



Start of the 2020/2021 season is marked by promising innovations at Hugo Frosch

"Rethink and rethink" - this is a maxim that has been applied by hot water bottle manufacturer Hugo Frosch from the very beginning. This year, his unbroken enthusiasm for innovation has shown several promising results despite all adversities.

"Hygiene has never been more important than in these times," says managing director Hugo Frosch. In light of this, he has been prompted to rethink the everyday hot water bottle. Just in time for the start of the autumn/winter season, the half ribbed hot water bottle is available with a hygiene function, which can effectively prevent deposits of bacteria or mould. From September, the innovation will be available in mint and red.

Hugo Frosch explains: "Our hot water bottles should be used with a good feeling. That is our concern". The reactions of consumers are eagerly awaited and great interest is expected. "We produce in Germany with the highest quality standards and now we have incorporated a hygiene function - this makes us additionally confident as regards to international trade".

However, another product innovation, which was presented for the first time at Ambiente in Frankfurt in February, is now available in various models: The mini 0.2 litre hot water bottle, which offers "warmth to-go". Thanks to its handy shape, the tiny hot-water bottle has a multitude of uses for which a classic hot-water bottle was previously too big. For example, the "Mini" can be carried anywhere in a jacket pocket or used to warm up the pram, to name just a couple of the uses. The mini hot water bottle is also very suitable as an eye-catching advertising medium.

The smart covers are available with cute designs such as "ninja", "lion" or "chick in the egg". In addition, these small heaters are also available with knitted or velour covers, as well as in covers made of organic cotton (kbA) in fashionable colours and designs.

Despite all the new developments, the hot-water bottle and eco-water bottle collection has been expanded in all other areas and, as usual, the popular regular range has been given a "makeover". Fashionable and in-demand colours and materials have been used. Felt and fleece covers with new ideas and beautiful colours like kiwi, berry or taupe are now in the assortment. The very popular white lamb with integrated eco hot water bottle got a black "sibling".

At Hugo Frosch, we look closely at what consumers want. Through regular cooperation with bloggers, we are always in touch with the requirements of people who actually have "their" hot water bottle in their arms every day.

Short and easy-to-understand clips have been developed to clearly show how to fill the hot-water bottles correctly. These can be watched on the company's website: <https://www.hugo-frosch.com/on-tv.php>. Here you will also find other interesting videos on the subject of hot water bottles.

The collection, which now includes well over 100 models, shows that a popular everyday product can be so safe and beautiful that one can be found to suit every taste and occasion.

For further information, please click here: www.hugo-frosch.de



Warmth to-go: An innovation for the hot water bottle season 2020/2021 from Hugo Frosch. Mini hot water bottle "chick in the egg".

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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.