

bluechemGROUP presents stand-alone online presence for qualitybrand

New PRO-TEC website – clear and user-friendly

Leutenberg, August 14, 2017 – The bluechemGROUP, the technology leader in the field of vehicle chemistry, presents the new website of its renowned quality brand PRO-TEC. On the clear and user-friendly website www.pro-tec-deutschland.com, all important content will be presented at a glance: product information, dealers, news, workshop reports as well as current sponsorship projects and much more.

With the aim of giving all fans and business partners an even better user experience, the bluechemGROUP began planning the stand-alone website for its quality brand PRO-TEC in 2016. From the beginning, the focus was on meeting the trends and conventions of modern web optics as well as maximizing user friendliness. Within twelve months, all relevant content – product information, news, workshop reports, sponsorship activities and much more – were collected, structured and vividly compiled. The result is www.pro-tec-deutschland.com. On the new website, a convincing design and intelligent user guidance, supported by innovative technology, are combined.

Maximilian Näther, Head of Strategic Marketing at bluechemGROUP, explains: "For more than 25 years, PRO-TEC has been a leader in the automotive industry for high-efficiency vehicle chemistry in the areas of service, maintenance and care. The uniqueness of this prestigious quality brand is reflected in all aspects of the new website, making www.pro-tec-deutschland.com the starting point for all current and future PRO-TEC fans and business partners. As a project manager, I am proud to present this new development from our company to the public!"

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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