

# timber 1

PFEIFER GROUP'S CORPORATE MAGAZINE



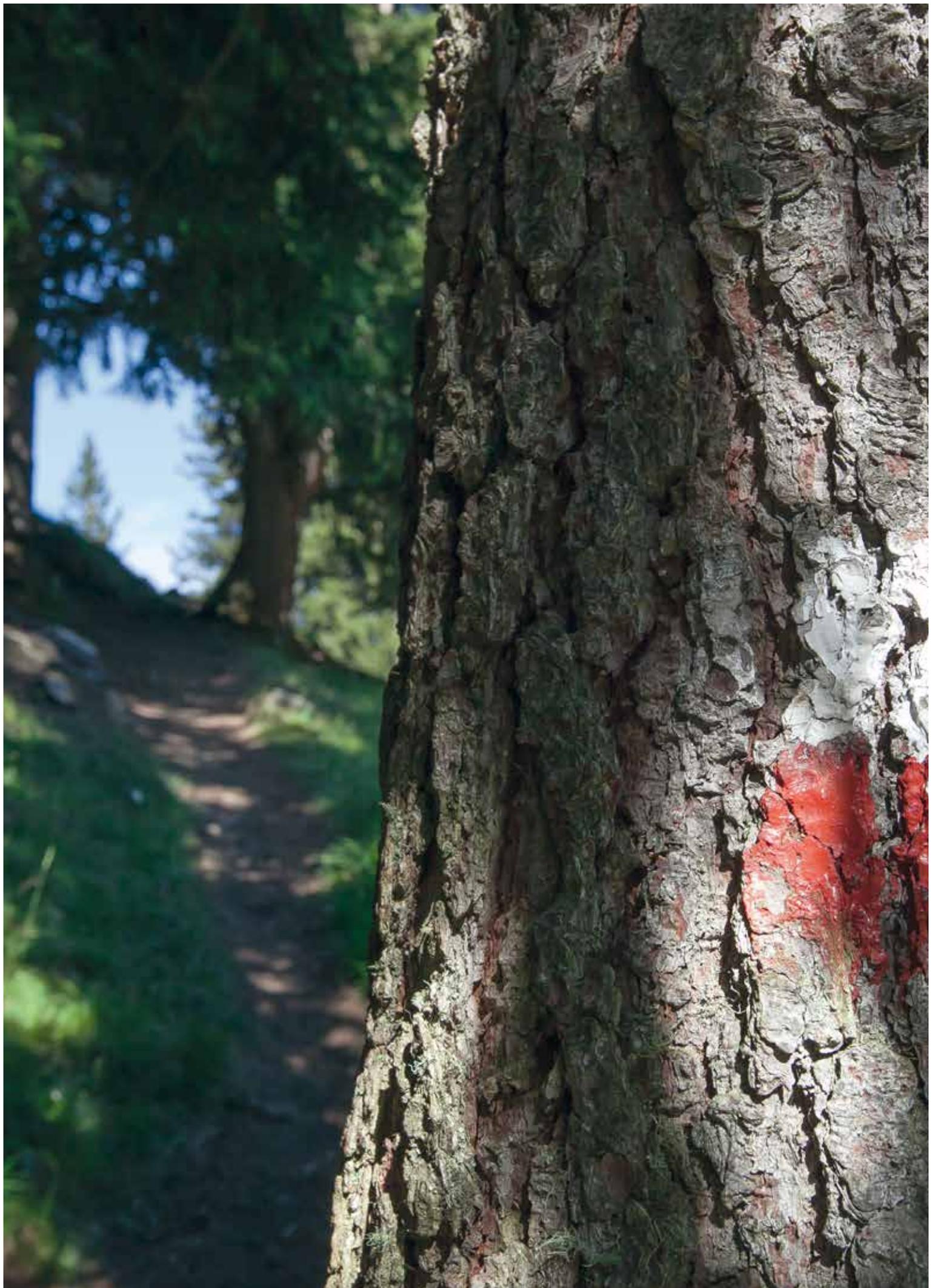
Issue 1  
July 2012 | PFEIFER GROUP

Compact heating power

## ONE STRONG BRAND

Women's jobs  
at Pfeifer





## STRONG POSITION FOR THE FUTURE

## EDITORIAL

*Dear clients,  
colleagues and friends!*



**Pfeifer Holding GmbH's executive directors:  
Clemens Pfeifer, Ewald Franzoi, Michael Pfeifer**

Use it as construction and building material, or as a source of energy: few other raw materials represent the essence of ecological, economic and social sustainability as much as wood. It is possible that the decades of using this fascinating raw material has led to a change in Pfeifer's company DNA: Sustainability in theory, as well as praxis, is simply a part of who we are. The fact that we are a family-owned company has naturally lead to that we think about actions that influence generations. Fast profits and short-lived advantages are uninteresting to us, because that would just destroy the company from the inside out. Just look around at other companies and even states failing all around us. In fast times like ours, it is even more important to plan further ahead, than just around the next corner.

Pfeifer is now preparing for coming challenges. The year 2009 put us through some major tests that we were able to overcome successfully, but every crisis also brings opportunities. We saw the opportunities

to take a closer look at our processes, improve our policies and structures and contemplate what exactly was responsible for our past successes. The answer was the depth of added value. When the finished goods leave our plants, they are used for quality products and make value-added products for our clients. At the same time, we use 100% CO<sub>2</sub>-neutral raw material and contribute to the good of society in the form of jobs, taxes and naturally also the previously mentioned green processing.

The balance of these factors let us optimistically look forward to the coming months. The sea of international markets is still rough, but the organization Pfeifer Holz is sitting in a solid boat. We will relentlessly continue to work to keep the stability of our company, and we do this by producing products that fit our company's new slogan: "PASSION FOR TIMBER".

*We are proud to present this first issue of our new company magazine "timber". It will – just like the old "Pfeifer News" – bring you news, updates and information concerning our company. We wish you pleasant reading! ☰*



## LOCATION IN FOCUS

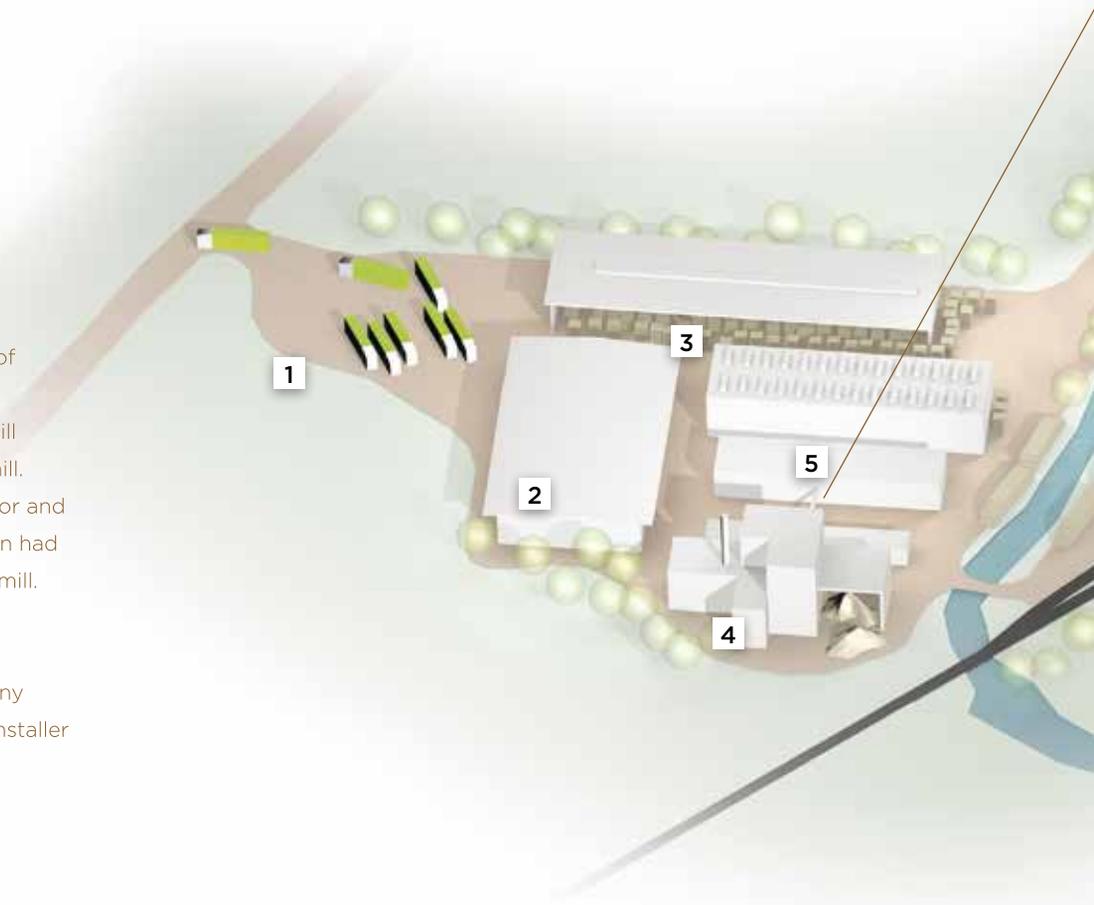
Unterbernbach belongs to Markt Kühbach and has a population of **4.000**. With **280** jobs, Pfeifer Group is the region's largest employer.

# UNTER- BERNBACH

The plant located in Unterbernbach, Bavaria, belongs to the Pfeifer Group since 2005. The acquisition of Anton Heggensteller GmbH directly strengthened the market position in Germany, and Pfeifer gained a company with a long and proud wood processing history. The mill next to the river Paar is mentioned in official records dating back to the 13th century.

## From mill to modern wood industry

- 1237** The Unterbernbach mill was first officially mentioned in the Dukes of Wittelbach's records in 1237.
- 1638** First documentation of the saw mill
- 1855** Paul Heggenstaller acquires the mill. "He bought the mill, 66 day of labor and the 'saw miller rights'. The mill then had seven water wheels to power the mill.
- 1876** Anton Heggenstaller takes over the company
- 2005** Pfeifer Group acquires the company
- 2012** Name change from Anton Heggenstaller GmbH to Pfeifer Holz GmbH



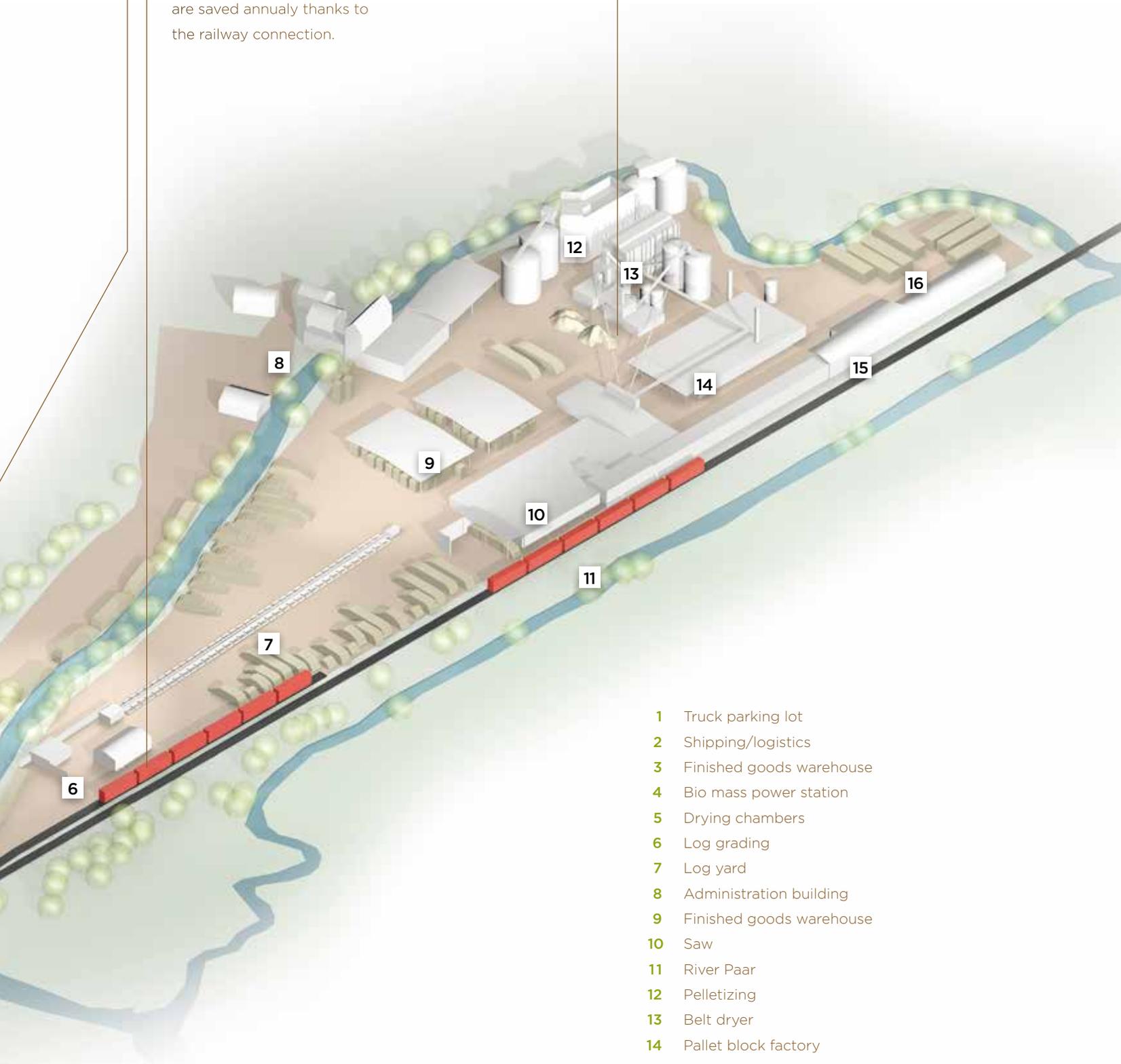
**75 million kWh** bio-electricity is produced annually at the bio mass power station.

**5.600** truck transportations are saved annually thanks to the railway connection.

**930.000** solid cubic metres of spruce and pine round wood is processed annually into sawn timber,

**220.000 m<sup>3</sup>** pallet blocks and

**150.000** tons pellets.



- 1 Truck parking lot
- 2 Shipping/logistics
- 3 Finished goods warehouse
- 4 Bio mass power station
- 5 Drying chambers
- 6 Log grading
- 7 Log yard
- 8 Administration building
- 9 Finished goods warehouse
- 10 Saw
- 11 River Paar
- 12 Pelletizing
- 13 Belt dryer
- 14 Pallet block factory
- 15 Railway connection
- 16 Sawn timber grading

# TO KNOW YOUR VALUES

**ONE STRONG BRAND FOR  
ONE STRONG WOOD-PROCESSING COMPANY**

As of 2012, the Pfeifer Group presents itself with a unified brand identity.

A prominent enterprise has risen from a string of separate companies,  
united not only to the outside market, but on the inside as well:

One uniting brand, consistent corporate design and a  
streamlined organization structure.



Pfeifer Group's position as a major player on the European wood market has become more visible since the brand identity has been unified.

With 1500 employees and a revenue of approximately 500 million Euro (2011), Pfeifer already was a major player on the European wood industry market, but for years, it was not evident. “We hid our size quite good”, grinned Michael Pfeifer. But last year, the multiple-brand strategy had finally lost its use. It was time for a change. CSO Michael Pfeifer summarized the reasons: “We had to use our size to our advantage, make use of the synergies. One important part of that was to unite all the companies under one brand name”. Even though the company already functioned with a joint owner and management structure, the last step to form a unified front made the final difference towards an ambitious agenda: Establishing a long-term and stable presence on the European wood-processing market. “This step is a joint commitment to the future and especially to our 1500 employees in three countries”, said CPO Clemens Pfeifer.

#### ONE NAME FOR ONE TIMBER FAMILY

The implementation of this strategy definitely came with some complications, and sometimes a real challenge for the strong identities of long established brands like Heggensteller, Konstrukto, Donau, und Schlitz. It was all the more surprising to see with what initiative and ambition that the separate locations integrated the new corporate design. Company signs, flags, labels, all graphic symbols of the company – everything was replaced quickly and with visible enthusiasm. “One brand name is also good for our employees. The awareness of being part of a large wood-processing family

creates a sense of safety. It strengthens the team spirit of the group”, said Clemens Pfeifer. Ewald Franzoi, the third to complete the executive trio, emphasizes the positive influences for the company: “Our industry has seen some turbulent years, and the future will most likely bring more challenges. It is important to know where you belong, and for who and what you stand. The employees’ reactions, also at new Pfeifer locations, have been throughout positive. Most importantly, it is easier to feel the connection with this step”, concludes Franzoi. ☰

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We must take advantage of our size and  
make use of the synergies. It is therefore  
important to identify ourselves as one  
company with one brand name.

MICHAEL PFEIFER // CSO Pfeifer Holding



#### BACKGROUND: BRAND FUSION

Pfeifer's new corporate design was created by WEST Werbeagentur in Landeck and the new logo represents the unity of the entire Pfeifer Group. The round Pfeifer timber and Heggenstaller planks from the previous logos have been merged into one symbol. In addition, the Pfeifer lettering has undergone a face-lift and the combination is a clean and easy-to-read appearance. "We wanted to honor the long traditions of the separate companies but still creating an image that unified the group", explains Peter Perktold from West Werbeagentur. Following this train of thought, the color green is also given more space. "Pfeifer adds value to the wood industry product system. It is difficult to find a company with a more sustainable production concept. The corporate design should communicate this", said Perktold.





# ALL NEW FOR THE TRADE SHOW

## A STRONG TRADE-SHOW PRESENCE

The new Pfeifer exhibition booth made its debut at the  
DACH+HOLZ trade fair in Stuttgart, Germany, in January 2012.

The mobile representation-booth is impressively modern and  
fulfills all wishes because of its flexibility.

To match the new corporate design, the Pfeifer Group also needed an updated and contemporary trade fair presence. "Before we presented the separate brands names at the trade shows. Our new booth clearly shows our clients what a great variety of products we offer under the name of Pfeifer Group", said formwork division manager Ingo Meitinger.

### ONE BOOTH FOR ALL PURPOSES

The previous booth design relied on classic wood, but the successor sports some other features. The new Pfeifer trade fair booth is a creation in white, with a number of large-format images. The new booth needed to be flexible in size, to adjust to the importance of the trade show. This new booth can be used for spaces ranging from 50 m<sup>2</sup> to 200 m<sup>2</sup>.

The new trade-show booth went from concept to realization in only two months, thanks to the cooperation of the Tyrolean trade-show construction company Auer. "We used Pfeifer materials to build the booth. The bar, for example, is made out of our single-ply wood panels. Already at the debut in Germany, clients came up to

congratulate us for taking this new path", said Ingo Meitinger. The booth layout is based on the fact that trade shows today are mainly an instrument for exchanging news and networking. A lounge area to talk to clients and business partners is therefore absolutely essential.

### INTERNATIONAL PRESENCE WITH A TYROLEAN TOUCH

Some 15 to 20 contact persons are needed to work the crowd when the new booth is built up at its maximum size at one of the big trade shows. Of course we bring a piece of Tyrol with us on our international journeys: since we are responsible for our own catering, we make sure to bring enough "speck" and beer brewed in Imst to satisfy our guests. Our colleagues at in-house logistics department also have important jobs. They are responsible for the booth always turning up at the right place at the right time for all our trade shows. ☰

### TRADE SHOW SCHEDULE

**Sao Paulo (Brasil) >**

**Concrete Show 2012**

Aug. 29 to 31, 2012

**Riad (Saudi Arabia) > Saudi Build**

Nov. 11 to 14, 2012

**Munich (D) > BAU 2013**

Jan. 14 to 19, 2013

**Mumbai (India) > bC India**

Feb. 05 to 08, 2013

**Verona (I) > Legno & Edilizia**

March 14 to 17, 2013

**Munich (D) > bauma**

April 15 to 21, 2013

**Cologne (D) > Branchentag Holz**

Nov. 30 to 31, 2013

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**Warmed up Austrians to heating with pellets: Rudolf Huber is a pioneer in the field of compact bio mass.**



It is hard to imagine Pfeifer Holz' product line-up without wood pellets and briquettes. The raw material is pure wood chips that come from the own sawing mills, and a closed recycling system is thereby established. Timber Magazine sat down to talk with the man who brought us this heating method: Rudolf Huber. He developed the first wood briquettes and brought the wood pellets to Austria.

# COMPACT AND NATURAL HEATING POWER

**RUDOLF HUBER** // an interview

*Pellets pioneer, pellets professor – you have indeed acquired a few titles during your career. What do you call yourself?*

Long time noble-pyromaniac perhaps, now active retired ... It was indeed pioneer work, but I was never alone. I always had great coworkers and supporters. And above all, very brave investors!

*But people laughed at you in the beginning?*

Yes, but that's normal for pioneers! And I never paid any attention to that. It was in 1993, when I saw a TV reportage about an Austrian wood-stove manufacturer. He produced 10 000 pellet stoves per year and exported all of them to the United States, because there was no pellets to be had in

the German-speaking world! So I started to import bagged goods from the United States and Sweden for the local market.

At the beginning people asked me "What do you want with these little sausages?" or "Now they take piglet starter to the energy exhibitions!" But already in 1996 my previous employer had built the first facility to produce wood pellets. The market was catching on and the bio-mass heating train of success was rolling.

*What made you support compact bio mass?*

I was, and still am, convinced that pellets are the heating source of the future. Austria is to 48% covered by forest, for example. The annual growth is 60 million

rm logs in Germany, and only 40 million is harvested. It is an almost unlimited supply of resources.

*Pellets are ultimately "children" of wood briquettes. Their history goes much further back and is also closely related to you?*

In the early 1980s we at Umdasch started to press wood briquettes. We had a problem with over-flowing sawdust silos, and we were not very successful in the beginning. The distribution came to be my responsibility, and so we went to that first trade fair and gave away 2-kg sample rolls to end-users. Then the sales picked up. —>

## PERSONAL DETAILS

### Rudolf Huber

Born 1946, married since 40 years, 1 daughter, resident of Viehdorf/Lower Austria. Ironmonger by trade, shipping manager at Umdasch Ladenbau from 1972, timber purchaser at Umdasch-Doka from 1976. Wood briquettes marketing from 1980, founded the bio energy department in 1990, including wood pellets from 1993. Moved to Hamburg, Germany and GEE (Gesellschaft für Erneuerbare Energien) in 2006, and retired but active with own bio mass consulting firm since 2011.



I was, and still am, convinced that pellets are the heating source of the future. Austria is to 48% covered by forest, for example. The annual growth is 60 million cubic metres of round wood in Germany, and only 40 million is harvested. It is an almost unlimited supply of resources.

RUDOLF HUBER // Pellets pioneer

*Those were still the massive wood briquettes without a hole, but with very low emissions?*

Yes, and that's why we, with high developing expenses, made the hole. It burned a lot better and had even lower emissions. Unfortunately Germany banned burning wood briquettes, mostly because some manufacturers in Germany used pretty much anything resembling wood to produce the briquettes. Even TVs with a wooden frame! But with the Ö-Norm M 7135 and DIN-Norm 51731 and other guidelines and standards, we could ultimately take action and make binding production criteria.

*The thing with the hole took some convincing at Pfeifer in Imst as well. How did you come to work together?*

In 1991, I heard that Pfeifer also produced wood briquettes. I contacted Oskar Pfeifer because I wanted to offer his product to my distributors. Oskar was persuaded by the hole first after having tried it in his own stove. Before he thought it to be a marketing gag. That was how we started to work together.

*... which then was expanded to include wood pellets?*

The hard competition between Umdasch /Doka and Pfeifer formwork panels and beams did not prevent the two companies from having good communications. I was allowed to show Oskar Pfeifer our pellets production. He said that those looked like just a couple of "coffee grinders"! Anyway, he risked building a pellet factory in Kundl, although the market was still in its cradle. Soon followed a few more factories.

*Pellets-spies, so to speak ... But seriously: As an expert, are you convinced of the Pfeifer products' quality?*

Absolutely, they live up to the highest standards. The wood briquettes' best features include the consistent moisture and solid mass at 1,2 kg/dm<sup>3</sup>. They have a high-energy efficiency and burn almost smoke free. The wood pellets are also in accordance with the latest quality criteria and standards like EN 14961 seals of quality like DINplus and ENplus.

*What does the future hold for bio mass products?*

The compact biomass ball has started to roll, and now it is unstoppable. There is not much more to improve in the quality of wood briquettes. The amount of small consumers of wood pellets will continue to increase, as well as the number of municipal and industrial facilities. The small stove market will also continue to grow – just look at Italy, there is a full-scale boom at the moment. Countries like Spain and France are going to follow. The local manufacturers will be challenged, because competitors from many countries are entering the market. But end users are always going to pay reasonable prices for quality products. ☰

## HIGHEST QUALITY FROM PFEIFER HOLZ

Pfeifer wood pellets and briquettes are being produced in four European locations: Imst, Kundl, Unterbernbach und Trhanov. With a production capacity of 380.000 tons per year, Pfeifer is one of Europe's leading manufacturers. The raw material comes from the respective saw mills, ensuring a reliable supply. The consistently high quality standards are ensured by external quality controls like Deutsche Pelletsinstitut DEPI and Holzforschung Austria Wien combined with rigorous internal quality systems. The high energy yield, a great price-performance ratio, low heating costs and minimal pollutant emissions make pellets a fuel of the future. Pfeifer wood pellets and briquettes actively contribute to climate protection.



### PELLETS PRODUCTION LOCATIONS



## PELLETS – A COMPACT SUCCESS STORY

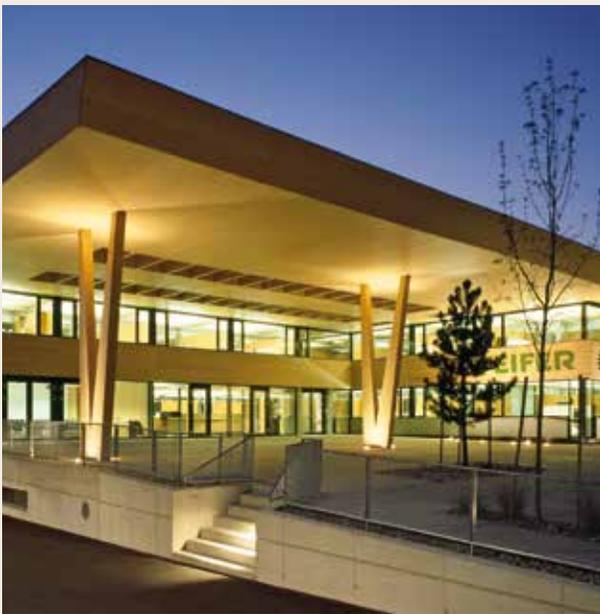
The method pelletizing exists since more than 100 years, but was then only used for food and drug products. The production of pressed sawdust in pellet shapes began in the United States at the end on the 70s, and together with the first pellet stoves it was a revolutionary success. In 1985, Sweden started the production for bulk users and in 1990 the Netherlands started to produce wood pellets that was sold as cat litter. On Rudolf Huber's initiative, production started in Austria in 1996 and soon stove and boiler manufacturers started to market their products in Austria and Germany.

## AWARDS

### WOOD INDUSTRY OF THE YEAR 2012

It is a challenge to rebuild a family company with one strong leader into a modern and team-oriented industrial company, but the Pfeifer Group rose to the challenge. But that is not the only reason that the Austrian trade journal "Holzkurier" named our company "Wood Industry Company of the Year 2012).

"The little saw mill founded 1948 in Imst has grown to become an international player. The award is an acknowledgment to the continuous development of the Pfeifer Group and should strengthen their self-image," said "Holzkurier" editor in chief DI Gerd Ebner.



Starting out in 1948 as a small saw mill, Pfeifer Group has since developed into a modern wood processing industry.

### PFEIFER IS TOP RATED

Reliability and stability – that's what the rating certificate from the world-leading supplier of commercial information Dun & Bradstreet (D&B), means. The Pfeifer Group also stands for reliability and stability. In November 2011, the family-owned business was awarded the top rating of 1 for the highest credit rating yet again. "The certificate is a commercial seal of quality and a signal to business partners that they can rely on the company", explains Romana Edelhauser, executive board member at the Vienna D&B branch.

The grading is based on the company's financial stability, data from the Chamber of Commerce and clients' and suppliers' payment experiences. Aside from balance sheet figures, negative information like bankruptcy and debt collection data also influences the final rating.



Certified top credit ratings: The Pfeifer Group was yet again awarded the top rating 1 by D&B.

**BACKGROUND**

With the purchase of the building rights in im Domat/Ems, Grison, the Pfeifer Group starts a new journey in Switzerland. Various re-start solutions are being discussed for this location.

# ENGAGEMENT DOMAT/EMS

The Pfeifer Group has connections to the Swiss canton Grison since many years, and enjoys a great reputation in sales as well as in purchasing. The Zug company Holzindustrie Pfeifer AG (a Pfeifer Group subsidiary) acquired the building rights in Domat/Ems in 2011. “It was a tough decision to purchase the two building rights for a total of 215 000 m<sup>2</sup> and the building shells of the former large-scale saw mill”, said Pfeifer Holding GmbH executive director Ewald Franzoi.

**STARTING SMALL-SCALE**

The Domat/Ems large-scale saw mill’s history is rather short but dynamic. Production started in 2007, but supply shortages, the economic crisis and the strong Swiss franc quickly caused problems. The company was sold after only two years, but failed one year later. The calculated mill log cutting volume of 800.000 cubic metres of round wood was too high and could not possibly render profits, said industry experts. After the machinery and fixtures were moved to a company in Thuringia, the Pfeifer Group stepped in and acquired the building rights. Right now a smaller-scale production is being tested on the site. “This project needs time”, cautions Franzoi. Internal teams are researching various raw material supply choices, technologies, products, marketing and logistics solutions before developing a

concrete plan. “A lot of work and money already went into the large-scale saw mill in Switzerland”, said Franzoi. “It would be a shame to let it all just go to waste”. Ingo-mar Kogler, the board member responsible for log purchasing, has noticed an attitude change in Grison forestry management: “The Swiss people are rediscovering the forest. The politicians are giving clear signals that they are ready to use the natural resources in the forests”.

**HOMAKO MARKET COMMISSION**

“The first step is to adjust the saw mill to the Grison and/or Swiss forests’ conditions”, Franzoi points out. The wood market commission HAMAKO is aiding Pfeifer to do this. This advisory board is collecting basic data about log supply. It is important to align the Domat/Ems mill’s technology and location concept to the amount of available logs in and around the canton. One thing is clear: The Domat/Ems project can only succeed if all stakeholders are pulling in the same direction and carefully examine the forest, the wood and the best way to utilize these existing factors.



**The location Domat/Ems belongs to the Pfeifer Group since 2011**

## QUICK FACTS

### Annual capacity:

900.000 m<sup>3</sup> packaging timber

620.000 m<sup>3</sup> pallet blocks

### Quality assurance:

Production monitored

by SGS-ControllCo

### Certificates:

EUROBLOCK pallet blocks production

approval by EPAL and various rental pools,

PEFC certified

[www.euroblock.com](http://www.euroblock.com)

EUROBLOCK Verpackungsholz GmbH is a joint venture by Pfeifer Holz GmbH and the Dutch company Presswood International B.V., who both hold 50 % of the company. Headquarters is located in Unterbernbach, Germany, with additional factories in Uelzen, Lautersbauch, and Berlin in Germany, as well as in Ermelo, Netherlands. The mission statement of this international market-leading pallet block company reads: Innovation and quality, utilization of capacity, sustainable actions and highest technical standards.

### STEADY AND STABLE

More than 2 million m<sup>3</sup> bark-free woodcuts and sawdust is created by Pfeifer Group wood processing factories each year.

It is a valuable and absolutely pollutant-free raw material for pallet blocks. The natural conifer splint is mixed with glue, wax and hardener – an all-automatic and computerized process – and then pressed with high pressure and heat. The result is a high quality and uniform derived timber product; an indispensable basic product needed for functioning goods logistics.

### SOLID QUALITY

The EUROBLOCK pallet blocks are first choice because of 30 years of production experience and extensive internal, as well as external, quality control systems. The most important features include a higher life expectancy and high shape retention because of the consistent delivery moisture of 8 %. Clients also note the very high production safety that comes with automated pallet production, high nail retention, and compliance with all international regulations on timber packaging.

### PACKAGING? WOOD!

Furthermore, EUROBLOCK pallet blocks are environmentally friendly products. When it is combined with waxed planks (elasticity and deflection), make optimal pallets. In addition to pallet blocks, the factories in Unterbernbach, Uelzen and Lauterbach also produce packaging timber made from pure European spruce, fir and pine harvested with sustainable forestry. The special cut on modern chipper-canter lines make smooth surfaces, exact cuts and dimensions. The packaging timber can be delivered either fresh or artificially kiln-dried, as the regulations dictate for packaging export goods. We deliver long goods and exact cut goods. Special requests, like custom lengths and dimensions, are available on request. ≡

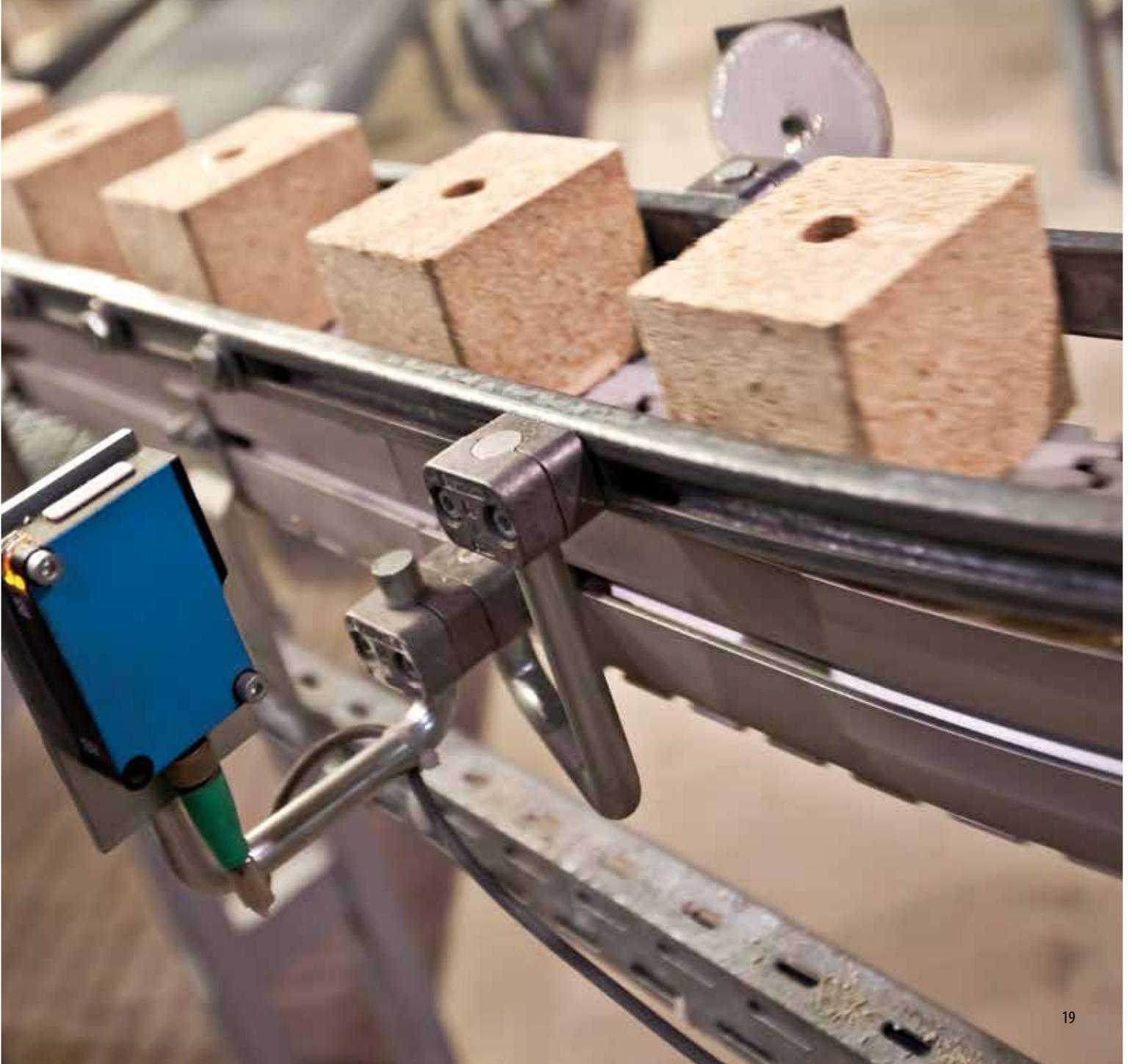


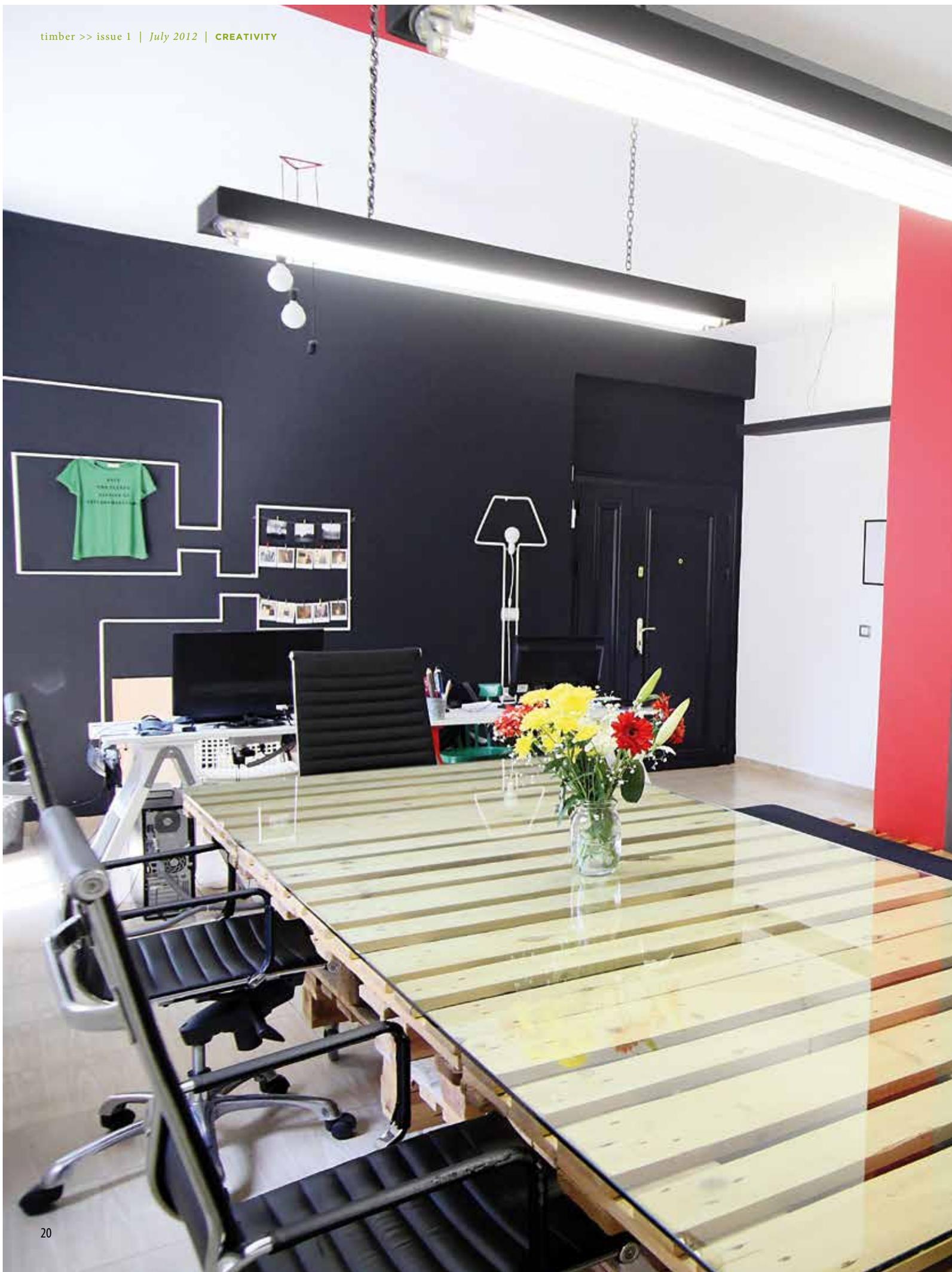
The indispensable basic product needed for functioning goods logistics is made out of natural sawdust, glue, wax and hardener.

Modern cargo transportation has a solid base to stand on with pallet blocks and packaging timber from EUROBLOCK. Five production and sales locations ensure a strong market presence and fast delivery times for our clients.

# EUROBLOCK – A WORLD OF LOGISTICS

**SOLID SUPPORT FOR  
GLOBAL CARGO TRANSPORTATION**







## PICKED UP

### ALTERNATIVE ARCHITECTURE OFFICE IN ALBANIA

The office space of "Anima Pictures" in the Albanian capital Tirana is a real eye-catcher. Since the company's creative brains were dissatisfied with the esthetics and functionality of store-available office furniture, they decided to use Euro pallets for their interior design. The versatile pallets are used for both employee workstations and conference table. "Pallets are great objects for realizing ideas, and they feature an enchanting simplicity," said Soena Lame, director of Anima Pictures. Aside from various commercials, this creative team also produces the Albanian version of "Extreme Makeover Home Edition". In this popular show an interior decorator with a team of workers renovate a house belonging to a deserving family while the cameras roll.

[www.anima.al](http://www.anima.al)



It's a long time since the Pfeifer Holz wood factories were a man's world only.  
With a high proportion of women's jobs, the Pfeifer Group has been leading  
the branch on new successful paths for years.

# HIGH QUOTAS FOR FEMALE SKILLED LABOR

## WOMEN'S JOBS AT PFEIFER

Since the very beginning, women have had a strong role in Pfeifer Holz's company history. The little saw mill founded by Barbara Pfeifer 1948 in Imst has just in a few decades grown into a globally operating enterprise. The Pfeifer Group has employees at nine locations in Austria, Germany and the Czech Republic. Today, about 250 of the approximately 1500 employees are female. Aside from the numerous employment and training opportunities in the administration, we offer safe and flexible part-time jobs in industrial wood processing – the core business of our company – that are ideal for female workers.

### NEW PATHS TO SUCCESS

“The integration of women workers at our manufacturing plants was originally an emergency solution because of historical events. Today we are proud and happy that

we took that direction, and comfortable with our pioneering role as employers in the wood industry”, explains general manager and administrator Günther Jariz.

At the end of the 1980s, the city of Imst was confronted with massive lay-offs and an acute rise in unemployment due to the closing of the local textile manufacturing plant Jenny & Schindler. In cooperation with the Public Employment Service AMS, Pfeifer Holz developed a project in Imst that aimed to reintegrate the mainly unskilled female workers into the labor force. The concept was successful, as Jaritz explains: “It became obvious that female workers were very suitable for the at this time relatively new processing methods. Our visual control jobs are not physically demanding, but they do required full concentration for several hours at the time”.

### STEADY INCREASE OF FEMALE JOBS

Since 1991, the proportion of women jobs at the Pfeifer Group factories has continued to increase, and some of the Tyrolean wood-industry pioneers are still with us. By now, 110 out of the 450 employees at our Imst factory are female, which makes us the largest year-round employer of women of the entire region. The proportion of women workers continued to increase at our other locations, as well. In addition to the great atmosphere at a renowned company, Pfeifer's female workers particularly appreciate the flexible working hours. Because the operations are organized in two to three four-hour shifts, we can offer flexible part-time jobs that can be divided in accordance with daily demands. This kind of flexibility is promoting stability and development possibilities for both employer and employees. ≡



**LENA BAUER** // 2nd year industrial clerks apprentice, Unterbernbach location:

"Because of the international locations, I have the opportunity to see other production locations and fields of work during my apprenticeship at Pfeifer. I think we are really well prepared after passing through all departments, and I think it's great that we are allowed to work independently from the get-go. I really like my team and I would do an apprenticeship at Pfeifer all over again!"



**ISOLDE SCHEDLER** // quality control, Imst location:

"To me, working at Pfeifer Holz is like having a big family. After so many years of working together you just know your way around, and even if the work is not so physically hard, you can still make a good living. For my professional future, I hope to stay healthy so that I can keep my secure job here at Pfeifer until it's time for me to retire."

## PFEIFER'S MOTLEY WORLD OF NUMBERS

1.400

### SOCCER FIELDS //

Millions of soccer fans cheer the European Championship teams on as they meet 2012 in Poland and the Ukraine. It doesn't matter who went home with the trophy: The Pfeifer Group also presents champion-like numbers. If you add the annual shuttering, formbeam, single and three-ply panels production capacity, you get an area of 10.000.000 m<sup>2</sup>. That is the equivalence of 1 400 FIFA regulation soccer fields (7.140 m<sup>2</sup>).



65.000

### HOUSEHOLDS //

265 million kWh bio energy can be produced annually at our plants in Kundl, Unterbernbach, Lauterbach and Uelzen. This capacity is high enough to supply 65.000 households with electricity for one year. On average, European households use 4.040 kWh per year.





### NATIONS //

Madera/дерево/dřevo –  
The resource wood has many names across the world. The Pfeifer Group is represented in 90 countries around the globe, from up-and-coming industrial nations like Brazil, China and India, but also rather exotic countries like Angola, Bahrain and Mauritius.

### STRONG CLAWS //

The Sennebogen 735 M-HD timber-handling machine is truly not a lightweight with its 38,5 tons. This specialty equipment does, however, show remarkable power combined with flexibility and agility while working at the plants in Kundl and Unterbernbach. The massive claw can grab 10 solid cubic meters at once and can easily master winding terrain.



### IMST – TOKYO //

The formwork beams production capacity of the Imst and Schlitz factories adds up to 9.000.000 running meter. That is equal to 9.000 km and approximately 5.600 miles. That is also the distance between Imst and Tokyo, as the crow flies.



## SHORT NOTICES



### HONORED //

As a part of the Propellets meeting, “pellet pioneer” Rudolf Huber was seen off to his well-deserved retirement.



### FEMALE POWER //

Parliament Representative Gisela Wurm and Minister for Women’s Affairs Gabriela Heinisch-Hosek were both convinced after seeing the high proportion of women on the glulam factory floor.

**COMPANY LOYALTY //** At the 2011 Christmas party we got to acknowledge some of our faithful employees. At the Pfeifer Group we have more than 200 employees with 20 or more years of loyalty.



**VISITS //** Factory tours are reoccurring items on the Pfeifer Group agenda. Here representatives from the company Götz und Popp got a backstage glance at our factory in Imst.

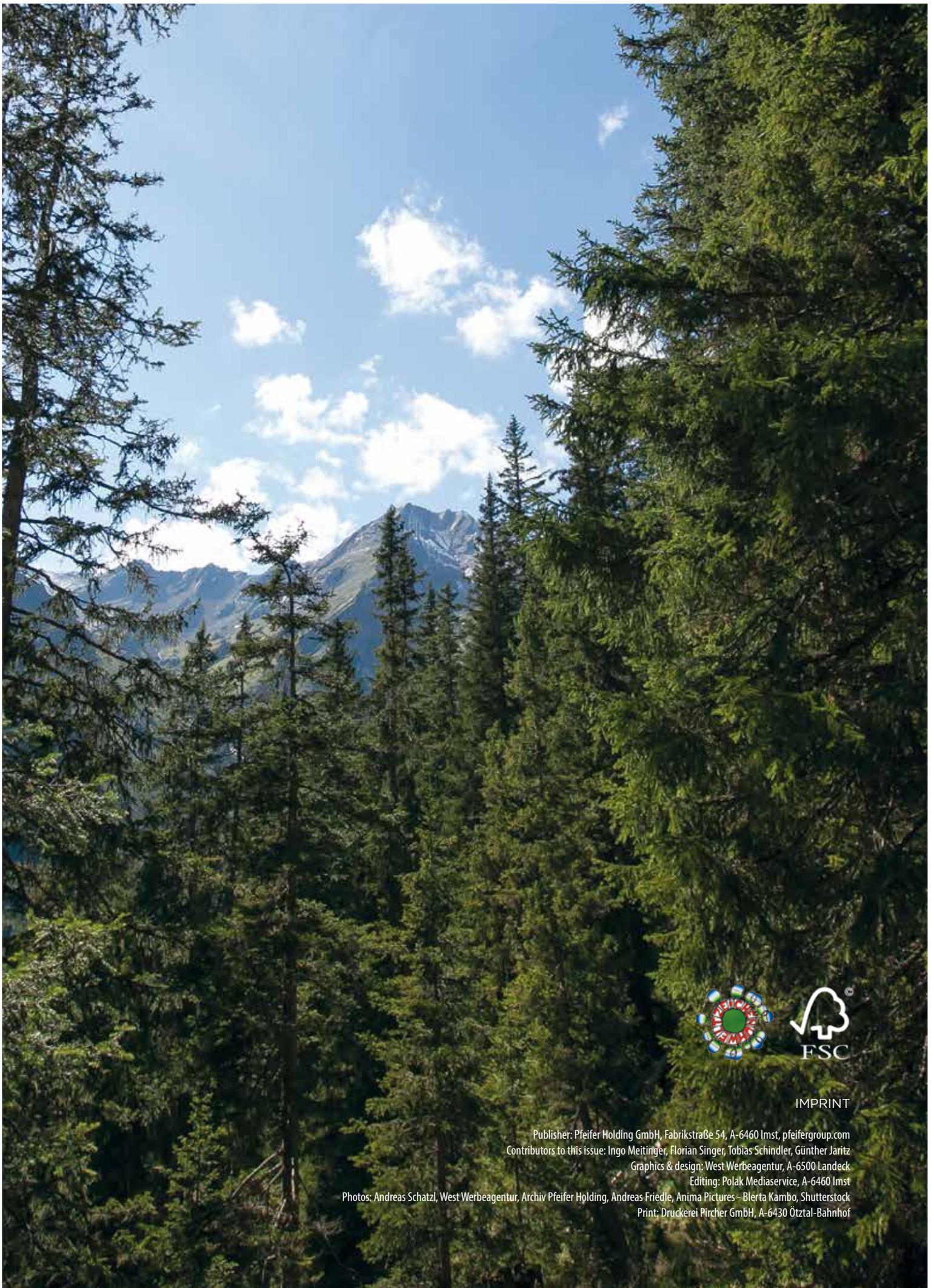
**AWARD //** The training of our future workforce is serious business at Pfeifer. Roman Flür, electrician apprentice in Imst is a great example. He has managed to complete all vocational school classes so far with top grades. His achievements are awarded with a gifted student award, presented by BSH plant manager Ing. Ulrich Pöll, and state governor Günther Platter.



**SIGHTSEEING //** Holz Kunz GmbH Representatives traveled from Ubstadt-Weiher to the Pfeifer location in Imst for a visit. Our German guests took the chance to have some sledding at the Latschenhütte lodge in Imst, rounding off the evening with a traditional Tyrolean get-together, of course.



**HANDS-ON //** The Pfeifer doors are always open to students. Here are students from HTL Imst paying our facilities in Imst a visit.



IMPRINT

Publisher: Pfeifer Holding GmbH, Fabrikstraße 54, A-6460 Imst, [pfeifergroup.com](http://pfeifergroup.com)

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Editing: Polak Mediaservice, A-6460 Imst

Photos: Andreas Schatzl, West Werbeagentur, Archiv Pfeifer Holding, Andreas Friedle, Anima Pictures - Blerta Kambo, Shutterstock

Print: Druckerei Pircher GmbH, A-6430 Ötztal-Bahnhof

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