



Hugo Frosch presents another “green” innovation with its new “Klassik *Plant*” product line

Anyone who has found their life’s work in developing hot water bottles that make even the most critical consumers into fans won’t stop searching for forward-looking innovations. That is, until they can say with confidence: we’ve taken another major step forward and are pleased to present a new development!

And now, once again, the waiting is over: the classic *Plant* hot water bottle continues to build on the series of “green” innovations that are “Made in Germany” from Hugo Frosch. And the company is justifiably proud of its achievement.

“If we really want to enthuse our customers, we have to look at the things that our target groups value that we haven’t yet succeeded in achieving. We have therefore carried out research into solutions on how we can manufacture our premium thermoplastic line with a plant-based softener,” explains owner and CEO Hugo Frosch. “Our hot water bottles have always been phthalate-free, but with up to 100% softener made from sunflower oil, we can now offer a product line which shows that we aren’t just paying lip service to our commitment to sustainability and love for nature.”

Green and sustainable manufacturing has been a priority for Hugo Frosch since 2009. Almost 100% of the required energy is from waste heat and green electricity.

But that’s not all. With the fruity, bright and transparent colours reminiscent of delicious gummy bears which also have the names of fruit (raspberry, blueberry, orange, apple), the company also wants to show that well-designed products can also come across pleasingly stylish.

Three models with a “turtleneck” made from 100% organic cotton covering the cheery, warming hot water bottles. Naturally, in the trendy colours of sand, blueberry and raspberry. These high-quality knitted covers, with their burlled structure, provide a high degree comfort wherever the heat could otherwise be too hot on the skin and also keep the water pleasantly warm for longer.

High quality “Made in Germany” standards combined with joy in that certain something

“Even though, as with all of our warmers, safety is the top priority, it is possible to see the motivation behind our new *Plant* range of classic hot water bottle: we want to present products that have that certain special something. And after all, being smart and having fun aren’t mutually exclusive! Our hot water bottle lines combine trendy with responsibility,” which Hugo Frosch is also happy about.

With this spirit of not hesitating to advance the development of hot water bottles and eco hot water bottles in an increasingly forward-looking way, Hugo Frosch has long since made a name for itself in the industry as a driver for innovation.

And even in challenging times, the motivation remains unbroken. “You can’t go backwards – only forward. We have to stay on the ball for our children and grandchildren and mustn’t ever stop looking for solutions,” explains the family-business entrepreneur.

Launched on schedule, despite difficult framework conditions

Demand is currently higher for hot water bottles than it has been in previous years. Due to the exceptionally tough situation in the energy industry and fluctuations in the supply chains, it is necessary to demonstrate both flexibility and speed. With a reliable and tried-and-tested team, the company is well positioned, though, and was pleased with the launch of its new star in the “green hot water bottle sky” over Aletshausen, which took place on schedule.

The new development will be available from 2023.

For further information, visit www.hugo-frosch.com



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Contact person:

Astrid Englmeier, Raum-V GmbH - information@raum-v.de - www.raum-v.de

HUGO FROSCH GMBH
Designprodukte aus Kunststoff
Hohenraunauer Str. 20, 86480 Aletshausen
Managing Director: Hugo Frosch

Memmingen district court, HRB 10654, VAT ID: DE202416431

Tel.: 08282 82756-0, fax: 08282 82756-1 | www.hugo-frosch.de + www.frosch-shop.de

The company *Hugo Frosch GmbH Designprodukte aus Kunststoff*, founded in 1999, stands for high-quality thermoplastic and eco hot water bottles that are “Made in Germany” and recognised worldwide.

In addition to its classic hot water bottles, the product range also includes heart-shaped hot water bottles as well as eco hot water bottles made on a resource-friendly basis (made from over 90% renewable materials), attractive covers in up-to-date designs and especially safety-oriented hot water bottles for children.

Another innovation: the LEBENSART design pillows with integrated eco hot water bottle and high-quality covers made from organic cotton.

The “Classic Plant hot water bottle” product line offers transparent warmers (with or without covers) with up to 100% softener from sunflower oil and captivates with its bright, fruity colours.

Mini hot water bottles make “Warmth To-Go” possible and are very good as an attention-grabbing promotional item. Some hot water bottle models or their covers can be individually printed, which makes them into promotional items with high attention-grabbing value.

The online shop www.frosch-shop.de specialises in shipping hot water bottles from its own production “Made in Germany”.