



**SCHICHT**



# The rebirth of the JELEN brand

## Current challenges

**Libor Duba**

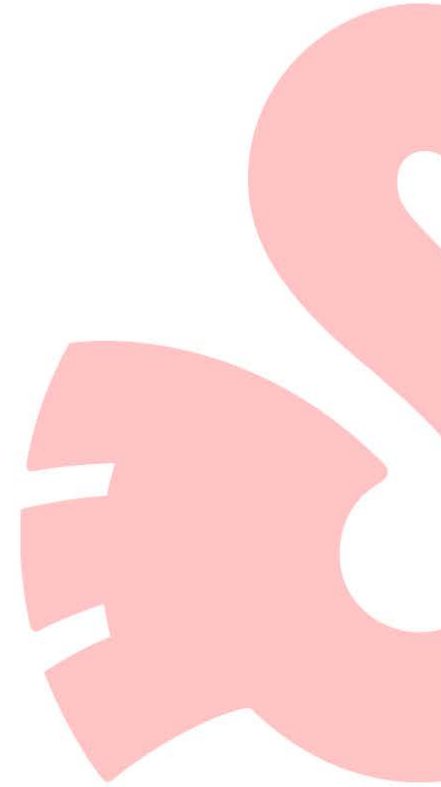
SCHICHT CZ a.s.



- 
- Visegrad Fund
- 
- 

## Workshop

**Sustainable Population Consumption in  
a Post-Pandemic Economy.  
The Perspective of Three Countries**



# Presentation table of contents

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- The **JELLEN** brand and its **rebirth** (relaunch)
- Current situation
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  - Current situation and activities in **Europe**
- JELEN brand values and responsibility
- Cases of sustainability and responsibility

# SCHICHT group introduction



- Czech company/group of companies based in Ústí n. Labem
- The owner are the shareholders in the ELIDA cooperative
  - Czech citizens with relation to the region of Ústí nad Labem
- Manufacturer and distributor of products under **JELEN**, **Merkur**, **Namo**, **Emspoma** and now also **Hirsch** brand (Austria)
- The tradition of Schicht brands continues



# SCHICHT group structure

ELIDA  
cooperative

Schicht CZ  
a.s.

Schicht  
Prodej a.s.

benaSONET  
s.r.o.

TJMP Invest  
/ JUTTA s.r.o.

Jakub reality  
s.r.o.

Caesarion  
s.r.o.

SME medium-sized enterprise

(\*2024)

Revenues

CZK **300** mio

Assets

CZK **220** mio

# of employees

**60**



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# History of SCHICHT and JELEN brand

- **1848** Georg Schicht started **first Soap production** in Rýnoltice (Ringelshain)
- **1882** Johann Schicht built a new soap factory in Střekov (Schreckenstein)
- **1891** The birth of the legend of “mýdlo s Jelenem” soap
- **1929** Unilever established with Schicht as co-founder
- **1945** Taking over Czech assets of Schicht and Unilever
- **1951** Brand split Jelen (CZ,SK) and Hirsch (Austria)



# Brand development in time Czech Republic

**1951** Severočeské Tukové Závody (Setuza)



**2014** Brand revival

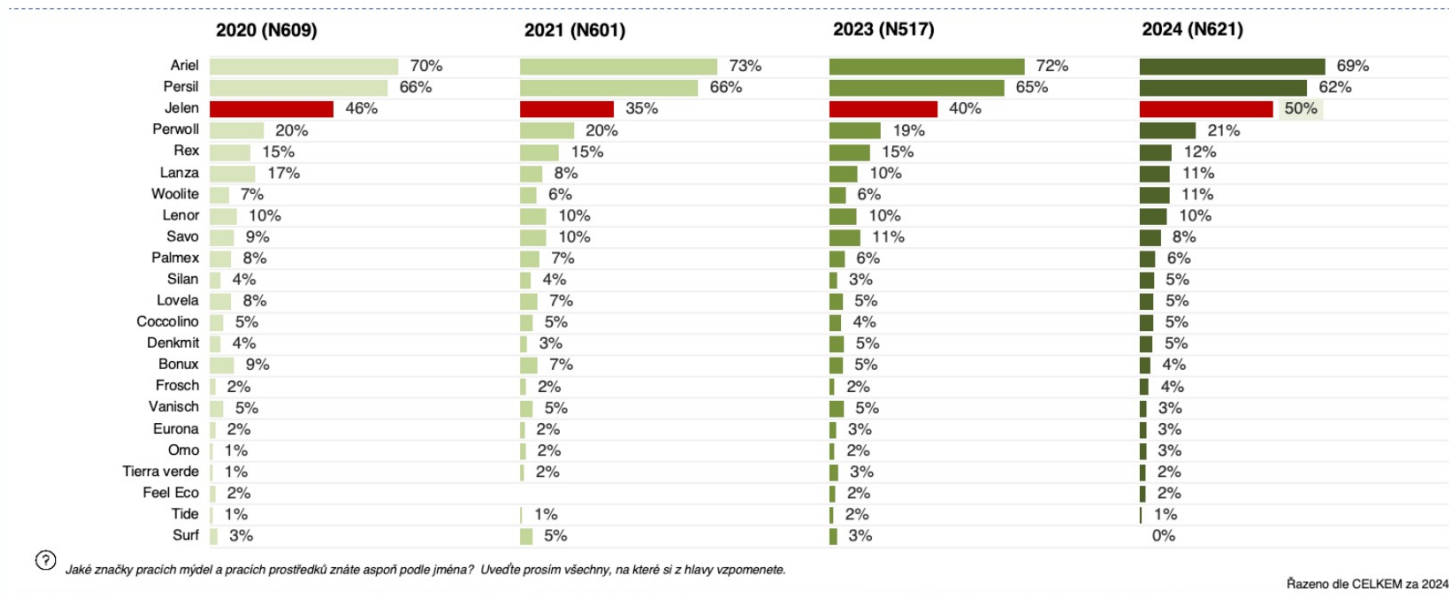


**2016** Brand rebirth



# Brand position Czech Republic

## Brand Top-of-mind development



Celková spontánní znalost Jelen je 50 %, což je nárůst o vysokých 10 procentních bodů a Jelen tak dosahuje nejlepšího výsledku od začátku měření. Znalost Arielu a Persilu je v čase poměrně stabilní.

© Perfect Crowd

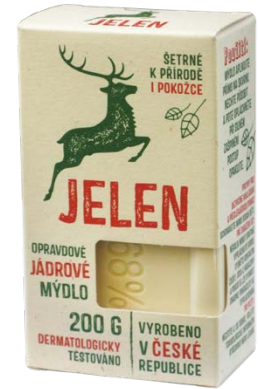


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# Current situation in Czech Republic

- 2016** Startup portfolio (laundry soap, powder, gel)
- 2024** Complete portfolio of detergents & cosmetics  
Market share **5%** in detergents in Czech republic  
Expansion to Austria
- 2025\*** Expansion to Switzerland, Belgium, Netherlands



# Brand development in time Austria

**1951** settlement between **Unilever** and Czech government

**2001** **Burnus** (2022 bankruptcy +)

**2023** Hirsch licensed by **SCHICHT**



# Current situation in Austria

2023

Start/ licencing of the brand Hirsch

2024

First set of products launched in August

<https://www.hirschseife.at/>



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# JELEN brand values and responsibility

- Functional, quality products for household



- Sustainability



- Responsibility



# Sustainability Packaging

- Paper and cardboard packaging preferred
- no plastics or PE foils for packaging of powder products



# Sustainability Packaging

- **Bottle lightweighting** - reducing material consumption
  - lightening of the current bottle by 10g with similar strength parameters
  - **New bottle development- launch in 2Q/2025**
- **Pouches**
  - Replacement for part of the production in bottles, material savings 70-86%
  - Use of 100% recyclable films (incl. printing)
- Development of a **new type of packaging**
  - Combination of bottle and pouch



# Sustainability Detergents

- **Biodegradability**
  - Detergents are biodegradable in 28 days in high percentage (>90%)
- **Dermatological tests**
  - Detergents are dermatologically tested by SZÚ
  - Specific products intended for people with sensitive skin and children under 3 years of age
- **Extending the lifetime of textiles**
  - Improving number of washing cycles

# Responsibility

- **Cooperation with Universities**
  - ESG (University of Economics, Prague)
  - Regional cooperation (UJEP? :D)
  - International strategy (University of St. Gallen, Switzerland)
- **Regional cooperation and support**
  - Continuity with Schicht traditions
  - Cooperation with the region, shortening supply chains
- **Promoting equal rights for men and women**
  - Partner of the women's national football team and project CZEWIS
  - Support for events with topic of equal rights for all





# Cases Sustainability & Responsibility

## 1# Packaging

- New bottle design with significant lightweighting

## 2# Biodegradability

- Biodegradability level in 28 days

## 3# Extending the lifetime of textiles

- Number of washing cycles

# #1. New bottle design

## Bottle concept JELEN 2.0

- Parameters
  - Similar design
  - >**30%** HDPE material savings
  - >**30%** carbon footprint reduction
  - Same strength parameters
  - using recycled HDPE
- Implementation expected in 2Q/2025
- Estimated savings of **40 tonnes of HDPE** per year

# #1. New bottle design JELEN 2.0



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## #2 Sustainability Biodegradability

Protokol No.	Product	Biodegradability (28 days)	Regulation ES 648/2004
572/2021	JELEN "product 1"	99,20%	biodegradable
573/2021	JELEN "product 2"	92,30%	biodegradable
574/2021	JELEN "product 3"	94,20%	biodegradable
575/2021	JELEN "product 4"	99,50%	biodegradable
576/2021	JELEN "product 5"	97,40%	biodegradable
577/2021	JELEN "product 6"	95,40%	biodegradable
578/2021	JELEN "product 7"	76,40%	biodegradable
579/2021	JELEN "product 8"	99,50%	biodegradable

- % of the level of biodegradation achieved when the surfactant is totally used by micro-organisms in the presence of oxygen resulting in its breakdown to carbon dioxide, water and mineral salts of any other elements present (mineralisation) in 28 days.

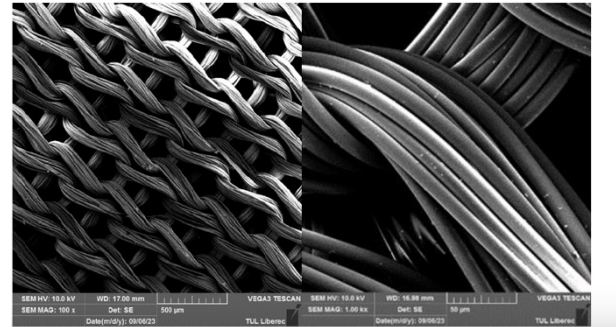
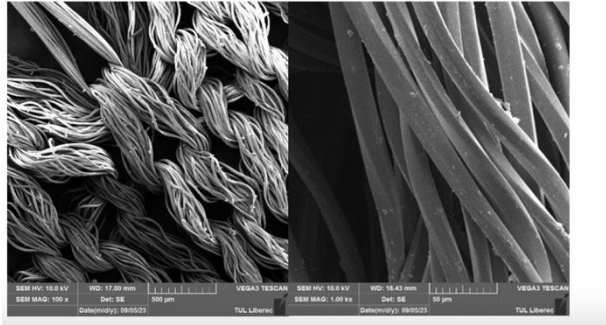
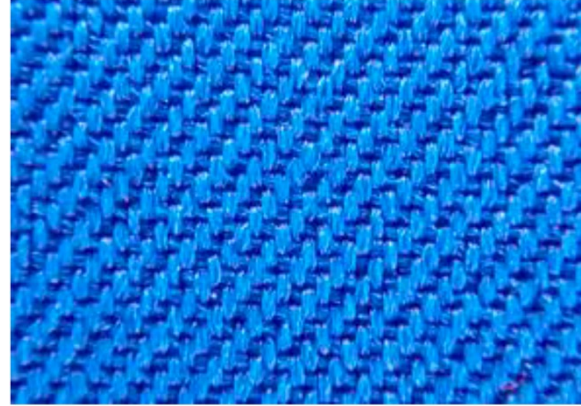


# #3 Extending the lifetime of textiles

- Project in cooperation with Technical University in Liberec - The Faculty of Textile Engineering
- the aim was to **extend the lifetime** of special textile materials by **using the right type of detergent**
- special functional textile types were subjected to repeated washing in different types of detergents



# #3 Extending the lifetime of textiles



# #3 Extending the lifetime of textiles

- after dozens of washing cycles, the preservation of the original properties of the textile was tested by several methods (IR, microscope, waterproof testing) and the results were compared with the use of other types of detergents
- it has been scientifically verified **that special types of textile materials retain their original properties significantly longer when using detergents designed for them**



# #3 Extending the lifetime of textiles

- **value for the customer** is the preservation of the properties of functional clothing and longer lifetime (especially appreciated in more expensive types of clothing)
- a new product line of special detergents has been developed under licence of HEAD brand intended for functional textile types





# Discussion





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**Thank you for your attention**

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