
First and only biodegradable toothbrush commercialised in Europe

On the occasion of Interbrush 2012, Frisetta introduced **monte-bianco Nature**, a new toothbrush with replaceable brush head for adults. Handle and head are made from a thermoplastic material, which is biodegradable according to EU 13432/EN and US ASTM D6400 standards and has natural bristles.

The **monte-bianco Nature** is the result of a successful cooperation of **Frisetta** with **A. Schulman GmbH**, Kerpen, Germany, and **API S.P.A.**, Mussolente, Italy, by using API's **Apinat**, a 100 % biodegradable thermoplastic polymer according to European standard EN 13432. The packaging of this product follows also this green concept. The cover is derived from corn starch (PLA), it is biodegradable and compostable; the back of the package consists of FSC-certified paperboard.

Frisetta announced that the innovations of the past few months that complete the monte-bianco range are just the beginning. The company further said that it is currently working not only on product optimisation but also on further new developments.

Frisetta's monte-bianco Nature is available in special bio shops throughout Europe.

Frisetta Kunststoff GmbH is based in Schönau in the Southern Black Forest. For more than 60 years the company has been producing high quality oral care "made in Germany"; it is certified in accordance with DIN ISO 9001:2008.

The latest state-of-the-art technology allows the company to protect the environment whilst simultaneously producing technological and qualitative products already in the production process. At the facility in Schönau the warm water from the cooling system used for cooling the production machines is used for heating the rooms in the building during the winter. The water then flows back into the production system. In summer, the water is cooled in an in-house deep well. The electricity they require is drawn from their neighbour, the Elektrizitätswerke Schönau (EWS) (electricity generating plant) which is also 100 % renewable energy.

Adresse:

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