

Contents

- 07 **Foreword**
- 09 **01 | Beginnings**
The early years in Bützberg.
- 17 **02 | Production**
Established as a production plant.
- 33 Oil transformed into MOTOREX.
- 47 **03 | Small containers**
Getting big with small packages.
- 67 **04 | Sales**
Going to market.
- 81 **05 | Behind the scenes**
The driving force behind the scenes.
- 95 **06 | Marketing**
Creative marketing – a tightrope to success.
- 117 **07 | Employees**
Focus on people and their abilities.
- 131 **08 | Research and development**
New research and development challenges.
- 151 **09 | Markets**
In Switzerland and 85 export markets.
- 165 **10 | Looking ahead**
Bearing responsibility on our shared journey.
- 173 **11 | Appendix**
Information about the BUCHER-MOTOREX Group