



MEDIA RELEASE

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The BUCHER-MOTOREX Group Celebrates Its 100th Anniversary

MOTOREX: 100 Years of Success Based around the Green Barrel

Customised products, approachability, and innovative capacity: The long-established BUCHER AG LANGENTHAL celebrates its 100th anniversary in June. The lubricant manufacturer with the green barrel has had an eventful history – one that has always been focused around meeting customers’ requirements.

As the largest independent clean-oil refinery in Switzerland, MOTOREX develops and produces innovative lubricants and technical chemicals. The internationally operating family business with locations in Germany, Austria, France, Sweden, and Poland is active in a wide range of industries, from agriculture through construction to motorsports. MOTOREX products are constantly being enhanced and tailored to meet special requirements – right down to those of the smallest customer. Together with outstanding quality products and a comprehensive range of services, the SME’s ability to occupy know-how-intensive market niches has proved key to ensuring success on the international market, despite facing stiff competition. Or, as the founding family Regenass-Bucher likes to put it: “The family firm gives the multinationals a run for their money.”

REX Becomes MOTOREX

The start was modest enough, however. On December 3, 1917, the company was established under the name of “REX”, specializing in the manufacture of leather and floor-care products. The owners, with cofounder Arnold Bucher among them, drove the company’s growth with great skill, adding motor oils to the range in 1947. A milestone in the company’s history that saw REX become MOTOREX. The company went on to focus on highly promising lubricants and care products, continuously expanding its range.





Today, MOTOREX boasts the biggest storage tank capacity in Switzerland. The company is able to store up to eight million liters of oil, allowing it to provide lubrication solutions for any application, from wheels, to motors, to watches. MOTOREX is everywhere, and has become our constant companion.

The Long-Term Challenges of Quality and Sustainability

Today, MOTOREX is the largest lubricant manufacturer in Switzerland, employing over 350 highly qualified people, and distributes its products in over 80 countries. The brand's worldwide success has been achieved and consolidated thanks to targeted research, remarkable innovative capacity, and a typically Swiss penchant for perfection. The company boasts various ISO certificates and aims to achieve systematic quality management across all process stages – placing the requirements of customers at the center, as always. “We pursue quality and leadership in our products with unswerving continuity, and attach great importance to constantly improving our customer service,” says MOTOREX CEO Edi Fischer. “This maxim is of course also reflected in the laboratory in Langenthal, which recently benefited from extensive renovation work. In addition, we are currently adding new production and administration buildings at our headquarters. With first-class Swiss-made products in Langenthal, MOTOREX is ready for the future.”

What is more, MOTOREX puts consideration for people and the environment at the top of its priority list. As Edi Fischer says: “Given the nature of our business, it goes without saying that the scarcity of fossil fuels is an issue for us.” It is of vital importance to the company in general to operate sustainably and have as little impact as possible on the environment: “MOTOREX takes responsibility for constantly optimising safety, health, and environmental protection, without being required to do so by laws and regulations.”

