



Eco pioneer Frosch among the top 10 in best brands 2014

06-Mar-2014 - Mainz



Frosch, the sustainable eco brand for cleaning products from Werner & Mertz, is one of the top brands in 2014. In the German “best brands” ranking, Frosch made the top 10 in the category “Best growth brand” and has thereby proven once again that sustainability, ecology and environmental commitment are the growth engine for the future.

The “best brands” ranking has been published annually since 2004 on the basis of a representative study by the Gesellschaft für Konsumforschung (GfK – Society for Consumer Research) and measures the strength of a brand based on two criteria: business success on the market and brand attractiveness. The awards honour Germany’s best brands in six categories. The popular brand Frosch made it into the top 10 this year for the second time, following on from 2011.

The fact that the Frosch brand is not only growing but is also setting standards throughout Europe is evidenced by the latest developments: the first vegan stain remover line was recently launched on the market and, like all Frosch products, is free from animal ingredients. In addition, Frosch Citrus Shower & Bath Cleaner is the first product from the cleaning industry to be awarded the high-quality, Europe-wide certification “Cradle to Cradle CertifiedCM Gold” from the EPEA International Environmental Research institute.

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