

Press Release

1st July 2014

LED Linear again honored as top innovator in 2014

Germany/Neukirchen-Vluyn/Essen – For over 20 years the "Top 100" seal stands for innovation, curiosity and team spirit. The LED Linear GmbH from Neukirchen-Vluyn belonged again to one of the top innovators and received the coveted award on June 27 for the second time. "Top 100" mentor Ranga Yogeshwar honored the winning companies at the German SME Summit in Essen.



What are the similarities of the Burj Khalifa in Dubai, Suntec City in Singapore and the Google Tech campus in California? They are all equipped with lighting systems of LED Linear from Neukirchen-Vluyn. The still quite small business with its nearly 100 employees worldwide has become the global number one in the field of linear lighting technology in just seven years. In 2014 LED Linear continues its success story as it gets awarded as a top innovator for the second year in a row. Already in 2013, the jury was convinced by a huge growth in sales and number of employees. And the company continues to grow: since awarded as "Innovator of the Year" in 2013 already 10 more employees were recruited.

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The facade of "Suntec City International Convention & Exhibition Centre" in Singapore - illuminated with light lines from LED Linear.

LED Linear develops and produces high-quality linear LED lighting systems and has developed, thanks to its excellent innovation management, a unique modular toolkit that allows more than 13 million individual lighting solutions to be designed. This makes it possible that lighting solutions tailored specifically for each customer can be offered. The company is particularly proud of its latest innovation named "XOOMINAIRE". This architectural lighting fixture family is a balance between design and functionality and offers greater efficiency and a better, absolutely homogeneous light - in comparison to classic lights with T5 fluorescent lamps.

"We are still a young and small business and consider basically even ourselves still as an innovation project," says CEO Dr. Michael Kramer. "Therefore, it is important for us to know exactly the needs of our customers." The management and sales regularly ask partners and customers for new trends and keep the results in bullet points for new product development in a product roadmap. With selected leading business partners, the company shares the early product ideas, sketches and models. Thus, the company gets a feel for their ideas merchantability. In a further step, the results are then communicated to the individual divisions, where both the technical feasibility and cost targets can be checked.

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Panel of experts at the German SME Summit with Dr. Michael Kramer with the motto "Challenge innovation - how do I invent myself anew?"

For Dr. Michael Kramer the success at "Top 100" is something really special and also corresponds to the company's philosophy: "Winning the 'Top 100' seal we see as a reward for our joint efforts in the company. But being innovative also means to not rest on our laurels. That is why we celebrate today - and fiddle with new ideas tomorrow." Even outside of his company Dr. Michael Kramer shows commitment for new ideas, progress and innovations. As an expert he takes part at the German SME Summit and discusses in the specialist panel "Challenge innovation"- how do I invent myself anew?" along with science astronaut Prof. Dr. Ulrich Walter and innovation researcher Prof. Dr. Nikolaus Franke.

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A demanding selection process precedes the leap into the "Top 100". The innovation researcher Prof. Dr. Nikolaus Franke and his team from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics have examined applications from 247 companies. The study focuses on innovation management and innovation success. "The 'Top 100' succeeds in an outstanding way in transforming their ideas into market success. That is the hurdle where many other companies fail. The top innovators meet this challenge with a strong team spirit, efficient processes and often with the early involvement of customers and external partners in the development", says Prof. Dr. Franke.

Mentor

The project's mentor is the journalist and television presenter Ranga Yogeshwar.

Project management and partners

Since 2002 this project has been managed by Professor Nikolaus Franke from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. The focus of his research is on entrepreneurship, innovations management and marketing. He is one of the world's leading experts in the field of user innovation. The Fraunhofer Society for the Promotion of Applied Research is acting as the Top 100 project partner and the Süddeutsche Zeitung newspaper is the media partner.

Organiser: compamedia – mentor to the best SMEs

compamedia GmbH was founded in 1993 and has a team of 19 employees who organise the Top 100, Top Job and Top Consultant competitions for German SMEs. It also launched the Ethics in Business initiative. It supports and awards prizes to small and medium-sized firms for outstanding achievements in the fields of innovation, human resources management, consulting and corporate social responsibility. compamedia works closely with leading universities on these projects.

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