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## Neudorff's plant protection awarded "Brand of the Century"

**Neudorff, pioneers in the development and manufacture of sustainable products for the garden, has been selected as one of the "Brands of the Century" by renowned publishing group, Zeit. Awarded to great German brands, Neudorff has been bestowed this award by the jury who honoured Neudorff's outstanding achievements in the area of plant protection in a transparent selection process.**

The Zeit jury stated that "Neudorff is emblematic of the entire category of plant protection. The decision is based on a comprehensive, transparent set of rules."

Talking about the award win, Sales and Marketing Director at W. Neudorff GmbH KG, Richard von Herman, added: "As an innovative company with a long tradition, we are proud to receive such an exclusive award. This means we are among the crème de la crème of German brands with our category of plant protection.

We have always explored new avenues in the area of environmentally friendly and sustainable plant care with our products and processes, and we are delighted to receive such confirmation of our innovative work stretching back decades."

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**Caption:** *Awarded "Brand of the Century" in the plant protection category*