



## Frosch is "Brand of the Year" in the Laundry & Cleaning category!

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**The medium-sized family company Werner & Mertz prevails over major players like Procter & Gamble and Henkel.**



In great tribute to the integrally sustainable engagement demonstrated by the family business Werner & Mertz, customers have chosen the Frosch brand as Number One in the Laundry & Cleaning category! With its ecological cleaning, laundry and cosmetic brands, the medium-sized enterprise has outpaced bigger companies such as Procter & Gamble and Henkel.

The top placement is based on the BrandIndex of YouGov, a market research and public opinion institution. In cooperation with the *Handelsblatt*, YouGov names the Top 5 brands in each category. In an online survey conducted from September 2020 to August 2021, more than 900,000 persons were asked for their opinions of 1200 brands from different sectors. When Frosch took first place in 2019, its score was 38.5; this time the brand climbed to 42.7.



# Laundry and Cleaning



Source: YouGov Brandindex 2021 Graphic Copyright: Werner & Mertz

In addition to the Frosch brand, Werner & Mertz owner Reinhard Schneider was personally honored for his successful brand management and integrally sustainable corporate philosophy. Shortly after the study, the leading German business newspaper published portraits of 50 pioneers in the German economy, including the entrepreneur Schneider, winner of the German Environmental Award 2019.

The article highlighted the innovation from Schneider and his company Werner & Mertz in which plastic from the Yellow Bag collection system is used to make new product packaging. Within the Recyclate Initiative, Frosch has manufactured more than 530 millions bottles from 100 percent recycled plastic. From 2014, 20 percent of the plastic was obtained from the Yellow Bag; this year the share was increased to 50 percent. Many companies shy away from using recycled plastic because it is significantly more complex and more expensive than using crude oil or plastic from shredded deposit bottles. Doing so despite the difficulty and expense makes Schneider a genuine pioneer in the eyes of the *Handelsblatt*.

## About the survey:

This year's results for the rankings in "Brand of the Year" are based on online interviews of more than 900,000 German adults (representative of the entire population) conducted from September 2020 to August 2021 by YouGov for the brand performance tracker YouGov BrandIndex.



A brand's index points stand for its average performance in six brand health metrics: impression, quality, value, satisfaction, recommend and reputation.

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