



Visions and mission statements can only be achieved if strategies for the sectors of marketing, distribution, products and innovations, finances, co-entrepreneurs and management systems are thoroughly drawn up and implemented. Concrete targets serve to realise the strategies, which are achieved by the implementation of the necessary measures. The success of the implementation is assessed by means of key figures.

We undertake to comply with all relevant laws, standards and regulations as well as all statutory and official obligations.

The principles for sustainable budgeting can be viewed in the "Code of Sustainability & Conduct".

Marketing strategies

We want satisfied customers

We fulfil the wishes of our customers by optimum customer support, high product quality, adherence to deadlines and reliable user-oriented technical and distribution advice. By marked Public Relations work such as advertising, press work, trade fairs, events, sponsoring, promotion etc. we reinforce our presence on the market and thus ensure the awareness of the brand and demand.

Products and innovations

We set new benchmarks

We recognise the demands of the market and have these flow into our product innovations and marketing concepts in order to thus achieve the market leadership in technology and distribution.

Co-entrepreneur strategy

A successful team of motivated and satisfied co-entrepreneurs

We intensively promote practised team work, ensure optimum working conditions and thus create a climate for creativity and innovations. Well-founded information and training constantly further qualify our co-entrepreneurs. We allow them to participate financially in the profit of the company, continuously inform them about all company key figures as well as marketing measures and thus promote their thinking and acting as an entrepreneur.

Strategy for the management system

The management system optimises our processes and reduces risks

We undertake to introduce, maintain and continuously improve our management system. Our current certifications are published on the homepage. Aims of the company are to continuously improve itself, the products and processes as well as a responsible handling of the environment, resources and energy. In addition, we permanently work on reducing our resource & energy consumption and thus involve our co-entrepreneurs.

Occupational health and safety management

Occupational health and safety are among the prime corporate aims and are on a level with maximum product quality and optimum cost-effectiveness. In order to avoid dangers or to minimise their implications as far as possible, we check our processes permanently and take preventive measures. A company health management protects the co-entrepreneurs against health-damaging influences. For this purpose we specifically inform, involve and instruct you with regard to safety-relevant topics, we also motivate you to contribute to an active conduct with awareness for health. We endeavour to continuously improve the occupational health and safety services. The design is carried out by taking all applicable laws, standards and regulations into consideration.

Information management

The corporate policies are made known to all co-entrepreneurs in notices and are available for being called in an electronic form at all times. They will also be made available to all interested parties upon request. Companies and persons, who operate for us at our order, will be informed separately of the importance of our corporate policies and strategies. The corporate policies and strategies will be enclosed as an attachment with the Management Manual when issued to external bodies.

The stipulations of the Management Manual are binding. In addition, an essential part of our quality, environment and energy policies consists however achieving by the suggestion and promotion of continuous improvements that our ability for quality is repeatedly further expanded and consolidated.

Here lies the actual challenge for all Liqui Moly & Meguin co-entrepreneurs:

The obligation to assert our quality, environmental, energy and occupational health and safety policy in order to permanently secure the brands of Liqui Moly & Meguin.

Ernst Prost and Günter Hiermaier

Management of
LIQUI MOLY GmbH and Meguin GmbH & Co. KG