bluechemGROUP celebrates 30 years of PRO-TEC

Leutenberg, March 15, 2018 – In 2018, the international group of companies bluechemGROUP celebrates the 30th anniversary of its workshop brand PRO-TEC. From its beginnings in 1988 to the present day, PRO-TEC has become the technology leader in vehicle chemistry. Worldwide, PRO-TEC products provide highly effective solutions for the cleaning, care and maintenance of various automotive systems.

With a handful of chemo-technical products and a clear vision, the success story of PRO-TEC began in 1988 in Augsburg, Bavaria. The fact that the highly effective workshop brand of the bluechemGROUP has developed from there into the global technology leader in vehicle chemistry is due, above all, to the tireless work of Werner Urban, president of the bluechemGROUP. He explains, "I wanted PRO-TEC products to become the standard vehicle chemistry equipment for any car workshop. From the very beginning, I have focused on innovative and sustainable formulations that are proven to be effective – that was my recipe for success and that is still the case today!" A plan that worked: Just a few years after its introduction on the German market, PRO-TEC had around 12,000 customers. Over the years, this development continued internationally, making the brand a global partner of the automotive industry. Thanks to more than 120 general importers, PRO-TEC is now available on all continents.

The concept: highly effective products and more!

What began in 1988 as the “handful of products” has become an extensive portfolio over the years that allows a variety of cleaning, maintenance and care applications for various automotive system cycles. Whether fuel system, oil circuit or automatic transmission – PRO-TEC offers comprehensive solutions that ensure the mobility of a vehicle. Thereby, there is a coherent concept connected to every application to integrate it easily into everyday workshop life. Werner Urban comments: "PRO-TEC enables a car workshop to solve numerous customer problems with minimal effort. The PRO-TEC concept comprises highly effective products and stands for a comprehensive workshop system!" All products are produced made in Germany by CTP GmbH, founded in 1999 in Leutenberg, Thuringia. The PRO-TEC headquarters including training center and development workshop is located in the immediate vicinity.

The future as a goal

For 30 years, millions of customers worldwide, both workshops and wholesalers, rely on PRO-TEC. The bluechemGROUP celebrates this special anniversary together with them and with all partners and employees. For Werner Urban, however, the focus is already on the future: "PRO-TEC has come a long way, but that is no reason for a break. With innovations, know-how and commitment, we will continue to work constantly for the success of our workshop brand!"

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 chemical 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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