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Press Release

Emitec: The beating heart of the German economy

The TOP 100 award is presented to the most innovative companies in the country. Emitec GmbH from Lohmar receives this accolade for the third time in a row.

Lohmar – Resourceful employees, courage to innovate and creative marketing of new products have taken the medium-sized business to the top where it joins the ranks of the 100 top innovators in Germany. Lothar Späth will present Emitec Gesellschaft für Emissionstechnologie mbH with the TOP 100 quality seal in Rostock Warnemünde this Thursday.

2009 was a difficult year for automotive suppliers. Emitec GmbH, whose 577 employees specialize in the development and production of catalytic converters for cars and trucks, also saw a dramatic decline in sales. However, the company still invested €22.8 million, or 16% of sales, in the development of new technologies and products during the last year. 'Without innovation,' said Emitec's CEO Wolfgang Maus, 'we would not survive in the face of strong competition in the technological niche that we have developed for ourselves.' For this reason, the top management is actively involved in every innovative process, from brainstorming to the finished product. Wolfgang Maus's team spend 40% of their working hours on initiating and shaping innovations.

The company pursues a lead-user/fast-follower strategy to launch its products quickly on a large scale and to ensure their profitability. The first step involves Emitec working together with partners, such as sports car manufacturers, on new and innovative technologies. If these products prove to be successful with the lead user, in other words the project partner, the fast followers will be brought on board. These include other car manufacturers who will then introduce the products onto the market. The result is a swift start of mass production leading to greater economies of scale, which benefits Emitec, the lead user and the fast followers in equal proportions. This approach was one of the key factors that secured a medium sized company like Emitec second place in the TOP 100 category 'Innovation Marketing'.

Vienna University of Economics and Business analysed the innovative performance of 248 small and medium-sized enterprises in Germany over a period of several months. The best 100, including Emitec, are awarded the quality seal for one year. 'Good ideas that reach the market don't just happen by themselves. We work hard every day and we

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are pleased that our commitment is now being rewarded. This shows that we are on the right track and it can also be seen as an indication of the fact that we are not going to run out of good ideas in the future,' said Wolfgang Maus.

A total of 32,500 people across Germany are employed by the top innovators. They work with great attention to detail and are unafraid of the new. Employers create perfect conditions for creativity and get the best out of their workforce through consistent information management. This makes them a major driving force behind the German economy. In 2009 they turned over a total of €11.1 billion. 42 of the companies awarded with the quality seal in 2010 are the number one in their field on the domestic market and 10 are world market leaders. The fact that 60 family businesses are among this year's TOP 100 shows that a sense of tradition and willingness to change are not mutually exclusive. 86 of the 100 companies grew faster than the industry average over the past three years.

For more information about Emitec, the other 99 award winners and the TOP 100 project please visit www.top100.de

Mentor

The project is mentored by Lothar Späth, retired State Premier of Baden-Württemberg.

Scientific management

Dr Nikolaus Franke has been the project's scientific coordinator since 2002. He is professor of entrepreneurship and innovation at Vienna University of Economics and Business. His research focuses on entrepreneurship, innovation management and marketing. He is one of the world's leading experts on user innovation.

Organisation

compamedia organises benchmarking projects for small and medium-sized enterprises. compamedia awards and supports companies that excel in innovation, personnel management, consultancy and value management with its nationwide corporate benchmarking competitions TOP 100, TOP JOB, TOP CONSULTANT and ETHICS IN BUSINESS.

Business partners

Project partners are Bayern Innovativ Gesellschaft für Innovation und Wissenstransfer mbH, Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V., Rationalisierungs- und Innovationszentrum der Deutschen Wirtschaft e.V. (RKW), the Association for Electrical, Electronic & Information Technologies (VDE) and the Association of German Engineers (VDI). The project's media partner is the Süddeutsche Zeitung.

Background information about the project is available at masurat@compamedia.de. General image material for the event will be available on the press pages of www.top100.de from Friday, 2 July.

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