

More Than Just Chemistry

INTERVIEW WITH
Manuel Fischer-Bothof,
Managing Director



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Chemical distribution may not turn heads at first glance – but in today's world of complex supply chains, rising regulations and global uncertainty, resilience and strategic clarity are more crucial than ever. This is where A.+ E. Fischer-Chemie GmbH & Co. KG from Wiesbaden, Germany, has carved out a reputation for reliability and foresight.



The Wiesbaden site with its new warehouse and photovoltaic system – a commitment to efficiency and sustainability

Founded over 145 years ago by Adolf and Ernst Fischer, the company is now in its fourth generation. "We are not a chemical producer – we are a distributor. That means flexibility and understanding our niche make all the difference," explains Managing Director Manuel Fischer-Bothof. A second site, Theo Seulberger-Chemie in Karlsruhe, complements the Wiesbaden headquarters. Their portfolio includes acids, alkalis, solvents and specialty chemicals used in diverse industries.

Built to adapt and endure

The company has proven its resilience, particularly during the COVID-19 crisis, when reliable supplier networks and a proactive purchasing strategy helped keep deliveries on track. "Prices

skyrocketed and supply chains collapsed – but we managed to deliver, thanks to strong partnerships," explains Manuel Fischer-Bothof. During the same period, the company invested in a large new warehouse in Wiesbaden, strengthening its logistics capacity. Long-term stability also stems from its committed team: around 50 people work in Wiesbaden, many of them for decades. "Some have been with us for over 25 years," he adds. Modern work models, such as flexible hours and remote options, are now part of company culture. Sustainability also plays a role in this culture of responsibility: the company has installed a photovoltaic system and is electrifying its fleet. "As a distributor, our impact is limited, but we act where we can

– especially in transport and regulatory compliance," says Manuel Fischer-Bothof. "The biggest footprint lies with the producers."

Focused, fast and reliable

Unlike large-scale industry players, A.+ E. Fischer-Chemie has built its reputation on serving clients who value speed, dependability and personalized service. "We are not here to compete with the elephants," says Manuel Fischer-Bothof. "We walk the small paths they overlook." This niche strategy enables the company to serve small and medium-sized businesses that appreciate short decision-making processes and hands-on support. The company also works with major chemical manufacturers such as Evonik and handles the European

and global distribution of selected products. Despite growing regulatory demands – from lengthy supplier questionnaires to new supply chain legislation – the company remains focused on practical, workable solutions. Internally, a fast-track feasibility process ensures that only projects meeting legal, technical and ethical standards go forward. Looking ahead, succession is already in motion, with the fifth generation preparing to take the reins. "Our strength lies in continuity," concludes Manuel Fischer-Bothof. "It is about identifying issues early and building a team that is empowered to act." With steady growth, strong roots and clear focus, A.+ E. Fischer-Chemie proves that consistency matters more than size.