



contact Alexandra Appel
Head of Communication and Marketing
phone +49 (0) 6102 240 716
e-mail alexandra.appel@lsg-group.com

Information

LSG Lufthansa Service Holding AG
Dornhofstraße 38
D-63263 Neu-Isenburg
Internet: www.lsg-group.com

THE LSG GROUP UNVEILS ITS 'NEXT' INNOVATION AT THE WTCE

Hamburg, Germany, June 14, 2022 – Aware that as we enter a post-pandemic era creativity will become one of the most important factors in maintaining and growing its competitive edge, today the LSG Group unveiled its new proprietary innovation program called “next.” The program aims to further accelerate the innovation process internally and increase concept co-creation with its customers and partners.

next is about reigniting the company’s creative power after having been transformed by a strategy realignment, tested new ideas and seized fresh business opportunities during the pandemic. Therefore, in order to promote the kind of innovative thinking that will take the company to a higher level in terms of operational processes and meeting customer needs through collaboration, they decided to develop a new program through which everyone within the organization will be able to apply a new creative approach with a set of modules for developing, connecting and testing new ideas, in conjunction with the tools that will get them to implementation or the market faster. It will also offer the company’s key customers the chance to co-create, design, test and launch future-ready products, services and solutions with them.

next will establish a continuous, fast-paced innovation approach as a core element of the company’s mission to “connect food and people. Everywhere.” External experts from a strategic design agency, well experienced in designing similar collaborative platforms, have joined them to help guide these efforts.

“Innovation happens every day in our organization when we bring people and ideas together, break down silos and drive change,” said LSG Group CEO Erdmann Rauer. “With next, we are building a tailor-made LSG innovation model that will cover the major phases of the innovation cycle and enable our employees to explore and further develop ideas. The goal is to accelerate our collective capacity to bring those ideas to life with innovations that can make our internal processes more efficient, unlock our culinary potential and sharpen our competitive edge while delivering on our promise to our customers with practical products and solutions. We are excited to be able to present this to our customers with the opening of the WTCE.”



The program will also include an “innovation academy” through which LSG Group employees will be empowered with the necessary knowledge to effectively engage in the creative process through training and innovation tools and formats.

The LSG Group is the quality and technology leader in airline catering and related markets. It has two strong, independent expert brands: LSG Sky Chefs a global catering specialist with the highest hygiene and quality standards for airlines, the home delivery market and retail. Retail inMotion, which specializes in in-flight sales, product development and technology solutions, sets standards with its understanding of partnership and its innovative strength.

LSG Group (International) is headquartered in Neu-Isenburg near Frankfurt, Germany, and has an extensive network of joint ventures and partnerships around the globe. In the pandemic year 2021, its 15,500 employees at 140 locations in 40 countries worldwide generated consolidated revenue of 1,113 million euros. LSG Sky Chefs produced 131 million meals (excluding minority interests) during this period. www.lsg-group.com

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