Phasing Out Projects from the European Union Grant Program 2007 – 2013

Reseacch and development in the eu region burgenland

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Dear readers,

Welcome to the exciting age of the third industrial revolution! The merging of visionary Internet technologies and renewable energy sources is changing our society faster than ever before, and opening up a wealth of unimagined opportunities. In short: the time has come to put innovative ideas into practice!

Young people are consistently at the forefront of this rapid progress. Highly skilled. Highly motivated. At the peak of their intellectual capabilities. Why is it that many of these young researchers and inventors are successful? Because, of course, they are still full of questions, and have managed to avoid rigid ways of thinking. Because their approach is fresh and direct, using ideas that often seem incredible! Above all, it is because they can react to new developments faster than ever before, thanks to subsidised access to knowledge, social networks and appropriate infrastructure.

Many an outstanding idea is destroyed before it even leaves its inventor’s head, because barriers, effort and financial risk must be taken into consideration. Our job is to remove these barriers, create a better research environment in Burgenland, and absorb risks through financial investments and subsidies.

In Burgenland, we are in the fortunate position of being able to make research ambitions a reality. We possess the necessary resources to stand up to any challenge that arises in the context of scientific research. In creating new jobs in the high-tech sector, we contribute to being able to keep creative potential in Burgenland, and absorb risks through financial investments and subsidies.

In Burgenland, it is good to expand your horizons, and to discover the world outside. But it’s even better to come home with the experiences you’ve gathered. Not only so that you can enjoy the highest quality standard of living when you return to Burgenland, but to also take advantage of a working environment of the highest quality.

In this context, this brochure introduces eight exemplary businesses in Burgenland that, with their fantastic products and services, contribute to progress in our state and beyond.

Enjoy the fascinating pages that follow!

Hans Niessl
Governor Burgenland

Funding priorities 2020: Research, Development and Training; and small and medium enterprises

There is a good chance that Burgenland will be classified as a transitional region – however, the decision has not yet been finalised in this context. It is important that individual regions continue to build networks with one another.

Although less money will be available from Brussels in the future, companies in Burgenland have appreciated the volume of funding that has been made available – and exhausted – up to this point.

Since the beginning of the first funding period in 1995, 4.28 billion has been invested in Burgenland. Comprehensive structural change has been effected from the North through to the South.

Burgenland, once an economic underperformer, has soared to become a respected, model region in Europe.

Future funding priorities have been pre-defined in the development strategy. In the period up until 2020, the research and development sector will receive intensive funding. Measures to train specialist staff as well as subsidising small and medium enterprises in Burgenland are also being focused upon.

The economy in Burgenland can continue to rely on financial support from the European Union. It is also good to know that it is not only those companies active in the export economy that can look forward to this support, but also those companies in particular that have a regional connection.
The path to enlightenment

Luminaries making light

In offices, at the doctor’s surgery, in the corner shop or at home: LED lights by LUMITECH can be found anywhere that top-quality, cost-effective, individual and environmentally friendly lighting is needed.

CEO Dr. Stefan Tasch
LUMITECH Production and Development GmbH
Enlightening news...

When the fundamental principles of the light bulb were discovered — (No! Not by Thomas Edison, but by the watchmaker Heinrich Goebel!) — humanity literally saw the light. With the continuing development of LED technology in the 21st century, the era of the glowing filament — which began in the 19th century — is destined to fade into the darkness of history.

“Essentially, LED light enables us to experience natural light”

CEO Dr. Stefan Tasch
LUMITECH Production and Development GmbH

Based on this discovery, LUMITECH in Jennersdorf is pursuing two research directions, as Dr. Tasch explains: “On the one hand, we’re developing lighting for areas in which people live or work in an artificially lit environment: hospitals, aged care homes, offices… On the other hand, we’re developing solutions for product presentation, or for multifunctional use of spaces. In the function room of a hotel, for example, a seminar can be lit with stimulating blue light during the day, and in the evening, for a banquet, the same room can be bathed in warm candlelight.”

LUMITECH is a leader in the area of custom lighting effects. “What this means is that our light can be individually controlled,” says CEO Tasch. “We can organise lighting to suit the mood — or, conversely, we can create a mood using light. This opens up opportunities we never dreamed of!”

Even after 150 years of research, there is still a lot to learn about light. The subject of LED is still relatively new in the context of lighting technology. The first blue LEDs were produced in 1993, the first white LEDs in 1996. LUMITECH was founded in 1997 as a spin-off from the Graz University of Technology. It was only the second company worldwide to be able to show that white light could also be produced using LEDs.
“LUMITECH is the global leader in the manufacture of warm white LED lights.”

Above all, though, we were the first to be able to manufacture warm white light. And we’re also the first to be able to produce light of a similar quality to daylight using LED. It makes us proud to be the leader in this area,” says Dr Tasch, justifiably pleased.

The bright sparks at LUMITECH have a reputation for performing research in the top segment. This means that attracting young researchers to Burgenland’s southernmost corner is no longer such a tricky issue. “We decided to settle in South Burgenland because of its proximity to Graz; the infrastructure in the technology centre here; and, of course, not least because of the funding available. Today we can definitely say that it was a good decision. We are really comfortable in Jennersdorf.”
Chairing a renaissance!

Furniture fit for a Pope

With its unusual design series ‘BENTWOOD’, furniture manufacturer BRAUN Lockenhaus is breathing life back into the local, almost-forgotten tradition of bending wood. A company that bends over backwards for its customers.

Jochen Joachims
Manager, BRAUN Lockenhaus
Design ...

... is art that makes itself useful. That’s why it’s not just the timeless language of shape that makes the BRAUN Lockenhaus furniture so captivating. It is also functional. BRAUN isn’t a company that just sells directly from the catalogue – they also offer a lot of scope for individual customer preferences.

“BRAUN Lockenhaus is much more than a conventional chair manufacturer,” explains manager Jochen Joachims. “We have been combining traditional craft with the contemporary Zeitgeist since 1921. This has meant that we’ve been able to refine our core competencies over decades. Today, we are specialists for furniture that’s external to the mass market. Our greatest strength lies in the manufacture of chairs and tables for design aficionados, as well as in producing individual room design concepts.” A tour of the showroom only confirms this: BRAUN furniture successfully combines the traditional with the high-tech.

BRAUN Lockenhaus is also renowned for its made-to-measure indoor solutions. Providing an insight into this part of the business, Jochen reveals, “that has been part of our core business for many years – companies like luxury hotels or well-known fashion labels trust us to furnish their spaces.” Despite its production facilities being located in the beautiful but quiet town of Lockenhaus, the company’s list of references reads like a who’s-who of the international architecture and design scene.

“You’ll see our furniture in everyday situations, anywhere that people come together: in seminar rooms, schools, hospitals, congress centres, churches, social institutions... the list goes on. We have many notable clients that have strengthened our market position, and who are also responsible for the positive development of BRAUN Lockenhaus,” says Joachims.

The company has been closely connected with the region of Lockenhaus for more than 90 years. “Many of our suppliers come from the surrounding area,” explains the manager. “The best example is probably the beech wood, which we source from a forest two kilometres away on the Geschriebenstein Mountain. Although we belong to the global company Schneeweiß AG, we are and always will be from Burgenland.

“We are and always will be from Burgenland”

Jochen Joachims
Manager, BRAUN Lockenhaus

Joining forces with Schneeweiß AG opened up global access to foreign markets. As a result, BRAUN became one of the most significant commercial furniture manufacturers in Austria, with an annual production of around 60,000 chairs and 8,000 tables.
“Bent wood furniture has become popular again”

Not least because of the extensive investment subsidies from the EU, the company has been able to perform a true masterstroke: “with the BENTWOOD series, we were able to make bent wood furniture popular again,” explains the manager, visibly pleased.

“That was no easy task. Bending wood using steam is a craft that requires an enormous amount of experience and sensitivity,” continues Joachims. “There are only a handful of companies in Europe that still master the art. And BRAUN Lockenhaus is one of them. We think that the wood bending traditions deserves to be kept alive, and on the market.”

BRAUN Lockenhaus has already received benediction from above to do this. During his last papal visit to Germany, Benedict XVI himself took a seat on one of the company’s chairs – and found it so divinely comfortable that he promptly took one home to the Vatican. “We are extremely proud of that,” confesses Joachims with a mischievous smile. “At the end of the day, not every furniture manufacturer can say that they have a holy chair in their repertoire!”
It’s going round!

Sealing the deal in Pöttelsdorf

*Seal Maker is on a mission to conquer the world, with its revolutionary end-to-end system for manufacturing machined seals. Along the way, the company has made it onto the list of the top ten most innovative high-tech specialists in Austria.*

Johann Glocknitzer
Manager, Seal Maker Production and Distribution GmbH
Seal Maker’s success story...

... is proof that the saying “you can’t get there from here” doesn’t have to apply to companies in Burgenland. The global player from Pöttelsdorf manufactures products that are in demand worldwide – from oil platforms in the North Pacific to the most remote mining regions in South America. “It all started 15 years ago – with just five staff, in a leaky old factory with the wind whistling through it,” recalls company founder Johann Glocknitzer. That has all well and truly changed. Today, 120 staff are employed at the ultra-modern Seal Maker headquarters. A further 20 work from Romania and Singapore, looking after customers in Eastern Europe and South-East Asia.

“At our Pöttelsdorf headquarters, we manufacture highly-complex sealing products that are primarily used for industrial machinery,” explains Glocknitzer. “A classic example would be seals for hydraulic cylinders in construction machines. It gets really interesting, though, when you look at applications in the mining industry, large presses for automotive suppliers, hydro electric plants, pump stations and turnkey systems.”

Seal Maker’s end-to-end systems to produce machined seals are in global demand. “We’re currently active in 60 countries,” says the cosmopolitan Glocknitzer. Customers primarily include distributors who, thanks to the materials and machine systems developed by Seal Maker, have themselves become seal manufacturers. To be able to manufacture the spare parts required quickly and easily is an advantage for hydraulic repair companies and large industrial enterprises. Seal Maker delivers everything required: semi-finished products, lathes, tools, software, and – last but not least – friendly and competent on-site service.

“Global success is based on being open to other cultures.”
Johann Glocknitzer
Manager, Seal Maker Production and Distribution GmbH

The company’s continuing success is the result of an open, cosmopolitan approach, technical perfection and a feel for today’s customer and market requirements. “It’s actually easy to be internationally successful,” says Glocknitzer provocatively. “Really, you just have to be able to listen well, and bring an understanding of different perspectives to the table. Of course, it’s not always easy to factor all customer requirements and market trends into every decision. It’s an enormous help for us that we
can speak our customers’ language. We cover ten different languages in the company, from English to Chinese,” he continues. “In addition, we visit every customer on site once or twice a year – whether that’s in Germany, New Zealand or Kenya. Personal contact is important to us.”

Seal Maker has gathered these experiences and distilled them to produce the machine series SML 500e. In doing so, the company has created a unique product on the global seal market. “The overwhelming success of our machine series SML 500e makes it clear that it is something that seal professionals around the world have wanted for a long time: an economical yet high-performance machine system to be able to react to customer requests even faster, more efficiently and with more flexibility.” For this series, Seal Maker was awarded the overall winner of the Burgenland Innovation Prize 2012, and moved into the top ten most innovative high-tech companies in Austria.

“We always have our eyes and ears open for anything new,” says Glocknitzer, outlining the company’s simple recipe for success. “Seal Maker’s innovative products have come about as a result of mutual exchange of ideas with people from all over the world. I really think that’s the reason that we have been able to grow so quickly,” he sums up, and adds after a short pause: “Although, I have to say, without funding it would definitely have been much more difficult to found the company, let alone to expand it to this size. That applies whether we’re talking about establishing the company, expanding the premises, developing our materials or attending important trade fairs in Mumbai, Shanghai or Moscow.”

“Anyone who goes through life with blinkers on misses all the opportunities for innovation”

Seal Maker Produktions- und Vertriebs GmbH

What has been funded and supported:

- Expanding the production site
- Developing a profile database
- Developing a RGD material
- Developing SML system software
- International trade fair marketing

Funding and support objectives:

- Implementing innovative projects
- Creating competitive economic structures in the region
- Creating jobs
- Opening up new business opportunities and markets

How it has been funded and supported:

- Time period for construction: November 2007 – December 2011
- Time period for other: July 2011 – August 2012
- Cost: approx. €4 million (total)
- Amount funded: approx. €11 million (total)

Funding and support agencies responsible:

- WIBAG – Business Services Burgenland AG
- ERP-Fonds

Project coordinator:

Seal Maker Production and Distribution GmbH
Viktor-Kaplan-Allee 7
7023 Pöttelsdorf
Austria
www.seal-maker.com
Insulation that won’t leave anyone cold!

Saving energy from the roof to the basement

With 18 production sites throughout Central and Eastern Europe, the family-owned company Austrotherm is one of the most important manufacturers of thermal insulation. Although its two sites in Pinkafeld and Purbach form the innovative core of the group, it’s an international company that’s anything but insular.

Johann Jandl
Head of Research and Development
Austrotherm GmbH

Stefan Hollaus
Head of Marketing
Austrotherm GmbH
The new panel...

from Austrotherm is a hit. People building houses and façade professionals from every corner of the built environment swear by its excellent insulation properties, with insulation material made from styrofoam. And not just because the packaging features 'Therma', the alluring fantasy goddess. Rather, because a 23% improvement in thermal insulation compared to conventional materials represents an absolutely fantastic energy saving!

“In developing the EPS F-PLUS at the Austrotherm Group innovation centre in Pinkafeld, we’ve managed to create something truly great,” says Johann Jandl, justifiably pleased. “This new façade insulation panel beats everything that’s currently on the market in terms of energy efficiency, hands down. It’s all thanks to a vacuum technology process developed here in Pinkafeld, which improves the product’s properties at the same time as saving electricity.”

In 2010, a new production system was built along with new cutting and coating systems. These were established using grant funds from the EU’s Phasing Out Program to produce these particularly economical insulation panels on a production line.

“The energy saved through insulation is equal to the total energy produced by all power plants along the Danube.”

Johann Jandl
Head of Research and Development
Austrotherm GmbH

It might sound counterintuitive, but the words ‘styrofoam’ and ‘environmental sustainability’ can now be said in the same breath. “The positive side of EPS production is that there is no wastewater and there are no emissions,” explains Jandl. “100% of the waste is recycled. We comply completely with the EU’s Energy Strategy 2020 constraints.” Jandl gives an example: “I once calculated how much energy is saved using the panels we produce in Pinkafeld: The energy savings are in the realm of the total energy produced by all power plants along the Danube in Austria!”

Here, the marketing director, Stefan Hollaus, chimes in: “this is an impressive example of how important our newest investment at the Pinkafeld site has been. We invested 3.8 million Euros to upgrade our systems to the highest standard of energy efficiency. This allows us to be in a position to be able to deliver premium quality products. Austrotherm customers can use these products to decrease their heating energy usage by an enormous amount.”

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Being sensitive to market requirements has been a hallmark of the family-owned, internationally represented company for decades. “Straight after reunification, Austrotherm began to build production sites in the east, in order to introduce the population in these countries to the idea of insulation,” explains Hollaus. “Today, we have 18 production sites for EPS and XPS insulation materials in 10 countries.”

“How it has been funded and supported:
- Time period: November 2009 – September 2011
- Cost: €3.8 million
- Amount funded: €556,000

Funding and support objectives:
- Promoting competitiveness
- Expanding innovative economic structures in the region
- Further developing products with environmental relevance
- Creating and securing jobs

Project coordinator:
Austrotherm GmbH
Am Kreuzweg 42
7423 Pinkafeld
Austria
www.austrotherm.at

“Pinkafeld and Purbach are the group’s expertise suppliers”
Stefan Hollaus
Head of Marketing, Austrotherm GmbH

In addition to its Austrian headquarters, the insulation pioneer has sites and offices in Bosnia-Herzegovina, Bulgaria, Croatia, Poland, Hungary, Romania, Serbia, Slovakia and Turkey.

The main factories in Pinkafeld and Purbach play a central role – the two sites continue to be the innovative core of the organisation. “All new technological developments are born in Burgenland,” Hollaus points out. “We want to remain the technology centre and the source of expertise for the whole group, even going forward.”

An important observation. Austrotherm is also a significant employer. “Depending on the season, we employ about 200 staff in Burgenland. Internationally, it’s about 800 workers. EU grants secure more than our innovation advantage,” says Hollaus, and saves energy by getting straight to the point: “Grants to Austrotherm create additional jobs in Burgenland.”
02682 66 88 666

“Hello? Education Advice Line?”

The Education Advice Line Burgenland provides expert advice on all questions related to education and training: nationwide, vendor-neutral, anonymous and free.

Alfred Lang
Manager, Research Society Burgenland

Ingeborg Wilfinger
Education Consultant
The Internet...

... is the modern Library of Alexandria. Never was access to information as easy as it is today. Well, that's not entirely true – an overabundance of information is a double-edged sword. The Education Advice Line Burgenland helps people seeking information to orient themselves in the sometimes confusing education sector. Not only on the Internet, but also in real life.

Which course do I need to complete, and for what? What about the quality of courses offered? How can I get a grant for study and further education? These are some of the most frequently asked questions from people calling the Education Advice Line. The friendly education advisors from the Research Society Burgenland are only too happy to help.

“The Education Advice Line was born out of an idea to offer a nationwide point of contact for people interested in education,” explains manager Alfred Lang. “The fact that it didn’t just remain an idea is thanks to the Burgenland Conference For Adult Education. We were able to implement the project successfully using grants from the Phasing Out Program and co-financing from the State Government of Burgenland,” he continues. “Since 2011, all residents of Burgenland have been able to contact us by telephone.”

“Lifelong learning isn’t a luxury – it’s a vocational necessity”
Ingeborg Wilfinger
Education Advisor

In the background, Education Advisor Ingeborg Wilfinger hangs up after a telephone conversation and joins us, opening with a surprising statistic: “70% of calls come from women,” she says.

“Clearly, women from Burgenland are braver about getting help in relation to questions of knowledge. Generally, women have a greater desire for further education. It may be that, more so than men, they have recognised that lifelong learning is no longer a luxury for career progression, it’s an absolute necessity.”

The Education Advice Line is staffed five days a week. “We are always available during this time by phone, and we also offer advice via email,” says Wilfinger. “In addition, we actively approach the community through mobile...”
education information. The objective is to reach people in their social environment – for example at festivals, markets and all kinds of events.”

Also available free of charge, the Burgenland Course Package is a useful collection of all programs and courses related to adult education. Anyone who would like to get an overview is encouraged to order the free collection over the phone or by email, or to download it from the homepage.

A particular objective of the service centre is to make the path to further education an easier one, particularly for people with gaps in their education. “No one enjoys admitting to holes in their own knowledge, or to a lack of qualifications,” Lang points out. “The phone is still the best piece of technology we can use to lower the threshold for people wanting to access an advisory service. We can be contacted directly at any time, you don’t need an appointment and you don’t need to register in advance.”

“From Kalch to Kittsee: The Education Line is there for everyone!”
Alfred Lang
Manager, Research Society Burgenland

People with a relatively low level of education are not the only target group for the education advisory service, but they are certainly an important one. One of the problems in reaching out to this group is that they are often not mobile, or may shy away from direct contact. “The phone creates a certain distance, and preserves anonymity,” explains Lang, pointing to some of the most common barriers for the affected group. “The advice line has proved to be particularly valuable for just this client segment,” he says. At the end of the conversation, he picks up the phone to make a call. “The number 02682 / 66 88 666 is the first choice for everyone with a thirst for knowledge – from Kalch to Kittsee. Give us a call!”

Education Advice Line Burgenland

What has been funded and supported:
• Establishing a contact point for people looking for information about further education
• Activities that raise awareness about lifelong learning in the context of education marketing

How it has been funded and supported:
• Time period: May 2008 – March 2011
• Cost: €333,300
• Amount funded: €333,300

Funding and support objectives:
• Raising awareness about further education
• Increasing opportunities for disadvantaged groups

Funding and support agency responsible:
• Office of the Burgenland State Government, Department 7 – Culture, Science and Archives

Projekträger:
Research Society Burgenland
Domplatz 21
7000 Eisenstadt
Austria

www.forschungsgesellschaft.at

RSS | YOU CAN FIND THE VIDEO PODCAST WITH MANAGER ALFRED LANG AND EDUCATION ADVISOR INGEBORG WILFINGER AT WWW.RMB.AT/PODCASTS
Kindling an idea

Heating with a burning passion

*Brigitte Schrödl is among the most famous stove fitters in Austria. “I’m nothing special,” she protests. It is, however, a profession carried out by only a handful of women. Her masonry stoves, on the other hand, are undoubtedly something special – they not only heat, but also generate electricity!*

Brigitte Schrödl
Stove fitter
A masonry stove that generates electricity...

... is one of those ideas that are so obvious that no one sees them. Well, almost no one. The stove company Schrödl is located in Stoob, in central Burgenland – the Austrian ceramics capital. Schrödl doesn’t just produce cosy fireplaces. With its award winning innovation, the company is helping to spread a more efficient and environmentally conscious way of using energy.

It’s snug and warm in the living room; logs crackle in the stately fireplace, whose mantelpiece is adorned with trophies. No, not the kind with antlers. They are symbols of a successful hunt for capital innovations: the Energy Globe 2004, the Burgenland Innovation Prize 2004 and the Econovius 2004.

"Transforming heat into electricity is an idea that has already been applied in many fields. What was new was my father’s idea to apply that idea to the technology of the masonry stove, which has remained more or less unchanged for centuries," explains Brigitte Schrödl. The idea didn’t just come out of nowhere – the company founder, Franz Schrödl, taught at the Academy of Ceramics and Stovebuilding in Stoob for 37 years, before deciding that the time was right to make his long-cherished vision a reality.

"On the plane and off to Canada!"

Brigitte Schrödl
Stove builder

After reading scientific journal articles on thermal cells used in space, the entire Schrödl family was gripped by research fever.

"We all researched the topic of thermal cells together, using every imaginable source – this was before the Internet, I might add," says Schrödl, recalling the beginning of the research project. "We eventually sourced them from a Canadian manufacturer." Not long after, the boss was already on a plane to Vancouver, ready to lay his detailed plans out in front of design engineers at the high-tech forging company.

The way the electricity generating masonry stove functions can be explained in quite simple terms:...
What has been funded and supported:

- Course in Financial Accounting (Employment Service AMS)
- Completion of the WIFI Young Entrepreneurs Academy (WiBAG – Business Services Burgenland)

Funding and support objectives:

- Qualifications for entrepreneurs upon taking over operations
- Adaptability of key workers and specialists

How it has been funded and supported:

- Time period: Course in October 2008 and Academy year 2009
- Cost: €5,200
- Amount funded: €3,900

Funding and support agencies responsible:

- AMS – Employment Service Burgenland
- WiBAG – Business Services Burgenland AG

Project coordinator:

Brigitte Schrödl
Stove Builder
Hauptstraße 16
7344 Stöb
Austria
www.schroedl-kachelofen.at

“Our masonry stoves are unrivalled. In Austria – and in the whole of Europe.”

“There’s a huge amount of interest in what we’ve developed,” says Brigitte Schrödl, but is forced to dampen the enthusiasm of potential customers. “At the moment we’re on the verge of preparing this electricity generating masonry stove for sale. So that I can do it properly, I’ve completed the subsidised course at the WIFI Young Entrepreneurs Academy. After all, knowing about marketing, bookkeeping and running a company is a big part of the whole thing!”

Schrödl is convinced that the new heating system has a good chance on the market: “Adding thermal cells to masonry stoves for the production of electricity and hot water means that we’re currently unrivalled on the market,” she says – and stokes the fire of provocation: “not just in Austria – in the whole EU.”

“FUNCTION AND DESIGN IN PERFECT HARMONY

>>> thermal cells on the rear of the stove transform exhaust heat into electricity. However, the cells must also be cooled. This creates hot water, which can be fed into the existing heating circuit.

Up to 800 Watts of energy are generated during operation. Translated into layperson’s terms: a lot of electricity. Enough to supply all auxiliary units of a heating system. This in turn means that heating is – apart from the cost of wood – free. This is what a creative spark looks like when a great idea is pursued with passion and precision.

Stove maker Brigitte Schrödl

RSS | YOU CAN FIND THE VIDEO PODCAST WITH BRIGITTE SCHRÖDL AT WWW.RMB.AT/PODCASTS <<<
On the big screen

Take a seat and buckle up. Action!

*Wide eyes, love scenes, popcorn, cola, goosebumps, action thrillers, horror movies, grindhouse, arthouse, Hollywood, Dolby, digital, 3D. Hot tip: Diesel Cinema Oberwart.*

Johann Kaindlbauer
Manager, KIO Diesel GmbH
... Bud Spencer and Terence Hill, who, with their cinematic slapstick, made Johann Kaindlbauer’s first ever visit to the cinema an unforgettable experience. He had already found his dream job – it was only ever a matter of time until he could start earning a living from his passion for cinemascope.

Now, as manager of a cinema, Kaindlbauer can indulge his passion for film – as one of three missionaries who brought it to Oberwart.

The Diesel brothers – Andreas, Wolfgang and Ernst – took their first entrepreneurial steps towards the world of the movie theatre in 1996. Up until this time, their company was known for its outstanding interior design. Over time, the trio became ever more specialised in fitting out movie theatres – and ultimately became the biggest cinema outfitters in Austria.

From here, it was an obvious decision to begin building and operating cinemas themselves. The first Diesel Cinema opened in Leibnitz in 1996, followed closely by cinemas in Bärnbach, Fohnsdorf, Gleisdorf and St Johann im Pongau. In 2008, the Diesel Cinema in Oberwart was built. And the newest cinema, in Bruck an der Glocknerstraße, has also proved to be a blockbuster.

"Cinema is my life."

Johann Kaindlbauer
Manager, KIO Diesel GmbH

The Diesel Cinema in Oberwart is one of the most high-tech cinemas in Austria. “We are one of the few cinemas fitted with a Dolby Digital Surround EX system, for even better surround sound,” explains Kaindlbauer enthusiastically. “The picture and sound are just fantastic, and make for an unforget-

table cinema experience.” He adds, with a touch of regret, “cinema is my life. Because our cinema is so successful, I only rarely get the chance to watch a good film by myself in peace.”

Part of the cinema chain’s core strategy is a preference for locating cinemas in local district capitals. “We are travelling very well using this approach,” says the manager. “Our customer base in Oberwart extends into Hungary, out into the hills district of Burgenland and across to Joglland in Styria. Until our cinema was built, there was nothing like it in the whole region. This, together with the fact that we have created jobs for 60 staff, meant that our application for a EU grant was approved. That helped us significantly during construction.”

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Opening a cinema brings with it a level of risk that is by no means insignificant. In addition, Oberwart is located in a region that is not as economically robust as other parts of the state. Though the operation has been successful so far, creative approaches are always required to continue to attract customers over the long term.

“We are a Cineplex with a host of extra attractions.”

“We operate two restaurants in addition to the five premium movie theatres, which have a total of 800 seats,” explains Kaindlbauer. We also recently opened our new mini-golf course. In short: we’re a cinema complex. We offer a range of other entertainment in addition to films.”

In addition to the standard school presentations and custom events, this also includes birthday parties. “Birthday boys and girls can celebrate at the cinema with us. Younger guests get a birthday treat and a fantastic movie. The most exciting highlight for kids, though, is of course a visit to the screening room.” Adult film buffs are spoiled with a relaxing movie breakfast. There is even a modern variant of the travelling cinema on offer: “We’re the first and only mobile 3D cinema in Europe, and we offer a wide variety of individual film options. Whether it’s blockbusters, sports broadcasts, multi-media shows or wedding film presentations – the Diesel Cinema in Oberwart can screen anything!”

KIO Diesel GmbH

What has been funded and supported:

- Construction of a cinema complex with 5 theatres, a total of 800 seats and attached restaurants

Funding and support objectives:

- Sustained local development
- Creating and securing long-term jobs

How it has been funded and supported:

- Time period: January 2007 – April 2009
- Cost: €2.8 million
- Amount funded: €594,700

Funding and support agency responsible:

- WiBAG – Business Services Burgenland AG

Project coordinator:

KIO Diesel GmbH
Peter Roseggerstraße 26
8053 Graz
Austria

www.dieselkino.at

RSS | YOU CAN FIND THE VIDEO PODCAST WITH JOHANN KAINDLBAUER AT WWW.RMB.AT/PODCASTS +++
MANAGER CHRISTIAN STRASSER DURING A TOUR OF THE RECYCLING PLANT
FIZZ! Glug glug. All gone.

But what happens to the empty bottle?

*PET to PET* is a recycling plant in Müllendorf that crushes around 570 million plastic drink bottles into tiny little pieces of PET recyclate annually, processing it until it is sparkling clean and suitable for use with foodstuffs. New bottles are then produced from this material, ready to be filled with Austria’s most popular thirst-quenchers.

Christian Strasser  
Manager, PET to PET Recycling Austria GmbH
New from old!

In founding PET to PET Recycling Austria GmbH, the largest beverage manufacturers in Austria are cooperating to pursuing an environmentally responsible objective – creating and operating a sustainable, functional, bottle-to-bottle closed loop.

The magic words at the beginning of this recycling process are ‘waste separation’. The manager of PET to PET, Christian Strasser, is pleased at how well this already functions in Austria: “Thanks to the ARA system, which was introduced in 1993, waste separation has been really well established in the community for a long time.”

When the system functions best, PET bottles are collected in yellow recycling bins or bags. The various plastics are then separated in 17 specialist operations across Austria, and drink bottles are pressed into bundles. Strasser explains the initial steps in the recycling process: “These bundles are processed in our plant in Müllendorf. In the course of quality sorting, the bottles that are delivered are first inspected by our staff. Non-PET pieces are separated out manually. When we are sure that only PET bottles remain, they are crushed in a mill.”

The tiny ground pieces are subsequently known as PET flakes. These undergo both a dry and a wet purification process. Dirt and impurities are removed using a chemical treatment. The pre-cleaned flakes produced could essentially be used as a secondary raw material for a range of purposes – in the textile fibre industry, for example, in the plastic film industry, or for the manufacture of PET tape.

“We produce food-grade raw material for new drink bottles.”

Christian Strasser
Manager, PET to PET Recycling Austria GmbH

That, however, is not the objective of PET to PET. “Our concrete focus is on producing food-grade PET recyclate with which new drink bottles can be...”
What has been funded and supported:

- Purchase of a granulation unit to produce food-grade recycled PET products

Funding and support objectives:

- Continuing to develop products with environmental relevance
- Creating and securing jobs

How it has been funded and supported:

- Time period: November 2009 – December 2011
- Cost: €2.5 Million
- Amount funded: €570,000

Funding and support agency responsible:

- WiBAG – Business Services Burgenland AG

Project coordinator:

PET to PET Recycling Austria GmbH
Set Straße 10
7052 Müllendorf
Austria
www.pet2pet.at

“We are at the centre of a circle of PET bottle manufacturers.”

The PET to PET manager points out the location’s importance. “We are in Müllendorf, which is the geographical centre of a circle of companies that process PET, which have established themselves to the North, South, West and East of us,” says Strasser. “Funding from the Phasing Out Program certainly played a key role in encouraging companies to become established here.”

“Thanks to funding for the establishment for a granulate plant, we were able to transform production completely to food-grade PET flakes and PET granulate in Autumn 2010. In this way, the subsidies have helped Austrians’ increased awareness of waste separation to be as effective as possible. This means that, going forward, we can ensure seamless, resource-efficient recycling of PET bottles.”

PET to PET Recycling Austria GmbH

AN INSIGHT INTO THE RECYCLING PLANT | THE FINISHED END PRODUCT: PET FLAKES FOR THE PRODUCTION OF NEW DRINK BOTTLES

“produced,” clarifies Strasser. “For this, a further and more intensive purification process is required. This takes place during what is known as a URRC process. This is a patented process in which the material is brought very gently but effectively to the level required for contact with foodstuffs. We also manufacture spherical PET granulate.”

The system in question is among the most high-tech of its kind worldwide, and its operation is truly spectacular. First, the topmost layer of each individual flake is removed, meaning that flavouring agents or impurities are also removed. Next, the material is deep-cleaned in a rotary kiln before undergoing another sorting process. The resulting food-grade recycled PET material is then supplied to the preform and bottle manufacturers in beverage companies and added to the raw material for new bottles.
Burgenland 2020

From vision to reality

What direction should Burgenland’s development take over the next years?
How can funding from Brussels be implemented usefully and sustainably?
And the most important question: How will the planned objectives be achieved in practice?

The current “Burgenland 2020” development strategy sets milestones for Burgenland’s economic future. It acts as a valuable guide, helping to strengthen the local economy and make the most effective and efficient use of European funding during the next EU funding period 2014-2020.

A range of groups in the community have been invited to collaborate with Burgenland state officials, including partners from the social, business and community sectors, the research community, as well as external experts. The state government will coordinate a broad discussion on the state’s future. This ensures that a common strategy is formulated with the maximum degree of expert input. In order to take all subsidised sectors into consideration, four working groups have been formed: Economy, Energy & Environment, Research & Education and Regional Development.

"Burgenland has performed very well, thanks in part to massive support from EU subsidies and cofinanc-

ing from the federal and state governments," outlines State Governor Hans Niessl. "Burgenland was the state that had to change its structures the most. For this reason, we are preparing intensively for the next funding period. We want to strengthen the economy whilst considering the environment, in order to create new jobs in Burgenland and to secure existing ones."

4 billion Euros have been invested since the beginning of the first funding period

The European Commission supports the state of Burgenland in these objectives. The creation of a special category for regions in transition is planned. This will enable success stories to continue in regions with a marked improvement.

Funding priorities for the period to 2020: Research & Development...
Funding priorities 2020: Research, Development and Training; and small and medium enterprises

There is a good chance that Burgenland will be classified as a transitional region – however, the decision has not yet been finalised. In this context, it is important that individual regions continue to build networks with one another.

Although less money will be available from Brussels in the future, companies in Burgenland have appreciated the volume of funding that has been made available – and exhausted – up to this point.

Since the beginning of the first funding period in 1995, €4.28 billion has been invested in Burgenland. Comprehensive structural change has been effected from the North through to the South.

Burgenland, once an economic underperformer, has since soared to become a respected, model region in Europe.

Future funding priorities have been pre-defined in the development strategy. In the period up until 2020, the research and development sector will receive intensive funding. Measures to train specialist staff as well as subsidising small and medium enterprises in Burgenland are also being focused upon.

The economy in Burgenland can continue to rely on financial support from the European Union. It is also good to know that it is not only those companies active in the export economy that can look forward to this support, but also those companies in particular that have a regional connection.