



arkadí

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

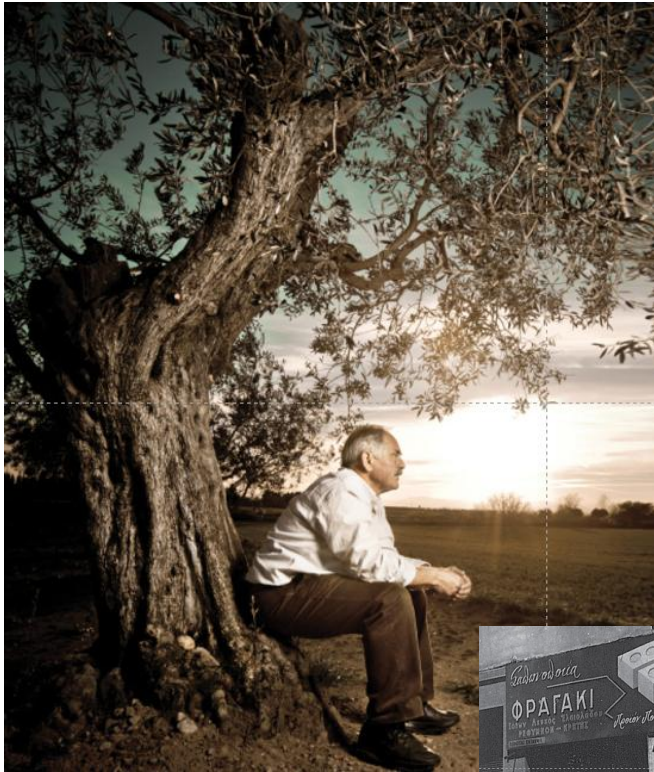


Our green soap. The most natural and purest of recipes.
Environmentally friendly by nature.

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BRAND VALUES

tradition • naturality • quality
purity • care • authenticity



KEY CONSUMER TARGET GROUP TYPOLOGIES

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



Hygienist
naturist

Cautious
mom

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**

Promotion hunter, values price above all.



Smart
practical

Eco
conscious

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



Demanding
perfectionist

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



Consumer
Typologies



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!

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



1 5 0 G R



2 * 2 2 0 G R

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.

GREEN SOAP IN FLAKES

Olive oil

+

Sea salt

+

water



5 0 0 G R

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



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.



LIQUID WHITE HAND SOAPS

Almond milk



Rose water



Glycerin



P U M P
5 0 0 M L



R E F I L L
5 0 0 M L

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





LIQUID DETERGENTS

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NEW ARKADI LIQUID DETERGENTS!



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.



1,45 L
32 SCOOPS



2,34 L
52 SCOOPS

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.



1,45 L
32 SCOOPS

2,25 L
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.



1,45 L
32 SCOOPS

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LIQUID LAUNDRY DETERGENT WITH GREEN SOAP SPRING FRESHNESS

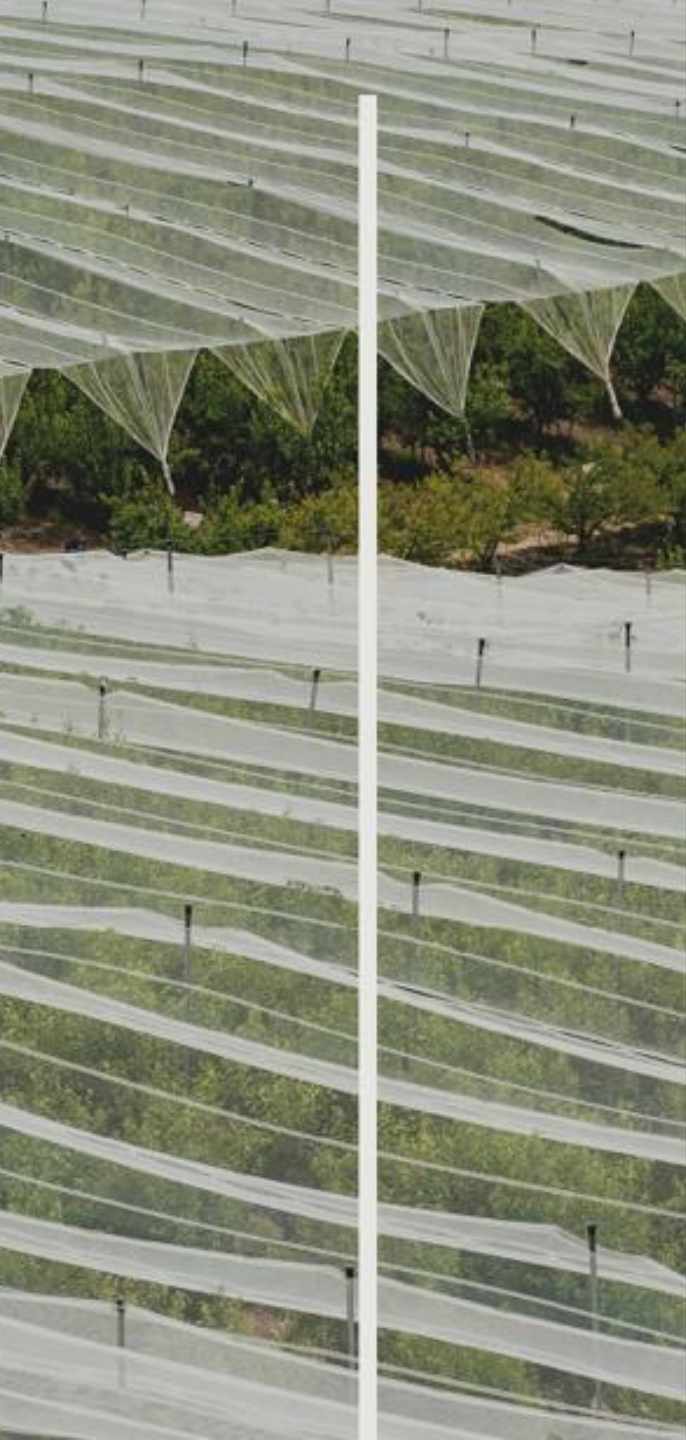


At Arkadi we believe that there is no need to make compromise between what is good for our health & the environment and effective cleaning. Harnessing the power of nature in modern ways, ARKADI laundry detergent **with green soap & its advanced Plant Active formula with enzymes of natural origin**, ensures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



SPRING FRESHNESS

2, 3 4 L
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



88% less energy consumption

71% less CO2 emissions





arkadi
baby



Arkadi **Baby** Liquid Laundry Detergent with green soap



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 !



1,575 L
26 SCOOPS



Arkadi Baby Liquid Laundry Detergent with green soap and chamomile extract



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!



1,575 L
26 SCOOPS



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 30°C).



1 KG
20 SCOOPS



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



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.***

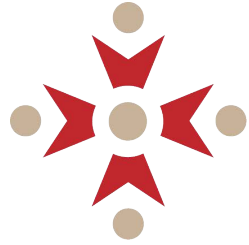
Arkadi **BABY** dishwashing liquid with green soap



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!



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EXCLUSIVE DISTRIBUTOR FOR GCC AND MALTA

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