

Ellwangen, July 4, 2003

## VARTA Microbattery awarded for innovation power

**TOP 100** highlights innovative potential of small to medium sized companies.

VARTA Microbattery GmbH in Ellwangen is one of the leading innovators among the German small to medium sized companies. This is now the 10th time that the renowned initiative TOP 100 considers extraordinary, innovative performances for these companies. Common feature of the awarded companies is a professional innovation management which allows them to use their existing potential optimally even on a long-term basis. VARTA Microbattery GmbH succeeded to get listed **among the 10 best companies** in the total rating.

Initiator of this project and publisher of the book „TOP 100 – Ausgezeichnete Innovatoren im deutschen Mittelstand“ is Lothar Späth, former Prime Minister of Baden-Württemberg.

The Battery Experts have been judged against the following criteria: innovation climate and marketing, innovative processes, innovative organization as well as their stimulation by the top management. The listing among TOP 100 is decided by the degree of using the existing innovation potential.

VARTA Microbattery GmbH performed extraordinarily well in all categories and is therefore belonging to the



TOP 100 companies 2003. 715 employees in Germany contribute to the innovative power of the company; at present, its high tech products find their preferred application mainly in handhelds and mobile phones. The company's rule is: think today about tomorrow! 200 patents during the last three years testify this demand.

The annual benchmarking project TOP 100 is based on a procedure developed by Dr. Nikolaus Franke, professor for Foundation Research at the Economic University Vienna. This procedure guarantees a detailed investigation of the innovation potential. Though certain factors have been identified to achieve innovation power, every company has to find its own special way to success.

All companies rated as TOP 100 companies 2003 – thanks to their innovation power – are presented in the book “TOP 100 – Ausgezeichnete Innovatoren im deutschen Mittelstand” (228 pages, 19,90 €, Wirtschaftsverlag Carl Ueberreuter, [www.top100.de](http://www.top100.de)). The book shows portraits of the companies as well as a description of the current innovation management in small- to medium-sized companies by Professor Franke. Practical expert contributions (e.g. from innovation expert Prof. Dr. Tom Sommerlatte, McKinsey-Partner Rolf Breidenbach and futurologist Matthias Horx) supply further input for innovative entrepreneurs.

*Translation of German press release from Compamedia GmbH, Überlingen ([info@compamedia.de](mailto:info@compamedia.de))*

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Das Unternehmen

# VARTA Microbattery GmbH

zählt zu den innovativsten Betrieben im deutschen Mittelstand.

Es hat sich für die Aufnahme in das Buch  
*TOP 100 – Ausgezeichnete Innovatoren im deutschen Mittelstand*  
qualifiziert und ist berechtigt, mit der Auszeichnung  
*Member of TOP 100* zeitlich und räumlich uneingeschränkt zu werben.

Berlin, Juli 2003

Prof. Dr. Nikolaus Franke  
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