



## Oils

For every vehicle

# Professional products and workshop concepts meet professional publishing



**LIQUI MOLY is a world-renowned manufacturer of high-quality lubricants, engine oils, additives, vehicle care products and much more. A global brand name for top quality and a global brand made in Germany.**

The full range with more than 4,000 articles offers exactly the right products for every vehicle in the world. Whether for passenger cars, two-wheelers, commercial vehicles, construction machinery, boats or garden tools. Whether for private use, professional use in the workshop or efficient use in industry. As a think tank with Swabian roots and a responsible global player, LIQUI MOLY researches, develops and produces engine oils and additives exclusively in Germany. In doing so, the company has been regularly setting new standards in terms of quality and performance for over 60 years. Seamless quality testing ensures the highest level of safety.

## Opportunity

Keeping the product data in a Notes database entailed numerous problems in the creation of the publication. One challenge was the complex graphic creation process, which was time-consuming and cost-intensive. As a result, LIQUI MOLY had to give extreme priority to updating publications in order to save costs. But it was not only the catalog process, which was largely implemented manually, that needed optimization. The entire data management in Notes also required a redesign.

## Solution

In addition to the integration of the new Akeneo Product Information management system, LIQUI MOLY has integrated the priint:suite Core with the InDesign plug-in priint:comet and the middleware priint:publishing Hub. The middleware makes it possible to connect data from the PIM system as well as from other upstream systems, such as the ERP system, to the design process.

## Advantages

- ✓ **Time**  
Manual processes were automated and rejections were simplified
- ✓ **Costs**  
Cost savings for external service providers in the mid four-digit range
- ✓ **Minimization of the error rate**  
Thanks to automation, it is now possible to reduce errors and correction loops to a minimum
- ✓ **More publications**  
Due to the minimization of effort, more publications are produced today

## Catalog as a booster for the sales

For more than 130 sales representatives in Germany and Austria alone, the print advertising materials are indispensable sales and consulting tools for workshops, wholesalers and end customers.

Expensive, error-prone, time-consuming and manual publication processes were the decisive factors for the changeover to the new PIM system from Akeneo. This was because, as was still the case a few years ago, a great deal of logic in terms of data structure, workflows and processes was mapped via the old PIM at LIQUI MOLY. This means that the previous PIM was very much adapted to LIQUI MOLY's needs and requirements. In addition to data management, this also applied to print rejection, for which a very, very large number of individual processes were stored.

Due to the changeover to the new Akeneo PIM system, the publishing processes were moved via the print:publishing Hub middleware to the print:comet InDesign plug-in of the print:suite.

### Indispensable print materials for different target groups

LIQUI MOLY's core target group is wholesalers. In order to generate demand from end customers among business customers, LIQUI MOLY also relies on innovative concepts for end consumers and specialist retailers in its communications. You can read more about this on the opposite page.

The company produces appealing print communications for all target groups. Sales staff in particular continue to rely very successfully on print. The product catalog, for example, has long been established as a printed classic, and is now produced and published up to twice a year in over 20 languages. The structure of the catalogs is the same in all languages; the catalogs only differ in terms of language and product range composition.

LIQUI MOLY relies on a combined process to create the numerous flyers, brochures and additive brochures, i.e. smaller extracts of the main catalog. This means that the internal graphics department creates parts of the publications manually, as the design varies due to the different target groups and content and full automation would not be expedient.

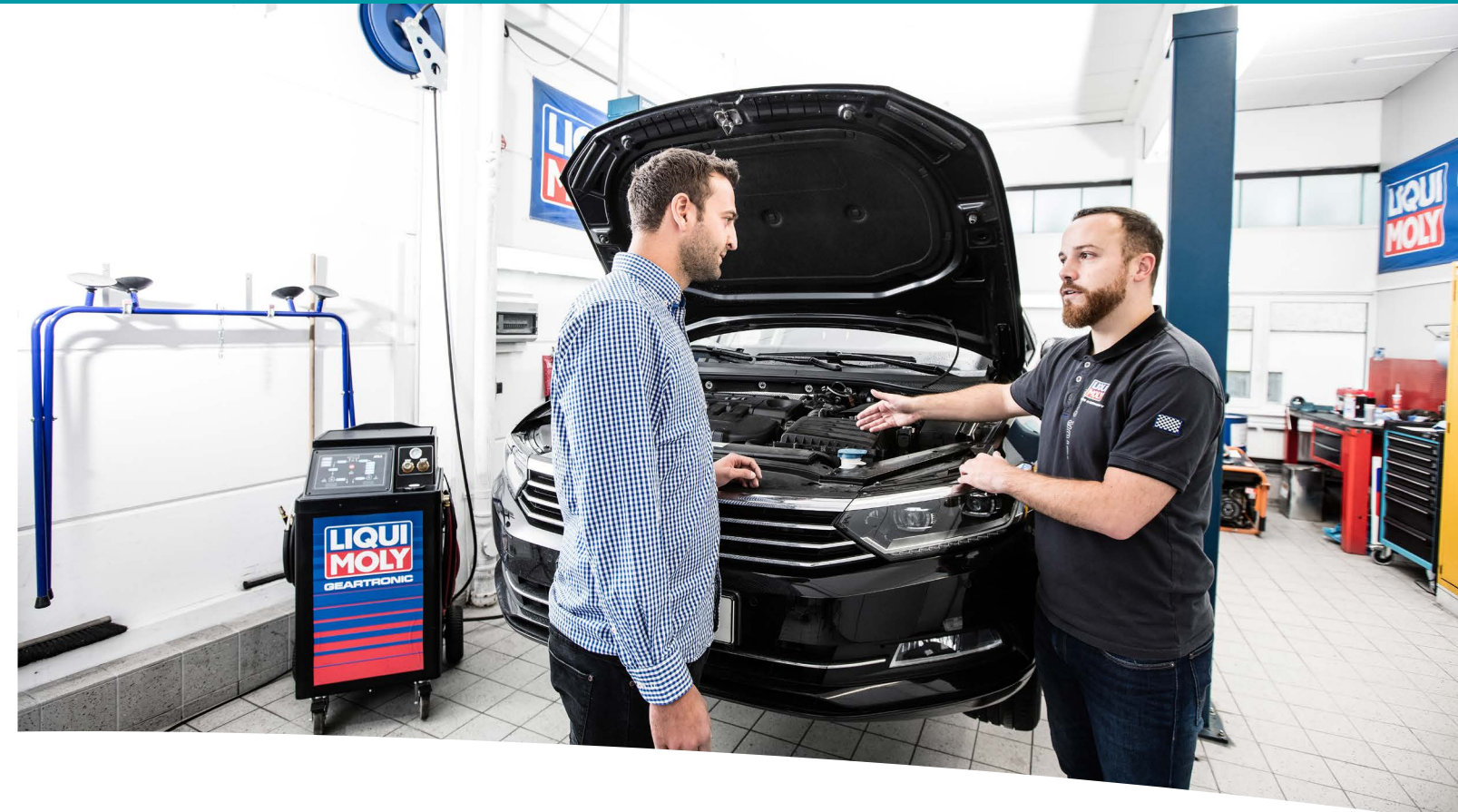
Through the direct coupling of PIM and print:suite, the catalogs can be generated with the current data status and changes can be reacted to more spontaneously.

The print:planner supports the scheduling of the publication. It is precisely this sorting or the sequence that does not always follow the same rules at LIQUI MOLY, but varies according to requirements. Whereas in the past the sequence and categorization could only be controlled manually, today the tool for the holistic organization of publications in the print:suite takes over this task.

### Outlook

As the icons of test wins are mapped onto the labels, it is also necessary to update the labels on an ongoing basis. Today, this is still a manual process, but it is in the process of being converted to automated production.

The Meguin GmbH & Co. KG Mineralölwerke, which acquired LIQUI MOLY in 2006, will also rely on the print:suite for print rejection in the future. In the first step, the Maguin catalog will be produced fully automatically, followed later by the labels.



## LIQUI MOLY

### Professional workshop concepts for more success in the workshop thanks to LIQUI MOLY

LIQUI MOLY supports workshops with creative concepts, training, working materials and equipment.

One example of a successful concept is Gear Tronic - a fully automatic flushing device for automatic transmission oil changes in passenger cars. Here, LIQUI MOLY supports its customers by providing the equipment, the appropriate accessories, and training for the employees. Instructions and advertising material are also provided. Recently, customers can also easily advertise their services via prepared social media campaigns.

The diverse information material and the expertise of the employees convey concentrated and valuable knowledge of the LIQUI MOLY global brand.

LIQUI MOLY offers these consulting services and training courses for many different areas. In addition, workshops can also obtain various equipment, such as oil tanks, cabinets and much more.



"The printed catalog is indispensable for our sales. Thanks to the print:suite, we were able to massively reduce the production effort. Werk II supported us constructively and professionally during the change of the PIM system. In the future, we will produce even more publications this way in order to achieve a higher degree of automation."

Oliver Tolkendorf, Online Marketing

## Key Facts

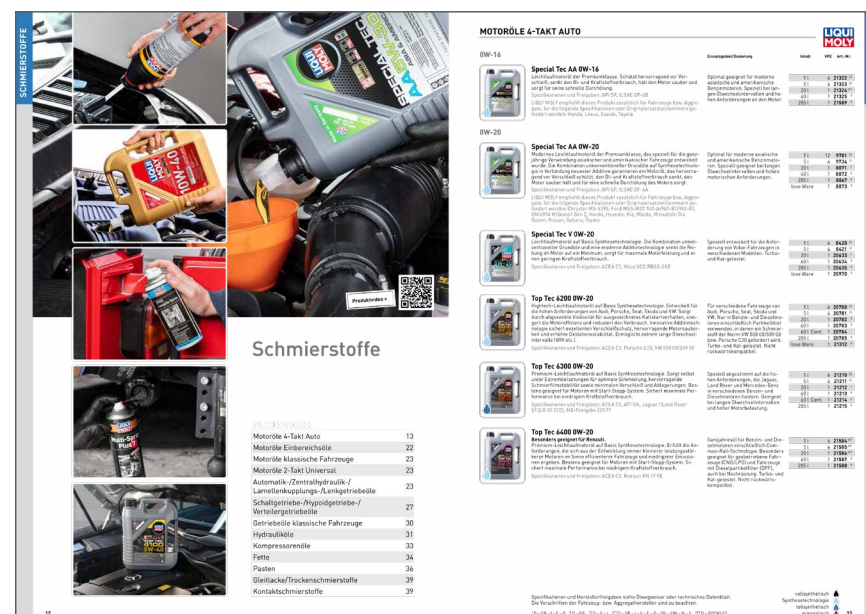
- print Group
- Region: Worldwide
- <https://www.print.com/en/>



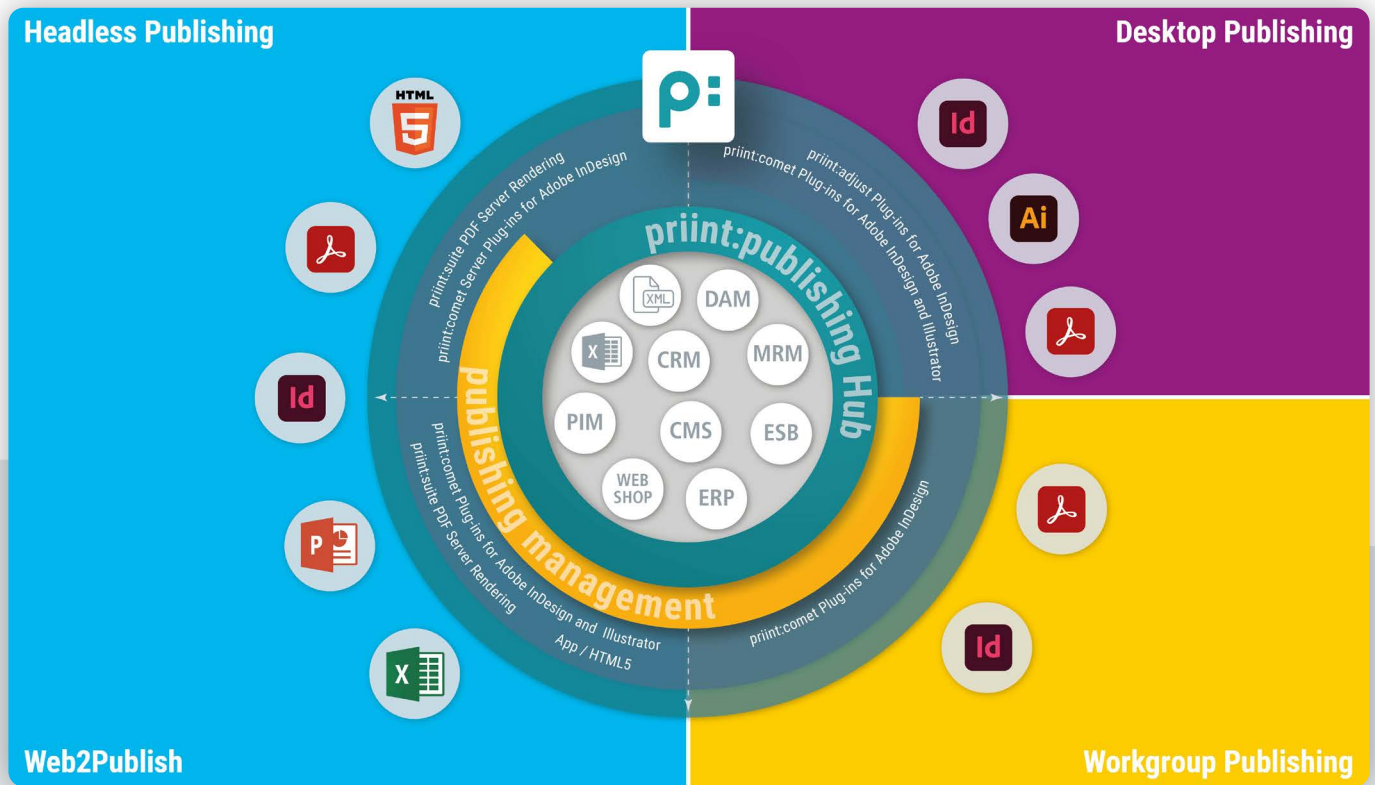
SCAN ME FOR  
MORE INFO



Auszug aus der Publikationswelt bei LIQUI MOLY







## priint:suite

### The Solution for all Marketing Publication Challenges



Now more than ever, print and other digital publications are vital to staying connected with customers, colleagues, prospects and audiences. That's why more than 500 satisfied customers and 100 solutions partners trust priint:suite to modernize, automate and simplify their digital and print publishing processes.



priint:suite plug-ins for Adobe® InDesign® and Illustrator® enable organizations to integrate the most diverse data sources (ERP, PIM, MDM, DAM, CRM, CMS Web-Shops or MRM systems), making their information usable for any type of publishing project.



The same data and flexibility that fuels digital communication can be seamlessly utilized in the digital and print publishing channels with one click, ensuring a consistent message and customer experience across all channels.



priint:suite is modular and scalable, making successful and cost-effective print process automation possible for organizations of any size and connection to every stakeholder department within the organization effortless – enabling you to finally achieve a truly collaborative omnichannel communications program.



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**Contact us!**



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