

n-kind
a blueleaf brand

redefining
what's
possible



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why n-kind

the world needs better answers.

Sustainability isn't a checklist item. It's the opportunity to rethink how we work – to care for people, places, and the planet better than ever before.

At blueleaf, we believe true progress doesn't come from compromise. It comes from reimagining what's possible. Too often, sustainability is treated as a headwind – something to manage, not something to embrace. We see it differently.

To us, sustainability is about more than efficiency. It's about innovation and working better today so that we can continue serving people tomorrow and long into the future.

Every product, service, and initiative in the n-kind range is designed to prove that exceptional results and positive impact can go hand in hand.

Because better care isn't just necessary. It's possible. And it's already happening.



what n-kind offers

products. support. community. real progress, made practical.

n-kind isn't just about delivering products – we're delivering a new standard for how care environments can work smarter, safer, and more sustainably.

Everything we offer is built to help care providers lead the way: achieving better results for people, for operations, and for the planet.

Smarter Products

Cleaning and hygiene essentials that don't force a trade-off between performance and sustainability. Every product meets our n6 standard, combining high-impact results with lower environmental impact.

Support and Resources

Practical training, tools, and advice that make sustainable best practice simple to implement – helping care teams work more efficiently, minimise waste, streamline reporting, and meet rising expectations.

A Community of Action

Bringing together care providers who want to lead change, not just follow it. From hands-on projects to practical ESG learning sessions, we build momentum for better care across the sector.

the n6 standard

not every product makes the cut. and that's the point.

The n-kind mark isn't given. It's earned.
Every product must meet all six of our n6 criteria – proving it delivers true sustainability and real performance, without compromise.

Only products that meet all six criteria fully and credibly are elevated into the n-kind range. No shortcuts. No exceptions.

Because better care demands better standards. And we're here to set them.

Look for the n6 checklist with every product in this brochure. It's your guarantee that every solution we offer meets the highest standards – not just for performance, but for true, practical sustainability.

the n6 criteria:



Performance through sustainability

If it doesn't at least match the performance of traditional products, it doesn't make the cut. n-kind delivers power without compromise.



Powered by nature

Every product must use plant-based, biodegradable, and proven-safe ingredients.



Designed for circularity

From packaging to product lifecycle, n-kind reduces impact at every stage by utilising recycled materials and enabling re-use.



Made with care

It's not just what we make, it's how we make it. Responsible sourcing, ethical trading, lower carbon footprint.



Transported efficiently

Lighter loads, smarter supply chains, lower emissions, production as close to end-use as possible, lower footprint. Because sustainability doesn't stop at the factory door.



Better for everyone

If it isn't safer, easier, and more accessible for the people who use it and those they help to care for, it's not n-kind. Simple.

science behind cleaning

the science behind n-kind.

n-kind started as a desire to make cleaning better for people and the planet. But better cleaning doesn't start with mere promises. It starts with better engineering.



“The real revolution isn't cleaning harder. It's cleaning smarter.”



Plant-based surfactants: better chemistry for cleaner spaces

Used in products like kitchen cleaner & sanitiser and kitchen degreaser, plant-derived surfactants break dirt bonds without leaving micro-pollutants.



Probiotics: the future of cleaning

Products like clean15 harness beneficial bacteria to outcompete harmful microbes – keeping surfaces hygienic for longer, naturally.



Reducing chemical risks by design

By using biodegradable, low-toxicity ingredients, products like elimin8 and clean15 avoid harsh hazard labels – safer for staff, residents, and environments.



Tested to prove it, not just claim it

Independent certification to BS EN 1276 (bacterial kill) and BS EN 14476 (enveloped virus kill) standards.

certification

proven clean. proven kind.

clean15 is now independently certified under the Global GreenTag International Product Health Declaration™.

This certification provides third-party proof of what we've always stood behind: exceptional performance, designed with both people and planet in mind.



“

Global GreenTag^{Cert™} is one of the world's most robust, trusted and widely recognised ecolabels and certification systems

”

why certifications matter. (and vague claims don't)

Global GreenTag International employs rigorous, third-party product assessment processes to assure that every product certified is determined as healthy for use.

Certified products are evaluated using the best science available, with results peer reviewed by highly qualified Toxicologists.

Non-negotiable Transparency

Full disclosure of ingredients and manufacturing processes required to make the product.

Full health impacts

Product health impact is evaluated throughout its life cycle, from sourcing to disposal, considering VOCs and toxicity.

Credible assessors

Assessments are conducted by qualified auditors and peer-reviewed by toxicologists.



our products

clean15

one product.
every surface.
no compromise.

Cleaning has always been essential. But the way we do it can evolve. clean15 brings a smarter, simpler way to clean – cutting waste, reducing cost, and delivering powerful results, naturally.

a better way to work

- One plant-powered solution for every surface.
- Less waste, fewer chemicals, simpler routines.
- Stronger performance, lighter footprint.

It's not just a cleaner product.
It's a cleaner way of working.

the clean15 difference

- One product for 15 cleaning tasks.
- Powered by nature – no petrochemicals, no toxins.
- Works deeper and keeps working after application.
- Safe for people, safe for the planet.
- Eliminates odours, doesn't just mask them.

our products

clean15

clean smarter.
work simpler.
waste less.

From washrooms to upholstery, clean15 works everywhere you need it - making cleaning safer, easier, and more sustainable without compromise.



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **Refillable colour-coded trigger spray**
Easy to identify bottles for different areas and dilutions
-  **Atomiser**
For use as an air purifier to instantly remove odours
-  **Diffuser**
Ready to use diffuser refill

ideal for:

-  **Washrooms**
-  **General areas**
-  **Fabrics & carpets**
-  **Intense soiling**
-  **Stainless steel & glass**



our products

elimin8

fast, targeted disinfection. smarter protection.

elimin8 delivers powerful 8-in-1 protection – combining rapid disinfection, long-lasting action, and plant-powered innovation in one safer, simpler solution.

a new kind of disinfectant

- Fast, effective disinfection without compromise.
- Air-dries naturally for lasting protection without chemical residue, due to plant based formulation.
- Safer for users, surfaces, and the environment.

Powerful enough for the highest standards. Smart enough for everyday use.

the elimin8 difference

- 8-in-1 performance across surfaces.
- Certified to BS EN 1279 & 14476 with 30 second contact time.
- Continues working after drying.
- Food prep safe, no rinse required.
- Plant-based, biodegradable.
- Non-hazardous.
- Not tested on animals.
- Inhibits limescale growth.

our products

elimin8

rapid results.
residual protection.
no compromise.

A disinfectant that's both strong enough to kill 99.999% of bacteria, yet safe enough to use on food prep areas without rinsing off, elimin8 truly gives you the best of both worlds.



- Kills 99.999% of bacteria, 99.99% of enveloped viruses
- Residual action after drying
- Plant-powered biocide
- Certified to BS EN 1279 & 14476 with 30 second contact time



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **Refillable colour-coded trigger spray**
Hard wearing bottle that can be used time and again
-  **1 litre ultra concentrate**
Ultra concentrate formula with in-built dosing bottle

ideal for:

- ✓ Washrooms
- ✓ Food prep areas
- ✓ Touch points
- ✓ Shower heads
- ✓ Stainless steel & glass



Performance through sustainability
High-level disinfection
with lower impact

Made with care
UK-produced



Powered by nature
Biodegradable,
plant-based ingredients

Transported efficiently
Concentrated formula,
fewer deliveries



Designed for circularity
Recycled and
recyclable packaging

Better for everyone
Safe, non-toxic



our products

kitchen cleaner & sanitiser

everyday kitchen cleaning. made safer, simpler, smarter.

A powerful, plant-based cleaner and sanitiser for busy kitchen environments – fast hygiene, fewer chemicals, less waste.



- fast removal of dirt and bacteria
- certified bs en 1276 & bs en 14476 for bacterial kill
- plant-based surfactants
- non-toxic, food-safe
- kills 99.999% of bacteria in 30 seconds



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **Refillable colour-coded trigger spray**
Hard wearing bottle that can be used time and again
-  **1 litre ultra concentrate**
Ultra concentrate formula with in-built dosing bottle

ideal for:

- ✓ Food prep surfaces
- ✓ Kitchen counters
- ✓ Appliances
- ✓ Tables & serving areas

kitchen cleaner & sanitiser

-  Performance through sustainability
Certified BS EN 1276 and BS EN 14476
-  Powered by nature
Biodegradable, plant-based ingredients
-  Designed for circularity
Recycled and recyclable packaging
-  Made with care
Made in the UK
-  Transported efficiently
Concentrated formula, fewer deliveries
-  Better for everyone
Food-safe and non-toxic

our products

kitchen degreaser

tough on grease.
safer for people
and the planet.

A non-toxic degreaser that tackles heavy grease without harmful residues.



- Breaks down stubborn grease and fats
- Slip resistant product for safer floors
- No rinse needed
- Biodegradable, non-toxic



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **Refillable colour-coded trigger spray**
Hard wearing bottle that can be used time and again
-  **1 litre ultra concentrate**
Ultra concentrate formula with in-built dosing bottle

ideal for:

- ✓ Kitchen floors
- ✓ Ovens, hobs & fryers
- ✓ Worktops
- ✓ Walls & tiles
- ✓ Extractors & canopies



kitchen degreaser

n⁶

- ✓ Performance through sustainability
Tough degreasing without aggressive chemicals
- ✓ Powered by nature
Biodegradable, plant-based ingredients
- ✓ Designed for circularity
Recycled and recyclable packaging
- Made with care
Made in the UK
- ✓ Transported efficiently
Concentrated formula, fewer deliveries
- ✓ Better for everyone
Non-toxic for safer environments

our products

washing up liquid achieve a cleaner kitchen and a cleaner conscience.

Made from biodegradable, plant-derived ingredients, our washing up liquid is free from fragrances and colourants to reduce the risk of allergies, while remaining tough on grease and dirt.



- Plant-based & biodegradable
- Sustainably sourced palm oil
- Fragrance and colourant free to reduce the risk of allergies
- Vegetarian – doesn't contain any animal derived products
- Suitable for septic tanks



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **1 litre bottle**
Ready to use

ideal for:

-  **Kitchens**
-  **Kitchenettes**



-  Performance through sustainability
High performance through active ingredients
-  Powered by nature
Biodegradable, plant-based ingredients
-  Designed for circularity
Recycled and recyclable packaging
-  Made with care
Made in the UK, uses RSPO certified palm oil
-  Transported efficiently
UK production reduces distance travelled
-  Better for everyone
Vegetarian – does not contain any animal derived products

our products

hard surface cleaner & disinfectant

from desks to doorhandles.
rapid disinfection.
no harsh chemicals.

A versatile, plant-powered cleaner for daily surface care.



- Cleaner and disinfectant in one
- Certified BS EN 1276 & 14476 with 30 second contact time
- Biocidal action for lasting clean
- Reduces odours naturally
- Biodegradable, non-toxic



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **refillable colour-coded trigger spray**
Hard wearing bottle that can be used time and again
-  **1 litre ultra concentrate**
Ultra concentrate formula with in-built dosing bottle

ideal for:

- ✓ Desks, counters
- ✓ Doors
- ✓ Hard floors
- ✓ Touchpoints, handles



Performance through sustainability
Biocidal action with
30 second contact time



Powered by nature
Biodegradable,
plant-based ingredients



Designed for circularity
Recycled and
recyclable packaging

hard surface
cleaner &
disinfectant

n⁶

Made with care
Made in the UK



Transported efficiently
Concentrated formula,
fewer deliveries



Better for everyone
Non-toxic, safe
for all spaces



our products

washroom cleaner & disinfectant

shinier surfaces. safer spaces. cleaner air.

A powerful plant-based cleaner for washrooms
– lifting dirt and neutralising odours.



- Cleaner and disinfectant in one
- Certified BS EN 1276 & 14476 with 30 second contact time
- Removes grime, soap scum, watermarks
- Sparkling finish on surfaces
- Biocidal action for lasting clean
- Non-toxic, safe for frequent use



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps
-  **Ready-to-use trigger spray**
Pre-diluted at 1:10 for general cleaning
-  **Refillable colour-coded trigger spray**
Hard wearing bottle that can be used time and again
-  **1 litre ultra concentrate**
Ultra concentrate formula with in-built dosing bottle

ideal for:

- ✓ Sinks and taps
- ✓ Showers, tiles, bathtubs
- ✓ Mirrors
- ✓ High-touch washroom areas

performance through sustainability
Ongoing biocidal cleaning action

powered by nature
Biodegradable, plant-based ingredients

designed for circularity
Recycled and recyclable packaging

made with care
Made in the UK

transported efficiently
Concentrated formula, fewer deliveries

better for everyone
Non-toxic, safe for high-touch areas

washroom cleaner & disinfectant

n⁶

our products

toilet cleaners

every day clean, long-lasting protection.

Our **daily use toilet cleaner** is ideal for regular use, cutting through dirt and leaving a fresh finish. For tougher challenges, our **descaling toilet cleaner & maintainer** eliminates limescale and helps to keep it away, day after day.



- Daily use toilet cleaner uses specific microbes & eco surfactants to clean and deodorise
- Descaling toilet cleaner & maintainer uses a viscous formula for longer lasting protection
- Utilises natural acids to combat limescale
- Both require a 30 minute contact time



available formats:

-  **Daily use toilet cleaner 1ltr**
Ready to use formula
-  **Descaling toilet cleaner & maintainer 1ltr**
Ready to use formula

ideal for:

-  **Toilets**
-  **Urinals**



toilet cleaner & maintainer

n⁶

-  Performance through sustainability
Biocidal action that combats limescale
-  Powered by nature
Biodegradable, plant-based ingredients
-  Designed for circularity
Recycled and recyclable packaging
-  Made with care
Made in the UK
-  Transported efficiently
UK production reduces distance travelled
-  Better for everyone
Non-toxic formula

our products

bio cleaner & disinfectant surface wipes

fast, safe surface cleaning.

These plant-based wipes are fully biodegradable and don't irritate skin. So they're better for the planet and your staff.



- Wipes made from 100% FSC® accredited viscose eucalyptus material
- Cleaning solution is made from 100% natural ingredients
- Dermatologically tested 'Excellent'
- Smart cap reduces waste
- Kills 99.999% of bacteria
- Certified to BS EN 1276 & 14476 with 30 second contact time



available formats:

-  **225 wipes per pack**
100% viscose material
-  **5 pack**
Delivered in 100% recyclable packaging

ideal for:

- ✓ High-touch surfaces
- ✓ Shared spaces
- ✓ Food prep areas (approved surfaces)
- ✓ Medical equipment



bio surface wipes

- ✓ Performance through sustainability
Designed for effective bacterial reduction
- ✓ Powered by nature
Biodegradable in 12 weeks, plant based ingredients
- ✓ Designed for circularity
Recycled and 100% recyclable packaging
- ✓ Made with care
Made in the UK, reducing emissions and promoting local jobs
- ✓ Transported efficiently
Reduced packaging for efficient transportation
- ✓ Better for everyone
Dermatologically tested, safe for skin and sensitive surfaces

our products

laundry crease releaser

naturally smooth fabric care.

A quick and convenient way to smooth out wrinkles without reaching for the iron. Powered by an innovative plant-based formula, the spray absorbs into fabric fibres to relax and soften them, leaving fabrics looking freshly pressed and feeling refreshed.



- Quick and convenient alternative to re-ironing
- Fresh linen scent acts as an odour eliminator and fabric freshener
- Helps to reduce static cling
- Suitable for virtually all freshly washed and dried fabrics



available formats:

-  **Ready-to-use trigger spray**
Simply spray and smooth

ideal for:

-  **Bedding**
-  **Clothes**
-  **Tablecloths**



Performance through sustainability
Natural derived ingredients
soften creases

Made with care
Made in the UK



Powered by nature
Biodegradable,
plant-based ingredients

Transported efficiently
UK production reduces
distance travelled



Designed for circularity
Recycled and recyclable
packaging

Better for everyone
Safe on skin, fabrics and
the environment



laundry
crease releaser

n⁶

our products

coming soon

exterior hard surface cleaner

spotless exteriors. exceptional first impressions.

A smarter way to clean and maintain exterior surfaces, our exterior hard surface cleaner combines sustainable chemistry with application-specific Bacillus bacteria to deliver fast, effective cleaning and long-term surface maintenance.



- Plant-based formula ensures immediate and effective cleaning
- Biological action continues after cleaning
- Prevents grease from returning
- Biodegradable, non-toxic



available formats:

-  **5 litre concentrate**
For use with dosing taps or pelican pumps

ideal for:

- ✓ All external hard surfaces
- ✓ Concrete, stone and brick
- ✓ Removing discolouration
- ✓ Painted and coated aluminium and steel

 Performance through sustainability
Biological cleaning
continues after cleaning

 Powered by nature
Biodegradable,
plant-based ingredients

 Designed for circularity
Recycled and recyclable
packaging

 Made with care
Made in the UK

 Transported efficiently
UK production reduces
distance travelled

 Better for everyone
Low-toxicity formulation



exerior hard surface cleaner

our products

toilet tissue

high-capacity hygiene, sustainably made.

A smarter choice for busy washrooms. Our toilet rolls are made from 100% recycled fibres and designed to reduce waste, lower carbon impact and deliver efficient, reliable hygiene day after day.



- Made from 100% recycled fibres
- FSC® Certified for responsible sourcing
- Mini jumbo rolls are compact to reduce changeover frequency
- Regular rolls feature a quilted design



available formats:

-  **Mini jumbo toilet rolls (2 ply)**
12 rolls per pack
-  **Toilet rolls (2 ply)**
40 rolls per pack

ideal for:

- ✓ Resident bathrooms
- ✓ Public & visitor washrooms
- ✓ Staff facilities



our products

centrefeed roll

versatile wiping power. reduced environmental impact.

For kitchens, bathrooms, and everywhere in between. Our 2-ply centrefeed rolls offer strength, absorbency, and sustainability in one smart solution.



available formats:

 **6 pack**
2 ply, 190mm x 135 metres

ideal for:

- ✓ Kitchenette surfaces & appliances
- ✓ Washroom cleaning
- ✓ General-purpose wiping



our products

hand towels forest-friendly (and people-friendly too).

Made from recycled paper, these unbleached hand towels can be dropped back in the recycling bin after use.



- No bleached content
- Interfold design for single sheet dispensing
- 100% recyclable packaging, including adhesive tape
- FSC® Certified



available formats:

 **Z fold**
3000 sheets per case

 **V fold**
3600 sheets per case

ideal for:

- ✓ Public washrooms
- ✓ Visitor toilets
- ✓ Kitchens



support & resources

we want to make life easier for care providers.

Every product in the n-kind range combines high performance with high sustainability standards.

Our accessible, easy-to-use support materials make it easy for staff to make the most of each product. The pack of resources includes:

Simple-to-follow wall charts

Staff can see at a glance how to dilute products for different uses.

Safety data sheets

These are crucial for CQC-compliance and ensure that staff understand any hazards associated with the products, as well as safe handling practices and emergency procedures.

Quick-reference task cards

Staff can keep these to hand while they're going about their work.

Sustainability calculator

See at a glance the difference you're making by swapping to n-kind. Share tangible data, such as plastic reduction, with clients, investors and other stakeholders.

product training

feel confident using our products.

Every member of staff should feel confident using our products. With this in mind, we offer:

Live, virtual training sessions

Led by your account manager, these give you and your staff the chance to ask questions and get personalised support.

How-to videos

These can be accessed in the blueleaf hub at any time and provide step-by-step guidance for each product.



community of action

real change is bigger than any one product.

Better care, better spaces, and a better future are only possible when we work together. n-kind is building a Community of Action - bringing together care providers who want to do more than keep up. They want to lead.

Together, we're:

- Creating safer, healthier spaces through smarter product choices.
- Building stronger connections between care homes, staff, and local communities.
- Sharing ideas and best practice across the sector to drive true sustainability - environmental, social, and operational.

1000
n-kind homes



what our clients say

don't take our word for it.

n-kind is delivering real change in care homes across the UK right now. Here's what just some of our customers have to say about the difference it's making.



Aria Care was the first global company to roll out n-kind. Immediately we had a fantastic impact on the following areas: fragrance of the homes, cleaning ability of n-kind, how simple it is to use and dilute, and contact time on the two-stage clean. Feedback from residents and families and external guests was amazing. The products are fantastic, and we have received so many compliments on the cleaning power and the fragrance within our homes.

James Clear

Hospitality Director, Aria Care



Leaves surfaces smelling wonderful. Easy to understand dilution guide, eco-friendly, non-toxic. Highly recommended.

Nok Palnik

Medici Healthcare



By partnering with Blueleaf Care and introducing n-kind, we're not only improving our environmental impact – we're setting a new benchmark for what sustainable housekeeping in care looks like.

Jon Bicknell

Food and Hotel Services Director, CareUK



Not only is n-kind effective in keeping our home environment spotless, but it's also a game-changer in terms of its environmental impact. Knowing that this plant-based product is kinder to the planet and can be used across the wide range of applications needed within a care home gives me great satisfaction, as we all play a part in combating climate change.

Shirley Friday

Domestic Assistant, Courtfield Lodge Care Home

ways to get involved

action projects. small actions. big impact.

Cards of Kindness

Small acts of kindness can make a big difference. Cards of Kindness connects primary schools with local care homes. Pupils make personalised Christmas cards for residents, creating meaningful connections between different generations and reducing loneliness during the festive season.

Pottery Painting

Our plant pot painting workshop is designed to spark residents' creativity and bring colour to your care home. This hands-on experience encourages self-expression and social interaction, while also helping residents to try something new and connect with nature.

We'll bring all the necessary materials, including plant pots, paints, and brushes. We'll offer advice and inspiration to help residents decorate their pots with vibrant designs. Once the pots have dried, residents will be able to pot them up with the soil and plants we've provided, creating their own mini gardens to enjoy for months to come.

Wildflower Wilderness

Wildflower Wilderness helps care homes to create their own wildflower meadows. The untamed beauty of wildflowers isn't just a joy for residents, it also supports butterflies and other pollinators, and it's easy to maintain.

A member of our gardening team will visit your care home to help you choose the right spot for your new wildflower meadow. We'll come equipped with gardening gloves, tools and seeds. Together with residents and staff members, we'll prepare the ground, sow the seeds and water your new meadow. We'll also help to dispose of any weeds or other waste. In just a few months, your bare plot will have grown into a beautiful wildflower meadow for residents and wildlife to enjoy.

see our projects
in action



ways to get involved

active learning. progress is something we build together.

It's not always easy to cut through the digital clutter to find useful sustainability advice. Advice that's both practical and relevant to care settings. So, we want to build a community specifically for care providers. A community where we can all share actionable resources and knowledge – from eco-friendly cleaning hacks and waste reduction tips, to webinars about new regulations.

We'll celebrate successes, create new best practices, and raise the bar, together. Because by working together, we can make a real impact that will be felt across the care sector and beyond.



learn more

ready to do things differently?

Get in touch with your local Blueleaf representative to discover how n-kind can revolutionise your approach to sustainability, or click below to book a discovery meeting.

Contact us

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m-ri-vo



 a blueleaf brand