

PRESS RELEASE

February 1st 2023

Wortmann Group Detmold

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 TOP 100 history so far

Wortmann has convinced with its innovation qualities and received the TOP 100 award 2023. TOP 100 is the only independent award for innovation management in Germany. The award is presented to highly innovative medium-sized companies. On June 23, science journalist Ranga Yogeshwar will personally congratulate on this success at the award ceremony in Augsburg.

TOP 100 identifies the most innovative companies in the midmarket sector transparently, comprehensibly and on a scientific basis. The key factors for success in the TOP 100 are not individual inventions, but a company's innovation management and innovation success. On behalf of compamedia, the organizer of the competition, Prof. Dr. Nikolaus Franke from the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration and his team evaluate the candidates in five categories: Innovation-promoting top management, innovation climate, innovative processes and organization, external orientation/open innovation, and innovation success. More than 100 parameters are taken into account. Of special importance is whether a company's innovations are just a product of chance or are systematically planned and thus can be repeated in the future.

"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 able to question the status quo, think creatively and in new ways, and successfully implement them on the market? We analyze this ability using more than 100 test criteria," he explains.

The Wortmann Group from Detmold focuses on a culture of innovation that creates creative spaces, encourages teamwork and loosens comfort zones, rewards courage and allows a culture of dispute in the interest of the cause. It has long been part of Wortmann's self-image that products are not the sole drivers of innovation in a company. Above all, it is also changed processes and new services that ensure the sustainable success of the Wortmann Group. "Driven by the will to constantly develop forward, we have reacted quickly and successfully to the new requirements on the market, particularly in these challenging times. Whether digital trade fair concepts or the interactive feature Guided Shopping, which enables us to have virtual sales talks. Whether the use of bio-based and resource-saving materials in shoe production or the further development from a shoe brand to a lifestyle brand - supported by the opening of our established campaign, which dares to step from the white space into the living space of our female customers. A cross-media stage for women and their life moments with high identification potential. As a company, we look back on numerous innovation processes." Says Jens Beining, CEO of the Wortmann Group.

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On June 23, all top innovators of 2023 will come together in Augsburg for the award ceremony at the German Medium-Sized Businesses Summit. There, Ranga Yogeshwar, who mentored the innovation competition, will personally congratulate them on their success at TOP 100.

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.



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Tamaris

MARCO TOZZI

CAPRICE®
walking on air

Jana®

s.Oliver