Sustainability Report

with integrated Environmental Statement

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Werner & Mertz Group

EMAS

Aerial view of our Mainz premises

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Live & Breathe Sustainability

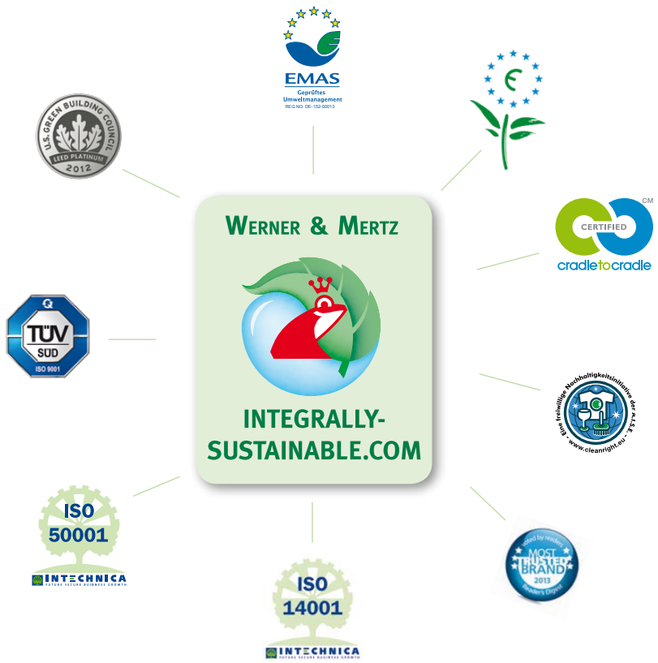
"A credible green product can come only from a company that consistently pursues sustainability in everything it does. A company that reaffirms its environmental awareness, business acumen and social responsibility every single day."

We are concerned with the question of how a sustainable way of life can appeal to a majority. In particular, we ask how we can resolve the apparent contradiction between ecology and the effectiveness of cleaning products.

These days it is possible to develop highly effective products – in our case that means strong cleaning products – which also fulfill the highest environmental standards along the entire value chain.

Werner & Mertz does just that, backed by more than 25 years of experience as a European pioneer in sustainability. By always considering sustainability in every business decision, we create trust. We are convinced that more and more consumers want to know the economic, social and environmental conditions under which their products are manufactured."

Reinhard Schneider,
CEO of the family-owned and operated business Werner & Mertz



New headquarters bears the LEED Certificate in platinum

The new headquarters of Werner & Mertz has been a prominent landmark in the Mainz Rheinallee since 2010. The building, crowned by striking wind turbine rotors on the roof, meets the highest international standards for sustainable and environmentally friendly construction. In September 2012 Werner & Mertz received the "LEED Platinum," the most demanding sustainability certification for buildings. Our new headquarters is Germany's only industrial management building in the highest award class.
Mr. Schneider says about the new building: "We achieved these extraordinary results with the same approach we use with our Frosch brand. Instead of investing heavily in the absolute perfection of a single good feature, we expended time and effort on as many ecological and sustainability aspects as possible. In the end the overall effect was outstanding."

The energy efficiency of the Werner & Mertz headquarters is particularly impressive. By using wind power, photovoltaic cells and geothermal groundwater, the new building creates 20% more energy than required for current operation. Solar-generated electricity from the rooftop powers two electric Smart cars in the company's fleet.
The heating/cooling system is fed with water from our own well. The water flows into the new deionization plant on our premises and is later used a second time in our production.
Even before the building was officially dedicated, it received the prestigious Rhineland-Palatinate Environmental Award in June 2010.

NABU President Olaf Tschimpke (second from left) presents the LEED Platinum award to CEO Schneider (third from left) in September 2012

The LEED (Leadership in Energy & Environmental Design) certification system was established in the USA by the nonprofit organization USGBC (U.S. Green Building Council). The categories in a building's rating are sustainable site, water efficiency, energy and atmosphere, materials and resources, indoor environmental quality and innovation in design. The assessment is based on a fixed point system in four progressive quality levels with platinum at the top.

Facade of our Mainz headquarters

Historic Erdal containers in the foyer of the Mainz headquarters

A family business steeped in tradition ...

Werner & Mertz has been in business for 145 years. The company was originally established as the wax wares factory Werner Brothers in Mainz on the Rhine in 1867. Today fourth-generation CEO Schneider runs the family business. The company's headquarters, product development and product supply are at home in Mainz.

We are proud of our employee retention. Company loyalty is evident in the employees' average length of service of 16 years. One of the greatest strengths at Werner & Mertz is staff identification with the company's commitment to sustainability, its philosophy and products.

Frosch products exhibited during a trade fair in Japan

... known in Europe and Asia

In conjunction with Erdal GmbH, Werner & Mertz established its Austrian subsidiary and a second production site in Hallein near Salzburg in 1953. Over the years the company on the Salzach grew to about 150 employees and took over responsibility for sales in neighboring southeastern states. Today the Austrian subsidiary supplies cleaning and care products to 13 countries.

Nearly a year ago Werner & Mertz products for consumers and professional users moved beyond Germany and many other European countries to penetrate the market in Japan. At this point almost half of all consumers recognize the Frosch brand, whose name appears in German. This was a good way to turn sustainability into an export hit.

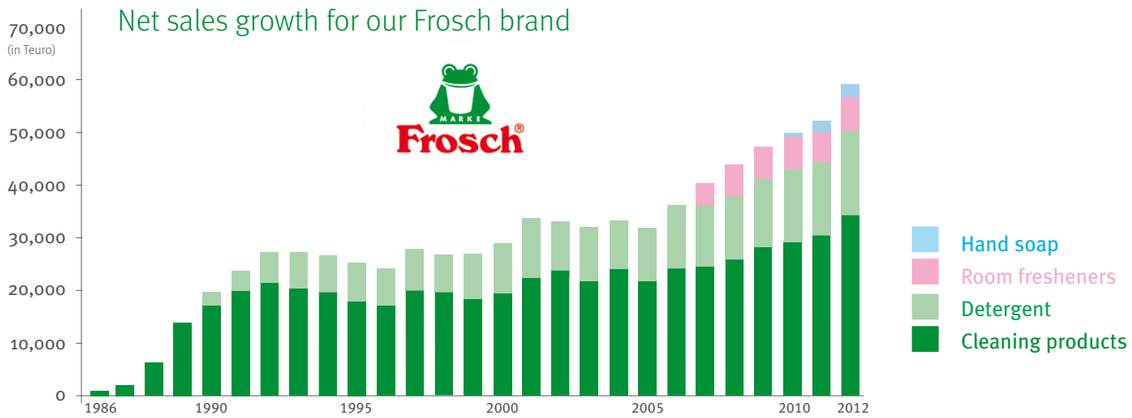
View of office building in Hallein

Rheinaue at Mainz (Project: Frosch protects frogs)

Since Reinhard Schneider took over management of Werner & Mertz in 2000, the strengths of the medium-sized family business have been intensely cultivated. Among them are short decision-making processes, innovative spirit and a company philosophy of sustainability, which is convincing to both internal and external observers.

As a result, we have been able to win market share in almost all our fields of activity. We attribute the stable and profitable growth of Werner & Mertz to our concentration on niche markets and practical innovations. It's equally important to us to maintain the consumer trust and confidence that our products enjoy by pursuing a credible pricing policy and acting in an integrally sustainable manner.

In 2012 for the eleventh time in a row we received the "Most Trusted Brand" award from Reader's Digest. Approximately 27,500 readers in 15 countries participated in Europe's largest consumer survey.



Our headquarters is a prominent landmark in the Mainz Rheinallee

The EMAS sign decorates the main entrance

Strong Brands

Well-known brands steeped in tradition form the reliable product basis of Werner & Mertz. For use at home, private consumers can choose from a wide range of cleaning and care products in the Consumer division. The Professional division offers large-scale users special care products, training and services.

Green Ribbon 2012 for tana

The Professional division of Werner & Mertz is likewise committed to sustainability. The tana green care products, for example, prove that our ecological cleaning agents satisfy large-scale users' expectations of cleanliness and hygiene.

To further encourage sustainability activities of committed companies, the Huss Media Group awarded the Green Ribbon for the first time in 2012. Huss publishes trade journals for the hotel and catering trade and canteens. The prize drew a lot of attention and applications from 48 businesses seeking recognition. Werner & Mertz emphasized its commitment to reducing CO_2 through use of renewable raw materials, recycling and decreased transport of packaging materials. Our success was validated when tana took first place in the Climate category. Nearly 800 readers chose tana above the rest. The Green Ribbon pays tribute to our commitment to sustainability and verifies that our way is right.

"Werner & Mertz Professional Green Care Products and Systems clean efficiently and protect people and our natural resources."

Frank Vancraeyveld
Manger of the Werner & Mertz Professional line

Factory outlet in Mainz with a selection of products

Frosch bears the Green Brand quality seal

The Green Brand quality seal validates the role Frosch plays as a pioneer in ecology. Werner & Mertz was the first business in Germany to receive this brand label for sustainability.

The Green Brands quality seal is awarded by Green Brands, an international, independent organization. The award honors "green" brands and their manufacturers who use environmentally friendly production, conserve natural resources and convincingly express their commitments in corporate behavior.

Frosch had previously received the quality seal in Austria in 2011. One year later the seal was introduced in Germany. We are proud to be the number one Green Brand.

"With the Frosch brand we show that there is another way. Everyone can make a small contribution to the environment to improve the big picture. That's what our team works toward every day. It's motivating to know that the consumer appreciates the values that our Frosch stands for."

Katrin Friedrich
Senior Brand Manager Frosch

Norbert Lux (left) presents the Green Brand certificate for the Frosch brand to Günter Scheinkönig and Reinhard Schneider

ESSEC Grand Prize for Responsible Consumption

Laurence Medioni (PR France) and Benoit Renaud (Managing Director, France) happily accepted the prize for Rainett

ESSEC Paris, one of the leading private business schools in France, awarded the Grand Prize ESSEC for Responsible Consumption to our French brand Rainett in the category of eco-conception. French Minister for Industrial Renewal Arnaud de Montebourg presented the prize.

The prize honors consumer goods and their manufacturers who have long been known for their commitment to sustainability. By conferring the award, ESSEC emphasizes the role of the consumer goods industry and its influence on natural resources, transport, energy, processing, employment, health, food quality and much more.

Werner & Mertz received the award with pride, for tomorrow's managers and business leaders are now being trained at the private university in Paris. Educators there say sustainability will be studied in more depth in the future. To that end, ESSEC and Werner & Mertz France have initiated a dialogue for the intensive exchange of ideas.

Erdal in Hallein receives EMAS Award

Erdal in Hallein received the 2011 EMAS Award from the Austrian Environmental Ministry for its exemplary and integral environmental management. The team at Erdal was recognized as the best environmental management team in Austria 2011. Every year since 2004 an independent expert has certified the three Hallein companies according to strict EMAS criteria. The award was based on the company's environmental statement, which documents progress made in the preceding year.

"Living sustainably begins with each of us – and every small step counts. The more people live this way, the better it is for the future of our Earth."

Jeannette Bremböck
Assistant to Managing Director
Werner & Mertz Professional Vertriebs GmbH

Germany's most sustainable brand

In 2009 our company received the German Sustainability Award in the main category "Germany's most sustainable brand" for the Frosch brand. This prize, which today adorns our main entry, is both a validation and continuous incentive. It's a good match to our understanding of sustainability – less reactionary conservation and more innovation and stimulation.

20 ans!

Sustainability claims its place

Our knowledge was in great demand at the 20-year anniversary of Eco-Emballages. At the celebration of the French equivalent of the German Dual System, our colleagues in France had to chance to present our Recyclate Initiative (see page 16). We are always pleased to help sustainability move to the forefront.

Panel discussion and attendees at the 20-year anniversary event for Eco-Emballages in Paris

One of our most important awards: The German Sustainability Award for the Frosch brand in December 2009

"I'm pleased that at Werner & Mertz we act to preserve biodiversity alongside our long-standing commitment to environmental protection and sustainability."

Uwe-Jürgen Eggert
Biologist

Milestones in Environmental Protection

in Mainz and Hallein

The entire company's unswerving commitment to the environment is evident in the many certifications Werner & Mertz has already earned and in numerous improvements made since the Frosch brand launch more than 25 years ago.

1986 The company-wide launch of the Frosch brand establishes the successful product line of environmentally friendly household cleaners.

1995 Business partner relocates to Werner & Mertz plant premises to manufacture packaging close to the Production line. The move eliminates about 1500 truck trips per year, resulting in a savings of some 900,000 km and 220,000 liters of diesel fuel, and avoidance of about 570 tons of CO_2 annually.

2001 Participation in the City of Mainz project ÖKOPROFIT, which marked the first of many times the city awarded Werner & Mertz the quality seal identifying it as a Mainz ÖKOPROFIT company.

2002 Introduction of Environmental Management System with the goal of acquiring DIN EN ISO 14.001 and EMAS certification for the Mainz site of the Werner & Mertz Group. Establishment of an energy management system in Mainz.

2003 Publication of the first Environmental Statement by Werner & Mertz GmbH for the Mainz site.

2004 Introduction of an environmental management system for the three Werner & Mertz Group companies at the Hallein site and successful completion of certification audit as per EMAS und DIN EN ISO 14001.

2005 Implementation of sustainability guidelines and participation in A.I.S.E. Charter for Sustainable Cleaning of the European laundry detergent and household cleaner industry.
The first Rainett and Froggy products are converted to eco-label ingredients.
Cleaners for commercial users are developed by tana to satisfy the requirements for eco-label certification.

2007 Top management orders further development of the environmental management system into a sustainability system for the Werner & Mertz Group, including the Hallein site.

2008 New active complex modeled after natural cleaners from Emsal. The bionic waterproofing for hardwood floors, laminated floors, stone and tiles with Bioprotect followed.
Publication of first sustainability report by Werner & Mertz Group.

2009 Werner & Mertz wins German sustainability award for the Frosch brand.

2010 The new Werner & Mertz headquarters is awarded the respected Rhineland-Palatinate environmental prize. It is the first office building in Germany that generates more than the building's total energy needs for heating and cooling by using wind turbines, photovoltaic cells and geothermal energy.
Pioneer work in recycling. With the use of at least 50% recyclate in plastic packaging, the Frosch brand sets new standards for environmentally packaging in Europe.

2011 **Mainz:** Werner & Mertz develops its own assessment system for raw materials, substances and packaging with the goal of designing even more sustainable components.
All production buildings and warehouses are now heated via district heating; process steam is produced economically by high-speed steam generators. CO_2 emissions decline by about 1000 tons per year, compared to 2004.
As of 2011 separate areas in the new water center treat wastewater and produce deionized water for chemical production. The previously used ion exchange facilities, which required approximately 100 t of hydrochloric acid and about 35 t of sodium hydroxide per year were replaced with the environmentally friendly reverse osmosis system.
Hallein: A filling line for "Frosch-Oase" is equipped with an energy-optimized LED system which links to the filling line and adjusts to daylight conditions.
As of December 2011 all Frosch PET bottles have a recyclate share of more than 65%. In Hallein alone this translates into a savings of about 200 t of "new PET" per year.

2012 The new headquarters building receives the LEED Certificate "Platinum."
Werner & Mertz starts the Frosch Initiative. The first activity is the Recyclate Initiative and the second is the research project "Surfactants Based on European Plants."

2013 ISO 50.001 certification of energy management system in Mainz and Hallein.

"What sustainability means to me is working to add value while remaining true to ecological principles and accepting social responsibility. We do this by involving all employees and business partners for the benefit of our customers."

Dr. Detlef Matz
Sustainability Management

View of Kirchberg (Bingen) on the Rhine

Sustainability Focus 2012/2013

Sabine Christiansen learns about our activities on site

Frosch Initiative for new sustainable solutions

Can a single company take the initiative for an entire industry? Can it have an effect beyond its immediate production environment? Can the company bring new momentum to sustainability? Werner & Mertz is doing just that with its "Frosch Initiative," a project that leads the way with innovative, sustainable solutions and gives the industry fresh impetus toward environmental protection and resource conservation. The goal is to encourage people and organizations to work together to promote and pursue economically sound ecological approaches.

The name of the project comes from our successful Frosch brand. Its trustworthy image benefits the project, which in turn has a positive effect on Frosch brand products. Innovation, trustworthiness and sustainability know-how are all hallmarks of the company, the brand and, by extension, the Frosch Initiative.

In taking this step, we build on our years of experience in environmental and sustainability activities.

We also use our competence, our wealth of experience and our network of partners and public figures. Reinhard Schneider and colleagues made the first public presentation of the Initiative at the German Sustainability Day on 7 December 2012. The Werner & Mertz CEO also took part in the expert forum "Intelligent Packaging" during which he explained the activities in our Recyclate Initiative and discussed packaging with other opinion leaders.

NABU (Naturschutzbund Deutschland e.V.) supports our initiative and provides us with expert advice. As Germany's environmental association with the largest number of members, NABU also helps to publicize the objectives of the Initiative across the country.

Trade fair stand at German Sustainability Day 2012 in Düsseldorf

Frosch Initiative Objective

The main objective is to present new solutions for environmental protection and natural resource conservation to a broad public audience. To do so, we will win over disseminators and important players in trade and industry who can convey our message. For public acceptance and cost effectiveness are prerequisites to the lasting success of sustainability practice and policy.

The Frosch Initiative purposely takes up one activity at a time in order to capture and focus the public's attention. This concentrated and gradual approach is what makes our medium-sized, family-run business so effective. We kick off with the Recyclate Initiative whose goal is high-quality reuse of PET plastic waste.

www.werner-mertz.de/sustainability/recyclat-initiative/
Link: www.werner-mertz.com

Single-variety PET Recyclate flakes for re-use

Filling Frosch cleaners in PET recyclate bottles

Our Partners

For each specific activity the Frosch Initiative seeks out partners who will participate in discussion and action forums designed to promote and publicize sustainability issues. Among other things, partners will help to spread the Initiative's knowledge base and methodological spectrum. For another, suitable partners will work with the Initiative on implementation of promising solutions and utilization of new channels of communication.

The first order of business for the Frosch Initiative is the Recyclate Initiative for greater sustainability in waste management and recycling. A project team made up of Werner & Mertz employees is working together with the Grünen Punkt – Duales System Deutschland, ALPLA Werke Alwin Lehner GmbH & Co KG and Unisensor Sensorsysteme GmbH. The German Nature and Biodiversity Conservation Union (Naturschutzbund, or NABU) lends its support in ecological matters.

The Recyclate Initiative – Working together for more recycling

The Recyclate Initiative advocates more sustainability in waste management. Werner & Mertz and NABU agree that the ecological orientation of the laundry detergent and household cleaners industry should not be limited to raw materials and formulas. The ecological assessment of products has to take into consideration the packaging design and composition too.

One target of the Recyclate Initiative is better reuse of PET waste from the Yellow Bag. A large portion of used plastic containers is not suitably recycled. After the bottles have been collected in the Yellow Bag system, they often serve as ancillary fuel in municipal incinerators. Consequently, the precious and finite raw material of fossil oil is wasted and the environment is polluted with CO_2.

Information stand for Recyclate Initiative with highly motivated staff from Erdal-Rex

Conserve raw materials and protect the environment

The use of PET recyclate could save thousands of liters of crude oil. Furthermore, much less energy is required to reprocess old PET than to produce new plastic. Since December 2011 the transparent Frosch PET bottles contain a recyclate share of more than 80%. For our Austrian production site in Hallein alone this represents a savings of about 200 tons of "new PET" per year.

Benefits from PET reuse include resource conservation, lower energy consumption and reduced emissions. One gram of PET recyclate corresponds to a CO_2 savings of three grams, which would be emitted by incineration alone.

"The purest form of insanity is to leave everything as it is and still hope that things will change." (Albert Einstein)

Immo Sander

Manager of Packaging Development, Werner & Mertz

The Yellow Bag as source of raw materials

The PET recyclate for our transparent plastic Frosch bottles currently comes from the beverage industry. In order to make good ecological use of the Yellow Bag as a great source of secondary raw materials, we have to use a new sorting technology. Recovery of reusable PET from this collection system dictates more than the usual color sorting of plastic waste. Contamination not visible to the eye (e.g., in barrier layers), diffused impurities and the like have to be excluded.

The Objectives of the Recyclate Initiative

1. A higher proportion of PET recyclate in PET bottles in general (outside the beverage industry)
2. A greater proportion of PET recyclate in particular from the Yellow Bag collection system
3. Use of innovative and improved sorting technology for high-quality reuse of PET from the Yellow Bag up to food-grade applications (e.g., packaging for ketchup)

Outlook

The Recyclate Initiative creates a new, more highly integrated recycling system, which, with the help of new sorting technology (high-speed laser spectroscopy), recovers recyclate of high quality from the Yellow Bag and, in the future, from recycling containers.

Preliminary tests have turned out positive results. With the use of the new sorting technology, we have been able to recover PET recyclate of 80% purity from the recyclables mixture from the Dual System. The big challenge in the coming months will be finding a way to put these results to work economically on a large scale. The outlook for medium-term cost savings – through elimination of the granulating or grinding step – makes the new recycling system in Germany economically attractive. Consequently, some retail chains and drugstores have shown interest in using the new high-quality raw material for their own brands.

www.werner-mertz.de/sustainability/recyclat-initiative/

PET is the acronym for plastic polyethylene terephthalate. Today the transparent plastic Frosch bottles contain more than 80 % used PET (PET recyclate) that comes from reusable beverage containers no longer in use. With its initiative Werner & Mertz strives to further increase the proportion of PET recyclate from the German collection system "Yellow Bag" because it makes ecological sense.

Filling energy-saving stand-up pouches from Frosch

Think in cycles – our raw material and formula assessment

The enormous savings potential in PET recycling alone shows once more that sustainable production cannot be linear, but has to be cyclical. At Werner & Mertz, therefore, raw materials and formulations for our products are subject to a detailed analysis of their origin (preferably from regenerative sources), their properties in the usage phase (minimization of hazard potential) and their fate after use (degradability).

Our assessment system applies to both the ingredients of a cleaning product and its packaging. We use a defined and documented point system to assess the raw materials and formulations (mixtures of raw materials) in depth. Ecological, eco-toxicological and toxicological criteria also go into the rating of the individual substances and formulations. Based on the total number of points, we categorize our raw materials and their mixtures (formulations) as "good," "satisfactory" and "adequate." Our goal is to gradually replace ingredients below this (eco-) toxicological quality level with better and more sustainable alternatives.

"If you don't take sustainability seriously, you're not accepting any responsibility for future generations."

Ing. Manfred Nedoschinsky
Head of Product Development and Supply, Werner & Mertz

The raw material and formulation assessment system has already been applied to the entire product range. A similar assessment system developed for packaging components has been put to use. Of our company's total product range, more than two-thirds of the raw materials utilized are rated "good" and "satisfactory." In the Frosch and green-care products, these ratings are even higher; two-thirds are "good" and one-third is "satisfactory."

What conclusions can be drawn?

Our assessment process is a working system that is continuously adapted, refined and optimized. It provides important information that helps us to make further improvements to raw materials and formulas. We also obtain indications of where action is required in production areas and which activities in the previous year contributed to achieving our sustainability targets.

"As a product developer, I believe it is important to continuously optimize the quality of our cleaners for better environmental and consumer protection."

Brigitte Rosenthal
Green Frosch Product Developer

Small series filling line in Hallein

PET recycylate bottles being filled with lemon scouring liquid

Cradle to Cradle®

"I am convinced that sustainability is the right way to a viable future. That's why I work to make our raw materials portfolio even more environmentally friendly."

Rebekka Völp
Raw Materials Coordination, Product Development

Werner & Mertz independently developed a raw material and formula assessment system. We are now taking the next step and examining the system against objective criteria. The yardstick is the Cradle to Cradle® design concept developed by the Environmental Protection Encouragement Agency (EPEA), an international research and environmental consulting institution based in Hamburg.

The perspective espoused in Cradle to Cradle® is in direct contrast, according to the EPEA, to the linear production principle known as "Cradle to Grave," in which material flows are formed without conscious consideration of natural resource protection.

Cradle to Cradle® is based instead on product design for a biological or technical cycle. The challenge is in planning the product's progress through the entire material cycle. Product materials should be suitable for a safe and complete return to the biosphere or for recovery and good quality reuse. Fundamental to the design process is the development of a comprehensive quality connotation through the positive definition of ingredients.

Future products should be designed to be useful for the material cycle. For one thing, they ought to improve the quality of recycling fractions obtained so that recycling is possible at the same or higher level. Ingredients, including pigments and additives, should be selected to preclude toxic effects during use or in other phases such as manufacture, recycling and reuse. Crude oil, for instance, used one time to make plastic, remains in the cycle and is not irretrievably burned. The energy for recycling, as for other production processes, should be drawn if possible from renewable sources in an environmentally and climate-friendly fashion. A good example of this is the production of a new PET bottle from an old PET bottle.

For the first time in Europe, a product from the cleaning industry – the Frosch Citrus Shower and Bath Cleaner – has received the ambitious award Cradle to Cradle CertifiedCM Gold. "Our Frosch brand, the eco-pioneer for more than 25 years, is once again recognized as a leader in sustainability," Reinhard Schneider, CEO, said. "We are very proud of this outstanding result from the demanding Cradle to Cradle CertifiedCM program. The award is an independent institution's validation of our own exacting demands and quality standards."

The Cradle to Cradle® design by EPEA includes its own detailed valuation key. Elements factored into the key include the materials used, their suitability for the material cycle, the use of energy and water and the social impact of product cycles and manufacturing methods. By drawing parallels to our in-house raw material and formula assessment, we gain insight into potential improvements to our system.

Werner & Mertz is increasingly moving toward this cyclical process as the ideal for sustainable production and business practices. The Recyclate Initiative is one example of the company's orientation. Two others are the entire power supply for the Hallein site from regenerative energy sources and the new headquarters in Mainz as a plus-energy building. Guided by Cradle to Cradle®, we are taking this approach for the sustainable optimization of raw materials, formulas and packaging materials.

"The ecologically sustainable development of a cleanser does not end with the elimination of critical ingredients. It also demands perfect integration of its entire life cycle in the evolutionary material cycles of nature."

Dr. Andreas Brakemeier
Head of Professional Products Development

Cooperation Projects:

- Evaluation Werner & Mertz Assessment Systems
- Innovation Project Cradle to Cradle® Design
  EPEA Internationale Umweltforschung GmbH in cooperation with EPEA Switzerland GmbH

"The three Werner & Mertz assessment systems stand out for their ease of application and high efficiency."

EPEA Internationale Umweltforschung GmbH: Evaluation Werner & Mertz Assessment Systems, Cradle to Cradle® Design Innovation Project, Hamburg/Mainz 2012

GOLD

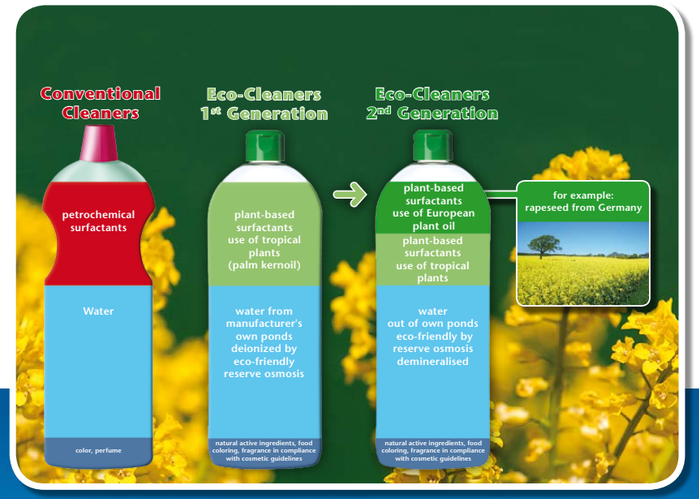
Olive tree, genuine oil tree (latin: Olea europaea)

Surfactants made from European plants

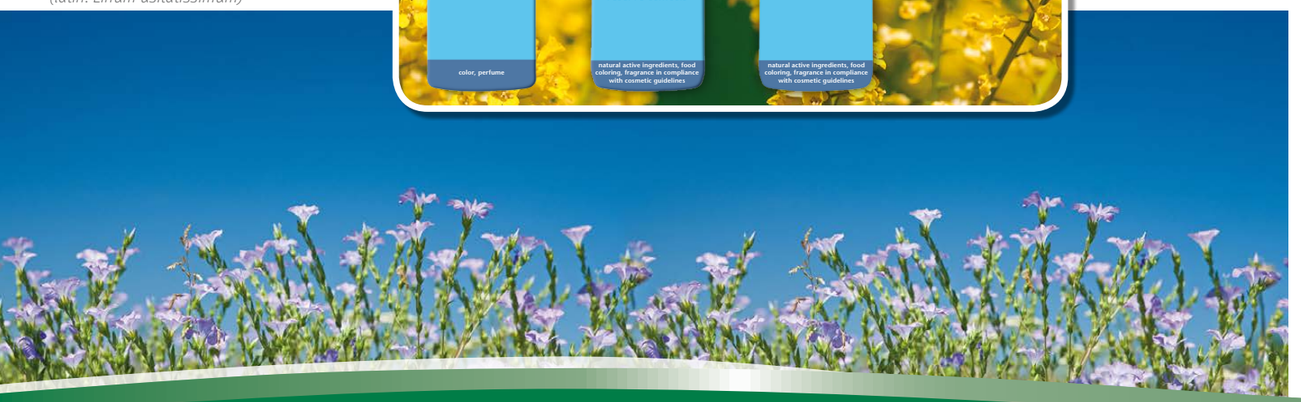
If you want to forego use of petrochemical surfactants, as Werner & Mertz does with its Frosch and green-care products, you currently have no choice beyond palm kernel or coconut oil. As a member of RSPO (Roundtable on Sustainable Palm Oil), we are aware of the controversy surrounding tropical vegetable oils. Our product development team is therefore conducting a research project on the feasibility of using surfactants made from European plants in our products.

The composition of native (European) vegetable oils differs from that of palm kernel or coconut oil. As a foodstuff, European oil is a good substitute for tropical oils. However, if you produced surfactants for detergents from native vegetable oils in the same way currently used for palm kernel oil or coconut oil, you would significantly alter the properties of the final products. Such detergents and cleaning products would be more expensive and their usage and cleaning power would differ significantly from consumers' current habits and expectations.

Nevertheless, in cooperation with competent partners, Werner & Mertz is pursuing the ambitious goal of developing a suitable new type of surfactant based on native oils for use in detergents and cleaners, which could then maintain their familiar and highly appreciated properties. The first Frosch products with plant-based surfactants made from European rapeseed, olive and linseed oils are coming to the market.



Flax (linseed) in bloom (latin: Linum usitatissimum)



Native cultivation preferred

Surfactants are wash-active substances used primarily for laundry detergents and household cleaners. During clothes washing or dishwashing, surfactants act to suspend grease and other non-water-soluble substances in the water so that they can be rinsed away.

Werner & Mertz products contain many other plant-based ingredients besides surfactants. Here too we prefer to use vegetable substances from native production purchased from European partners.

"Sustainability requires innovative energy in R&D."

Dr. Edgar Endlein
Head of Consumer Product Development

Numerous advantages come with the use of surfactants made from plants cultivated in Europe, including:

- Precluding the use of cultivated areas in the tropics for this purpose and reducing the associated risks, such as destruction of the rainforest and competition with food production
- No monocultures
- Short transportation routes
- Use of rapidly renewable raw materials based on European vegetable oils
- Promotion of traditional crop cultivation
- No dependence on surfactants from tropical cultivation
- Preservation and promotion of biodiversity

Rapeseed fields in bloom (Brassica napus) in Germany

Service & Logistics earns the EMAS certificate

Werner & Mertz Service & Logistik GmbH (S & L) has joined the companies in the Werner & Mertz Group that have earned EMAS certification.

S&L performed particularly well in the category of total annual emissions of greenhouse gases, one of the six core indicators assessed by EMAS.

EMAS uses a calculation model it developed in cooperation with the Fraunhofer Institute in 2009, which was adapted to the varied distribution structures in each country. Every year contracted shipping companies have to answer detailed questions about their operations. The model considers CO_2 and other greenhouse gas emissions and thus provides information about emissions from transported goods in terms of tonnage and ton-kilometers.

In addition to transport services, EMAS also examines the shipper's on-site logistical processes for purposes of the annual assessment.

In keeping with our holistic approach, we base our selection of service companies on their sustainability orientation. For our most important partners such as Dachser, Quehenberger, Schenker and VLOG, sustainability is a core factor in their corporate decision-making. In Germany, for example, the use of modern vehicles and strict fleet management (monitoring and management of fuel consumption, driving and braking behavior of company personnel, etc.) resulted in a reduction of CO_2 emissions of more than 21% per ton-kilometer from 2008 to 2011. In the same period the share of low emission vehicles (EUR05 and better) was increased from 21% to more than 61%.

In other areas S&L received valuable advice from EMAS about optimizations that will help S&L to work more efficiently. One concrete example involves the lighting in the warehouse and order-picking area, which will soon be equipped with particularly economical and efficient lamps. Along with improvements to the light output, S&L can reduce power consumption by more than 50% and significantly decrease maintenance expenses. This change helps the environment by lowering resource consumption, increasing job security and reducing costs. It's a perfect example of measures that have a positive economical and ecological impact.

Gerdhard J. Schmitt
Managing Director, Werner & Metz Service & Logistik GmbH:
"When we contract a shipper or freight forwarder, an environmentally friendly fleet of trucks is an important decision criterion."

ALPLA gets involved in ÖKOPROFIT

It pays for a company to protect the environment and to conserve resources. Werner & Mertz has profited from this for a long time. For more than 11 years, for example, we have participated in the ÖKOPROFIT project initiated by the City of Mainz in cooperation with the Rhein-Hesse Chamber of Commerce and Industry and the Chamber of Trades and others. In the first 10 years the 70 participating companies realized savings in energy, water, CO_2 and waste and achieved profit of about 8.5 million euro.

Last year the newcomer to ÖKOPROFIT was ALPLA-Werke Lehner GmbH. ALPA, one of the producers of plastic packing materials located on Werner & Mertz factory premises, intends to conduct compressed air recycling. The system is estimated to save 88,000 kilowatt hours of energy and 50 tons of the greenhouse gas CO_2 annually. The initial investment of 18,200 euro is expected to be recouped after two years through savings in energy.

Edwin Lucas, operations manager at Alpla Werk Mainz, checks the quality of PET bottles and preforms.

Clearly – the New Water Center

We all know we need water for washing. Clean water is also an essential ingredient in the manufacture of laundry detergents and household cleaners. The new water center at Werner & Mertz has been in operation since 2011 to supply water to our plant. Water is taken from a 70-meter deep well and treated in a multi-level process to yield deionized water for Production. What's new is treatment by means of a Reverse Osmosis (RO) system. In this process water and solutes are forced through a semi-permeable membrane which allows purified water to flow through but captures the solutes in a liquid concentrate.

In 2011 we used this method to generate 97,311 cubic meters of deionized water for Production; 31,905 ubic meters of concentrate was left over. The authorities permit the untreated concentrate to be directed into the Rhine because it contains the natural minerals and salts in ground water, only in higher concentration.

The new RO system is much kinder to the environment than the ion exchanger that previously generated deionized water for our Production. That physiochemical process required about 100 tons of hydrochloric acid and 35 tons of sodium hydroxide. Now we can do without the use of these hazardous substances.

Well water with double use

Our own well supplies water to the new headquarters. Groundwater is heated or cooled by a heat exchanger for climate control of the offices. After use, the water is deionized in the water center and fed into Production, where it is put to a second, ecologically-minded use.

We are currently optimizing the process. Water will be pumped to match actual heating or cooling demands. Water consumption is thus reduced along with energy required for pumping.

A look at the water tank in our ultra-modern Water Center in Mainz

Wastewater handled sustainably

Production wastewater is also treated in a separate area of the water center. In 2011 we treated 13,530 cubic meters of water. Mixed with limestone and iron minerals, the wastewater is forced through a large filter. What remains is filter sludge, which amounted to 490 tons in 2011. This limestone and iron-laden residue does not end up in a landfill. The brick-making industry uses it as supplemental material in the production of bricks for high-quality reuse that fits perfectly in our company's sustainability concept.

The filter sludge from our waste water treatment facilities is re-used as raw material in brick-making.

Reverse osmosis equipment in Water Center

Current figures for environmental statement balance sheet for Mainz site

Input/Output Assessment

We have compiled the most important input and output assessment data from the past four years in the following tables.

Environmental Performance – Core Indicators for 2012

Core indicators of environmental performance and those derived from the input/output assessment are used to check the effectiveness of the environmental management system. Specifically,

- environmental accounting of the actual state
- environmental planning and management, and
- periodic checks of the continuous improve-ment process.

Consideration is given to the relation of tonnage produced to the number of end products and to meteorological conditions such as length and intensity of heating periods and the like.

Input

	2009	2010	2011*	2012*		
Water	202,794	243,278	343,094	404,541	m³	Total Consumption
	178,151	218,749	315,867	374,963	m³	Well water from two deep wells
	91,880	95,057	97,331	102,230	m³	of which: deionized water
	61,542	90,064	116,833	191,477	m³	in part: used as cooling water
	22,129	31,028	35,256	37,349	m³	in part: RO system concentrate
			63,517	47,401	m³	incl. water for geothermal heat
	24,643	24,529	27,227	29,578	m³	City water
Energy	16,837,540	15,656,332	14,719,213	15,320,246	kWh	Total Consumption
	6,166,587	6,408,388	6,518,405	6,627,518	kWh	Electricity
	7,181,283	5,140,182	3,432,078	3,160,398	kWh	Natural gas
	3,483,906	3,752,415	4,768,730	5,532,330	kWh	District heating
	5,764	355,347	0	0	kWh	Extra light fuel oil
	4,842,417	5,025,345	4,521,942	4,737,150	m³	Compressed air
Property size	94,024	94,024	94,024	94,025	m²	Total area
	82,049	82,049	86,054	86,054	m²	Developed area
	11,975	11,975	7,970	7,970	m²	Undeveloped area

	2009	2010	2011*	2012*		
Raw materials	24,395	26,572	27,367	28,434	t	Total of all raw materials
	10,263	10,918	11,104	12,516	t	Surfactants, fatty acids, soaps
	5,221	6,275	6,581	6,882	t	Acids / Salts / Bases, etc.
	2,353	2,422	3,094	2,180	t	Alcohol
	1,715	1,834	1,585	1,598	t	Plastic dispersion / polymer
	1,582	1,689	1,522	1,628	t	Solids and extenders
	1,440	1,396	1.498	1,639	t	Fats
	414	456	452	386	t	Solvents, benzene
	97	113	94	84	t	Waxes
	261	260	262	270	t	Fragrances
	1,048	1,208	1,175	1,563	t	Other raw materials (< 250 t/year)
Packaging	213,441,993	229,520,812	231,680,793	247,324,102	pc.	Containers (bottles, drums including caps/lids)
	18,906,855	20,695,332	19,671,667	20,427,065	pc.	Cardboard packaging
	166,355,137	174,955,030	171,777,507	187,182,804	pc.	Labels
Paper	about 2,105,000	about 2,600,000	about 3.100,000	about 3,000,000	sheet	Paper for copiers and printers

Output

	2009	2010	2011*	2012*		
Products	93,209	98,651	100,387	106,981	t	Cleaning and care products
	100,246,862	107,690,299	107,574,007	114,759,619	pc.	
Total air emissions	1,304.430	1,150,086	689,848	635,240	kg	CO_2:
	1,303.167	1,033,177	689,848	635,240	kg	Natural gas
	1,263	116,909	0	0	kg	Extra light fuel oil
	285,680	307,698	391,036	453,651	kg	CO_2-emissions from district heating
	1,133	1,234	1,271	1,320	kg	VOC emissions
Total greenhouse gas emissions	43	37	23	21	kg	SO_2
	930	805	492	453	kg	NO_x
	0	0	0	0	kg	Particulate Matter (PM)
Cooling water / Waste water	123,862	157.206	255,469	317,897	m³	Total
	83,671	121,092	215,467	276,227	m³	Direct discharge (cooling water + + concentrate RO system (from 2011 + water from geothermal system HV)))
	40,191	36,114	39,712	41,670	m³	Indirect discharge
	15,861	16,168	13,530	16,992	m³	Portion of waste water treated in-house
Waste	1,284	1,448	1,462	1,446	t	Total
	106	285	124	82	t	Hazardous
Largest portions of waste	339	335	353	344	t	Cardboard and paper
	610	545	490	403	t	Filter cakes
	146	152	138	162	t	Plastic packaging/ mixed packaging
	57	85	53	56	t	Wood waste / pallets
	22	10	26	40	t	Folis
	4	6	6	7	t	Wax waste
	32	50	26	28	t	Solvents

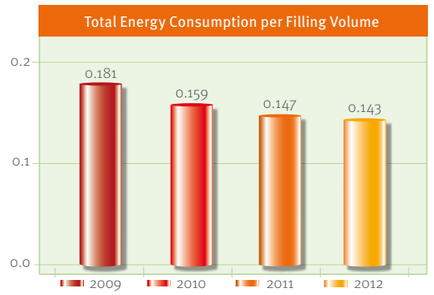
(* Data for 2011 includes Werner & Mertz Service & Logistik GmbH).

Energy

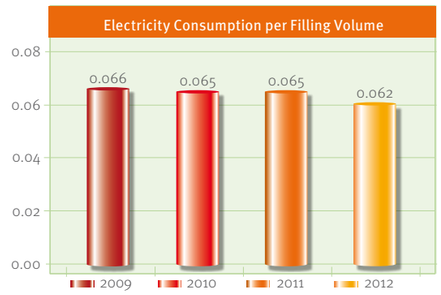
An energy tracking system is utilized to monitor and optimize energy use. It helps to ascertain consumption of electricity, gas, compressed air and to identify potential savings. These data serve as the basis for various energy-saving measures including optimization of lighting technology by means of improved management for maintenance and repairs and use of new energy-optimized filling systems.
Evidence of our more effective use of electricity, specifically through controlled motors and speed-controlled pumps and improved illumination, is seen in the reduction in electricity consumption per filling volume. With the energy management system (in compliance with ISO 50.001) introduced in mid-2012, we want to further increase the energy efficiency of Werner & Mertz.
Regularly published articles in the employee newspaper and employee training in energy-saving measures support these technical activities.

"Our energy management system is the key to reducing our company's energy consumption systematically and integrally for the long term. This too is a contribution to our sustainability philosophy."

Günther Heinrichs
Technology Manager, Werner & Mertz



Electricity and fuel consumption (kWh) / filling volume (kg)



Electricity consumption (kWh) / filling volume (kg)

Environmental Statement
Mainz Site

Processing and Heating

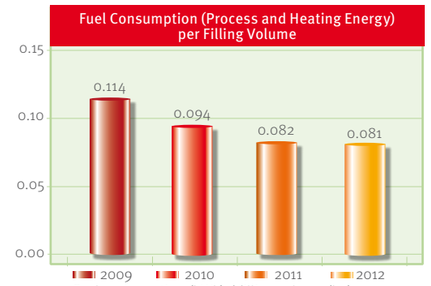
(Steam and District Heating)

Until the end of 2011 Werner & Mertz – Mainz used steam generated by its own boiler building as process energy to heat raw materials and input materials and to heat buildings.

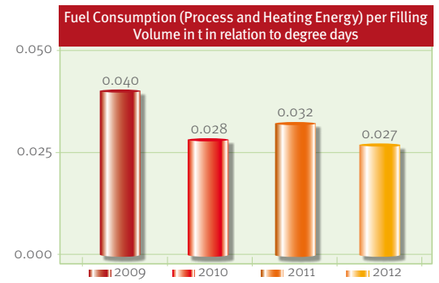
The heating of production and warehouse buildings was converted step-by-step to district heating. This was a critical step toward further reduction of the ratio of fuel consumption to filling volume. The conversion was completed when the last building was connected to district heating at the end of 2011 and high-speed generators were introduced for need-managed production of process steam.
When we take degree days into account (i.e., adjust for outside temperature), we can see changes in consumption (shown to the right).

"What sustainability means to me is the reasonable handling of resources and the development of sustainable products."

Kadira Nedic
Product Development, liquid cleaners for sanitary facilities, Consumer & Professional



Fuel consumption (kWh) / filling volume (kg)



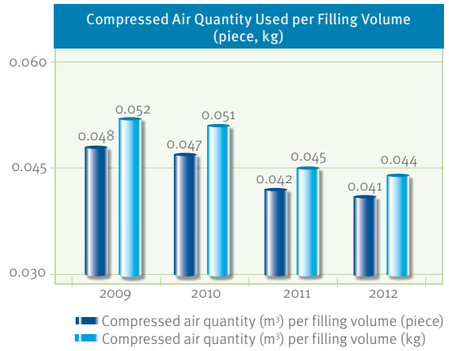
Fuel consumption process and heating energy (kWh)/ filling volume (t) + degree (degree days)

"Sustainability for me is a personal matter and a commitment. So I'm very happy to work in a company that both credibly conveys the idea of sustainability to the public and uncompromisingly acts in accordance with sustainability principles."

Wilhelm Zelch
Product Development, Floor and Carpet Care

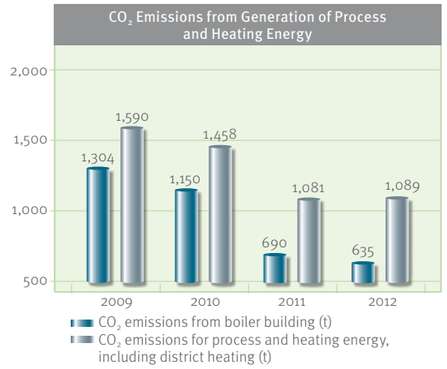
Compressed Air

Energy management at Werner & Mertz – Mainz places special emphasis on compressed air. Consumption per filled item results, among other things, from full utilization of the filling line for stand-up pouches. Compressed air is also suitable for combustible products and was equipped with pneumatic controls to prevent explosions. Compressed air consumption was significantly reduced in recent years through the use of new filling facilities for household cleaners and improved fittings on compressed air lines. The slight increase in compressed air consumption in 2009 is attributed to a production expansion and smaller lot sizes. Optimizations reduced consumption again in 2010.



Emissions

With the gradual conversion of building heating to district heating systems, the plant's own generation of heating energy was throttled. Consequently, a reduction was seen in the site's CO_2 emissions from the production of process and heating energy in the company's own boiler building. When district heating generation is included in the calculation of CO_2 emissions, the decline in emissions is still significant.
In addition, the old boiler plant was replaced by two high-speed steam generators.

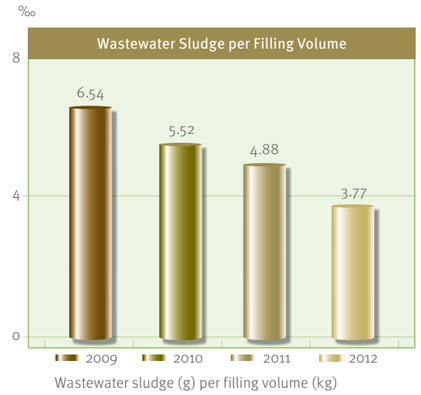


Chemical production involves mainly closed processes and the use of storage tanks, piping systems, manufacturing containers and filling equipment. This results in only minor emissions of Volatile Organic Compounds (VOC) through evaporation or vaporization. The most recent emissions declaration was issued in 2008. The total carbon emissions were 1,143 kg, an amount significantly below the limit set in the permit.

Waste

Total waste was equal to the value achieved in 2010.

The largest portion of waste was made up of filter cakes used in the physicochemical wastewater treatment plant.
Improvements to the plant and use of a more powerful chamber filter press from the middle of 2010 resulted in a continuously reduced amount of sludge.
For many years the compressed sludge has been recycled and therefore does not fall into the category of hazardous waste.



EMAS
Verified environmental management
REG. NO. DE-152-00013

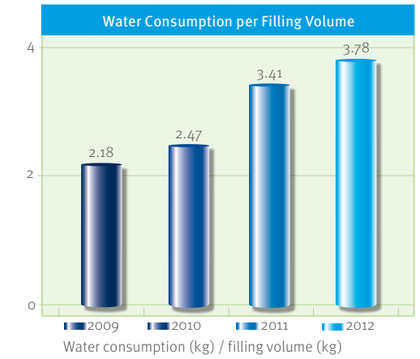
Water / Wastewater

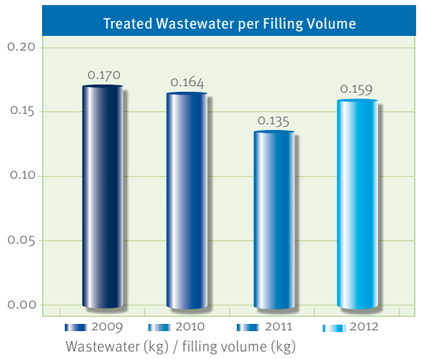
Werner & Mertz – Mainz draws untreated water mainly from its own well and to a lesser extent from the City of Mainz public water supply.
Some of that water is treated by means of reverse osmosis (RO system) for chemical production. Well water, which is used in Production for cooling purposes, remains chemically untreated.

Since 2011 well water has also been used to cool and heat the headquarters. For the most part (2012: about 72 percent), it is then used to produce deionized water and is therefore used twice. Chemical Production is the major consumer of water, as deionized water (DIW) is used as a raw material there and for cleaning and rinsing purposes. A large portion of well water (2012: about 47 percent) is also used for cooling the processes. The increase in total water use is attributed to cooling water needs, particularly in the use of geothermal facilities for company headquarters and for increased production. In pursuit of the goal of reducing the finished goods inventory, we produced more lots of smaller sizes, which required more frequent product changes and correspondingly more rinsing cycles. As a result, we saw an increase in the treated waste water per kilogram of filling volume.

"It's a very compelling challenge for me to develop highly efficient products in the area of professional detergents. Here ecological, economical and social sustainability are in the foreground."

Steffi Kehrer
Product Developer, Professional Products





Environmental Statement
Mainz Site

Hazardous Materials

A large portion of the raw materials used by Werner & Mertz – Mainz is categorized as slightly hazardous to waters. The majority of substances considered hazardous to water falls into the lowest class, WHC 1 (low hazard to water).

We attribute this to the optimized design of our warehouse in compliance with statutory requirements, preventive measures in occupational safety, general safety and fire protection and instruction provided to our employees.
To ensure that we meet this standard of care, top management has designated hazardous materials officers (although this is not required by law).

"I like the practical training in my chosen field and the good working atmosphere."

Marcel Raschkewitz
Industrial mechanic in second year of training

Noise

No noise emitted from Werner & Mertz – Mainz exceeds statutory limits.
To ensure that we continue to meet the standard, the existing noise map for the production area has been updated annually since early 2008 to comply with modified legal requirements and whenever changes are made to the plant.

Contaminated Sites

For Werner & Mertz – Mainz there are no environmentally relevant indicators of contaminated sites or areas of suspected contamination at the Mainz location that have not been reported previously to the authorities.

EMAS
Verified environmental management
REG.NO. DE-152-00013

The Sustainability Team at Werner & Mertz

Assessment of Indirect Environmental Impact

The indirect environmental impact of all Werner & Mertz – Mainz products were compiled in a checklist and assessed. Similar types of products were consolidated in product groups.
The analysis took into consideration potential pollution caused by the product, its ingredients and packaging. The environmental impact was assessed separately for each of the phases before, during and after use.

The product groups listed were analyzed with regard to the following:

- environmental impact of the production and transport of raw materials
- environmental impact of the production, transport and recycling/disposal of packaging materials used
- environmental impact of ingredients in their use and disposal
- Product design
- environmental pollution caused by transport of products
- environmental pollution caused by use and disposal of products
- environmental performance and environmental behavior of contractors and suppliers

Also listed were the applicable statutory regulations, e.g., hazard symbols or warnings and risk and safety (R and S) phrases for each product group.
Environmental impact and pollution were then assessed within the scope of a Failure Mode and Effects Analysis (FMEA). The basis for the FMEA and the assessment are compiled jointly by the Environmental Management Officer and the Environmental Team and coordinated with top management.
The results are summarized in Risk Priority Numbers in the "Identification and Assessment List of Direct Environmental Impact (equipment/activities)." The list is updated with planned or future activities over the course of the assessment. It therefore reflects the current state of the environmental impact assessment. The list also serves as the basis for formulating new environmental targets and the environmental program. Priority is given to those items with higher RPNs. They are examined for current interest and relevance as part of an internal audit.
Risk is identified in regularly conducted internal and external risk management checks and audits.
Potential indirect environmental impact is examined and minimized during the development phase of new products and the clearance of new raw materials and suppliers. Therefore, the above-mentioned assessment lists currently contain no positions from which measures must be derived.

Furthermore, additional important indirect environmental aspects at our Mainz site are analyzed and assessed by our Environmental Team. The team's work serves as the basis for the formulation of environmental targets and our environmental program.

The areas of delivery traffic, energy consumption of the vehicle fleet and customer and employee awareness of environmental aspects were identified as particularly significant. For one thing, these topics are important for their relevance to our activities. For another, our activities can have a potentially great effect here (see the following supplementary explanations).

Delivery traffic. Whenever possible, we prefer to do business with suppliers located near our site. Of the containers and cartons we require, 55% is produced right on our plant premises.
We acquire another 17% from suppliers within a 100-km radius of Mainz.
In-house production of bottles and canisters eliminates about 1,500 truck trips per year. This corresponds to about 900,000 kilometers or 220,000 liters of diesel fuel annually and avoidance of approximately 570 tons of CO_2 each year.

Vehicle fleet. A vehicle in the fleet for sales companies is replaced after 150,000 km with a vehicle equipped with the latest technology. We use vehicles with particularly environmentally friendly technology (including ECOnetic from Ford), which, compared to conventional models, have lower CO_2 emissions. Furthermore, diesel consumption of our vehicles is regularly monitored to allow for quick reaction to unusual changes in consumption patterns.
Reinforced by ongoing driver training, which has been offered since 2009, sales representatives have been able to reduce fuel consumption even further and save more than 20,000 euro.

Employee and Customer Information. Our employee newspaper regularly publishes articles on the subject of environmental protection. We also inform employees of environmental topics, such as energy-saving measures, as part of regular training programs.
With regard to customer information, it is in our best interests to present the customer value of our environmentally friendly products. We make it a point to mention, for example, that Werner & Mertz won the German Sustainability Award in 2009 with our Frosch brand.
The same applies to the Rhineland-Palatinate Environmental Award presented to Werner & Mertz – Mainz for its new headquarters in June 2010, before the building was officially dedicated.
Today some of our products satisfy the demanding requirements of the Eco-label and, in the Professional division, those of the Nordic Swan, and bear the respective quality seals.

"I appreciate the chances for promotion and personal development that Werner & Mertz offers me."

Christopher Knobloch
Electronics technician for automation technology in his third year of training

Core Indicators

Core indicators showing our fulfillment of requirements from the Directive (EC) Nr. 1221/2009 (EMAS III) are listed in the following table.

These indicators were first established for the year 2009 and updated for each year thereafter.

CORE INDICATORS 2012		FIGURE A	FIG. B	FIG. R	COMMENTS
I) Energy Efficiency					
Total direct energy use:	2012	15,320 MWh	106,981 t	0.143 MWh/t	In the ascertainment of direct energy use, the consumption of electricity, natural gas, heating oil and district heating were taken into consideration.
	2011	14,719 MWh	100,387 t	0.147 MWh/t	
	2010	15,656 MWh	98,651 t	0.159 MWh/t	
	2009	16,838 MWh	93,209 t	0.181 MWh/t	
Total renewable energy use:	2012	2,226 MWh	106,981 t	0.021 MWh/t	Portion of renewable energy in electricity generation: 18.5% (from 2011 + 1.000 MWh certified eco electricity from regenerative sources) (2009 15.6 %).
	2011	2,206 MWh	100,387 t	0.022 MWh/t	
	2010	1,186 MWh	98,651 t	0.012 MWh/t	
	2009	962 MWh	93,209 t	0.010 MWh/t	
II) Material Efficiency					
Annual mass flow of all materials used:	2012	28,434 t	106,981 t	0.266 t/t	See Input Assessment for details.
	2011	27,367 t	100,387 t	0.273 t/t	
	2010	26,572 t	98,651 t	0.269 t/t	
	2009	24,395 t	93,209 t	0.262 t/t	
III) Water					
Total annual water use:	2012	404,541 m³	106,981 t	3.781 m³/t	See Output Assessment for details on water use.
	2011	343,094 m³	100,387 t	3.412 m³/t	
	2010	243,278 m³	98,651 t	2.466 m³/t	
	2009	202,794 m³	93,209 t	2.176 m³/t	
IV) Waste					
Total annual generation of waste:	2012	1,446 t	106,981 t	0.014 t/t	See Output Assessment for details on types of waste.
	2011	1,462 t	100,387 t	0.015 t/t	
	2010	1,448 t	98,651 t	0.015 t/t	
	2009	1,284 t	93,209 t	0.014 t/t	
Total annual generation of hazardous waste:	2012	82 t	106,981 t	0.001 t/t	
	2011	124 t	100,387 t	0.001 t/t	
	2010	285 t	98,651 t	0.003 t/t	
	2009	106 t	93,209 t	0.001 t/t	
V) Biodiversity					
Use of land in m² of built-up area	2012	86,054 m²	106,981 t	0.804 m²/t	Portion of built-up area to entire property site = 91.5 %.
	2011	86,054 m²	100,387 t	0.857 m²/t	
	2010	82,049 m²	98,651 t	0.832 m²/t	
	2009	82,049 m²	93,209 t	0.880 m²/t	

FIGURE A: Total annual input/impact in given environmental area
FIGURE B: Overall annual output of the organization
FIGURE R: Ratio A/B

CORE INDICATORS 2012		FIGURE A	FIG. B	FIG. R	COMMENTS
VI) Emissions					
Total annual emission of greenhouse gases in tons of CO_2 equivalent	2012	635 t	106,981 t	0.006 t/t	CO_2 was emitted at the site only by the generation of heating and process energy through the burning of natural gas and heating oil in the company's own boiler building.
	2011	690 t	100,387 t	0.007 t/t	
	2010	1,150 t	98,651 t	0.012 t/t	
	2009	1,304 t	93,209 t	0.014 t/t	
	2012	29.7 t	106,981 t	0.0003 t/t	The existing air conditioning systems are subject to regular maintenance. During maintenance of air conditioning systems coolants were refilled: 2012: 18 kg R407c (2011: 12 kg R407c und 1 kg R410a) (2010: 13 kg R22 und 38.5 kg R407c) (2009: 4 kg R22 und 2 kg R410a).
	2011	21.8 t	100,387 t	0.0002 t/t	
	2010	85.7 t	98,651 t	0.0009 t/t	
	2009	10.7 t	93,209 t	0.0001 t/t	
Total annual air emission SO_2	2012	21 kg	106,981 t	0.00020 kg/t	Emissions of SO_2 and NO_x from burning of natural gas and heating oil to generate heat.
	2011	23 kg	100,387 t	0.00023 kg/t	
	2010	37 kg	98,651 t	0.00038 kg/t	
	2009	43 kg	93,209 t	0.00046 kg/t	
NO_x	2012	453 kg	106,981 t	0.004 kg/t	Data basis: Gemis 4.1
	2011	492 kg	100,387 t	0.005 kg/t	
	2010	805 kg	98,651 t	0.008 kg/t	
	2009	930 kg	93,209 t	0.010 kg/t	
PM	2012	0 kg	106,981 t	0 kg/t	No Particulate Matter (PM) emissions
	2011	0 kg	100,387 t	0 kg/t	
	2010	0 kg	98,651 t	0 kg/t	
	2009	0 kg	93,209 t	0 kg/t	

FIGURE A: Total annual input/impact in given environmental area
FIGURE B: Overall annual output of the organization
FIGURE R: Ratio A/B

Changes made since Environmental Statement 2012

- Renovation of the complete infrastructure in Building H10 (former water facilities and compressor station).
  Installation of a new filling line for stand-up pouches with optimized ergonomics and energy-efficient illumination with LED lamps above the work areas.
  The new pouch line was put into operation in December 2012.
- Construction of an automatic pigging station in Building H12 for more efficient cleaning of pipes and thus a reduction in amount of rinse water.
  The pilot facility was completed in October 2012 and was deemed suitable for use in other areas.
- New office building was awarded "LEED Platinum" (Leadership in Environmental & Energy Design), the most demanding sustainability certification for buildings.
- Expansion of manufacturing facilities for liquid detergent, including replacement of buffer tank and modernization of electrical control system. Among the goals are the shortening of the cleaning cycles, improved cleaning of facilities and greater energy efficiency of the building.
- Designation of a hazardous materials officer for Werner & Mertz Service & Logistik.

Environmental Program

Werner & Mertz – Mainz has ambitious targets for the future too. Various measures have already been recommended to achieve those goals. The following is an excerpt from our Environmental Program for the years 2012 to 2014.

Targets	Measures	Responsible	Deadline	Status
Savings of about 1,500 truck trips for delivery of containers, leading to savings of approximately 570 t CO_2 per year.	Keep in-house production of bottles for our products.	Purchasing Management	on-going	In-house production is retained
Compare notes with other companies on environmental subjects	Participation in project ÖKOPROFIT-Klub Mainz within scope of local Agenda 21 of the City of Mainz	Environmental Management Officer	Nov. 08	To be continued 2011/2012 /2013
Active participation in environmental committee of the Chemieverbände Rheinland-Pfalz (VCI)	Send representative to environmental committee of the chemical industry association (Chemieverbände Rheinland-Pfalz, VCI)	Engineering	on-going	Continuous participation
Active participation in the "Business in Good Company" initiative	Werner & Mertz is on the board of the Business in Good Company initi¬ative.	Sustainability Management	on-going	Continuous participation
Compare notes with other companies on environmental and sustainability issues	Active participation in German Environmental Management Association (B.A.U.M. e.V.)	Sustainability Management	on-going	Continuous participation
Optimization of procedures and preparation of bottles for Production	Conversion of boiler building to energy center with the following components: - Steam (2 high-speed steam generators, each with 1.5 t steam/hour) - Compressed air (relocation of compressor station) - Area for pump workshop and hose inspection	Technical Workshops	Dec. 11	Areas 1 and 2 are in operation; Area 3 will be completed at the end of 2013
Reduction of CO_2 emissions	Use of natural gas-powered vehicle to test usability and economy for sales representatives	Fleet Management	May 12	Vehicle is in use
Reduction of amount of rinse water	Construction of an automatic mulch station (pilot plant) in Building H12 for more efficient cleaning of piping system	Engineering	Oct. 12	Implemented on schedule

The Environmental Team in Mainz

Targets	Measures	Responsible	Deadline	Status
Increase flexibility and reduce storage of bottles	Conversion of printed tana round bottles (two million pieces per year) to modular bottles with label that can be designed in Global Label Management (GLM)	Marketing tana-Chemie and Production	Mar. 12	Postponed to end of 2013 in favor of other projects with higher priorities
3% reduction of energy needs for stacking crane	Switch off of lighting on the stacking cranes in the high rack warehouse during automatic operation	Operations Management Werner & Mertz Service & Logistik	Dec. 12	Implemented on schedule
Improvements to equipment technology, shortening of cleaning cycle and improvement to equipment cleaning options	Expansion of production equipment for liquid detergent, including the replacement of the buffer tank and modernization of the electrical steering	Production	Dec. 13	Being imple-mented
Savings in emissions and travel time	Commitment to substitute one business trip per department with a video conference	All departments	Dec. 12	About 50 video conferences were conducted in 2012; activity will be continued in 2013.
Recovery of PET waste collected from consumers by means of the yellow bag	Expedite use of a new type of sorting technology with which single-variety, colorless PET can be recovered from the yellow bag for the manufacture of new PET bottles with a recyclate share of close to 100%. "Frosch Recyclate Initiative"	Erdal-Rex and Packaging Development	June 13	Field experiment for recovery of PET from Yellow Bag was successfully concluded.
Reduction in CO_2 emissions	Use of hybrid vehicle for Professional division management	Fleet Management	July 2013	Vehicle has been ordered
25% reduction in energy needs for lighting	Replacement of lighting in Logistics Centers 1 and 2 with modern fluorescent lamps or LEDs	Operations Management Werner & Mertz Service & Logistik	Dec. 13	Being implemented
Elimination of CO_2 emissions by means of electricity generation	Conversion of power supply to eco-electricity for the entire site in Mainz	Facility Management	Jan. 14	Contract has been signed

'In our company, sustainability is viewed holistically and is developed every day. Thus, it is not a short-term trend that we are using for our brands. For us, it is an attitude, almost a mission in life, to develop and bring to market products that people can use with a clear conscience. This creates trust – for us, this is the highest commodity, and we deal with it very sensitively'.

Wolfgang Feiter
Marketing Manager, Consumer Germany

Structure and Organization of Environmental Management System

The establishment of an environmental management system is the main component of EMAS (Environmental Management Audit Scheme) validation. The system provides for centralized management of environmentally relevant processes and coordination and optimization of all ecological activities throughout the company. We establish targets based on our environmental guidelines and check regularly to see if they have been met. Our overall target is the continual improvement of environmental performance at the Werner & Mertz companies operating in Germany

- Werner & Mertz GmbH (product development, product supply and administration)
- Erdal-Rex GmbH (consumer sales)
- tana-Chemie GmbH (sales to professional organizations)
- Werner & Mertz Service & Logistik GmbH (service & logistics).

In this Environmental Statement the four companies operating at the Mainz headquarters will be collectively referred to as "Werner & Mertz – Mainz."

The Werner & Mertz environmental policy is shaped by legal and regulatory requirements. Over and above those requirements, the management of the four companies devises the environmental activities of Werner & Mertz – Mainz.

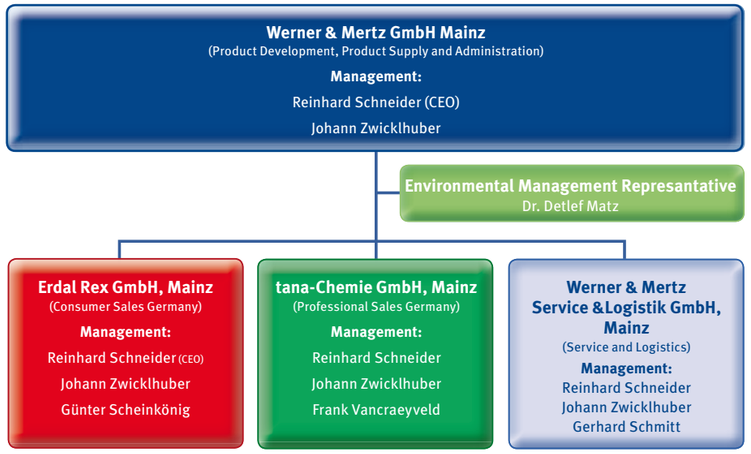
Measurable environmental targets form the basis for the planning, initiation and monitoring of specific concrete steps. The environmental team, whose activities are coordinated by the environmental management officer, is an essential element in this system.

The environmental management system of Werner & Mertz – Mainz is regularly examined in internal audits.

The figure below shows the functions of our environmental management system.

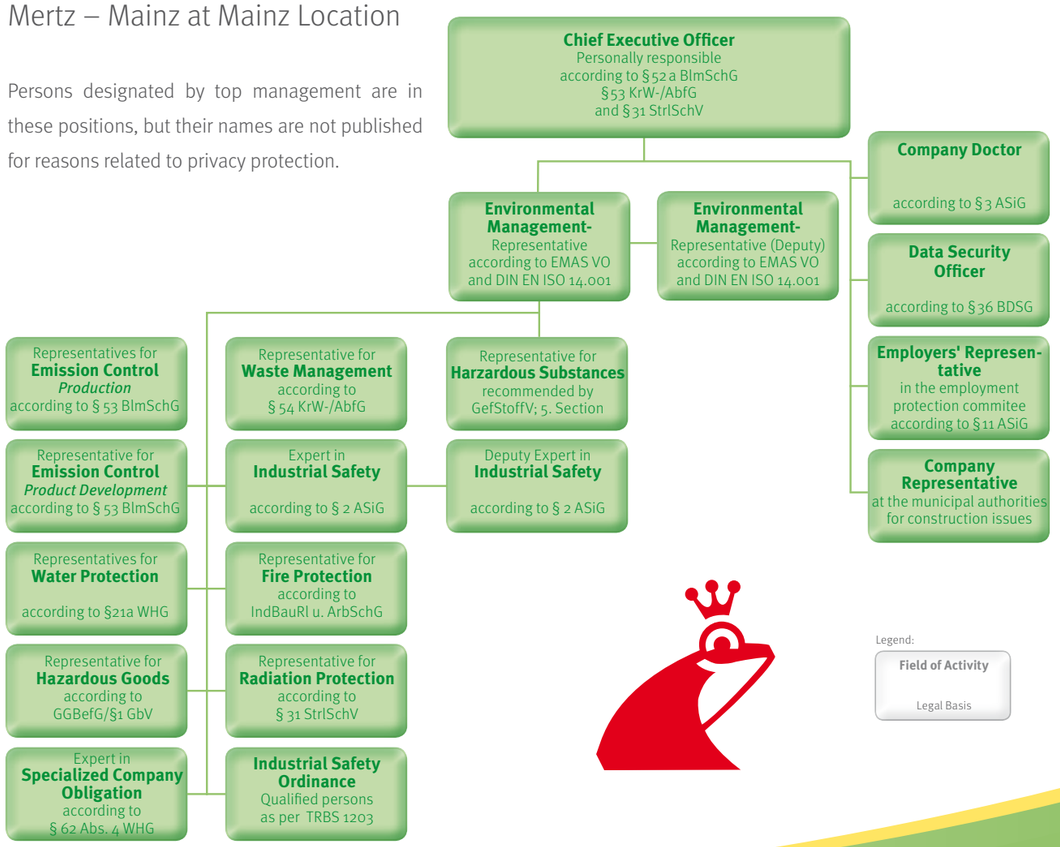
The following graphics clarify the responsibilities and decision structure at Werner & Mertz – Mainz.

Werner & Mertz Group Organization at Mainz Headquarters



Overview of Responsible Parties, Specialist Managers and Technical Experts in Environmental Protection for Werner & Mertz – Mainz at Mainz Location

Persons designated by top management are in these positions, but their names are not published for reasons related to privacy protection.



Release to the Public

We provide this environmental statement to inform our employees, customers and the general public of environmental protection in our company. We confirm the veracity of the information presented and hereby release the environmental statement for publication. Management is responsible for the release of the environmental statement.

Reinhard Schneider
(Chief Executive Officer)

Dr.-Ing. Detlef Matz
(Environmental Management Officer)


INTECHNICA

Validation of the Environmental Statement

The accredited environmental verifier
DR. NORBERT HILLER
has assessed
Werner & Mertz GmbH
Erdal-Rex GmbH
tana-Chemie GmbH
Werner & Mertz Service & Logistik GmbH
at the site
Rheinallee 96, 55120 Mainz

regarding compliance with all requirements of the Regulation (EC) No. 1221/2009 and confirms accordance of of the environmental management system, the internal environmental audit such as the environmental statement with the requirements of the regulation.

There is no evidence of non-compliance with applicable legal requirements. The data and information of the environmental statement of the organisation reflect a reliable, credible and correct image of all the organisations activities.

Mainz, 22 June 2012

Dr. Norbert Hiller
Environmental Verifier
Permit-No. DE-V-0021
Intechnica Cert GmbH

Dr. Reiner Beer
Environmental Verifier Organisation
INTECHNICA CERT GmbH, DE-V-0279

Date of the next validation is May 2015


INTECHNICA

Certificate
ISO 14001

The accredited environmental verifier
DR. NORBERT HILLER
herewith confirms that
Werner & Mertz GmbH
Erdal-Rex GmbH
tana-Chemie GmbH
Werner & Mertz Service & Logistik GmbH
at the site
Rheinallee 96, 55120 Mainz

fulfils the requirements of an environmental management system in accordance with the ISO 14001+Cor.1:2009.

The environmental policy, the environmental management system, the environmental effects, the environmental documentation, the environmental objectives and the methodology and the results of the environmental audit were checked in accordance with the ISO 14001+Cor.1:2009.

Mainz, 22 June 2012

Dr. Norbert Hiller
Environmental Verifier
Permit-No. DE-V-0021

Dr. Reiner Beer
Environmental Verifier Organisation
INTECHNICA CERT GmbH, DE-V-0279
Intechnica Cert GmbH

The certificate No. UA 420-2012 is valid until May 2015


Certificate of Registration

Werner & Mertz GmbH
with the subsidiary companies
Erdal-Rex GmbH,
tana-Chemie GmbH und
Werner & Mertz Service & Logistik GmbH

Site
Rheinallee 96
55120 Mainz

Registration-No: DE-152-00013

Date of first registration
1st June 2003

This certificate is valid until
22nd May 2015

This organisation has established an environmental management system according to EU-Regulation 1221/2009 and EN ISO 14001:2004 section 4 to promote the continual improvement of enviromental performance, publishes an environmental statement, has the environmental management system verified and the environmental statement validated by a verifier, is registered under EMAS and therefore is entitled to use the EMAS-Logo.

EMAS
VERIFIED ENVIRONMENTAL MANAGEMENT

IHK Rheinland-Pfalz

Registrierende Stelle im Gemeinschaftssystem für das Umweltmanagement und die Umweltprüfung

Industrie- und Handelskammer für die Pfalz als registerführende Stelle der Arbeitsgemeinschaft der rheinland-pfälzischen IHKs.
17.07.2012

Will Kühn
Präsident

Dr. Rudolf Beyer
Hauptgeschäftsführer

Our Environmental Management Officer Dr. Detlef Matz is available for further information.
Rheinalle 96, 55120 Mainz
Telephone: 0 61 31 - 964 - 26 00
Telefax: 0 61 31 - 964 - 3 26 00
e-mail: DMatz@werner-mertz.com

Validation

The next consolidated Environmental Statement will be submitted for validation by 22 May 2015. In the intervening years the environmental statement will be updated annually and submitted to the environmental auditor for validation.

Contracted as environmental auditor/environmental audit organization:
Dr. Norbert Hiller
(Registration Nr.: D-V-0021)
INTECHNICA Cert GmbH (Registration Nr.: D-V-0279)
Ostendstr. 181, 90482 Nuremberg

"Through the development focus on integrally sustainable product concepts, the Professional line of Werner & Mertz reconciles the use of nature with the protection of nature. All for the overall goal of leaving our Earth liveable for future generations and achieving new quality of growth."

Regina Henrich
International Marketing Director Professional

Validation Confirmation

The undersigned, Dr. Norbert Hiller, EMAS environmental auditor with Registration Number DE-V-0021, accredited or approved for Region 20 (NACE-Code Rev. 2), confirms that he has checked whether the entire organization as named in the updated Environmental Statement
Werner & Mertz GmbH
with sites for
Erdal-Rex GmbH, tana Chemie GmbH and
Werner & Mertz Service & Logistik GmbH
Rheinallee 96, 55120 Mainz
with the Registration Number DE-152-00013
satisfies all requirements of Regulation (EG) Nr. 1221/2009 of the European Parliament and the Council of 25 November 2009 regarding voluntary participation of organizations in a community system for Environmental Management Audit Scheme (EMAS).

By signing this confirmation, the environmental auditor confirms that

- the audit and validation were carried out in complete compliance with the requirements of Regulation (EC) Nr. 1221/2009,
- the result of the audit and validation confirm that there is no evidence of nonconformance with the applicable environmental regulations,
- the data and information in the Environmental Statement / updated Environmental Statement of the organization / the site provides a reliable, credible and accurate picture of the activities of the organization / site in the areas specified in the Environmental Statement.

Nuremberg,

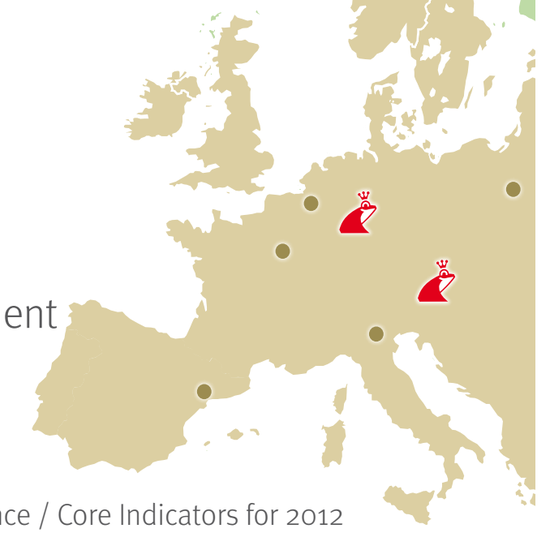
Dr. N. Hiller
Environmental Auditor

EMAS
Verified environmental management
REG.NO. DE-152-00013

"We can grow and succeed only if we make ecological progress – and we're happy to work toward that goal."

Mag. Franz Studener
Managing Director, Erdal GmbH Hallein

Current figures for environmental statement balance sheet for Hallein site



Environmental Performance / Core Indicators for 2012

Core indicators of environmental performance and those derived from the input/output assessment are used to check the effectiveness of the environmental management system. Specifically,

- environmental accounting of the actual state,
- environmental planning and management, and
- periodic checks of the continuous improvement process.

Consideration is given to the relation of produced tonnage to the end products.
The changes in the absolute and the relative values compared to 2011 are attributable mostly to the significantly increased amount of low-volume products and to the start of three-shift production in April 2012.

We have compiled the most important input and output assessment data from the past four years in the following tables.

Input

	2009	2010	2011	2012		
Water	15,930	16,649	15,816	18,398	m³	Total consumption
	9,964	10,996	11,123	12,165	m³	Factory (water for manufacturing)
	1,942	2,184	1,749	3,277	m³	Process water (production bldg.)
	11,906	13,180	12,872	15,442	m³	Total consumption (prod. bldg.)
	3,761	3,194	2,648	2,648	m³	Cooling water (well water)
	263	275	296	301	m³	Water (office building)
Energy	2,687,246	2,845,034	2,623,322	2.889.584	kWh	Total consumption
	669,520	766,080	682,160	814,720	kWh	Electricity
	620,042	709,467	621,448	742,210	kWh	Portion from renewable energy
	(92.61 %)	(92.61 %)	(91.1 %)	(91.1 %)		sources
	1,057,435	1,142,169	1,007,292	1,176,927	kWh	Natural gas
	not captured	not captured	334,338	331,644	kWh	Portion for process steam
	separately	separately	672,955	845,283	m³	Portion for heating system
	95,267	92,935	92,646	89,081	liter	Diesel (consumption of motor vehicle fleet for sales reps)
Property size	15,500	15,500	15,500	15,500	m²	Total area
	5,750	5,750	5,750	6,100	m²	Developed area
	9,750	9,750	9,750	9,400	m²	Undeveloped area

	2009	2010	2011	2012		
Raw materials	3,286	2,664	2,409	2,625	t	Total of all raw materials additives and operating supplies
	957	1.049	1.016	1.074	t	Solvents / Alcohol
	757	847	815	847	t	Surfactants / Soaps / Fatty acids
	780	402	367	417	t	Acids / Bases / Salts
	437	59	9	35	t	Chelating agents
	165	162	84	105	t	Fragrances
	88	36	23	34	t	Polymers / Dispersions
	102	108	94	113	t	Other raw materials, additives and operating supplies (annual amount < 50 tons)
Packaging	72,969,200	78,410,038	62,791,699	78,268,202	St.	Containers (bottles, drums including caps/lids
	5,265,062	6,655,406	6,353,144	9,331.554	St.	Cardboard packaging
	51,545,097	56,059,989	46,212,359	54,470,293	St.	Labels
Paper	about 500,000	about 1,000,000	about 500,000	about 600,000	Sheet	Paper for copiers and printers

Energy calculation factor:
1 liter of diesel fuel = 10.08 kWh (Source: Gemis 4.14)

Output

	2009	2010	2011	2012		
Products	12,999	12,783	12,731	13,786	t	Cleaning and care products
	28,565,157	31,680,128	27,106,622	34,017,417	pc.	
CO_2	ca. 448,000	ca. 461,000	ca. 438,000	ca. 465,000	kg	Total emissions in the following categories:
	ca. 24,000	ca. 27,000	27,218	32,507	kg	Electricity
	ca. 192,000	ca. 207,000	182,791	213,574	kg	Natural gas
	ca. 233,000	ca. 227,000	ca. 228,000	ca. 219,000	kg	Diesel
SO_2	16	18	16	18	kg	Emissions of SO_2 and NO_x from burning of natural gas
NO_x	144	155	137	160	kg	to generate heat.
Particulate Matter (PM)	0	0	0	0	kg	No Particulate Matter (PM) emissions.
Cooling water / Wastewater	5,069	5,205	4,820	6,010	m³	Total made up of:
	3,761	3,194	2,648	2,655	m³	Direct discharge (cooling water = well water)
	2,308	2,011	2,172	3,355	m³	Indirect discharge (wastewater
Waste	156,672	223,783	168,075	185,545	kg	Total, including:
	731	0	1,880	0	kg	Hazardous
Largest portions of waste	51,700	58,930	47,940	41,190	kg	Residual waste
	50,260	73,920	71,160	79,140	kg	Cardboard and paper
	22,358	56,980	15,925	31,525	kg	Wooden pallets
	10,888	9,720	11,740	16,080	kg	PE
	8,077	3,896	0	0	kg	PE containers + drums
	1,085	550	1,510	700	kg	Data privacy documents
	500	625	2,500	500	kg	Hollow plastic articles
	3,074	0	5,304	0	kg	Production waste
	7,530	11,986	7,020	6,760	kg	Mixed metal scrap + iron drums
	1,200	1,040	4,260	1,280	kg	Waste glass
	---	6,116	6,020	8,370	kg	Green waste
	0	0	0	0	kg	Diverse raw materials and supplies of single amounts below 500 kg

Basis for calculating emissions:
1 kWh of electricity: 2009 + 2010 = 0.0352 kg CO_2; 2011 + 2012 = 0.0399 kg CO_2 (Source: power company)
1 m³ of natural gas = 1,88 kg CO_2 (Source: Gemis 4.14)
1 liter of diesel: 2009 + 2010 = 2,443 kg CO_2; 2011 + 2012 = 2,462 kg CO_2
(Source: Environment Agency Vienna)

Energy / Emissions

The most important sources of energy for our company are electricity and natural gas. We obtain electricity from the local supplier Salzburg AG. Sixty percent of our electricity use goes into the manufacturing, filling and packaging facilities in Production. Additional major users are the compressed air supply and lighting.

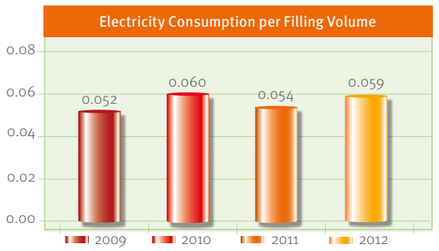
The reduction in electricity consumption in 2012 achieved through use of LEDs cannot be depicted because lighting required during the night for the third shift and the change to the article mix have led to increased power needs.

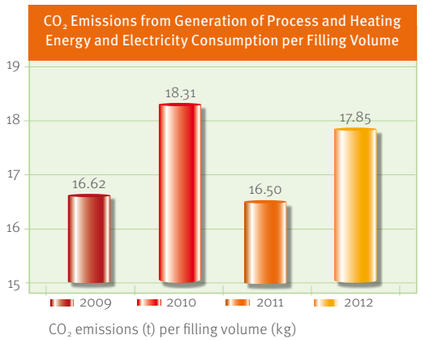
Because the amount of diesel consumed by the vehicle fleet (currently 34 passenger cars, 17 each in Euro classes 4 and 5) of our sales representatives is also important, usage is monitored regularly.

In keeping with our environmental program, we have realized improvements in all areas of energy consumption.

We calculated the CO_2 emissions from the energy consumption data provided by the power company and GEMIS database.

Production has closed systems of storage tanks, piping systems, manufacturing containers and filling facilities; therefore, Volatile Organic Compound (VOC) emissions occur in very small quantities due to evaporation and conversion differences in density. As part of permit consolidation, an external body checked potential VOC emissions and ruled that an emissions declaration was not required.





Processing and Heating Energy

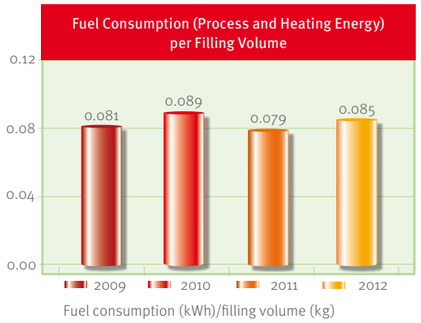
The highest energy consumption results from the burning of natural gas in our steam and hot water production. These media are used as process energy to heat raw materials and input materials and to heat the building. The rise in 2012 is based primarily on increased heating energy needs. A more pronounced increase in fuel consumption was counteracted by using the exhaust heat from the compressor to pre-heat the VE water for Production (starting in August 2011), which lowered the need for process energy.

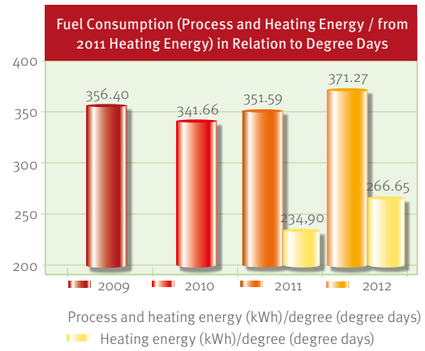
When the number of degree days is taken into account (i.e., a climate-neutral treatment), consumption develops as shown in the diagram to the right. Beginning in 2011, natural gas consumption for heating was recorded separately.

The 14% increase in consumption of heating energy per degree in 2012 is attributed mainly to the addition of a night shift in Production as of April 2012.

"For many years I've been happy to work in a company that offers me good chances for promotion and personal development."

Christian Röhr
Plant Manager, Hallein





Waste

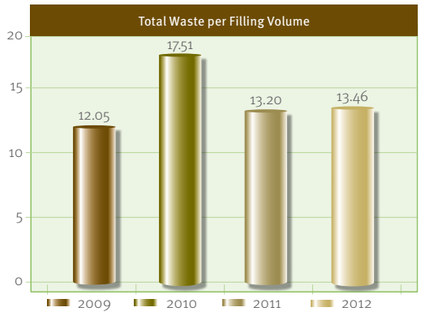
Residual waste, cardboard and wood pallets are by far the largest waste fractions on the site. This waste is fed into a recycling system. Hazardous waste as a component of Production waste occurs only irregularly and in small quantities. All waste fractions are regularly checked by our Waste Management Officer for avoidance and recovery optimization.

In April 2012 a way was found to recover the backing paper for labels which had previously been disposed of with residual waste. By the end of the year 24.7 tons of backing paper had gone into the recycling system.

Because the delivery of the new "Duft-Oase" and Tiegel product lines requires so much cardboard to protect the glass bottles and because those materials are delivered on disposable pallets, we were unable to further reduce the total waste levels in relation to 2011 despite the measures outlined in our environmental program.

"I'm very proud of our fair and trustworthy approach to our trade customers. It is the only way to do successful long-term business."

Robert Esterer
Key Account Manager Erdal Austria



Waste (g) / filling volume (kg)

Residual waste (g) / filling volume (kg)

Water/Wastewater

Access to water is ensured by supplies from our own well and from the city's water pipeline network. A substantial portion of treated water goes into the manufacture of our products. From our own on-site well we have drawn up to 65 m³ water per day since early 2006 to provide deionized water for Production. We also take 15 m³ of water daily from the well for cooling purposes. This water does not come into contact with products or other supplies and, completely uncontaminated, is redirected into the Salzach.

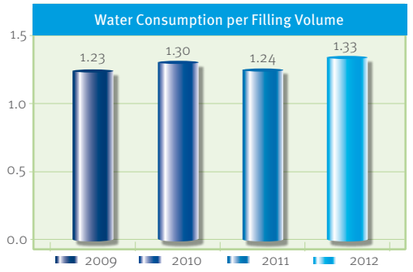
Groundwater extraction contributes to a lowering of the already high water table in the Neualm section of Hallein.

Water used primarily for cleaning purposes is directed as wastewater from the production building into the sewerage system. The 42% increase in the relative wastewater amount observed in 2012 is attributed to the start-up of the Tiegel line, the 14% reduction of average bulk package size, repeated rinsing cycles necessitated by smaller lot sizes and therefore more frequent changes of mass, and to regulatory stipulations regarding daily discharge of wastewater.

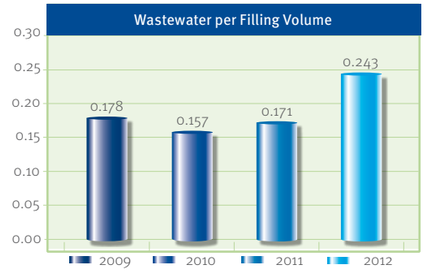
Wastewater pollution in itself from surfactants, for example, is continuously tested and monitored by government authorities. Production complied with the allowed limits.

"It's good to work for a company whose sustainably made products I can be proud of."

Melanie Baier
Financial Control at Hallein site



Water consumption (kg)/filling volume (kg)



Wastewater (kg)/filling volume (kg)

Noise

No noise emitted from the Erdal-Hallein facilities exceeds statutory limits.

Prior to the expansion of production in the nighttime hours, soundproofing was installed for the bio-filter air supply and the exhaust air from compressors.

Contaminated Sites

There are no environmentally relevant indicators of contaminated sites or areas of suspected contamination for Erdal-Hallein.

Core Indicators

The following table contains the data for core indicators required by Regulation (EC) 1221/2009 (EMAS III). These indicators, which were first provided for the year 2009, are updated every year.

Core Indicators		Figure A	Fig. B	Fig. R	Comments
I) Energy Efficiency					
Total direct energy use:	2012	1.992 MWh	13.786 t	0,144 MWh/t	The consumption of electricity and natural gas on site only were taken into account in the direct energy consumption total.
	2011	1.689 MWh	12.731 t	0,133 MWh/t	
	2010	1.908 MWh	12.783 t	0,149 MWh/t	
	2009	1.727 MWh	12.999 t	0,133 MWh/t	
Total renewable energy use:	2012	742 MWh	13.786 t	0,054 MWh/t	Portion of renewable energy in power generation: 91.1 % (2009 + 2010 = 92.61 %).
	2011	621 MWh	12.731 t	0,049 MWh/t	
	2010	709 MWh	12.783 t	0,056 MWh/t	
	2009	620 MWh	12.999 t	0,048 MWh/t	
II) Material Efficiency					
Annual mass flow of all materials used:	2012	2.625 t	13.786 t	0,190 t/t	See the input assessment for details.
	2011	2.409 t	12.731 t	0,189 t/t	
	2010	2.664 t	12.783 t	0,208 t/t	
	2009	3.286 t	12.999 t	0,253 t/t	
III) Water					
Total annual water consumption:	2012	18.398 m³	13.786 t	1,335 m³/t	See input assessment for details on water consumption.
	2011	15.816 m³	12.731 t	1,242 m³/t	
	2010	16.649 m³	12.783 t	1,302 m³/t	
	2009	15.930 m³	12.999 t	1,225 m³/t	
IV) Waste					
Total annual generation of waste:	2012	186 t	13.786 t	0,013 t/t	See output assessment for details about types of waste.
	2011	168 t	12.731 t	0,013 t/t	
	2010	224 t	12.783 t	0,018 t/t	
	2009	157 t	12.999 t	0,012 t/t	
Total annual generation of hazardous waste:	2012	0 t	13.786 t	0t/t	Hazardous wastes are generated irregularly and in small quantities. See output assessment.
	2011	1,9 t	12.731 t	0,0001 t/t	
	2010	0 t	12.783 t	0 t/t	
	2009	0,7 t	12.999 t	0,0001 t/t	
V) Biodiversity					
Use of land in m² of built-up area:	2012	6.100 m²	13.786 t	0,442 m²/t	Portion of built-up area to entire property site = 39.4 %. 2009 to 2011 = 37.1%
	2011	5.750 m²	12.731 t	0,452 m²/t	
	2010	5.750 m²	12.783 t	0,450 m²/t	
	2009	5.750 m²	12.999 t	0,442 m²/t	

VI) Emissions						
Total annual emission of greenhouse gases in tons of CO_2 equivalent		2012	246 t	13.786 t	0,018 t/t	CO_2 at the site is emitted only by the burning of natural gas and by power generation. The existing air conditioning systems are maintained on a regular schedule. During maintenance work on the systems in 2012, as in 2009 and 2010 and 2011, the coolant did not have to be refilled.
		2011	210 t	12.731 t	0,016 t/t	
		2010	234 t	12.783 t	0,018 t/t	
		2009	220 t	12.999 t	0,017 t/t	
Total annual air emission	SO_2	2012	18 kg	13.786 t	0,001 kg/t	Emissions from SO_2 and NO_x from the burning of natural gas to generate heat (heating and process steam).
		2011	16 kg	12.731 t	0,001 kg/t	
		2010	18 kg	12.783 t	0,001 kg/t	
		2009	16 kg	12.999 t	0,001 kg/t	
	NO_x	2012	160 kg	13.786 t	0,012 kg/t	Data basis: Gemis 4.1.
		2011	137 kg	12.731 t	0,011 kg/t	
		2010	155 kg	12.783 t	0,012 kg/t	
		2009	144 kg	12.999 t	0,011 kg/t	
	PM	2012	0 kg	13.786 t	0 kg/t	No emissions of Particulate Matter (PM).
		2011	0 kg	12.731 t	0 kg/t	
		2010	0 kg	12.783 t	0 kg/t	
		2009	0 kg	12.999 t	0 kg/t	

Legend:
FIGURE A: Total annual input/impact in given environmental area
FIGURE B: Overall annual output of the organization
FIGURE R: Ratio A/B

Changes made since Environmental Statement 2012

- Added a third shift (Sunday 10 p.m. – Friday 10 p.m.) in April 2012.
- Dismantling of filling line for bulk packages and construction of Tiegel line in the same place. Filling of bulk packages was discontinued in May 2012 and the facilities were dismantled. After the area had been renovated, energy-efficient lighting with LEDs was installed in work areas in the third quarter. The Tiegel line was put into operation in October 2012.
- In addition to the waste site, another warehouse was set up in mid-2012 to keep inventories of packaging material for the product groups “Duft-Oase” and “1-2-3 Glanz” recently introduced in Hallein.

Assessment of Indirect Environmental Impact

The most important indirect environmental aspects of our Hallein site were analyzed and assessed by our Environmental Team. The assessment serves as the basis for setting environmental targets and programs, with greater consideration given to items with high relevance and high steering potential. The list is regularly checked for topicality as part of the internal audit. Of particular importance in this assessment are employee transportation, energy consumption in the vehicle fleet, employees' awareness of environmental aspects and product-related environmental impact of packaging, for example. The following paragraphs contain details.

Employee Transportation. For many years our company has guaranteed financial support for employees who travel to work by public transportation.

Vehicle Fleet. Diesel consumption of our vehicle fleet (automobiles used by sales reps – currently 17 in Euroclass 4 and 17 in Euroclass 5) is regularly monitored to allow for quick reaction to unusual changes in consumption patterns. According to the leasing company, our diesel consumption is below average for each vehicle category.

Information for Employees and Customers. Our employee newspaper regularly publishes articles on the subject of environmental protection. We also inform employees of environmental topics during training sessions.

As far as customer information is concerned, it is in our best interests to present the customer benefits of our environmentally friendly products.

Product-related Impact. We consider environmentally friendly aspects in the selection of packaging materials. Our environmental program includes measures to prevent waste from packaging.

Environmental Program

Erdal-Hallein has set environmental targets for the future too. The Environmental Team has selected a variety of measures by which to achieve the targets. The following is an excerpt from our environmental program:

Targets	Measures	Responsible	Deadline	Status
Reuse of recyclables	*Sale of used cardboard and packaging to other external companies*	*Waste management officer*	*on-going*	*Ongoing process*
Reduce fuel consumption for vehicle fleet	*Lessor monitors diesel consumption. If significant changes are seen in the currently below-average use, drivers should receive training on ecological and thus economic driving styles.*	*Personnel management*	*on-going*	*Ongoing process*
Avoid trips made by suppliers	*Conversion to larger containers for procurement of raw materials*	*Purchasing manager*	*on-going*	*Ongoing process*
Reduce use of electricity	*Conversion of equipment in the filling hall to solenoid valves (installation of 10 solenoid valves per year); makes it possible to switch off machines during breaks.*	*Technology manager*	*on-going*	*Successively implemented since 2006 as part of changes to facilities.*
Increase recyclate portion in PET bottles to › 50 %	*Implementation of goal defined in packaging guideline*	*Operations manager/ Packaging development in Mainz*	*on-going*	*Since Dec. 2011 all PET bottles have a recyclate share of at least 65 % => savings of about 200 t of "new PET" per year.*
Save 3,000 m³ of natural gas per year	*Heat recovery from new compressor through use of an oil/water heat exchanger*	*Technology manager*	*Aug 11*	*Implemented on schedule. The actual savings can be determined first at the end of 2012.*
Save energy for illumination	*Check the possibility of using LED lamps in production area (manufacturing and/or filling)*	*Operations manager/ Technology manager*	*Oct 11*	*LED lamps were installed in the new filling room of Duft-Oase.*
10 % reduction in the amount of cardboard to be disposed of in 2011	*Agreement with supplier to prevent delivery of packaging in small containers*	*Purchasing Manager*	*Dec. 11*	*By the end of the year a 4% reduction in cardboard waste was achieved.*

Targets	Measures	Responsible	Deadline	Status
20 % reduction in amount of wooden pallets to be disposed of in 2011	Agreement with supplier to convert from use of industrial pallets to exchange/Euro pallets for delivery	Purchasing Manager	Dec. 11	A reduction of 72 % was achieved.
Underscore environmental orientation, reduce CO_2 emissions	Replace diesel-powered vehicle for short trips with an electric vehicle (Mitsubishi i-MiEV)	Fleet Management	Dec. 11	An electric vehicle has been in use since Nov. 2011.
Minimize risk	Acquisition of a new container for the storage of hazardous materials	Operations manager	Dec. 11	Postponed to 2014 due to construction of a new warehouse near the waste site and unknown space requirements.
Generation of renewable energy	Installation of solar cells on the roof of waste site. This is meant to partially compensate for the portion of electricity that does not come from renewable sources (now 8.9 % or about 60 MWh/a).	Operations manager	Dec. 11	Implementation planned for 2014 as result of other construction projects
Reduce electricity consumption for illumination in this area by about 10 %	Rebuilding of current area in canister line for the filling of small series. New illumination concept using LED lamps.	Operations manager/ Technology manager	Oct. 12	Implemented on schedule. Measurement of actual savings is not possible.
Reduce amount of residual waste by about 20 t/year	Cooperation with a company in upper Austria that recycles the label backing paper from Production.	Operations manager/ Waste management officer	Apr. 12	Measures implemented and in 2012 we recycled 24.7 t of backing paper. The goal was not achieved as a result of a change to the article mix and to three-shift operations, but residual waste was reduced by 6.75 t. The specific value (Key Performance Indicator) was reduced by > 20%.
Further development of sustainability philosophy	Assessment of raw materials and ingredients of different product groups according to Cradle to Cradle® and external evaluation of the Werner & Mertz raw material and formulation assessment system	Operations manager/ Product development in Mainz	Nov. 12	Assessment is now available.
Save 12,000 m³ of natural gas per year	Use of residual heat from new compressor to heat the tank storage room in the cellar.	Technology manager	Dec. 12	Implementation in 3rd Quarter 2013.
Save on travel and personnel expense and on CO_2 emissions	Commitment to conduct video conferences instead of traveling	Department managers	Dec. 12	In 2012 about 50 video conferences were held.

Meeting of the Environmental Team Hallein

Targets	Measures	Responsible	Deadline	Status
Energy and materials savings	Implementation of printer concept with central printers and copiers. (Old: 39 printers, 6 copiers) (New: 2 printers, 10 copiers)	IT manager	Dec. 12	IImplemented on schedule.
Improve flood protection for site	Construction of a flood protection wall along the full length of the premises	Operations manager	Apr 13	Being implemented; to be completed by end of 2013.
Advanced development of sustainability philosophy	Assessment of packaging components in diverse product groups according to Cradle to Cradle® and external evaluation of Werner & Mertz packaging assessment system	Operations Manager/ Packaging Development, Mainz	Nov. 13	The evaluation of the assessment system was completed in January 2013.
Staff motivation	Provide incentives for employees' bright ideas on environmental protection	Environmental team	Dec. 13	Planned.
Increase energy efficiency	Launch an energy management system in compliance with ISO 50.001 at Hallein site.	Operations manager	Dec. 13	Being implemented.
Save on travel and personnel expense and on CO_2 emissions	Commitment to conduct video conferences instead of traveling	Department managers	Dec. 13	Agreed.
Optimization of generation of heating and process energy	Check the possibility of providing heating and process steam with only one of the available boilers.	Technology manager	Dec. 14	Planned.

Organization with regard to Responsibility for Environmental Protection

The establishment of an environmental management system is the main component of EMAS (Environmental Management Audit Scheme) validation. The objectives of this system are to integrate environmentally relevant processes in a company's operations and to make continuous improvements in environmental protection activities. We establish targets based on our environmental guidelines and check regularly to see if they have been met. The overall target is continuous improvement in environmental performance of the three Werner & Mertz companies operating at the Hallein, Austria, site:

- Erdal Gesellschaft m.b.H. & Co.KG,
- Erdal GmbH and
- Werner & Mertz Professional Vertriebs GmbH

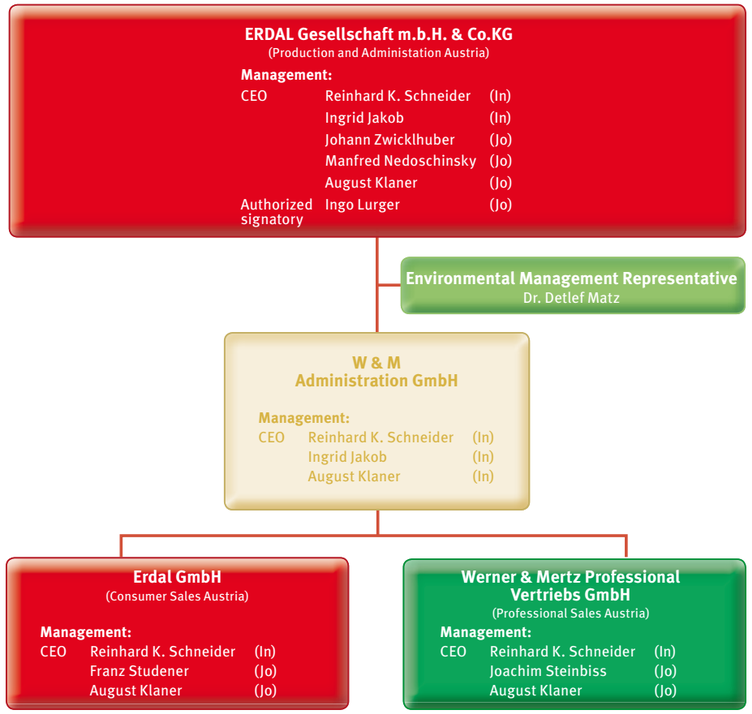
In this Environmental Statement the three companies will be collectively referred to as "Erdal-Hallein."

Top management of the three companies is responsible for the specification of environmental guidelines. The quantifiable environmental targets are the basis for the definition of measures to be taken. The environmental team in Hallein is an integral component in the environmental protection organization of Erdal-Hallein. The environmental management officer is responsible for central coordination of environmental protection activities.

The Erdal-Hallein environmental management system is examined in an internal audit.

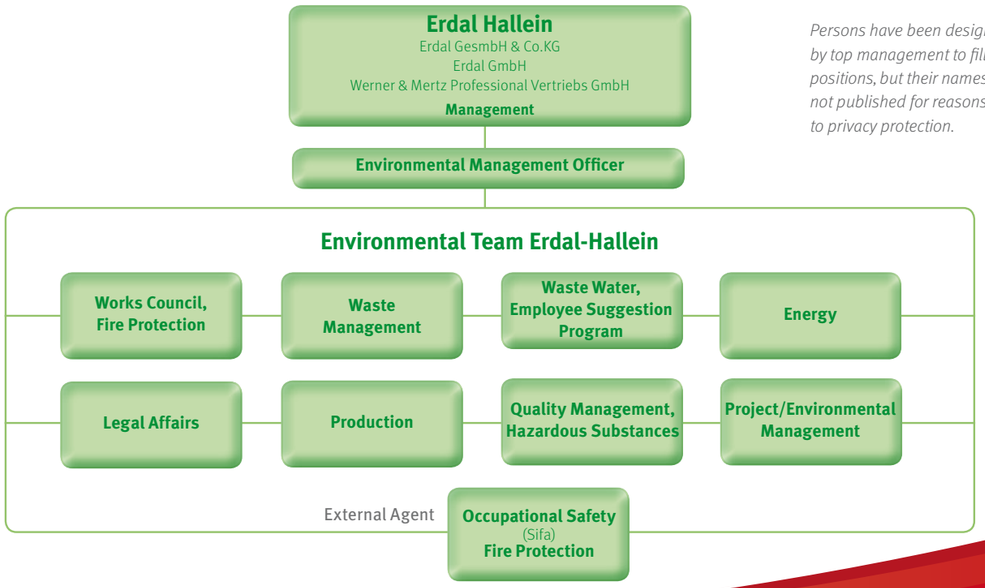
EMAS
Verified environmental management
REG.NO. AT-000494

Organization of business units with regard to responsibility for environmental protection



Legend:
(In): Individually authorized to represent
(Jo): Jointly authorized to represent

Environmental Management Organization for Erdal-Hallein in Hallein



Persons have been designated by top management to fill these positions, but their names are not published for reasons related to privacy protection.

Release to the Public

We provide this environmental statement to inform our employees, customers and the general public of environmental protection in our company. We confirm the veracity of the information presented and hereby release the environmental statement for publication. Management is responsible for the release of the environmental statement.

Reinhard Schneider
(Chief Executive Officer)

Dr.-Ing. Detlef Matz
(Environmental Management Officer)

More information is available from our environmental management officer Dr. Detlef Matz or the contact for the environmental team, Mr. Ingo Lurger.

Dr.-Ing. Detlef Matz
Werner & Mertz GmbH
Rheinallee 96 · D 55120 Mainz
Telephone: 0 61 31 - 964 - 26 00
Telefax: 0 61 31 - 964 - 326 00
DMatz@werner-mertz.com

Ing. Ingo Lurger
Erdal GesmbH & Co. KG
Neualmerstraße 11 – 13 · A 5400 Hallein
Telephone: 0 62 45 - 80 111 - 200
Telefax: 0 62 45 - 80 111 - 205
I.Lurger@erdal.at

"The common ground in every sustainability definition is the maintenance of a system; it should always be preserved for the benefit of future generations."

Ingo Lurger
Plant Manager PV Hallein

Validation

The next consolidated environmental statement will be submitted for validation by 6 May 2014.

In the intervening years the environmental statement will be updated annually and submitted to the environmental auditor for validation.

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Contracted as environmental auditor/environmental audit organization:

Dr.- Ing. Norbert Hiller
(Registration- Nr.: D-V-0021)
INTECHNICA Cert GmbH
(Registration- Nr.: D-V-0279)

Ostendstr. 181, D-90482 Nuremberg

EMAS
Verified environmental management
REG.NO. AT-000494

Validation Confirmation

The undersigned, Dr. Norbert Hiller, EMAS environmental auditor with Registration Number DE-V-0021, accredited or approved for Region 20 (NACE-Code Rev. 2), confirms that he has checked whether the site / the entire organization of Erdal Ges.mbH & CoKG, Erdal GmbH und Werner & Mertz Professional Vertriebs GmbH at Neualmer Str. 11-13 in 5400 Hallein, as given in the consolidated Environmental Statement (with registration number A-000494), satisfies all requirements of Regulation (EG) Nr. 1221/2009 of the European Parliament and the Council of 25 November 2009 regarding voluntary participation of organizations in a community system for Environmental Management Audit Scheme (EMAS).

By signing this confirmation, the environmental auditor confirms that

- the audit and validation were carried out in complete compliance with the requirements of Regulation (EC) Nr. 1221/2009,
- the result of the audit and validation confirm that there is no evidence of nonconformance with the applicable environmental regulations,
- the data and information in the Environmental Statement / updated Environmental Statement of the organization / the site provides a reliable, credible and accurate picture of the activities of the organization / site in the areas specified in the Environmental Statement.

Dr.-Ing. Norbert Hiller *(Environmental Auditor)*
Nuremberg 5/12/2013

"The Logistics department in Austria has been involved in a sustainability project with a sustainability study since 2009. In cooperation with our freight forwarders, we are working on several sustainability initiatives aimed at significantly improving our carbon footprint. By using more low emission vehicles of the Euro 5 and Euro 6 types, optimizing the distribution network and improving the route planning, we have greatly reduced CO_2 emissions."

Herbert Schnöll
Head of Logistics and Sales Planning, Erdal Austria


INTECHNICA

Validation of the Environmental Statement

The accredited environmental verifier
DR. NORBERT HILLER
has assessed
ERDAL GESMBH & CO. KG
ERDAL GMBH
WERNER & MERTZ PROFESSIONAL VERTRIEBS GMBH
at the site
5400 Hallein, Neualmerstraße 11-13, Österreich

regarding compliance with all requirements of the Regulation (EC) No. 1221/2009 and confirms accordance of of the environmental management system, the internal environmental audit such as the environmental statement with the requirements of the regulation.

There is no evidence of non-compliance with applicable legal requirements. The data and information of the environmental statement of the organisation reflect a reliable, credible and correct image of all the organisations activities.

Hallein, 24th June 2011

Dr. Norbert Hiller
Environmental Verifier
Permit-No. DE-V-0021

Intechnica Cert GmbH

Date of the next validation is March 2014


INTECHNICA

Certificate
ISO 14001

The accredited environmental verifier
DR. NORBERT HILLER
herewith confirms that
ERDAL GESMBH & CO KG,
ERDAL GMBH,
WERNER & MERTZ PROFESSIONAL VERTRIEBS GMBH
at the site
5400 Hallein, Neualmerstraße 11-13, Österreich

fulfils the requirements of an environmental management system in accordance with the ISO 14001+Cor.1:2009.

The environmental policy, the environmental management system, the environmental effects, the environmental documentation, the environmental objectives and the methodology and the results of the environmental audit were checked in accordance with the ISO 14001+Cor.1:2009.

Hallein, 4. May 2011

Dr. Norbert Hiller
Environmental Verifier
Permit-No. DE-V-0021

Dr. Reiner Baer
Environmental Verifier Organisation
INTECHNICA CERT GmbH, DE-V-0279

Intechnica Cert GmbH

The certificate No. USA 007-2011 is valid until April 2014


Registrierungsurkunde

ERDAL GesmbH & CoKG, Erdal GmbH, Werner & Mertz Professional Vertriebs GmbH
A- 5400 Hallein

AT- 000494

EMAS
GEPRÜFTES UMWELTMANAGEMENT

Das Unternehmen nimmt am Umweltmanagementsystem EMAS teil (Verordnung EG 1221/2009) und ist daher zur Verwendung des EMAS-Zeichens berechtigt. Das Unternehmen veröffentlicht regelmäßig eine Umwelterklärung und lässt sein Umweltmanagementsystem von einem zugelassenen, unabhängigen Umweltgutachter überprüfen.

Gültig bis Juli 2014

DI Nikolaus Berlakovich
Umweltminister

Team meeting in a light-filled conference room

Our employees – strength we can count on

Committed and motivated employees are the face and spirit of Werner & Mertz. Our strength is in the people who feel comfortable in their workplace, who identify with the company's objectives and actively implement them. The average length of service of more than 16 years is the best evidence of our employees' positive attitude and our collegial working atmosphere.

The traditional fair and lawful principles of cooperation are formulated in our Code of Conduct, which was adopted in 2008. The Code contains the ethical values of Werner & Mertz such as integrity, responsibility and fairness and our understanding of service, teamwork and commitment.

Werner & Mertz currently employs 900 people, nearly 600 of whom work in Germany.

Personal development benefits individual employees and the company

Werner & Mertz GmbH values the personalized, needs-oriented and strategic development of all staff members. Personal training needs, among other things, are discussed during an employee's annual performance appraisal. Employee and manager take up slightly different issues every year. They give equal time to current developments, such as social media or cultural training for our entry into the Japanese market and to continuous development of professional expertise, methodological competence and soft skills, computer training and foreign languages. We support our employees' advanced training and pursuit of university degrees after working hours. Werner & Mertz finances such training programs and courses partially or completely and grants leaves of absence.

"Our employees experience our integrally sustainable human resources management in the form of challenging work, continuous education and personal development and health-promoting programs integrated in a respectful corporate culture."

Stephanie Gabler
Head of Corporate Human Resources

In support of our managers

We regularly have managers appraised and every time the results are highly gratifying. The appraisals and accompanying suggestions serve as the basis for targeted personal development of our managers. In addition to management training, our managers also participate in team training, coaching and other in-house courses.

Confidence in management team

Trust is good and double-checking is even better. At Werner & Mertz we went a step further and had a scientific examination made of the subject "Management through Trust." Susanne Metzger conducted the study for her thesis work at the University of Constance. In an anonymized survey employees were asked to rate their managers in matters of integrity, positive intentions, skills and providing results. The findings: with a response rate of nearly 75%, we are very satisfied with our managers. Nevertheless, some potential for improvement was seen.

Trust in the levels of hierarchy was likewise positively rated. The few negative assessments could have several causes. "It could be that the surveyed person is naturally distrustful," said Ms. Metzger, "or the manager does not elicit trust or someone's trust, once violated, has turned into distrust."

Regarding the potential for improvement, Ms. Metzger said, "Managers should therefore strive to be role models, to consider social values and the well-being of the group, and to set and pursue appealing goals together with employees." A good manager should match an employee's tasks to his/her qualifications and give encouragement and support to every individual staff member.

"For me sustainability management means shaping the future with open eyes. Every day throughout the entire organization, I can feel the will to go new ways – and it's great to be able to help chart those ways."

Markus Häfner
Head of Technical Marketing, Werner & Mertz Professional Germany

Shots of Mainz Production and Product Development

Well prepared for the future

We are currently training 27 young people in seven different occupations. For we consider it essential to support committed up-and-coming talent and to create good career opportunities at Werner & Mertz, where we put a high priority on sustainability as part of our training program.

Our training approach is integral and process-oriented. It is important that young people get the whole processing picture, help to design procedures and take the initiative. For these reasons apprentices at Werner & Mertz are integrated into a department right from the start.

"The great thing about sustainability is that everyone can get involved. When I'm cleaning, shopping or choosing my groceries, I make the decisions and thus contribute to sustainability. You can do it too!"

Monika Kindgen
PR Consultant, Corporate Communication

Calling all trainees!

Werner & Mertz was one of 60 exhibitors to introduce itself to the young audience at the 2012 Job Information Fair put on by the Rhein-Hesse Chamber of Commerce and Industry and the Chamber of Trades. Our trainers and apprentices talked to many interested young people and gave them information about their special fields and interests.

We also received positive feedback about our annual Training Day. On that day our apprentices presented their jobs and occupations and gave would-be trainees, and very often their parents, a look at the company and everyday work life.

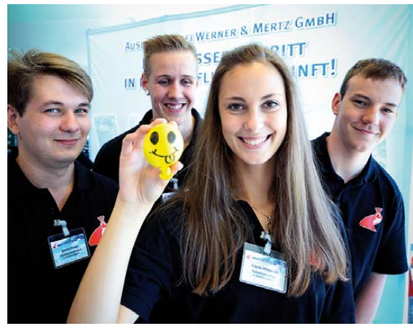
Response was good from the apprentices who did so much to prepare for the day. They enjoyed being the center of attention and we liked seeing the administrative and technical apprentices working together to put on this successful event.

Link: www.werner-mertz.de/karriere/ausbildungsberufe/

The Werner & Mertz Info stand at the Job Information Fair 2012 drew a crowd.

Lights, camera, action!

We recently premiered a new training film that's aimed at young adults who are looking for a suitable apprenticeship. The film shows what the beginning of a career at Werner & Mertz looks like from the perspective of our young colleagues. We hope the film will prompt young career seekers to send their applications to our Human Resources department.



Scene from the new training film by Werner & Mertz

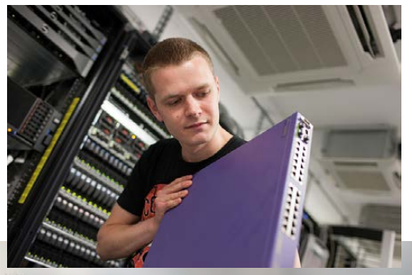
Trainees learn from customer contact

Employees working in sales are in the best position to learn what customers think of a product and what they want in a product. For the first time last year at Werner & Mertz our trainees had the opportunity to gain such experience at POS, or Point of Sale. The commercial and technical trainees were divided into two project groups, each of which was responsible for the factory outlet for one week.

In this "company within a company" the young adults were exposed to all aspects, from ordering and sorting goods to customer service and invoicing. The project was rounded off with product training and tips on positioning the goods at POS. Trainees were kept busy and interested, organizing the special sales that changed daily and learning more about customer satisfaction with an analysis they designed themselves.

Trainees then presented the project results to managers, who said they were very satisfied with what the trainees had learned and achieved. They were so satisfied that in the future other trainees at Werner & Mertz will also have the chance to gain personal experience with products and customers in the factory outlet.

Our trainees are completely integrated in the company's work processes



Creativity pays

As a sustainably responsible, medium-sized business, Werner & Mertz appreciates the competitive advantage of creativity. So it's clear that we value and count on our employees' talent for innovation. Thanks to their ideas and suggestions, we can make continuous improvements to work processes, safety at work, environmental protection and our products.

As part of our employee suggestion program, our financial control department checks submitted suggestions for potential cost savings. For his/her positively rated suggestion the submitter receives 20% of the total saved. All the good ideas are put into an annual drawing for more cash prizes.

"As a member of the Works Council, I'm most interested in the satisfaction of our colleagues. In modern occupational safety we have many different ways to make work safer and healthier."

Dietmar Schneider
Chairman of the Works Council
at Werner & Mertz

Good health and stress-free work

From Health Day and regular Frosch & Fit activities to yoga and get-moving breaks, Werner & Mertz shows many different ways toward balanced nutrition, physical exercise and relaxation. With information events and join-in activities, we offer our employees numerous opportunities to do something good for their health.

Health days are popular

Everyone enjoyed Health Day at Werner & Mertz on 20 April 2012. Offerings ranged from a trial session of yoga and balancing exercises for a healthy back to presentations on work-life balance and focused but relaxed work at the PC. Employees enthusiastically got involved in the hands-on activities.

Interest was great in vein screening, which helps to detect circulatory problems. Employees also lined up for a chance to try the "drunk goggles," which simulate the effects of alcohol on your vision. The in-house fire department and infirmary also attracted crowds to their stands.

The next Health Day will be held in 2013. What we'll do then will be based, among other things, on a survey of this year's participants.

View of employee restaurant at W & M Health Day

Do it – be Frosch & Fit!

It's possible to boost good health and well-being in small steps too, such as climbing stairs, eating healthy meals in our employee restaurant and participating in relaxation sessions and info events. Our "Join In – Be Frosch & Fit" campaigns are especially designed to do something for your personal fitness without too much effort or overhead.

For every successfully completed "Join In" activity, employees can earn points they can use for offers tied to our fitness breaks. The join-in activities are aimed at strengthening muscles, improving posture and mobility and encouraging relaxation and stress reduction. It pays to collect points and qualify for a chance in prize drawings. Depending on the number of points collected, employees can win gift certificates for a visit to a fitness studio or a natural foods store. Everyone who joins in receives a recognition award. The biggest prize, however, is your own good health.

For environmental heroes, toned bodies and freedom of movement – MVGmeinRad

How convenient to have a bicycle on hand, even for just a half hour. The new bike offering from MVG, the Mainz public transport system, is especially appealing for our employees who commute by public transportation. Anyone who holds a MVG JobTicket or FirmenCard can rent a bicycle at favorable rates. One of the many stations spread throughout the city is located right outside the gates of Werner & Mertz at the Kaiserbrücke.

Bicycle station close to our plant in Mainz

Impressions from W & M Health Day

Health

Health Project at Hallein site

At its subsidiary Erdal in Hallein too, Werner & Mertz encourages the health and fitness of employees. They receive a monthly allowance for medically therapeutic massages, physiotherapy or training in fitness studios and Shiatsu centers.

Likewise, the cuisine in the company cafeteria has been improved for the well-being of employees. Instead of re-warmed frozen meals, which were long the usual fare, freshly prepared dishes are now on the lunch menu.

Werner & Mertz in Hallein has long supported the use of public transportation. Employees who commute by bus and train receive reimbursement for their annual transit system pass.

"Sustainability management is concerned not just with economic aspects but also with the employer's social engagement. Motivated and satisfied employees are a guarantee for our continuous success."

August Klaner
Commercial Managing Director of Erdal Ges. mbH Hallein

View of the charming surroundings in Hallein

Biodiversity in Good Company · B.A.U.M.

Biodiversity in Good Company

The Federal Ministry for the Environment founded the initiative "Business and Biodiversity," to garner business community support of biological diversity and species conservation. When public funding ended, member companies took over management from the ministry. They now lead and finance the organization renamed "Biodiversity in Good Company."
Members include small, medium and large companies from all types of industries, mostly from Germany, Brazil and Japan. All have signed the initiative's Mission Statement and Leadership Declaration and have committed to integrating protection of biodiversity in their environmental management systems.

Werner & Mertz is represented on the Board of the Initiative. As a co-operation partner, we can contribute our practical experience in many species conservation and environmental protection projects. We also have the opportunity to determine the direction of the initiative and to assume responsibility way beyond Mainz.

Screen shot from Internet site "Biodiversity in Good Company" Initiative

German Environmental Management Association (B.A.U.M.)

In a similar fashion B.A.U.M. works toward sensitizing businesses, institutions and politicians to prudent environmental protection and sustainable management. In cooperation with other B.A.U.M. members, Werner & Mertz strongly advocates use of integrated systems for responsible and foresighted management. We offer as an example the corporate environmental and sustainability management we have used for years in the hopes that it will become accepted practice.

Rheinaue · On the Mürmes

New lowland forest for species and climate protection

Lowland forests in floodplains are among the most biologically diverse natural habitats in Germany. The flooding of bordering rivers ensures changing conditions in habitat; temporal and spatial circumstances change frequently. Trees, like shrubs and other plants, benefit. The diversity in flora lays the foundation for highly varied fauna.

These precious valuable resources, however, are seriously endangered all over Europe. The good news is that NABU has launched an initiative for a new lowland forest in the Rheinaue wetlands near Ingelheim. Recently planted oaks, ash, willows and European spindle trees make up the "germ cell" for the woods on the riverbanks. Werner & Mertz GmbH, which has been working with NABU in the project "Frosch protects frogs" for 13 years, supports this NABU initiative too.

The future forest functions as species protection and flood protection, in that it can slow the flow of the river. In addition, the vigorously growing green area contributes to environmental protection by extracting and binding carbon dioxide (CO_2).

Planting project for the new lowland forest in the Rheinaue wetlands, Mainz

Bog Conservation at Mürmes

Species conservation and environmental protection benefit from another NABU project for the renaturation of bogs along the Mürmes. Werner & Mertz provides financial support for this project as compensation for its own CO_2 emissions.

Although we use regenerative energy sources for our new headquarters and our production site in Hallein, our activities still emit CO_2 and affect the environment. We compensate through our nature conservancy work on the Rhine, in the Eifel on the Mürmes, in Austria on the Thaya, on rivers in France and Spain and also with projects in Russia.

Renaturation project of the bog along the Mürmes in the Eifel

Austria · France

Frosch protects frogs –

Project Frosch and WWF in Austria

The Morava-Dyje floodplain is the largest contiguous tract of wetlands in Central Europe and a treasure trove of biodiversity. Here 300 different bird species find concealed breeding areas and rich feeding grounds. WWF and Werner & Mertz Austria are working together to protect this natural treasure.

Presentation of nature conservation project with WWF in Austria

Kings of the Water –

Cooperation with WWF in France

Our Rainett brand works with WWF in France on environmental protection of fresh water. Dedicated conservationists here are as actively involved in the rivers of Brittany as in the Largue in the Upper Rhine region. What they share is a commitment to preserving the natural water world and the beauty of the rivers in France.

In Russia too Frosch cooperates with the WWF panda. As a member of the WWF Corporate Club, Frosch works to protect flora and fauna and the environment in the heavily forested Russian Federation.

Nature Conservation with Heart and Hand

Team building with a twist. Not a contrived event but a practical exercise in nature conservation was on the agenda when Werner & Mertz colleagues from all over Europe came together at the start of spring 2012. They built nesting boxes for wild bees, tended water plants in the pond at the NABU nature conservation center, planted willow shrubs and did something for the orchards. Employees had a good time, international cooperation in the company benefited and, not least of all, Mother Nature profited from the care.

Team event by Werner & Mertz in the Rheinaue Nature Conservation Center

Support for Deutsche Tafel e. V.

Werner & Mertz donated household cleaners and shoe care products valued at 60,000 euro to the federal association Deutsche Tafel. Our donation continues our long tradition of support for the Tafel organizations in Germany and goes directly into the hands of the needy. Because social engagement is an important part of the sustainability philosophy at Werner & Mertz, we make our products available to disadvantaged members of society. Deutsche Tafel board member Gerhard Hampl said, "We are pleased that this donation involves sustainably produced and environmentally friendly products. There shouldn't be a difference between rich and poor when it comes to access to this type of product."

The Tafel organizations in Germany collect foodstuffs and everyday household items of good quality and give them free of charge or in exchange for a nominal fee to the needy in Germany. Currently there are 880 non-profit Tafel organizations in the country that regularly provide food to more than 1.5 million needy, one-third of whom are children and teenagers.

"What sustainability means to us is an ongoing commitment to our social responsibility."

Günter Scheinkönig
Managing Director, Erdal-Rex GmbH

Product donations to Tafeln e.V. throughout Germany

Shopping in the Mainz factory outlet

Direct contact with users

It has always been important to Werner & Mertz to have good contact to the users of our products. For that reason we have had our own consumer advisory group for more than 20 years. Users ask for tips on the proper use of our products and in return give us valuable feedback about the products' everyday use.
Frosch fans can find background info on Frosch, serious and light-hearted input from the people behind our successful brand and news about products on the Frosch blog.

Link: http://www.froschblog.de/

"Our smoothly functioning environmental management, our trusted brands and good social interaction make communication for Werner & Mertz particularly pleasant because we can talk about what we truly live every day."

Birgitta Schenz
Head of Corporate Communication

Frosch and his facebook friends

In keeping up with the trends in social media, Frosch is tending to his contacts on his very own facebook page. Like a blog, the page is concerned with news from the circle of Frosch friends, but even more important is the dialogue that takes place on facebook. Inquiries of all kinds and new product ideas from users enliven the two-way conversation between consumers and the Frosch manufacturer.
Join-in activities, suggestions for the weekend and a frog-green photo gallery show the range of subjects associated with our ecological cleaning and care products. Best of all is the intense exchange of ideas with users of our products. Still another welcome effect is the generally positive consumer feedback that our employees enjoy.

Link: http://www.facebook.com/markefrosch

Economical Sustainability

Total corporate revenue was 305 million euro in 2012. Approximately four-fifths (239 million euro) was generated by brand products for private consumers (Consumer). The Professional line earned a solid one-fifth (66 million euro) of revenue.

Products manufactured in Mainz and Hallein were sold in seven European countries by the company's own sales organizations while the export department served the rest of the world.

"For me sustainable management means always keeping in mind the long-term goals in the interests of the entire corporation and not pursuing short-term profits or special interests."

Johann Zwicklhuber
Commercial Managing Director, Werner & Mertz GmbH

Aerial view of the Rhine near Mainz

Frosch in Japan – Success for the good luck charm

In Asia the frog is said to bring success, good luck and prosperity. So the Japanese market is a perfect place for the Frosch brand. For more than 10 years the Frosch brand has been sold in Japan, where consumers often chose Frosch products as presents for housewarming parties and other special occasions. Up until last year the high-priced products were only available in large department stores or from gift catalogues. In Japan gifts are given not only on birthdays but also at the start of a new season. This tradition helped Frosch to achieve high brand recognition throughout the year.

The 2011 earthquake, tsunami and the nuclear reactor catastrophe in Fukushima shook Japan and its people. Similar to the German reaction after the Chernobyl disaster in 1986, the Japanese have become more aware of environmental matters and the need for each person to do more for their environment.

Consequently, Frosch products have enjoyed a boom in Japan since the start of 2012. Thanks to the efforts of a new sales partner, Asahi Kasei Home Products in Tokyo, dishwashing detergent and other Frosch products are now available at popular prices in 20,000 food stores and drugstores throughout Japan. Both the trade and consumers appreciate the natural ingredients in Frosch products. After just a few months Frosch had captured 2 % of the market and had achieved brand recognition of about 50 %. Our medium-term goal is to increase our market share to 5 %. Our Frosch good luck charm will undoubtedly make this leap too.

"We are proud to be a pioneer in many areas and do not insist on exclusivity!"
Reinhard Schneider

View from the TV tower over Tokyo, the new market for Frosch products

A.I.S.E. Charter: The A.I.S.E. Charter for Sustainable Cleaning is an initiative of the European detergent and cleaning products industry. Participating companies promise to use sustainability processes in the procurement, production and use of products and to present sustainability factors in an annual report to A.I.S. E.

B.A.U.M.: The German Environmental Management Association or B.A.U.M. (Bundesdeutsche Arbeitskreis für Umweltbewusstes Management) commits itself to integrated environmental and sustainable management in the company.

CIP – Continuous Improvement Process: CIP is a business strategy whose goal is to improve procedures, processes and products with regard to economy, ecology, quality, working conditions, etc. The Continuous Improvement Process can be summed up in "plan, execute, check, optimize."

Code of Conduct: Compilation of the basic rules of conduct for company employees. The Code of Conduct covers the expression of ethical and performance-related values.

Consumer division: The Consumer division contains the line of products Werner & Mertz sells via the retail trade direct to consumers, i.e., end users. The proven brands for cleaning and care are found in many households in Germany and Austria.

Cradle to Cradle® from EPEA (Environmental Protection Encouragement Agency) is based on products designed for biological or technical nutrient cycles.

Eco-label: Particularly environmentally friendly ingredients in cleaning agents are awarded the eco-label. All national standards applicable in Europe are compiled in the eco-label. Many of our cleaners now bear this label.

EMAS: Stands for Eco-Management and Audit Scheme of the European Community. EMAS is the highest European award for corporate environmental policy, management systems and audit procedures.

Emissions: Emission (from the Latin emittere = to send out or emit) in an environmental context means the sending out of disruptive factors, such as exhaust fumes, into the environment.

German Sustainability Award: The German Sustainability Award is a broad-based initiative by several organizations and persons who are interested in promoting the topic of sustainability in Germany. A jury of recognized experts under the patronage of Chancellor Angela Merkel selects brands and companies to honor with the award.

ISO 9001: Requirements for quality management are laid down in eight principles. In order to receive certification, a quality management system has to comply with a recognized standard.

ISO 14001: The international environmental management standard ISO 14001 defines globally recognized requirements for an environmental management system. The Continuous Improvement Process (see above) plays an important role in this standard.

LEED: LEED or Leadership in Environmental & Energy Design is a classification system for high-quality ecological buildings. The certificate was developed by the non-profit organization U.S. Green Building Council in the USA.

Most Trusted Brands: The Reader's Digest survey "Reader's Digest European Trusted Brands 2012" marked the eleventh time the magazine identified the most trusted brands in 15 European countries. Readers were asked, unprompted, to submit in writing their choices of trusted brands in different categories. Last autumn's study, in which 27,500 consumers (7,500 in Germany) participated, is the largest pan-European consumer survey.

NABU: Naturschutzbund Deutschland e. V. is involved in cooperative efforts in "Frosch protects frogs" in the Rhine floodplain in nearby Bingen and the "Murmes" project for the reactivation of the moor in the Eifel.

ÖKOPROFIT: ÖKOlogisches PROjekt Für Integrierte UmweltTechnik or Ecological Project For Environmental Technology, part of the Future Initiative Mainz Local Agenda 21.

PET (Polyethylene Terephthalate): PET is a thermal plastic synthetic in the polyester family. PET has many uses, including the manufacture of plastic bottles (PET bottles), films and textile fibers. Werner & Mertz uses more than 65% recycled PET (PET recyclate) in the production of new plastic packaging. To achieve even better utilization of used PET, Werner & Mertz have launched the recyclate initiative called "Recycling first."

Professional Division: The Professional division contains the line of products that Werner & Mertz intends for large-scale users who clean commercial kitchens, public buildings, hospitals and other facilities with special requirements for hygiene and disinfection.

Recyclate Initiative see PET

Regenerative: Unlike finite resources, regenerative raw materials or energy sources renew themselves or are recovered/recycled with use of suitable processes. Electricity generated by the sun or wind is regenerative while electricity generated by the burning of coal is not. Oils derived from plants are renewable resources, but fossil fuel oil is not.

Sustainability: The term "sustainability" stands for an overall approach whose goal is development that is environmentally compatible, economically sound and socially just. It is expressed in actions that consider current and future generations, which include handling available resources responsibly, carefully and efficiently.

Werner & Mertz Group

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