

## **A double award: Weidmüller wins the German Innovation Award 2018 twice**

The Detmold electrical engineering company wins a major innovation prize for its Industrial Analytics solution and the market launch of the new Klippon Connect terminal block range

**Detmold / Berlin, 07 June 2018.** The prize which highlights innovations: at an award ceremony in Berlin on 6 June the Detmold-based electrical engineering company Weidmüller won the 2018 German Innovation Award in the competition class “Excellence in Business to Business”. The independent jury awarded the prize for the Industrial Analytics solution for forward-looking maintenance and data analysis, and the campaign to launch the new Klippon Connect terminal block range in the categories of “Connectivity” and “Machines & Engineering”. “The award is an accolade and an incentive for us, as well as proof that we are on the right course with our product range” explains Tobias Gaukster, Head of the Industrial Analytics Business Unit. “Weidmüller’s Industrial Analytics has established a solution for data analysis, which customers in the mechanical engineering and plant construction sectors can use to expedite the structural change driven by digitalisation, and in particular to secure and expand their high-margin service business. To this end, Weidmüller has created a new area of competence with a strong focus on Machine Learning and Artificial Intelligence. At the same time Weidmüller is thus helping its customers to realise digital innovations.”

The German Innovation Award honours products and solutions from all sectors which differ from previous solutions, particularly in terms of user centring and value added. The fact that these innovations not only relate to digitalisation was reflected in the second prize of the evening which went to the Detmold-based family-owned company - the award for Klippon Connect. “In our campaign we not only positioned the A-Series - our latest terminal block range innovation - in the market with a high profile and a broadly based communications mix, we also “recalibrated” the previous terminal block range under the rubric Klippon Connect” explains Arnd Schepmann, Head of the Rail Mounted Components business unit.

This is not the first time Weidmüller has won an award for its innovativeness. In 2017 the company won the Top-100 Innovation Prize as an innovative SME and the German Brand Award. “Innovations, together with application competence, consistent procedures and state-of-the-art production processes are the basis for commercial success”, explains Weidmüller's board spokesman Jörg Timmermann. “We therefore invest continuously in research and development, and will focus even more strongly in future on developing software, services and digitalisation solutions which enhance our existing portfolio.”

The German Innovation Award has achieved an astonishing result with more than 650 submissions in its first year. Nearly 40% of entrants competed in the “Excellence in Business to Consumer” category, and more than 60% in the “Excellence in Business to Business” category. Submissions were evaluated on the basis on the following criteria: level of innovation, user benefits, and cost-effectiveness. An innovation strategy should take account of aspects such as social, environmental, environmental sustainability and the use of energy and resources. Factors such as location and employment potential, durability, market maturity, technical quality and function, materiality and synergy effects also play a crucial role in the adjudication process.

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Capture 1: Dr. Markus Köster, Head of Research and Development in the Industrial Analytics business unit (left), and Tobias Gaukstern, Head of the Industrial Analytics business unit (right), proudly presented the award for the software solution in Berlin.



Capture 2: Tosha Hübert, Marketing Manager at Weidmüller (left) and Benjamin Hollmann, Head of Marketing Management at Weidmüller (right), were delighted with the awards for Klippon Connect and Industrial Analytics.

### **Weidmüller – your partner in industrial connectivity.**

As experienced experts we support our customers and partners around the world with products, solutions and services in the industrial environment of energy, signals and data. We are familiar with their industries and markets and we know the technological challenges which tomorrow will bring. We therefore continuously develop innovative, sustainable and value-adding solutions to meet customers' individual needs. Together we set standards in Industrial Connectivity.

The Weidmüller Group has manufacturing plants, sales companies and representatives in more than 80 countries.

In the 2017 financial year Weidmüller generated sales of 740 million Euros with a workforce of around 4,700.

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