



A Mainz landmark shines brightly again!

Our Frog Prince is back!

We had missed our historic red Frosch, but now he's back in full sight of Mainz neighbors and visitors. Reinhard Schneider unveiled our well-known trademark with Rhineland-Palatinate Minister of the Interior Michael Ebling at his side on July 2. Highly visible from afar, the freshly restored "Erdal Frosch" sporting a crown sits on a tower on Rheinallee, close to our head office.



A few weeks before the celebration, the Frosch was taken to its new place, where it was hidden under a tarp. Passers-by were puzzled and surprised!



About 80 guests, including media reps, witnessed the unveiling live. Many colleagues had a good view of the happenings from the head office. 😊

"The Erdal-Frosch is not just a distinctive landmark but also a symbol of the innovative strength of Werner & Mertz and its enduring commitment to environmental protection. This historic monument stands for 150 years of corporate history marked by ecological responsibility and economic progress. I am delighted that we could support the restoration of the frog figure with state funds for the preservation of monuments. Now the Frosch shines again and remains a proud ambassador for Mainz and Rhineland-Palatinate," said Interior Minister Ebling.



The exacting, years-long restoration of the historic frog and the choice of a site close to our head office are unmistakable declarations of loyalty to our location in Mainz.

"It's a pleasure for me to see our landmark in its new splendor and to realize that more than ever, our traditional mascot stands for today's and tomorrow's sustainable values of quality, trustworthiness and, not least of all, the exemplary handling of our natural resources in a functioning circular economy," said Werner & Mertz owner Schneider.



In celebration of the unveiling, all employees in Mainz were treated to a piece of the delicious Frosch Tower cake, lovingly served by Bernd Orio and his team.



All smiles: At the unveiling with their parents, Kai and Leonie looked with obvious pride at the restored trademark of the family business.



Reinhard Schneider speaking with the conservator Prof. Dr. Friederike Waentig (left) and Kaśka Kmiotek.



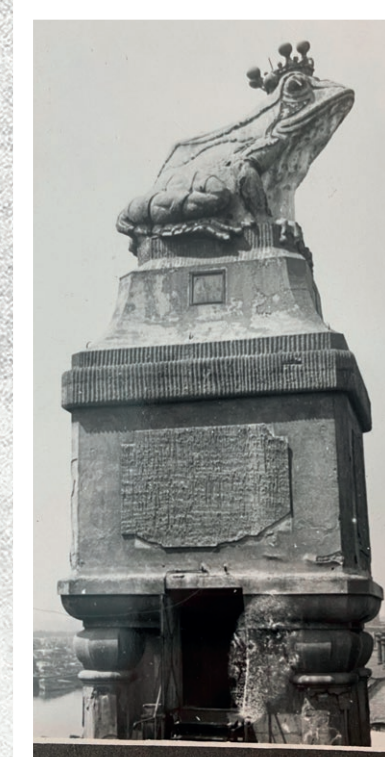
Our Commercial Managing Director Ralph Wenner conversing with Charlotte Wilhelmi (Ries+Ries Architekten), Thomas Reinel (Ries+Ries Architekten) and Oliver Huhle (Huhle Stahl- und Metallbau).



At the post-unveiling event, Michael Ebling praised Werner & Mertz and the frog: "Frosch represents a species that shows us how to go through life wisely."



A 3-D sculpture symbolizes our transformation from a shoe polish manufacturer to the world's market leader for ecological cleaning products.



When the factory was rebuilt in 1918, the well-known frog tower was created. Until 1959 it held a frog prince made of solid concrete.

Great importance for the city of Mainz and historic preservation

Built in 1959, the Frosch consisting of two translucent plastic half shells could be illuminated from within for advertising purposes. The protected industrial monument soon became a well-recognized landmark in the Rhine-land-Palatinate capital.

Constructed:	1959
Height:	3.8 meters
Weight:	8.5 tons (including concrete base)
Material:	Glass-reinforced polyester
Purpose:	Illuminated advertising
Original site:	Werner & Mertz factory grounds (1960–2019) on Frosch tower
Restoration:	2019–2024

Financial support from the state of Rhineland Palatinate: 50,000 EUR

Financing by Werner & Mertz during restoration from 2019 to 2024: 500,000 EUR



Until 2019 the Frosch was highly visible atop the Frosch tower on our factory grounds near the Rhine.



As part of factory restructure planning, experts carefully moved the frog to a protected hall where they examined its construction and assessed its general condition. Next they developed a conservation concept and proposals for its restoration.

The Restoration Plans

Unique in Europe

The Frosch illuminated advertising, which is unique in Europe, presented several challenges for the restoration. For one, monument conservation specialists had no experience with such a sculpture. The team had to develop methods for cleaning and protecting the frog figure.

Condition of the Frosch prior to restoration

At the start, when experts analyzed the frog's condition, they found that the years had left their mark. In addition to the damage caused by weather, the restoration team discovered minor delamination (layers separated within a wall), faded and flaking coats of paint, lichen und moss on the figure's surface.



Methods for examining its substance

- visual inspection and radiation with halogen lamps
- defect testing and wall thickness inspection with mobile ultrasonic wall thickness gauge
- wall thickness measurement with magnetic measuring device
- damage and wall thickness inspection with Ultrasonic Phased Array and Total Focusing Method (TFM)
- failure analysis by means of active thermography
- analysis of paint by means of infrared spectroscopy



"We presume that with regular maintenance, the frog will long remain a cultural monument and a landmark for the City of Mainz," said Dr. Friederike Waentig, Professor for Conservation and Restoration of Art and Cultural Property at the Technische Hochschule Köln (University of Technology, Arts & Sciences).

Work steps in the restoration of the Frosch

To restore the shine to the historic frog, the experts cleaned it thoroughly and repaired flaws. After the concrete base had been refurbished, new paint was applied to an intermediate layer in order to retain the original paint for monument conservation reasons. Finally, the team installed modern energy-efficient lighting so that the frog prince can once again serve as illuminated advertising.

