The lubricant manufacturer is the “Best Professional Workshop Brand”

for the fifth time in a row



LIQUI MOLY Key Account Manager Michael Bader accepted the award for the “Best Professional Workshop Brand 2021”.

You can say “four is good enough” – or simply win again. LIQUI MOLY did exactly that and also took first place in the “oils and lubricants” category in the fifth edition of the readers’ poll of the magazine “Profi Werkstatt”. “We are delighted that the commercial vehicle experts have remained loyal to us,” says Christian Schwer, National Sales Manager.

For the National Sales Manager, five first places in a row are also an expression of consistency. “Reliability and sustainability are essential for us. We are always there for our customers – even in difficult times,” says Christian Schwer. The sales specialist counts the past year, which was marked by the Covid-19 pandemic, among these. “Unlike many of our competitors, we put our backs into it even more. That made all the difference.” Despite meticulous implementation of hygiene measures, protection concepts and working from home, the Ulm-based company was consistently accessible to customers.

The marketing budget was also significantly increased, so that the presence in all media increased dramatically. “Our partners benefit from a strong brand,” says Christian Schwer. Due to the lockdown, there was a shortage of raw materials, packaging materials, labels and closures. Logistics volume and freight capacities also fell significantly. “The award as the Best Brand is the reward for the extra effort we put in to meet the challenges,” says the National Sales Manager.

The readers’ poll was conducted by the HUSS publishing house for the fifth time, with a record participation of 7,400 participants, almost three times as many as in previous years. The readers’ vote candidates for the “Best Professional Workshop Brand 2021” are divided into 24 categories. The selection ranges from “Accessories and spare parts” to “Wheel alignment”.

According to Christan Schwer, the participants together make up the “Who’s Who” of the industry. To succeed in this demanding field of participants time and time again has a special meaning for him: “The readers of ‘Profi Werkstatt’ are experts in their fields, that is real professionals. Anyone who delivers high quality in the workshop every day must be able to rely absolutely on their tools and accessories. In short: Professionals choose the best.”



LIQUI MOLY GmbH