



sonett
ÖKOLOGISCH KONSEQUENT

PRESS RELEASE

Sonett was awarded the German Sustainability Prize 2022



Sonett, manufacturer of ecological laundry detergents and cleaning agents, has been awarded the German Sustainability Prize 2022. The company was winner in “Transformationsfeld Gesellschaft“ (“Area of Transformation Society”). The jury honoured Sonett’s manifold endeavours to transform society in a way to be more sustainable.

Ecological Quality

The jury reasons that: “Sonett’s laundry detergents and cleaning agents are produced following strict sustainable guidelines. This applies to the products made of 100 % biodegradable, purely plant-derived and mineral raw materials as well as to the packaging.

Foundation Enterprise

But the company goes even a step further and has established itself as a foundation enterprise. Apart from reinvestment, profits are used to distribute to employees, social institutions the company set up on their own, and as donations for

research and welfare purposes, amongst them being the promotion of common-good initiatives for water research, biological seed development as well as remedial and artistic cultural projects.

Social Quality

Sonett's cooperation with the Camphill Workshops Lehenhof for people in need for special care, further remedial institutions as well as the Rehab Clinic for Drug Addicts "Seven Dwarfs" influenced the decision: "Furthermore the enterprise **supports social respectively societal inclusion and support of people** who have problems in finding a job on the regular job market, thus offering them a new perspective." It was also appreciated that every year the Sonett Non-profit Foundation puts approximately 200,000 Euros at the disposal of social and cultural initiatives.

New legal form of enterprise

Moreover, the jury explained that: "On a political level Sonett demands the establishment of a new legal form of ownership, the "company with restricted assets" and, by doing so, **wishes to promote turning away from sheer profit orientation towards economy of common good.**

Modern Understanding of One's Role

Also properly acknowledged was the fact that "the top management of the enterprise as well as the management of the departments consistently are filled with two people, in order to promote cooperation and a modern understanding of one's role and, above all, synergies from individually contrasting natural abilities."

Responsibility for Water

For more than 40 years Sonett has set standards in the organic industry as **pioneer** for ecological laundry and cleaning. The concern and responsibility for **water as the essence of all life** have been Sonett's initial motivation. Sonett exclusively uses 100% degradable raw materials such as plant-derived soaps and minerals, e. g. soda and silicates. Sonett completely refrains from using petrochemicals, genetic engineering, nanotechnology, microplastics and artificial fragrances. By doing so, Sonett supports water in its cleaning power at the same time promoting its rapid return to and reintegration into the natural cycle. Thanks to rhythmicised laundry detergents, nature is to be given back vitality. "It is our intention to give back to nature more than we take from it", Sonett's executive manageress Beate Oberdorfer points out.

As early as 1974 Sonett introduced "**Washing in a modular system**" onto the market. In this system it is possible to separately measure out three components, the active washing substances, the softener and the bleach complex, taking into account the local water hardness and the degree of soiling. **In 2019** Sonett's laundry detergent in the modular system **was winner of "Ökotest"** in comparison with 23 conventional laundry detergents sold in supermarkets and 3 makes from health food shops.

Sonett also considers itself pioneer in the **social structuring** of the company. The enterprise is managed in a spirit of partnership, and the capital shares are owned by a foundation. Sonett's philosophy is that a company should exist on account of its tasks and not because of profit. Sonett's profits remain in the company, are distributed amongst the female and male employees and are channelled into Sonett **Non-profit Foundation**. The company cannot be sold nor is it inheritable. Thus, the enterprise will always be managed by the best, independent of inheritance and investors.

Captions:

Pleased about the German Sustainability Award 2022: Gerhard Heid (member of the Executive Management) and Rebecca Kramer (Marketing and extended Executive Management of Sonett). Photo: Dariusz Misztal.

<https://www.nachhaltigkeitspreis.de/unternehmen/preistraeger-unternehmen/2021/>

<https://www.nachhaltigkeitspreis.de/unternehmen/preistraeger-unternehmen/2021/gesellschaft-finalisten/sonett-gmbh/>

<https://www.youtube.com/watch?v=M45cLF7WMvE>

www.sonett.eu

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