

The
company



Perfection

Paint runs through
our veins.

EVERYTHING.

EVERYTHING IS PAINT TO US.
AND TO US PAINT IS EVERYTHING.



Andrea Berghofer
ADLER-Werk Lackfabrik
Managing Director

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LIFEBLOOD

Where the name ADLER appears, there is more than just paint inside: you will also find our lifeblood there. With this passion, ADLER has become the competence leader when it comes to surface finishes. Particularly in the case of the material wood.

This lifeblood runs through the company like a red line. From research and sales advice through to service. There is one thing we do not like at all on the other hand: doing things by halves. We share this will to perfection with our long-standing customers. Could this be the reason why no other brand is recommended more often by suppliers, partners and customers? Probably.

One other thing: ADLER is an owner-managed family business. That means: we don't let anyone tell us what to do. Apart from our customers.

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INNOVATION



The strict environmental requirements in Europe give most companies in the wood processing industry much cause for concern. We at ADLER are pleased about them. Our research team surrounding Dr. Albert Rössler sees them as a challenge, which it happily accepts day after day. Without compromising on quality: modern ADLER paint technology allows solvent emissions in serial industrial production to be reduced by up to 95%.

The sums are also particularly in ADLER's favour, however: innovative products ensure an efficient and cost-saving production process for our customers. The fact that the result is perfect and highly resistant surfaces goes without saying for us.

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INDEPENDENCE

That is another one of those words. Indeed it is. Yet we at ADLER take it seriously. And make every effort to be independent and free.

For instance, we have developed production technology that both ensures the product quality and strengthens the company. To put it simply: we produce exclusively in Schwaz in Tyrol! With our people – the best in their business. Our so-called “Modular fabrication” optimises our processes and protects the environment at the same time. Dietmar Cia is one of our experts in “Modular fabrication”. And so proud of it that he even lets his photograph be taken with it.

From production to distribution. From sales advice to the guarantee – as a family company we can make decisions freely and independently. And that is what we do. For the good of our customers, partners and employees.



Dietmar Cia
ADLER-Werk Lackfabrik
Modular fabrication

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SPIRIT OF RESEARCH

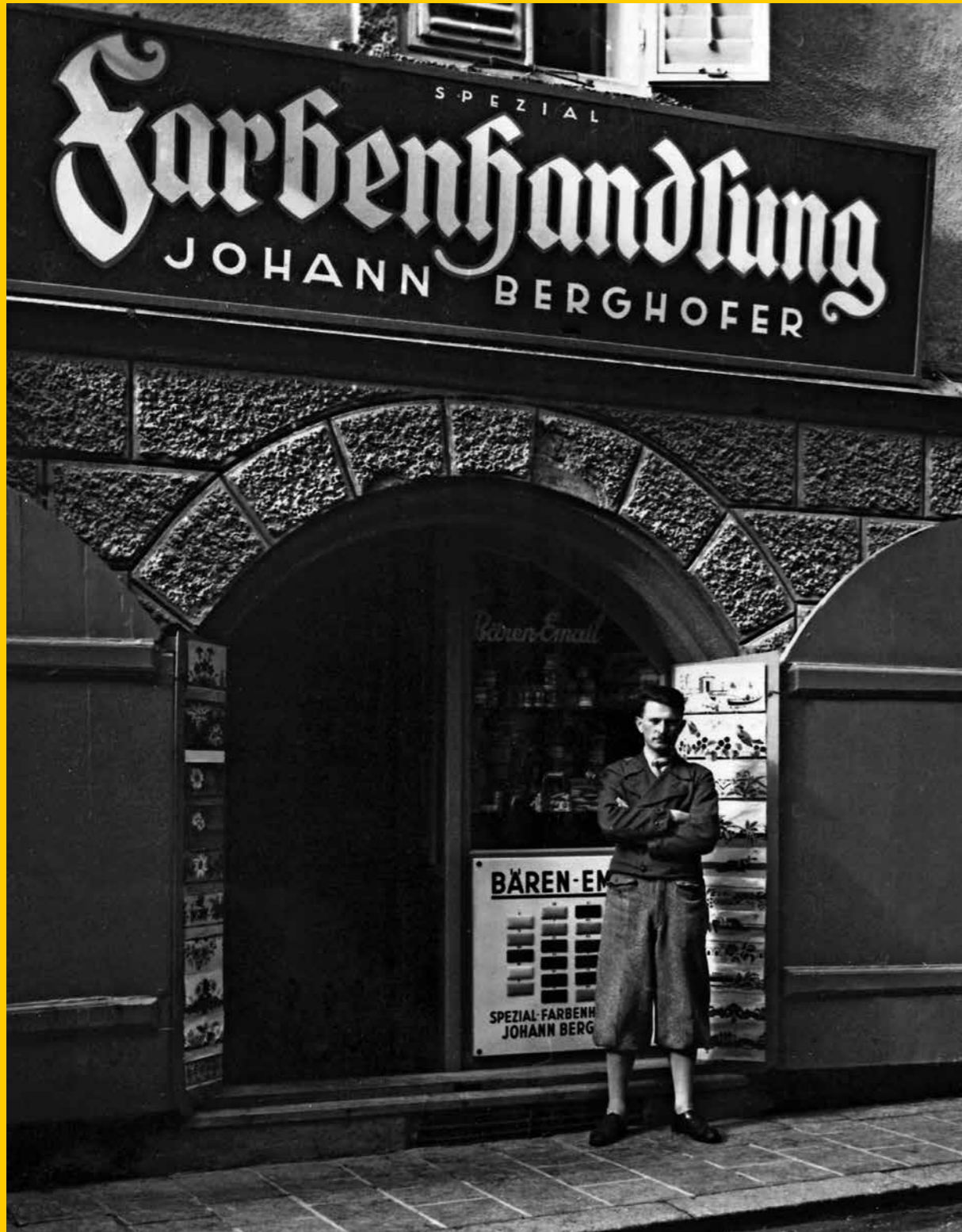


Jutta Libowitzky & Marco Ungericht
ADLER-Werk Lackfabrik
Research laboratory

The fact that you can see Jutta Libowitzky and Marco Ungericht here is not a matter of course, as they both tend to stay in the background at work. They are two of more than 100 people who work in the research and development department. The good (research) spirits of the company so to speak.

Revolutionary ideas, testing new raw materials, developing products with new applications and testing processing reliability and resistance occupy their work every day. Only once a product meets our high requirements 100% do we release it on the market. Mrs Libowitzky and Mr Ungericht would never allow anything else. You therefore have the assurance of being at the cutting edge of technology with ADLER. And the certainty of only getting the very best.





1934
Johann Berghofer – Foundation of his first paint business



1964
Günther Berghofer takes over the company together with his mother, Hermine, and leads it to its current size



2016
The ADLER factory in Schwaz/Tyrol

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SUSTAINABILITY

These days it is modern to talk about sustainability, to claim it as your own. We at ADLER do not simply talk about it, though, we also practise it. And have done so for a long time. The best example: our showpiece ADLER HighRes® – the unquestionable seal of quality for our commitment to the ultimate quality in harmony with the strictest environmental standards.

Revolutionary technology developed by ADLER opens up new possibilities regarding resistance, shelf life and processing. That is good to know. Because only low emission water and UV-based paint systems in the highest quality pass the ADLER HighRes® seal of quality and are packed by Slavko Lucic in the order picking department and delivered to the customer. Safe journey!



Slavko Lucic
ADLER-Werk Lackfabrik
Order picking

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CONSISTENCY

The name ADLER is inexorably linked with the word persistence. And whilst we are on the subject, also the word consistency. We keep at it with the utmost consistency. That is why we are also more than “just” the supplier of a perfect product. We are your competent partner in all matters concerning surface finishing.

With this in mind, we do not leave you on your own when something does not run smoothly. Proper partners are characterised by the fact that they stick by one another even at difficult times. Just like our sales colleague, Richard Mölk, who covers 45000 kilometres for you every year. (Admittedly, he doesn't do all those by bike.)



Richard Mölk
ADLER-Werk Lackfabrik
Windows/timber construction sales

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HAPPINESS



Hans-Peter Tischner
ADLER-Werk Lackfabrik
Porter

“Paint runs through our veins” – you simply cannot put it better. We love what we do. Day after day. And our customers also witness this day after day. We greet every call, every contact not only with quick, unbureaucratic information, but above all with a smile.

One of our greatest proponents when it comes to smiling is our porter, Hans-Peter Tischner. See for yourself how good he is at it with a visit to our paint factory. See you soon!

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EXACTNESS

What becomes immediately apparent when visiting our paint factory is the cleanliness and tidiness. We are very exact about this. From the well-groomed flower decoration at the entrance to the labelling on the folder spines. We pay meticulous attention to every detail.

Without this exactness, we could not fulfil our high quality standards. From the development of our products over months and the strict quality control process through to accounts, where Romana Mahlkecht and her colleagues watch over the figures with charming severity – we pay attention to everything with eagle eyes.



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STABILITY

Those looking for a quick sense of adventure in partnerships should not come knocking at ADLER's door. We have always opted for stability. And planning over the long-term. When it comes to customers, suppliers and our employees. That is why Dietmar Rosanelli, our head of human resources, and his team also make a particular effort surrounding this stability.

As a consequence, training and development is not the exception at ADLER, but the rule. It is a matter of course that benefits everyone and everything. Our employees, the products and also our customers. Because it is your guarantee of always having a competent, well-informed point of contact. Try it out yourself. Straight away. We look forward to it!







ADLER-Werk Lackfabrik

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SINCE 1934

ADLER

A HISTORY
IN PAINT

ADLER is a Tyrolean family business with a rich tradition. That is why the only standards that count are those we set ourselves.

This philosophy has made ADLER the competence leader when it comes to wood protection and wood paints. Because only those who are enthusiastic about their work do not do things by halves.

HISTORY

1934

The 25 year old Johann Berghofer from Upper Austria travels to Schwaz to take over a paint business in the old town. He thus lays the foundations for today's company. Just one year later, Berghofer is making oil paints, matting, polishes and floor cleaning products in modest storage rooms.

1947

The first building is erected on the outskirts of Schwaz at the time for a paint manufacturing process. Annual production is an impressive 50 tonnes with annual turnover of 2 million Schillings.

1964

The company founder, Johann Berghofer, dies at the age of just 54. His son, Günther, aged 26 takes over the running of the company with 48 employees together with his mother, Hermine.

1965

The number of employees increases to 71. A new staff building is erected. The storage facilities are expanded in order to cope with production that has risen to 1,000 tonnes a year in the meantime with a turnover of 21 million Schillings.

1974 – 1983

In the middle of the "green field", on the outskirts of Schwaz, the most modern paint factory in Austria is created in several construction stages. Günther Berghofer thus turns his vision into reality.

1992

The senior partner, Mrs Hermine Berghofer, valued and admired by all employees, dies at the age of 82.

2001

Andrea Berghofer, granddaughter of the company founder, takes over as Managing Director.

2014

To mark the company's 80th anniversary, 500 employees are able to celebrate an annual production of around 16,000 tonnes and a turnover of 93 million euro, which is generated throughout Europe.

2016

Ground-breaking ceremony for the company's own water-based paint production. With this step, ADLER underpins its status as a competence and innovation leader for paints.

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