

Top innovator 2014

Honoured with Top 100 award



- Enduring innovative ability
- Continuous pursuit of improvements
- Efficient processes
- Strong team spirit
- Reliability and robustness
- Absolute customer orientation

Honoured as top innovator

Company received its award from Ranga Yogeshwar at the German SME Summit

Geisenheim/Eszen, 27 June 2014

For more than 20 years, the Top 100 award has signified innovative ability, thirst for knowledge and team spirit. On 27 June, Germany's most successful ideas factories received this coveted accolade and Wachendorff Automation is among the top innovators.

Top 100 mentor Ranga Yogeshwar presented the awards at the German SME Summit in Essen during a ceremony that was attended by more than 1,000 guests.



Wachendorff Automation GmbH & Co. KG earns money with precision in the truest sense of the word: The Top 100 company manufactures sensors for measuring position, direction, length and rotational speed in the engineering sector, in mobile machinery and in elevator construction.

The firm's 42 staff members generate one idea after another, with every employee submitting an average of over 17 suggestions for improvements every year, 85 per cent of which are put into practice.

The company also attaches great importance to reliability and robustness. "As our products will be in constant use for many years, we do not always adopt the newest technological trends. We prefer to concentrate on durability and safety," said managing director Robert Wachendorff, who is also the company's sales manager. Wachendorff's senior managers invest half of their working hours in innovations. This positive climate of innovation pays off, as Wachendorff Automation is one of the global leaders in its sector.

Managing director Robert Wachendorff regards the company's success in the Top 100 competition as a very special achievement: "We regard winning the Top 100 accolade as a reward for our purposeful and forward-looking work in the company. Our ISO 9001:2008 and ISO 14001:2004 certifications demonstrate our long-term objective of optimum quality in conjunction with environmentally sound practices; while our participation in the Top 100 competition has given us valuable insights and inputs for our continuous pursuit of improvements and innovations."

The receipt of the accolade is preceded by a challenging selection process: Innovation researcher Professor Nikolaus Franke and his team from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business examined applications from several hundred companies. The top innovator

award was conferred on only 148 of them in three size-based categories (with a maximum of 100 companies per category). The study focused on innovation management and the success of innovation. 62 per cent of the companies that were honoured as top innovator are family-owned.

"The Top 100 companies are extremely adept at translating their ideas into market successes, a hurdle at which many other companies fall. A strong team spirit and efficient processes enable the leading innovators to overcome this challenge, and they often also involve customers and external partners at an early stage of development," said Professor Franke.

Example of product innovation:

Wachendorff has integrated the I/O technology into an absolute encoder with EnDra® technology while still maintaining the compact installation space. This enables machine and system manufacturers to reduce the cost of installation and wiring significantly.



Example of process innovation:

A fully automatic final testing station, where every device is checked, illustrates Wachendorff's zero tolerance for defects.



Further information about Wachendorff Automation can be found on www.wachendorff-automation.com