



Claudia Lässig proudly holds this year's TOP 100 seal. | © Lässig GmbH



HEADING TOWARDS THE FUTURE: LÄSSIG IS ONCE AGAIN TOP INNOVATOR

Babenhhausen, February 6, 2024 – The year 2024 begins with good news: LÄSSIG is successfully continuing its course of innovation and is once again honored with the coveted TOP 100 Innovator Award. The prestigious award recognizes particularly innovative medium-sized companies and will be presented at the German SME Summit in Weimar on June 28, 2024. The award will be presented by science journalist Ranga Yogeshwar, who has been closely associated with the competition as a mentor for many years.

Innovative strength put to the test: the TOP 100 Award

The TOP 100 Award is the only innovation competition in Germany that honors not only individual products, but the entire innovation management of companies. Five categories are evaluated, including innovation success, innovation climate and innovative processes. The selection process is based on over 100 indicators and checks whether the innovations are systematically planned and therefore repeatable. This not only measures the market success of new products, but also evaluates the entire innovation potential of a company. Particular attention is paid to the innovation-promoting management.

"At TOP 100, not only our products and services were evaluated, but also our culture of innovation and our structured approach to developing new ideas and concepts. At LÄSSIG, we firmly believe that sustainable and future-oriented action is essential in order to be successful in the long term. These values are deeply rooted in our corporate culture and have contributed significantly to our success," explains Claudia Lässig, who manages Lässig GmbH together with Andrea Sibylle Ebinger and Karin Heinrich.

"The TOP 100 seal is not only an award for our past, but also an obligation for our future. It motivates us to continue being at the forefront of innovation and to always offer our customers the best," says Andrea Sibylle Ebinger.

Pioneering innovations for modern everyday family life

LÄSSIG receives the coveted TOP 100 seal for the fourth time and once again proves the sustainable success of its innovation management. The award confirms the company's efforts to make everyday life easier for young, modern families through innovative solutions. LÄSSIG is passionately committed to continuously developing new, pioneering products that meet the special needs of families while creating real added value. This commitment goes far beyond pure product development. With resource-conserving, efficient production processes and a socially and environmentally conscious approach, LÄSSIG aims to revolutionize the market for baby and toddler equipment in the long term.

"At LÄSSIG, we see innovation not just as a result, but as an ongoing process. We want to create an innovation-friendly atmosphere in our company in which creativity, a willingness to learn and a positive error culture are not just buzzwords, but principles that we live by. The renewed presentation of the TOP 100 Award shows us that our efforts in innovation management are bearing fruit. That makes us very proud," adds Karin Heinrich.



ABOUT TOP 100: THE COMPETITION

As an expert in benchmarking projects, compamedia has been awarding the TOP 100 seal for special innovative strength and outstanding innovation success to medium-sized companies since 1993. 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 26 research awards and over 200 publications, he is one of the leading innovation researchers internationally. The mentor of TOP 100 is the science journalist and author Ranga Yogeshwar. Project partners are the Federal Association of economy (BVMW) and the Fraunhofer Gesellschaft. The magazines Manager Magazine and Impulse accompany the comparison of companies, as media partners. More information at www.top100.de



ABOUT LÄSSIG

Lässig GmbH, which was founded by Claudia and Stefan Lässig in 2006, is an internationally successful lifestyle company with its headquarters in Babenhausen, Hesse. From the very beginning, the entire LÄSSIG team has worked to show that profitability, social commitment and sustainability can be combined in an innovative company.

For 18 years, the **LÄSSIG** brand offers high-quality, sustainable, stylish and functional fashion and lifestyle products for babies, children and parents. These are created with great attention to detail and meet the demands of modern, active, environmentally conscious families. All styles inspire with a contemporary eco design and score with many great features that make everyday family life easier. They also grow with the needs of the individual family members – out of love for people, animals and nature. The products can be found in 50 countries in stationary stores and online stores as well as in the company's own online store. At the end of 2022, Ambienta SGR SpA, one of Europe's largest asset managers specializing in sustainable investments, joined the company to support its strong growth trajectory with further internationalization and expansion.

PALOPA, the new LÄSSIG brand, has been offering innovative dog products since 2022 that optimally meet the needs of beloved four-legged friends as well as the demands of dog owners. High-quality and sustainable – out of love for animals, people and nature.

Further information at: www.laessig-fashion.com and at www.palopa-pets.com