



## The most clicks for a natural Frosch product

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Frosch Citrus Shower & Bath Cleaner has won the "Hallo Erde" (Hello Earth) consumer award. The product in the Non-Food category impressed consumers with its sustainable formula that uses natural citric acid to effectively remove limestone, water spots, soap residue and caked-on dirt and grime. Like all products from Werner & Mertz, Frosch Citrus Shower & Bath Cleaner is produced at an EMAS III-certified site. The 500-ml PET bottle is made of 100% recyclates. Günter Scheinkönig, managing director of Erdal-Rex GmbH in the Werner & Mertz group, accepted the "Hallo Erde" award certificate from the singer Andreas Bourani and the award organizers at a gala event for the German Sustainability Award in Düsseldorf.



Günter Scheinkönig (r.) from Werner & Mertz. The company got the "Hallo Erde" Consumer Award 2014. Since 2011 the German Sustainability Award Foundation, the REWE Group and media partner "DIE WELT" have awarded the prizes based on online voting by consumers. From the very beginning a Frosch product has been on the winners' podium every year. During a three-week period in 2014, more than 60,000 consumers participated in the interactive survey in which they could select from a total of 47 products in the categories Food and Non-Food. The products had previously been tested for their contributions to sustainable consumption and production by the



research institute CSCP (Collaborating Centre on Sustainable Consumption and Production) in Wuppertal.

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