

# Press Release

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## Feel the Difference

### Healthy working with Menzerna GREEN LINE

**The results of a market study show that every second user perceives the aggressive solvent smell of the usual abrasive polishes on the market as disturbing. Especially with intensive use of solvent-containing products, health problems can arise. Commercial and private users pay great attention to hazard identification. With the Menzerna GREEN LINE abrasive polishes, the polish expert from Ötigheim, Germany, now offers polishes free from warning labels: without harmful solvents and thus noticeably more pleasant to use.**

The organic trend in the food industry, screw anchors made of sustainable materials, paints with a better ecological balance – the demand from customers and companies for environmentally friendly and healthy products is stronger than ever. Legislation is becoming stricter. Since 2001, the European Union's VOC directive (**VOC = volatile organic compounds**) has been applicable German law in the paint industry. Among other things, this regulates – with its own ISO standard – the content level from which a paint is considered to be VOC-free and therefore harmless. As a result, today there are increasingly more modern, low-solvent, or solvent-free paints. There is still no guideline for polishes.

However, a market study conducted by Menzerna showed that many polishers are sensitive to odor and are aware of the health risks. More than 20% of respondents stated that they detect effects on their health through solvents in polishes. A neurological study by Harvard Business School from 2014 proves that solvents limit memory performance in the long term.\*

\* Source: Harvard School of Public Health: E. L. Sabbath, L.-A. Gutierrez, C. A. Okechukwu, A. Singh-Manoux, H. Amieva, M. Goldberg, M. Zins, C. Berr, "Time may not fully attenuate solvent-associated cognitive deficits in highly exposed workers." *Neurology*; Health in Neurology; no. 82; 2014.

The new Menzerna GREEN LINE products protect the health of the user and protect the environment. They guarantee healthy and pleasant working. **Menzerna Super Heavy Cut Compound (SHCC) 300 GREEN LINE** (RRP: €54.90/l) and **Menzerna Heavy Cut Compound (HCC) 400 GREEN LINE** (RRP: €52.90/l) are available now. The formulas are based on the performance of the proven SHCC 300 and HCC 400 classic abrasive polishes and form an important VOC-free addition to the product range. Both products are available in 250 ml and 1 l bottles at Menzerna retailers.

These polishes are VOC-free according to the strict requirements of DIN EN ISO 11890-2. Advantages for the user:

- HEALTH PROTECTION: free of unpleasant, harmful solvent vapors and odors
- COMFORT: much more comfortable working
- ENVIRONMENTAL PROTECTION: emission-free

Menzerna once again proves its innovative strength with the car polishes without hazardous solvents. The VOC-free abrasive polishes from Menzerna do not contain aggressive, volatile solvents. Menzerna Head of Development Dr. Stephan Dech explains: "It is precisely these solvents that are responsible for the maximum abrasive effect of the polish in commercially available abrasive polishes. This formula component has been used in the polishing agent industry for generations. We have now succeeded in offering high-performance products that are not harmful to health and the environment."

The product launch for Automechanika 2018 will be supported by a specific marketing action plan. Menzerna retailers have a comprehensive marketing package consisting of flyers, videos, posters, and online banners at their disposal free of charge.