



Press release: FiltaFry Deutschland, Emsbüren, 16/01/2019

Eco-label: Mobile fryer service FiltaFry becomes one of the first suppliers to receive Green key recommendation



Hotels and leisure parks that value sustainability can have their own level of sustainability independently confirmed through the “Green Key” eco-label, a major environmental certification for tourism establishments worldwide. Responsible for implementing the programme in Germany, the German Association for Environmental Education (DGU) is for the first time proposing suppliers whose products and services represent a significant improvement in sustainability for hotels and leisure parks.

For environmentally-aware customers

FiltaFry - full-service mobile fryer management, is among the first suppliers to have its service recommended through the Green Key eco-label. “We love to cooperate with companies that help tourism establishments operate in a more environmentally-friendly way and thereby fulfil the criteria for Green Key certification, also over the longer term”, says Robert Lorenz, Coordinator of the German Association for Environmental Education (DGU).

Sustainable frying helps to cut costs

“We recommend FiltaFry’s very effective and beneficial services because we think that not only does it make life easier for restaurant kitchen staff, the fryers are always clean and the oil is always flawless, but also because up to 50% of the oil can be conserved through regular on-site filtration”, adds Lorenz. “In this way restaurateurs are making a measurable contribution to environmental protection and even saving costs.”

“To be recommended by the German Association for Environmental Education really means a lot to me personally. It is also a major milestone for our company and all franchisers”, says FiltaFry Managing Director Jos van Aalst. “Numerous hotels and leisure parks such as Wunderland Kalkar are already customers of ours, profiting from a multitude of benefits. They can now also impress their guests with their sustainability.”

Press photos: <https://www.FiltaFry.de/presse/pressebilder/>

About FiltaFry

FiltaFry – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today FiltaFry is established in many countries around the world and since 2015, is also active in Germany with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, FiltaFry delivers fresh oil and fills the fryers. In addition FiltaFry offers a special cleaning agent for catering use. Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, cafeterias, and canteens among others. FiltaFry is a member of the German Franchise Association. In 2017 FiltaFry was awarded the “Project sustainability 2017” quality seal from the German Council for Sustainable Development and in 2018, received the prize for excellence as a start-up from the German Institute for Service Quality.

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