



FROSCH Natural Cleaning Products to enter U.S. Market

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Today, FROSCH, Germany's most trusted brand for natural cleaning agents with more than 25 years of experience in developing and manufacturing environmentally-friendly cleaning and personal care products, announced its entry into the U.S. market, with 12 products now available for purchase on froschusa.com. Ezzi Imports is the exclusive importer and distributor of FROSCH products in the U.S.

The FROSCH brand offers consumers a powerful cleaning performance while maintaining the protection of human health, animal health and the environment. With their company-owned waste-recycling system and water treatment plant that returns only purified water from production into the waste water cycle, FROSCH takes a holistic and comprehensive sustainable approach to manufacturing. FROSCH facilities certified by EMAS, the "Eco-Management and Audit Scheme" of the European Union, which considered to be the most ambitious and comprehensive environmental management system worldwide.

The initial 12 products for sale in the U.S. include:

- FROSCH Aloe Vera Dishwashing Liquid
- FROSCH Pomegranate Dishwashing Liquid
- FROSCH Baking Soda Dishwashing Liquid
- FROSCH Sensitive Provitamin (Unscented) Dishwashing Liquid
- FROSCH PH Neutral Universal Cleaner
- FROSCH Lavender Universal Cleaner
- FROSCH Baking Soda All Purpose Cleaner Spray



- FROSCH Bio Spirit Glass Cleaner Spray
- FROSCH Grapefruit Kitchen Cleaner Spray
- FROSCH Lemon Shower and Bathroom Cleaner Spray
- FROSCH Lemon Cream Cleaner (Scouring cream)
- Lemon WC / Toilet Bowl Cleaner

“We are incredibly excited to finally be bring FROSCH to the US market,” said Benjamin Ezra, a partner at Ezzi Imports. “The US green home cleaning market is growing very quickly, and we expect that FROSCH will quickly differentiate itself with its exceptional performance and thorough, authentic green credentials. Consumers will feel good about the products that they are buying and also love how well those products work!”

Ezzi Imports will continuously expand the FROSCH lineup in the U.S.

About Frosch

The FROSCH brand was launched in 1986 by Werner & Mertz with the intention of offering environmentally friendly cleaning products that were able to compete with traditional cleaning brands without compromise. With its trusted brands FROSCH, ERDAL and TANA Professional, the 148 year old Werner & Mertz is well established on the European market as an innovative company. More information about the Frosch brand and parent company Werner & Mertz can be found at <http://frosch.de/index-en.html>

About Ezzi Imports LLC

Ezzi Imports was founded in 2014 and is based in The Bronx, New York.

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