

Resource-saving design without sacrificing functionality

«Perfection is not reached when there is nothing more to add, but when there is nothing more to leave out» (Antoine de Saint-Exupéry).

This quotation guided us in the development of purus., as even the most sustainable materials should not be wasted.

In order to save natural resources, only the most essential materials are consciously used for this assortment. We have gone to our limits, because the two components of the brushes directly influence each other. The brush bodies are designed to be as narrow as possible but just wide enough to accommodate the optimum amount of bristles. More is not needed, but less is also not possible.

Customers expect unlimited functionality from Ebnat. purus. meets these expectations despite its resource-saving design.

In times of Fridays4Future and unachieved UN climate targets, action must be taken at all levels. So why not switch to a 100% renewable brush? We have to start small to achieve great things!

purus. *truly simple*



Ebnat
SWITZERLAND

With Ebnat you meet your customers' requirements.

Our high-quality products set new trends in the household sector. We always ensure that they comply with customer wishes and that they are easy and practical in use.

Ebnat lives innovation.

We research, develop and produce in our specialist areas household, dental hygiene and body care already for decades. Our experiences and ideas are continuously realised in unique products.

Ebnat stands for Swiss quality.

Our management system is certified according to ISO 9001/14001 to offer you our services and environmentally friendly products in controlled quality. As a company committed to innovation, tradition and region this belongs to our Swiss precision tradition.



The mark of
responsible forestry
FSC® C005695

100% renewable and vegan



purus. - The assortment for the idealistic customer

This assortment is what it is. No more, no less. The name says it all: «purus» means not only pure, but also simple, honest, unvarnished and natural.

The products are aimed at the «new» customer, who is not blinded by unnecessary «frillery» but appreciates the impudence of this assortment. A customer who cares about the environment. A customer who buys what he needs – not more, but also not less – that's it.

Only renewable raw materials were used for this assortment. The handle is made of high-quality FSC®-certified Swiss beech wood and is equipped with bristles out of bio-based plastic. For purus., «bio-based» means that the plastic is not derived from mineral oil but from castor oil.

An assortment that can be expanded

Three products are not enough for this assortment. Ebnat is endeavouring to develop further reduced products in the accustomed Ebnat quality to cover even more customer requirements in this segment.

simple and effective



narrow, long handle ideal also for bottles with very narrow necks



round head and soft trimming prevent scratching of sensitive glasses



lies comfortably in the hand thanks to its ergonomic design

natural and CO₂ friendly



well thought-out bristle cut for optimal cleaning in hard-to-reach places



with practical hangers for all products in this assortment



branding completely without printing ink thanks to modern laser technology