



Everything's Green

10-Jun-2021 - Mainz

New ideas, fresh impetus: The Frosch way to climate protection is to think of cycles. Nature shows us how they work!



These days people are striving to live more sustainably with greater awareness of the environment. Consumers and companies alike are asked to rethink their own consumption patterns from time to time. Frosch continuously brings new stimulus to environmental protection and resource conservation with the development of formulas, packaging and production. The overriding goal is to become ever more climate friendly.

Active substances from nearby sources

In all work processes Frosch is always searching for new ways to be climate friendlier. One example is in the development of **formulas with the initiative for active substances obtained from renewable, plants cultivated in Europe**. What does that mean exactly? Frosch increasingly uses surfactants, which are required for good cleaning performance, made of vegetable oils from European-grown rapeseed, flax, sunflowers and olives. Other ingredients responsible for cleaning power are alcohol and acids that also come from European cultivation, such as agricultural alcohols based on sugar beets and acids based on wood from controlled sustainable forestry. Who benefits? The focus is on traditional crop cultivation with the objectives of promoting native species diversity and preventing monocultures. Shorter transport routes than those for raw materials from tropical cultivation reduce climate-damaging CO₂ emissions.

Useless trash? Valuable material!

Frosch follows the Reduce-Reuse-Recycle principle for its **packaging** and sets new standards in the process. The three Rs are all about material reduction, refill concepts, materials that are 100% recyclable and lower CO₂ emissions. In a pioneering achievement Frosch uses the Yellow Bag / Yellow Bin as a source for its bottles which contain 20% to 100% recycled



plastic, depending on the type of plastic. Waste is turned into a valuable material and is kept in the closed recycling loop. The required technology was developed in an initiative brought to life by Frosch and its partners. Other companies are invited to join the Open Innovation project.

Short ways, renewable energy

Frosch products are **manufactured** in **Germany and Austria**. Since 2003 (Germany) and 2005 (Austria) the sites have been operated in compliance with the most extensive environmental standards (EMAS) in Europe. At its headquarters in Mainz, Frosch uses renewable energy from photovoltaic cells, geothermal systems and wind turbines. In the factory's own Water Center, water is given environmentally friendly treatment and then used twice – for heating and cooling and for production. Circular and green here too.

By the way, a climate statement at the kitchen sink . . .



can be made with the new deco dishwashing detergent bottle "Frosch for active climate protection". With a positive approach and attractive packaging, the subject instantly finds a place in everyday family life. In just the right place to prompt curious kids to ask questions. That's good! The deco bottle is filled with Frosch Sensitive dishwashing liquid. The cleaning formula with skin-friendly properties and skin care substances like calendula extract is perfectly suited for hand-washing too – the perfect combination of cleaning power and gentle skin care.

The formula for Frosch Sensitive dishwashing detergents is vegan and free of microplastic. The decorative bottle is made of 100% used plastic (except the cap) and is 100% recyclable. More environmental info is under "Eco-Quality in 9 Aspects" at <https://frosch.de/Marke/index-2.html>.



More about the Frosch climate protection initiatives is at: <https://frosch.de/Nachhaltigkeit/aktiver-Klimaschutz/index-2.html>.

You can find other background information and all the news about the Frosch brand at www.frosch.de, www.froschblog.de, www.facebook.com/markefrosch and [instagram.com/frosch_de](https://www.instagram.com/frosch_de).

1 The use of recyclate (used plastic) causes up to 70% lower CO₂ emissions than use of new (virgin) plastic. The Öko-Institut e.v., issued an expert opinion in 2019 that confirms that recycling is climate friendly.

Press contact:

Werner & Mertz GmbH
Corporate Communication
Birgitta Schenz
Rheinallee 96
55120 Mainz

BSchenz@werner-mertz.com
Telefon +49 6131-964-20 28
Fax +49 6131-964-23 30