

PRESS RELEASE

June 26 2023

Wortmann Group Detmold

TOP 100-Award: Ranga Yogeshwar honors the Wortmann Group

Wortmann successfully participates in the TOP 100 innovation competition and joins the ranks of Germany's most innovative medium-sized companies in the largest starting field in the history of OP 100.

Congratulations at the German SME Summit: Ranga Yogeshwar congratulates Wortmann Schuh-Holding KG from Detmold on being awarded the TOP 100 certificate. The award celebration at the Summit took place on Friday, June 23, for all medium-sized companies that received the TOP 100 certificate at the beginning of the year. The science journalist is mentoring the innovation competition, which is being held for the 30th time. In the scientific selection process, Wortmann made a particular impression in the category "innovation success".

TOP 100 identifies transparently the most innovative companies in the SME sector, based on scientific research. The key to success in the TOP 100 is not individual inventions, but a company's innovation management and innovation success. On behalf of compamedia, the organizer of the comparison, Prof. Dr. Nikolaus Franke from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration and his team evaluated the candidates in five categories. Of particular importance is whether a company's innovations are merely a product of chance or are systematically planned and thus repeatable in the future.

To ensure that all applicants have the same opportunities, the certificate is awarded in three size categories, depending on the number of employees. "TOP 100 is about the question of how important the innovation goal is within the company," says Prof. Dr. Nikolaus Franke, scientific director of the competition. "Do routines and habits dominate or is the company capable of questioning the existing, thinking creatively and in new ways, and successfully implementing itself on the market? We analyze this ability using more than 100 test criteria." Wortmann was able to convince in the "Innovation Success" category.

The Wortmann Group from Detmold sees it as a future task to bring more sustainability into the industry. "The use of recycled materials, renewable energy and alternative raw materials - these are essential factors for a more sustainable future," explains Jens Beining, Managing Partner of the Wortmann Group. This focus is paying off: With the brand Tamaris, the company has managed to become the market leader for vegan fashionable women's shoes. Last but not least, Wortmann went one step further with biobased materials. For example, the team developed a mule made of mushroom material with an outsole made of algae. "With products like this, we want to show that it is possible to use sustainable materials industrially for shoe production as well," reports the managing director. He is proud of the pioneering work that his company keeps doing.

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However, products are not the primary drivers of innovation in a company. It is mostly changing processes and new services that ensure the sustainable success of the Wortmann Group. "In our industry, it is quite important to react quickly and flexibly. This includes digital trade fair concepts or the interactive feature "Guided Shopping", which enables us to hold virtual sales talks. Innovations, stable and resilient corporate management, but not least sustainable action: "These are the foundations of our future success," Beining concludes.

Click here to get more information of the Top100 competition: <https://www.top100-germany.com/>

About the Wortmann Group

The Wortmann Group, Detmold, known primarily for its Tamaris brand, is one of the largest shoe production and distribution companies in Europe and is considered the market leader for fashionable women's shoes. The collections are sold in over 70 countries and more than 15,000 shoe shops worldwide. Apart out from the top brand Tamaris, the group of companies includes the brands Marco Tozzi, Caprice, Jana and s.Oliver shoes. In addition, there is Novi Footwear International Co. Ltd. in Hong Kong, which counts numerous global retail chains among its customers. Internationally, the group has over 1,100 employees. Worldwide, about 30,000 workers produce for the Detmold-based company.



from left to right: Sarah Schröder (Assistance to CEO & Projectteam Wortmann), Ranga Yogeshwar (Mentor TOP 100-competition), Andreas Burmeister (Head of CSR Wortmann Group & Projectteam Wortmann)

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Tamaris

MARCO TOZZI

CAPRICE[®]
walking on air

Jana[®]

s.Oliver