

# SCHWALBE



PRESS RELEASE 01/02/23

## SCHWALBE RECEIVES TOP 100 SEAL

### SUCCESSFULL PARTICIPATION IN INNOVATION COMPETITION

Schwalbe is one of the most innovative medium-sized companies in Germany and has received the TOP 100 seal 2023. The family-owned company did particularly well in the categories of innovation-promoting top management and innovation success in Germany's only independent innovation award.

Schwalbe prevailed this year among a total of 550 applications, joining 99 other companies awarded the seal in their company category. Since the seal is awarded in three company sizes, 300 companies were successful.

The innovation competition is under the scientific direction of Prof. Dr. Nikolaus Franke from the Vienna University of Economics and Business Administration, who, together with his team, examines the companies on the basis of more than 100 criteria from five categories: Top Management Promoting Innovation, Innovation Climate, Innovative Processes and Organization, External Orientation/Open Innovation, and Innovation Success.

*„Receiving this award in the 50th anniversary year of the Schwalbe brand makes me immensely happy. Without innovation and constant further development, we would not be where we are today. It is enormously important for us to be constantly open to new ideas. That's why we deliberately give our employees at Schwalbe a great deal of freedom. This includes thinking in new ways and starting development without being immediately controlled.“*

- Frank Bohle, CEO Schwalbe

As Europe's leading brand for bicycle tires, Schwalbe demonstrates its innovative strength year after year. In 2022, for example, the Marathon Efficiency was introduced: A state-of-the-art touring tire that combines familiar Marathon quality (puncture protection, durability) with road bike technology and thus sets new standards. Thus, the Marathon Efficiency even increases the battery range for e-bikes.

At the same time, Schwalbe takes responsibility for the next generations. As a pioneer in the bicycle industry, the family-owned company developed the world's first bicycle tire recycling system together with its cooperation partners TH Köln and Pyrum Innovations AG. Previously, bicycle tires were incinerated and the raw materials were lost. With the holistic recycling, 80% CO2 is saved.



*The top innovators of 2023 will gather in Augsburg on June 23 for the award ceremony. There, science journalist Ranga Yogeshwar will personally congratulate them on their success.*

