



Press release Filta Deutschland, 09 May 2022

Filta plants 100 copper beech trees in the Spreewald biosphere reserve as a PLANT-MY-TREE® climate protection partner

Saving oil, reducing energy consumption, ensuring clean waste water. This is what Filta stands for with its mobile services for deep fryers and frying oil for the catering industry. From now on, Filta's sustainability commitment will also include reforestation campaigns as part of the climate protection partnership with PLANT-MY-TREE®.

Last week, the first trees were planted: 100 copper beech trees - the Tree of the Year 2022 - were planted in Straupitz on an area of approx. 300 sqm in the unique Spreewald Biosphere Reserve.

"By using our mobile fryer services including fryer cleaning and filtering of frying oil, our customers from the gastronomy sector are already making an important contribution to more sustainability," says Managing Director Jos van Aalst.

"We would also like to set another example in the joint fight against climate change and in future plant a tree with our customers and franchisers for every 100 litres of frying oil saved. The following campaigns will then bear the label of our customers," van Aalst is pleased to say.

Since 2007, PLANT-MY-TREE® has been carrying out reforestation projects to offset CO2 throughout Germany. For the time being, the goal is environmental and climate protection in Germany, i.e. where our CO2 emissions also occur.

Press images:



Filta's first reforestation project - Maja Schneider plants copper beech trees in the Spreewald (Germany)

About Filta

Filta – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today Filta is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) 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, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, chemical-free drain cleaning and disinfection, as well as state-of-the-art solutions for grease separation and continuous cleaning of extraction systems.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, cafeterias and canteens among many others. In 2017 Filta was awarded the “Sustainability Project 2017” quality seal from the German Council for Sustainable Development and in 2018, the prize for excellence as a start-up from the German Institute for Service Quality. As a supplier, Filta has been recommended with the Green Key eco-label since 2019 and has been distinguished in the same year as one of the three “greenest” franchise companies by the German Franchise Association. Filta was among the companies nominated for the 2020 German Sustainability Award in the SME category. Filta is a member of the German Franchise Association as well as the Greentable and United against Waste initiatives.

Press contact

FiltaFry Deutschland GmbH
Maja Schneider
Pliniusstraße 8
D-48488 Emsbüren
Tel +49 30 79708771
m.schneider@filtafry.de
www.filtafry.de