



Werner & Mertz product wins over consumers

17-Dec-2013 - Mainz

Frosch bio spirit glass cleaner voted the most sustainable product at the “Hallo Erde!” (Hello Earth!) sustainability awards

The Frosch bio spirit glass cleaner has been awarded the “Hallo Erde!” consumer prize, jointly conferred by the Stiftung Deutscher Nachhaltigkeitspreis (German Sustainability Award foundation), the Rewe Group and the media partner “Die Welt”. The product received the award because it came out ahead of the competition in an online poll conducted during the 2013 sustainability weeks hosted by the Rewe Group. The poll saw around 15,000 consumers vote online for the most sustainable products in the categories “Food” and “Non-Food”. In the category “Non-Food”, the Frosch bio spirit glass cleaner received the most votes with 26 per cent.

“We are delighted with this positive consumer assessment,” said Reinhard Schneider, Chairman of the Board of Management of Werner & Mertz. The assessment indicates that the company's commitment to sustainability also meets with consumer approval. The Frosch bio spirit glass cleaner is especially convincing because of its proven natural agents spirits. In addition, the PET bottle contains 80 per cent recycled PET.

The “Hallo Erde!” consumer prize has been awarded since 2011. This year, the consumers voted on 46 products in the categories Food and Non-Food. The scientific institute CSCP (Centre on Sustainable Consumption and Production) in Wuppertal had already tested all the products for their sustainability beforehand.

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