



Gerhard Pfeifer, Buderus Guss Managing Director (left), Frieder Megerle, Member of the Divisional Board of the Bosch Chassis Systems Control Division (right), and Dr. Bernhard Beck, presenter, member of the board of the energy supplier EnBW (2nd from left), and the iDisc team Thomas Pfeiffer, Ilja Potapenko, Frank Feußner and Dr. Hagen Kuckert (3rd to 6th from left to right)

## iDisc® wins the German Innovation Award

After iDisc® won the Robert Bosch Innovation Award in the product and technology category in December 2017, the success of the shiny brake disc continued with the win of the German Innovation Award 2018 in the medium-sized enterprises category.

### Ninth ceremony of the German Innovation Award in Munich

Under the motto "Innovation X – Space is the Limit", the German Innovation Award and its finalists impressively demonstrated on April 13, 2018 just how far innovation can go. In front of an exclusive audience of invited guests from business, research, politics and society, the best German innovations in the categories "large enterprises", "medium-sized enterprises" and "start-ups" were honoured at the Kesselhaus in Munich.

"With the iDisc®, Buderus Guss has developed a hard tungsten carbide coated brake disc, which can provide a promising solution for the particulate emission problem in cities. The coating reduces wear on the brake disc and surface, reducing brake dust emissions by 90 percent, which, together with tyres, accounts for almost one-third of the fine dust," so the committee's justification for the award.

### Evaluation according to scientific criteria

The evaluation was based on scientific criteria. The focus of the evaluation included efficiency and benefits for society and the environment, market success and market opportunities. The evaluation focused on the project concept as well as the additional application possibilities and synergy effects.

The German Innovation Award is an initiative of Accenture, Daimler, EnBW and WirtschaftsWoche. It falls under the sponsorship of the Federal Ministry of Economics and Technology. The award recognizes outstanding, trend-setting innovations of German companies that are transforming business and markets with their innovation. Only companies headquartered in Germany are eligible to participate and the innovations must have been developed mainly in Germany.

### Highlight for iDisc®

Winning the German Innovation Award is the highlight for iDisc® and the team from Ludwigshütte. It is an acknowledgement of the almost 10-year development and research time with Bosch and also a confirmation of the future prospects of the hard tungsten carbide coated brake disc.

"Winning the German Innovation award presents the iDisc® in a new dimension. We noticed how interested the visitors were at the exhibition which provided an opportunity for an exchange before



iDisc® – brake disc 2.0, also suitable for electric cars

the award ceremony. It has often been emphasised how special it is that a traditional product such as the brake disc can be used to develop an innovation that precisely hits the pulse of the times exactly thanks to its properties of reducing particulate emissions," sums up iDisc® project manager Thomas Pfeiffer.

### Interview with WirtschaftsWoche

On the occasion of the award ceremony, WirtschaftsWoche featured interviews with the winners in its Issue 17 dated April 20, 2018. Under the title "Sauber bremsen [clean braking]," Gerhard Pfeifer, Managing Director of Buderus Guss, and the iDisc team from Ludwigshütte provided information and insights on the winning product iDisc®: "Buderus Guss has developed an abrasion-resistant brake disc with the iDisc®. The surface is extremely hard and smooth almost like a diamond compared to conventional brake discs. This leads to less wear. Since the disc is rust-free, iron oxide particles are not emitted as fine dust when braking. iDisc® reduces brake dust by about 90 %. It reduces fine dust pollution in cities and is also ideal for electric cars because most of these brake with the e-motor. This is why the brake discs are so rarely used and can easily rust. This will not happen with the hard tungsten carbide coated iDisc®. A German sports car manufacturer, as a first reference customer is already using the iDisc® in the production of vehicles.