



Frosch has Germany's most sustainable products!

30-Nov-2016 - Mainz

In REWE Group consumer voting, the Mainz-based manufacturer of detergents, cleaning and care products Werner & Mertz took the first three spots and won the German Sustainability Award for non-food entries in the category "Germany's Most Sustainable Products". In a nationwide survey consumers selected the Frosch brand products as the top three most sustainable products.

At the German Sustainability Award celebration, Dr. Daniela Büchel, managing director of the REWE Group, presented the award to Günther Scheinkönig, managing director of Erdal-Rex, the German sales company of Werner & Mertz. "I see the award as a sincere and genuine prize as such appreciation from consumers is the highest praise," said Scheinkönig. "It validates our commitment to integrally sustainable business practices."



Werner & Mertz on the winner's rostrum: For the first three places in REWE consumer voting, the Mainz family-run firm received the German Sustainability Award in the category "Germany's Most Sustainable Products". Reinhard Schneider, owner of Werner & Mertz GmbH, and Günther Scheinkönig, managing director of Erdal-Rex, accepted the consumer award. Photo: Jochen Rolfes



The German Sustainability award is giving more consideration to the role of the consumer who makes daily purchasing decisions. Together with the foundation Deutscher Nachhaltigkeitspreis e. V., the REWE Group presents the German Sustainability Award in the category "Germany's Most Sustainable Products" for both food and non-food products. The competition revolves around the question of which products the customer perceives as sustainable, buys and recommends to others.



Consumers chose Frosch Citrus Shower and Bath Cleaner, Frosch Pomegranate Cream Soap and Frosch Bio-spirit Glass Cleaner as the top three most sustainable products among non-food entries. The Frosch Citrus Shower and Bath Cleaner, the consumers' overall favorite, was the winner. Photo: Werner & Mertz



This is the second accomplishment by the Frosch brand in the German Sustainability Award. For its Frosch brand Werner & Mertz was honored in 2009 with the German Sustainability Award in the main category "Germany's Most Sustainable Brand".

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