



Press release

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REEDEREI NSB is one of the most innovative German companies

Awarded: REEDEREI NSB now bears the title "Top 100". The jury of the German Innovation Award has chosen the Buxtehude-based company as one of the most innovative 100 companies. With this award, the jurors honour the innovation management of medium-sized companies and thus acknowledge the work on the future viability of the companies.

Buxtehude - REEDEREI NSB is the only company in the shipping/shipbuilding category to hold the title "Top Innovator 2021" this year.

"We are very happy and very proud to be able to carry the Top Innovator title in 2021", says Tim Ponath, Chief Executive Officer of NSB. "The result shows that our long-term efforts to create a climate of creativity, improvements and everyday small innovations are successful. Our ability to innovate establishes and strengthens the future and planning security for our employees, for our customers and partners, and for us as NSB. We will continue to do things differently, constantly question ourselves and thus shape the future for ourselves", continues Tim Ponath.

The jury determines the innovative strength of the companies based on various evaluation categories. "At the core is the question of whether innovations are the result of a planned approach or a product of chance, i.e. the repeatability of innovative achievements and about whether and how the corresponding solutions prevail on the market," organizers say.

According to the organizers, this is the only competition in Germany that honours innovation management, it is the "most important award for innovative companies in the SME sector" and the "Club of Excellence" gathers the "German innovation elite." Among others, the jury includes Frank Thelen, Dr. Roland Berger, Sabine Christiansen, Gregor Gysi, or Lars Hinrichs. The Innovation Award is presented annually to 100 medium-sized German companies since 1993.

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