



Press release Filta Deutschland, 18 May 2022

Filta receives Green Franchise Award 2022 – most sustainable franchise company in Germany

Franchise company Filta has won the competition for the Green Franchise Award 2022. Filta provides mobile fryer management and oil services as well as other supplementary services that increase sustainability in the food service, hotel and food trade industries. The prize was presented yesterday by the German Franchise Association during the festive closing event of the annual Franchise Forum in Berlin.

An eight-member jury comprised of franchise and sustainability specialists evaluated all participants thoroughly. “The reason Filta won the Green Franchise Award was on the one hand, thanks to its unique service portfolio, allowing Filta customers, such as food service professionals, to substantially increase their level of sustainability”, said Kai Enders, President of the German Franchise Association. “On the other hand, as an international company, Filta has set itself very ambitious goals in terms of CO2 emissions and climate neutrality.”

Fryer service more relevant today than ever before

Saving on oil, reducing energy consumption, ensuring clean wastewater. That’s what Filta is about. The main business remains the mobile fryer management service, which has become more relevant than ever due to price increases in frying oil over the past few months as well as general oil scarcity. Mobile fryer cleaning and oil filtration on a micro basis enables restaurants, canteens, dining halls and even stadiums to reduce their amount of frying oil by up to 50%. This cuts costs and makes a valuable contribution to protecting the environment and resources. As for the staff in the kitchen, Filta relieves them of a huge burden and creates more safety in the workplace.

Other services such as the immediate on-site manufacture of refrigeration seals, regular, chemical-free drain cleaning as well as cutting-edge solutions in the field of grease separation and continuous cleaning of extraction ducts, complement the services on offer.

“We are delighted that through our commitment and our services, we are the number one ‘green’ franchise company in the German-speaking region”, said Jos van Aalst, Managing Director of Filta Deutschland. “Above all, this is a special recognition of our franchise partners’ daily commitment to stopping resource waste and to environmental protection.”

About the Green Franchise Award

The Green Franchise Award has been awarded to German-speaking franchise companies since 2013. All four sustainability pillars are evaluated in the selection procedure: In addition to economic sustainability, the ecological, cultural and social impacts of the nominees’ activities also play a role. The consistent implementation of positive measures as well as standardized implementation by the franchise partners are particularly taken into account.

Press photos:



Photo 1: Maja Schneider from Filta with the Green Franchise Award 2022



Photo 2: Presenter of the award Wolfgang Becker (Board Director, Cronbank AG) with Maja Schneider (Filta)



**GREEN FRANCHISE
AWARD 2022**

EINE AUSZEICHNUNG DES
DEUTSCHEN FRANCHISEVERBANDES

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.

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