

PRESS INFORMATION

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70 YEARS OF GABRIEL-CHEMIE: AUTHENTIC, INNOVATIVE, SUSTAINABLE



On the occasion of its 70th company anniversary, Gabriel-Chemie is demonstrating that tradition and innovation can go together hand in hand. These are the core values which the Austrian masterbatch manufacturer holds especially dear.

The family business, now in its second generation, places great emphasis on sustainable product development and ongoing customer relationships.

Having been around for 70 years, the masterbatch manufacturer is on the way with an active third generation to a sustainable and innovative future, continuing to ensure and further strengthen its existence as an independent family-run business in the long-term.

“As part of his vision for the company, my father already placed great emphasis on innovation and stability for the business. He was always open to new ideas and possibilities even then. That is why, in addition to all the innovative developments, our traditional values as a family business and sustainable growth are the basis of our business philosophy today”, says Elisabeth Sommer, daughter of the company founder Josef Houska and CEO at Gabriel-Chemie.

HIGHLIGHTS IN THE ANNIVERSARY YEAR 2020

In its anniversary year, Gabriel-Chemie will continue to implement a sustainable concept and even expand it. The focus here will include the development of sustainable products and maintaining sustainable business relationships.

During the anniversary year, Gabriel-Chemie published its first sustainability report, which is intended to highlight and underline the company’s philosophy.



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“As a family company, we attach great importance to a healthy balance between economic, environmental and social issues. That’s why sustainability at all levels is at the centre of our action and extends across our entire value chain. Our sustainability strategy will initially take shape in the form of a sustainability report”, says Stefanie Sommer, granddaughter of the company founder, and CSO at Gabriel-Chemie.

The focus on sustainability has already been visible in the innovative product and communications policies of Gabriel-Chemie for some time. They already brought “sustainable products” to market last year, which can be identified in recycling processes for example, provide recycled polymers with new colours and smart functions, and ensure a longer life for plastic items. As part of its marketing strategy, the Austrian family business also pays attention to sustainability, for example with its trade fair stand concept, focussing on longevity and high-quality, which allows reuse of the equipment at the various different events. In addition, Gabriel-Chemie is also planning to reduce the use of printed flyers and brochures to a large extent and to continue the development of the digitisation strategy, for example with the masterbatch online platform [“Master of Batch”](#).



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In order to continue driving its sustainability strategy forward, a photovoltaic system was installed on the roof of the production and warehouse building at the Austrian headquarters in Gumpoldskirchen, which will contribute to the reduction of the consumption of fossil energy by 30% within the energy mix across the group. By establishing the photovoltaic installation Gabriel-Chemie was able to reduce its carbon footprint by 65.000 kg already in the first month.

Entrepreneurial vision and a focus on excellent staff have enabled Gabriel-Chemie to become a successful masterbatch provider at the national and international level during the course of the last 70 years. Pulling together as one and a high degree of trust enable authentic and excellent solutions for plastics customers. Sustainable action and comprehensive in-house development are the trademarks of the 630 employee strong company, which has received a number of certifications.

GABRIEL-CHEMIE specialises in processing and colouring plastics. The company has existed since 1950 and today is one of the leading masterbatch manufacturers in Europe. The independent, privately owned group has its headquarters in Gumpoldskirchen, Austria, as well as further locations in Germany, Great Britain, Hungary, the Czech Republic, Poland, Italy, Spain and Russia, with a total of around 630 employees.