



**Brand Book**

# The durgol Brand Book

For over 65 years, durgol has been the number one brand for innovative and effective decalcifying products for any household need. We are a family owned Swiss business with long standing traditions, so it goes without saying that we strive to offer our customers high quality, groundbreaking products.

Over the next few pages, you will gain an insight of durgol's brand history, our brand vision, the values driving our everyday activities, and the goals we strive for with durgol.



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# Background

How limescale is formed  
and its effects



# Formation of limescale

Limestone (calcium carbonate) was formed 600 million years ago from deposits composed of marine organisms. Limestone mountains later grew from these sedimentary deposits.

Hard, calcareous water is formed when rainwater seeps through rock strata and is enriched with calcium carbonate.

**The Areuse gorge in the Swiss Jura**





# Effects of limescale

Many households have to deal with “hard” tap water. Calcium in hard water helps to strengthen our bones which is good.

However, when hard water is heated or evaporates, it leaves behind unpleasant limescale deposits, which can impede the function of kitchen appliances, such as kettles and coffee machines, and shorten their service life. Limescale also promotes the growth of micro-organisms such as bacteria.

Coffee quality is also impacted by limescale deposits, as the water is prevented from reaching the optimal brewing temperature.



# History

A company with tradition  
and ingenuity



# Tradition since 1951

More than 65 years ago, Maria Düring-Keller – the grandmother of the company's three current owners – came up with the life changing business idea while cleaning. To rid her toilet, bathtub and taps of stubborn limescale, she took matters into her own hands and developed a highly effective descaling agent – and thus the durgol brand was born.

She went on promotional tours by car – wearing an elegant dress, hat and veil – and was not above cleaning the toilets of potential clients herself.

**Maria Düring-Keller & Walter Düring, 1973**





# Swiss ingenuity

In 1963, her son Walter Düring-Orlob joined the business and set important new impetus. Not only did he build the company's first professional filling machine, he also developed a new type of descaling agent that offered a unique corrosion protection. The product has been used to descale metal objects since 1968. The new product – today known as durgol express – quickly became the Swiss market leader.

**Maria Düring-Keller, 1972**



# The secret to success

Since 1951, durgol products have been continuously improved to set the highest standards of efficiency and thoroughness when removing limescale while maintaining an environmentally friendly formulation.

The durgol design has also been updated regularly to ensure the brand image remains consistent and up-to-date.





# Available worldwide

durgol products impress consumers in every respect: the market leader in Switzerland and Austria, durgol is also renowned around the world and currently available in more than 40 countries.

Even with this level of global success, durgol has remained true to its founding principles: durgol is developed and produced exclusively in Switzerland.



# Positioning

What the durgol brand stands for



# Brand values

Swiss, reliable, leading in quality

- **Swiss**

durgol was developed by Swiss born Maria Düring-Keller.  
All durgol products are developed and produced exclusively in Switzerland.

- **Reliable**

durgol products are especially effective and tough on removing limescale, yet gentle to materials and appliances.

- **Leading in quality**

durgol products are checked and further developed on an ongoing basis. We regularly carry out tests on a wide range of household appliances.



# Swiss factor

durgol is the Swiss original against limescale.

Swiss factor is one of our essential brand values. This is also prominently highlighted in the packaging design.

Red cap with „Swiss Made“ statement

Swiss alps embossed in packaging

Brand logo with integrated Swiss cross

Brand statement  
„The Swiss original  
against limescale“



# Brand key

## 1 Brand strengths

durgol – the Swiss original against limescale – is a groundbreaking Swiss product developed by Maria Düring-Keller, who invented the first powerful descaler for household use in 1951.

durgol is focused on consumer needs and is known as an innovative, high quality problem solver.

## 2 Competitive environment

All products that remove or prevent limescale build-up.

## 3 Target group

Everyone who wants to remove limescale thoroughly and also appreciates cleanliness and well-maintained household appliances.



# Brand key

## 4 Insight

'I need a reliable helper that will keep my home clean and my household appliances perfectly maintained.'

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## 5 Benefits

*Functional:*

durgol is the best and fastest solution to combat lime-scale – keeps everything perfectly maintained.

*Emotional:*

With durgol, you know that you are using the original – for decades, it has been the most reliable brand for combating limescale.

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## 6 Values, beliefs & personality

Swiss. Reliable. Leading in quality.

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# Brand key

## 7 Reasons to believe

durgol has been the most proven decalcifier for years. Industry specialists, friends and acquaintances, as well as personal experience, confirm that it is still the best.

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## 8 Discriminator

Only durgol successfully combats limescale – in all application areas.

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## 9 Brand essence

Limescale - no problem!

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# Brand story

## The Swiss original against limescale

For years, durgol has been the best for the removal of limescale. The high-quality Swiss products remove limescale quickly and thoroughly. For a well-maintained household and appliances that are as good as new – wherever limescale is an unwelcome guest.



# Strategy and Portfolio

The basis for  
long-term success

# Umbrella brand

Düring AG pursues an umbrella brand strategy with durgol.

The brands essence continuously expands from universal decalcifiers to specialised decalcifiers and cleaning products.

A consistent brand appearance with prominent branding across the whole product range unites the portfolio.





# Product range



## universal decalcifiers

**durgol® forte**  
Powerful  
decalcifier

**durgol®  
universal**  
Fast decalcifier

**durgol®  
universal bio**  
Fast decalcifier

## specialised decalcifiers

**durgol® swiss espresso®**  
Special decalcifier  
for coffee machines

**durgol® swiss steamer**  
Special decalcifier  
for steamers

## cleaning products

**durgol®**  
Kitchen cleaner

**durgol®**  
Bathroom cleaner

**durgol®**  
Milk system  
cleaner



**For further information on the durgol brand  
and product portfolio:**

[www.durgol.com](http://www.durgol.com)

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