



Matthias Mair, Ceo of Pircher

From two souls, a single company

After decades of dualism between timber and concrete, Pircher has now found an organizational and vision synergy that can push it forward

A historic company in the upper Pustertal (Val Pusteria) that was born working wood; a well-known brand in the field of concrete gutters; a large and strategic logistic office on the motorway between Mantova and Modena. And the need to merge these components into one soul: a task far from easy, in a group of 120 employees and 40 million in turnover that for years has been accustomed to working "split in two", wood on one side and concrete on the other. It took five years. But today, Matthias Mair - who was appointed Ceo by the Pircher family just five years ago - is confident that the process has come to a successful conclusion. "It was a long and complex job, not so much from the point of view of

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reorganization but to get everyone into this new paradigm", explains Mair. "The goal was to exploit all the synergies between companies, with a common vision that before was not there: today the management is shared, there is a single way of thinking, even the brand and logo become one a few weeks ago".

All this makes Pircher's headquarters in Rolo, Reggiano even more synergistic: 55 thousand square metres where almost all the business departments are located, and where all the logistics start. From the point of view of supply on the market, the main consequence of the reorganisation is precisely the new synergy toward the housing market. Mair recalls, "until a few years ago, in wood we were strong mainly on Diy and outdoor wood, while concrete gutters had as their main market the building industry. Today, we stand out in a unique way: on concrete we also have tailor-made products for every b2b need, and we are often chosen for our reliability, such as in the renovation of Linate airport. At the same time, we have expanded research into wood, with different materials: and in both areas we are working on environmentally friendly products, suitable for green building, but also for example for noise barriers along roads...".

Business synergies and the continuous search for new products and solutions also pave the way for Pircher to a growing export outlook. "To date exports are worth about 20% of turnover, and mainly concern Germany, Austria and Switzerland, but today, especially with regard to wood, we are also targeting other important markets, such as Spain or France", concludes Mair. Important bets: but what seemed most difficult, unifying the group, has already been won. ■