



### **Hugo Frosch presented new product ideas for the season 2018/2019 to the ambiente audience**

Once again, Hugo Frosch demonstrated at the consumer goods trade fair Ambiente 2018, that a well-proven everyday product can always show a new side.

At the new company site in Aletshausen/Bavaria, the total range of premium hot water bottles and eco hot water bottles "Made in Germany" is developed and manufactured. By the use of surprising design covers, these articles even turn to a real eye-catcher.

"Standing at the booth and watching people united in their need for warmth, is a wonderful experience every year," so the rejoicing comment of company founder and managing director Hugo Frosch. "There's no one who doesn't know the beneficial effect of a hot water bottle. You can always enjoy soothing warmth."

Also in the new range, which will be available from September 2018, every customer will find the right thing. "We've got a lot of more ideas in order to make every hot water bottle to something special", Hugo Frosch explains. That's what wholesalers and retailers from Germany and abroad highly appreciated, when they came to the booth for getting the latest information.

### **Again 2018, each product line came up with new models**

In 2017, the "Golden Eco" turned to newcomer of the season. This year, the eco hot water bottle Classic Comfort comes along smartly packed in a muff pocket. Not only the product idea is a new one, but also the material of the covers, made of a particular warming "Alpenfleece".

Regarding to the small eco hot water bottle, kids as well as young at heart, will fancy the blue fox and some funny laughing ghosts, which join the popular and top selling animal collection.

There are news too, concerning LEBENSART designer cushions with integrated eco hot water bottle, launched in 2015 and presented for the first time to the international audience same year in Frankfurt. Additionally to "Lissabon", "Sylt", "Venedig" and "London", two new models named "Paris" and "Hamburg", were introduced. Colors and pattern of the high quality covers, made of organic cotton, perfectly go with current home design trends.

Fresh ideas for Hugo Frosch classic hot water bottle made of high quality thermoplastic: Starting from upcoming season, these bottles will be available in shiny knitted covers with added lurex threads.

The range of heart-shaped hot water bottles even comes up with three new models. "These are our heart pacemakers!" laughs Hugo Frosch. We put our heart, soul and creativity into the new, lovable felt design covers.

### **A real eye-catcher - even pure, without cover**

Despite the motivation to develop attractive covers, the classic, thermoplastic line of premium hot water bottles wasn't forgotten. It still has many fans. "The meshwork structure, produced in lively colors, is a great thing and it also ensures, that the water in the bottle stays warm longer", says Hugo Frosch, explaining the innovative product design.

### **High Quality Standards "Made in Germany" are a good, old tradition at Frosch Company**

Despite all innovative strength, something stays as it was from the beginning: safety is of highest priority. This applies to all Hugo Frosch hot water bottles: Whether they are made of thermoplastic, or made of over 90% renewable substances (sugar cane). Therefore, the company will continue to produce its premium hot water bottles exclusively in Germany.

Hugo Frosch explains: "The most beautiful design doesn't work, if the quality isn't ok. That was always the most important thing for us, and it applies to the eco hot water bottle too, which we launched seven years ago as a world's first. We continuously evolved in terms of the careful and conscious use of resources. We are proud of that. That's, why we were again registered in the Ambiente Ethical Style Guide this year. "

The bloggers, who visited the booth, appreciate this commitment. Since several years, Hugo Frosch continuously cooperates with bloggers, in order to get important feedback of people, who buy and joyfully use the products.

Managing Director Hugo Frosch is pleased with the results: "The response from national and international audience again exceeded all our expectations. It encourages, that we will continue to pursue new paths in the future."

For further information, please click here:

[www.hugo-frosch.de](http://www.hugo-frosch.de)



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