



BIOFACH 2016: FROSCH and green care PROFESSIONAL bask in the glow of the Cradle to Cradle Award!

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Werner & Mertz presented itself as a sustainability pioneer in the cleaning industry at BIOFACH 2016. The claim was backed by the international Cradle to Cradle Products Innovator Award, which the Mainz-based company received for its exemplary product design, in New York last November. In granting the award, the jury concentrated on the well-known brands FROSCH and green care PROFESSIONAL and gave the products high marks in the "Material Health" category.

The pursuit of sustainability extends far beyond the Werner & Mertz booth at BIOFACH 2016. Werner & Mertz has adopted the Cradle to Cradle® design principle, which is based on developing products for inclusion in a biological or technical cycle. The challenge lies in planning the product's progress through a closed material cycle, i.e., the product materials should be suitable for a safe and complete return to the biosphere or for recovery and good quality reuse. The company's commitment to achieving maximum sustainability was the reason cited by the non-profit organization Cradle to Cradle Innovation Institute when it honored Werner & Mertz in November.



Cradle to Cradle Products Innovator Award.

Since 2013 Werner & Mertz has had its FROSCH brand and industrial consumer line green care PROFESSIONAL certified by the demanding Cradle to Cradle® process. Werner & Mertz was the first company in the cleaning industry in Europe to receive Cradle to Cradle Certified™ Gold for the Frosch Citrus Shower & Bath Cleaner. Altogether 18 products from the green care PROFESSIONAL brand have since received the GOLD label.

Visitors to the Werner & Mertz booth offered positive feedback on presentations about the diversity that's possible when a manufacturer focuses on sustainability. "Sustainable production is not a trend," says W&M CEO Reinhard Schneider. "We will continue following the Cradle to Cradle®™ product design path with full engagement and practice genuine eco-effectiveness with our brands and products."

Photo: Werner & Mertz / Margarita Corporan

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