Expert jury of the German Innovation Award honors bluechemGROUP

Leutenberg, June 06, 2018 – The bluechemGROUP’s combustion chamber cleaning system Carbon X receives the Winner award in the category “Excellence in Business to Business – Chemical Industry” from the high-ranking expert jury of the German Innovation Award. The prize, which was awarded by the German Design Council, honors the many years of innovative strength, user focus and value-added orientation of the international group of companies.

The bluechemGROUP receives an exceptional price for its innovative combustion chamber cleaning system Carbon X. The jury of the German Innovation Award 2018 awards the high-ranking Winner award in the category “Excellence in Business to Business – Chemical Industry” to the product that was presented last year. The great recognition, which is given by independent experts from industry, science, institutions and finance, honors the convincing innovation performance of the bluechemGROUP, which offers a relevant benefit, represents a decisive differentiation in the competition and significantly contributes to market success. "As a technology leader in vehicle chemistry with 30 years of experience, innovation strength, user-benefit orientation and cost-effectiveness have always been among our core values. Thanks to the German Innovation Award, our great achievements are now visible to a broad public!", explains Werner Urban, President of the bluechemGROUP.

The German Innovation Award is set up by the German Design Council, founded by the German Bundestag and endowed by German industry. Since 1953, this foundation has been committed to the competitiveness of companies and holds various competitions for design, brand and innovation services of international standing. "Above all because of its high standards, its transparency and its independence – from the nomination to the awarding of prizes – the German Innovation Award provided the perfect opportunity to present the bluechemGROUP and its work across all industries," explains Urban. The evaluation criteria include for example the user benefits, the functionality and operability, the economic efficiency, the longevity and quality as well as the sustainability.

What is Carbon X?

With the help of the cleaning system Carbon X, the entire combustion chamber of an engine can be liberated of all operational deposits without the need for costly disassembly of the cylinder head. The unique chemical formulation is suitable for both diesel and petrol engines, and removes even the most stubborn and hard-to-reach deposits in depth. The innovative cleaning system Carbon X noticeably improves the smooth running of the engine and optimizes the combustion of the fuel.

About the bluechemGROUP
The bluechemGROUP is a group of companies with global activities and partners in more than 120 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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