bluechemGROUP presents maxxpower premium

Leutenberg, March 14, 2016 – The bluechemGROUP officially launches its new quality brand for motor oils and lubricants maxxpower premium. Following its own standards of constant progress and highest customer satisfaction, the international group of companies unveiled the result of the development of their usual brand maxxpower.

Overall, the new product range of maxxpower premium includes 18 different lubricant for five different fields of application. These are car engines, motorcycle engines, automatic and manual transmissions as well as hydraulic systems. To facilitate customer orientation within the clear range, the application field is clearly visible on the label design of packaging.

The lubricants are characterized by the highest product quality, which corresponds to the current state of technology. In addition, the range of maxxpower premium fulfills numerous release requests of renowned vehicle manufacturers, reaching an overall demand coverage of over 87 percent. "The time we have invested in the development of our new brand has paid off, as we present a result now, which is tailored for use around the world," explains Geoffrey Pfeifer, project manager of maxxpower premium.

The rollout of the lubricants and oils from maxxpower premium takes place in phases. It began with the six high performance engine oils, followed by the motorcycle oils and the automatic transmission fluids. In June 2016, the gear oils and the hydraulic oil – hence the full product range – will be available.

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.

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