



PRESS RELEASE

Waldorf Technik receives Top-Innovator award

Lothar Späth awards the machine engineering company from Engen with the “Top 100” seal of approval for its outstanding innovation management.

Engen – Waldorf Technik GmbH & Co. KG is one of the 100 most innovative companies among German small and medium-sized businesses. This has been established in the current study within the scope of the national, cross-sector comparison of companies, namely the “Top 100”. The company convinced judges in the 17th round of the renowned business initiative with its tailor-made innovation management. Lothar Späth, retired Minister President of the State of Baden-Württemberg, will hand over the coveted “Top 100” seal of approval to the Badener company this Friday evening during a ceremony at the Petersburg Guesthouse in Königswinter near Bonn.

The mentor of the medium-sized business initiative appreciates Waldorf Technik’s innovative strength and its exemplary implementation on the market.

The company from Engen has been involved in the automation of injection mould production since 1986. When the current Managing Partner, Wolfgang Czizegg, took over the business in 2003, the focus turned to the fields of medical technology and high-quality packaging for consumer goods. Some examples of the products which run through the “Made in Engen” robots throughout the world are laboratory supplies, contact lenses, diabetes pens and even classic ice-cream packaging. 75 highly qualified members of staff generated a turnover of 10.8 million Euros in 2008 (+30% in comparison to the previous year).

“The innovative strengths displayed by Waldorf Technik have proven to be some of the best which German small and medium-sized businesses have to offer. This strengthens credibility and creates trust among the staff members, partners and customers. There is no better way to face times of crisis.”

In the assessment, the company mainly established itself within the group of 319 participants with its top management which encourages innovation and with its successful innovation marketing. Eight of the nine members of staff in the management team are responsible for the input and the coordination of the innovative projects. During the course of a project, they check the level of success at several stages and, at their weekly meetings, register which obstacles there are at the moment and which solutions can be considered for these.

The company’s innovation marketing is similarly agile. One crucial point is the systematic consultation with the customer before the start of a project where the customer’s requirements are discussed in detail and transferred into a so-called “specification book”. Satisfaction analysis after the completion of each project is part of the follow-up process.

“Close contact to the customer is the most important prerequisite to us for innovative developments. With four new patent registrations in the first half of 2009 alone, we are demonstrating that we will continue to go along this successful route” says Wolfgang Czizegg.

The machine engineering company had to come through a strict double-stage process at Vienna University of Economics and Business to gain the honour. “Our results show that the 100 top innovators vigorously face challenges and are therefore well equipped for the current economic situation. In most of these companies, innovation is an important matter for management” says the academic director of the study, Prof. Dr. Nikolaus Franke, about the assessment. There are 54 national market leaders in this year’s “Top 100” and 22 are the world’s number one in their field of activities; one of these is Waldorf Technik.

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