

Press release

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Sensor Instruments awarded the TOP 100 Seal

Competition bases on scientific selection criteria / prize to be awarded by Ranga Yogeshwar in June

THURMANSBANG. Reward for innovation: after convincing the jury of the 29th round of the TOP 100 competition, the Thurmansbang-based Sensor Instruments GmbH was awarded the prestigious TOP 100 Seal 2022, a distinction reserved for especially innovative medium-sized companies. Sensor Instruments will be presented with the award on 24 June by the competition mentor, science journalist Ranga Yogeshwar.

The TOP 100 is awarded following a rigorous scientific selection process. Working on behalf of compamedia, innovation researcher Prof. Nikolaus Franke and his team examined the work of Sensor Instruments by applying more than 100 innovation indicators from five categories: innovation-promoting top management, the innovation climate, innovative processes and organisation, external orientation / open innovation and innovation success. The TOP 100 analysis seeks to establish whether the innovations produced by a company are the result of chance or systematic planning and are thus repeatable. Special weighting is given to the extent to which products and improvements are able to establish themselves on the market. Further information on the test criteria can be found here: www.top100.de/pruef Kriterien.

Sensor Instruments numbered amongst the top innovators for the first time in 2022. Working in the field of optical and laser sensor technology, the company has made a name for itself primarily through the deployment of marker technology to develop product tracking solutions.

Successful in a niche: as a medium-sized company, Sensor Instruments does not cater for the mass market, but focuses on lucrative niche markets in which the company's special know-how - for example in the field of laser technology and luminescence measurement - can best be applied and extended. In particular, the company focuses on pioneering sectors, in which expertise, flexibility, speed and tenacity are at a premium. "Creating something new is more than just work, it is passion!" thus Walter Braumandl, CEO of Sensor Instruments GmbH. This leads to the development of products with new properties or entirely new products. "It is the positive feedback from our customers that spurs us on to tackle and master new challenges. We are all the more pleased that our efforts have now been rewarded with the TOP 100 Innovation Award," says Walter Braumandl, not without a little pride.

To ensure that all applicants have the same chances, the seal is awarded in three categories for companies with up to 50, 51 up to 200 and more than 200 employees. Of the 436 SMEs which applied, 294 were inducted into this year's TOP 100 (maximum 100 per category).

"How much is a company focused on innovation? How consistently are its structures structured to this goal? These are the questions which we investigate for the TOP 100" explained Prof. Nikolaus Franke, scientific director of TOP 100. "Only the most innovative



SMEs receive the seal, which demonstrates that they are excellently equipped to meet future challenges."

Sensor Instruments is looking forward to a second cause for celebration on 24 June, when the top innovators of 2022 will gather in Frankfurt am Main for the award ceremony at the German SME Summit, with Ranga Yogeshwar presenting the prizes. The science journalist has accompanied the innovation competition as a mentor for eleven years.

TOP 100: the award

Awarded by compamedia since 1993, the TOP 100 Seal is awarded to medium-sized companies to recognize special and above-average innovation and success. The scientific assessment has been the responsibility of Prof. Dr. Nikolaus Franke since 2002. Prof. Franke is the founder and director of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. With 25 research awards and over 200 publications, he is one of the leading innovation researchers worldwide. The science journalist Ranga Yogeshwar acts as mentor of TOP 100. The project partners are the Fraunhofer Society for the Promotion of Applied Research and the SME association BVMW. The magazines *manager magazin* and *impulse* act as the media partners of the company comparison. Further information and registration: www.top100.de.

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