

## **Innovation as a Value Driver**

### **Wack Group invests more than 10 percent of sales in research and development**

Germany reached only rank 12th in the international comparison of innovativeness. This emerges from the Global Innovation Index 2015, which is regarded as an indicator for the sustainability of an economy. Expenses for research and development of enterprises were at 2.85 percent in Germany. At the Wack Group in Ingolstadt, it's different. More than 10 percent of the annual revenue generated (in the past year, the gross income was EUR 30 million) is reinvested in research and development - with lasting success.

This high level of innovation is due to the company's philosophy. Their drive and motivation is based on the motivation to bring only new products and solutions to the market or provide better performance than existing products. More than 20% of the 250 employees worldwide work for this target in the research and development departments of the company. "Innovation is one of the key value drivers of the industry. Our success is a combination of healthy growth, intelligent management, continuous innovation and the reinvestment of profits placing the company on a solid foundation. In terms of our innovation, we follow a clear strategy which leads to a long-term maximization of revenue," says Dr. Harald Wack, managing director of the global Dr. Wack Holding GmbH & Co. KG.

New product sales average 15% of turnover thereby proving this entrepreneurial motto. In the past decade additional subsidiaries were established, including Asia to better understand the customer benefits and local claims. "Our presence in these markets and our focus on the individual needs of our customers is crucial for successful internationalization," says Dr. Harald Wack. The latest facility with its own modern research and development laboratory was opened in October 2015 in South Korea - the fifth branch within Asia. Other service centers and production sites are planned.

## Company Information

The company, founded in 1975 by Dr. Oskar K. Wack and led by his son, Dr. Harald Wack since 2012 is divided into three divisions. ZESTRON is well known as a manufacturer of cleaning agents and as a world leader in electronic precision cleaning with own branches in the USA, Japan, China, Malaysia and South Korea. The "Consumer" division is one of the leading providers in the segments automobile, motorcycle and bicycle care with the brands A1, P21-S, CW 1: 100, S100 and F100. IdentPro specializes in the optimization of production processes and intralogistics processes using Auto ID technology like RFID, Barcode, NFC and forklift-based 3D-tracking (RTLS). Worldwide, the Group has currently more than 250 employees, around 140 people at its headquarters in Ingolstadt. In addition to ambitious expansion plans abroad, the German headquarters is continuously expanded and strengthened. A mainstay of the company has always been not to focus solely on profitability and productivity, but also to humanity. With the establishment of the Anni-Hofmann Foundation ([www.http://glioblastoma-research.org](http://glioblastoma-research.org)) in 2012, we support the medical research on glioblastomas.