Go on green: Pöttinger is building a fourth plant

New assembly plant for the IMPRESS and TOP

On 30 April 2020, the ground-breaking ceremony took place for a new plant in St. Georgen, just 5 km away from the company's headquarters in Grieskirchen (AT). In the presence of the two owners - Heinz and Klaus Pöttinger - the Management Team officially launched the start to construction.

Despite the challenging situation at the moment, Pöttinger is sticking to its ambitious expansion plans and the new plant is due to open following a building phase of just over a year. An investment of EUR 25 million will see an assembly plant with a floor space of 6,300 sqm built during the first construction phase. Assembly of IMPRESS round balers and TOP 4-rotor rakes will start there in early summer 2021 at the latest.

**More Success with Pöttinger**

With a success story that goes back almost 150 years, the history of the Grieskirchen-based agricultural machinery manufacturer shows how success can be harvested: When almost 2,000 dedicated employees worldwide, an innovative product range and a visionary entrepreneurial spirit work together perfectly. Now they are writing the next chapter: with the headquarters in Grieskirchen (AT) focusing on grassland implements, the seed drill technology factory in Bernburg (DE) and the tillage competence centre in Vodnany (CZ), Pöttinger is now expanding its expertise in grassland even further by opening another plant in Austria.

Further expansion has become necessary given the worldwide success achieved through continuous internationalisation. On the one hand, the increase in sales volumes has led to bottlenecks on the production line. On the other, the increasing demand for even larger agricultural machines has accentuated the situation. Further expansion at headquarters is not possible due to lack of space. The assembly line currently being leased just outside Grieskirchen will be needed for other purposes starting next year. The site in St. Georgen is an ideal location that offers further expansion opportunities.

**All good things come in threes**

The company still intends to go ahead with this investment despite the current situation. The laying of the foundation stone for the new plant sees Pöttinger starting its third construction project in its home country of Austria. This follows the expansion of the plant in Grieskirchen and the building of the new spare parts logistics centre in Taufkirchen. A modern plant will be built on the industrial site, blending harmoniously into the landscape. Great importance is attached to environmentally friendly architecture featuring green roofs, generous green spaces and wood as a building material.

**Investment in the future**

The Management Team channels the company's activities into healthy economic growth, expansion of its competence as a grassland specialist and creating attractive jobs. "The market defines the progress of expansion phases", explains Jörg Lechner, the Managing Director responsible for this construction project. "We planned these investments to be cost-effective while keeping an eye on the road ahead." A 6,300 sqm assembly line plant is to be built on the 17-hectare site for the time being. Plans for ongoing flexible expansion are already in place.

**The best forage**

The latest addition to Pöttinger's extended family of products is the IMPRESS round baler. Its new home will be at the new plant in St. Georgen, along with the large 4-rotor rakes. Subsequent expansion phases will include an assembly line for the largest grassland machines.

The number of employees needed at the new plant will naturally increase as each phase of expansion develops. A large proportion will consist of a proven team who have the expertise to assemble these machines to the highest quality specifications.

**Living agricultural technology**

The pioneering company intends to stay on course despite the current situation. "In the new plant, we will promote living agricultural engineering to the full. Special attention will be paid to maintaining the usual high product quality to achieve the best work results, an ergonomic working environment for the employees and an environmentally friendly building. The investment of EUR 25 million in the first stage of construction is a carefully-planned milestone on the road to further success for Pöttinger", says Gregor Dietachmayr (Speaker of the Execute Board).

**Photo preview:**

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| Together with the Management Team, the company owners lay the cornerstone for the new assembly plant.  From the left: Dr. Markus Baldinger, Jörg Lechner, Klaus and Heinz Pöttinger, Gregor Dietachmayr, Herbert Wagner, Wolfgang Moser | |
| <https://www.poettinger.at/de_at/Newsroom/Pressebild/4508> | |
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| The new assembly plant blends into the landscape | The round balers will be manufactured close to company headquarters |
| <https://www.poettinger.at/de_at/Newsroom/Pressebild/4509> | <https://www.poettinger.at/de_at/Newsroom/Pressebild/4303> |

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