

---

# 2 SPRUCE GENERATIONS

---



THE STORY OF 160 YEARS OF WEINBERGER



**weinberger**  
best of holz.

**weinberger**  
 best of holz.

“



TWO SPRUCE GENERATIONS!

## THE BEST, YOU CAN MAKE FROM US.

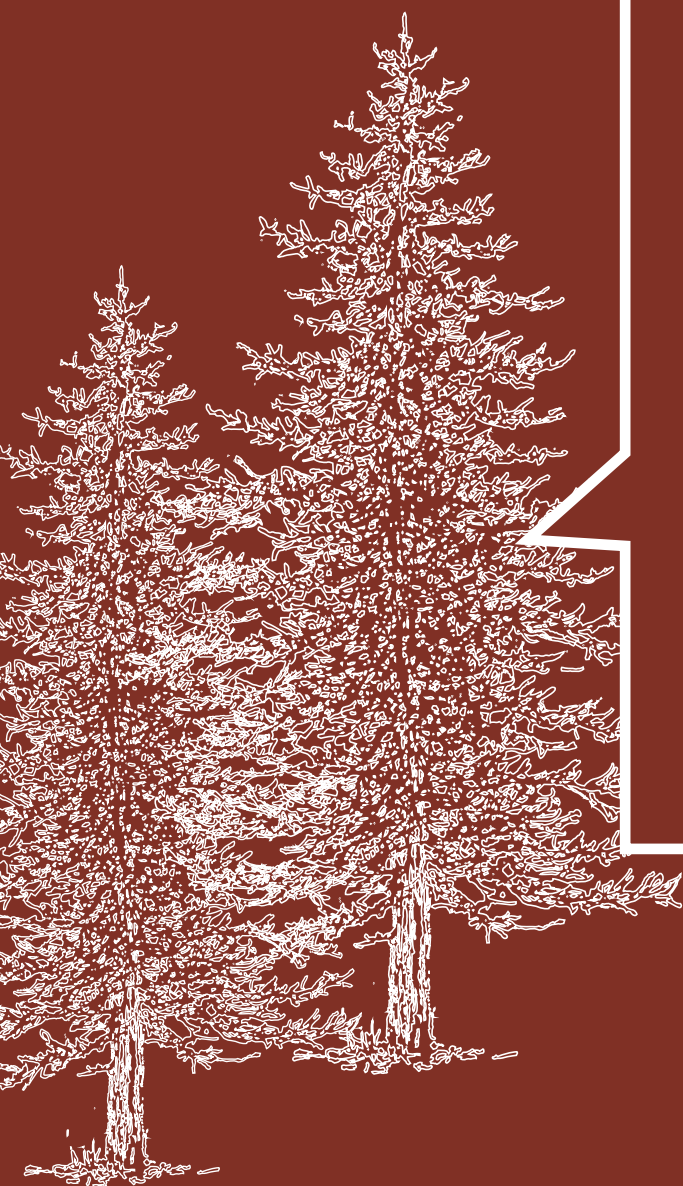
---

THERE ARE MANY THINGS THAT CONNECT HUMANKIND TO US SPRUCES. THAT'S WHY FOR CENTURIES OUR SPECIES HAS CULTIVATED A CLOSE RELATIONSHIP WITH PEOPLE. THE PERHAPS MOST BEAUTIFUL EXPRESSION OF OUR ASSOCIATION IS THE FACT THAT A PERSON'S AVERAGE LIFE EXPECTANCY CORRESPONDS ALMOST EXACTLY TO OUR ROTATION CYCLE. AROUND 80 YEARS IN OTHER WORDS! WHICH TOTALS 160 YEARS FOR BOTH OF US. IT'S ALSO TWO SPRUCE GENERATIONS SINCE THE WEINBERGERS BECAME INTERESTED IN US AND STARTED TO FOCUS THEIR LOVE AND PASSION ON US. THEY HAVE SINCE BEEN PRODUCING THE BEST THAT PEOPLE CAN MAKE FROM US. AND, TODAY, THE FIFTH AND SIXTH GENERATIONS ARE WORKING TO THE PRINCIPLE THAT ALREADY APPLIED 160 YEARS AGO:

### BEST OF WOOD

”





“



TWO SPRUCE GENERATIONS!

# WHEN FATHER AND SON ...

---

SO NOW IT'S THE FIFTH AND SIXTH GENERATIONS THAT ARE CONTINUING TO WRITE WEINBERGER'S STORY OF SUCCESS. JOHANN JOSEF AND JOHANN ALFRED. FATHER AND SON. TWO DIFFERENT PERSONALITIES THAT COMPLEMENT EACH OTHER VERY SUCCESSFULLY. BUT LET'S LISTEN IN TO WHAT THE TWO ARE SAYING.

”

*There's a future in quality*

JOHANN ALFRED WEINBERGER





**JOHANN JOSEF WEINBERGER, SENIOR**

It's also really fortunate when a family business such as Weinberger continues to thrive for such a long period of time. It's not often – particularly these days – that the son shares the enthusiasm and passion of previous generations as is the case at Weinberger.

**JOHANN ALFRED WEINBERGER, JUNIOR**

*That the different generations work so well together here is probably due, on the one hand, to the fact that we work in separate and clearly defined areas of responsibility and, on the other, because we take all important business decisions jointly. We develop our budgets, strategies and investments together, for instance.*

**S**

That's right! You are now also widely responsible for continuing to develop the business into one that focuses on quality and innovation. I'm thinking, for example, of the cooperation prize awarded by Austrian Cooperative Research for our non-settling log-house planks which we developed in cooperation with Holzforschung Austria.

**J**

*Thanks! But now that you've mentioned responsibility: our employees also bear an impressive share of the responsibility by being so dedicated and skilled. They're also very significant in making our products so successful in our most important export markets of Italy, France, Germany, Spain, Slovenia, Slovakia and Switzerland. And we mustn't forget your talent and your experience in sales.*

**S**

Yes, a very marked awareness of what customers want is in our genes. We have to thank our ancestors for that. Even if today's swift technological developments, rapid changes and increasing market competition have made arriving at the right decisions much more difficult.

**J**

*I'm convinced that we've settled on the right course – also for the long term – with our continuing focus on quality.*

**S**

That's certainly true. I'd put it this way:  
There's a future in quality!







“



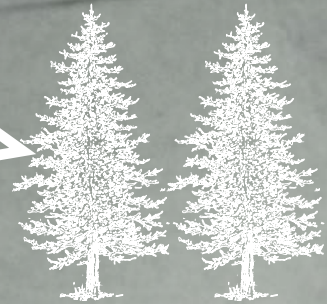
TWO SPRUCE GENERATIONS!

# THE FUTURE NEEDS TO COME FROM SOMEWHERE

---

... AS THE GERMAN PHILOSOPHER, ODO MARQUARD, ONCE SAID.  
AND JOHANN ALFRED WEINBERGER AGREES ENTIRELY AND SAYS  
THAT ONE OF THE MAJOR FACTORS IN THE COMPANY'S SUCCESS IS  
THAT WEINBERGER'S KNOWLEDGE, VALUES AND EXPERIENCE ARE  
SHARED. BUT WHO WERE THOSE PEOPLE WHO LAID THE FOUNDATION  
STONES FOR THE BEST OF WOOD IN THE PAST?

”





# BERG'S GASTHOF

*Each life's work was the foundation  
for the next.*

JOHANN JOSEF WEINBERGER

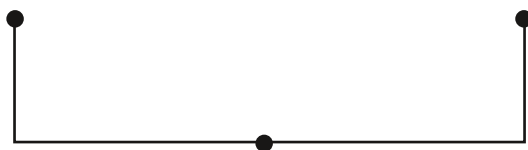
If Weinberger's success is to be understood, we first need to look back. To the lives of those men who laid the first foundations. It only then becomes apparent that by the end of their lives they had accomplished achievements that presented both opportunities and incentives to the following generations. Everything began with a woman, however. For it was Maria Weinberger who prepared the ground for the company's success. As the adopted daughter of the butcher, Leopold Oster, and later sole heir, she brought the butcher's business, the inn and her business acumen into her marriage with Johann Weinberger I. Together, they represented a strong team.



MARIA WEINBERGER, NÉE STEINKELLNER



JOHANN WEINBERGER I



Johann and Maria Weinberger founded the Weinberger company with butcher's shop, farm and inn immediately after marrying in September 1854. They bought the Hüttenberg Mill that also came with the very important water rights 12 years later. Soon after, they installed a plank saw in the mill, which meant that they had everything they needed to cut wood.



JOHANN WEINBERGER II  
(FROM 1882)



Johann Weinberger II took over the company in 1882. A man who, at 56 years, had comparatively little time to leave his mark. So his achievements are all the more outstanding. He was the first to make a decisive addition to the sawmill with the installation of a better-performing frame saw. He also increased timber sales and entered the history annals of his home town by being elected mayor.



JOHANN WEINBERGER III  
(FROM 1909)



On his return from the First World War, Johann Weinberger III made an important strategic decision by choosing to concentrate on and thus specialise in timber as a building material besides continuing the farming and forestry side of the business. It was for this reason that he shut down both the inn and butcher's shop. He also closed the mill and had an electricity generator installed instead. He was then responsible for installing the new multiple-blade frame saw. And – like his father – he was elected mayor of Reichenfels.



JOHANN WOLFGANG WEINBERGER  
(FROM 1947)



The company's fortunes fell to Johann Wolfgang Weinberger shortly after the Second World War. He doubled the original size of the property, established his own hunting grounds and closed down the livestock side of the business that had been in operation for centuries to enable him to start processing timber. To this end, he built a new planing plant in 1968 and a new parquet factory in 1972. He also changed the business into a limited liability company when his son took over in 1986 (the business to this day remains a limited liability company). And like his father and his father before him, Johann Wolfgang was also elected mayor of Reichenfels.

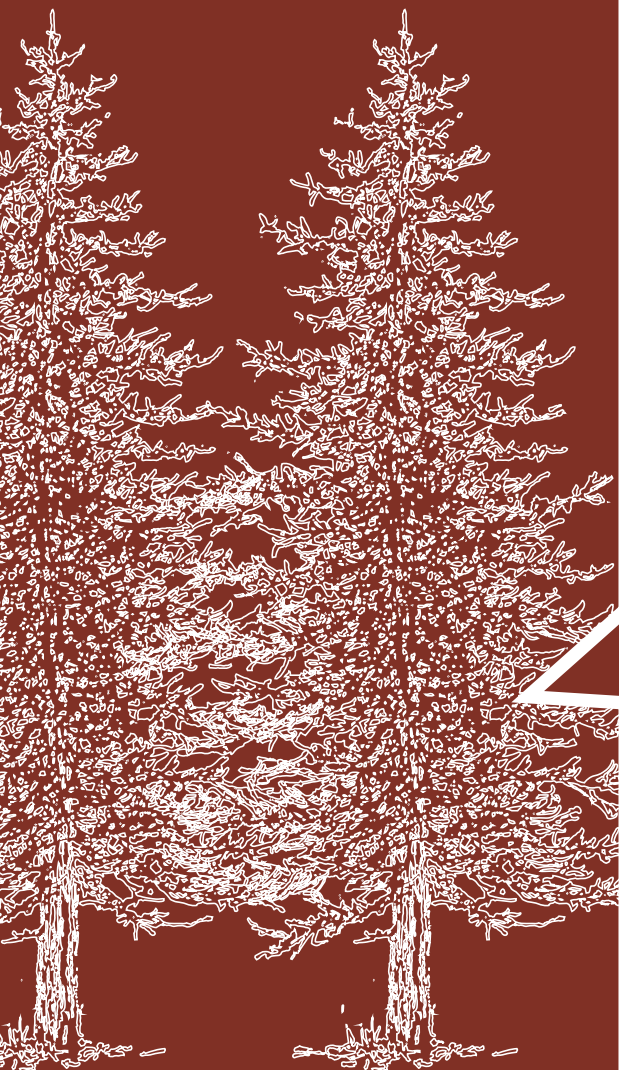


JOHANN JOSEF AND JOHANN ALFRED WEINBERGER  
(FROM 1986 AND 2003)



Which brings us back to the two generations that have today turned Weinberger into one of the industry's quality leaders. Johann Josef's son, Johann Alfred, became a shareholder in the company in 2006 and has since assumed operational co-responsibility for the course that has taken the company to its current success.





“



TWO SPRUCE GENERATIONS!

## HOW TO GO WITH THE TIMES

---

THE PATH YOU TAKE IN LIFE DEPENDS ON THE DECISIONS YOU MAKE AT THE CROSSROADS YOU ARRIVE AT ALONG THE WAY. WEINBERGER'S HISTORY ALSO TURNS OUT TO BE THE RESULT OF A SEQUENCE OF DECISIONS THAT WERE BASED ON WHAT WAS BEST AT THE RESPECTIVE PERIODS.

”

*There were no signposts  
at the crossroads.*

JOHANN JOSEF WEINBERGER



## 1854 — HOW EVERYTHING BEGAN

Maria and Johann established the company shortly after their marriage in 1854. At the time, the business consisted of a farmhouse with livestock, an inn, a butcher's shop and some woods.

## 1858 — LEONARDO DA VINCI'S VENETIAN SAW

The Weinbergers were always clever business people. That's why from the start they took their investment decisions at the appropriate times. The first was in 1858 when the history of Weinberger as a timber business commenced with the addition of a sawmill and the acquisition of a Venetian saw that delivered a daily performance of one solid cubic metre. By the way, a Venetian saw is a plank saw made of wood with a single, vertically cutting saw blade. It is an invention by the famous and brilliant Leonardo da Vinci.

## 1866 — THE PURCHASE OF THE HÜTTENBERG MILL

The purchase of the Hüttenberg Mill was also a pioneering milestone in the company's history. Not only because the Weinbergers were now able to produce linseed oil of the highest quality but also because the family acquired water rights along with the mill — an important prerequisite to operating the saws.

## 1882 — FIVE SOLID CUBIC METRES A DAY

Another important investment decision was taken when the second generation took over from the first in 1882. The installation of a frame saw increased the sawmill's capacity to five solid cubic metres a day.

## 1929 — THE MOVE TO TODAY'S LOCATION

It was a year characterised by major changes. The Weinberger family decided to relocate to the place in Reichenfels where the company is based to this day. The mill was converted to generate electricity, a multiple-blade frame saw was taken into operation and productivity was again increased. But that was also precisely the time when the global depression swept across Austria to the detriment of the development of Weinberger's business.

## 1945 — THE COMPANY'S OWN ELECTRICITY PLANT "MODERNISED"

Reconstruction after the Second World War meant that the demand for energy, including electricity, was great. That's why it was obvious to the Weinbergers that they had to modernise their own power plant in such a way that would enable them to supply electricity to all of Reichenfels. What did modernise mean at the time? Well, they replaced the sloping timber trough with a cast-iron pipe that allowed more water to pass across the turbine. The Weinbergers ordered the pipe from VOEST, which was the largest domestic manufacturer of iron even back then. They paid for it in kind with two packages of cut Swiss stone pine.













# THE STORY CONTINUES

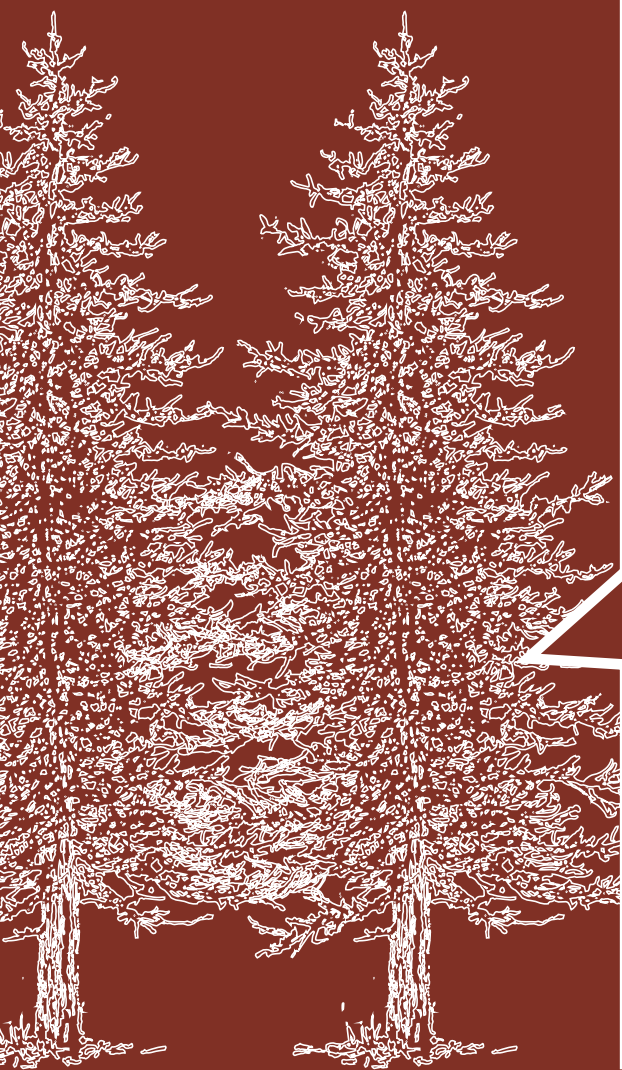
## IN BRIEF:

---

- 1968: Construction of a planing plant for the production of profiled planks
- 1972: Weinberger extended its range by launching the production of parquet flooring
- 1982: Foundation stone laid for finger-jointing, today's focus of production
- 1992: Formaldehyde-free polyurethane technology was used for gluing load-bearing structural timber components for the first time in Europe
- 1994: Bilam and trilam production commenced
- 2000: Approval for B11 and B13 quality
- 2001: "Wachstum durch Forschung" innovation prize awarded to Weinberger ("Growth through Research")
- 2007: 3<sup>rd</sup> place in the Innovations- und Forschungspreis (Innovation and Research Prize): "Innovatives Verkleben von tragenden Holzbauteilen" ("Innovative Gluing of Load-bearing Structural Timber Components")
- 2010: Acquisition of the glue-laminated timber plant in Abtenau (Salzburg)
- 2012: Weinberger was the first company in Europe to manufacture log-house planks and Bilam forte in accordance with ETA-13/0234 and in a CE-compliant quality. Autumn 2014 saw the production of bilam and trilam for customers achieve compliance with the harmonised Standard EN 14080:2013.

## IN THE ANNIVERSARY YEAR OF 2014 ...

... the plant for glue-laminated timber in Abtenau with its highly modern hardware and software was taken into operation as the most efficient production facility of its kind in Europe. A project has also been started this year in conjunction with Holzforschung Austria for the more targeted and efficient use of PU gluing that will achieve even greater stability while reducing glue consumption. This will in turn deliver enormous resource and power savings because the high-frequency pressing process that is very energy intensive will no longer be required. And, as has been the case in most years, many additional technical measures have also been implemented at the Reichenfels location in 2014 to help optimise operations.



“



TWO SPRUCE GENERATIONS!

## NATURALLY GOES WITHOUT SAYING

---

IT WOULD ACTUALLY BE QUITE NATURAL FOR PEOPLE TO SPEND THEIR LIVES IN VERY CLOSE PROXIMITY TO NATURE WHEN THEY ARE WORKING WITH NATURAL RAW MATERIALS. BUT WE SPRUCES IN PARTICULAR HAVE LEARNT FROM THE EXPERIENCE GAINED FROM TWO TREE GENERATIONS OF INTENSIVE COOPERATION WITH WEINBERGER THAT NOT EVERYONE USES ITS RESOURCES AS ECONOMICALLY AS THIS FAMILY BUSINESS IN CARINTHIA DOES.

”

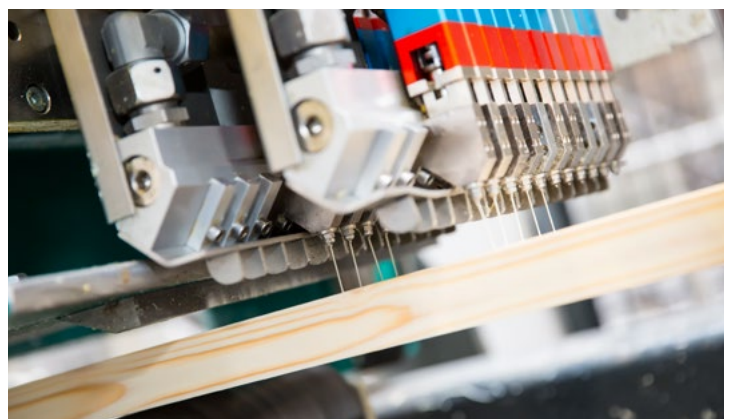
*When you're close to nature,  
you protect it.*

JOHANN ALFRED WEINBERGER











MANAGING A MODERN AND INNOVATIVE COMPANY TODAY ALSO MEANS THAT YOU NEED TO FOCUS ON THE ENVIRONMENT. AND CONSEQUENTLY ON THE EFFICIENT USE OF RESOURCES. THIS IS SOMETHING THAT APPLIES PARTICULARLY WHEN THE RAW MATERIALS ARE SOURCED DIRECTLY FROM NATURE. THAT'S WHY WEINBERGER'S RESEARCH AND DEVELOPMENT IS NOT AIMED SOLELY AT MANUFACTURING PRODUCTS OF AN INCREASINGLY HIGH QUALITY BUT ALSO AT PROTECTING THE ENVIRONMENT. BECAUSE, IF OUR MANY YEARS OF EXPERIENCE HAVE TAUGHT US ONE THING, IT'S THAT BOTH OFTEN GO HAND IN HAND:

## 40% FEWER TRUCK JOURNEYS

For a few years now, Weinberger has been compressing sawdust at site immediately after production. In other words, before this valuable "waste" is transported for further processing to pellet producers. The consequence is that dust is almost entirely eliminated and the number of truck journeys has been reduced by 40%.

## LESS ENERGY CONSUMPTION THROUGH "ICEBOND"

Until just a few years ago, the industry thought that timber gluing was only possible at wood and ambient temperatures of at least 20°C and creating such conditions required lots of energy, particularly during the winter. That is until Weinberger developed a method that permitted finger joints to be glued at temperatures below freezing – which meant that it was possible to reduce energy consumption. The "Icebond" project delivered the scientific evidence that this method works in 2012, which was also subsequently confirmed in the test report issued by Holzforschung Austria in 2013.

## HEALTHIER WITHOUT FORMALDEHYDE

Weinberger remains one of the few manufacturers in the industry to use polyurethane that doesn't contain any formaldehyde in its gluing processes. It doesn't use formaldehyde because indoors the substance may cause irritation to the mucus membranes, the eyes and the upper respiratory system, which may in turn cause a burning of the eyes, sharp pains in the nose and throat as well as such indeterminate symptoms as headache, fatigue and discomfort. The extent to which formaldehyde may affect health is demonstrated by the fact that the World Health Organization (WHO) has placed it on its list of carcinogenic substances. That's why for many years Weinberger has only been using formaldehyde-free polyurethane in its gluing processes.

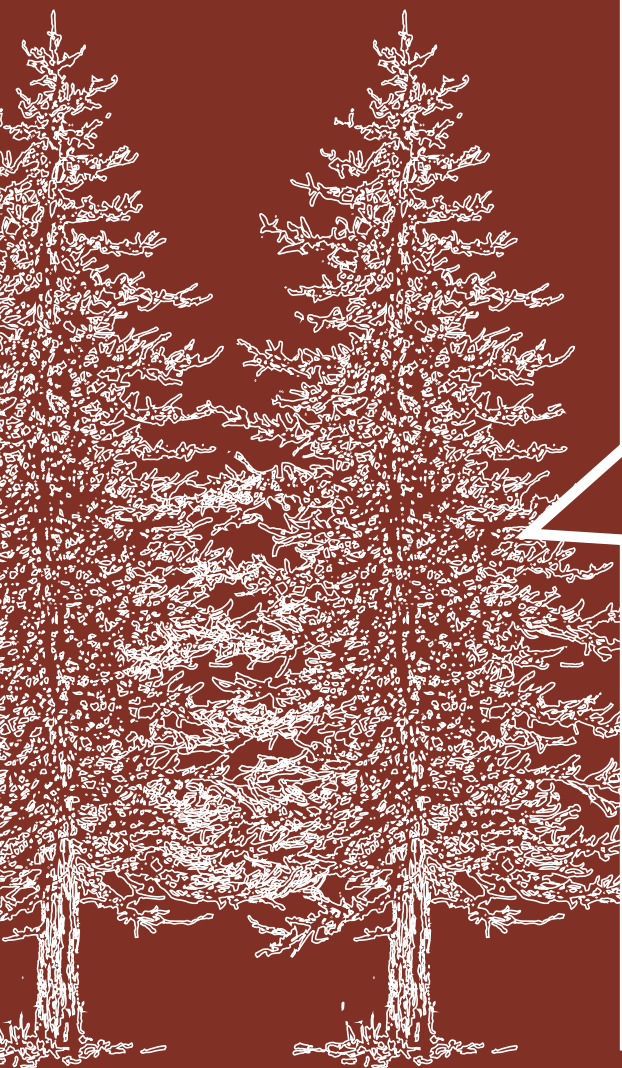
## WOOD FROM NEARBY

A natural landscape with lavish spruce stocks surrounds Weinberger's location in Reichenfels. The spruce grows so well because of the favourable climate and the ideal soil conditions. And it's the reason why Weinberger sources most of its wood from the surrounding area – thus making long-distance truck journeys unnecessary and reducing the emission of pollutants that may cause harm to the environment.

## HEATING PLANT FOR REICHENFELS

With the heating plant that is located at site, Weinberger has been able to supply Reichenfels with environmentally-friendly local heating that delivers comfortable and reliable warmth and that considerably improves the market town's CO<sub>2</sub> footprint as well as that of its around 2,000 residents.

Weinberger also implements many smaller measures – e.g. the use of electric forklift trucks – to ensure that its business operations harmonise as efficiently as possible with the environment.



“



TWO SPRUCE GENERATIONS!

## BEST OF RAW MATERIALS

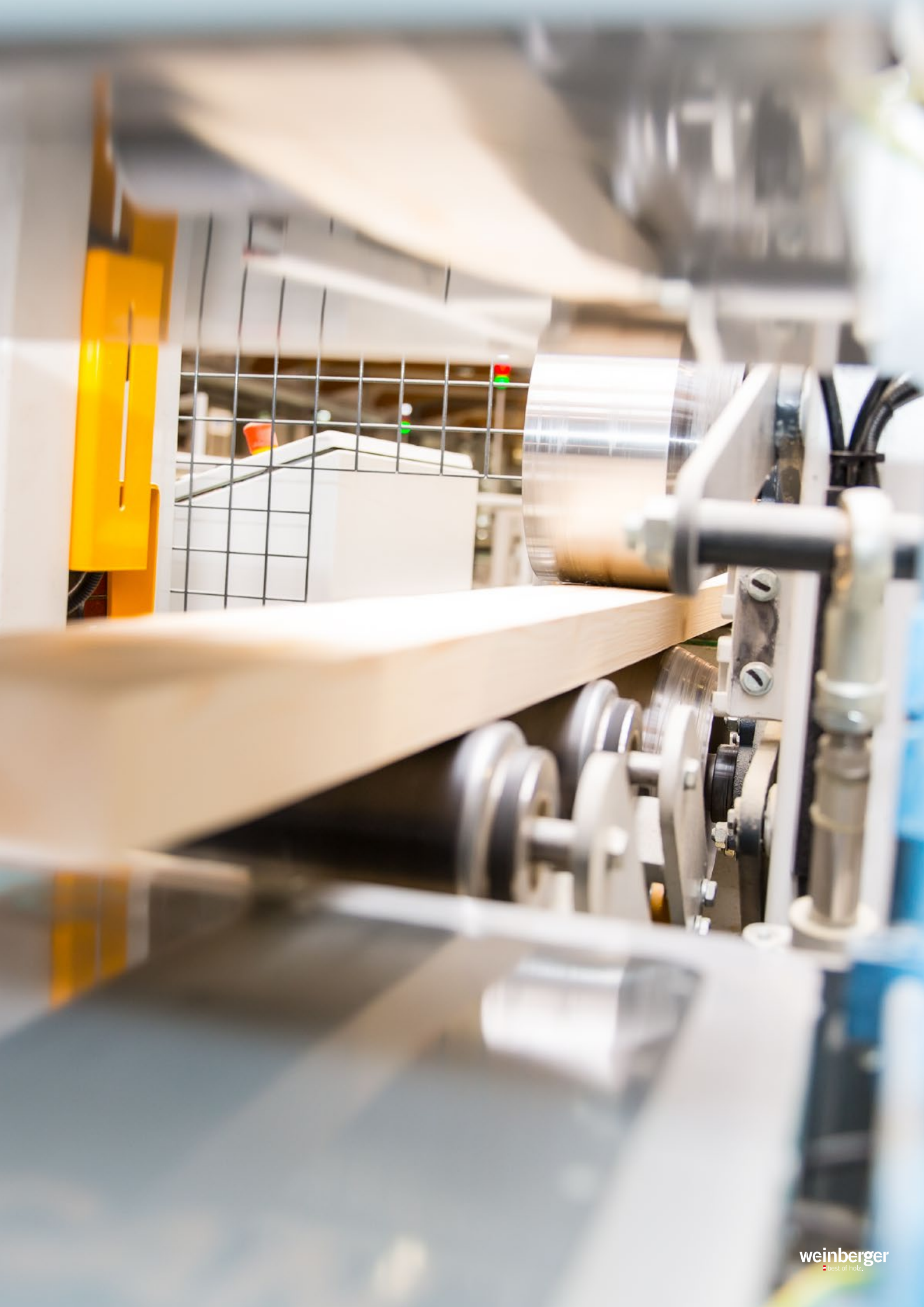
---

WHY PEOPLE APPRECIATE US SPRUCES SO MUCH IS EASY TO EXPLAIN: COMPARED WITH OTHER TYPES OF WOOD, WE'RE ABLE TO DELIVER A WHOLE RANGE OF CONVINCING BENEFITS! OUR STOCKS AREN'T ONLY READY FOR CUTTING WITHIN 80 YEARS, WE ALSO GROW UNUSUALLY STRAIGHT WITH A CYLINDRICAL TRUNK THAT IS SOLID WOOD AND THAT POSSESSES FEW BRANCHES IN THE LOWER REGIONS. AND IN THE AREA AROUND REICHENFELS, WE GROW ESPECIALLY WELL WITH PARTICULARLY FAVOURABLE CHARACTERISTICS. THE BEST PREREQUISITES THEREFORE TO MAKE PRODUCTS OF THE HIGHEST QUALITY FROM US.

”

*We do what we do best!*

JOHANN JOSEF WEINBERGER



The history of Weinberger has been a sequence of correct decisions that were also always taken on the basis of the company's own strengths. In other words, the specific skills that in the end also made the difference to the business. Which is not least why the company has become the market leader for quality and service in the fields of bilam and trilam as well as glue-laminated timber and log-house planks. Many renowned European companies operating in the prefabricated building industry and quality-sensitive timber-trading and -construction businesses as well as carpentry companies of all sizes have come to appreciate Weinberger's products. Products that are manufactured to 95% in qualities for visible areas from fine-fibrous alpine woods.

#### GLUE-LAMINATED TIMBER



Best of glue-laminated timber made from high-quality alpine spruce, refined by highly qualified specialists on state-of-the-art machines.

#### BILAM AND TRILAM BEAMS IN QUALITIES FOR VISIBLE AREAS



Best of bilam and trilam means achieving strengths through the use of leading manufacturing technologies that range up to 10 % above standard levels.

#### DUO STRUCTURAL TIMBER IN INDUSTRIAL QUALITY



Best of duo structural timber is the ideal building material for high-quality structures built with timber frames and uprights due to its extraordinary dimensional accuracy and almost complete resistance to twisting.



### CEILING ELEMENTS WITH MACHINED TONGUES AND GROOVES



Best of ceiling elements that are also easy to work with at construction sites and that eliminate the need for other additional types of tongue.

### LOG-HOUSE PLANKS IN SEVERAL TYPES OF WOOD AND THICKNESSES

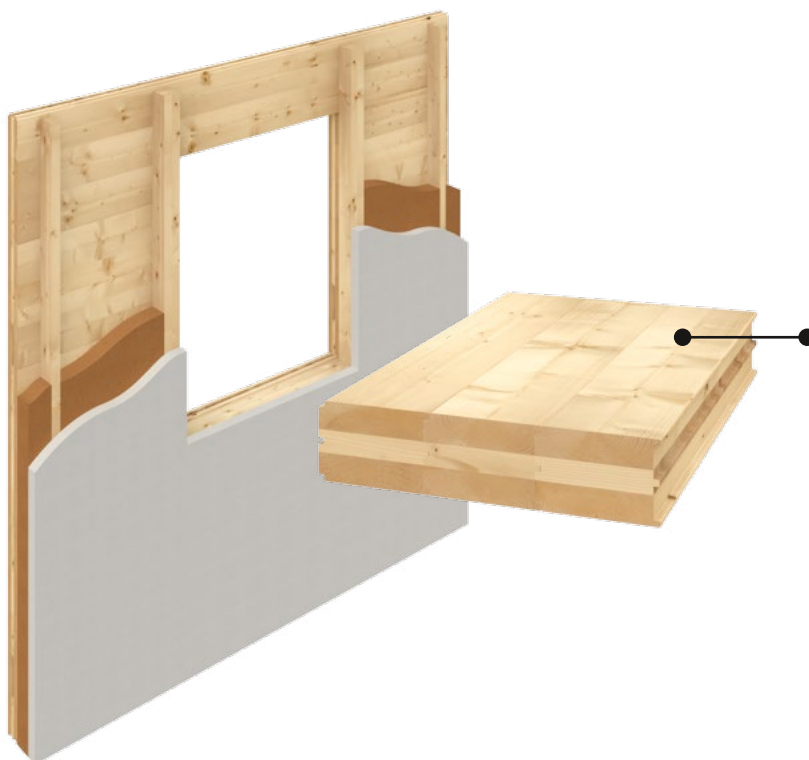


Best of log-house planks are available from Weinberger both as solid and glued timber, it is also on request available in versions that are free of heartwood and that have been dried to optimum moisture levels, planed on four sides and made from spruce or optionally from larch, pine or Douglas fir.

### BILAM FORTE – THE NON-SETTLING LOG-HOUSE PLANK



Best of log-house planks in Bilam forte quality means planks with stabilising wood along the fibres that has been integrated into the interior of the plank. The effect: absolutely no settling in the desired log-house look.



### PRIMOLAM® – THE SOLID-WOOD WALL AND CEILING SYSTEM

Weinberger developed the successful Bilam forte product into primolam. primolam combines all the benefits of log-house planks and cross-laminated timbers into a single innovative wall and ceiling system that delivers many benefits, including the ability to build multi-storey structures even with thin walls.

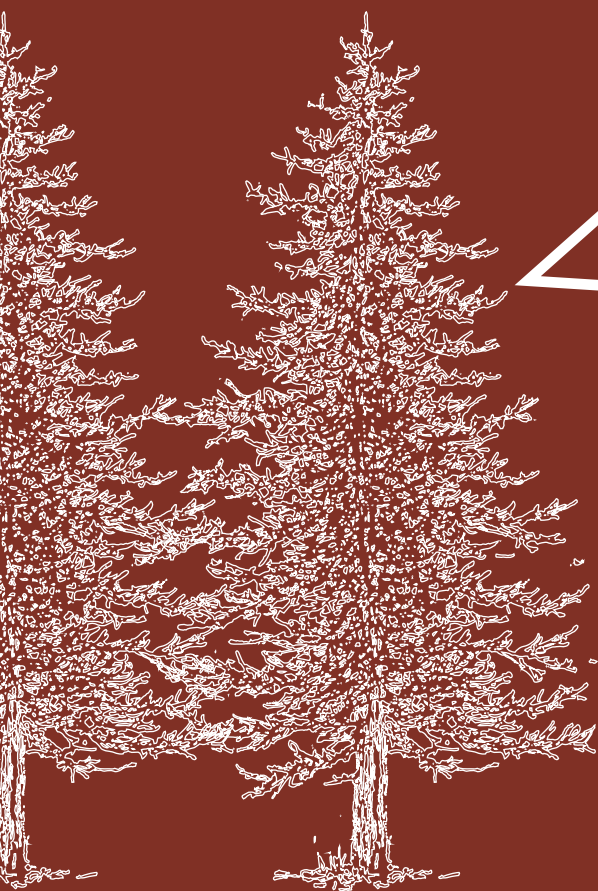












“



TWO SPRUCE GENERATIONS!

## LIFE GOES ON

---

IT'S ALWAYS EXCITING TO TALK ABOUT THE FUTURE. EVEN IF WE SPRUCES ARE RELATIVELY SURE WHERE WE WANT TO GO WHEN OUR ROTATION CYCLE COMES TO AN END. WE WANT TO GO TO WEINBERGER, OF COURSE, AND BE TURNED INTO THE BEST OF WOOD. BECAUSE THAT WILL MEAN THAT WE'LL STILL HAVE A LONG FUTURE AHEAD OF US EVEN AFTER SPENDING 80 YEARS IN THE WOODS.

”

*Today,  
tomorrow is already yesterday.*

JOHANN ALFRED **WEINBERGER**







It's in the nature of things that a celebration of 160 years in the business will inevitably focus on the past. But it's still the future that remains of the greatest interest to Weinberger. Because that's where the company's history will continue to be written. No-one today can say,

of course, precisely how it will develop. But there's one thing that's already certain: there are a few incontrovertible principles that will play a major role in the company's continued existence.

## THE “FAMILY-BUSINESS” PRINCIPLE

---

Weinberger will continue to face future challenges as a family business. Because it's tradition, on the one hand, but also because this type of corporate structure demonstrably offers many benefits, on the other. For instance, family businesses are more flexible, innovative and appreciative of their employees than companies that are dominated by capital markets. The thinking at family businesses is more entrepreneurial, long-term and sustainable than that at conglomerates. Their decision-making is fast and flexible and they possess a culture that's more oriented towards the workforce and an appreciation of their employees.

## THE “CONSTANT OPTIMISATION” PRINCIPLE

---

Weinberger's developments may be easily described as a consistent process of optimisation. The continual tinkering with all possible wheels and cogs in every area of the company produces greater efficiencies from which customers also profit in the form of highest possible quality while the environment also benefits because greater efficiencies also usually mean a reduction in the consumption of resources.

## THE “INNOVATION” PRINCIPLE

---

As a family business, Weinberger is responsible solely to its customers and employees. It does not answer to any shareholders. That means that growth is able to develop organically and that research and development may be oriented towards the medium to long term. And that capital is not lost through payouts to shareholders and investors. That's why Weinberger will in future continue to invest the major proportion of its profits in its research and development and in the modernisation of its production facilities.



WEINBERGER  
PKW-PARKI  
LKW-EINFAH



weinberger  
best of holz.



# weinberger

 best of holz.

weinberger-holz gmbh · [info@weinberger-holz.at](mailto:info@weinberger-holz.at)  
[www.weinberger-holz.at](http://www.weinberger-holz.at) · [www.bestofholz.com](http://www.bestofholz.com)

**Carinthia factory:**

Bamberger Straße 4, 9463 Reichenfels, Austria  
T: +43.4359.22 28-0 · F: +43.4359.22 28-18

**Salzburg factory:**

Schratten 44 , 5441 Abtenau, Austria  
T: +43.6243.440 50-0 · F: +43.6243.440 50-1