

PRESS RELEASE

European Business Awards:

Sonett is a National Champion

2016/2017



The manufacturer of ecological laundry detergents and cleaning agents Sonett is one of the National Champions of 2016/17 with the European Business Awards. Out of 33,000 manufacturing companies participating, 636 were nominated as „National Champions“. Sonett complied with the evaluations criteria: innovation, ethics, and economic success.

Adrian Tripp, CEO of the European Business Awards: *“Congratulations to Sonett GmbH, who have been selected to represent Germany as a National Champion. They are central to the success of Europe’s strong business community, and have shown the core principles we look for of innovation, ethics and success.”*

All leading industrial sectors – from Global Players to small Start-ups – are to be found amongst the 636 „National Champions“.

“We are pleased to be perceived as a European enterprise acting international-ly”, as Gerhard Heid, Sonett’s Managing Director states. “Along with other im- portant companies such as Börlind, Vaude, Biovegan and the GLS Bank we feel

to be in the best of company."

In the next step of the competition the National Champions will present themselves to the public via video on www.businessawardseurope.com More than 227,000 votes were given for the best videos last year. At this point the National Champions can be supported globally in the competition by their customers, employees, partners and the public. The pan-European final will take place in spring 2017.

The European Business Awards (EBA) represents the largest business competition at European level. Its intention is to make best-practice examples of excellent European enterprises known. The prize's main objective is to develop a successful economic Community in Europe.

Since their foundation in 1977, Sonett have dedicated themselves to ecological, social and ethical sustainability. As early as at the end of 2015 the company was given the **Sustainability Prize of the International Conference of the Lake Constance (IBK)** for their holistic innovation, quality, environmental and social concepts. 2013 the enterprise won the **Alternative Health Prize advita** by the Health Insurance Co. BKK. In this case Sonett was especially praised for their long-term contribution to more environmental and social compatibilities within society. Furthermore Sonett had the pleasure of receiving the Sustainability Prize of the Ethics Bank as early as 2008.

Sonett stands for building a new inclusive society. Thus, the enterprise has co-operated with the Camphill Workshops Lehenhof – an institution for people with special needs – from the very beginning. Furthermore Sonett co-operates with the Rehab Centre for Drug Addicts "Sieben Zwerge" (Seven Dwarfs) in its aftercare scheme.

Since 2012 Sonett has been certified with the Label **Stop Climate Change** as being "**climate neutral**". Furthermore Sonett has been certified with the CSE label standing for **Certified Sustainable Economics**. This label is awarded by the Society for Applied Business Ethics. Apart from the ecological quality of the products it also certifies the social, ethical and economical standards of the company's management.

In terms of an alternative business approach, Sonett does not consider company capital to be a private affair but rather common good. Profits remain with the enterprise or are passed on to the **gemeinnützige Stiftung (non-profit foundation) Sonett**.

www.businessawardseurope.com/

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