

CUSTOMER INFORMATION – NEW MAHLE PACKAGING

After more than a decade, we have decided to adjust our packaging in order to meet your requirements as well as to take care of all our brands and counterfeit guidelines.

MAHLE Aftermarket unites seven strong brands that are synonymous with innovation and uncompromising quality and all this wherever our customers are globally.

The uniform, simplified and fresh way of the newly developed packaging design supports a clear message:

MAHLE is easy to deal with, straight forward, and always in original quality.

Please find the main changes in a nutshell:

1. MAHLE Original will become MAHLE – a clear statement to our brand promise globally
2. Bold, full surface colors for a strong impact at a distance
3. Almost all packaging is blue – except KNECHT (orange) for EMEA incl. BEHR (prev. orange) & MAHLE Engine Components (prev. red)
4. New reader-friendly position of product description as well as limitation of information
5. Additional supporting illustrations / icons of the products – more modern design



Please note that all relevant labeling and text is unchanged to maintain the high level of security.

We like to emphasize, as already mentioned above (TOP 3), that the well-established red marked MAHLE Engine Components packaging will be affected and changed to a blue packaging up from January 1st, 2019.

Please consider this in your preparation and communication towards your customers.

Further specific communication tools concerning this major change in our color-coding of MAHLE Engine Components will be provided to you until end of this year.

We hope that our new packaging suits your expectations and we are looking forward to provide you with our new packaging up from January 2019.