



Green Care Professional

Safe | Effective | Recyclable

www.green-care-professional.com



“A credible eco product can come only from a company that consistently pursues sustainability in everything it does, guided by ecological awareness, economic foresight and social responsibility every single day.”

Reinhard Schneider,
CEO and owner of Werner & Mertz

The one-way street is history ...

Are we digging our own grave?

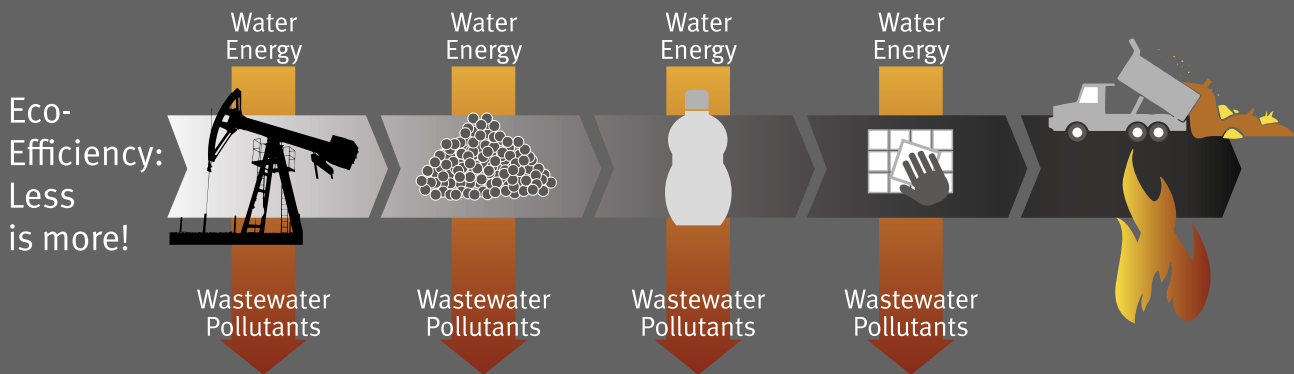
Rainforests on fire, plastic waste on land and sea, climate change and species extinction are just some of the consequences we face in managing our planet's resources. How did we come to this point? To understand that, we first have to look at how the currently predominant economic system – the “one-way street” – is leading us into a dead end.

Take – Make – Waste

The material flow design still used today for most products is referred to as “cradle to grave”. Its focus is on the product's usage phase. Pollutants and waste generated before, during or after the production process are as unimportant as the amount of water and energy used for each production step. It is particularly devastating that both the origin and the fate of the product are ignored. Manufacturers continue relying on fossil resources such as crude oil as a source for raw materials. Products should be designed so that they can be recycled completely or used again in a new production process. Instead, many products are incinerated after their usage phase or end up in the environment when disposed of incorrectly.



Cradle to Grave: The materials flow with no consideration given to long-term resource conservation from the source to the landfill



No consideration for long-term conservation of resources
"One-way design": Take – Make – Waste

All signs point to change

We are standing before an imminent collapse. Public pressure, like the Fridays for Future movement, indicates a large segment of the population has concluded that we have to change the way we handle our environment's resources. The time has come for us to make ecological change at the industrial level. Initial political measures such as the "Green Deal", the "circular economy law" and "AVV Klima" show that a change in thinking is absolutely necessary.



How can we change our ways without giving up too much?
Genuine eco-efficiency with the circular economy.

... the future belongs to the circular economy

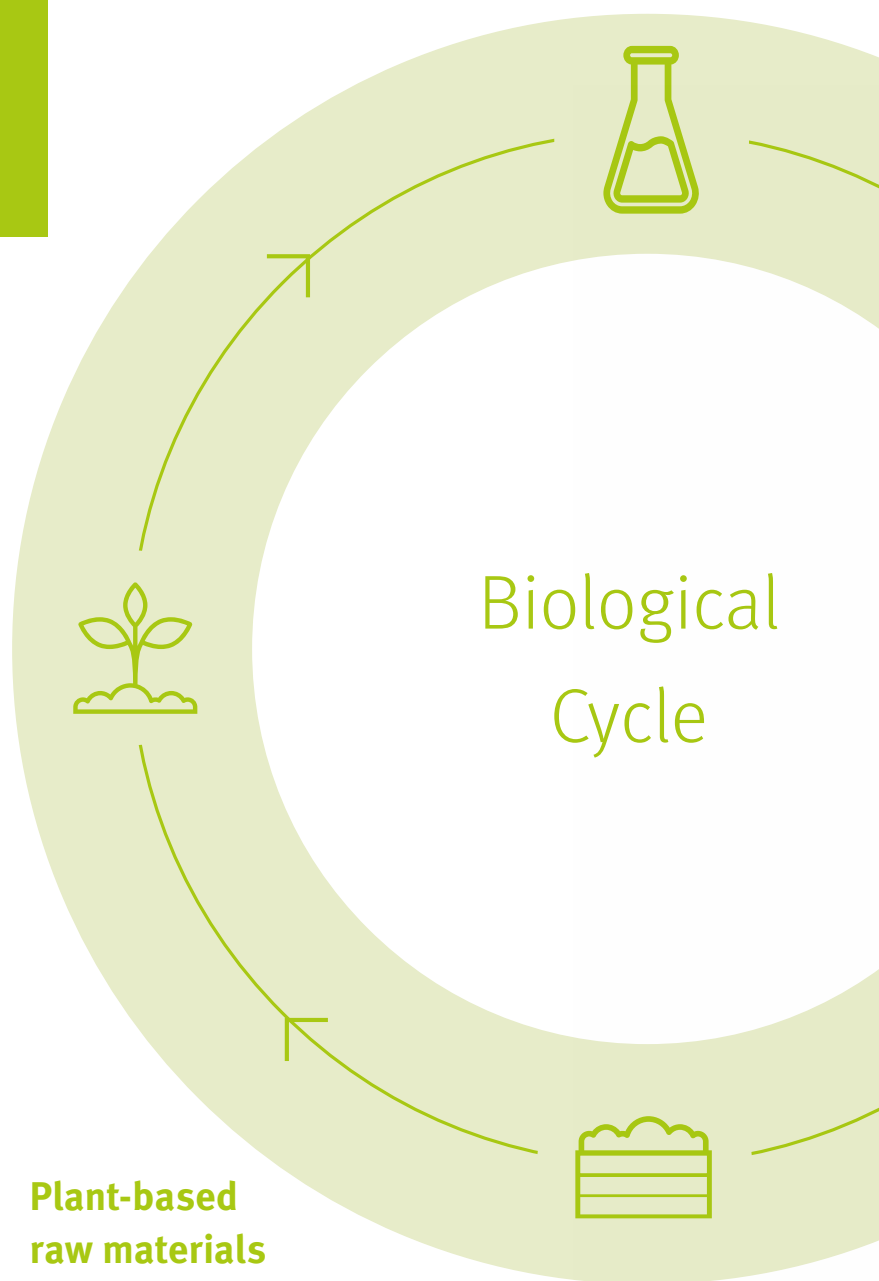
Sustainability has taken on a much bigger role. The one-dimensional Cradle to Grave principle, however, is still applied and supplemented merely by a reduction in the use of raw materials and resources. Efficiency is improved, but no effectiveness is achieved.

No room for compromise in a true circular economy

In the circular economy according to the Cradle to Cradle® principle, the raw materials can be reused and pollutants are thus prevented from getting into the environment. The origin and fate of ingredients are kept in closed cycles, i.e., cleaning chemicals in the biological cycle and packaging in the technical cycle.

Formulas

We use plant-based surfactants in our sustainable formulas. They contain no critical ingredients or allergens.



Plant-based raw materials

We use renewable plant-based raw materials.

Compost

Our cleaning chemicals are biologically degradable.

Packaging

We see waste as a resource:
Almost all of our packaging is made
of recyclable and recycled waste.



Technical Cycle

Recycling

Through disposal via the Yellow Bag, empty packaging can be once again returned to the closed loop of recyclable materials.

Technical raw materials (recyclate)

Recyclate is generated by the sorting and processing of plastic waste and then used to make new, high-quality plastic packaging.

Our Products

Our development guidelines follow Nature's example

Our development guidelines, which form the basis for our entire Green Care portfolio, follow the Cradle to Cradle® Principle. Ever since our brand was established, we have worked at optimizing our technical and biological recycling in order to make our formulas and packaging even more sustainable.

Green Care Professional – symbiosis of biology and technology:

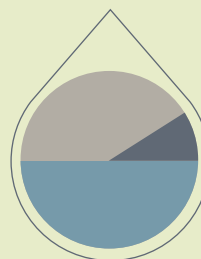
- **Strong cleaning power**
- **Excellent price/performance ratio**
- **Safe for humans and Nature**

| Formulas

In development and production, we consistently use renewable energy technology and raw materials. We continuously reduce by-products, pollutants and residues in our formulas. We also pay attention to the biological degradability of materials and exclude raw materials with negative environmental impact in compliance with EU Ecolabel requirements.

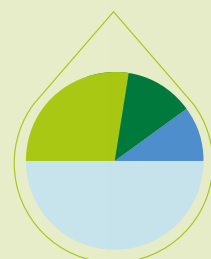
As our formulas contain neither hazardous nor prohibited materials, they are harmless for humans and the environment.

Conventional product formulas



Crude oil-based surfactants
Dyes
Fragrances
Water

Green Care Professional formulas



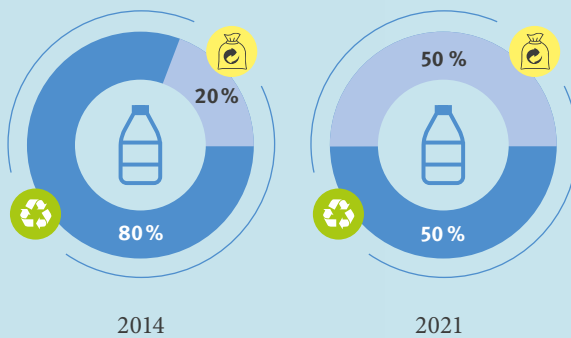
Plant-based surfactants (tropical crops)
Plant-based surfactants (European crops)
Food dyes
Water from our own well



| Packaging

In order to do without virgin plastic made from crude oil and to conserve our fossil resources, we rely on recyclate from the Yellow Bag. We refrain from using PS (polystyrene) and PVC for our packaging components.

The recyclate share in our bottles is 100 % and our bottles are completely recyclable. After their disposal, they can be returned safely to the material cycle.



In the long term we will use 100% recyclate from the Yellow Bag. Until a complete switch is possible, we supplement the material with recyclate obtained from deposit bottles.



Yellow Bag
Yellow Bin



PET deposit bottle
collection

5

Ingredients

for successful sustainability



Cleaning performance and quality

We are living proof that sustainability and cleaning power are not mutually exclusive. Green Care Professional brand stands for efficient, high performance cleaning with the highest quality requirements à la “Made in Germany”.



Safe for Humans and the Environment

Safety for human life and the environment is our highest priority. Therefore, we use only harmless material that can be returned safely to biological and technical cycles.



Circular cleaning products

The circular economy is the only reasonable model for integrally sustainable business activity in harmony with human life and the environment. Green Care Professional is a pioneer in a consistently practiced circular economy along the entire supply chain, from raw materials to our in-house environmentally friendly energy generation and innovative packaging.



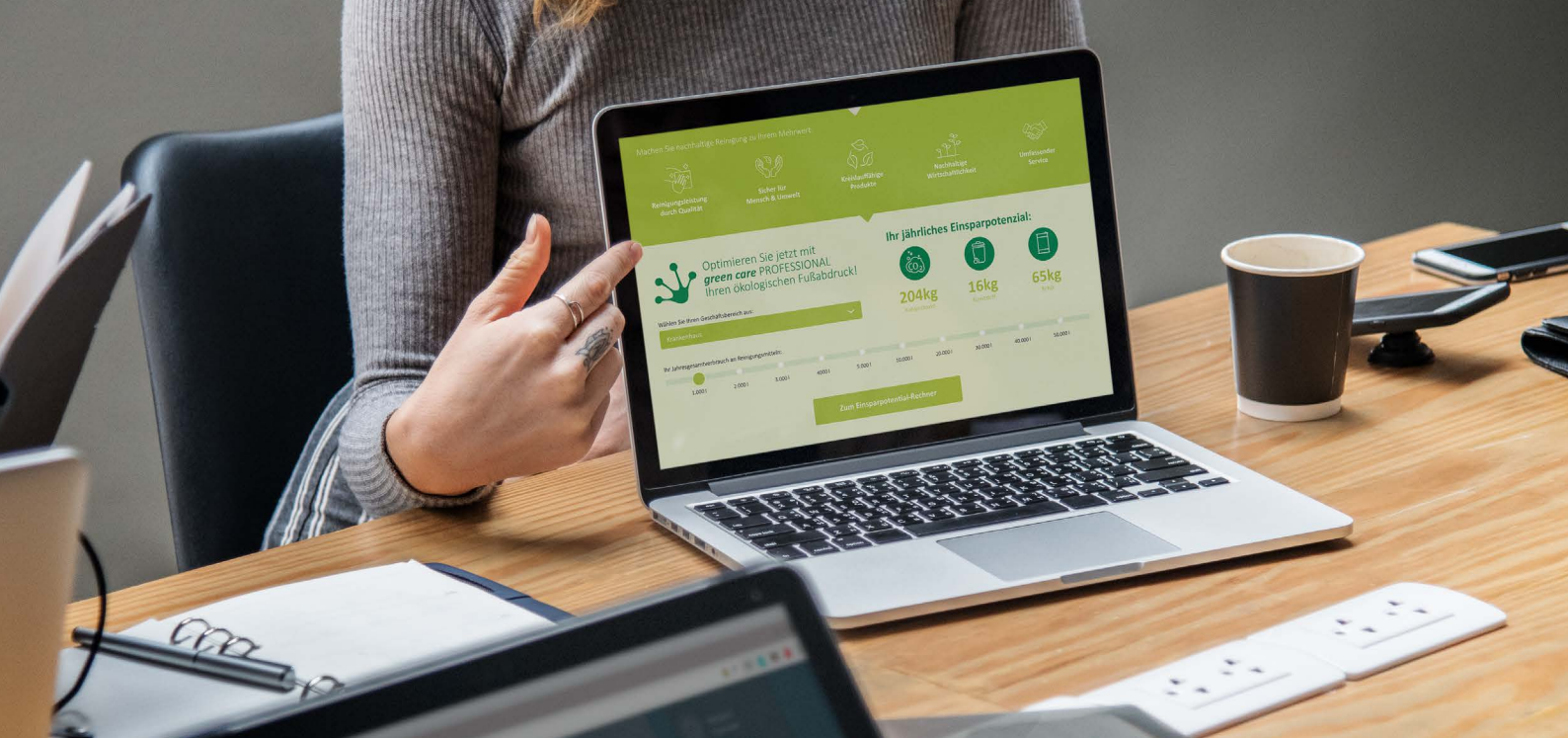
Sustainable profitability

Our brand is a role model for sustainability paired with profitability. Behind Green Care Professional is a comprehensive and consistently practiced philosophy of sustainable management. Our intelligent systems and efficient formulas make possible exact and economical dosing and complete emptying of the packaging.



Extensive Service

As your strong partner, we offer you integral consulting and extensive, personalized service based on our decades of experience.



Optimize Ecological Performance

Measure your sustainability progress with the Performance Calculator

Companies are paying more attention to their ecological footprint these days. Our Performance Calculator shows you how you can optimize your footprint with Green Care Professional.

Your added value with Green Care Professional.

- Less carbon dioxide
- Less plastic
- Less crude oil

Benefits for every area of application

Our Performance Calculator reports the potential reduction in your environmental impact in every application area. Use the results in bids, offers and as credible, positive PR for sustainability reports.



You can always count on us. Test our free Performance Calculator!
www.get.wmprof.com

Our Sustainability Promise:

“We confirm that the savings in crude oil and carbon emissions determined by the Performance Calculator were correctly calculated for both the packaging components and the detergent formulations of all Green Care Professional products.”

Intertechnica Cert GmbH

Outstanding Work for the Environment

Certificates: Proof of our progress

Our Green Care Professional portfolio offers a broad assortment of certified products. For all areas of application we have products that have earned at least one certification. This fact distinguishes us from other manufacturers and makes clear that genuine sustainability has to be practiced in the entire company if it is to be credible. We are a pioneer in the industry with the most Cradle to Cradle® certified products and are proud that we have proof of the recyclability of our formulas and our packaging.

200+
product
certifications



Formulas



Packaging



Production & Supply Chain



Commitment leads to Change

Acting out of conviction

“Together we are strong” – if we pursue our goals as one, we achieve more. That's why we work in many instances with initiatives, companies and cooperation partners who pursue the same goals as ours.

We all want to protect our environment, promote sustainable production and advance the circular economy in society.

Our Success: The Recyclat Initiative

Microplastic in the oceans is a devastating consequence of the way we handle the flood of waste. The United Nations Environment Programme, the World Economic Forum and international bodies like the Ellen MacArthur Foundation see the solution to the problem in a closed circular economy for plastic. We do too! The Recyclat Initiative is an important step toward this goal.



Our Success: World record

More than 641 million PET bottles made of recyclat have been put into circulation by the Werner & Mertz Group. (As of September 2022)

wir-fuer-recyclat.de





Green Key

Green Key: The Key to Sustainable Accommodations

Hotels, youth hostels, campgrounds and all other types of accommodation require an enormous amount of electricity, water and cleaning products to handle the high number of guests. A minor change in the direction to sustainability can have many positive effects.

Green Key International certifies accommodations that use sustainable business practices. We provide Green Key with our practical Performance Calculator so organization can convince even more companies to think and act sustainably.

Working Together for Sustainability: Our customer success stories

While others only talk about sustainability, we have consistently put it into practice with our customers. With our ecological and recyclable cleaning solu-

tions, we have already eliminated several tons of plastic, crude oil and CO₂ emissions. You too can become a sustainability role model!

Ghent: shines in heroic splendor!

In recent years Ghent, the second largest city in Flanders, has worked steadily to make its municipal cleaning services sustainable and that includes the use of integrally sustainable cleaning products.

Ghent purchases products that satisfy the EU Ecolabel criteria and was the first city to introduce “Cradle to Cradle®” certified products for the cleaning of its buildings and facilities.



Mont-Saint-Michel: Preserve the UNESCO World Heritage Site!

The two Groupe Gaulois hotels clean with Green Care Professional, making them sustainability role models. It sees the use of our eco-certified cleaning products as added value, which can be effectively communicated to the target groups.

You can find more success stories on our Green Care Professional website.

Measure your sustainability progress on get.wmprof.com



Healthy indoor air: Breathing healthy is essential!

The design of airtight buildings promotes sustainable, energy-efficient construction, but also requires the right choice of emission-tested cleaning products so that any negative effects on the indoor air are minimized. The independent Air Label delivers reliable results on the pollutant emissions emitted into the air by the product under normal conditions of use.

Green Care Professional is the first brand of professional cleaners to benefit from the A+ Controlled Indoor Air label for professional use.



Why good air quality is so important:



We spend 80 to 90% of our lives in closed rooms.



On average 20,000 breaths per day.

Our Award-winning Engagement

German Environmental Award

“Bold decisions today will trigger positive interactions for tomorrow.”

With these words, German Federal President Frank-Walter Steinmeier presented the German Environmental Award 2019 to our CEO Reinhard Schneider. The jury was particularly impressed by Schneider's commitment to the Recyclate Initiative and his consistent focus on the topic of sustainable management in all parts of the company.





**100%
FUTURE.**
THINK NOT ONLY OF
**TODAY,
BUT OF
TOMORROW
TOO.**

Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

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