150 years of more success with Pöttinger

2021 heralds a big anniversary for Pöttinger, the Austrian family-owned agricultural technology company: "Honour the past - be the future" is the headline for celebrating their 150-year success story. What started as a small workshop in Grieskirchen (AT), developed into an internationally successful agricultural machinery manufacturer.

**In 1871 the clocks were set for success**

It all started at a festival: Franz Pöttinger was a resourceful master clockmaker who in the 19th century was already highly innovative and looking towards the future. From his point of view, the precision of a timepiece could also be applied to machines for making farmers' hard work easier. This meant that the forage chopping machine's time had come. And for it, he was awarded the Silver Prize Medal at the Linz Festival (AT) in 1871. That was 150 years ago, the same year the company was founded. Pöttinger has been serving the agricultural technology industry ever since.

In addition to the forage chopping machine, the company also produced fruit mills and presses, harvesters for silage and forage, brushwood chippers and potato harvesters. In the 1950s, one of the best-selling machines was a loader for hay, straw, grass and beet leaves. A few years later, the conveyor rake revolutionised mountain farming. This paved the way for the "Green product range". Following continuous ongoing development, the hay loader soon became the forerunner for the loader wagon. Pöttinger has been the world market leader in this segment ever since. Acquiring the Bavarian Plough Factory (DE) opened the door for the grassland specialist to enter the tillage market in 1975. Power harrows, stubble cultivators and ploughs were then added to the product range. The third key area of competence was seed drill technology. The company successfully entered this market in 2001 by taking over the Rabe plant in Bernburg (DE).

**Pöttinger flags are raised all over the world**

Following the first exhibitions at trade fairs in Austria and neighbouring countries, international success started in 1999 with the foundation of the first sales subsidiary in France. Another 14 subsidiaries in Europe, USA and Asia followed, the most recent achievement being the opening of the subsidiary in Poland in 2020.

**Honour the past - be the future.**

Pöttinger has always felt a strong connection to farmers. Recent events in particular have shown how important it is for everybody to have a sufficient supply of high-quality food. "At Pöttinger we have been working for the success of our customers for more than 150 years. As a family-owned company, Pöttinger takes its responsibility for future generations and the environment very seriously. It is our duty to develop agricultural technology that allows and promotes all aspects of farming also in the future," is how Gregor Dietachmayr, Spokesperson for the Management Team, outlines the company's strategy for the future.

**Photo preview:**

Honour the past -

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| Founder Franz Pöttinger with his wife Juliane | A swath rake driven by 1 horsepower | The hay loader makes harvesting child's play |
| <https://www.poettinger.at/de_at/Newsroom/Pressebild/4705> | <https://www.poettinger.at/de_at/Newsroom/Pressebild/366> | <https://www.poettinger.at/de_at/Newsroom/Pressebild/365> |

be the future.

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| The management team | JUMBO 7220 COMBILINE, the flagship | New: AEROSEM FDD, front hopper seed drill |
| <https://www.poettinger.at/de_at/Newsroom/Pressebild/4062> | <https://www.poettinger.at/de_at/Newsroom/Pressebild/4342> | <https://www.poettinger.at/de_at/Newsroom/Pressebild/4604> |