing the power of nature in modern ways,* ***NEW Arkadi Baby Dish Wash****, with its carefully developed formula, gentle cleansing agents and* ***organic Greek chamomile extract,*** *effectively cleans baby dishes & toys, leaving no harmful residue.* ***With 94% ingredients of natural origin, 0% colorants & petrochemicals and an allergen- free****, mild aloe fragrance, it is the ideal cleaning "ally" for every parent!*

94% ΣΥΣΤΑΤΙΚΑ ΦΥΣΙΚΗΣ ΠΡΟΕΛΕΥΣΗΣ
INGREDIENTS OF NATURAL ORIGIN

VEGAN PRODUCT

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