

## Is Germany catching up in digitalisation? How Witzenmann lives the digital pioneering spirit

**Becoming one of the top ten countries in Europe in terms of digitalisation by 2025 - that is the German government's ambitious goal. The economy plays a key role in this: how can digitalisation and innovation be brought to life in German companies? Witzenmann, the world's leading expert in the safe and efficient management of media and energy for mobility and industry, is showing how it's done. And is consistently focussing on innovation, technology and digital pioneering work. The more than 2,800 patents speak for themselves: with its start-up spirit and digital innovation skills, the company is constantly finding new ways to become a winner in the digital transformation - even beyond its core business. Ideas and business models that prove successful on the market are constantly emerging from the specially created Digital.Lab.**



"Innovation is firmly rooted in Witzenmann's DNA - long before digitalisation became relevant for us in Germany," says Philip Paschen, COO/CDO of Witzenmann. "We therefore see digitalisation not as a challenge, but as an opportunity. With our "Digital Strategy 2025", we have therefore set ourselves the goal of making Witzenmann the winner of the digital transformation. Our own digital laboratory - the Digital.Lab - has already produced successful innovations in the form of solutions at the interface of our core business and beyond. For example, SMART.WI., the digitalised IoT product category, or PEDLAR, the procurement platform for special requirements."

### **The Witzenmann formula for innovation**

But what does it mean for a company to be permanently innovative? Put simply, it must continuously create something new - whether new products or processes. This requires creative minds: technology-enthusiastic material freaks, IT nerds and inventors who score with a wealth of ideas, expert knowledge and competence. Witzenmann has been doing just that - for more than 150 years. As the inventor of the metal hose, the globally active company is the founder of an entire branch of industry and continuously drives innovation in the sector. "When we think and work on innovations, the environment is an important factor. We like to work in different laboratories because we are convinced that real innovations can only be created in a suitable environment. For us, a laboratory is a space equipped for the special needs of application research, which is used to conduct experiments and develop creatively. Here, our employees can test different ideas and approaches without having to worry in advance about whether or not they will be successful in the existing productive infrastructure," explains Paschen. This approach creates a working atmosphere in which mistakes are seen as valuable learning experiences and help to drive the innovation process forward. Witzenmann has a number of

specialist laboratories, each of which focuses on an overarching topic: from materials and welding technology to digitalisation.

### **Digital pioneering spirit from the test tube**

Absolutely digital - digitalisation plays an important role in Witzenmann's vision. The company will become a winner of the digital transformation. To this end, Witzenmann has defined four roadmaps that bundle projects in the fields of "customer", "improvement", "IT technology" and "culture". "Culture" is particularly important in this context. After all, it is the employees who have to live the digital culture so that it can seriously succeed - i.e. lead to successful digital business models. "The unique pioneering spirit of our employees is crucial to our long-term and sustainable success," says Paschen. "That's why we like to call our Digital.Lab our greenhouse for digital innovation. New digital business models are created here in a test tube, so to speak."



*Philip Paschen, COO/CDO von Witzenmann*

[SMART.WI.](#) is a good example of what such a successful digital product from Witzenmann's think tank can look like. SMART.WI. is the first solution for pipes that monitor themselves. The innovation closes a hitherto existing safety and maintenance gap in industrial pipework networks. Thanks to sensor technology, measurement electronics and cloud networking, intelligent expansion joints record and analyse key system data (pressure, temperature and movement cycles). This makes Witzenmann the first company in the industry to offer a solution with which so-called passive line elements can be digitally monitored at any time via the SMART.WI.Portal, regardless of the manufacturer, and critical system data can be kept in view in real time. It therefore offers increased operational reliability and maintenance efficiency.

Another example of a successful incubation is [PEDLAR](#). This is a start-up that emerged from the Digital.Lab and aims to simplify one-off purchases. If a team is held up by complicated and time-consuming ordering processes, this is not only time-consuming and frustrating, but also slows down the progress of the project. PEDLAR solves exactly this problem by helping large companies to automate simple one-off purchases and save internal costs at the same time. "PEDLAR is a project close to my heart and I am very proud of our team, which has once again managed to forge a new digital path," says Paschen, "For me, it is proof that our path of creative and free experimentation in our Digital.Lab is the right one and that completely new business models can emerge alongside our core business. Our customers benefit twice over: from our product innovations, but also from completely new business model innovations such as PEDLAR, which make their sourcing processes faster and more cost-effective."

**The Witzenmann Group**

The Witzenmann Group is the world's leading expert in the safe and efficient channeling of media and energy for mobility and industry. Its headquarters are in Pforzheim. With a total of 22 companies in 17 countries worldwide, the family-owned company employs around 4,300 people. In 2022, turnover of € 730 million was achieved.

Innovation, technology and digital pioneering work characterise Witzenmann: The company is the development partner with the world's broadest product range of metal hoses, expansion joints, metal bellows, pipe supports and vehicle parts and offers intelligent product solutions and services to its customers from a wide range of industries.

**Further information is available at:**

Witzenmann: <https://www.witzenmann.de/de/>  
Innovation: <https://www.witzenmann.de/de/innovation/>  
Digitisation: <https://www.witzenmann.de/de/digitalisierung.html>  
SMART.WI.: <https://www.witzenmann.de/de/innovation/zukunftsthemen/smart.wi/>  
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PEDLAR: <https://www.linkedin.com/company/pedlar-de/>



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**Images and captions**



Caption: Innovation, technology and digital pioneering work go hand in hand at Witzenmann - one example of this is SMART.WI.

Photo source: Witzenmann



Caption: Philip Paschen, COO/CDO of Witzenmann

Photo source: Witzenmann GmbH

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