

SEIFEN
MANUFAKTUR

KLAR

1840

A FAMILY STORY



In 1840 Philipp Klar began his adventure in the world of soap making. As a master craftsman he set off on a journey to perfect his product, taking him all the way to St. Petersburg. Upon his return in 1840 the master soapmaker decided to set up his own workshop with an adjoining store in the town of Heidelberg. The foundations had been laid for a soap tradition which generations to come would preserve and maintain until this day.

At the turn of the century, industrialization enabled Philipp's son Theobald to expand the business as it established itself in southern Germany. His enthusiasm to experiment and innovate resulted in many more recipes which are still used to this day to make luxury and everyday soaps. After the Second World War, his sons Hans, Klaus and Theobald continued to grow the business starting a large-scale advertising campaign to spread the Klar Seifen brand across Germany.



At the start of the seventies, Hans' sons, Theo and Klaus, took over the soap production. With their business acumen and wealth of technical know-how, they brought in new distribution channels and increased production - without ever forgetting the old recipes and processes which had served the business so well over the years. They were quick to realise the importance of reacting to market changes and thus succeeded in continuously expanding the range of custom production.



KLAR SEIFEN TODAY

Klar Seifen continues to expand its own range of products one step at a time. Klar Seifen stays true to its roots as the company continues to follow the recipes handed down from generation to generation. Nevertheless, innovation and digitalisation are at the centre of the development of the business.



KLAR SEIFEN PRODUCTION



KLAR SEIFEN STORE HEIDELBERG



KLAR SEIFEN STORE DÜSSELDORF



KLAR SEIFEN STORE BONN



KLAR SEIFEN STORE HAMBURG



KLAR SEIFEN STORE BERLIN



At Klar Seifen we have only ever produced soaps made from natural ingredients and 100% free of animal products. Since 1840 it's our mission to pamper your skin with soap based on natural & vegan ingredients.

What hasn't changed:

Our existing Klar Seifen Team, which resembles more of a family than a group of work colleagues, has been together for a number of years, some even for a few decades.

The passion with which we produce our soaps - a large proportion of which by hand. Quality has and always will be our number one priority.

Our factory near Heidelberg in Germany as we could never leave this beautiful region. What's more, production in Germany will always be guaranteed - not only as the oldest soap manufacturer in Germany but because we are committed to sustainable production.



PRODUCTS



SHAVING SOAPS

Klar's shaving soap comes in an aluminum tin and is made from 100% plant-based products. You won't look back as Klar's shaving soap will last much longer than you think producing mild and creamy foam which also protects and cleanses sensitive skin.

WEIGHT: 3.9 OZ (110 G), MADE IN GERMANY



SHAMPOO & CONDITIONER BARS

No matter if your hair is normal, rather dry or tends to be greasy. Even if you are struggling with stubborn hair, you will find the right shampoo with us. You have the choice of five great fragrances: Argan Oil Fig, Nutmeg Vanilla, Lemon-grass Aloe Vera and Chamomile&Nettle.

WEIGHT: 3.5 OZ (100 G), MADE IN GERMANY



RETRO SOAPS

We have captured the fantastic scent of the roaring twenties, the rock 'n' roll lifestyle of the 50s and the flower power of the 70s in soap form for you. Treat yourself and your bathroom to these very special Retro Soaps and do a little time warp.

WEIGHT: 3.9 OZ (110 G), MADE IN GERMANY

PRODUCTS



FACE SOAPS

Find the right face soap for your skin. Our Sea Salt Soap regenerates your skin and stimulates cell metabolism. Our Activated Charcoal Soap is well suitable for deep pore cleansing and our White Clay Soap without any fragrances or oils is an excellent for sensitive skin.

WEIGHT: 3.5 OZ (100 G), MADE IN GERMANY



HAND & BODY SOAPS

The essential oils in our Hand & Body Soaps care for your skin and enable you to travel without traveling. Quite simply in your mind with our delicious fragrances.

WEIGHT: 3.5 OZ (100 G), MADE IN GERMANY

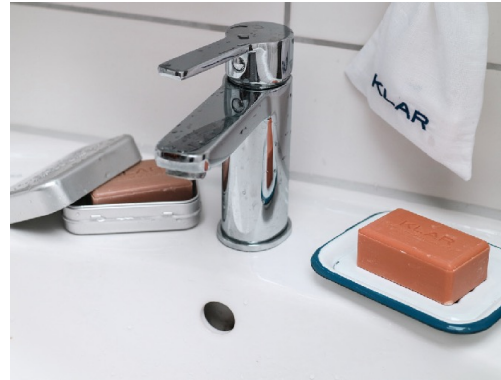


BATH SOAPS

Is there anything better in fall than treating yourself to a relaxing, hot bubble bath? Our bath soaps are the perfect partner for bath time: they're not only bigger than our standard soaps but they also smell great and nourish your hair and skin.

WEIGHT: 5.2 OZ (150 G), MADE IN GERMANY

PRODUCTS



FACE SOAPS

Where to put all the great soaps? The answer is easy. Use for example our Enamel Soap Dish, our Soap Tin or our Soap Sachet. For other uses you can even find razor blades in our online-shop.

WEIGHT: VARIABLE

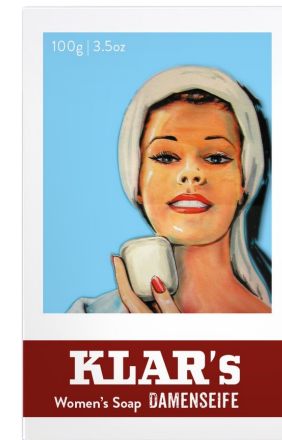
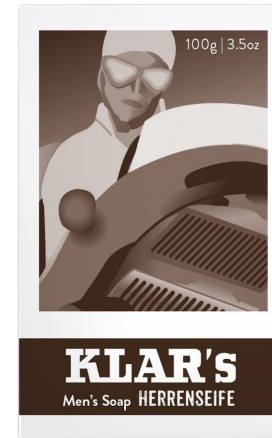
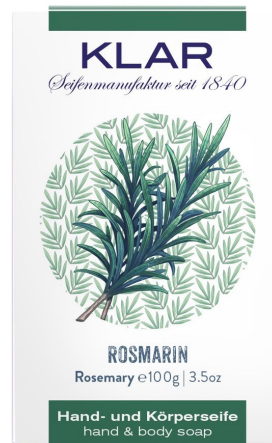


HOUSE HOLD

In 2021 the product portfolio has been extended by various house hold items. Our laundry detergent is 100% vegan, made in Germany and based on our curd soap. Additionally our sold dishwashing bar enables our customers to further reduce plastic in the kitchen.

WEIGHT: VARIABLE

IMPRESSIONS



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