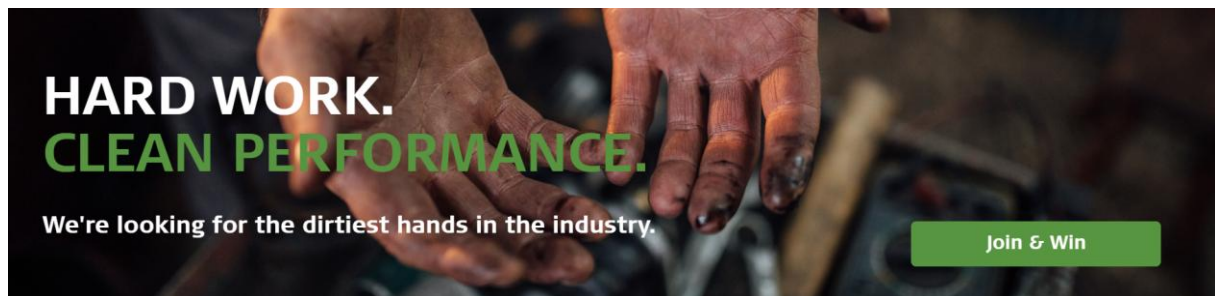


HARD WORK, CLEAN PERFORMANCE: We are looking for the industry's dirtiest hands.

Veitshöchheim, 28. July 2026



Anyone who gets hands-on in an automotive workshop or tire service on a daily basis subjects their skin to extreme strain. Soot, stubborn grease, oils, and brake dust are part of everyday life—but they also attack the skin's natural barrier. To provide mechanics and tire professionals with optimal protection, WEGMANN automotive is introducing its specially developed hand care range under its TRAX brand.

THE 3-PHASE PRINCIPLE: PROTECTION BEFORE, DURING, AND AFTER WORK

The new hand care range is precisely tailored to the needs of demanding workshop hands and is divided into three perfectly interlocking phases:

1. **Protect (Before work):** [TRAX Skin Shield](#) acts as an "invisible glove." This skin protection cream prevents dirt and grease from penetrating the skin, makes subsequent cleaning easier, and is ideal even for sensitive skin.
2. **Clean (During & after work):** For the daily routine, [TRAX Pure Pearl](#) offers a mild, dye- and fragrance-free hand soap for light soiling. For extreme cases, the heavy-duty cleanser [TRAX Orange Boost](#), featuring organic pumice abrasive and a fresh orange scent, steps in to effortlessly remove even the most stubborn dirt.
3. **Care (After work):** The regenerative care cream [TRAX Power Repair](#) supports the skin's lipid replenishment after work, absorbs quickly without leaving a greasy residue, and prevents cracked and dry hands.

WIN A HAND CARE STARTER SET!

To celebrate the market launch in style, WEGMANN automotive is launching a high-reach interactive campaign. Show what you achieve every day! Under the motto "We are looking for the industry's dirtiest hands," workshop professionals are cordially invited to submit a photo of their dirty workshop hands during the campaign period from July 28 to August 25, 2026.

What you can win: One of four professional TRAX hand care starter sets!

Participation is easy:

1. **Take a photo** – Snap a quick photo of your dirty hands after work.
2. **Share & Submit** – Choose your preferred method:
 - a. **Via social media:** Post the picture on Instagram or Facebook using the hashtag #TRAXdirtyhands and tag @wegmannautomotive.germany
 - b. **Via email:** Send the photo with the subject line "TRAXdirtyhands" directly to marketing@wegmann-automotive.com
3. Keep your fingers crossed!

AVAILABLE NOW: GET YOUR WORKSHOP READY!

Don't wait until your skin gets cracked. The new TRAX hand care products and the practical starter set are now available for commercial customers in the B2B Partner Shop. Benefit from flexible container sizes—from the handy 500 ml dispenser bottle for individual workstations to the economical 10-liter canister for larger operations.

[>> Order now in the webshop! <<](#)

ABOUT OUR BRANDS:

HOFMANN POWER WEIGHT stands for premium balancing weights in OEM quality. As the world market leader, we provide precision for every rim.

ALLIGATOR is your expert for air pressure and TPMS sensor technology. Our products are consistently tailored to the needs of practical workshop applications.

TRAX provides professional chemical products for tire services. We deliver solutions that make the daily workshop routine faster, easier, and cleaner.

ABOUT WEGMANN AUTOMOTIVE:

WEGMANN automotive is the world market leader for balancing weights and battery terminal bushings. The company is part of a globally active group and supplies all well-known automotive manufacturers as well as leading spare parts trade organizations worldwide with balancing weights, battery terminals, and valves. WEGMANN automotive is part of the WEGMANN Group, which also includes the companies KNDS and Schleifring. Headquartered in Munich, the group employs more than 6,000 people worldwide.

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