

Thanks to its Outstanding Quality, Dr. Wack Continuously Leads in the Consumer Field

Success in the niche sector - company philosophy pays off



Dr. O. K. Wack Chemie GmbH - Ingolstadt, Germany, leads in quality through intensive research and development.

Suggestion: Ingolstadt (ots) – Dr. OK. Wack Chemie, based in Ingolstadt, is the leading supplier of cleaning and care products for automobiles, motorcycles, bicycles and functional clothing.

Quality is the first priority for the German chemical company. Only products of the highest quality leave the laboratories and production plants. Through several successful trials in brand and product testing, as well as reader votings in magazines, the company can regularly confirm the premium quality of the products.

Two products have already been recommended in leading publications this year: The F100 chain oil received the "highly recommended" rating in Bikebild (Ausgabe 1/17) and the S100 impregnation spray was determined as "very good" in Motorrad (Ausgabe 15/17). For the tenth time in a row, Dr. OK. Wack Chemie has won the coveted "Best Brand" award from Motorrad magazine as well as PS magazine.

Dr. OK. Wack Chemie does not just offer an assortment of products like other well-known competitors. Instead, innovative products or products having better properties than those of the competitors are often introduced. With this philosophy and the continued investment in the research department, the company successfully maintains its market leadership.

By distributing exclusively through specialized trading partners, high customer satisfaction is achieved.

Dr. Oskar K. Wack Chemie's success began shortly after its foundation in 1975 – the company launched the world's first light alloy wheel cleaner in the market. A few years later, S100, the first motorcycle cleaner, and a first screen cleaning high concentrate followed - both also absolute novelties in the global market.

With numerous new developments within the A1, S100 and F100 series, further highlights and special products for vehicle cleaning and maintenance followed after 1996.

Since 1996, Dr. O.K. Wack Chemie has been able to introduce several maintenance and vehicle cleaning products within the A1, S100 and F100 series.

But that was not all. In 1992, ZESTRON was founded - specializing in high precision cleaning in the electronics/semiconductor manufacturing and the automotive industry. Today, Dr. O.K. Wack Chemie has a staff of over 250 employees worldwide. Further information on the company and the products can be found at: www.wackchem.com

Company Information

The company, founded in 1975 by Dr. Oskar K. Wack and led by his son, Dr. Harald Wack since 2012 is divided into three divisions. ZESTRON is well known as a manufacturer of cleaning agents and as a world leader in electronic precision cleaning with own branches in the USA, Japan, China, Malaysia and South Korea. The "Consumer" division is one of the leading providers in the segments automobile, motorcycle and bicycle care with the brands A1, P21-S, CW 1: 100, S100 and F100. IdentPro specializes in the optimization of production processes and intralogistics processes using Auto ID technology like RFID, Barcode, NFC and forklift-based 3D-tracking (RTLS). Worldwide, the Group has currently more than 250 employees, around 140 people at its headquarters in Ingolstadt. In addition to ambitious expansion plans abroad, the German headquarters is continuously expanded and strengthened. A mainstay of the company has always been not to focus solely on profitability and productivity, but also to humanity. With the establishment of the Anni-Hofmann Foundation ([www.http://glioblastoma-research.org](http://glioblastoma-research.org)) in 2012, we support the medical research on glioblastomas.