

111 years of Melitta®

Where ideas are born

Innovations have a long tradition at Melitta

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Creativity you can taste: Unit 10X Innovation, founded in 2018, develops trend products such as ffeel®, the first coffee lemonade with superfruits. ©Melitta Group

Whether coffee filters, ground vacuum-packed coffee, the filter coffee machine, sandwich paper or aluminium foil: during its long and successful company history, Melitta has developed, driven forward and introduced numerous innovations into new markets. Some of them were revolutionary and had an impact on the everyday lives of millions of people. Others have been evolutionary and have perfected existing products.

“Innovations have made Melitta what it is today. They are the central drivers of our development,” says Jero Bentz, member of the Chief Corporate Management and general partner of the Melitta Group. “Since the company was founded, our aim has been to identify trends and needs and incorporate them into products earlier than others. This is even more true today than in the past, because product life cycles are getting shorter and shorter and competition is becoming ever more global.”



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Seeing opportunities in the new

For Melitta, innovations are more than new products. Innovations also include new processes, procedures or constellations, such as entire ecosystems made up of products and services that are developed and offered on our own or with partners. But one thing is always in focus: the interests of the consumer. Because to be successful in the marketplace, innovations have to create value.

“Changes are taking place at an unprecedented speed,” says Volker Stühmeier, member of the Chief Corporate Management. “This is why we are currently experiencing countless upheavals and disruptive processes. We adjust to this by embracing what is new, seeing opportunities in it and making the new become familiar.” This presupposes openness, cooperation and entrepreneurial spirit. But above all curiosity and a desire for fresh ideas.

New Unit develops creative ideas and concepts

In order to further promote a culture of innovation within the group, Melitta strengthened its central innovation management and founded 10X Innovation GmbH & Co. KG in 2018. Together with the Corporate Innovation Team, this multidisciplinary unit tracks down trends and market developments at an early stage and develops new business fields and market categories for the Melitta Group. Innovative ideas and concepts are implemented here - from the first prototype through consumer tests to the market. The 10X Innovation team uses innovative development methods and works closely with creative teams within and outside the group.

Among the latest products that the team has brought to market are ffeel® and wkup®: ffeel® is the first coffee lemonade with superfruits. As a natural soft drink, ffeel® combines the invigorating effect of cold brew coffee with the fresh flavour of various superfruits. wkup®, on the other hand, is a coffee shot - a wake-up and pick-me-up drink with a concentrated charge of caffeine. Both new products received the German Innovation Award in 2018.

Innovation management tracks trends and developments

While 10X converts innovation projects into prototypes and brings them to market, it is the task of central innovation management to initially identify and set up the projects. To this end, trends and developments with regard to consumer needs are observed and evaluated for the Melitta Group - independently of day-to-day business. In addition, innovation management teaches new working techniques within the group. The aim is to promote a culture of innovation throughout the company and to open the way for fresh ideas and impulses to reach the responsible departments. The central innovation management does not replace the tasks of decentralized research and development, it maintains contacts with scientific institutions and innovation experts.



From foils to filters - research for sustainable materials

Cofresco, a subsidiary of the Melitta Group with brands such as Toppits® and Swirl®, is intensively working on sustainable packaging materials and the potential to increase the proportion of recycled materials in its foil-based products. Within the framework of the Cofresco Forum, representatives from the packaging industry exchange ideas with scientists and take up the latest findings from research and practice.

Wolf PVG, a subsidiary of the Melitta Group and among other things the manufacturer of Swirl® vacuum cleaner bags, has further developed an innovative cutting-edge technology in the form of the Supercharged Meltblow process and has thus been able to significantly increase the filter performance of vacuum cleaner bags. The new process sets standards in the industry and provides Melitta with unique technological features.

Melitta is responding to the trend towards slowing down with a renaissance of original coffee filtration: the demand for loving, highly individual coffee preparation is increasing both in bars and cafés and in the home. As the inventor of the coffee filter, Melitta is supporting this trend with a comprehensive pour-over range.

Enjoying change

“Tradition and progress are closely interwoven at Melitta” says Stühmeier. “We want to grow from strong roots and use our established position to penetrate new markets. And we can only do this if we constantly question and improve ourselves, our products and our processes.”

In order to live up to this challenge, entrepreneurial thinking is essential in all areas. For this reason, Melitta launched a cultural change process in 2016 that sensitizes people to such an attitude. “Change is increasingly becoming part of everyday life,” explains Jero Bentz. “In order to deal with a constantly changing environment, a corresponding culture is needed. We want to take pleasure in transformation, in change and in the future. Promoting this attitude is one of the most important projects for our group in the coming years.”

Find further information at www.111jahremelitta.de



Image 1: Melitta responds to the slow-down trend with a comprehensive pour-over range ©Melitta Group



Image 2: Melitta responds to the slow-down trend with a comprehensive pour-over range ©Melitta Group



Image 3: Open up to wake up: wkup® is the new coffee shot with the extra helping of caffeine. ©Melitta Group



Image 4: ffeel® is the first coffee lemonade with Superfruits. ©Melitta Group



Image 5: The coffee lemonade ffeel® is one of the latest products from 10X Innovation. ©Melitta Group



Image 6: With the Supercharged Meltblow process, Wolf PVG has further developed a cutting-edge technology to significantly increase the filter performance of vacuum cleaner bags. ©Melitta Group

All photos are available for download at www.melitta-group.com alternatively Annika von Hollen (annika.von.hollen@melitta.de) and Tanja Wucherpfennig (tanja.wucherpfennig@melitta.de) would be happy to send them to you.

The Melitta Group

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee enjoyment, for the storage and preparation of food and for household cleanliness. More information is available at www.melitta-group.com.

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