**New design for LIQUI MOLY care series**

Labels with new color scheme and optimized recipes

**September 2016 – To rank first for the good of the customer. LIQUI MOLY has long since achieved this with motor oils. The company is striving towards the same goal for its care products and is taking action: Various items have been optimized and the entire care range now has a new label design.**

The readers of various important car magazines in Germany have voted the care products by LIQUI MOLY to second place; a very good starting position for the targeted jump to the top. To make sure this happens, the entire care range has been subjected to a relaunch. The emphasis of the revision is in the polishes. The new formulations are easier to process, are better resistant against weathering influences and are ideally suited to state-of-the-art paints.

Every single care item has a completely redesigned label with a color coding system. The system is divided into eight colors: Red for paint care, orange for rags and sponges, yellow identifies plastic care items, green products are for the vehicle interior, blue stands for glass care, and violet for top cleaning. Items for rims and chrome are given gray labels and rubber care black ones.

"The new design is to better emphasize our products on the shop shelves and better support the customers in choosing the right item," explains Peter Baumann, Marketing Manager of LIQUI MOLY. That's why the font of the product names have been enlarged and pictograms more heavily used for instructions for use.

"With the relaunch we are underlining our expertise in the area of car care," says Peter Baumann. In this area, too, the company has made a name for itself and, as with lubricants and additives, has decades of experience. LIQUI MOLY is one of the very few full range brands. Be it motor oils and additives, brake cleaners and glass repair, handwash paste and oil stain removers or even car polish and rim cleaners. The company offers every product from one source and is therefore the brand for the technical and visual value retention of all things car.

**About LIQUI MOLY**

LIQUI MOLY GmbH from Ulm in South Germany offers a wide range of high-quality products such as motor oils, additives, vehicle care products and service products. The range includes some 4000 items. LIQUI MOLY develops and tests their products in their own laboratories, manufactures exclusively in Germany and markets all of their products themselves. LIQUI MOLY was founded some 50 years ago and is now one of the leading companies in the industry. The products are sold in Germany and in 120 other countries.

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