

SCM Austria inaugurates its new premises in Ansfelden, strengthening its presence and commitment to the Austrian market

The new 550-square-metre Technology Center provides a more modern, efficient and welcoming environment for customers with expanded spaces for live demonstration, education and technical support.

SCM Austria team welcomed customers, dealers and partners for a two-day event that attracted strong participation and significant interest from the market.

On **17 and 18 September**, SCM officially inaugurated its new premises in Ansfelden, marking a further step in the development of the **SCM Austria Subsidiary** and reinforcing the Group's long-term commitment to the Austrian market.

The new facility was designed to provide a more modern, efficient and welcoming environment, both for customers and for the SCM Austria team. It combines expanded exhibition space with a dedicated training room and strengthened local sales and technical support capabilities, creating a **new point of reference for customers and partners in Austria**.

The Grand Opening brought together customers, dealers, partners and colleagues, as well as representatives from the local business and institutional community, including **Christian Partoll, Mayor of Ansfelden**, who highlighted SCM's significant contribution to the local economy during the ribbon-cutting ceremony. The event also featured the presentation of the **Julius Award**, awarded to SCM by the Upper Austrian Economic League in recognition of the company's commitment to the Austrian market.

"Today is not simply about opening a new building. Today is about opening a new chapter for SCM Austria," said **Thomas Pachler, SCM Austria Country Manager**. "Since we established our own branch in 2019, our presence in this market has grown continuously, and with it our customer base, our team and our local services. This new site is the next logical step in that development."

A new Technology Center designed around customers

The new Technology Center covers around **550 square metres** and provides a significantly larger exhibition area where customers can experience SCM technologies and digital solutions in an integrated environment. The Technology Center can demonstrate a broad range of woodworking processes, from **panel sizing and edge banding to CNC machining and nesting**.

A **new training room** has also been created as a dedicated space for customers, operators and partners to learn, exchange experience and stay up to date with the latest developments in the industry.

The investment in the new facility goes hand in hand with the strengthening of the local organisation. SCM Austria has expanded its presence in both sales and, particularly, **technical support**, bringing additional service technicians on board to provide customers with the expertise and responsiveness required throughout the lifecycle of their solutions.

Automation to strengthen competitiveness

The opening comes at a time when Austrian woodworking companies are facing increasing cost pressure while maintaining high standards of quality and craftsmanship. According to Pachler, this makes the progressive adoption of automation increasingly relevant.

"Our answer is automation, step by step and with a sense of proportion," said Pachler. "Every automated handling operation reduces unit costs and gives us back something that is currently scarcer than capital, namely qualified working time. Skilled people should be programming, optimising and taking responsibility, rather than carrying out tasks a machine can handle just as well. That leaves time for what really matters: quality."

This focus on automation and productivity is fully aligned with SCM's broader development strategy, which combines machinery with increasingly integrated automation, engineering, software, digital solutions and services.

A concrete example is the acquisition of **Tecno Logica** that enables SCM to offer **integrated automation and advanced robotics systems** capable of supporting high production capacities in highly variable and complex environments, further expanding the Group's ability to support customers on increasingly complex projects.

At the same time, the integration of **Tecnest** is expanding SCM's offering in advanced software solutions and MES - Manufacturing Execution. This supports SCM's ambition to move beyond the individual machine and accompany customers throughout their production processes, combining technologies, data, software and services to contribute to greater efficiency and production control.

A strategic market within the DACH region

"Austria is an important part of the wider DACH organisation, together with Germany and Switzerland," said **Giovanni Masino, DACH Regional Manager at SCM**.

"Local presence does not mean working independently. One of the great advantages of SCM's DACH organisation is our ability to share knowledge, people and technical capabilities across borders. This is particularly important in service, where cooperation between our teams can help us respond quickly and reduce machine downtime when customers need support."

The same principle applies to technology and applications. SCM's Technology Centers and technical teams across the DACH region can share experience and expertise to address increasingly complex production requirements, combining machines with software, service and application knowledge.

The Ansfelden Technology Center brings these capabilities together locally, while remaining fully connected to the wider DACH organisation.

From machines to integrated technology, software and services

The SCM Austria Grand Opening also provided an opportunity to underline SCM's broader corporate strategy.

"Austria and the wider DACH region are strategically important for SCM, with a strong industrial culture, highly skilled companies and demanding customers who value quality, reliability and productivity," said **Pietro Gheller, Director of SCM Wood Division**.

"SCM's vision, reflected also in Austria and in the markets where we operate, is clear: to maintain a consistent long-term approach and avoid short-term thinking," Gheller added. "We want to be closer to our customers not only when they choose a machine, but throughout its entire lifecycle – from technology selection and application development to installation, education, maintenance and service. The new facility in Ansfelden, together with the expansion of the local team and our efforts to strengthen technical support, is a clear expression of that approach."

A long-term commitment to Austria and its local community

The opening was also an opportunity to highlight SCM Austria's relationship with the local community and business environment. The presence of **Mayor Christian Partoll** and other representatives from politics and business underlined the importance of the new facility within the Ansfelden area, while the **Julius Award from the Upper Austrian Economic League** provided further recognition of SCM's commitment to the Austrian market.

"We are very proud to receive the Julius Award. It acknowledges the commitment of our team to the Austrian market and encourages us to continue investing, listening to our local customers and developing our people and technologies," said Gheller.

The official Grand Opening concluded with a **technology tour of the new facility**, giving guests the opportunity to discover SCM's solutions and the capabilities of the new Technology Center first-hand.

"This site is far more than a new address. It stands for innovation, expertise, proximity and, above all, SCM's long-term commitment to the Austrian market and to its industry and craft," concluded Pachler.

Scm Group is a global leader in technologies for machining a wide range of materials – wood, aluminium, plastic, glass, stone, metal and advanced materials - and industrial components. Across the globe, the group's companies act as highly reliable partners to leading industries in a wide range of product sectors, from furniture to construction, automotive to aerospace, and nautical to plastic machining.

Scm Group coordinates, supports and develops a system of industrial excellence, with highly specialised and integrated plants in Italy and other sites in Germany, the United States and Brazil with production dedicated to local markets.

Scm Group has a turnover of over 800 million euro, more than 4,000 employees and a direct presence on five continents.

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