

## Press release WA1104

### Outstanding inventive talent at Wachendorff

**Wachendorff Automation GmbH & Co. KG from Geisenheim in Hessen is awarded the *Top 100* seal of approval and congratulated by the project's mentor, Lothar Späth.**

***Geisenheim* – Only creative companies with vision and a feeling for new ideas make it into the ranks of the top one hundred most innovative SMEs. Wachendorff Automation was among them in 2011, and was presented with the *Top 100* award by Lothar Späth in the Baltic resort of Warnemünde.**

Robert Wachendorff is no fan of quick-fix solutions: "They wouldn't do us any good in any case because we develop and manufacture high-quality encoders that are used all over the world. The quality and durability of our innovative products are particularly important." The managing director of this company, which produces electronic sensors and measuring systems, focuses on his customers whenever he makes a decision. Every year, specific actions are implemented and targets are set to promote the development of new products. The senior management team also decides on an annual slogan to encourage innovation. In 2011 it is 'agility'. For the company and its 45 employees, this means focusing on their goals, having short feedback cycles and putting new ideas into practice as quickly as possible. The slogan applies to everybody at the company and it is intended to be both an incentive and a guiding principle.

The Vienna University of Economics and Business Administration scrutinised the innovative capabilities of 272 small and medium-sized German firms over a period of several months. The 100 best companies – Wachendorff Automation among them – bear the *Top 100* seal of approval for one year. "Creative ideas and fresh thinking are more than a means of increasing revenue for us; we are passionate about our business, and we want to make a difference. We are proud to have been awarded this prize and it proves that working as a team pays off," said Robert Wachendorff.

The 100 SMEs who were awarded the seal of approval in 2011 generated total revenue of €11.2 billion last year. In 2010 alone, 769 German and 1,865 international patents were registered. Forty-eight of the one hundred companies are top in their respective sector in Germany, and 19 are actually global market leaders. In the past three years, 88 of the 100 award-winning firms grew faster than the average for their respective sector – by an average of around 16 per cent.

Further information on Wachendorff Automation, the other 99 prize-winning firms and the *Top 100* project can be found at [www.top100.de](http://www.top100.de).

**Mentor**

The project's mentor is Lothar Späth.

**Project management**

The project is coordinated by Dr Nikolaus Franke, professor of entrepreneurship and innovation at the Vienna University of Economics and Business Administration. The focus of his research is on entrepreneurship, innovations management and marketing. He is one of the world's leading experts in user innovation.

**Organiser: compamedia GmbH – mentor of the best SMEs**

compamedia GmbH organises benchmarking projects for small and medium-sized German firms. By running its *TOP 100*, *TOP JOB*, *TOP CONSULTANT* and *ETHICS IN BUSINESS* nationwide benchmarking competitions, it assists and awards prizes to companies that achieve outstanding results in the fields of innovation, human resource management, consulting and values management.

**Partners**

Partners in the project are: the German Association for Small and Medium-Sized Businesses (BVMW), the Fraunhofer Society for the Promotion of Applied Research, the German Centre for Productivity and Innovation (RKW), SchmidtColleg GmbH & Co. KG, VDE - the Association for Electrical, Electronic & Information Technologies and Weissman & Cie consultancy firm. Its media partner is the *Süddeutsche Zeitung* newspaper.

*Background information about the project is available from [masurat@compamedia.de](mailto:masurat@compamedia.de). Pictures relating to Wachendorff Automation can be obtained from Dirk Rott at [dro@wachendorff.de](mailto:dro@wachendorff.de). Photographs of the awards ceremony will be available in the Press section of [www.top100.de](http://www.top100.de) from Friday, 1 July.*



Picture WA1104 (Wachendorff):

Robert Wachendorff, General Manager Wachendorff Automation and the mentor Lothar Späth

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