

## International Association Les Hénokiens - Château du Clos Lucé

### THE 2018 «LEONARDO DA VINCI PRIZE» AWARD

On June 28, 2018 the 8th « Leonardo da Vinci Prize » has been awarded in the famous Deutsches Museum of Munich to Mr. Sebastian Schwanhäußer, Executive Board Member Schwan-STABILO, member of the 5th generation Schwanhäußer family, by Dr. Markus Söder, Prime Minister of Bavaria, Mr. Tokuichi Okaya, President of the Henokiens Association, Willem van Eeghen, vice President of the Henokiens Association, François Saint Bris, President of the Château du Clos Lucé- Parc Leonardo da Vinci in the presence of Dr. Prof. Wolfgang Heckl, Director General of the Deutsches Museum and all the guests of the Henokiens and the Henokiens member, Schoeller, organizer of this event and the 2018 Congress of the Association.



Prof. Wolfgang Heckl- Tokuichi Okaya- Sebastian Schwanhäußer- Dr. Markus Söder- François Saint Bris



employees and 22 sites across the world. Gustav Adam Schwanhäußer laid the foundation



Schwan-STABILO, a 100% family owned group with three independent divisions: “Writing instruments”, “Cosmetics” and “Outdoor”, is one of the most successful family firms in Germany today. The company achieves a turnover exciding 700 million euros with more than 5,000 employees and 22 sites across the world. Gustav Adam Schwanhäußer laid the foundation of the company in 1865 in Nuremberg (Bavaria) which meanwhile has been in the family for five generations. This clearly demonstrates how firmly responsibility, sustainability and long-term thinking are rooted in its value system. The family and management team motto «Don’t rush into exploring new horizons. But don’t wait too long either» over time has proven its foresight and managed a perfect balance between entrepreneurial courage and intuition, stability and inventive spirit. Family features include a sense of responsibility, a high regard for employee empowerment and a social commitment to the areas of environment, social influence and digital transformation.





In his speech, the vice President of the Henokiens, Willem van Eeghen, stressed that the innovative products of the company have set standards in its respective sectors. As a latest result the Writing Instruments Division succeeded in innovations beyond the traditional business model and managed the evolution from being “*pen expert to writing expert*”. STABILO developed the world’s first high-technology “*Ergo Pen*” designed for handtherapists, a symbiosis of analog and digital writing combining innovative applications with a

focus on education and on digital-digitized writing to improve the writing motor skills. The Schwanhäusser family, their management and employees have demonstrated a passion for a continuous quest for inventing versatile applications to their colourful writing and cosmetic instruments to be used in- and outdoors.

For François Saint Bris, Chairman of the Château du Clos Lucé - Parc Leonardo da Vinci, there is a great resonance between the writing, drawings, tools, research and findings through which Leonardo da Vinci observed, understood and rendered the beauty of the universe. For example, his pioneering experiments to unravel the secrets of the human anatomy, in particular his studies of the hand, and the concrete technical solutions inspiring Schwan-STABILO today when producing new innovative writing instruments aimed at left- and right-handed children, designed for occupational therapists to help them teach anyone to write. Harnessing its experience and unique DNA, to all its projects Schwan-STABILO brings stringent quality control and the perfect balance of time-honoured tradition and constant attention to its environmental impact with sustained innovation at the cutting edge of technology. Schwan-STABILO is a company that through its history and that of its senior management team, over five generations, embodies and perfectly illustrates the vision, commitment and loyalty of a family dedicated to a tradition, a sector industry and a geographic area while driving innovation and ultimately achieving global success. This Leonardo da Vinci Prize, presented to Schwan-STABILO, is thus awarded for the exemplary role played by family businesses and your tremendous human personal adventure as entrepreneurs for over 150 years.



Presenting the Leonardo da Vinci Prize to Sebastian Schwanhäußer, the Bavaria Prime Minister, Dr. Markus Söder, stressed that Schwan-STABILO, a family company he personally knew, was representative of the dynamism and the creativity of the region he is in charge of. Through Schwan-STABILO, he said how he appreciated the family businesses, their loyalty to their region, their long-term vision and their special relationships with their employees. Finally, he declared himself extremely happy to give the Leonardo da Vinci Prize to one of the larger family-owned companies in Germany presenting such a fascinating

range of products in the prestigious frame of the Deutsches Museum at the origin of which is Oskar van Miller, great-grand father of Martin Schoeller, member of the Henokiens Association.

Receiving the Leonardo da Vinci Prize, Sebastian Schwanhäußer first wanted to thank the Henokiens Association and the Château du Clos Lucé for this testimony of trust and confidence— even if our 163 years makes us teenagers when compared to your honourable Association les Hénokiens. He said he felt at the same time grateful for the recognition given to the path taken by our entrepreneurial family – the Schwanhäußers, a great pride indeed that this prize goes to a company whose entire teams are focused upon future business and a bit strange to hear “Schwanhäußer” mentioned a single breath with one



of the world’s biggest universal geniuses. For Sebastian Schwanhäußer These skills are firmly anchored in our genetic code – and have been so for over 160 years! However, he adds, the long-lasting success is only possible if you have the necessary vision and foresight. I even have a fitting quote from Leonardo da Vinci for you: “Wisdom is the daughter of experience”. The writing expertise we are known for today – that is our “STABILO- wisdom”– is the daughter of our long years of experience in developing pens and highlighters! Sebastian Schwanhäußer ended his speech by saying that his family company acts according the following principle: “Doing today what will be important tomorrow” for our customers, for our teams, for the stakeholders of the Schwan-STABILO group and for the next, the 6th, and even more generations of Schwanhäußers.



#### **The trophy of the Leonardo da Vinci Prize**

The trophy, designed by member Mellerio dits Meller, is inspired by the flying helix invented by Leonardo da Vinci. It embodies the laudable values of superiority, advancement and vision that the “Prix Léonard de Vinci” was created for to recognize, promote and reward