

The worldwide rollout has begun

The bluechemGROUP presents the new #PremiereClass design of its PRO-TEC products

Leutenberg, July 8th 2015 – After the bluechemGROUP adopted the draft of the new #PremiereClass design of its PRO-TEC products in the first half of this year, the global rollout of the revised cans has begun since July 8th 2015. The modern appearance is characterized by a clear communication and maximum understandability.

The new design by the bluechemGROUP provides more space and thus clarity on the PRO-TEC cans. Therefore accent colors were introduced, that assign each item a unique product category. Additionally a higher contrast font guarantees better readability. Furthermore there is the highlighted product code and the detailed product name on every can.

Since the conversion of more than 70 PRO-TEC products is taken stepwise, not all products have received the new #PremiereClass design yet. Until the end of this year the complete change will be completed. To date the following products have been converted to the new design: Diesel System Super Clean (DSSC), Engine Flush (EF), Nano Engine Protect & Seal (NEPS), Fuel Line Cleaner (FLC), Common Rail Diesel System Clean & Protect (CRDSC), DPF Super Clean (DPFSC), DPF/Catalyst Cleaner (DCC), Automatic Transmission Flush (ATF), Automatic Transmission Conditioner (ATC)

An additional highlight of the new cans are the convertible and re-sealable peel-off labels. They make it possible to provide more languages in the use instructions, without destroying the high-quality and clear appearance. For more details a QR code to the website of the bluechemGROUP is included on every can.

About the bluechemGROUP

The bluechemGROUP is a group of companies with global activities and partners in more than 100 countries. As an umbrella brand it contains a wide range of products for cleaning, care and maintenance in the automotive and industrial sector. The success of the group is based upon the development and patenting of consumption oriented and environmentally friendly products of highest quality expanded by modern workshop, industry and service concepts.