



Hugo Frosch hot water bottles – a successful start into the anniversary year

"20 years warm feelings" – so the motto, under which the innovative hot water bottle manufacturer from Aletshausen started its anniversary year at Ambiente Frankfurt. This is also the title of the current catalogue for the 2019/2020 autumn/winter season.

"We are celebrating our 20th anniversary this year and the Ambiente 2019 was a great start into our anniversary year", says company founder and managing director Hugo Frosch.

Hugo Frosch GmbH has been launched in 1999 with a vision: It must be possible to make hot water bottles so attractive that they look good on any sofa instead of disappearing into drawers. Today, 20 years later, Hugo Frosch has become an indispensable part of the industry as an innovator. Since then, there has been one new development after another.

Many extraordinary shapes and the eco-hot water bottle, launched for the first time in 2011 and now made more than 90% of renewable resources, regularly inspire international trade show visitors not only at the world's most important consumer goods fair.

High-tech Made in Swabia meets lovely designs

High "Made in Germany" quality standards go without saying with the production of Swabian premium hot water bottles. "Even if the end customers' attention is primarily grabbed by the lovely and well thought-out designs, it is the "inner values" that count for us in the first step," explains Hugo Frosch. The safety of all hot-water bottles leaving the production facility has top priority. If this is guaranteed the appealing "cover" comes into play.

Hugo Frosch tells us: "The most beautiful design is useless if the quality is not right. That has always been the most important thing for us and will not change in the future. That is why we produce all our hot water bottles exclusively here in Germany." In addition, the variety of covers for the bottles instantly show that the development of these covers also is approached with passion.

Since the collection has grown steadily over the years, not all hot water bottle models made it to the Ambiente booth in 2019. A cross-section of the product range, which consists of two product lines (thermoplastic and eco), was on display in the anniversary year.

New product ideas were presented to the interested audience

Once again, the hot water bottle manufacturer proved at this year's Ambiente, that a proven everyday product can always show a new side. The new pastel colored knitwear covers for classic bottles follow the latest trends and fluffy covers in felt look will be added as of autumn 2019. The show's eye-catcher on the stand was a coral-colored knitwear cover, which takes up the color of the anniversary catalogue.

The classic hot water bottles themselves come in new, fruity colors, grid patterned in a wicker style.

There are also news about eco hot water bottles. The muff collection has been expanded to include a model with "High Heels" print. A soft shell model in a trendy design "So hot in the City" replaces the colors orange and berry.

A very special highlight has been added to the children's eco hot water bottles: The Sandman.

For 60 years, it has been bringing children to bed with a soothing bedtime story. As from September, the little ones will be able to enjoy two enchanting hot water bottle models with a sandman motif.

In addition, direct contact to the customers at the show was used to present some hot water bottle prototypes and to gather opinions. The feedback of some bloggers, who visited the booth, was also much appreciated. Some of them learned firsthand by "Mr. Hot Water Bottle", what makes his products so special. 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 draws a positive balance: “Once again this year the positive response of the international trade fair audience exceeded our expectations. We were rewarded for the fresh impulses, which we convert into new product ideas. This feedback gives us the motivation to continue breaking new ground in the future.”

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



The „hot water bottle-window“ with some highlights from the new product range at the Ambiente 2019 by Hugo Frosch

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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, heart-shaped and children`s hot water bottles as well as sustainably manufactured eco hot water bottles, made more than 90% of renewable resources.

Another innovation is LEBENSART designer cushions with integrated eco hot water bottle and high quality organic cotton cover. Some models can be designed individually in order to generate sympathy and to become high impact promotion articles.

The online-Shop www.frosch-shop.de specialises in shipping products “Made in Germany” from own production.