

120  
Years of  
Hygienic  
Cleaning  
Tools







*By providing professional cleaning tools and services, we help our customers live up to their hygiene ideals.*

**THIS IS VIKAN**



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# A different set of eyes

When Vikan visits a food processing plant, we see it through a different set of eyes. Where some see equipment and raw materials, we see risks and opportunities.

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Where some say  
*“your work,”*  
we say  
*“your purpose.”*

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Where some see brushes, brooms and mops, we see solutions to hygiene challenges. Where some say “your work,” we say “your purpose.” Because people

who clean these facilities or otherwise work with hygiene are on the front line of keeping our food a delight to serve and safe to eat.

At Vikan we’ve been looking at food and beverage plants and other hygiene-sensitive environments in this way since 1898. Through integrity, diligence, ingenuity and drive, we’ve amassed the industry’s biggest bank of hygiene and regulatory insight.

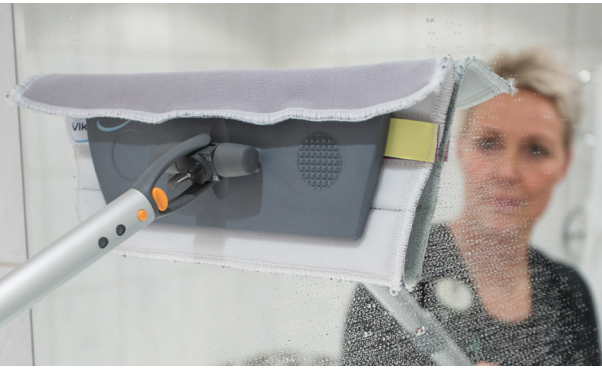
Based on this insight, we’ve developed the world’s most effective professional range of cleaning tools and advisory services. All to make sure that you can deliver each and every product you manufacture with pride and confidence.

# What we do, who we serve



## **OUR PURPOSE**

*“By providing professional cleaning tools and services, we help our customers live up to their hygiene ideals.”*



Providing answers  
to hygienic  
cleaning needs



Vikan is the world's largest supplier of colour-coded hygienic cleaning tools and solutions to the food and beverage industry.

We are known especially for our pioneering *Hygiene* range of cleaning and food handling tools, but we also offer a line of *Microfibre* solutions for cleaning supermarkets, hospitals, and other public buildings, and a range of highly specialised *Transport* tools.

Beyond our products, we conduct, collate and share research on hygiene-related matters, and advise our customers on

ever-changing standards and regulatory requirements in markets worldwide. Finally, we provide training and other services that help our customers improve hygiene in the facilities they operate.

#### **Food & beverage specialists**

Our largest customer group comprises production and processing plants in the food and beverages industry, where uncompromising hygiene is critical for product safety. We also serve professional kitchens and restaurants with both our *Hygiene* and our *Microfibre* ranges.

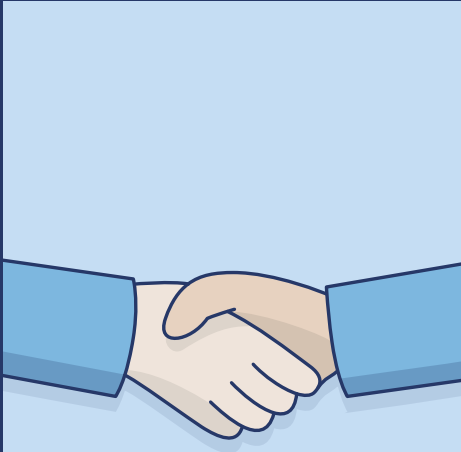
# Our values

Regardless of tool or service,  
industry or application, we work in  
accordance with our values:

Integrity, Diligence,  
Ingenuity & Drive.

These values have roots stretching  
back to our company's founding  
over a century ago.

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## Integrity

*You can count on us*

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We supply high-quality, long-lasting products and expert services that keep delivering genuine value.

We listen to our customers, our suppliers and each other with open minds, and we share our own views honestly and frankly.

With over a century of experience, we are a solid, professionally run company you can count on to innovate, deliver and be there for you.



## Diligence

*We insist on doing right by our customers*

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We insist on thoroughness and on doing a proper job, whether we are designing, manufacturing, giving advice or just conducting day-to-day business.

We provide products and services that are of genuine value to our customers. We don't jump on fads or rush into things for short-term gain.

We are patient, and invest the time, care and financial resources it takes to do right by our customers.



## Ingenuity

*We find innovative solutions to customers' cleaning challenges*

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We are leaders who have innovated a string of industry "firsts" that have solved significant problems and delivered new benefits for our customers.

Beyond helping our customers, Vikan innovations have become industry standards, setting the bar and serving as a template for regulatory requirements.

We have a unique R&D setup that enables us to systematically involve end users and outside experts in our product development work.



## Drive

*We are determined to deliver consistent benefits to our distributors and their customers*

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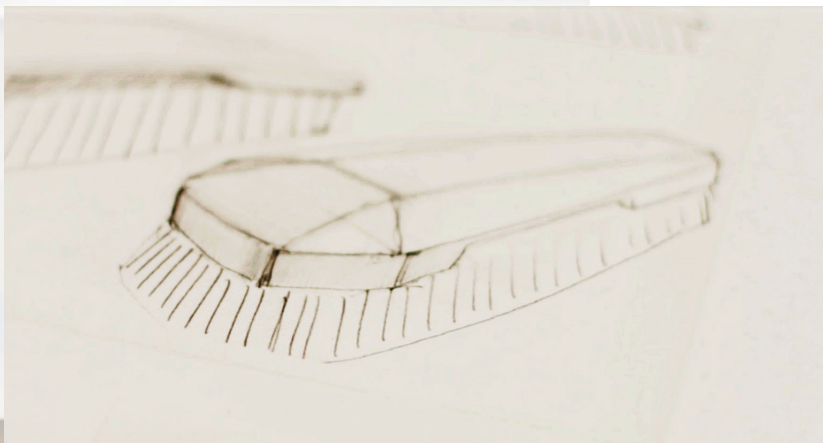
As honest people, we're not embarrassed to admit that we like to win. By listening more closely, thinking harder and doing things better.

But at Vikan, winning is about more than just us, and we only truly win when our distributors and their customers do too.

Because in the industries we serve, hygiene really does matter. And success with hygiene means better health and safety for everyone.



# Products & services



At Vikan, our purpose-innovated tools and knowledge-based services all work together to form comprehensive answers for our customers.

Vikan products and services alike are developed based on a uniquely customer-centric approach to doing business.



# We start with you

Vikan customers face many different, and often very *specific*, cleaning challenges that, frankly, they often understand better than we do. That is why we take the time to get to know our customers and truly understand their needs.

We are able to do this in part because of our global reach, but also thanks to a customer-centric attitude that is deeply ingrained in our heritage and DNA. This makes it only natural that we incorporate makes ideas and feedback during

our product development process. And it's why we devote so much energy to our comprehensive documentation, advisory and training services – making many of them available online.



# Tools that work

Vikan's more than 3,000 cleaning tools are designed, manufactured and tested to do one thing above all: work. We are known for our breakthrough concepts and products, but no matter how radically we innovate, we never compromise on functionality or usability. Developing a Vikan product is quite a bit more complex than one might

think. Innovative materials. Patented technologies. Advanced manufacturing processes. Exhaustive testing. It takes all of this and more to create purpose-innovated tools that do the job perfectly. And are easy to use. And that last. And that comply with all applicable standards and regulations.



High durability for  
outstanding cost  
benefit

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Hygienically designed  
for high cleanability

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Thoroughly tested for  
efficacy and usability

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Complies with food-  
contact regulations



# Sharing our knowledge

The better you know a Vikan product, the more hygiene value it delivers. We assist customers in making the most of their Vikan cleaning tools via our industry-leading online tools, expert advisory services, on-site training and telephone support.

## **Online tools**

Vikan.com is our customers' first stop for all sorts of support and assistance. The site provides access to comprehensive product information and data, compliance-related documentation, training materials, blog posts, articles and whitepapers, and help selecting, using and maintaining Vikan cleaning tools.



### **Advisory services**

We offer a range of advisory services, such as the Vikan Site Survey. These surveys help customers optimise their hygienic zone system, their cleaning tool inventory, and their Vikan cleaning tool maintenance schedules.

### **Training and guidance**

We provide onsite training in specific cleaning applications and cleaning tool selection, use and maintenance. All training is conducted by a Vikan representative or distributor. For Vikan distributors, we provide extensive training for sales and

customer service – also in food industry know-how and regulatory compliance.

### **Hygiene and compliance expertise**

Our unique hygiene team conducts and collates research on hygienic cleaning, food safety and the latest GFSI-approved food-safety standards. Led by Debra Smith, a globally recognised expert in food safety and hygiene, the team shares its unrivalled expertise with customers and beyond via our informed sales representatives, congress and seminar presentations, white papers and scholarly articles.

# Innovation leaders

Vikan has long been renowned as an industry innovator. We invest heavily in innovation. We work constantly to optimise our designs and materials.

And – uniquely – we involve our customers formally in our product development process.

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# Innovating answers

At Vikan we innovate to be sure. But we never innovate for the sake of innovation alone. We are committed to providing our customers with real answers to their everyday problems.

This means that Vikan innovation starts with comprehensive knowledge about our customers and the physical, commercial and regulatory environments they operate within.

We innovate tools for every purpose. We innovate tools to match emerging industry trends. And we only develop products that meet the latest auditor and legislative requirements.





## Colour-coded segregation

Vikan pioneered cleaning tool colour coding in the early 1990s. The practice of colour-coded segregation is now a de facto industry standard and a GFSI requirement.

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## Hygienic design in cleaning tools

In recent years, Vikan has become the first cleaning tool producer to incorporate EHEDG and 3A hygienic design principles into our product design process.

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## Ultra Safe Technology (UST)

Launched in 2015, our UST brushes set a whole new industry benchmark for bristle retention, hygienic design of brushware and cleaning efficacy.



# Since 1898

When Vikan was founded in the nineteenth-century Danish countryside, our company was part of a close-knit rural community. We developed our products not to “meet industry needs”, but to help people we knew personally – people we talked to about their cleaning challenges and aspirations.



*“I decided I needed to visit the dairies to learn what they were using brushes for. I did this and observed their work carefully... I then experimented to come up with brush types I thought the dairy workers would appreciate ... I even sent samples for the dairies to try out.”*

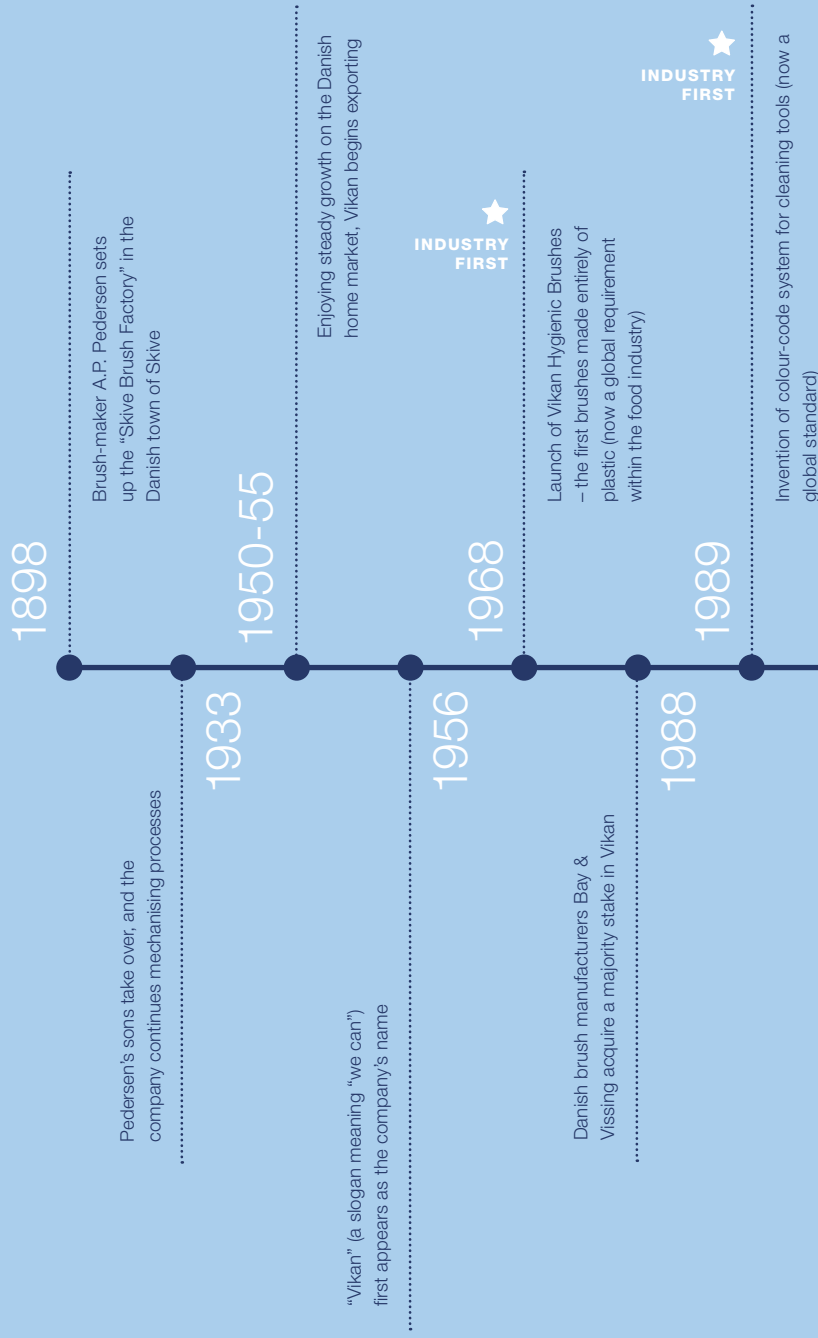
— A.P. PEDERSEN, VIKAN FOUNDER\*

*“This guiding principle still forms our starting point today. We get to know our customers, we work hard to understand their needs, and we innovate tools that are genuinely useful, even involving our customers in the development process.”*

— CARSTEN BO PEDERSEN, VIKAN CEO



# 120 years of growth



Acquisition of Viken's largest UK distributor

1992

1992

Setting up of subsidiaries  
in Sweden and Germany

First ISO 9001 certification for effective  
and efficient quality assurance

1993

1997

Launch of the *Transport* system for  
professional cleaning of vehicles

French subsidiary  
established

1998

2002-05

Acquisition of specialist microfibre  
companies in Sweden and Estonia

First to apply hygienic design to cleaning  
tools (now required by leading food safety  
standards worldwide)

★  
INDUSTRY  
FIRST

2005

2015

Launch of revolutionary new brushware technology that  
eliminates the need for staples

Setting up sales companies  
in Russia and Japan

2016

2018

120 years anniversary



Owned by  
the Vissing Foundation



# VISSING FONDEN

Vikan is ninety percent owned by the Vissing Foundation, a charity established in 1979 by former Vikan owner Mogens Vissing and his wife Jenny.

The Vissing Foundation funds important research in cancer and diabetes treatment, with an emphasis on devices, diagnostic methods, treatment approaches, data analysis and other areas that directly affect

patient health and wellbeing. The foundation's work is a source of pride for all of us in the Vikan family.

[vissingfonden.dk](https://vissingfonden.dk)

# Vikan by numbers

**+100**

patents and design registrations

**52.000.000 €**

turnover

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**230**

full time employees



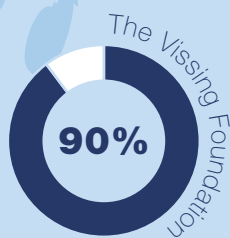
**60%** female employees

**40%** male employees

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- +90** countries with distributors
- 10** Vikan locations
- 2** factories in Denmark and Estonia

### The ownership





## Vikan Headquarters

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