

The final round of the Hella Co-Innovation Platform (HIP) innovation competition recently took place at company headquarters in Lippstadt. HIP was initiated in coöperation between electronics purchasing and pre-development.



The aim of the competition is to integrate particularly innovative solutions and technologies into Hella's product development at an early stage, and to lay the foundation for sales growth together with suppliers. Initially, 27 companies from different industries took part and submitted a total of around 70 different innovation proposals, the best three of which will be jointly implemented in the near future. "We are convinced of the new approach. HIP opens up many opportunities for coöperation in innovation with our suppliers," said Joachim Ziethen and Michael Jaeger, who as members of the executive board of the Electronics division are responsible for the Hella Co-Innovation Platform.