



Germany, the worlds strong force in research and development

Did you know that the motor car by Karl Benz¹, the printing process of Johannes Gutenberg², and the good old purity requirements for beer³, Aspirin⁴ from the drug and dye firm Bayer and even MP3⁵ digital audio encoding are inventions made in Germany.

What you could always expect from Germany in the past, will continue in the future.

It has always been a wise decision to focus on quality.

1) Karl Friedrich Benz, sometimes spelled as Carl, (November 25, 1844, Karlsruhe, – April 4, 1929, Ladenburg, Germany) was a German engine designer and automobile engineer, generally regarded as the inventor of the gasoline-powered automobile and pioneering founder of the automobile manufacturer, Mercedes-Benz.... http://en.wikipedia.org/wiki/Karl_Benz

2) Johannes Gensfleisch zur Laden zum Gutenberg (c. 1398 - February 3, 1468) was a German goldsmith and printer who is credited with being the first to use movable type printing, in around 1439, and the global inventor of the mechanical printing press.... http://en.wikipedia.org/wiki/Johannes_Gutenberg

3) The Reinheitsgebot ("purity order"), sometimes called the "German Beer Purity Law" or the "Bavarian Purity Law" in English, is a regulation concerning the production of beer in Germany. The only ingredients that could be used in the production of beer were water, barley, and hops.... <http://en.wikipedia.org/wiki/Reinheitsgebot>

4) Bayer AG is a German chemical and pharmaceutical company founded in Barmen, Germany in 1863. It is well-known for its original brand of Aspirin.... <http://en.wikipedia.org/wiki/Bayer>

5) MP3, is a patented digital audio encoding format using a form of lossy data compression. It is a common audio format for consumer audio storage, as well as a de facto standard of digital audio compression for the transfer and playback of music on digital audio players. MP3 is an audio-specific format that was designed by the Moving Picture Experts Group as part of its MPEG-1 standard. The group was formed by several teams of engineers at Fraunhofer IIS in Erlangen, Germany.... <http://en.wikipedia.org/wiki/Mp3>