

PRESS RELEASE

Innovation meets Industry – Würth Industrie Service brings regional stakeholders together

Bad Mergentheim/Main-Tauber-Kreis. How does the economic region of Heilbronn-Franken assert itself in global competition and how can future opportunities be leveraged in a targeted manner? Würth Industrie Service GmbH & Co. KG addressed these questions through the event series titled “Innovation meets Industry” organised on Tuesday, 8th July 2025. Around 20 participants – guests from business, industry and regional networks among them – gathered at the Reinhold Würth Haus in Bad Mergentheim for the fourth time in a row. The dinner offered space for a collaborative exchange on the economic development and future prospects of the region.

Be it safeguarding the site, globalisation, geopolitical and economic developments, shortage of skilled workers, promoting innovation or artificial intelligence – while there are significant challenges, there are also great opportunities ahead for the region. Regional decision makers discussed the region’s capabilities and the importance of cooperation between businesses, political entities and educational institutions. After the introductory speech and a brief overview of Würth Industrie Service by Stephanie Boss, Head of Marketing, Würth Industrie Service, Martin Jauss, Executive Vice President, Würth Group & CEO, Würth Industrie Service, set the thematic framework for the evening with his keynote speech. Under the motto “Regional economy in global competition – how does our region stand out?” he covered everything from the current challenges to concrete approaches for action. The future of the region can be secured by shaping it through technology, education and strong networks. “Only by working together – between companies and as a united Europe – can we address the complex challenges of our time. It will be crucial in the future to not sit still, but to remain curious, open-minded and ready for change – not simply to secure prosperity in the region, but rather to develop a sustainable locational advantage for the region”, said Jauss.

Voices from the region: Panel discussion highlights key perspectives

The highlight of the evening was the panel discussion under the motto “Securing the future – seizing opportunities: perspectives for our region”, facilitated by

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Stephanie Boss. During the panel discussion, the current challenges as well as the potential of Heilbronn-Franken as a business hub were discussed from the perspective of industry, business and education. Georg Stawowy, CEO of Bürkert Werke, Dr. Stefan König, CEO of Optima Group, Prof. Dr. Kim Linsenmayer, Head of DHBW-Campus Bad Mergentheim, as well as Martin Jauss, representing Würth Industrie Service, were present. Topics discussed during the evening included – fostering innovation to ensure sustainability of the economic region, building efficient infrastructure as well as developing innovation clusters. Recruiting and retaining skilled workers, developing an appealing and practical educational network as well as maintaining an active, value-based entrepreneurial mentality were also among the topics of focus. In order to fully harness the potential of the region, sustained commitment, great curiosity and a common set of values – brought together by a strong network – are essential.

Photo material

Captions:



Photo: Innovation meets Industry 2025.jpg

Caption: Innovation meets Industry – Dinner event by Würth Industrie Service at Reinhold Würth Haus, Bad Mergentheim

Photo source: Lukas Schieferdecker, Würth Industrie Service GmbH & Co. KG

Brief profile of Würth Industrie Service GmbH & Co. KG

Within the Würth Group, Würth Industrie Service GmbH & Co. KG is responsible for supplying to the industrial sector. Since its foundation in the year 1999, the company is located at Würth Industrial Park in Bad Mergentheim, Germany with over 1,800 employees.

As a one-stop C-Parts provider, the company offers its customers a specialised product range with over 1,400,000 items: from screws and tools to connection and fastening technology, technical chemicals as well as occupational safety solutions. Aside from the extensive standard product range, the strength of the company lies in its customer-specific, logistical and dispositive supply and service concepts as well as special parts. Under the service brand "CPS® – C-Product Service", the company offers modular solutions customised as per the customer's requirements. These consumption-based and demand-based systems streamline the processes for Purchase, Logistics and Quality assurance while enabling the procurement of small parts in a cost-optimised manner. Logistic and dispositive services such as shelving systems that use scanners or a just-in-time supply using Kanban bin systems play a significant role in increasing productivity.