

Werner & Mertz Group Corporate Policy

AREAS OF APPLICATION

Germany

Werner & Mertz GmbH
ERDAL-REX GmbH
Tana-Chemie GmbH
ECC Ecological Cleaning and Care GmbH
W&M Service & Logistik GmbH
Frosch sales team GmbH
BNS International GmbH

Austria

Werner & Mertz GmbH & Co KG
W&M Holding GmbH
Erdal GmbH
W&M Professional Vertriebs GmbH

France

Werner & Mertz France S.A.S.
W&M France Professional

Belgium

W&M Benelux Consumer S.A./N.V.
W&M Benelux S.A. / N.V.

Italy

W&M Professional S.r.l.

Spain

Búfalo W&M S.A.

Poland

Werner & Mertz Polska Sp. Z o.o.
Werner & Mertz Delta Polska Sp. z o.o.



Contents

Corporate Profile _____	3
Goals _____	3
Organizational Management _____	4
Integrated Management System _____	5
Environmental and Energy Management _____	5
Understanding of Quality / Quality Awareness _____	6
Occupational Health and Safety _____	7
Customer and Consumer Orientation _____	8
Compliance Management _____	9
Supply Chain Management _____	9
Compliance with Legal Requirements _____	9
Stakeholder and Risk Management _____	10
Employee Development _____	10





Corporate Profile

With trusted brands like Frosch, Emsal and Green Care Professional, our innovative company is firmly established on the European market and closely connected to Mainz, the home of our headquarters for more than 150 years. Represented internationally by subsidiaries, we thank our global workforce of 1,100 for the success of our ecologically oriented and socially responsible corporate group. As an EMAS-validated family-run company, we have a leading position in the market for soaps, detergents and maintenance products. With openness and transparency, we give the general public reports on our achievements, initiatives and goals with regard to sustainability. We have won several awards for our integrally sustainable corporate commitment and our owner Reinhard Schneider received the highly respected German Environmental Award in 2019.

Goals

We strive to make a sustainable lifestyle attainable for the majority and, through our example, we want to encourage other companies beyond our own industry to pursue sustainability in their businesses. Our main concern is overcoming the presumed contradiction between ecology and performance in cleaning products. In concrete terms that means we want to be at least one generation ahead of ecological benchmarks in the development of all fundamental elements of our products, i.e., formulas, packaging and production conditions. As an eco pioneer, we want to intensify market development with recyclable, that is, integrally sustainable and high-performance cleaning products and hygiene solutions which are completely harmless to human life and Nature. That's why we are committed to long-term initiatives which often set new standards in ecological feasibility beyond our own brands and product ranges. Two good examples are our Recyclate Initiative and the European Surfactants Initiative.





“A credible eco product can come only from a company that consistently pursues sustainability in everything it does. From a company that walks and talks ecological awareness, economic foresight and social responsibility every single day. When you consider sustainability in all corporate decision-making, you generate trust. We are convinced that more and more consumers want to know the economic, social and ecological conditions under which their products are manufactured.”

Reinhard Schneider, Managing Partner Werner & Mertz

Organizational Management

We see ourselves as a learning organization shaped by information and knowledge management. Always learning and developing, we build on existing strengths and stay flexible so that we can make continuous improvements to the products and services we offer.

Process and Project Management have been integrated into the Learning Organization. Process Management helps us to implement our corporate strategy effectively and to focus more intensely on meeting our customers' expectations. From Project Management we get the flexibility and structure we need to respond to internal and external influences and to adapt to ever-changing market conditions. With the company-wide launch of Process and Project Management, guidelines were issued that are binding for the entire Werner & Mertz Group.



Integrated Management System

Under our Integrated Management System (IMS) we organized a complete solution comprising the individual Environmental, Energy and Quality Management systems, whose criteria are used to certify companies within the Werner & Mertz Group. The IMS supports our organization with the orderly and uniform implementation of requirements from norms and standards.

Environmental and Energy Management

In 2003 Werner & Mertz set up a dynamic, holistic Environmental Management System whose goals are to relieve the strain on the environment, optimize the use of resources and promote biological diversity. Through the introduction, maintenance and further development of the Environmental Management System, we assume responsibility for the protection of the environment and climate. We set very high standards for ourselves in that we regularly analyze and assess environmental aspects, develop and improve our performance every year by achieving measurable environmental goals, and issue an annual Environmental Statement in which we report on all our activities related to the environment.

The Environmental Management System at our production sites in Mainz and Hallein is ISO 14001 and EMAS certified.

With EMAS, the most extensive and demanding environmental certification, we can prove how rigorously our sustainability philosophy is actually practiced in our company. The reputation of EMAS serves to deepen the trust our customers have in our products. EMAS is not a static condition but rather a path or a process. The longer an organization stays on the EMAS path, the greater its environmental engagement will be. Compliance with ISO 14001 requirements and the EMAS regulation is checked every year by internal auditors and accredited, independent environmental experts. EMAS participation is voluntary. By financing our participation, we underscore our commitment to environmental protection.





Werner & Mertz also introduced an ISO 50001-certified Energy Management System with the goal of optimizing energy-generating processes, improving energy performance and formulating and implementing annual quantifiable energy targets. Compliance with ISO 50001 requirements is checked every year by internal auditors and by accredited, independent environmental experts. Environmental and Energy Management also play a part in procurement. We prefer to do business with suppliers that share our opinion on the importance of sustainability, environmental protection and energy efficiency. We also take these aspects into consideration when we procure capital goods.

Understanding of Quality / Quality Awareness

Within the Werner & Mertz Group, quality plays a very important role along the entire value chain and in every one of our processes. To secure and expand our position as an innovative family-run company with several trusted brands, we long ago established at our production sites a Quality Management System that is certified according to the international standard ISO 9001. Our compliance with International Featured Standards (IFS) helps us to meet the requirements of our trading partners and provides our customers with verifiable proof of our trustworthiness. That strengthens our competitiveness.

Our understanding of quality also encompasses product safety and hygiene. Fulfillment of ISO 9001 requirements and the IFS standard is checked annually by internal auditors and accredited, independent external auditors.



Occupational Health and Safety

The occupational safety and the protection of our employees' health are top priorities. We design our processes, equipment, workplaces and workstations in accordance with the latest findings in occupational health and safety and applicable legal requirements to ensure the safety of our employees, external service providers and visitors to our premises. High priority is also given to the safe operability and hygienic conditions of our machinery and equipment. We always use state-of-the-art technology and maintain our systems regularly to guarantee their smooth functioning. All occupational safety measures are continuously monitored and employees are regularly trained. In addition, employees make personal commitments to contribute to their own health and safety. The personnel department also gets involved by organizing health-promoting courses and health days for employees.

We pay attention to conditions that affect the mental health of our employees too. At Werner & Mertz we ensure compliance with duty of care requirements by maintaining a culture of open communication, flat hierarchies, occupational integration management, health-conscious management and short-term support from external service providers to deal with unexpected problems involving childcare or caring for other family members.



Customer and Consumer Orientation

We determine the needs and expectations of our customers and the consumer related to the safety, quality and effectiveness of our products and set high standards for ourselves to satisfy or exceed those expectations.

We commit to complying with specifications agreed to with customers and to using processes that ensure product safety and product quality.

Open and transparent communication with all our stakeholders is an important element in consolidating trust in us and our brands. Our external communication is based on a multi-level communication model in which there is a specific narrative for each target group. For example, to bring the complex topic of our Recyclate Initiative to consumers, we kicked off the “Clean Oceans” campaign with our Frosch brand in 2017. Short, catchy messages emotionally convey the pioneering role Frosch plays in making plastic bottles from recyclate. After the initial Point-of-Sale displays in retail outlets, the campaign moved in 2018 to traditional media, online platforms and social media where the subject was explained in more depth. We share our results and knowledge gained in projects with external experts. To support our findings, we commission studies that verify the scientific basis of our approach and, together with our cooperation partners from the entire value chain, we publicize joint statements and demands for a circular economy. We present results to congresses, association conferences and bilateral meetings at ministries or with elected representatives.



Compliance Management

Responsible corporate management involves good business conduct within a clearly defined framework of fundamental ethical principles, corporate values, legally compliant activities and internal guidelines. Our corporate self-image is an elementary part of integral sustainability, which is the basis for all activities and decisions of the Werner & Mertz Group. Motivated by this guiding principle, we at Werner & Mertz work to embed our compliance responsibility in economic and social sustainability and to promote ethical business behavior. We implement our vision systematically in our Compliance Management System, which is based on the principles contained in the IDW PS 980 standards.

Our compliance culture is based on our target culture, our understanding of leadership, and corporate values (sustainability, discipline, personal responsibility and trust). The cultural aspects of compliance are reinforced by principles for doing business in accordance with laws and regulations and are communicated in our Code of Conduct. We thereby create a binding framework which guides us and conveys the same understanding of compliance to all employees at all levels and on all sites. We expect compliant behavior from our business partners too and believe it is very important that they commit to ethical and legal business practices.

Supply Chain Management

As a corporate entity with fewer than 1,000 employees in Germany, the Werner & Mertz Group is not subject to the Supply Chain Due Diligence Act (LkSG). Nevertheless, we have decided to comply with the LkSG requirements voluntarily and thereby contribute to social and ecological sustainability and ensure that ethical and environmentally friendly practices are encouraged along the supply chain. For us, this is a matter of taking responsibility and adhering to basic principles of economically sustainable actions. We communicate our position to our business partners and expect them to commit to the principles of the Werner & Mertz Group Supplier Code of Conduct.

Compliance with Legal Requirements

The Werner & Mertz Group commits to complying with all binding statutory and legal obligations and thus strengthens the protection of the company and its financial assets.





Stakeholder and Risk Management

For the management of our Group, it is essential that we identify our stakeholders and analyze and assess them and their requirements. To that end, we conduct a detailed stakeholder analysis at regular intervals and involve top management in the process.

Another important instrument for the Werner & Mertz Group is risk management, which helps us to recognize risks early and to exploit potential opportunities. Our top priorities are ensuring the company's success, achieving our goals and guaranteeing the safety of our products.

Risk management is not limited to risks and opportunities at the group level. Within the scope of Process and Project Management, it also extends to our product groups.

Employee Development

Our strategic personal development makes it possible for us to develop our employees individually and to integrate our integrally sustainable approach and our target culture in all processes. Regularly received structured feedback provides us with information about our employees' strengths, potential and development goals and supports us in assessing employees' suitability for other roles and positions. Because our employees have a high average length of service, we have the time and the means to build up company-specific knowledge, put it to use and ensure its smooth transfer.

Our management team has an important function in the strategic development of employees and the separate divisions of the company. Consequently, we value high-quality management development and offer courses and seminars in our management academy.

Reinhard Schneider

Latest update: July 2024

