

**PUBLICATION TOP 100 – THE AWARD FOR GERMANY’S MOST INNOVATIVE SMES**

Portrait: Helmut Fischer GmbH Institut für Elektronik und Messtechnik

**Success is Measurable**

**Accuracy, precision and reliability: this is what matters in measurement technology. Since 1953, Helmut Fischer GmbH has been developing high-quality instruments for coating thickness measurement, material analysis, materials testing and microhardness determination for a wide range of industries and applications. The focus of the innovation-oriented top management on research and development has led to the technological leadership of this company – not least thanks to the good internal innovation climate.**

Top management relies on unique strategies to promote innovation. It means the project innovation teams are constantly being reshuffled. They are made up of traditional developers and lab managers, interested employees and key customers. "Innovative methods are used and propagated at our company up to top management. This already gives them improved acceptance," says CEO Dr Martin Leibfritz. The focus is uncompromisingly on the quality of the products combined with a consistent service for old instruments. This has placed Helmut Fischer GmbH in the premium segment.

**Biotope with Scope for Development**

The company also stands for a good climate of innovation in which ideas can develop. For a vision to grow unhindered, there is no fixed format. This freedom pays off: without an explicit request from management, employees took care of realising a know-how and innovation platform. Since then, the realisation of new approaches has accelerated significantly. It's also helped during the Corona crisis: the measurement engineers focused early on alternative market segments and intensive dialogue with their customers. For example, the consistent use of digital media and webinars and application training led to a noticeable improvement in incoming orders despite the lockdown.

**Dual presence promotes innovation**

More than 20 % of the 372 employees work in research and development at the German site in close cooperation with universities and institutes. The company relies on a dual presence: in addition to its headquarters in Sindelfingen, it develops unique X-ray optics at the Adlershof Science and Technology Park in Berlin. The so-called polycapillaries are used in the „premium X-RAY“ devices of Helmut Fischer GmbH. They are the prerequisite for reliable coating thickness measurements even on microstructures as small as 20 µm – a measurable success!

