



PRESS RELEASE

GREEN PETFOOD IS RAISING THE BAR IN TERMS OF SUSTAINABILITY EVEN DURING TIME OF CORONAVIRUS!

Kleinheubach, 20 April 2020 – Even during the current coronavirus crisis, Green Petfood has not lost sight of its goal of making the world a slightly greener place every day. From 21 to 28 March, the petfood brand called on its customers to participate in Green Week.

Environmentally-friendly followers awaited new mini challenges every day via Instagram and Facebook, which enabled them to consciously integrate sustainability into their everyday lives for a week.

Members of the Green Petfood team provided inspiration with **personal tips on how to lead a more environmentally conscious life**. Whether saving water, collecting rubbish or critically assessing their own consumption, the numerous participants used short stories and accompanying pictures to show how sustainability had become a part of their daily lives. Of course, all of the challenges set were tailored to the current situation caused by the spread of coronavirus, and could easily be carried out at home. With a little luck, participants who managed to complete three of the seven challenges by the end of Green Week could even win one of many sustainable packets. For most participants, the prize was not the most important aspect of Green Week, and 90% of those who took part managed to master all seven challenges.

With Green Week, the brand was able to increase its social media profile as well as setting an example in terms of environmental protection, together with its customers. In addition, Green Petfood was able to demonstrate its pioneering spirit and innovative ideas in the pet sector once again. Thanks to Green Petfood's simple recipes for high-quality petfood for dogs and cats, the philosophy of minimalism, for example, can be integrated easily and even more consciously into everyday life with animals.

All information regarding the campaign can be found at <https://www.green-petfood.de/green-week>, on the Green Petfood Instagram account @greenpetfood and on Facebook at www.facebook.com/greenpetfood



About Green Petfood

The Green Petfood brand is part of ERBACHER the food family, a medium-sized family company based in Kleinheubach in the Bavarian Odenwald region, and the leading manufacturer of Super Premium nutrition for domestic animals in Europe. Fully in keeping with the company philosophy, which aims to be "Visionaries and pioneers for sustainable nutrition", Green Petfood focuses on innovative and sustainable feed for dogs and cats. Green Petfood's aim is to rethink feed, to manufacture sustainably and fully cater to the needs of your pets. Operating under the slogan 'Greenify our future', Green Petfood has set itself the mission of making the world greener through pet food. As such, the brand has set itself an ambitious climate objective: that all products will be climate-positive by 2020. In order to realise this goal, Green Petfood not only compensates for all of its CO₂ emissions, from the cultivation of the raw materials to the moment the food hits the bowl, and through forest conservation in Tanzania, it even fixes 25% more CO₂ than it produces.

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