



Frosch cleaner is ahead by a nose!

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In the ZDF consumer broadcast WISO the FROSCH Bio-Spirit Glass Cleaner took first place in the "Expensive or Cheap" test. The sustainable brand name product from the family-run company Werner & Mertz of Mainz went up against five competing glass cleaners from the brand segment and discounters.

The magazine examined each product's purchase price, ingredients, consumer and environmental compatibility and, of course, the cleaning power on glass with different degrees of dirtiness.





The FROSCH Bio-Spirit Glass Cleaner was the winner in the "Expensive or Cheap" test Photo: Werner & Mertz

The FROSCH brand glass cleaner impressed the judges with the best cleaning performance and came out on top with streak prevention too. The sustainable product scored points in compatibility. Of the tested products, it was the only one which contains no fragrances or other allergenic additives.

In the consumer program WISO three brand products and three discount products are tested each week in the "Teuer oder Billig" segment. The broadcast on 6 February was seen by 3.06 million viewers, according to the ratings.

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