



**Innovative strength defies every challenge:  
Hugo Frosch makes an optimistic start to the new autumn/winter season 21/22**

“We are determined not to let anything take away our enjoyment of further developing our premium hot water bottles, no matter what!” says Managing Director Hugo Frosch. “The changes on the international raw materials markets, some of which seem to happen from one day to the next, and the negative effects on supply chains and sales markets have presented us with some challenges – but we remain motivated to live up to our reputation as a driver of innovation in the industry.”

The company has been manufacturing hot water bottles in the Bavarian-Swabia region of Germany for more than two decades. And the bottles don't just provide reliable warmth, they are consistently being reinterpreted. Approximately 50% are exported.

The company has also been taking the topic of sustainability very seriously for several years. What started in 2011 with the market launch of the first eco hot water bottle to be manufactured on a resource-saving basis has been continued in the form of several individual steps – which the company intends to continue taking.

Hugo Frosch explains: “We started by ‘trying on’ the ‘Eco’ high-quality covers, which are made of organic cotton, and focused on areas in which things can be improved and where we can advance with our measures at a fair price for the consumer. At the same time, safety and high quality which is ‘Made in Germany’ will always remain our top priority.”

Another milestone in terms of sustainability was the move to the new company buildings in 2017. Ever since then, the company has succeeded in completely avoiding the use of fossil fuels, for example. 40% of its electricity requirements are covered by its in-house photovoltaic system. The hot water bottles are also manufactured with the principle of energy efficiency in mind.

The love of all things natural also finds reflection in the “Merino wool felt collection”. With a newly-created video clip (<https://www.hugo-frosch.de/infothek.php>), the company wants to show its customers its appreciation for the work of the women who make these exceptionally high-quality covers by hand in Nepal. All over the world, people contribute to making Hugo Frosch hot water bottles even more beautiful.

**The company is also taking new paths in the area of “advertising media”.**

Hot water bottles: also great for keeping relations with company contacts warm. By participating in a number of online trade fair events in the industry, it was possible to forge new international contacts. The hot water bottle is therefore set to play a bigger role as an advertising medium at Hugo Frosch.

**The past few months also gave us some good reasons to celebrate!**

The Hugo Frosch 20/21 catalogue won the German Agency Award and the 11th ICMA Award – Best of Show 2020. “Two unexpected accolades! We didn't expect to receive these, but they certainly make us feel a little proud,” explains Angela Sternitzky, who is responsible for the catalogue at Hugo Frosch.

The company is building on this with its current 21/22 product magazine.

“Following the launch of our hot water bottles with innovative hygiene function and the mini hot water bottles last year, this time we have several new products in our range of LEBENSART pillows, which feature an integrated eco hot water bottle. The colours were chosen to fit the latest trends in indoor design and furnishing, and the fabrics harmonise with every home living atmosphere,” explains Angela Sternitzky. The new “Peru” cushion – with its colourful woven fabric cover in the boho look and high-quality alpaca appliqué – is also a young, fresh eye-catcher.

We also have a few new products available in the “Heart” hot water bottles category and in the classic line – some of which have romantic embroidery. Thick and cuddly fluffy covers make some warmers even more cosy, and invite you to “switch off and relax”.

Packed in snazzy neoprene, the eco hot water bottle brings a sense of freshness to the home. In Surfer or Jungle style, you can now get cosy and chill out on the couch. If you like, you can take one of the new elephants or bears with you, which, like our bestseller, the "Sheep", aren't just great as a warm cuddly toy, but also as a heat pad.

Our range of hot water bottles now includes well over 100 products. Hugo Frosch thus offers appealing and safety-oriented heat dispensers to every group of buyers.

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



Eco hot water bottle with innovative neoprene cover, colourful design "jungle":  
A novelty for the 2021/22 hot water bottle season from Hugo Frosch

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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.

Furthermore, there are classic hot water bottles with an incorporated antibacterial hygiene function.

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.