France’s Tarkett and Italy’s Cosberg Win International IMP³rove Award in Innovation Management 2015

- Dr. Kai Engel, lead partner of A.T. Kearney’s innovation and R&D management practice presents third International IMP³rove Award during Turkish Innovation Week in Istanbul.
- The award recognizes companies that have demonstrated sustainable growth based on systematic innovation management.
- French company Tarkett, a leader in innovative and sustainable flooring solutions, has won the International IMP³rove Award 2015 in the category for large companies.
- Italian company Cosberg, a producer of machinery for the automation of assembly processes, has won the International IMP³rove Award 2015 in the category for small and medium-sized enterprises.

Eva Diedrichs, managing director of IMP³rove – European Innovation Management Academy, a subsidiary of A.T. Kearney, says, “The innovation award recognizes companies that have demonstrated sustainable growth based on systematic innovation management. This year, more than 100 nominations from 2,000 applicants based in America, Europe, Africa, Asia, and Oceania were considered. The winning companies stand out for the distinctiveness and performance of their innovation management practices and are an inspiration for other companies around the globe.”

Kai Engel, lead partner of A.T. Kearney’s innovation and R&D management practice, says, “Innovation is the key to organic growth. Companies that continually innovate their products, services, processes, organizations, and business models achieve higher revenue and profit growth than their peers and build their long-term competitiveness. Increasingly, successful innovation arises from effective collaboration between large corporates and small, young, pioneering firms. That’s why we’re especially interested in understanding the constraints and best practices on both sides.”

The winner for large corporations is Tarkett (France), a leader in flooring and sports surface solutions that combines strategic foresighting with collaborative innovation methods. Based on this approach, Tarkett successfully launched a smart flooring solution for the healthcare and aged care sector: invisible sensors that monitor patients’ movements and can alert a nurse in case of a fall.

“Tarkett’s creative and agile organization, coupled with our innovation and creativity processes that combine strategic foresights, open innovation and user-centricity, have changed the game of the traditional flooring industry,” says Anne-Christine Ayed, executive vice president of research, innovation, and environment at Tarkett Group. “Our teams are constantly exploring new ways of thinking and are pushing known boundaries. All of us at Tarkett are proud of receiving this award, which acknowledges the commitment of our teams.”

Facts about Tarkett:
Headquarters: Paris-La Défense, France
CEO: Michel Giannuzzi
Year founded: 1886
Products: manufacturer and distributor of flooring products, including vinyl, linoleum, wood, laminate, carpet, rubber, turf, and tracks
Employees: 12,000
Revenue (2014): €2.4 billion
Ownership: listed

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**Cosberg (Italy)**, the winner for small and medium-sized companies, makes machines to automate production processes. Cosberg receives the award for its knowledge management platform that systematically merges feedback from suppliers and customers with lessons learned from the Cosberg teams to form a unique database of improvement suggestions.

**Michele Viscardi, business development director at Cosberg**, says, “At Cosberg, we believe each employee can generate innovation. Over the years, this has resulted in a continuous knowledge-creation process. The management of such a great heritage is carried out daily as the company’s core business. The outcome is the real enhancement of this knowledge, which is guarded, filed, and shared among all staff. This innovative approach is based on the willingness to call ourselves into question every day to pursue continuous improvement, both in terms of process and product.”

**Facts about Cosberg SPA:**
- **Headquarters**: Terno d'Isola (BG), Italy
- **General manager**: Gianluigi Carlo Viscardi
- **Year founded**: 1983
- **Products**: machines and modules to automate manufacturing processes
- **Employees**: 59
- **Revenue (2014)**: €16 million
- **Ownership**: private

The jury of the International IMP³rove Award 2015 in Innovation Management consists of Nicholas Davis, member of the World Economic Forum Executive Committee; Giuseppe Gramigna, U.S. Small Business Administration expert and chief economist; Francis Gurry, general director of the World Intellectual Property Organization (WIPO); Stefan Kapferer, deputy secretary general of the Organisation for Economic Co-operation and Development (OECD); Frank Piller, professor at RWTH Aachen University/MIT; Elisabeth Stampfl-Blaha, vice president of the International Organization for Standardization (ISO); and Gündüz Ulusoy, professor at Sabanci University.

**Finalists in the category for large companies are:**
- **Arçelik (Turkey)** for its user-oriented innovation practices
- **Fleury (Brazil)** for its game-based approach to gather and process innovative ideas
- **People’s Insurance Company of China (PICC) (China)** for its systematic innovation process that enables all employees to engage in innovation projects
- **Rosenbauer (Austria)** for its all-encompassing approach to foster and maintain an innovation culture

**Finalists in the category for small and medium-sized enterprises are:**
- **Action Manufacturing Hamilton (New Zealand)** for its design-based cultural transformation
- **Fidko (Macedonia)** for its interdisciplinary innovation practices that make it a player in a number of industries
- **Labris Networks (Turkey)** for its agile, issue-centered, and iterative innovation methodology
- **Solwa (Italy)** for its needs-based stakeholder involvement in using innovative technologies

**Notes to Editors:**
- Follow IMP³rove – European Innovation Management Academy on [LinkedIn](https://www.linkedin.com)
- Follow IMP³rove – European Innovation Management Academy on [Google+](https://plus.google.com)
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A.T. Kearney is a leading global management consulting firm with offices in more than 40 countries. Since 1926, we have been trusted advisors to the world’s foremost organizations. A.T. Kearney is a partner-owned firm, committed to helping clients achieve immediate impact and growing advantage on their most mission-critical issues. For more information, visit www.atkearney.com.

About IMP³rove – European Innovation Management Academy
IMP³rove – European Innovation Management Academy offers innovation management benchmarking, advisory services, and training. With a holistic approach to innovation management and a global network, IMP³rove Academy sets the standard for innovation management assessment and related support services. IMP³rove Academy emerged from the European Commission’s flagship program IMP³rove and is a subsidiary of A.T. Kearney. For more information, visit www.improve-innovation.eu.

About Tarkett
Tarkett is a global leader in innovative and sustainable solutions for flooring and sports surfaces, with net sales of €2.4 billion in 2014. Offering a wide range of products, including vinyl, linoleum, carpet, rubber, wood and laminate, synthetic turf and athletic tracks, the group serves customers in more than 100 countries worldwide. With 12,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day for hospitals, schools, housing, hotels, offices, stores, and sports fields. Committed to sustainable development, Tarkett has implemented an eco-innovation strategy and promotes a circular economy.

About Cosberg
Cosberg SPA is an Italian reference company in the fields of mechatronics, automation, robotics, and vision systems. Since 1982, Cosberg has studied, designed, and built machines and modules for the automation of assembly processes of small and medium workpieces used in many industrial sectors. Achieving excellence and overcoming technological constraints is obtained by investing 10 percent of the turnover in innovation each year, both product innovation and process innovation. The most evident outcomes of this innovative policy are represented by a satisfied clientele, more than 15 patented applications, and the awards received as a forefront reality both for mechatronics solutions and for company management. www.cosberg.com