



Green Care Professional

Safe | Effective | Circular

We do not stop!

Our Green Care family continues to grow.



New record:
+200 product
certifications



In the overview online at lets-gogreen.com you can see which Tana Professional products we have already converted and the improvements we've made as we push to complete the Go Green program.

However, we are working to continue to bring the conversions forward in order to complete the Go Green program one step at a time.

A lot of changes are coming, so stay tuned!



A close-up photograph of a field of red poppies. The flowers are in various stages of bloom, with some fully open and others as buds. The background is a soft-focus blue sky. The text is overlaid on a semi-transparent white rectangular area in the upper left portion of the image.

“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 must be history ...

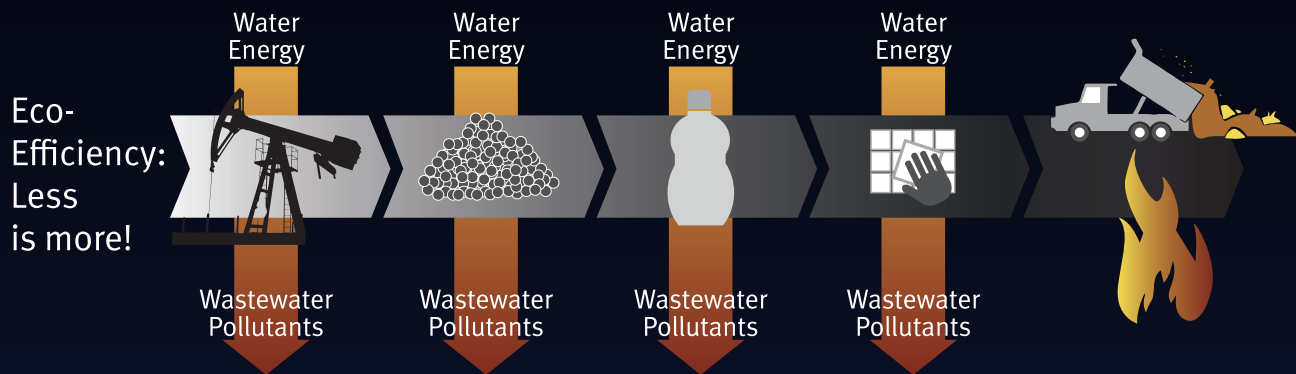


The lie of climate neutrality

**We cannot buy a way out of the climate crisis with
carbon offsets.**

Join us in creating honest
climate protection.
Read about the right way to go at:
www.circular-success.com

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

Are we digging our own grave?

Rainforests on fire, plastic waste on land and sea, climate change and species extinction are some of the world's current problems. The scientific framework of planetary boundaries describes nine environmental systems that interact with each other and affect the stability of Earth. Six of the nine boundaries have already been crossed. How did this turning point come about? To answer that question, we have to look at the currently predominant economic system—the one-way street—that 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. "Cradle to Grave" ignores the origin and the ultimate fate of a product. The environmental impact during production is neglected too. Nevertheless, many companies have found a dubious way out of the dead end in the climate-damaging one-way street. Carbon offsetting gives them the chance to disguise the real environmental impact of their products.

All signs point to change

At Green Care Professional we are convinced that first and foremost, companies have to reduce their CO₂ emissions and communicate that clearly and comprehensibly. Buying a way out through carbon offsetting alone won't change a thing. The time has come to bring about the ecological transformation at an industrial level.

How can
we manage
the transformation
without giving up too much?

Simply turn the page.

... the future belongs to the circular economy

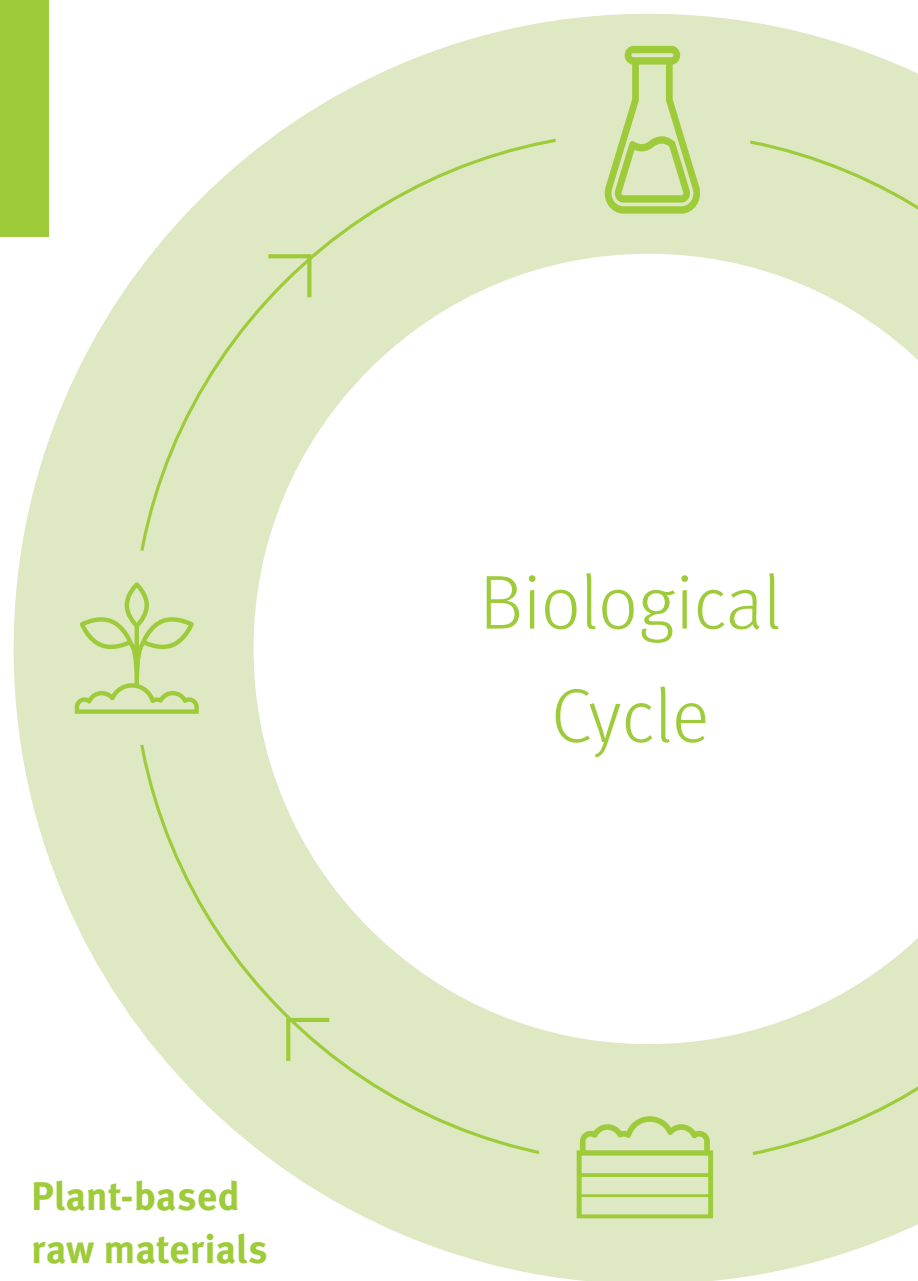
Sustainability has taken on a much bigger role. The one-dimensional Cradle to Grave principle, however, is still applied and supplemented merely by a reduction in the use of raw materials and resources. The issue: efficiency is improved, but no effectiveness is achieved.

No room for compromise in a true circular economy

In the circular economy according to the Cradle to Cradle® principle, how it is practised holistically with our Green Care Professional brand, 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 is 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:

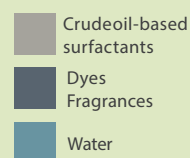
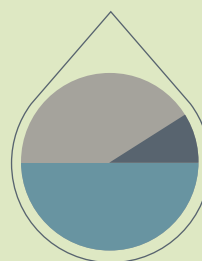
- **Strong cleaning power**
- **Excellent price/performance ratio**
- **Safe for humans and Nature**

| Formulas

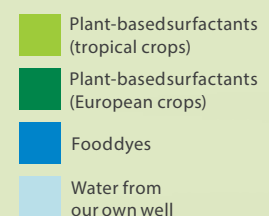
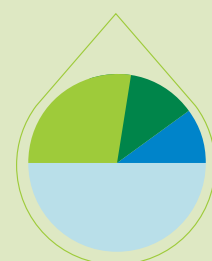
In development and production, we consistently use renewable energy technology and raw materials. We continuously reduce by-products, pollutants and residues in our formulas. We also pay attention to the biological degradability of materials and exclude raw materials with negative environmental impact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



Green Care Professional formulas

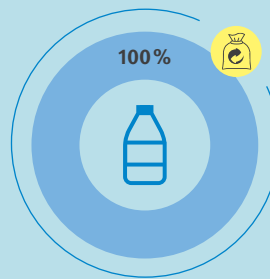




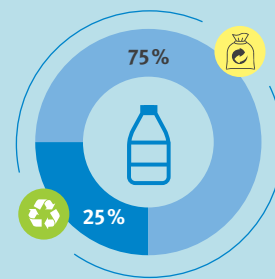
| Packaging

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.



HDPE bottles



PET bottles

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



Yellow Bag
Yellow Bin



PET deposit bottle
collection

Our development guideline

Safe and fair for humans and the environment



The Green Care Professional development guidelines contribute to achieving several Sustainable Development Goals (SDGs) and support the European Green Deal.

Material health & ecology

With the Type 1 Ecolabel, Green Care Professional can verify that the exclusion of toxic ingredients makes its formulations harmless to human life and the environment. Only harmless fragrances and dyes are used in accordance with Ecolabel criteria. Animal-origin ingredients, PFAS and synthetic polymers to avoid microplastic are excluded from Green Care Professional formulations. The packaging does without phosphates and PVC. Our use of renewable energies, in-house production of electricity from wind and solar power and sustainable production in accordance with ISO 14001 and 50001 at our EMAS-certified European sites with in-house water treatment facilities distinguish us as sustainability pioneers.

Circularity

Formulation

Origin: We use renewable plant-based raw materials instead of fossil sources and regenerative, degradable solvents with low limits. We promote the use of surfactants of European origin to support native species diversity.

Remaining: The goal is the reduction of by-products, contamination and residue, plus rapid, high biological degradability of organic materials.

Packaging

Origin: Avoidance of fossil resources through the use of Post-Consumer Recyclate from household waste collections like the Yellow Bag in bottles and caps.

Remaining: Design for Recycling of packaging to allow mechanical recycling without loss of quality (upcycling).

Social fairness

Our suppliers' code of conduct for the entire value chain ensures integrity, honesty, respect for human dignity and responsible handling of our resources. Production takes place in Germany and Austria. We assume responsibility for our customers through the full declaration of all our ingredients and our own customer training in the safe and proper handling of cleaning agents.

Economy

Sustainable procurement with Green Care Professional is economical, thanks to low cost per use. Our products are less expensive than conventional cleaning agents although they are sustainable. The recyclable packaging saves money on disposal. Intelligent, efficient dosing technology and ultra-concentrated formulations increase our customers' economic efficiency. The broad range of CLP-free products also reduces personnel training expenses.

Performance

The combination of top cleaning performance and sustainability does not require doing without anything found in conventional cleaning agents. Within the scope of Ecolabel certification, performance has been verified by marketing testing or performance checks by external testing institutions. Our intelligent dosing systems strengthen the efficient use of our cleaning products.



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.

At our production sites in Mainz and Hallein, we implement the highest quality and environmental standards and see them reflected in our certifications.

200 >
product
certifications



Formulas



Packaging



Production & Supply Chain



Holistic sustainability is multidimensional

Numerous aspects must be covered



Going even beyond:
Green Care Professional

is considered by the following certification:



Formulation	
Material health	
Circularity of raw materials	
Biodiversity	
Degradability of raw materials	
VOC / Indoor air quality	



Surfactants produced from European sources



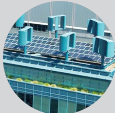
Packaging	
Recyclate share	
Recyclate origin	
Recyclability	



Post-Consumer Recyclate from the Yellow Bag in bottles and caps



Production & Supply Chain	
Energy	
Emissions	
Value chain	
Social fairness & Ethics	
Water & Soil	



In-house water treatment and production of electricity using wind and solar power

You'll find more information about the individual sustainability labels on our website www.green-care-professional.com in the "About the Brand" drop-down menu under "Certifications".



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.

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.

Your added value with Green Care Professional.



Less carbon dioxide (CO₂)



Less plastic



Less crude oil

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."

Intechnica Cert GmbH

Test our free Performance Calculator!

www.get.wmprof.com



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 Recyclate 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 Recyclate Initiative is an important step toward this goal.



Our Success: World record

More than 1 billion PET bottles made of recyclate have been put into circulation by the Werner & Mertz Group. (June 2025)

wir-fuer-recyclat.de





THANK YOU

One billion

Bottles made from 100% recycled plastic. We have achieved this world record together.

My  for the circular economy

