

Company Policy and Strategies



Visions and guidelines are only achievable if the strategies for the Marketing, Sales, Products and Innovations, Finance, Co-entrepreneur and Management Systems departments are thoroughly developed and implemented. To realise these strategies, concrete objectives are established, which are achieved by implementing the necessary measures. The success of the implementation is measured using performance indicators. We undertake to comply with all applicable laws, standards and regulations, as well as all legal and official duties.

Marketing strategies

We want satisfied customers

We meet our customers' needs by offering excellent customer service, high product quality, and timely, dependable, user-oriented consultation on technical and sales matters. Through strong public relations work, including advertising, press relations, trade fairs, events, sponsoring, promotion etc., we strengthen our presence on the market and thus ensure brand awareness and demand.

Products and innovations

We set new standards

We recognise the requirements of the market and allow these to influence our product innovations and marketing concepts in order to achieve market dominance in technology and sales.

Co-entrepreneur strategy

A successful team of motivated and satisfied employees

We promote intensive teamwork, ensure optimal working conditions and create a climate for creativity and innovation. Well-founded information and training courses constantly keep our employees highly qualified. We involve our employees financially in the company's profits, continuously provide information about all operational performance indicators and marketing measures and thus encourage them to think and act as entrepreneurs.

Management system strategy

The management system optimises our processes and reduces risk

We are committed to introducing, maintaining and continuously improving our management system.

Quality management in accordance with DIN EN ISO 9001

Quality management and the quality concept must be anchored in our company so that we come closer to our goal of continually improving products and processes.

Environmental management in accordance with DIN EN ISO 14001

Energy management in accordance with DIN EN ISO 50001

Responsible management of the environment, resources and energy is our approach to product and process development. We undertake to comply with all applicable laws, standards and

regulations and to communicate this with our customers and suppliers. We never stop working to reduce our energy and resource consumption, and in doing so we also involve our co-entrepreneurs.

Safety management

The occupational health and safety of our co-entrepreneurs and partners is a top priority in the design of our products, processes and workplaces. The design takes into account all applicable laws, standards and regulations.

Information management

The quality and environmental policy is available to all co-entrepreneurs on placards and can also be downloaded in electronic form at any time. It is also made available to all interested parties and persons upon request. Companies and persons operating on our behalf are notified separately about the importance of our quality, environmental and energy policy. The quality, environmental and energy policy will be enclosed with this handbook upon issuance to external agencies.

The provisions of the management manual are binding. However, a key component of our quality and environmental policy is to continue to develop and solidify our ability to provide quality by encouraging and promoting continuous improvement.

The following is the real challenge for all Liqui Moly & Meguin co-entrepreneurs:

The commitment to implement our quality, environmental and energy policy, in order to ensure the long-term competitiveness of the Liqui Moly & Meguin brands.

Ernst Prost

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LIQUI MOLY GmbH and
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