

Press release

How customers become innovation partners: *WirtschaftsWoche* recognizes BPW's co-innovation with Innovative Management Partner (IMP)

- 'Best of Consulting Award' for Innovative Management Partner (IMP) – a groundbreaking methodology led to the development of a digital cargo securing system that helps prevent lorry accidents
- Dr Markus Kliffken: 'IMP's neutral consulting perspective and methodological expertise helped us co-innovate with our clients'

Wiehl/Munich, 12 December 2018 --- Improperly secured cargo is frequently the cause of wobbling and tipping lorries on the road – and accidents and cargo damage cost transport companies millions every year. In future, an innovative, intelligent cargo securing system from BPW will prevent this from happening. Yet the development methodology used, which was supported by the renowned consulting firm Innovative Management Partner (IMP), is also a remarkable aspect of this innovation.

'We focus on the customer'. Never has a phrase been more overused in the business world – often without much behind it. But when BPW Group says it focuses on the customer, it truly means it: as one of the world's leading providers of technologies and services for transport and logistics, BPW not only places its customers at the centre of its innovation strategy, but also actively involves them in its development activities. As a result, the medium-sized, family-owned company (with approximately 7,200 employees worldwide and a turnover of EUR 1.48 billion in 2017) presented a veritable cornucopia of market-ready innovations at the commercial vehicle trade fair in Hanover, Germany, all of which were the result of co-innovation, co-engineering and teamwork with customers. Several of them promptly received innovation awards, like the 'iGurt', a practical sensor that is threaded onto the trailer's lashing straps and monitors their tension. This makes it possible to permanently monitor and seamlessly document that the cargo has been secured correctly; it also reliably prevents damage caused by excessively high tension. This greatly increases safety, since inadequate securing of cargo is thought to be the cause of about 20 to 25 percent of traffic accidents in heavy-duty transport.

The idea and implementation of the [iGurt](#) is based directly on interviews and workshops with BPW customers. BPW commissioned the renowned consulting firm IMP to assist in the development process. This consulting service has now received the 'Best of Consulting' award from the German *WirtschaftsWoche* business magazine.

According to Dr Markus Kliffken, member of BPW's executive board responsible for innovation management: 'IMP supported us extremely efficiently with its methodological expertise throughout the entire development process. As a result, we were able to accurately identify and validate the idea of the iGurt, and quickly bring it to maturity. In this process, we used agile methods, in-depth interviews, user stories and ideation workshops with internal and external experts. The IMP team harmonised perfectly with our own engineering teams and enriched our internal point of view with

the perspective of a neutral consultant. We would like to congratulate IMP on this prestigious award and look forward to working on upcoming projects together.'

This was the ninth year running that *WirtschaftsWoche* magazine honoured Germany's best management consultants with its 'Best of Consulting' and 'Best of Consulting (Medium-Sized Enterprises)' awards. The extensive review of consulting firms identifies Germany's best management consultancies, thus creating clarity in an otherwise opaque market. The winners of the awards are selected on the basis of their projects' success; this helps clients find the best possible consultant for their next project.



Caption: BPW's intelligent iGurt cargo securing system is the successful result of co-innovation with the customer. (Source: BPW Bergische Achsen KG)



Caption: Representatives of IMP and BPW accepted the Best of Consulting Award. (Source: Frank Beer for *WirtschaftsWoche* magazine)

About BPW Bergische Achsen Kommanditgesellschaft

BPW Bergische Achsen Kommanditgesellschaft is the parent company of the BPW Group. With over 1,600 employees, including around 120 trainees, the family-owned company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also offers vehicle manufacturers and operators the ability to increase the efficiency of their production and transport processes.

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About the BPW Group

The BPW Group, headquartered in Wiehl, Germany, is the transport industry's trusted mobility and systems partner, offering innovative solutions from a single source. Its portfolio ranges from axles, suspension systems and brake technologies (BPW), locking systems and trailer superstructure technology (Hestal), lighting systems (Ermax) and plastic technologies (HBN-Teknik) to user-friendly telematics applications for trucks and trailers (idem telematics). The BPW Group's technologies and services enable economical production processes for manufacturers and provide maximum transparency in loading and transport processes for efficient fleet management by vehicle operators. The owner-operated BPW Group encompasses more than 70 companies worldwide and has approximately 7,000 employees. www.bpw.de/en

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Die Marken der BPW Gruppe:

