



Ground-breaking ceremony at Erdal in Hallein

10-Apr-2014 - Mainz

In the presence of Gerhard Anzengruber, Mayor of Hallein; Konrad Steindl, President of the Economic Chamber of Salzburg; and Manfred Nedoschinsky, Group Managing Director for Product Supply and Development at Erdal, the official ground-breaking ceremony and thus the start of the rebuilding and renovation work at Erdal's Hallein site has taken place. The work will see Hallein extended into a shoe care competence centre. This means that even more shoe care items will be produced in Austria in future. Frosch cosmetics products, for instance Frosch hand soaps and Frosch children's shower gel, as well as Frosch Oase air fresheners will also continue to be made in Hallein. The expansion therefore also means that the Austrian site is secure.



Completion of the official ground-breaking ceremony for the rebuilding and renovation of the Erdal site in Hallein (from left to right): Gerhard Anzengruber (Mayor of Hallein), Manfred Nedoschinsky (Group Managing Director for Product Supply and Development) and Konrad Steindl (President of the Economic Chamber of Salzburg).

According to current plans, the step-by-step restructuring is expected to be complete by the start of 2016. The Hallein site will of course continue to be certified according to EMAS, the European Union's most demanding system for sustainable environmental management, and will therefore also fulfil the high ecological standards associated with this in the future. Erdal Hallein has 160 employees and is a subsidiary of the Werner & Mertz Group, which is present internationally and has its head office in Mainz. Special care products and various small series



for end consumers have been produced here since 1953, totalling some 40 million items per year.

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