



WERNER & MERTZ

Company Profile

Headquarters: Mainz, Germany
 Major products: Washing and cleaning products for private consumers and professional users
 Further information: www.werner-mertz.de/english

Werner & Mertz is a family-owned limited company that was founded in 1867 as a factory for wax products. Today, as a chemicals company, it is a manufacturer of brand-name products for private consumers and industrial users. Werner & Mertz' core competencies are to offer cleaning and caring products, while maintaining value for the consumers. In total 897 employees work for Werner & Mertz at its headquarters in Mainz, Germany and its factory in Hallein, Austria. It offers the following brands and products:

- Erdal, Búfalo (shoe care)
- Frosch, Rainett, Froggy, Frosch Oase, tarax, tofix, rorax, ratzfatz, Glänzer, emsal, tuba (household cleaner and detergents)
- Tana (professional cleaners)

Challenges and How Werner & Mertz Takes Responsibility

Protecting resources, pursuing sustainability and preserving biodiversity have always been the green focus of Werner & Mertz - and not just since the launch of its "Frosch" range of products in 1986.

Werner & Mertz recognizes the urgency surrounding the topic of biodiversity and therefore aims to emphasize this in its existing environmental management system. This has been certified in accordance with the stringent EMAS guidelines issued by the EU. To this end Werner & Mertz has created a sustainability management staff unit and entrusted its managers with the monitoring and controlling of the activities that impact biodiversity.

The Werner & Mertz Group regularly features its biodiversity protection aims and successes in its sustainability report, which have been partly achieved in cooperation with environmental protection agencies such as NABU and WWF.





Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel

Best Practice: Frog for Frogs!

The Issue

Local and regional habitats and ecosystems are in need of restoration due to interference from humans and businesses. Natural bogs, rivers and wetlands have been altered, reducing habitats for frogs and other amphibians as well as reducing the regional ecosystem capacities for natural CO₂ reduction. Werner & Mertz has used this realization to actively work on projects that benefit the environment.

The Response

Together with NABU and WWF, Werner & Mertz sponsors the preservation of natural riverscapes and moors. Using the motto "Frosch for frogs!" for instance, the company is sponsoring a project aimed at preserving the Rhine River's water meadows, a major habitat for amphibians. Similar projects are also underway in Austria and France.

Werner & Mertz is also active in Germany's Rhineland-Palatinate cooperating with NABU to protect bogs. The protection of bogs is essential as they act as CO₂ sinks, or large areas that absorb CO₂ from the air, and are at the same time a habitat for many rare animals and plants. Werner & Mertz is proud that its can support CO₂-compensation projects that have dual benefits.

The Results

By engaging in measures aimed at restoring the Rhine River water meadows in the Mainz area, it has been possible to reintroduce the local tree frog, a principal species for this particular biotope, and stabilise stocks of existing amphibians. The regional NABU branch Naturschutzzentrum Rheinauen carries out all these activities with financial support from Werner & Mertz. The cooperation project "Frosch for frogs!" with the tree frog as "mascot" is not only promoted at the nature conservation centre, but also within the scope of various exhibitions, e.g. at the Museum of Natural History in Mainz. For Werner & Mertz' cooperation project with WWF, measures are being taken for the restoration of ponds, hollows and old river arms in the March-Thaya wetlands, one of the major river wetlands in Austria. With this project the company is also able to contribute to environmental education in this region.

The reclamation of old areas of moor and the creation of new areas such as in Mürmes in the Eifel region of Germany not only preserves the valuable habitats of many rare animals and plants, but also secures tracts of moorland as huge CO₂ sinks for the long-term. These and other sponsored projects also help communicate information about the environment to local residents, for instance through exhibitions or high visibility recognition of committed conservationists in the region.

At the Mürmes in Eifel the original water level is being restored and the original moorland is being developed once again. With these habitat protection measures new or revitalized bogs are secured to substantially reduce CO₂-emissions on a long-term basis.

Frosch
Recycling First
NEW RECYC PET
 > 65% recycled material
 100% recyclable
Frosch thus helps:
 - spare resources (crude oil)
 - reduce energy consumption
 - reduce CO₂ emissions
 - create new recycling systems