



**From everyday object to lifestyle product:  
Hugo Frosch hot water bottles are for everyone**

Living is not just about the home, and your couch is not the only place you want to be warm and cosy. If your job means work in all weathers, what could be better than an easily portable source of heat? The same is true for anyone with a teeth-chattering outdoor hobby. Icy temperatures and cold nights can't scare you when you know you'll soon be toasty warm. Anticipation has never felt so good.

**In the new 22/23 lookbook from Hugo Frosch, discover hot bottles "in the wild". And meet the fans who explain how they keep warm on the move.**

"We wanted to know what a bouncer or a forester could tell us about why they take our hot water bottles with them on the job. We also realised that lots of people simply take their favourite heat source with them whenever they're out and about", says Hugo Frosch. Dip a toe in the Eisbach stream with surfer Ben, soak in the feel of the stables and venture out into the countryside – all within the pages of this XXL lookbook.

Join cute dachshund Ella out with her master in the Swabian Jura as she keeps a watchful eye on the wildlife. From the comfort of a fluffy hot water bottle in wonderful autumnal red.

A catalogue with a difference. Passion and commitment jump off the pages.

Small wonder if you don't immediately realise that an extensive collection has once again got even bigger. The people and their hot water bottles suit each other perfectly, as if this is how it had to be. Extravagant or stylish; natural or surprising. Always the perfect match. It's clear Hugo Frosch makes hot water bottles for people who love true warmth. Innovative covers in a great range of materials plus creative designs meet individual needs.

**Product lines are tailored to the needs and wishes of end users.**

There's even a large selection of ultra-safe highlights for young users, plus stylish designer cushions with integrated eco hot water bottles to suit every interior.

All hot water bottles are made exclusively in Germany and meet the country's strict quality requirements. Production is powered by 100% waste heat and green electricity.

Green and sustainable manufacturing has been a Hugo Frosch priority since 2009. The company has rightly been considered a driver of innovation in the sector since it developed the first eco hot water bottle from over 90% sugar cane-based material, a great addition to the conventional thermoplastic range.

Hugo Frosch's enthusiastic commitment to improving hot water bottles inside and out remains as strong as ever. "We have lot of good ideas that we are steadily turning into reality. You need to stay focused if you want to keep getting greener. And we will", says Hugo Frosch.

**Warmth means happiness. That's why hot water bottles are the perfect way to keep your contacts happy too.**

And why the company is launching its latest eco innovation at the "Werbemittelmesse" trade fair for promotional products in Munich in March. "The NATURAL classic is a first: a hot water bottle with 100% organic softening agent made from renewable materials!"

A sustainable lifestyle should be fun, and the trendy "jelly berry" colour of the latest product innovation is just a taster of great things to come. More amazing – and happy – colours to follow. Hugo Frosch is once again demonstrating just what can be achieved when a company refuses to rest on its laurels. "If your name means 'frog', that in itself is a reason for a commitment to nature", believes the founder and director Hugo Frosch. Stay true to yourself.

For further information, please visit [www.hugo-frosch.de](http://www.hugo-frosch.de)



Hugo Frosch´s new lookbook presents new hot-water-bottle models in "the wild".

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Hugo Frosch GmbH Designprodukte aus Kunststoff, founded in 1999, stands for high quality thermoplastic and eco hot water bottles "Made in Germany", which are known across the world.

In addition to the popular classic hot water bottles, the product range also includes heart-shaped hot water bottles as well as resource-saving eco hot water bottles (made of more than 90% of renewable resources), attractive covers in current designs and particularly safe children's hot water bottles.

Another innovation is LEBENSART designer cushions with integrated eco-hot water bottles and high-quality covers made of organic cotton. Mini hot water bottles make "warmth to-go" possible and are very suitable as eye-catching promotional items.

Some of the products can be customized and so turned into promotional gifts with high attention value.

The online shop [www.frosch-shop.de](http://www.frosch-shop.de) specializes in shipping hot water bottles from own production.