



Press Release

Münster, 01 July 2025

TOP 100 award: Ranga Yogeshwar recognises Witte Technology's innovative strength

Congratulations to the hotbed of innovation: Ranga Yogeshwar congratulates Witte Technology GmbH from Münster on its success in the TOP 100 competition. The award ceremony took place on Friday 27 June in Mainz as part of the German SME Summit for all SMEs that were awarded the TOP 100 seal at the beginning of the year.

The science journalist is accompanying the innovation competition, which is being held for the 32nd time, as a mentor. In the scientific selection process, Witte Technology was particularly impressive in the size category B (51 to 200 employees in Germany) in the category External Orientation / Open Innovation.



Photo: Ranga Yogeshwar presents the TOP 100 award to Witte Technology GmbH. From left to right: Dr Matthias Seiler (CEO Witte Group and Managing Director of Witte Technology GmbH), Ranga Yogeshwar (science journalist and TOP 100 mentor), Udo Feldmann (Managing Director of Witte Technology GmbH).

The TOP 100 company portrait published on the occasion of the award states:

How can wafer-thin labels be transformed into real sensors? A question that is regularly asked at Witte Technology GmbH in Münster when it comes to forgery-proof products and seamless tracking. The medium-sized printing specialist uses printed films and converting systems to develop combined solutions for the automotive, chemical, pharmaceutical and healthcare industries - and is always thinking of new ways to innovate.

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To ensure that such projects are developed, the team constantly monitors market trends, trade fair reports and information from associations. New ideas are quickly scrutinised: The management authorises resources, while a weekly jour fixe with the sales and development departments provides clarity in addition to regular gatekeeper meetings. For example, a joint new development in the healthcare sector was created using printed sensor technology for medical applications - including a joint patent.

Sophisticated innovation processes

Innovation management is coordinated by employees from management, sales, controlling, technology and research. Ideas and projects go through a customised stage-gate process that is geared towards the successful realisation of breakthrough innovation projects in SMEs with its management tools and gate criteria. Methods such as Kano, pre-mortem, diffusion of innovation and FMEA analyses help to identify innovation barriers at an early stage and systematically manage the commercial and technical project risk. A minimum project management standard suitable for SMEs paired with consistent core competency management round off the approach. "The ability to understand market needs and customer enthusiasm at an early stage in order to develop agile customer solutions based on core competencies and position them successfully on the market is a very important asset that sets Witte Technology GmbH apart," say Dr Matthias Seiler and Udo Feldmann, Managing Directors of Witte Technology GmbH.

Diverse applications, continuous development

Whether security labels, chemical-resistant labelling or system solutions based on printed electronics: Witte Technology GmbH's fields of application are diverse. Each order follows a coordination model with short paths and clear responsibilities. According to Udo Feldmann, this promotes a culture of joint progress: "We have a long tradition, but we never want to stand still." External partners are also involved at an early stage: Universities contribute ideas, customers take part in new projects. This results in RFID solutions or printed electronics that are the result of a convincing innovation process.

The portrait can also be found here: www.top100.de/die-top-innovatoren

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TOP 100: the competition

Since 1993, compamedia has been awarding the TOP 100 seal for special innovative strength and above-average innovation success to medium-sized companies. The scientific management has been in the hands of Prof Dr Nikolaus Franke since 2002. Franke is the founder and director of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. With 27 research prizes and over 200 publications, he is one of the leading innovation researchers internationally. The mentor of TOP 100 is the science journalist Ranga Yogeshwar. Project partners are the Fraunhofer Society for the Promotion of Applied Research and the BVMW association for small and medium-sized enterprises. The magazine manager magazin accompanies the company comparison as a media partner, the magazine "ZEIT für Unternehmer" as a co-operation partner. More information and registration at www.top100.de.