



HOHENSTEIN

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## Hohenstein joins artificial intelligence hotspot IPAI

BOENNIGHEIM, Germany (February 5, 2024) – Testing and research partner Hohenstein is joining the Innovation Park for Artificial Intelligence (IPAI) in Heilbronn, Germany. The center intends to map the entire AI value chain, from the qualification of specialists to the application of ethically responsible AI.

IPAI sees itself as an innovation platform for applied AI and a lighthouse project with international appeal. The AI ecosystem will bring together companies, start-ups, research institutions, scientists and public institutions and secure Germany's digital independence and competitiveness in a key technology.

"One thing is clear - artificial intelligence is THE key technology of the future. We expect this network will provide valuable insights to help us remain fit for that future," explains Hohenstein CEO Dr. Timo Hammer, "This unique platform brings together a wide variety of players with their experience and knowledge. New ideas, projects and even products can be generated in the network as a dynamic response to future requirements".

Hohenstein has already worked with artificial intelligence in various interdisciplinary research projects. In addition, by [investing in Munich-based start-up Sizekick](#) and [AI-based technology for size recommendations](#), Hohenstein is working to reduce size-related returns in online retail.

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Now managed by the third generation, the employees at Hohenstein's headquarters in Boennigheim and in the laboratories and offices around the world work on customized testing and services for individual requirements.

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By late 2027, the 23 hectare IPAI Campus will be ready for use by the AI hotspot community.

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Dr. Timo Hammer, CEO Hohenstein

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### **About Hohenstein**

Hohenstein has more than 75 years of experience in testing, certification and applied research. With roots in the textile sector, the Hohenstein testing spectrum now includes both softlines and hardlines. Around the globe, more than 1,000 employees work to improve the human-product-environment interaction with offerings such as testing for harmful substances, performance and fit. They develop science-based methods and standards that consider the user in real life, not just in the lab. Through standard or customized testing, and interpretation of the results, Hohenstein experts solve problems, verify claims and help partners bring better, safer products to market – more sustainably. Hohenstein is a founding member and leading provider of OEKO-TEX® services, and is certified by the U.S. Consumer Products Safety Commission (CPSC ID #1058) as a third-party, independent laboratory for CPSIA compliance verification. [Hohenstein.US](https://www.hohenstein.us)