



## Press release New Season 2017/2018

### Hot Water Bottle Season 2017/2018. German manufacturer Hugo Frosch successfully started at its new location.

Subsequent to a prosperous Ambiente trade show in February this year, Hugo Frosch faced another challenge – the relocation of the company into the new buildings in Aletshausen, Bavaria. At this place, offices, production and stock finally are consolidated. Ready for the upcoming season, CEO Hugo Frosch explains: "We settled in here very well. So we are able to start with our new hot water bottle range just in time."

At the new site, up to 800.000 hot water bottles are manufactured each year. Eco hot water bottles, produced from over 90% renewable resources, is considerable part of the production.

"Since we are working with two completely different production methods to manufacture pvc-bottles and eco hot water bottles, we appreciate the possibilities to expand our new "home" in the future", so Hugo Frosch.

### At Hugo Frosch sustainability meets design.

In 2017 once again ecology was at the centre of attention at the consumer goods trade fair Ambiente, Frankfurt. At that time, the new collection, which is available from September onwards, has been presented to the national and international audience.

"At Ambiente we meet European customers as well as trade visitors from all around the world. International feedback is always an important indicator. Since a hot water bottle is much more than a popular everyday product, design really plays a prominent role. Meanwhile many customers prefer a stylish must-have to relax and to enjoy cosiness."

Highlight as well as eye-catcher is the new golden eco hot water bottle Classic Comfort, developed by Hugo Frosch. Another news are high quality merino new wool felt covers "lucky clover" and "fox", handmade in Nepal, no child labor.

Eco hot water bottles Classic Comfort, wrapped in elegant shiny and cosy nicki covers in soft creme, purple violet and luna grey, are available from now on. Also in stock: Eco hot water bottle Classic Comfort with sporty and trendy softshell covers in different colors and with elegant knit cover "Norwegian".

### New for kids: "Designed by children for children"

At Hugo Frosch they break new ground in design development for eco hot water bottles Junior Comfort. Duck "Gagi" was developed according to the drawing of a child. From now on there are available two different model variations, yellow and white. Children will love these carefully crafted, soft and cuddly plush covers. Customers also find top selling articles like pug, frog, owl and lamb within the current range.

### Product line LEBENSART designer cushions extended

Just in time, the new designer cushion "London", made in a trendy grey, with integrated eco hot water bottle, is in stock. So customers can choose another confidently stylish home accessory with added value.

### News too about Hugo Frosch classic hot water bottles

The classic, thermoplastic line of the premium hot water bottles has not been forgotten. Some new, fashionable knit and felt covers with star and sheep design, perfectly match the cold months in winter. New colors are also available for classic soft faux fur covers. Especially the color combinations purple-silver and brown-silver mélange show upward potential to become one of the seasons top selling products.

Furthermore very interesting: The dearly beloved heart-shaped hot water bottles, which are available with popular country style covers, some of them with embroidery. Due to the great demand, the cuddly animal "sheep" with integrated classic hot water bottle is in stock again. If the hot water bottle is not needed, a little "secret" can be stored in its belly.

## Safety first at Hugo Frosch

“Our products meet very high quality standards. With all new design ideas, we naturally focus on safety, so once again with the coming up collection, which we are already preparing”, explains Hugo Frosch.

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

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Since 1999 Hugo Frosch GmbH is specialized in development and production of high quality thermoplastic hot water bottles and eco hot water bottles “Made in Germany”. The products are manufactured according high quality standards and gain recognition all around the world.

The product range includes the popular classic hot water bottles and children’s hot water bottles as well as sustainably manufactured eco hot water bottles, made more than 90% of renewable resources. Customers also find cuddly pillows with integrated classic hot water bottle and heart-shaped hot water bottles within the range.

Hugo Frosch premium “heaters” are available with a various selection of covers in trendy designs. Some of the models can be individually printed in order to generate sympathy and to become high impact promotion articles.

Other innovations are **LEBENSART** designer cushions with integrated eco hot water bottles as well as the golden eco hot water bottle.

