

PRESS RELEASE

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New Responsible Line: BERNER makes it easier than ever for automotive professionals to better protect the environment and health while maintaining full product power

As one of the first leading companies in the industry, the BERNER Group has now launched an offer that provides automotive professionals with a clear orientation for the use of more environmentally friendly and health-friendly chemical products. The new Responsible Line is now available in over 20 countries across Europe. With the help of the "ECO PROTECT" and "USER PROTECT" labels, the B2B specialist makes it easier than ever for its customers to find out about the sustainability and safety of the respective solutions. The innovative range is being successively expanded. At the start, it already includes several dozen products for many common applications in workshops or car dealerships - from tyre mounting paste and engine sealant to windscreen or upholstery cleaner.

"Thanks to our field service team, we are very close to customers from the mobility segment every day. From these personal discussions, we know that the topics of sustainability and occupational health and safety are playing an increasingly important role among purchasing managers," explains Alexander Wagner, Head of Product Management Chemicals at BERNER Group. "Many operators of workshops or car dealerships would like to opt for more environmentally and health-friendly solutions, but they find it difficult to figure out which offers to choose without having to fear performance losses. This is where our new Responsible line comes in. Our ECO PROTECT and USER PROTECT labels make it easy to see at a glance, in seconds, which chemical products improve the environmental footprint and increase occupational safety - while maintaining full performance."

ECO PROTECT

ECO PROTECT stands for more sustainable work and a more responsible approach to nature. The label guarantees automotive professionals that the labelled products do not pollute the ecosystem (e.g. open waters) when used properly and that all required standards are met. According to OECD criteria, the corresponding offers are easily biodegradable and free of microplastics. The BERNER **foam cleaner NSF A1**, for example, was included in the Responsible line. The product is ideally suited for the thorough cleaning of machines as well as parts, tools, hard surfaces and fabrics in food processing. The versatile solution removes grease and oil just as reliably as other stubborn stains or dirt. The special formula also cleans most plastics completely without leaving residues.

USER PROTECT

USER PROTECT stands for safe working and a more responsible approach to health. BERNER sets new standards for a lower-risk everyday workshop life, because the chemical products with the same performance level contain no styrene, diisocyanates, phthalates, MEKO or similar substances that can have a negative impact on physical well-being. A true all-rounder in this range is, among others, the BERNER **Flexi Cleaner** in the practical 500ml bottle. The completely VOC-free concentrate leaves even the most stubborn stains no chance and ensures maximum cleanliness in all outdoor and indoor areas - whether on aluminium, wood, steel, concrete, stainless steel or ceramics. Practical: The cleaner also spreads a pleasant odour.

ECO PROTECT & USER PROTECT

Particularly responsible use is guaranteed by those chemical products from the Responsible line that are marked with both labels, as they protect both the environment and the health of the user. This is fulfilled, for example, by the BERNER **oil stain remover**, which is 100% biodegradable. The product, which is based on highly specialised microorganisms, can be used on tiles as well as concrete floors, continues to break down the oil adsorbed on the surface after removal and creates a biofilm that naturally protects against future spills.

"I am proud that with the new Responsible Line we have once again succeeded in an innovative development that underlines our self-image as a partner at eye level," says Peter Schmidt, Chief Sales & Marketing Officer (CSMO) at the BERNER Group. "We know exactly what challenges our customers face every day and do everything we can to offer the right products and services to make their work as easy as possible. We will successively expand the portfolio of ECO PROTECT and USER PROTECT products and also regularly review the underlying quality criteria and adapt them if necessary. Our customers can thus be sure that the range is always up to date. After all, sustainability and occupational safety are not only for one's own good conscience, but have long been a real competitive factor for workshops and car dealerships."