



**Werner & Mertz in numbers**

- Creation: 1867
- Turnover (2004): 225 mio €
- Employees: 829
- German Market Leader in shoe care and middle to top ranking in the household cleaning market
- Charter Member: Sept. 05



“By joining the charter, we want to publish our responsibility.”

Werner& Mertz (W&M) products are retailed across Europe. The company is active in two strategic markets:

- The Consumer Division provides household cleaning and care products for private consumers; and
- The I&I Division delivers products and services to professional bulk consumers.

W&M produces in Germany and Austria and has distribution channels in France, Italy, Spain, Benelux, Poland, Czech Republic, and Slovakia.

W & M has subsidiaries in eight European countries.



W&M focused on the following major strategic options in the 5 past years:

Environmental positioning of products	Sustainability
Product innovation	Process innovation

W&M has already been implementing processes based on sustainability criteria for a long time. Joining the Charter gave them the chance to make public their commitment to sustainability.

W&M wants to demonstrate its commitment to sustainability to their costumers and the public.

Sustainability is extremely important to W&M and should be recognised by its customers.



W&M decided to participate in the Charter and to perform the entrance check as soon as they were informed of the Charter's existence by AISE, IKW and IHO early 2005.

WERNER & MERTZ



CHARTER



TIPS



"The charter obligations are in line with the daily reality of a company producing in a sustainable way."



- The training area is essential to prepare for the entrance check. If you answer the questions truthfully and reach a sufficient high score, you can easily ask for the entrance check performed with the verifier.
- If you are already working with several existing management-systems like EMAS and/or quality management, you would more easily be ready for the entrance check.

If any questions, please feel free to contact  
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