



Pioneering in Europe: Frosch cleaning product with the first Cradle to Cradle Certified^{CM} Gold certificate!

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For the first time in Europe, a product from the cleaning industry – the Frosch Citrus Shower and Bath Cleaner – has received the ambitious award Cradle to Cradle Certified^{CM} Gold. “Our Frosch brand, the eco-pioneer for more than 25 years, is once again recognized as a leader in sustainability,” Reinhard Schneider, CEO of the family-operated Werner & Mertz, said today. “We are very proud of this outstanding result from the demanding Cradle to Cradle Certified^{CM} program. The award is an independent institution’s validation of our own exacting demands and quality standards.”

The Cradle to Cradle^{®*} principle was invented by Prof. Dr. Michael Braungart and further developed by the Environmental Protection Encouragement Agency (EPEA), an international research and environmental consulting institution based in Hamburg. The selected Frosch brand cleaner was thoroughly analyzed for certification. The Cradle to Cradle[®] Design encompasses a detailed evaluation key to assess the materials used, their recyclability, use of energy and water and the social impact of product cycles and methods of production.

“Nowadays it is technically possible to develop highly effective products – in our case that means strong cleaning products – that also meet the highest environmental standards along the entire value chain,” said the Werner & Mertz CEO. “Decades of experience as a sustainability pioneer have brought us to this point. To be recognized as the first European business to achieve Cradle to Cradle Certified^{CM} Gold with a cleaning product is the most convincing proof of our success.”

Products developed and used in cycles

The Cradle to Cradle[®] approach stands in contrast to the well-known linear production principle of Cradle to Grave. In the latter system, materials often flow without conscious consideration given to the long-term protection of natural resources from their sources to their disposal.

Cradle to Cradle[®] is based instead on the design of products for biological or technical cycles. The challenge is in planning the product’s progress through a closed material cycle, which means that product materials should be suitable for a safe and complete return to the biosphere or for recovery and good quality reuse.

Future products should be designed in such a way that the quality of recycling fractions is improved and recycling is done at the same or higher level.



Ingredients, including pigments and additives, should be selected to preclude toxic effects during use or in other phases such as manufacture, recycling and reuse. In keeping with the Cradle to Cradle[®] principle, crude oil, for instance, used one time to make plastic, remains in the cycle and is not irretrievably burned. The energy for recycling, as for other production processes, should be drawn if possible from renewable sources in an environmentally and climate-friendly fashion. A good example of this is the production of a new PET bottle from an old PET bottle.

“Integrally sustainable is the Werner & Mertz credo,” said CEO Schneider. He is convinced that a credible eco product like Frosch can come only from a company that consistently pursues sustainability in everything it does. “Consequently, the ecological and sustainable development of a cleaning product like the Frosch Citrus Shower and Bath Cleaner does not end with the elimination of critical ingredients. Werner & Mertz makes sure that the product life cycle is integrated in the material cycles of Nature.”

*Cradle to Cradle[®] is a registered trademark of McDonough Braungart Design Chemistry LLC

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