



365 Orte im
Land der Ideen



In Kooperation mit
Deutsche Bank



Press release

Vote for the 2011 Public Choice award in the “365 Landmarks in the Land of Ideas” competition – for the first time, everyone can vote for their favourite project

Meier Solar Solutions GmbH is one of the selected landmarks for 2011 in the “Land of Ideas”

Bocholt, 4 August 2011 – This year, for the first time, the general public will have the chance to vote for its favourite landmark in the “365 Landmarks in the Land of Ideas”. The competition has been staged by the “Germany – Land of Ideas” initiative and Deutsche Bank since 2006. Under the patronage of the German president, the initiative and Deutsche Bank crown a total of 365 prominent projects and ideas per year as “landmarks” that make a contribution to Germany’s ability to remain competitive in the future.

This year’s list of prize winners includes Meier Solar Solutions GmbH from Bocholt in North Rhine-Westphalia. Meier Solar Solutions GmbH is the global market leader for laminators which encapsulate solar modules. In statistical terms, one in every three solar modules produced worldwide stems from a Meier laminator. At its two manufacturing sites in Bocholt (North Rhine-Westphalia) and Rossla (Saxony-Anhalt), the company employs a total of 125 staff. The manufacturer of specialist machinery has received accolades for the green credentials of its Stacolam photovoltaic laminator. The Stacolam laminator is used for the production of solar modules in the photovoltaic industry and is the most efficient laminator in the world.

“We are very proud of the fact that we have received awards for our technologies and innovations”, stated Florian von Gropper, CEO of Meier Solar Solutions GmbH. “Being voted a winner by the general public would be another major step for our company and would help us to boost our profile both in Germany and abroad. By implementing our innovative technologies and developments, we will also be able to continue driving ahead the use of renewable energy sources for an environmentally friendly future”, he continued.

The vote for the Public Choice award will be conducted in two stages. People will be able to vote for their favourite landmark once per day on the website www.land-der-ideen.de/de/365-orte/publikumssieger between 1 and 21 August 2011. This round will ascertain the top ten favourite landmarks, which will go forward into the second round, where the 2011 Public Choice award will be presented to the landmark that gains the most public votes. The winner will be announced in October.

“The ‘Landmarks’ do not just demonstrate the innovative prowess of Germany but also the high degree of dedication by the citizens of our country”, said Ariane Derks, Managing Director of the “Germany – Land of Ideas” initiative. “Everyone will be able to choose his or her favourite ‘Landmark’ in the Public Choice awards. We are looking forward to seeing who will be the winner.”

The prize winners of the “365 Landmarks in the Land of Ideas” competition include global market leaders, SMEs and small start-ups, as well as charities and initiatives. “Landmarks” from the categories of culture, industry, education, environment, society and science represent the diversity of innovation in Germany today. Out of 2,600 entries, Meier Solar Solutions GmbH impressed the independent panel of judges and represents Germany in the “Land of Ideas” with its innovative concept.



365 Orte im
Land der Ideen



In Kooperation mit
Deutsche Bank



For more information about all the prize winners, please visit www.land-der-ideen.de or www.deutsche-bank.de/ideen.

Press contacts:

Meier Solar Solutions GmbH
Achim Harks
+49 (0)2871 246 063
achim.harks@meier-solar-solutions.com
www.meier-solar-solutions.com

Deutschland – Land der Ideen
(Germany – Land of Ideas)
Anna-Lena Assmann
Tel.: +49 (0)30 206 459 155
assmann@land-der-ideen.de
www.land-der-ideen.de

Deutsche Bank
Sandra Haake-Sonntag
Tel.: +49 (0)69 910 42925
sandra.haake-sonntag@db.com
www.deutsche-bank.de/ideen