

REBRANDING CLEANING

Press release

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Female innovator, a focus on sustainability, hard work and a dream to rebrand cleaning as we know it today - all these words and more describe Camilla Schram, owner of Humdakin.

Despite having a 3 weeks old baby, a 1 year old boy and a 5 year old girl, diapers and Disney are not the only things on Camilla's mind - far from it! Camilla has a dream to rebrand cleaning, and neither too little sleep or too many bumps on the road can stop her!

When talking about cleaning, we usually meet a bit of resistance. That's because cleaning isn't necessarily everyone's favorite task, it's more of a boring point on the to-do list. However, now that consumers are talking about sustainability and family values, Camilla's grabbing the chance to rebrand cleaning like no one has done before! Of course, this is done by building up her strong brand, Humdakin. This has taken years of hard work - both in developing the product and changing the general perception of cleaning.

Humdakin aims to create cleaning products that bring luxury into your everyday life, are gentle on your skin and our planet, and for once are actually beautifully designed! Camilla often visits retailers or hosts events to show what everything that cleaning can be for you.



That's because cleaning is much more than an annoying task. It can also be a mindful experience. Our homes are our base, where we find comfort and peace, especially during busy times. It's a place we should value. Use cleaning to disconnect from the stress of the daily life, and finish off cleaning with some styling - and don't forget to treat yourself with fresh flowers!

More now than ever, people care about how they live and how their home looks - but don't forget to think about how clean it is! What good is a beautiful sink if the dish cloth by it smells? Humdakin's mission is therefore to get people to care about cleaning and to love keeping a clean home.

Camilla presents the idea that cleaning can be an everyday luxury. It can be 5 minutes of mindfulness you allow yourself when cleaning. It can be giving your family a safe home by using allergy-and eco-friendly products. Cleaning needs to be rebranded in order to show that keeping your home clean with mild and stylish products is actually important and can be a luxurious experience!