# Press Release

# Leuze remains world market leader in the field of optical sensors

Again in 2021, Leuze has been listed as a growth champion on the 2021 World Market Leader Index of the Henri B. Meier School for Entrepreneurs of the University of St. Gallen and the Academy of German World Market Leaders (ADWM).

*Owen, November 10, 2020*   
  
  
The current world market leaders (WML) listed in the index of the Henri B. Meier School for Entrepreneurs of the University of St. Gallen and the ADWM are published every year in November. Leuze is once again included in the list for 2021 as one of 458 growth champions. The Sensor People are delighted about this positive result.  
  
  
**Leuze also remains a world market leader in 2021**  
Leuze has been listed on the WML index since 2016. And in 2021, too, Leuze may continue to dub itself a world market leader in the field of optical sensors. This distinction is awarded by the Henri B. Meier School of Entrepreneurs of the University of St. Gallen and the Academy of German World Market Leaders (ADWM). This award is presented to globally active and successful businesses synonymous with leading technologies offering products and services of exceptional quality. The analysis and awarding processes are conducted across all industries.   
  
**Innovation leader. Yesterday. Today. Tomorrow.**   
Responding to the question as to how a business becomes a world market leader, Ulrich Balbach, CEO at Leuze states: "Leuze is a high-tech company oriented toward a consistent focusing and differentiation policy. We are masters of our technologies and design them for our customers in such a way that tangible benefits and added value is produced for their specific application." This is how Leuze goes about innovation, while also focusing on the industries in which the Sensor People have developed comprehensive application expertise, boast decades of experience, and in which they are genuine experts. Through its close cooperation with its customers, Leuze has continued to set technological milestones in the market and establish new benchmarks.

Characters: 1,982  
A file copy is requested.  
Further interviews gladly arranged on request.

## Pictures



Image 1: Leuze CEO Ulrich Balbach explains how you become a world market leader.

*With curiosity and determination, the Sensor People from Leuze have been creating technological milestones in industrial automation for more than 50 years. They are driven by the success of their customers. Yesterday. Today. Tomorrow. The technology leader’s high-tech product range includes a number of different sensors for the field of automation technology. Among these are switching and measuring sensors, identification systems, and data transmission and image processing solutions. As a Safety Expert, Leuze is also focused on components, services and solutions for safety at work. Leuze concentrates on its core industries, in which the Sensor People have extensive, specific application know-how and many years of experience. These include intralogistics and the packaging industry, machine tools, the automotive industry as well as laboratory automation. Leuze was founded in 1963, headquartered in Owen/Teck in Southern Germany. Today there are more than 1200 Sensor People around the world who are working with determination and passion for progress and transformation to make their customers successful in a constantly changing industry. Regardless of whether in the technological competence centers or in one of the 21 sales companies, supported by more than 40 international distributors.* [www.leuze.com](http://www.leuze.com)

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