



TRIGOS 2021 Honorary Award presented to Reinhard Schneider

20-Sep-2021 - Wien

This year the TRIGOS honorary award goes to Reinhard Schneider, Managing director and owner of Werner & Mertz, for his comprehensive sustainability management and his special engagement in the areas of corporate responsibility and sustainability.



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The jury honored Reinhard Schneider for his consistent efforts on behalf of sustainability, his ecological mindset and commitment. For more than 20 years Schneider has been dedicated to developing the resiliency of his family business. With its integrally sustainable corporate philosophy, Werner & Mertz is recognized as an eco pioneer in the cleaning products and detergent industry.



Honorary Award winner Reinhard Schneider with Constantin Simon, IP Österreich GmbH, Partner of TRIGOS
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"Greenwashing, as the populism of sustainability, is associated with a serious loss of consumer confidence over the long term. In contrast, some brands distinguish themselves by acting in ways that repeatedly prove they are trustworthy," said Honorary Award winner Schneider in his acceptance speech.

"That trust arises from a holistic approach. When you truly live sustainability and do not just make marketing claims, people notice. Economic ruin is not in the cards only because sustainability costs more up front. On the contrary—with trustworthiness, you can achieve greater market share and turn that into a viable business model."

As the manufacturer of high-performance cleaning and hygiene solutions, Werner & Mertz, with its Frosch, Erdal and Green Care Professional brands, stands for cleaning power while meeting the toughest environmental requirements. The company regularly sets new standards in ecological feasibility.

With its EMAS-certified production sites in Hallein/Salzburg and Mainz, the family-run company Werner & Mertz lives within a circular economy along the entire value chain, from raw materials to cleaning products and packaging. The eco pioneer pursues the goal of developing the market with recyclable cleaning and hygiene solutions that are integrally sustainable, highly effective and harmless to human life and nature.



With the Recyclate Initiative, founded as an Open Innovation project with partners in 2012, Werner & Mertz advocates using packaging from post-consumer waste collections as a source of material for new packaging. Since the Initiative's inception, the share of recyclate from post-consumer waste collections like the Yellow Bag has been increased from the original 20 percent to 50 percent in PET bottles made of 100% recycled plastic.

With its focus on comprehensive sustainability management and an ecological way of thinking, Werner & Mertz assumes corporate responsibility for the protection and conservation of the environment.

TRIGOS, the most prestigious Austrian award for corporate social responsibility, was conferred for the 18th time in 2021. TRIGOS considers itself the driver of CSR and sustainable innovation in the Austrian economy and provides a platform to companies actively involved in shaping a sustainable society.

The TRIGOS Honorary Award is given to an internationally known person who demonstrates an outstanding commitment to CSR and sustainability.

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