



A multi-talented player in wooden furniture care

15-Jan-2014 - Mainz

Cleaning, care, polishing: The new Frosch Wood Cleaner with natural pine resin gives wooden surfaces lasting beauty



The cottage-style cupboard, grandma's antique dresser, the one-of-a-kind modern table – wooden furnishings have true character. If nature and sustainability are part of your life philosophy, home accessories made of this natural material are ideal. As of now Frosch has a new speciality product for making sure that wooden surfaces retain a lasting beauty: Frosch Wood Cleaner with naturally derived ingredients and pine balsam combines thorough cleaning with protective care. With this environmentally friendly formula, Frosch is offering the first ecological multi-use product in the field of wood cleaners. Whether diluted with water to be used as a cleaner or undiluted for sustainable care and protection, it offers the perfect solution.

Three in one: Cleaning, care and polishing

Frosch Wood Cleaner stands for thorough cleaning, long-lasting protection for wooden surfaces and a fresh finish. The formula works with a combination of plant-based ingredients and includes natural resin, which – in contrast to synthetic petroleum-based resins – is extracted from pine balsam and has a natural affinity to wood. According to the condition of the wood and the care needs, two uses of the product are recommended: If cleaning is the most pressing



concern, Frosch Wood Cleaner can be diluted with water. The formula acts on wooden surfaces such as tables and worktops to remove stains like red wine, coffee or crayon, even if they are already dried-on. At the same time, treatment with Frosch Wood Cleaner provides valuable protection: wooden surfaces become less sensitive to water and dirt. In addition, the treatment positively influences the natural exchange process between air-moisture and wood. This keeps wooden surfaces supple and elastic and protects them from becoming brittle and cracked. Once cracks appear, dust particles and moisture can infiltrate the wood unimpeded and leave irreparable marks. For small beauty treatments: By applying the special formula in its pure form, persistent stains can be removed with no trouble, small scratches can be evened out and the surface is provided with intensive care and protection. Frosch Wood Cleaner also refreshes the colour of wooden surfaces, gives them an inviting touchability and leaves a fresh scent.

Practical, reduced, environmentally conscious: Smart packaging by Frosch

Frosch stands for ecologically sustainable and sensible cleaning. Frosch's consideration of the environment doesn't stop with its formulas; Frosch takes ecological responsibility in its product packaging as well. That means: less impact on the environment as a result of reduced use of packaging materials and future-oriented use of recycled and recyclable materials. The Frosch Wood Cleaner bottle, for instance, is made of up to 80 per cent recycled material (post-consumer plastics).

Frosch Wood Cleaner is available from now on in drugstores and food retailers as well as the Frosch shop.

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