

## **DATRON Innovative Strength Again Confirmed by Independent Study**

*DATRON AG is committed to continuous innovation and sustainability and is once again one of the TOP 100 SMEs in Germany.*

Mühlthal, 10.04.2017 - Medium-sized enterprises make a significant contribution to the attractiveness of their locations. In addition, their growth and earnings figures are important indicators for the national and international economic situation. In the independent study "MSG TOP 100 Ranking 2016 - Germany's growth and earnings stars" of the Munich Strategy Group, DATRON AG, innovative engineering specialist from Germany, occupies position 73 and is one of the TOP 100 SMEs in Germany.

Together with the daily newspaper "Die Welt", the consultancy Munich Strategy Group (MSG), for the seventh time, has selected the medium-sized TOP 100 growth and earnings stars and found a tremendous global competitiveness and a significant shift from an analogue to a digital economy. DATRON AG asserted itself among 3,500 companies in the sales class of 15 million - 600 million Euro and achieved position 73 in the TOP 100 ranking due to regularly created product innovations and a targeted expansion in high growth regions.

With its innovative milling technologies, DATRON AG is experiencing the fourth industrial revolution. An important driver for the launch of new DATRON machine generations is the digital transformation in the workplace. The results of digitalization are rarely seen as clearly at work as in DATRON products. The latest example is the revolutionary 3-axis milling machine DATRON neo's control, DATRON next, for which DATRON receives enthusiastic feedback from partners and customers alike.

Dr. Arne Brüschen, CEO at DATRON AG, is pleased about the second TOP 100 ranking of medium-sized companies 2016 and underlines the innovative power of DATRON AG: "The fact that DATRON AG is one of the TOP 100 companies of the German middle class confirms our success Strategic priorities. With regular investments in R&D to achieve innovative product innovations, we strive for a healthy and above all sustainable organic growth. "

### **About DATRON:**

DATRON AG develops, produces and sells innovative CNC milling machines for the processing of future-oriented materials such as aluminum and composite materials, dental milling machines for the efficient processing of all common dental materials in dental laboratories, high-speed milling tools and high-performance dispensing machines for industrial sealing and bonding applications. With the help of latest technology, backed by numerous patents and the integration into a comprehensive service package, DATRON offers unique solutions.

DATRON machines are characterized by a high quality and efficiency at very low power consumption. DATRON systems, among others, are used in electrical engineering, metal, plastic and automotive industries, aviation and in dental technology. Over 2,000 machines customers, domestic and foreign, trust in the proven DATRON technology.

DATRON has been on a profitable growth path for years. Thus, sales of around EUR 42.6 million were achieved with more than 25 sales partner worldwide in 2015. Currently, DATRON employs around 250 People.

The company has received many awards during recent years. The consulting firm Munich Strategy Group (MSG) ranks DATRON among the most innovative SMEs in Germany, published in an

independent study at the end of 2016, and further ranked DATRON as a TOP 100 company. Most recently DATRON AG received the "Customer Champion 2016" award at the end of April and the Red Dot Industrial Design Award 2016 for the brand new industrial CNC milling machine DATRON neo plus the red dot communication award for its control software DATRON next.

Further information can be found at [www.datron.de](http://www.datron.de).