

# BUILDING PARTNERSHIPS

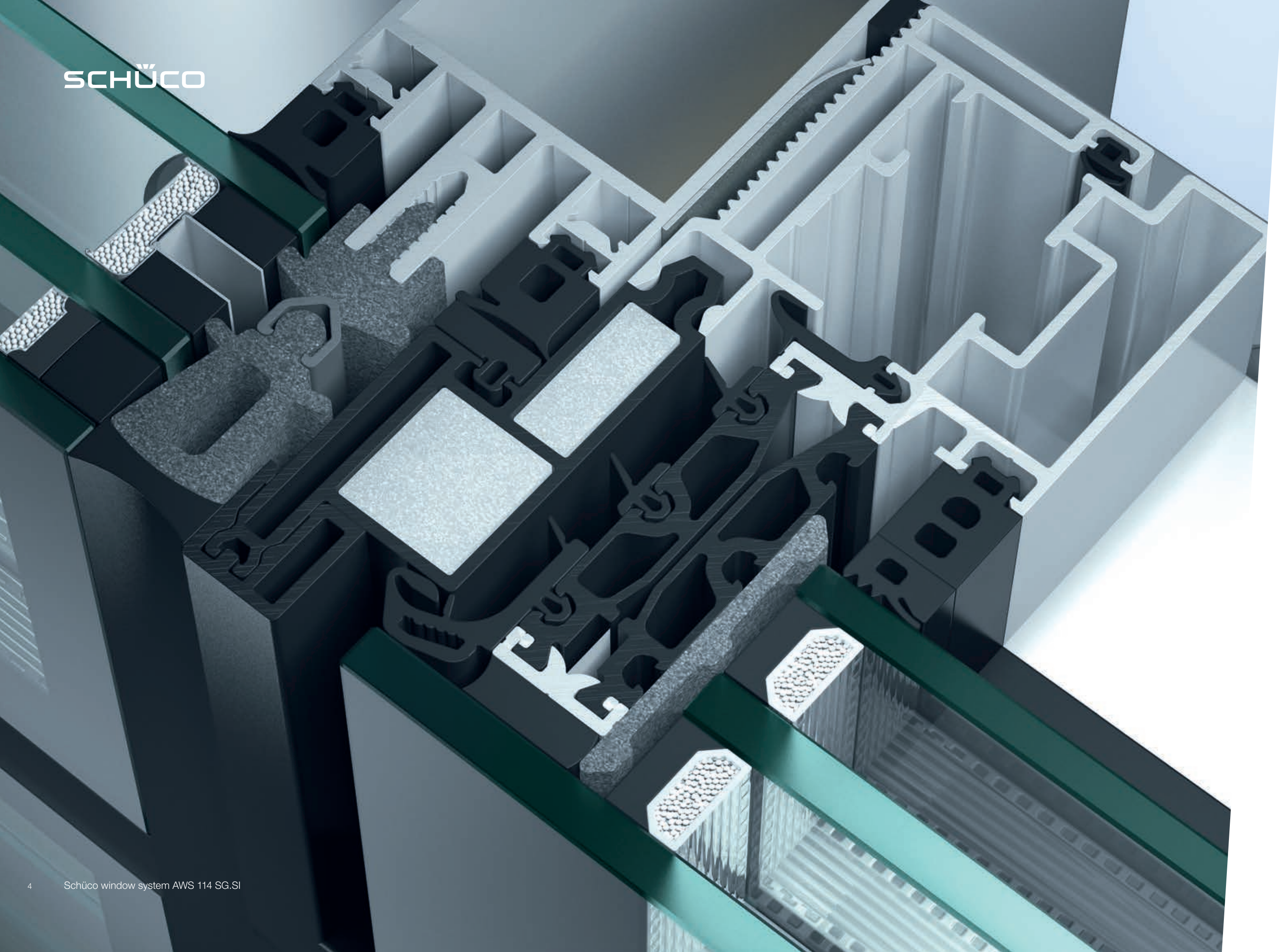
*Since 1864*



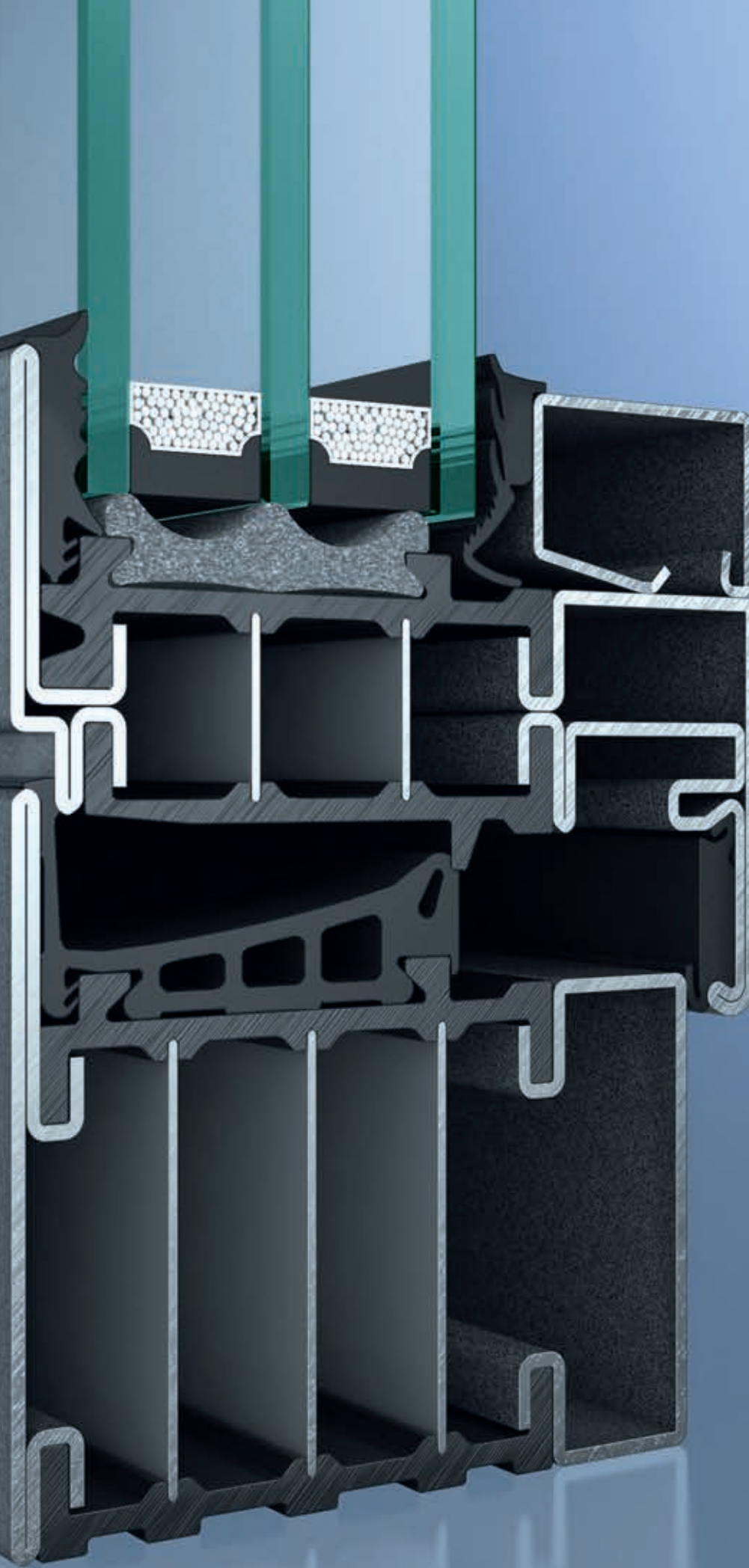
150  
YEARS | ALUKÖNIGSTAHL



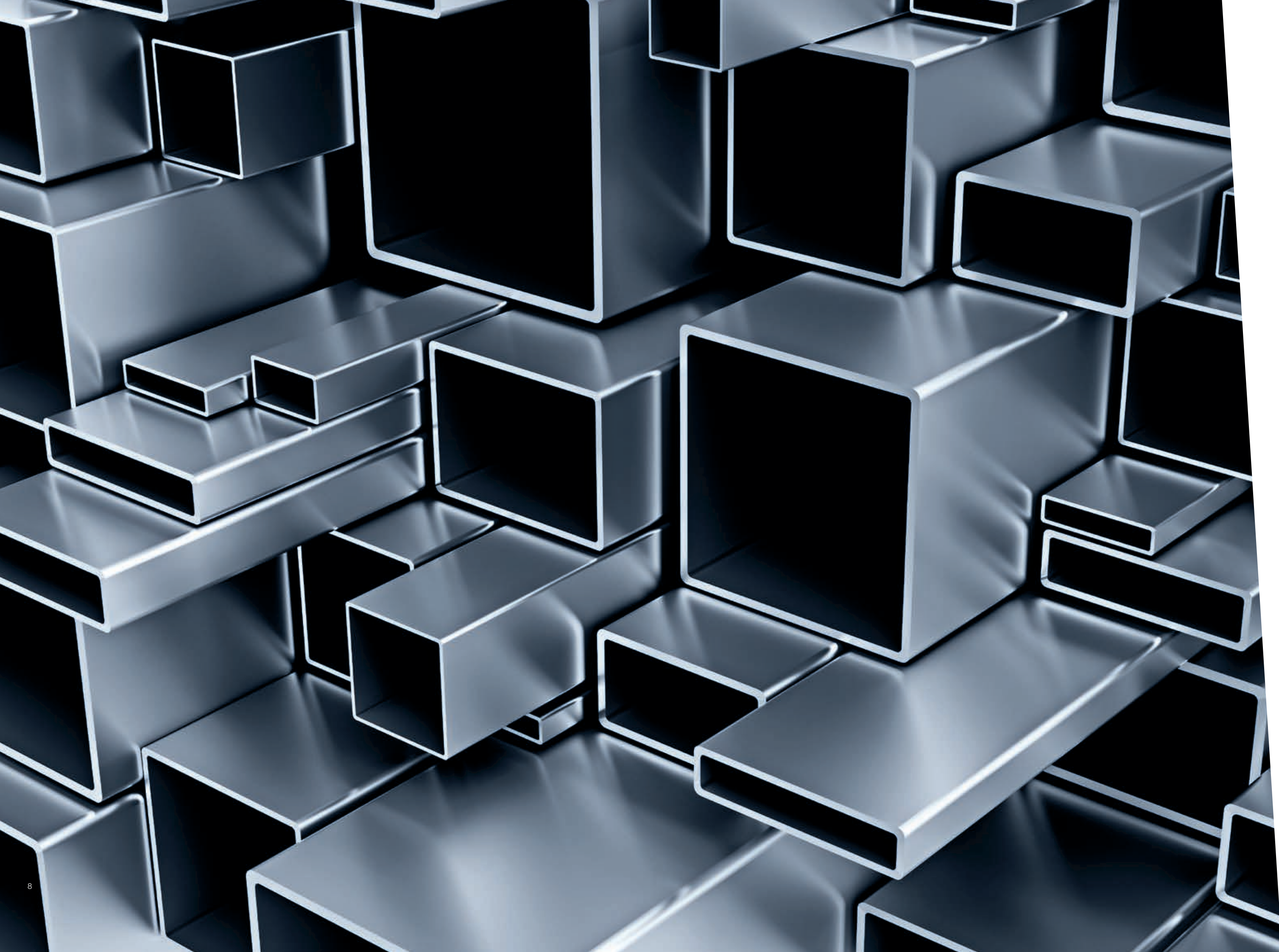
SCHÜCO













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# "150 YEARS OF KÖNIG. THAT MEANS QUALITY."



"The foundations of ALUKÖNIGSTAHL were laid in Retz, Austria, in 1864 when Raphael König set up a workshop for his son Jacob. Today, we can look back on 150 moving years that make us proud: 1918 – KÖNIG rises to become the most important iron merchants in Lower Austria; 1948 – a branch is set up in Vienna; 1958 – the company assumes sole agency of Schüco and Jansen; 1969 – the company assumes sole agency of British Steel; 1989 – the company expands toward Eastern Europe; 2014 – subsidiaries are founded in 15 countries and the partnership with Schüco is extended for the long term.

We have owed our success as an innovative and tradition-conscious family-run company to our partnerships for a number of generations now, because we believe we can only succeed as a company if our partners are able to operate successfully in the market. The König family recognized this from the start and made it its philosophy. From day one, we have considered it our mission to provide our customers with the best solutions, with the best products and services. Our recipe for success: Commitment, continuity, reliability and unfailing quality along with the partnerships with Schüco and Jansen. These two companies have been a testament to trust and success for over 56 years.

On the occasion of our 150<sup>th</sup> anniversary, we would like to finish by saying a massive thank you: We would like to thank our business partners and customers for their trust. Last but not least, we would like to thank all of our employees, whose commitment and dedication have made ALUKÖNIGSTAHL an internationally successful company.

We will do everything in our power to continue this success story for the next 150 years."

*Thilo Carl König*

*Mag. Peter König*



# MANY CONGRATULATIONS

on ALUKÖNIGSTAHL's 150<sup>th</sup>  
company anniversary

*"Being able to exist and be successful as a company for over 150 years, as well as to constantly and appropriately reposition the company in an ever-changing environment, requires a high level of market orientation, commitment, stamina and the systematic selection of the right employees and partners. If you can look back on such an impressive tradition and profess to being successful in the market for such a long time, then you have proven your stability and entrepreneurial spirit. It is most notably hard work, the ability to always tackle the respective challenges with innovation and the willingness to change that are behind ALUKÖNIGSTAHL's success. For many generations, the König family has used its pioneering spirit to turn the small beginnings of an iron merchants in Retz into an internationally recognized company. Congratulations on the 150<sup>th</sup> company anniversary and all the best for the future."*



Dr. Erwin Pröll,  
Governor of Lower Austria

# ONGOING SUCCESS IN THE FUTURE

is what I would like to wish the whole  
König family and ALUKÖNIGSTAHL

*"Many things must have been done properly for a company to operate successfully for 150 years. Quality, experience, and innovation are definitely the crucial keywords here. I am particularly pleased that ALUKÖNIGSTAHL has also been operating in Vienna since 1948 and has therefore contributed to the growth of our city. Exemplary companies like this one are what makes the exceptional quality of 'made in Vienna' stand out. Especially when one family has controlled the fate of the company since its foundation and has demonstrated that foresight and consistency rank among the central factors for success for a company of this kind."*

*I would like to thank both the König family and all employees in the Group for their outstanding performance. I wish them lots of strength and success for the future."*



Dr. Michael Häupl,  
Mayor and Governor of Vienna





## INTERVIEW WITH PETER AND PHILIP KÖNIG

Father and son speak to Dr. Peter Pelinka about 150 years of company history.

**Pelinka:** ALUKÖNIGSTAHL is 150 years old. A sixth-generation family company, founded as an iron merchants in Retz, Austria, is now represented in 15 countries. What do you need to achieve this kind of success?

**Peter König:** You can only succeed in doing this if you have proficient children who become interested in the company at an early age and don't think, "I want nothing to do with that in my future because mommy and daddy have to work so much". In this regard, I was very lucky with my son. I think my father was also lucky with me and my grandfather with my father. The parents in the family were obviously always able to use the company to inspire their children and to get them involved in it.

**Pelinka:** How are you, personally, feeling in the 150<sup>th</sup> year of the company's existence?

**Peter König:** I am mainly looking to the future. The past is important, but only insofar as our knowledge of it enables us to be equipped for the future.

**Philip König:** I am very proud of our past. In the company's 150-year history, a great number of milestones have been set and many doors opened. Now I'm happy to carry the responsibility, which has been handed down to me.



*“I AM PROUD OF  
OUR PAST. A GREAT  
NUMBER OF  
MILESTONES HAVE  
BEEN SET IN THE  
PAST 150 YEARS  
AND MANY  
DOORS OPENED.”*

Philip König

Peter and Philip König talk with  
Dr. Peter Pelinka (from right to left) about  
150 years of ALUKÖNIGSTAHL's  
company history



**Pelinka:** You have also been active in Central and Eastern Europe for almost 25 years. What experiences do you have of this: solely positive, as it was in the beginning, or did you also have negative experiences, just as many Austrian banks did after the crash in 2008?

**Peter König:** First of all, the fall of the Iron Curtain was an incredible opportunity we had always dreamed of, just like the former unified Austro-Hungarian market. From the start, we also worked with Austrian employees and found some very young and highly talented people. Happiness always prevails, despite a number of problems. Good opportunities prevail, too.

**Pelinka:** And is that still true today?

**Peter König:** Yes, it's still true today. Especially in Poland and the Czech Republic. These countries integrated into the new Europe wonderfully at a very early stage. Until 2008, the world was still generally in one place and massive growth rates were seen everywhere. That has changed. I think the Southeast European region needs a kind of mini-Marshall Plan, but unfortunately this has not yet come to fruition.

**Pelinka:** In this respect, was there a period when you both thought, “Maybe we shouldn’t have expanded” or, “Maybe we shouldn’t have expanded so quickly?”

**Philip König:** No, never. In 1989, my father immediately recognized the significance of the fall of the Berlin Wall. He began in Hungary in 1990, then in Bulgaria, and

Romania. Former Yugoslavia was added to the list later. Despite some setbacks in these countries, a constant upward trend can be observed. This would not have happened without Austria's influence. It brought these countries forward. This is also important for the Austrian economy, in the future as well.

**Pelinka:** Prior to this, the partnership was formed with the German company Schüco KG and the Swiss company Jansen over 50 years ago. Why? How important is the partnership today?

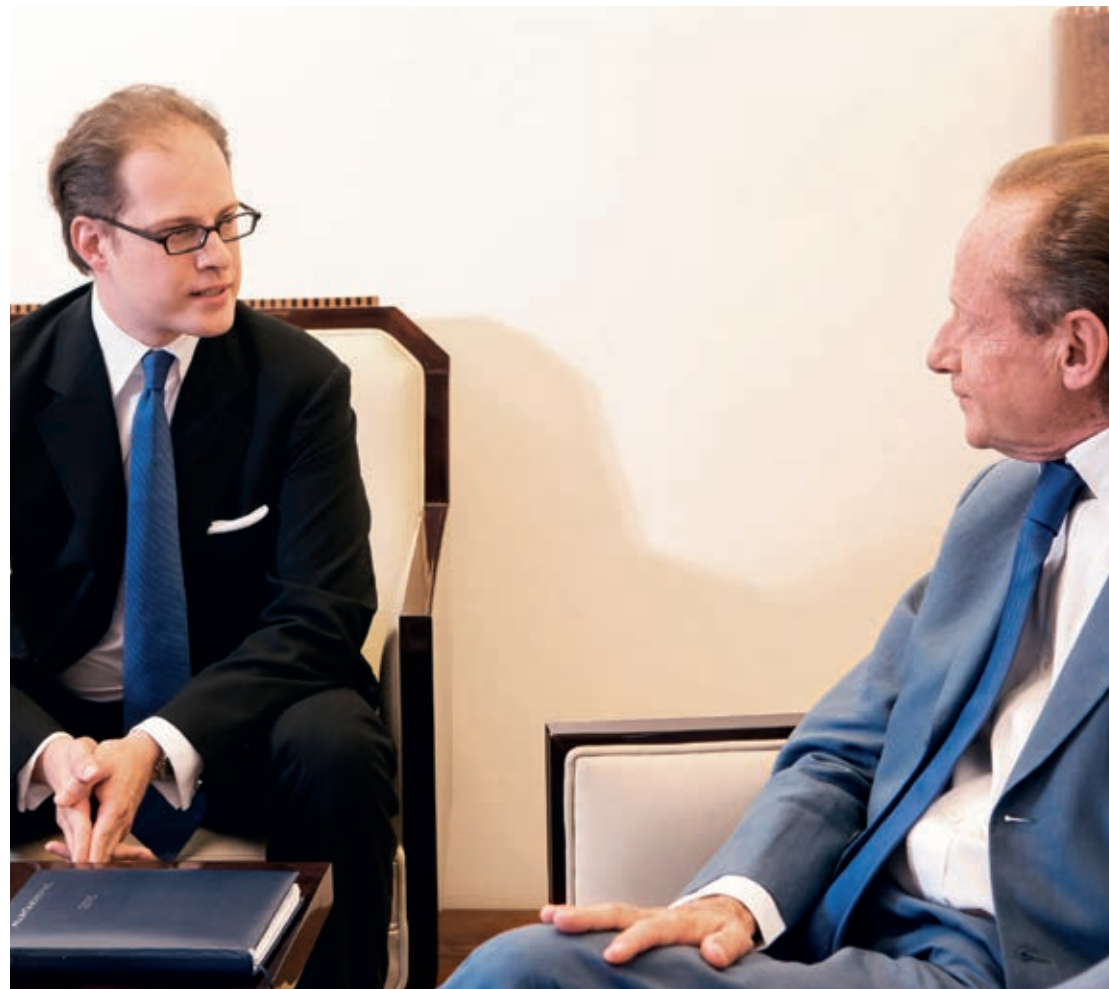
**Peter König:** Very important. It was back then and it still is today. We have been cooperating in the fields of aluminum, PVC and steel for over 50 years. We employ around 100 technicians in our company, which is pretty much unheard of for a trading company.

**Philip König:** The partnerships with Schüco and Jansen were a real upswing for us in the 1960s. Of course we will keep on concentrating on these partnerships as well as on our partnerships in the steel division.

**Pelinka:** The key word here is continuity. Is there also continuity among your employees?

**Philip König:** We are a family-run company and act accordingly. Ideally, the employees who start working with us retire from this company, too. We also have many cases of second-generation employees working for us.





Peter König and Philip König  
on the recipe for succeeding in  
long-term partnerships.

**Pelinka: The company long ago ceased trading simply in iron products. Now there is a conglomerate called “ALUKÖNIGSTAHL”.**

**Peter König:** We had to develop logistically in the 1980s. At the time, my father was nice enough to transfer the majority of the shares to me, so “JACOB KÖNIG” immediately became “ALUKÖNIGSTAHL”. This was a very good fit: Steel for the primary structures of buildings and machines, aluminum for weatherproofing and cladding and as a decorative and sustainable element in the shell.

**Pelinka: What are the key challenges that face you now?**

**Philip König:** The construction industry has become much quicker. It’s no longer size, but speed that matters, especially when it comes to networking quickly with customers so that we can both be successful in the market. Speed, agility, efficiency and effectiveness are required. Only then you will be successful together in future.

**Pelinka: What else counts in a successful partnership between your company and your customers?**

**Philip König:** Trust is the key factor. All promises made during the sale and the service must be kept. Loyalty to one another is what makes ALUKÖNIGSTAHL stand out.

**Peter König:** When an investor plans to develop a building, he or she must quickly obtain all the information on what they are getting for their money in terms of both esthetics and future use. The architect then wants to receive information quickly on which technologies we can provide for his or her blueprints, for structural engineering calculations and building physics, for façades, roof and light constructions. Then the customer, the metalworker, must also be persuaded by our plans. Not just persuaded; we have a massive warehouse in Austria with 15,000 products. The metalworker needs to have access to them within a very short period of time. It’s a magic triangle: Investor, architect, metalworker. This is our customer circle and we see ourselves at the center of it.

**Philip König:** Handshake quality, reliability, loyalty: These are the merits our partners appreciate. This is what counts and this is why not only many employees, but

also numerous customers are so loyal to us. This mutual agreement establishes the basis and motivation for excellence.

**Pelinka: One personal question to finish: You are wealthy, but nevertheless – or as a result? – rarely appear in the yellow press.**

**Peter König:** We are used to having a certain amount of comfort in life, but we have asset accumulation, property assets and above all our company in mind at all times. For example we need the investments in warehouses for our customers. Our attendance at Seitenblicke events is not part of our remit. Our task is to manage our company as a partnership and to be there for our employees and customers.

# INTERVIEW WITH SENATOR KR ANDREAS PULIDES

“I WOULD LIKE ALL OF US TO  
THINK THROUGH ALL ASPECTS  
OF EVERYTHING WE DO TO THEIR  
LOGICAL CONCLUSION.  
THAT IS SUSTAINABILITY.”



Interview with  
Senator KR Andreas Pulides

In 1971, Andreas Pulides, joined ALUKÖNIGSTAHL at the age of 27. Now, 41 years later, he is transferring to the Supervisory Board of König Holding AG. Reason enough to take stock of an exciting career.

**150 years of ALUKÖNIGSTAHL. How do you feel about the anniversary of the company that you significantly helped shape? Satisfied? Proud?**

Satisfaction is perhaps not necessarily the term that expresses what I feel as co-owner, but I am extremely proud – of our employees and our corporate philosophy, which we have remained faithful to throughout the years.

*“Loyal employees are the most important factor for the success of a family-owned company.”*

**What has driven you most in your work? Which specific changes have you personally promoted to develop the company so successfully?**

Right at the beginning of my work, I mainly focused on project business with a few employees, which enabled me to develop my relationships with architects and other decision-makers. It's a strategy that we still put a lot of effort into maintaining today. Another step was undoubtedly the expansion into Hungary (together with Klaus Abl, our former CEO in Hungary) and later into Bulgaria and Romania, a decision that to this day proved to be right, despite the difficult market situation at the time. In terms of product technology, it was mainly the highly insulated coupled windows and the unique element façade of our system partner Schüco, which made it possible for us to outclass our competition.

**Is there somebody in particular who has shaped your professional career path?**

The senior partner and company founder, Councillor of Commerce DI Karl König, impressed me with the way he always retained his human side despite his corporate duties and remained modest despite his high level of professional expertise.

**What is ALUKÖNIGSTAHL'S recipe for success?**

Significant strength is what we have to offer. This includes both the products that we sell and develop and our commitment to establishing customer proximity. We consider ourselves to be a partner to our customers and continuously receive information from our employees on our customers', i.e. partners', wishes and intentions. I place great value on the overall service, which includes the service itself and the ability to solve problems in all respects. We maintain long-term customer relationships; every employee in the company strives to achieve this. The Executive Board considers it an important task to specify the self-stated high standards, even in the non-domestic Group companies (especially in Eastern Europe), as a measure for market penetration. The intense cooperation with manufacturers, architects, designers, universities, institutes, building contractors and authorities creates synergies, is used as an incentive for the partners to innovate and forms the basis for developing new products and services tailored to the market in Austria and abroad. We have been executing this strategy very successfully for over fifteen years now.

**If you reflect on the past 41 years of operational activities, which milestones do you still remember today?**

The most important moment for the KÖNIG Group was the successful conclusion of agreements with Schüco for the new license after very lengthy negotiations and the acquisition of our new markets. This formed the basis for our expansion.

Another milestone was getting to know Peter König, my friend and partner, who always supported me wholeheartedly for the good of the company, which I am very thankful for.

I have very fond memories of many excellent employees, some of whom are still associated with our company. The emergence of the “new generation” that has continued, and will continue, to support my ideology is another remarkable milestone.

**What does success mean to you personally?**

Success means achieving your aims in all spheres of life: Having a harmonious family life, staying healthy, feeling professionally satisfied and being successful.

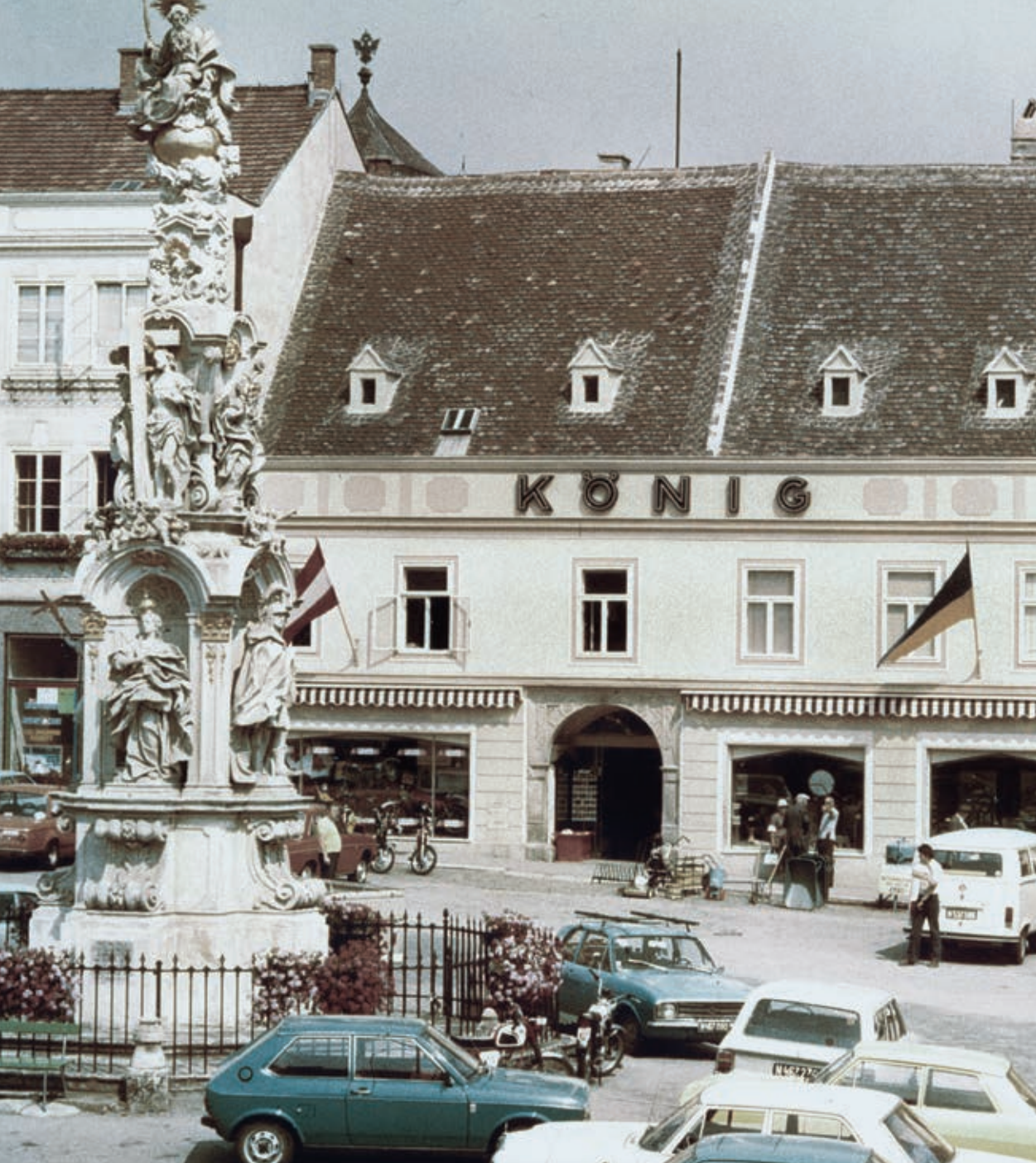
**What advice would you like to pass on to the next generation?**

Distinct human leadership qualities associated with determination, stubbornness, teamwork skills coupled with professional competence and a friendly appearance lead to success. Loyal employees who feel comfortable and who can identify with KÖNIG constitute the success and also the most valuable commodity of a company.

**What are your personal goals for the future? Do you still have any dreams you would like to come true?**

My aim is to efficiently and flexibly adapt the company to its circumstances with the help of our employees, and also to generate good revenue in this difficult environment, in order to continue developing the group successfully. My wish is for our team with Philip König to continue to be successful and for ALUKÖNIGSTAHL to be around for at least another 150 years!





# THE FAMILY COMPANY AND GROUP

150 years of ALUKÖNIGSTAHL



# RETZ – WHERE IT ALL BEGAN

The old wine trading and manufacturing town of Retz is situated on the Manhartsberg mountain ridge, nestled in the gentle rolling hills of the Weinviertel, close to the country's border and on the old trading route that runs from Krems, Austria, to Znojmo in the South Moravian region of the Czech Republic. This is exactly where ALUKÖNIGSTAHL's roots lie, where Raphael König founded a metalworking workshop and foundry for his son Jacob König on January 1, 1864.

*"Study that which cannot be taken from you"* is allegedly what Raphael König, the great, great, great grandfather of the current company CEO Philip König, said to his son and founder of the company, Jacob König. He did this because he wanted his son to be in a better position than he was, as Napoleon's legions had emptied the barrels of wine merchant Raphael König and in doing so robbed him of his livelihood.

# OLD IRON – NEW WAYS

Raphael König quickly rented a little shop right on Hauptplatz in Retz, which was still named "Roetz" at the time. Small amounts of enamelware, and old iron used to strengthen carts and plows, were stored in cabinets made from slats and planks. At the time, journeys from Retz to Vienna for buying scrap material were still quite an ordeal.

Josef König would leave his home at 7pm and arrive in Vienna exhausted at 7am. The linking of Retz to the northwestern railway line and therefore to the international transport network in 1871 brought relief, as did the first big deal with the company that constructed the Austrian Northwestern Railway.

1864

*"STUDY THAT  
WHICH CANNOT  
BE TAKEN  
FROM YOU."*

Raphael König (1808–1894) to his son, who rebuilt his life in 1831 as a master metalworker with a workshop after Napoleon's plundering.



KÖNIG's year  
of establishment

Raphael König set up a workshop for his son Jacob (1841–1921) on January 1, 1864 in Retz. Jacob König expanded the workshop into an iron merchants.



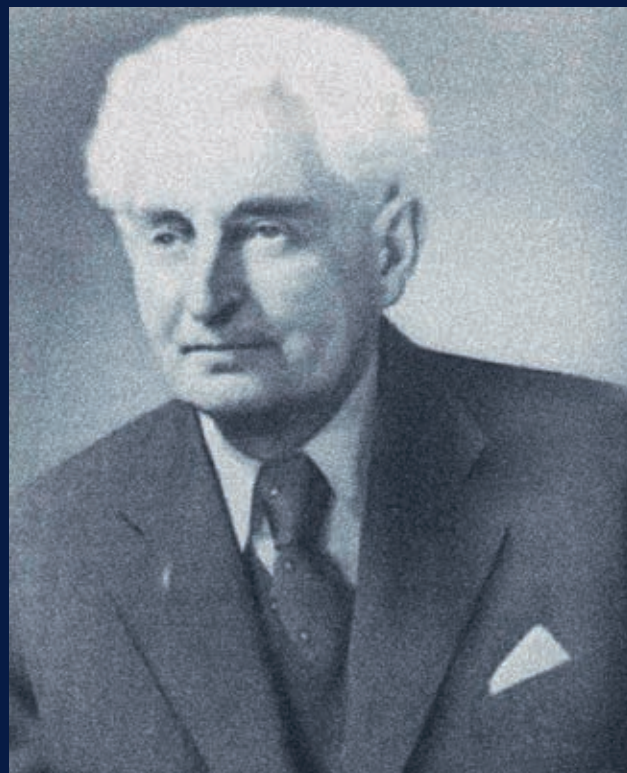
# 1905 – BUILDING NO. 42 THE WORKSHOP

The business began to flourish with the rail connection, and the existing premises became too small. As a result, a new workshop was purchased in building no. 42 (now building no. 4) in Retz at the start of 1875. In 1905, after 41 successful years in the iron business, Jacob König handed over the business to his three sons, Josef, Theodor and Max. They expanded the retail business into a whole-sale business. From then on, ironmongery could be supplied to craftsmen, small and medium-sized general stores as well as iron merchants selling iron goods. Even back then, the relationship with the customer was important: Regular customer visits, at first with the horse-drawn carriage, and then with the car, strengthened ties. The client base reached far beyond the borders of Retz and the surrounding area. It spanned the entire Waldviertel and Weinviertel, deep into Moravia, as far as Jihlava and the gates of Brno. Josef König was a pioneer in the modernization of agriculture. As a result, he expanded the product range of JACOB KÖNIG to include small agricultural tools such as plows, shovels and rakes.

# KRONE FALLS – KÖNIG GROWS

Inflation hit after World War I; the Austrian Krone hit rock bottom and trade with the Czech Republic was disrupted due to the newly established border at Retzbach. A massive part of the sales area was lost as a result and opportunities dwindled. At the time, the only ones spared were those who understood how to take advantage of the situation and protect themselves against losses. Josef König was one of these, and he succeeded in getting the company through this rough period. He continuously purchased goods to keep warehouse stock levels constant. Despite these hard times, JACOB KÖNIG grew to become the most important iron merchants in Lower Austria thanks to Josef König and his brothers Max and Theodor.

# 1905 1918



## Expansion of the workshop's range and clientele

The company was transferred from Jacob to Josef, Theodor and then also to Max König after the company experienced a sharp boom.

Josef König (1874–1967) expanded the workshop's range (manufacturing of agricultural machines, lattice fences made of ribbed wire, fountains, domestic water pipes) – he was a pioneer in the modernization of agriculture, added electric motors to his product range (Elin).

## The rise

After the end of World War I, a new border was established at Retzbach and trade with the Czech Republic was disrupted. Despite this massive blow, König became the most important iron merchants in Lower Austria.



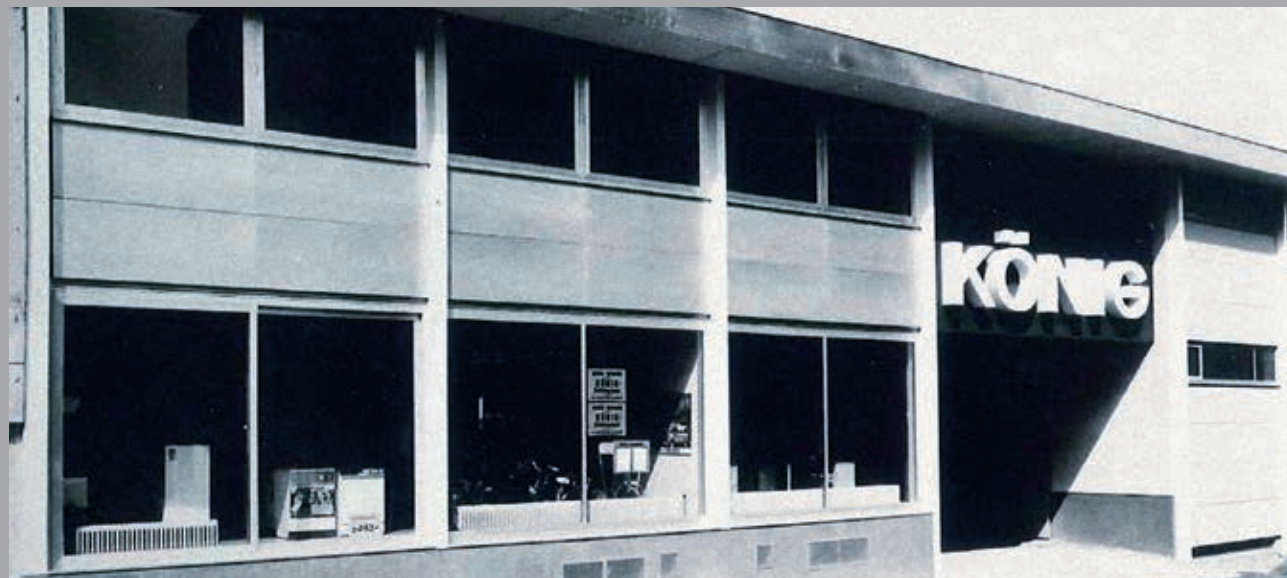
# IRON CURTAIN – IRON-CLAD WILL

The regionally important metalworking workshop and foundry, established in 1864, embarked on its journey to become a globally active trading company at the end of the 1950s. Retz was isolated after World War II and the former sales market disappeared behind the Iron Curtain. Despite immense losses, Josef König and his son Karl König started to rebuild JACOB KÖNIG in Retz. The business was continued to expand and Karl König increasingly concentrated on selling agricultural machines to the regional Austrian market. This was the first step away from the workshop business toward technical wholesale.

What usually becomes problematic in other family businesses, namely the division of competencies between the senior and junior partners, never even became an issue in the case of the König family. In fact, it was the subsequent trigger for establishing the ALUKÖNIGSTAHL subsidiary in Vienna in 1948.

1948 1956

The first subsidiary  
established in Vienna



Dipl. Ing. Karl König (1916-1994) made first contact with Schürmann & Co. He already knew about Jansen from supplying ironmongery goods, and he recognized that trading with technical products would be the future. As a result, he determined the company's history for generations to come.



# STRONG PARTNERSHIPS

In 1958, another important milestone in the company's history was reached: At Hannover Messe, Karl König and Hans Csernohorski were able to convince the management of Schürmann & Co. that KÖNIG would be the right partner and distributor for aluminum systems in Austria. Eventually a cooperation agreement was set up between the two companies on the 11<sup>th</sup> of July 1958 (initially only for the Austrian market). Up to this point, the small sales office had been big enough to house the product range, which was essentially made up of show-cases and portals. The real breakthrough came in 1970, when Schüco brought to market a new development that enabled constructions with large glazed roof areas for the first time.

However, this was not just Schüco's year. It was also the year in which the foundations were laid for the successful cooperation with Jansen.

*"The attempts at correspondence with Vienna (from Bielefeld / Eastern Westphalia) were an unbelievable success consisting of several acts, but always with a happy ending for everybody involved. It was one of the rare cases where all protagonists, from the lead actor to the extras, act in concert and impress the public again and again. A tragedy never occurred, despite the odd theatrical rumbling and discussions about the cast and scripting. Instead, it was always a great cinematic experience and attracted audiences to every screening in the Austro-Hungarian Empire. It was often copied but never emulated."*

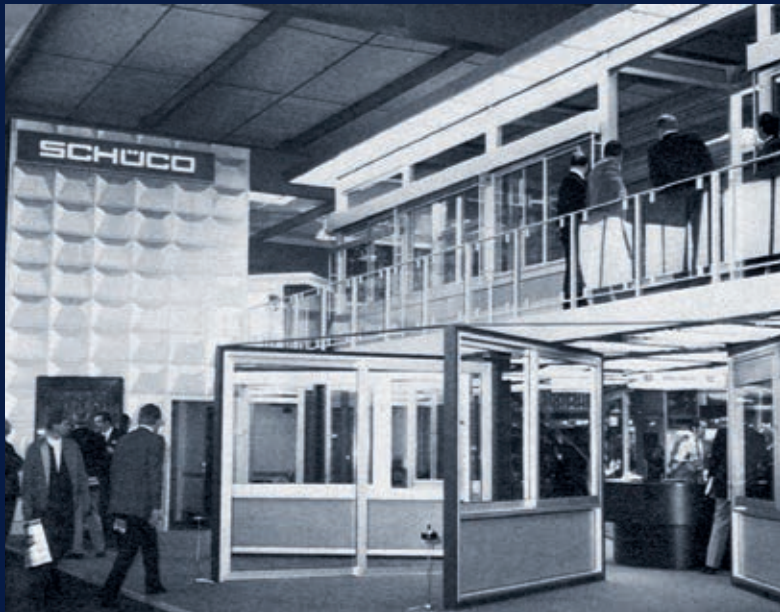
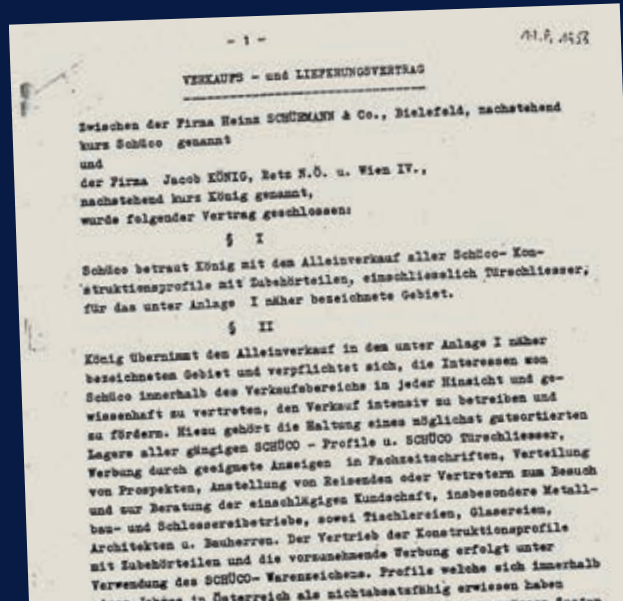
Dr. Jörg Westphal, Executive Senior Vice President of Schüco



SCHÜCO  
JANSEN

1958

A milestone in the company's history is achieved: KÖNIG assumes Schüco's and Jansen's sole agency.





# TRADING WITH BRITISH STEEL

# 1969

The company takes over sole agency  
of British Steel (now Tata)



Franz Horvath (left), a delegation of British Steel with Charles Clarke, former sales director (second left), and Josef Biedermann, former director of Jansen AG (right).

In 1969, assuming the role of general importer of RHS profiles for steel tube manufacturer, the British Steel Corporation, was reason enough to found the KARL KÖNIG steel wholesale company, based in Vienna. König has been supplying metal construction companies with British profiles ever since. These companies then make cable-car supports or frame buildings from the supplied steel.

British Steel was privatized in 1988 by the conservative Government of Margaret Thatcher. On October 6<sup>th</sup> 1999 British Steel merged with Dutch company Koninklijke Hoogovens, forming the Corus Group. Corus was acquired in 2007 by the Indian company Tata Steel. It remains one of ALUKÖNIGSTAHL's most important partners when it comes to steel hollow sections.

Peter König and Franz Horvath  
(former Director Steel Division)





# 1973 – THE NEXT GENERATION OF THE FAMILY COMPANY

Senator KR Andreas Pulides joined the company in 1971. As a director working alongside Peter König – who took over leadership of the future ALUKÖNIGSTAHL in 1973 – he was seen as the second pillar of the company. He concentrated mainly on project business and the associated intensification of relations with architects and other stakeholders.

Having won several large projects in Austria and abroad, in 1975 the company invested in an industrial region of Southern Lower Austria, Wiener Neudorf: there the company built two warehouses, prototype and storage workshops for aluminum and steel constructions and steel hollow profiles. Now, 40 years later, thousands of items are processed every day in over 120,000 m<sup>2</sup> of warehousing space.

# 1971 1973



Senator Andreas Pulides joins the company.



Peter König assumes the managerial role at the future ALUKÖNIGSTAHL.

# 1975



Two warehouses as well as prototype and storage workshops for aluminum and steel constructions and steel hollow profiles are constructed in Wiener Neudorf in the industrial region of Southern Lower Austria.

# NOT ALL QUIET ON THE EASTERN FRONT

In 1989, Europe underwent an enormous change with the fall of the Berlin Wall and the events that followed. ALUKÖNIGSTAHL took advantage of this time to expand into Eastern Europe, but the company had registered its first assignments even before this point. In 1990, the company began by opening a sales office in Budapest and rose to the top spot in Eastern and Southeastern Europe. After Hungary followed the Czech Republic (1991), Slovenia (1993), Romania (1995), Bulgaria (1995), Croatia (1997), Slovakia (1998), Serbia-Montenegro (2004) and Bosnia-Herzegovina (2004). As if this wasn't enough, the KÖNIG STAHL company was founded and the warehouse in Warsaw opened in 1993. As a result, the company was the first western steel trading company in Poland to offer western merchant services.

# 1989

## Expansion into Eastern Europe

The decision to go to Eastern Europe is agreed with partners Schüco and Jansen. ALUKÖNIGSTAHL starts the expansion.

# 1990



MASSTAAL, a regional steel trader founded in 1961 in Maastricht, is acquired by the König Group in 1990.



The first step in the expansion process takes place in Hungary: First of all, a sales office is established in Budapest; the great success of the company leads to the opening of an office and logistics center.





# RETZ – PAST AND PRESENT

The company ALUKÖNIGSTAHL is still an integral part of Retz's economy today. The roots of the ALUKÖNIGSTAHL family business go back to 1864, when Raphael König founded an iron merchants in Retz for his son Jacob. In 1919, the company KARL KÖNIG was born; after World War II the iron merchants expanded into the retail and wholesale trade, which in turn expanded into the technical field in 1950. Even though the iron merchants in building no. 42 no longer exists, the König family is still closely associated with the town. Formerly, while the head office was still in Retz and another subsidiary was founded in Vienna, Karl König spent three working days and the

weekend in Retz and two days in Vienna. His son Peter did exactly the opposite. This meant that there was always somebody from the König family working in the business in Retz.

The association with Retz remained even after the business was liquidated. In 1996, the company once again became an integral part of Retz's economy, when the König and Ploberger iron merchants were merged. The company Ploberger emerged from this.



1993

1994

1997

1995

1998



Expansion into Poland and Slovenia

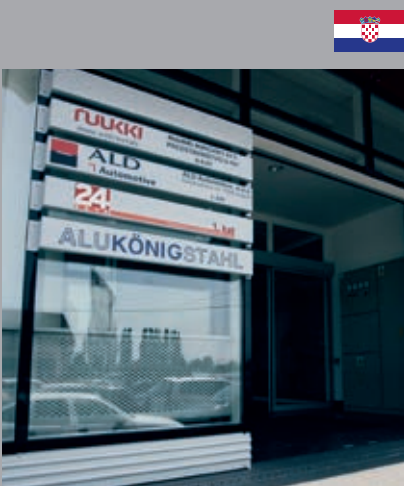
A success story takes its course. KÖNIG STAHL sp. z o.o. is founded in Poland. ALUKÖNIGSTAHL d.o.o. is founded in Slovenia.



130 years of ALUKÖNIGSTAHL

Celebrating 130 years in Wiener Neudorf, Lower Austria.

Foundation of ALUKÖNIGSTAHL S.R.L. in Romania and ALUKÖNIGSTAHL EOOD in Bulgaria.



Foundation of ALUKÖNIGSTAHL d.o.o. in Croatia.



Foundation of the joint venture ALUKÖNIGFRANKSTAHL – later KÖNIGFRANKSTAHL – in the Czech Republic.



# NEW MILLENIUM – NEW MARKETS

The 2000s were particularly eventful for ALUKÖNIGSTAHL: The second joint venture with Frankstahl is established in Hungary in 2001. The KÖNIGFRANKSTAHL Kft. is located in Budapest and features a covered storage area of about 10,000 m². A year later, the third joint venture is established – this time in Slovakia. The operating area is located in Senec, and has a covered storage area of 12,000 m². 2005 the Hungarian joint venture is renamed in KÖNIGFRANKSTAHL. In the following year the operating storage business in Romania was founded: The headquarters of the Romanian joint venture are located in Bucharest and have a covered storage area of 2,700 m² (open area: 2,000 m²).

# 2001 2004 2006 2008

ALUKÖNIGFRANKSTAHL is founded in Hungary (2001) and Slovakia (2002).



Founding of ALUKÖNIGSTAHL d.o.o. in Serbia-Montenegro and ALUKÖNIGSTAHL d.o.o. in Bosnia-Herzegovina.



Founding of the fourth joint venture: KÖNIGFRANKSTAHL Romania. The headquarters are located in Bucharest.



Celebration of the 50<sup>th</sup> anniversary of partnership between Schüco and ALUKÖNIGSTAHL.

# SIX GENERATIONS OF ALUKÖNIGSTAHL

Six generations later, ALUKÖNIGSTAHL has around 1,000 employees. Our partners in the metal construction industry are also mainly traditional family businesses that place great value on direct contact and would not accept complicated decision-making hierarchies. They all value the same things: reliability, continuity and striving for solid and successful partnerships that survive for generations.

Some of the people who work for us are second-generation employees, looking after customers and partners who have also been involved with our company for generations. Our technical expertise and the ability of our staff means that we feel very confident about the future.

2012 2014

KÖNIGSTAHL and the Italian steel trading company establish the joint venture KÖNIG CTA.

ALUKÖNIGSTAHL partially takes over (together with KÖNIGFRANKSTAHL) the insolvent stainless steel manufacturer BOGNER EDELSTAHL in the Czech Republic, Poland, Hungary and Romania.

This year, ALUKÖNIGSTAHL celebrates its 150<sup>th</sup> anniversary. As part of this special birthday, the course for the future is set: the licence agreement between Schüco and ALUKÖNIGSTAHL is extended on a long-term basis.

150 YEARS | ALUKÖNIGSTAHL





# THE TEAM FOR EUROPE

With its own companies across Europe, ALUKÖNIGSTAHL guarantees its partners and investors a particularly high level of cost certainty and quality.

ALUKÖNIGSTAHL  
Austria



E. Müller C. Krenn G. Sturm

MAASSTAAL  
The Netherlands



C. Olischläger J. Kleintjes

KÖNIGSTAHL  
Poland



A. Radecki S. Brzozowski D. Jagodziński S. Grüll

KÖNIG CTA  
Poland



G. Tanzi T. Suchowiejko

BOGNER EDELSTAHL  
Poland



T. Szopinski S. Grüll

ALUKÖNIGSTAHL  
Hungary



M. Oberhuber I. Ádám

KÖNIGFRANKSTAHL  
Hungary



C. Frantsich Z. Kiss

KÖNIGFRANK-STAHL Czech Republic




J. Kurovec

BOGNER EDEL-STAHL Czech Republic



J. Matejka

KÖNIGFRANK-STAHL Slovakia



M. Hyben

KÖNIGFRANKSTAHL and BOGNER EDELSTAHL Romania



M. Pintillie

ALUKÖNIGSTAHL Romania



A. Beer C. Radu

ALUKÖNIG-STAHL Slovenia



V. Bračko

ALUKÖNIG-STAHL Croatia



E. Vehabović

ALUKÖNIGSTAHL Bosnia and Herzegovina and Kosovo




B. Lenasi S. Mašić

ALUKÖNIGSTAHL Serbia, Montenegro and Macedonia



S. Knežević

ALUKÖNIGSTAHL Bulgaria



K. Tchernev Z. Milanova

# ALUKÖNIGSTAHL IN NUMBERS

1,000  
EMPLOYEES

15 countries

7,000 CUSTOMERS

120,000 m<sup>2</sup>  
of warehousing space

in its 6<sup>th</sup>  
generation

Since 1864

28 companies

70,000  
PRODUCTS

150 years  
of company history

OVER € 300 MILLION  
IN TURNOVER



# MEET THE BOARD OF DIRECTORS

## Philip König, MBA



**Position:**  
Chief Executive Officer  
**Born in:**  
1979  
**At KÖNIG since:**  
2006

**P**hilip König, MBA, studied economics at the Webster University in Vienna. After several training programs (including in the Corporate Finance Advisory Department and the Investment Banking Division of BA-CA, as well as in the Sales Department of a German automobile group), he gained valuable experience at ALUKÖNIGSTAHL's partners Schüco (Germany and France) and Jansen (Switzerland).

**A**lthough Philip König has been part of the family business since he was very young, he officially joined the company in 2006 as an International Marketing Manager and Key Account Manager. He was promoted to the Executive Board in 2009. Philip König has been the CEO of König Holding AG since 2013.

## KR Ewald Müller



**Position:**  
Chief Sales Officer  
and Deputy Chairman  
**Born in:**  
1963  
**At KÖNIG since:**  
1997

**F**ollowing his successful career at Semperdur GmbH, Ewald Müller transferred to the ALUKÖNIGSTAHL Group in 1997 as an Attorney for AKS GmbH. He has been Managing Director of ALUKÖNIGSTAHL GmbH since 2006 and is responsible for supporting metal-workers, investors, general contractors and architects in Austria. He has been responsible for the businesses in Hungary, Bulgaria and Romania since 2009. As Chief Sales Officer, KR Ewald Müller has the sales and profit responsibility for all the "system companies". He is also the deputy chairman of the Board of KÖNIG HOLDING AG.

## Mag. Stefan Grüll



**Position:**  
Managing Director  
Steel Distribution  
**Born in:**  
1978  
**At KÖNIG since:**  
2002

**A**fter studying at the Vienna University of Economics, Mag. Stefan Grüll was involved in the expansion of steel trading activities in Slovakia, Hungary and Romania. As Managing Director of KÖNIG STAHL HOLDING, he has been leading the business development department for this area since 2008. In addition, he took over the management of the Polish offices in 2010 and is responsible for diversification into new markets and customer segments. As a member of the Executive Board, Mag. Grüll is responsible for the results of the KÖNIG Group steel distribution.

## Ing. Christian Krenn, MAS, MSc



**Position:**  
Chief Operating Officer  
**Born in:**  
1975  
**At KÖNIG since:**  
1995

**I**ng. Christian Krenn, MAS MSc, has been working for the company as a trained mechanical engineer since 1995. He quickly assumed responsibility for launching new software in Austria and the Southeastern European subsidiaries in the software services sector. Ing. Christian Krenn later transferred to the sales department where he was promoted to Purchasing Manager. As the Head of Materials Management, he was also solely responsible for the sales department and the entire logistics and warehousing departments. He also received third proxy during this time. Ing. Christian Krenn, MAS MSc, has been Managing Director of ALUKÖNIGSTAHL GmbH Austria since 2006 and a member of the Board of Directors of König Holding AG as COO since January 2012.

## Dr. Marc Pulides



**Position:**  
Chief Financial Officer  
**Born in:**  
1967  
**At KÖNIG since:**  
1998

**D**r. Marc Pulides studied at the University of Munich (business administration) and did his PhD at Vienna University of Technology. After positions at BMW AG in Munich and NGI GmbH in Wiener Neudorf, Dr. Pulides worked for three years as a management consultant at Ernst & Young in Vienna and Atlanta. Dr. Pulides has been an authorized signatory at ALUKÖNIGSTAHL since 1998 and CFO of König Holding AG since 2006.



The Board of Directors has a say

# “WHAT PARTNERSHIP MEANS TO US ...”

*“Partnership is mainly associated with SUCCESS, TRUST, SUSTAINABILITY, and FRIENDSHIP.*

*SUCCESS: The partnership experienced between ALUKÖNIGSTAHL and its customers is a unique success story of the past 50 years in systems business. It is nice to look back and see how you have successfully developed together.*

*TRUST: You can only explore new avenues if you trust one another. This is necessary for ensuring long-term success.*

*SUSTAINABILITY: Sustainability is the basis for partnership and joint success. This is best demonstrated by the partnership between ALUKÖNIGSTAHL and its long-term customers.*

*FRIENDSHIP: The factors of success, trust and sustainability, which have been maintained for many years, occasionally create friendships that function as a turbo-charger for a continued successful partnership.”*

**KR Ewald Müller, CSO and Deputy Chairman**

*“... Incentive – to give your best every day; quality – in everything that we do; support – in daily cooperation; loyalty – our basic attitude; mutuality – for joint growth; success – a consequence of our actions; trust – in the joint service; a handshake – worth more than 1,000 words; reliability – creates trust; safety – for jointly creating value, even in the future; cooperation – the basis for mutual trade; strength – to tackle tough challenges; and drive – so that you are also able to deal with setbacks.”*

**Dr. Marc Pulides, CFO**

“... Continuity, reliability and unfailing quality for 150 years.

Countless employees and customers have been associated with the company for decades.”

**Philip König, MBA, CEO**

*“... In an environment that is changing faster and faster, our constant is and will always be the relationship with our customers and partners as well as the determination to achieve sustainable added value for all in the cooperation.”*

**Mag. Stefan Grüll, Managing Director Steel Distribution**

*“... Respect, a sense of responsibility, honesty and diligence. These attributes help us to gain the added value of a business relationship with our partners that is built on trust and service.”*

**Ing. Christian Krenn, MAS MSc, COO**

Board of Directors (from left to right):  
KR Ewald Müller, Dr. Marc Pulides,  
Philip König, MBA, Mag. Stefan Grüll,  
Ing. Christian Krenn, MAS MSc



# SYSTEMATIC QUALITY



*“ALMOST EVERY POSSIBLE  
REQUIREMENT FOR  
NEW BUILDS AND RE-  
FURBISHMENT PROJECTS  
CAN BE MET BY USING  
OUR TARGETED  
PRODUCTS TO CREATE  
INDIVIDUAL SOLUTIONS.”*

# THE SYSTEMS TEAM

ALUKÖNIGSTAHL  
SCHÜCO  
JANSEN

The ALUKÖNIGSTAHL associates all over Europe ensure that our customers and partners always receive the best possible service in their regions.

The map shows the following regional callouts:

- ALUKÖNIGSTAHL Austria** (Austria flag): E. Müller, C. Krenn, G. Sturm
- ALUKÖNIGSTAHL Hungary** (Hungary flag): M. Oberhuber, I. Ádám
- ALUKÖNIGSTAHL Slovenia** (Slovenia flag): V. Bračko
- ALUKÖNIGSTAHL Croatia** (Croatia flag): E. Vehabović
- ALUKÖNIGSTAHL Bosnia and Herzegovina and Kosovo** (Flags of Bosnia and Herzegovina and Kosovo): B. Lenasi, S. Mašić
- ALUKÖNIGSTAHL Romania** (Romania flag): A. Beer, C. Radu
- ALUKÖNIGSTAHL Serbia, Montenegro and Macedonia** (Flags of Serbia, Montenegro, and North Macedonia): S. Knežević
- ALUKÖNIGSTAHL Bulgaria** (Bulgaria flag): K. Tchernev, Z. Milanova

Map labels: A, H, RO, SLO, HR, BIH, SRB, BG, MNE, RKS, MK.



How do you maintain a long, successful partnership? The systems managers give their answers.

# “WHAT PARTNERSHIP MEANS TO US ...”

“... the perfect balance between our constant desire to win and our sense of honesty and fairness.”

Corina Radu, Manager, ALUKÖNIGSTAHL Romania

*“A partnership is a shared journey in which hopes are raised, trust is built, you look forward to shared challenges and enjoy shared success... the shared path of cooperation, strength, security and the coming of new generations teach us that this is a process without end: there are partnerships at ALUKÖNIGSTAHL that have existed for 150 years now, and our goal has to be to maintain them for the next 150 years.”*

Emir Vehabović, Manager, ALUKÖNIGSTAHL Croatia

*“... trust that is built up with a lot of work and professionalism. It goes without saying that meeting each other halfway is also part of this. In short: continuity, loyalty, mutual success.”*

Attila Beer, Manager, ALUKÖNIGSTAHL Romania

*“Partnership is more than ‘putting clients first’, or finding mutually satisfactory solutions to shared problems or a dedication to excellence in every sale or service encounter. It is a commitment to forging long-term relationships that create synergies of knowledge, security, and adaptability for both parties.”*

Boris Lenasi und Senad Mašić, Managers, ALUKÖNIGSTAHL Bosnia and Herzegovina and Kosovo

“... to capture the requirements and success factors and to make a success of it for all parties!”

Günther Sturm, Manager, ALUKÖNIGSTAHL Austria

“The closer you work with the customer, the better you understand them and the better you accompany and support them. We distinguish ourselves from the competition not only by having better products but also, above all, through our added-value services.”

Vladimir Bračko, Manager, ALUKÖNIGSTAHL Slovenia

*“... respectful and fair interaction with each other. We see it as a duty to keep the customer's long-term satisfaction in mind at all times, because this satisfaction is the basis of our commercial success. Our customers rely on us – on the quality of our products and our services and we do everything we can to justify the trust placed in us.”*

Saša Knežević, Manager, ALUKÖNIGSTAHL Serbia, Montenegro, Macedonia

*“... loyalty, closeness, reliability – values that have been maintained in the family for centuries and that everyone aspires to. They motivate us, they inspire us every day, they make us and our partners happy and successful – just as they do in the family. It's not difficult at all, as a member of the ALUKÖNIGSTAHL family, to convey these values to our partners. Because it is this family's value system that motivates, inspires and improves us as employees – our customers, colleagues and friends feel that and experience it together with us. Loyalty, closeness, reliability and of course the sense of trust that comes with a handshake, as well as modern thinking and acting, because you should always give the best of yourself for your partners – as ALUKÖNIGSTAHL has been doing for 150 years now.”*

Zlatina Milanova, Manager, ALUKÖNIGSTAHL Bulgaria

*“We've experienced a great deal with our customers over the course of our twenty-year history. Just as in a family, partnership for us means compromises, arguments, lucky breaks. But ultimately great memories. For me, partnership is a question of viable trust that needs big love and a big heart to keep enduring for long. Partnership therefore needs two sides that are prepared to go through good as well as bad together.”*

Klimentin Tchernev, Manager, ALUKÖNIGSTAHL Bulgaria

*“... the expertise that our company philosophy encompasses. Our long-standing business relationships are based on mutual trust. Brand quality, high levels of specialist knowledge, many years of experience, acting consistently, tireless commitment and strong personal relationships affirm our successful partnerships.”*

Monika Oberhuber and Istvan Adam, Managers, ALUKÖNIGSTAHL Hungary



# SCHÜCO

Headquarters of Schüco International  
in Bielefeld, Germany



# JANSEN

Jansen Campus in Oberriet, Switzerland





# SCHÜCO – A SUCCESSFUL ALLIANCE FOR 56 YEARS

ALUKÖNIGSTAHL



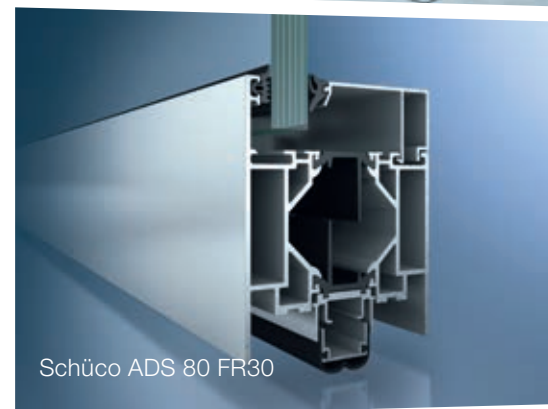
SCHÜCO

In 1958 ALUKÖNIGSTAHL and the leading system supplier Schüco decided together to be even more successful. The outcome was a strategic partnership where both benefit. Intensive cooperation between the world leader in aluminum systems and the expert for PVC systems and innovative product developments is proof of the technology and innovation leadership.

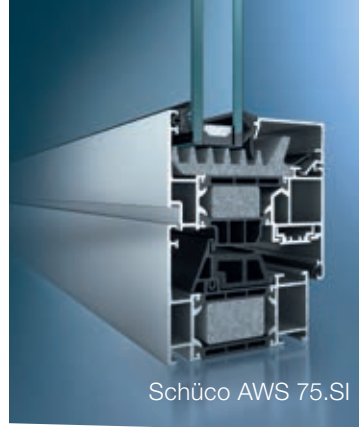
Schüco International KG was founded in 1951 by Heinz Schürmann as a business selling metal for shop windows with six employees in Porta Westfalica under the name Heinz Schürmann & Co. In 1964, the company was taken over by the OTTO FUCHS group of companies. Today, Schüco develops and distributes systems for building envelopes – including for single and multi-family homes, property and industrial buildings. The product range includes profile and accessory systems construction of windows, doors, façades and conservatories. There are also balconies, sun, fire, and smoke control systems as well as burglary, bullet, and blast resistant systems. Solutions for building automation and control room or comfort, and building-integrated photovoltaic (BIPV) are also components of the product portfolio. Schüco also offers hard- and software for construction and calculation as well as machines for manufacturing and assembling in the processing trade.



Schüco ASS 77 PD



Schüco ADS 80 FR30



Schüco AWS 75.SI



Schüco FW 60+.SI



**SCHÜCO**



DC Tower I, Vienna, Austria

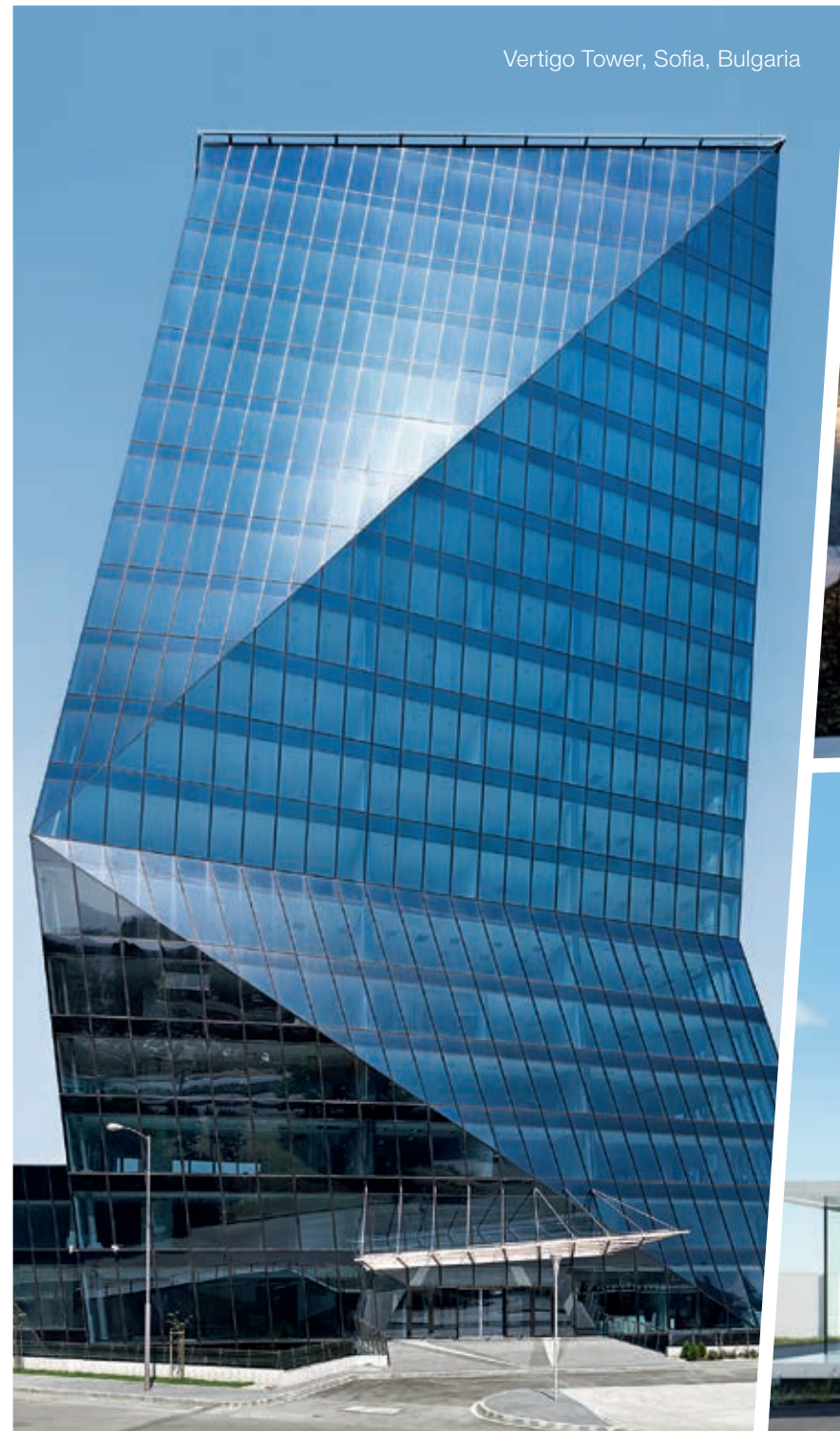


## Innovative technologies for sustainable living and working environments

Schüco sees itself not only as a provider of the latest window and façade technology, but also as a permanent point of contact for architects, manufacturers, planners, investors and building contractors. Its goal: to offer tailored solutions to all markets – from private residential construction to industrial and large-scale construction projects. To this end it offers a wide portfolio of high-quality materials for new-builds and the modernization of buildings. Benchmarks in energy efficiency, safety, comfort and design that meet the highest and most demanding quality standards are achieved by Schüco systems.

## System solutions for windows, doors and façades

Together with its worldwide network of partners, architects, specifiers and investors, Schüco creates sustainable building envelopes which focus on people and their needs in harmony with nature and technology. The highest demands for design, comfort and security can be met, whilst simultaneously reducing CO<sub>2</sub> emissions through energy efficiency, thereby conserving natural resources. The company and its Metal and PVC-U divisions deliver tailored products for new-builds and renovations, designed to meet individual user needs in all climate zones. With 4,800 employees and 12,000 partner companies, Schüco is active in 78 countries and achieved a turnover of 1.5 billion euros in 2013.





# A partnership with a heart

What is the secret of the successful cooperation between Schüco and ALUKÖNIGSTAHL? This interview with Andreas Engelhardt, CEO of Schüco and Dr. Ing. Hinrich Mählmann, CEO of Otto Fuchs AG provides the answers. Claudia Stöckl conducted the interview.

Round table discussion with (from left to right) Dr. Ing. Hinrich Mählmann, Andreas Engelhardt, Claudia Stöckl



**Claudia Stöckl: Mr Engelhardt, what’s the first thing that comes to mind when you think of the partnership between Schüco and ALUKÖNIGSTAHL?**

**Andreas Engelhardt:** The cooperation between the two companies has been based on trust for many years. This is what distinguishes the partnership between Schüco and ALUKÖNIGSTAHL.

**Hinrich Mählmann:** I feel the same way. The cooperation between the Otto Fuchs/Schüco family business and the König family far exceeds commercial matters alone.

**Claudia Stöckl: Can we picture how this works in everyday life? Is it really a dialog of partners? A phone call?**

**Hinrich Mählmann:** Yes. A phone call or a meeting in person. Above all it’s an honest dialog about the problem and no trickery. We act in unity.

**Claudia Stöckl: What would you say, Mr Engelhardt? What in particular distinguishes this partnership?**

**Andreas Engelhardt:** Our shared customer, who always takes center stage; the challenges in the market; product quality, service quality, engineering performance. These are our shared values. Together we want to ensure that the customer of ALUKÖNIGSTAHL and Schüco isn’t just a partner but a fan.

**Claudia Stöckl: So you manage to gain fans – to create a certain emotional attachment?**

**Andreas Engelhardt:** Yes, that’s our goal exactly. We always deliver that little bit extra, ensuring that the system that we offer to our customers worldwide is perceived as unique. From the concept, to the construction of the product, to our customers’ manufacturing machines, we maintain all components that our customers need in order to deliver sustainable products to the investor in a building.

**Claudia Stöckl: Mr Engelhardt, what milestones can you look back on over the course of this partnership?**

**Andreas Engelhardt:** I like to look back on two milestones: firstly the signing of the contract in 1958. A great event for both companies, which were making vigorous progress at that time. Secondly, the extension of the contract, of course, that was signed in 2014 on the 150<sup>th</sup> anniversary of AKS, a memorable moment. For us, the contract represents the legal basis, but in day-to-day business it’s the friendly partnership that’s experienced. Because this kind of partnership depends on the people. Our long-standing partnership is proof of that.

**Claudia Stöckl: Mr Engelhardt, if we turn to the metalwork companies now – which products do you have to offer so that Schüco remains the partner of choice?**

**Andreas Engelhardt:** We’re driving innovation forwards and continuously working on the enhancement of our products’ functionality. The intelligence of our products is “internal”. In other words, the functions such as insulation, acoustics, electronic functions and consistent sustainability can be found inside the product and aren’t always visible from outside. We see great potential still to come in this area. On the other hand, we see it as our task to support the metalworker companies, to make their production even more productive and efficient, thus shortening process times.

**Claudia Stöckl: Mr Mählmann, is there a building that makes your heart beat faster when you look at it?**

**Hinrich Mählmann:** Lots of buildings make my heart beat faster. It gives me great pleasure to travel through Vienna with Peter König and see buildings that we’ve created together. This pleasure is motivating. In Vienna, I’m impressed by our latest project – the DC Tower I.

**Claudia Stöckl: I take it there are limits as well?**

**Andreas Engelhardt:** Of course, and they’re physical limits, but these can often be overcome. An example of

this is the parametric façades – planned and built in three dimensions. As recently as five years ago, we didn’t think this development was possible. In 2015, we’ll add it to our portfolio as the first standardized system that gives architects the freedom to plan parametrically and then actually to build in the same way. Sure – not everything is possible, but a lot is.

**Claudia Stöckl: If we were sitting here again in ten years’ time, what would you like to be able to talk about?**

**Andreas Engelhardt:** I’d like to still be working in ten years’ time. We’ve set ourselves the goal of growing further within this time-frame. And I’d like to hope that everyone involved can sit down together again in ten years and be able to say: “We had fun and we were successful!”

**Claudia Stöckl: Mr Mählmann, do you have another wish for the future?**

**Hinrich Mählmann:** Of course, I’d also like us to grow. But the sales target doesn’t take top priority for me. It’s more the onward development and progress that play a significant role. If you stay still, you’ll go broke eventually. We’ve done a lot of pushing forward at Schüco in recent years. The team knows what it’s all about and what we have to concentrate on. The challenge is to develop this further.

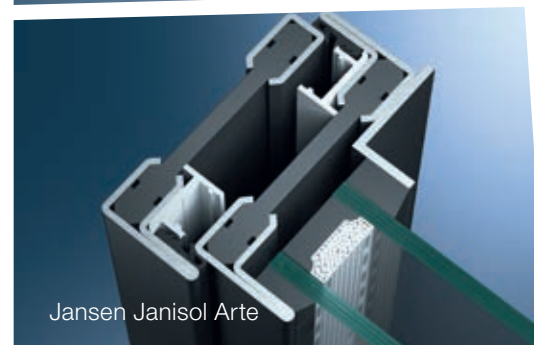
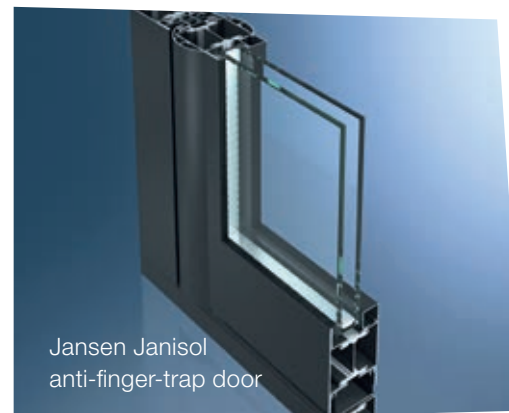


# JANSEN – A PARTNERSHIP WITH UNFAILING QUALITY

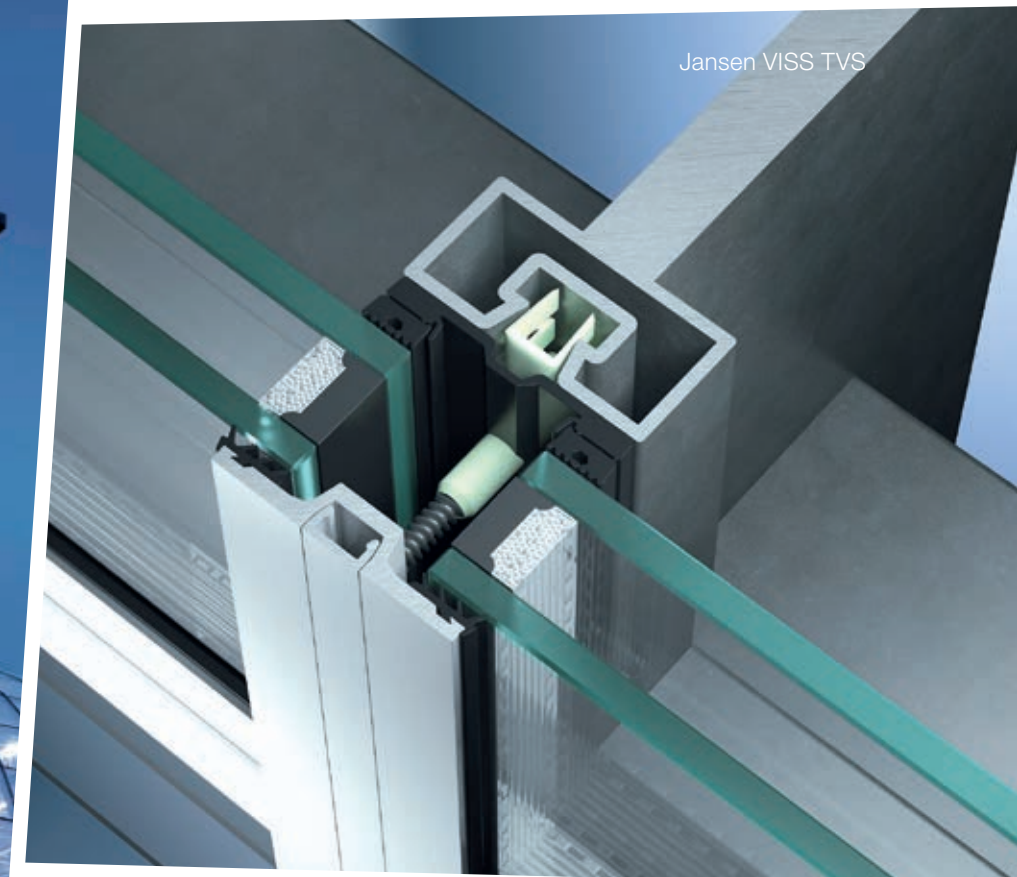
What began in 1923 as a small workshop in Oberriet run by Josef Jansen has evolved to become an international high-tech company. Since then, the characteristic Jansen values have remained the same. This early pioneering spirit is reflected in the company's current products and services. Today, Jansen is highly successful in the fields of building systems, solar, steel tubes and plastics – with products that represent Swiss quality, innovation, durability and energy efficiency. Jansen will also continue to inspire its customers and business partners with innovative solutions and first-class service in the future. The Jansen Group is still a 100% family-owned business.

In 2013, the Swiss family firm generated a turnover of around CHF 285 million. It has a workforce of around 1,000 employees of whom 60 are in training. Jansen has representatives and business partners all over the world.

At the production sites in Oberriet and Dingelstädt (Germany) 300 tons of raw material are processed daily; this corresponds to the weight of an Airbus A 380. And if you were to string together all the tubes produced by Jansen annually, you could circle the earth's equator twice!



JANSEN





## Cooperation over three generations

The path to success is built by systems. An interview with Jansen's managing directors – Priska Jansen, Christoph Jansen and Urs Neuhauser on the company's 56-year partnership with ALUKÖNIGSTAHL.



Jansen managers (from left to right):  
Christoph Jansen, Priska Jansen and  
Urs Neuhauser

**ALUKÖNIGSTAHL is celebrating its 150<sup>th</sup> anniversary as a company. A successful partnership between JANSEN and AKS has been in place for more than 50 years. What connects the two companies ALUKÖNIGSTAHL and JANSEN?**

**Priska Jansen:** The connection is the fact that a family with strong ethical and moral values stands behind both firms. Partnership is not just an empty cliché. The two families have now been working together for three generations.

**Christoph Jansen:** Both companies are family businesses that think long-term. Thanks to the active engagement of the owners in both companies, the family values can be clearly felt. This shared basis connects them.

**What distinguishes your partnership? What's the secret of such a long, successful cooperation?**

**Priska Jansen:** Honesty. We've already experienced a lot together; whether in our personal or business life, we're always there for each other.

**Christoph Jansen:** Management on both sides, as well as the owners, maintains a trusting partnership. Critical subjects are discussed thoroughly and a course of action is jointly agreed. A long-standing partnership is always based on personal trust.

**Urs Neuhauser:** Our values as a family business form a stable foundation. Building on this allows both companies to focus on their core expertise. ALUKÖNIGSTAHL as a passionate, exceptionally well-connected trading company and JANSEN as an innovative, market-leading manufacturing company.

**How is this partnership put into practice in day-to-day business?**

**Priska Jansen:** By ensuring that people with the right skills can speak to each other and all issues can be discussed.

**Christoph Jansen:** Mutual respect is important. The issues are negotiated rigorously, but we always deal fairly with each other. Our shared goal is always to find fast and good solutions for our shared customers.

**Urs Neuhauser:** Our active engagement with markets, potentials and opportunities is characteristic of the cooperation, and keeps it fresh and vibrant. Added to this is a precise agreement on our objectives and visions, which gives the partnership a very long-term perspective for the future as well.

**What shared milestones can you look back on and be especially proud of?**

**Priska Jansen:** In addition to our bilateral cooperation, we've enabled each other to enter international networks, such as British Steel and Schüco.

**Christoph Jansen:** For me personally, it's not the individual highlights but the successful partnership over many decades. Both companies have developed themselves and handed over the business to the younger generation of owners. With Jansen's innovative products and ALUKÖNIGSTAHL's excellent customer service, we've managed to be successful even in difficult economic times and shrinking markets. Succeeding like this for over 50 years was never a foregone conclusion.

**Urs Neuhauser:** Winning large construction project contracts always produces a sense of achievement that makes waves throughout the organization and creates positive energy. Apart from increasing profits, these experiences also create a shared sense of achievement that connects those involved from both partner companies.

**What new products and concepts would you like to offer to metalwork fabricators in future so that they can continue to operate successfully with JANSEN products?**

**Christoph Jansen:** The demands on our systems are constantly increasing. For example, higher insulation

*"... A SUCCESSFUL PARTNERSHIP FOR MANY DECADES."*

values, enhanced structural properties, greater flexibility of application etc. Just as important as reliable, versatile products is the ease of construction. We are going to place new emphasis on this. We'll also be assigning greater importance to training and technical consultancy for special solutions.

**Urs Neuhauser:** For a start, we certainly see more potential in optimizing the speed at which steel systems are constructed. New product lines are coming that will allow our customers to work in new market segments.

**What does the shared road to the future look like for ALUKÖNIGSTAHL and JANSEN?**

**Priska Jansen:** Just like the past: traveling with great respect for what we have already achieved and alert curiosity about shared improvements.

**Christoph Jansen:** We're looking forward to the next 50 years! We want to continue to maintain the partnership and develop our shared strengths.

**Urs Neuhauser:** Both companies would like to change something in their respective areas and advance. Those are very good prerequisites for us to spur each other on to outstanding achievements and to continue to maintain the cooperation with great success in the future.



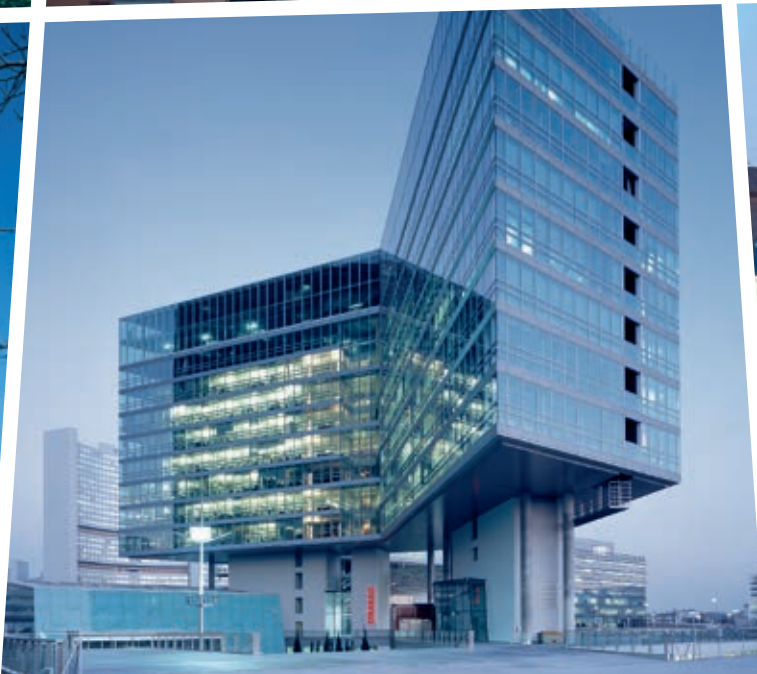
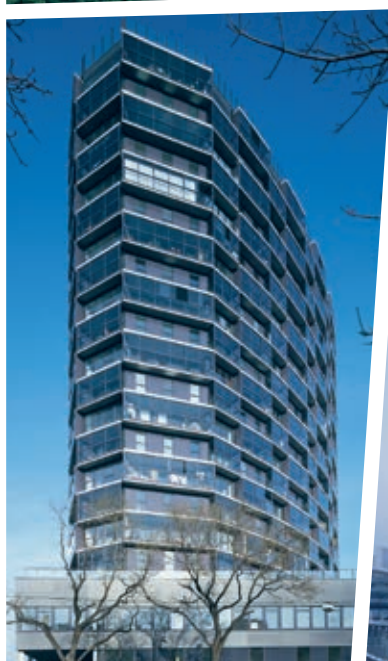
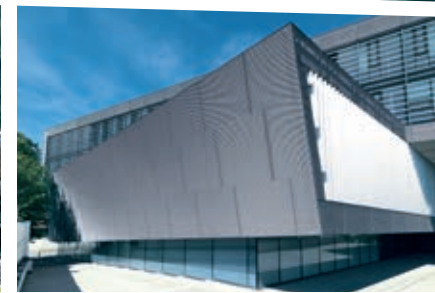
# INTERNATIONAL AND NATIONAL PROJECTS

A selection from the world  
of ALUKÖNIGSTAHL

**SCHÜCO  
JANSEN**







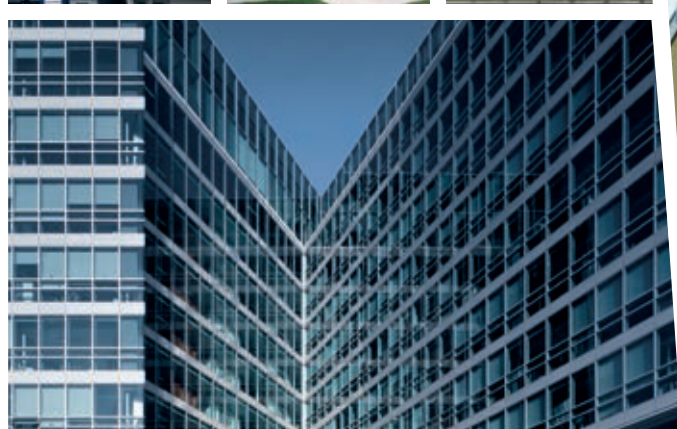








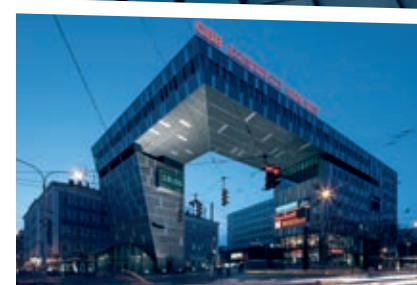








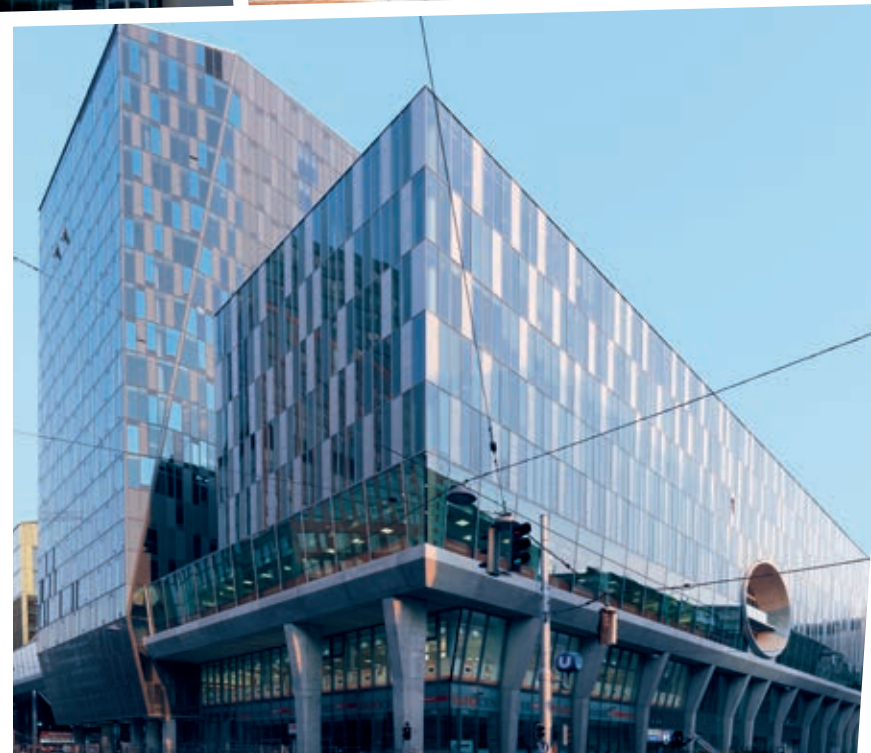
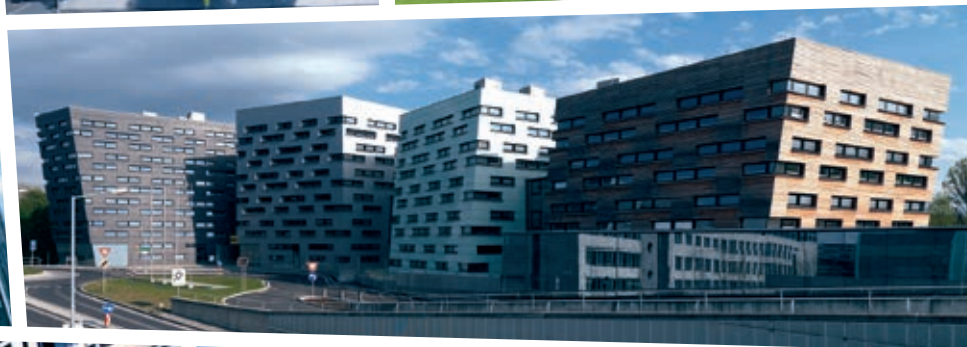
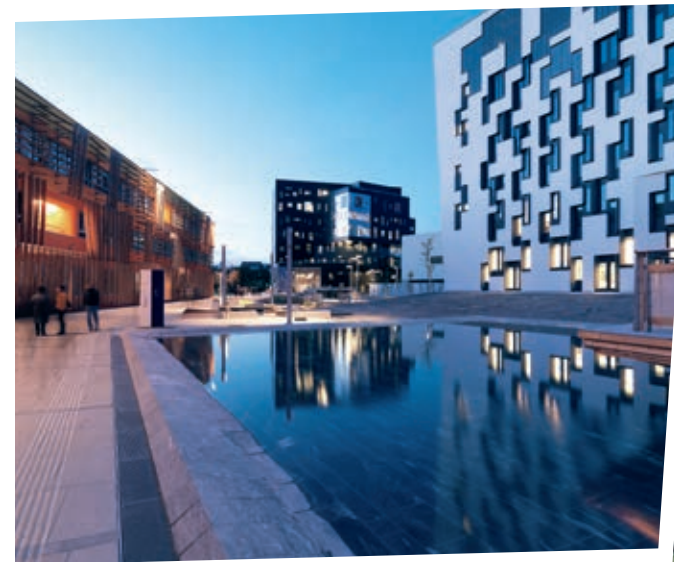














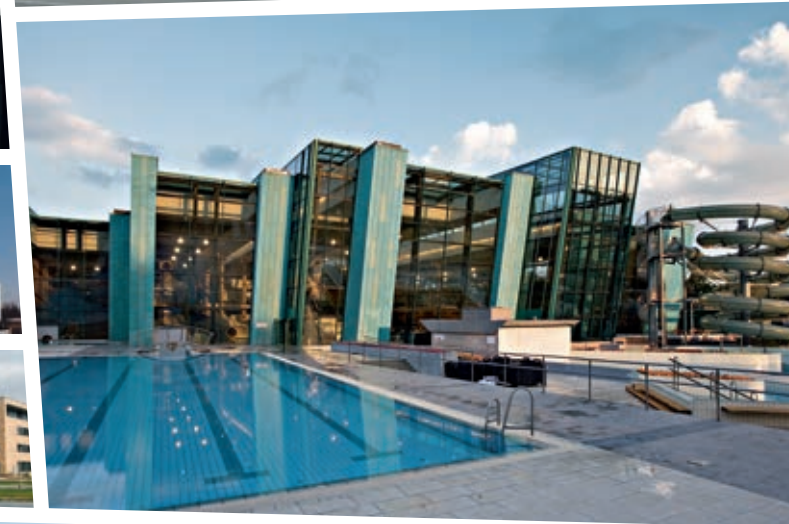
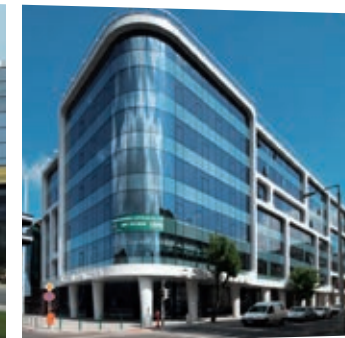




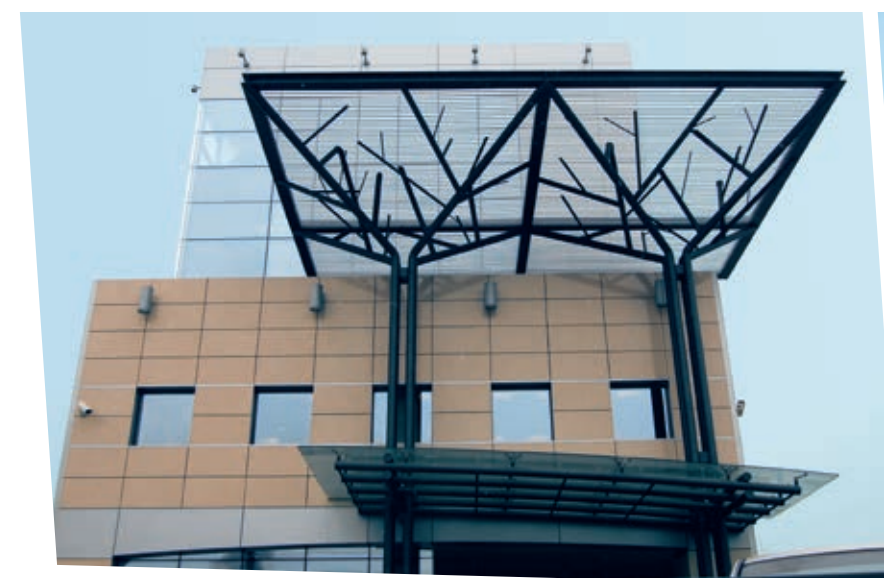
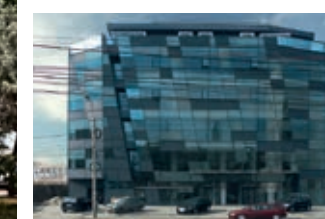
Hungary   
SCHÜCO JANSSEN



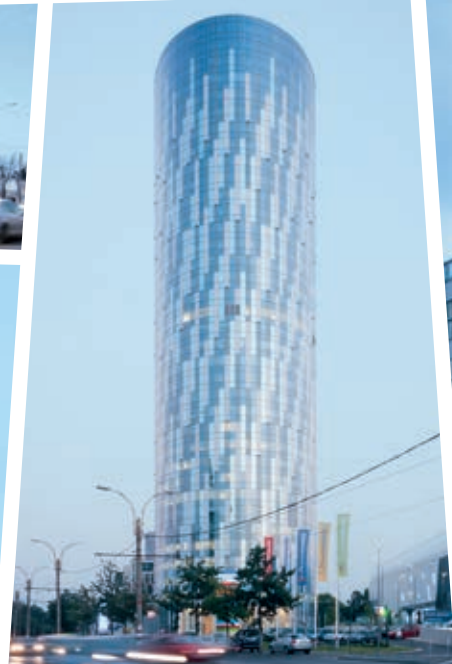
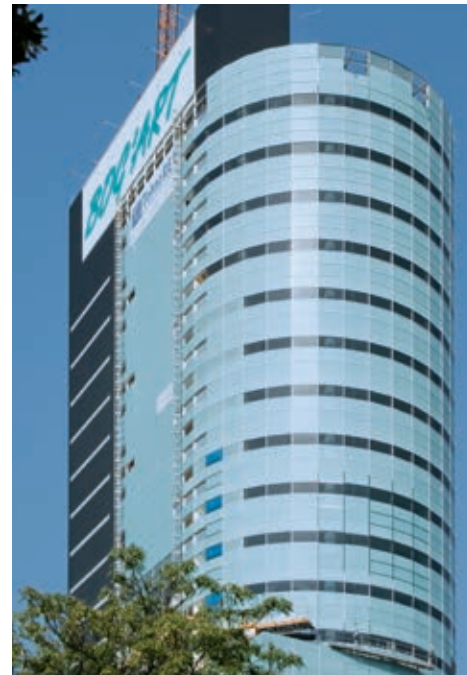
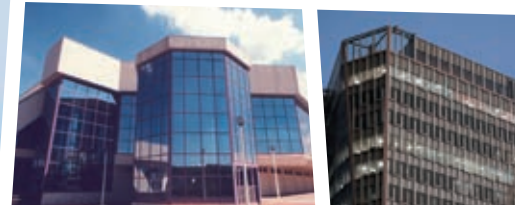


















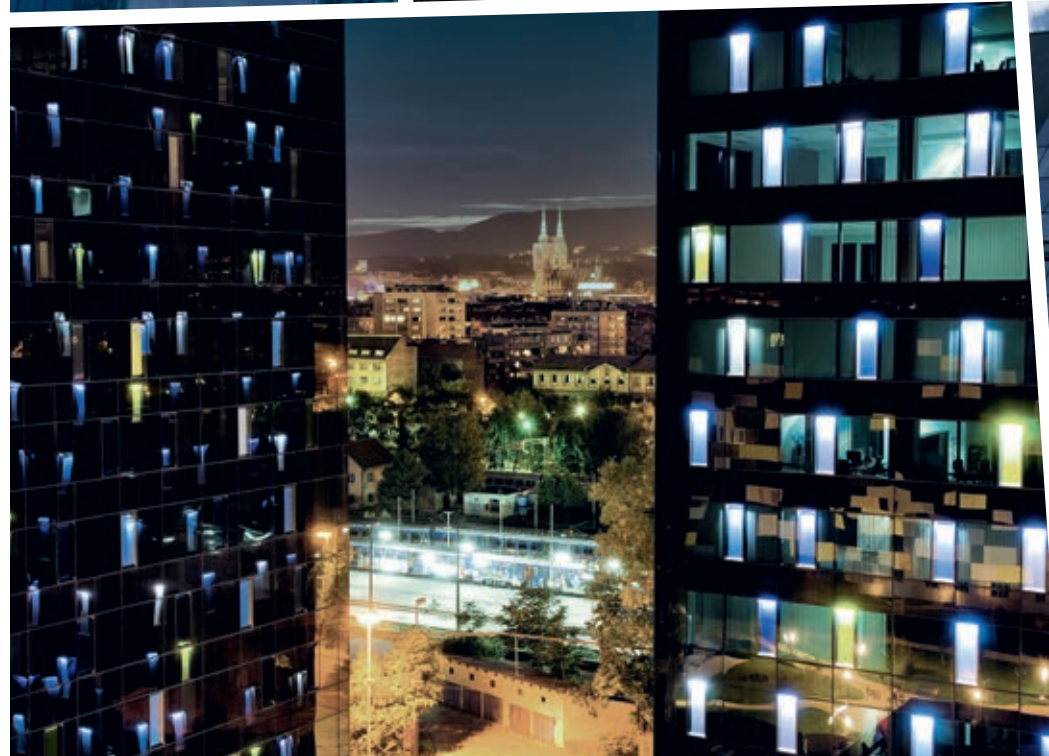
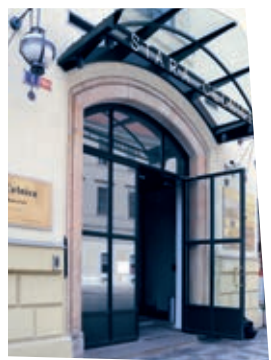
Czech Republic 

JANSEN



Croatia 

SCHÜCO JANSSEN

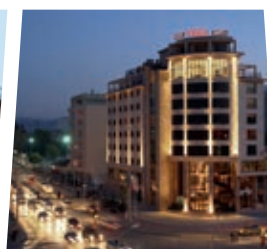




Bulgaria   
SCHÜCO JANSSEN



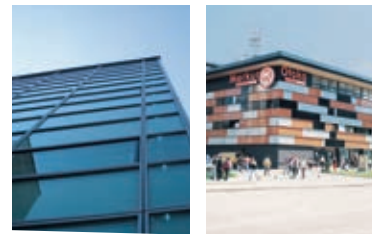
Slovakia   
JANSSEN



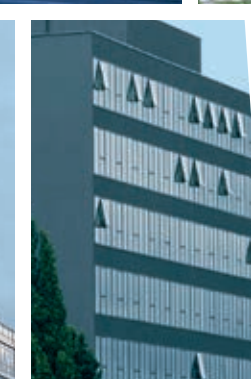
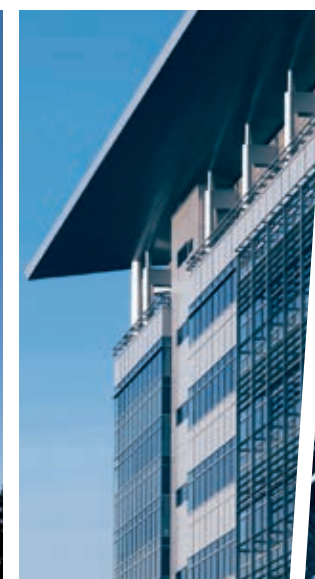
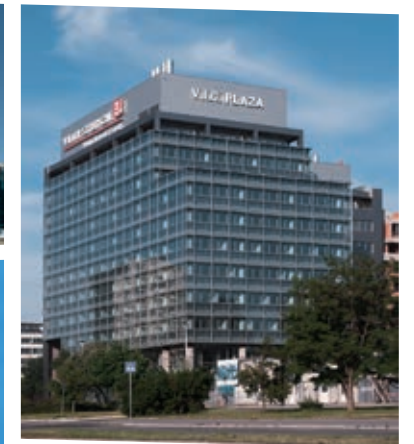
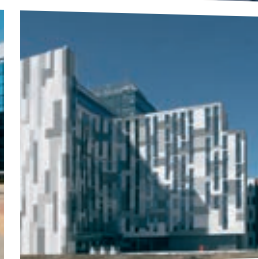




Bosnia Herzegovina   
Kosovo   
SCHÜCO JANSSEN



Serbia   
Montenegro   
Macedonia   
SCHÜCO JANSSEN







# KÖNIG ADDED VALUE



# THE SERVICE EXPERIENCE

**A**LUKÖNIGSTAHL offers a comprehensive service package starting with advice on materials and ranging via planning and calculation support, product development and design to application technology and support with the realization of construction projects.

**I**n addition to field sales staff, Technical Customer Support and special departments are available for prompt support in case of questions regarding technology, machines and software. With every service provided, ALUKÖNIGSTAHL intends to create a unique added-value offer for its customers.

## The customer in the center

### Personal advice and support

ALUKÖNIGSTAHL's strength is the personal contact between the sales staff and customers. Field sales staff and office-based specialists provide continuous information about current events in the markets and large-scale construction projects, and they advise customers with a highly personal touch.

### Support with offer-generation

A large number of metal construction tenders for aluminum and steel systems that are published on the Austrian market are calculated in advance by ALUKÖNIGSTAHL in terms of system design and quantities. The calculations team provides information and details on current projects for this purpose.

### Technical solution expertise

ALUKÖNIGSTAHL's technical office is available to handle individual requests that deviate from catalog solutions. Experts advise on system selection and develop tailored system solutions. Staff from the technical field sales team support ongoing projects and are the first point of contact for architects and planners.

### Standards, guidelines, permits

The product management team is the professional point of contact for questions about anything to do with the products, whether standards, guidelines, permits, test certificates, production techniques or workshop planning.

### Software tools for project planning and offer generation

Special software tools offer optimum support for project planning and offer generation for aluminum and steel constructions. The software service team provides support in selecting the tools – from simple calculation help to process-optimized calculation and planning software.

### Quality and speed

The logistics team pays special attention to the diligent and on-schedule provision of goods. The factory's own vehicle fleet delivers reliably at strictly defined delivery times – and to all locations.

### Production support

The Technical Customer Support service gives advice on machine selection, supports with machine set-up, takes responsibility for commissioning, trains customers' staff on quality-assured and consistent processing of products and is an expert point of contact for troubleshooting and the repairs service.

### Advertising and sales support

ALUKÖNIGSTAHL offers a wide range of brochures and documentation on its products. The marketing team provides support for advertising activities.

### Online services

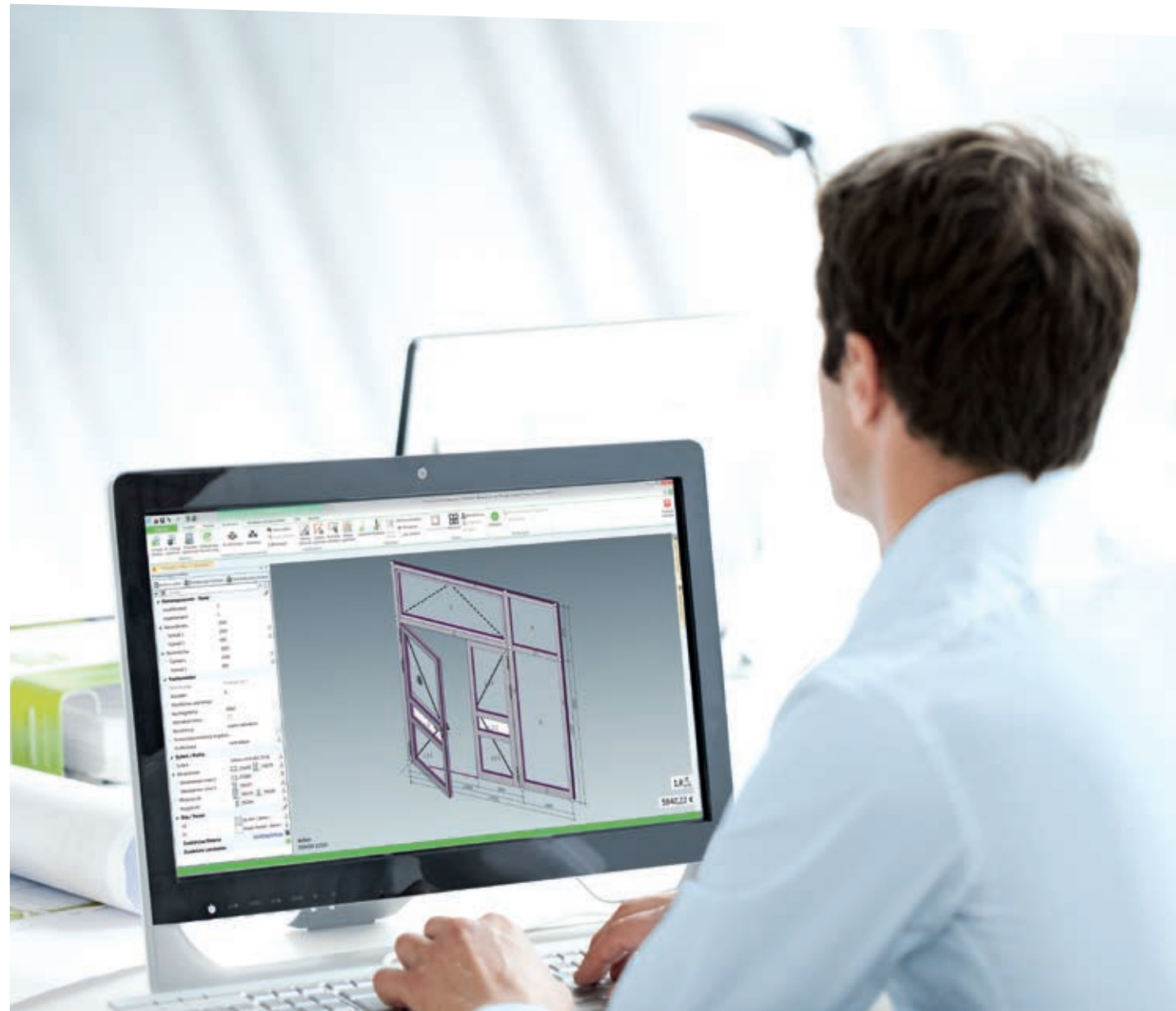
A wide range of information on constructions, technical features, production specifications and labels regarding the comprehensive product portfolio for aluminum and steel systems is available on the homepage [www.alukoenigstahl.com](http://www.alukoenigstahl.com).





## The ALUKÖNIGSTAHL special software for metal fabricators

**T**he Schüco and Jansen program facilitates bid and contract processing by means of user-friendly, practical and flexible software. It is – in perfect harmony with the system concept and system variety – modular in construction. Only the customer decides which module fits their organization best. Interfaces to the world's leading Microsoft Office and AutoCAD products enable the preparation of calculation, bid and production data in the latest international data formats. In line with the “one-stop shop” principle, a special service complements the software offer. The software is available directly from the website [www.alukoenigstahl.com](http://www.alukoenigstahl.com).



## The ALUKÖNIGSTAHL Academy – Practice makes perfect



**H**ow can we meet the current and future demands of the market? Answers to this can be found in the diverse, expert and practical training sessions and seminars that are offered within the ALUKÖNIGSTAHL Academy. From beginners to experts – all benefit from the multi-level courses that are delivered by specialists on the basis of long-standing, highly specialized expertise. It is not only theory that is taught, such as product technology, structural equilibrium and construction physics, but also and most importantly specialist knowledge derived from practical experience.

**T**he training enhances the motivation of staff which, in turn, increases performance and quality assurance in operation. The courses at the ALUKÖNIGSTAHL Academy offer everyone the chance to achieve individual learning objectives.





# BEST INFORMATION

## Online

The website [www.alukoenigstahl.com](http://www.alukoenigstahl.com) provides a comprehensive information platform with catalog documentation, product information, technical details, CAD details and many other subjects.

## Webbox

The ALUKÖNIGSTAHL Webbox is a comprehensive database of large-scale construction project contracts and provides a clear presentation of current construction project contracts, pre-calculated by experts on the basis of the corresponding tender. For support with generating offers, gross calculation data are available for download.

## OIS – Order Information System

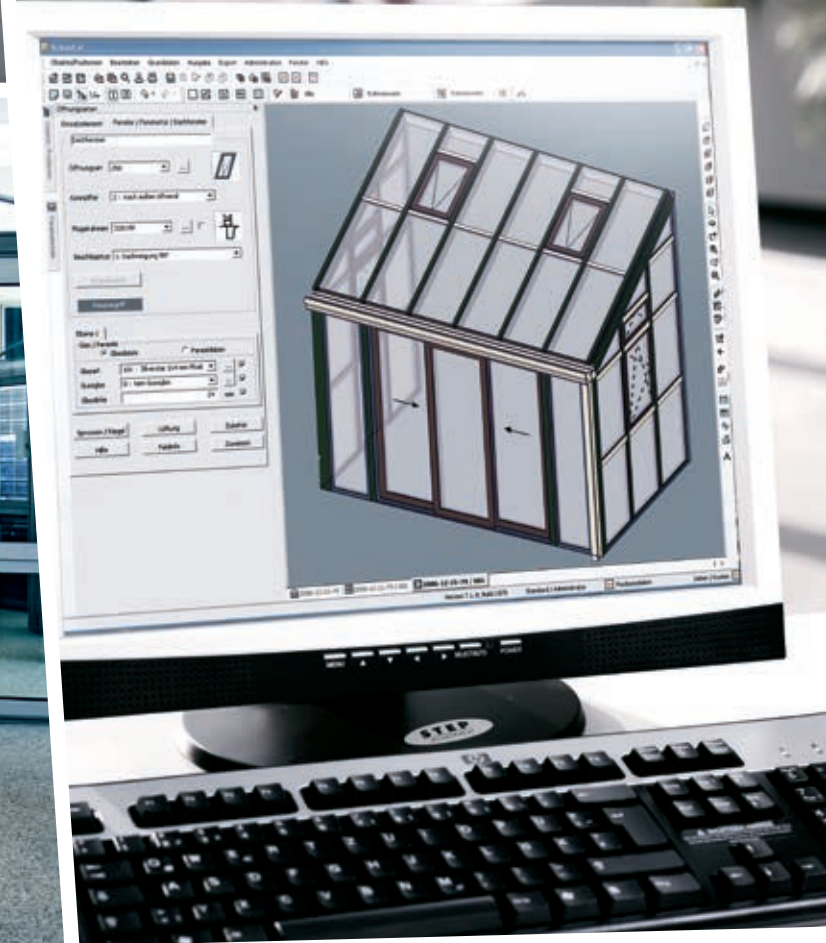
ALUKÖNIGSTAHL offers a unique service in the form of its specific online information platform for contracts. It allows customers to access all information concerning orders at any time. This makes it easier to track contracts.

## Software downloads

ALUKÖNIGSTAHL provides provision of general information on current software as well as complementary software such as preliminary structural or thermal insulation value calculations.

## Showroom

The ALUKÖNIGSTAHL showroom offers a wide range of system products to inspect at first hand. Expert consultancy included.



## “AKS TechDoc” – App for technical documentation



The ALUKÖNIGSTAHL app “AKS TechDoc” allows real-time access to technical documentation and to architects information.

The app provides a structured overview, the functionality to download catalogues and is continuously updated, so that our customers are always up to date. With the “AKS TechDoc” app, our customers always get everything at a glance. Simple, anywhere and fast.







# IT'S COMPLETELY LOGISTICAL!

**A**LUKÖNIGSTAHL offers the widest product portfolio on the market – the majority of articles are stored in sufficient quantities or available via access to the large central warehouse of partners Schüco and Jansen. Thanks to the logistics center in Wiener Neudorf, where a comprehensive product portfolio is stored, extremely short lead times are possible. The factory's own vehicle fleet delivers reliably at strictly defined delivery times – all over Austria. The latest storage media enable rapid and accurate handling and protective treatment of products – in harmony with the company's high quality standards. The company's own truck fleet and its cooperation with experienced haulage partners ensures the quality of goods and is assured even in transit. This demonstrates the company's commitment to meeting its customers' highest demands and requirements.

## ISO Certification according to ISO 9001:2008



**S**uccessful companies are characterized by high quality requirements. This includes both the operation and established standards in customer service and the products that quality-conscious companies deliver. The ISO 9001 provides us with a set of rules for a systematic approach to identify the particular needs of a quality-conscious company. ALUKÖNIGSTAHL has been certified according to ISO 9001 since 1995, to ensure high quality standards on a long-term basis. The conducted external audit according to ISO 9001:2008 this year has confirmed that ALUKÖNIGSTAHL meets the strict criterias for qualification in all areas.

**D**ue to recent and imminent improvements ALUKÖNIGSTAHL will also support its partners with the highest quality standards support in the future.





# LIVING SUSTAINABILITY

our responsibility for future generations

Sustainability means to develop responsibly – having your own history and the future of our children in mind. Dwindling resources, pollution and the threats of climate change challenge us all to act carefully, consciously and sustainably: If you build today, you invest in the future. A constructed building today exists for decades, and must be used in accordance with the requirements of the following generations. Therefore ALUKÖNIGSTAHL and its partners Schüco Jansen have set a target to reduce CO<sub>2</sub> emissions from buildings as much as possible. Energy efficiency, the use of sustainable energy sources and economic, ecological and social sustainability are the builders of a better future.

As co-initiator of the Aluminum Window Institute (AFI), ALUKÖNIGSTAHL demonstrated its good governance back in 1987. Likewise, in 2009 as a founding member of the ÖGNI. Most recently, in 2010, ALUKÖNIGSTAHL was awarded an honorable distinction as a Green Building Supporter, by the European Commission's General Directorate for Energy and Transport.



## AMFT – the voice of the metal-construction sector

The AMFT (Metal Window, Door, Gate and Curtain Walls working group) was founded in 1976. It operates within the Austrian Chamber of Commerce to represent the interests of Austrian manufacturers of metal constructions, supported by two organizations: the Federal Guild of Fitters and the Association of Machinery and Metalware Industries. About 70 companies hold membership to AMFT, among them manufacturers and providers of aluminum profile systems and glass-producing companies. The various activities of the organization have a single goal: to obtain the best service offering for its members, to raise profile, and to contribute to their business success. In addition, the AMFT is an interest-representative, making statements and delivering influence in the context of the Austrian Chamber of Commerce, or directly to other organisations.



## Green Building Supporter

In 2010 ALUKÖNIGSTAHL was distinguished as an official Green Building supporter by the General Directorate of Energy and Transport of the European Commission. Inclusion in the voluntary Green Building program was also carried through to the services ALUKÖNIGSTAHL offers, such as the provision of product information and software solutions, assistance in tendering and calculations, support and development of special technical solutions, and industry-specific seminars for architects and planners or building companies on “energy-efficient building”.



## ÖGNI (Austrian Sustainable Building Council) – the motor of the sustainable construction and real-estate industry

As an ÖGNI-founding member, it's our target to develop and promote “sustainable building” in the real estate sector in Austria. The aim of sustainable building is to create environmentally friendly, resource-saving and economic and social environments that respect the health, well-being and productivity of users. In Austria, ÖGNI shapes the change in paradigm toward sustainability and creates the framework conditions for establishing ideas on sustainability from all stakeholders in the construction and real estate industry in Austria. Their members substantially promote the sustainable construction, operation and use of living spaces and commit themselves to sustainability and/or sustainable trading. CSR is implemented at all levels. Sustainability mainly exists through the 3P approach – people, processes and products (real estate).



## The Aluminium-Fenster-Institut (AFI) – for gathering information on aluminum windows and façades

The AFI was founded in 1987, aiming to ensure the professional development, production, assembly and maintenance of high-quality aluminum constructions in Austria, from windows to conservatories, to building façades. It also supports technical development in the field of aluminum windows. The goal of the AFI is always to protect and/or increase the intrinsic value of property, in both residential and non-residential buildings, new-builds and redevelopments.

## ALUKÖNIGSTAHL's other memberships:





# STEEL - THE HARD CORE





# THE STEEL TEAM

Our associates in our subsidiaries and joint ventures in the steel sector are our direct local contacts and provide our customers with the highest quality of steel products and perfect service.





How do you maintain a long, successful partnership? The Steel Division managers give their answers.

# “WHAT PARTNERSHIP MEANS TO US ...”

“Partnership begins with trust and confidence in a shared, successful future.”

Marius Pintilie, Manager, KÖNIGFRANKSTAHL and BOGNER EDELSTAHL Romania

“... that we’ve been able to take responsibility for engineering and processing services for our customers for many years, delivering top-quality services day after day.”

Tomasz Szopinski, Manager, BOGNER EDELSTAHL Poland

“... mutual appreciation, respect and trust. It is a process in which partners work together to support, promote and inspire one another in order to enable development and achieve success together.”

Thomas Dörner, Steel Division Manager, Austria

“A long-term partnership is the result of a customer-focused strategy. That’s our advantage in competition and creates a win-win solution.”

Michal Hyben, Manager, KÖNIGFRANKSTAHL Slovakia

“... open and honest communication with our customers and total commitment to serving the interests of our customers. You have to look after a partnership like a plant. An important building block is our integrity – i.e. we do what we say and say what we do.”

Jan Matejka, Manager, BOGNER EDELSTAHL Czech Republic

“... a shared future based on mutual understanding for the needs of all of our partners, working together on the best solutions and keeping to commitments.”

Andrzej Radecki, Dariusz Jagodziński and Sławomir Brzozowski, Managers, KÖNIGSTAHL Poland

“... having a trusting relationship in which both sides meet each other respectfully and on an equal footing and they can grow together in the face of challenges.”

Zoltán Kiss and Christian Frantsich, Managers, KÖNIGFRANKSTAHL Hungary

“... Sharing ideas: something that can only be achieved in the long term and with mutual trust. It’s like a marriage: Each partner must take part in building a shared future, by putting forward ideas and making compromises.”

Marco Pollastrini, Managing Director CTA

“... supporting our numerous customers on their route to success in the Czech Republic since 1996.”

Jaroslav Kurovec, Manager, KÖNIGFRANKSTAHL Czech Republic

“... a chance to complement one another and learn from each other, thus achieving more together than would be possible alone. Many of our customers invest long-term in our trust and reliability. No-one would do that unless they were sure of a sustainably positive partnership...”

Tobiasz Suchowiejko and Guiseppe Tanzi, Managers, KÖNIG CTA Poland



# KÖNIG STAHL HOLDING

## European steel trade at the highest level

**K**ÖNIG STAHL HOLDING is an international steel distribution company, specialising in the areas of steel tubes, hollow sections, and engineering and tool steel. Today, we have subsidiaries in Poland and in the Netherlands as well as involvements in the Czech Republic, Slovakia, Hungary and Romania.

**I**ts products are used in the fields of mechanical engineering and steel structure manufacturing, plant engineering and tool manufacturing, vehicle construction, lift and cable-car construction, agricultural engineering, shipbuilding and offshore engineering as well as metal construction.

**W**ith eleven warehouse locations and an extensive logistics network, the company group guarantees that they will provide the right product at the right time and place for the processing industry.

**K**ÖNIG STAHL HOLDING is not only a supplier of materials for high-quality products and services, but also functions as a competent partner for its customers when it comes to material staging. Their success is built on a simple statement: The group wins customers for its solutions by adding value that counts.

## Business Units



### Steel Tubes and Hollow Sections

KÖNIG STAHL HOLDING offers a comprehensive range of hot and cold-rolled steel sections and seamless pipes on the steel piping and sections market. Their products are versatile construction components that are used in steel, machine and vehicle construction as well as agricultural engineering. The company group relies on the highest quality benchmarks in prefabrication: material pre-cuts, bending services, rolling and edging guarantee a product that is perfectly aligned to customer needs.

### Engineering and tool steel

BOGNER EDELSTAHL's extensive portfolio of tool and engineering steels in Poland, the Czech Republic and Romania has the specific properties required for their very diverse ranges of application in mechanics and tool manufacturing. The solutions are as individual as the customer's requirements in terms of material quality, product quality and processing. With an extensive logistics network, BOGNER EDELSTAHL guarantees proximity to the customer and market presence, functioning as a reliable partner between steel manufacturers and steel processors.

### Piping Solutions

KÖNIG CTA offers conduit pipes and fittings for the highest requirements. Customers in this segment include companies operating in plant and power station construction and in the oil, gas and chemical industries. KÖNIG CTA's global and long-standing partnership with suppliers makes it a reliable partner, even when acquiring complex needs specifications for international customer projects.

### Building Systems

Jansen's premium steel systems support the implementation of sustainable building designs. The existing alliance with Jansen ensures a high-quality range, which is subject to continuous optimization and advanced adaptation to architectural trends and building specifications. Architects, metal construction companies, investors and developers are supported with advice and extensive services in all phases of a building project. Close cooperation in the areas of production technology, employee training, software provision and processing guidelines ensure that projects are implemented rationally, efficiently and to the required level of quality.

# KÖNIG IN ALL SECTORS

## The added value of steel

## Customer benefit

KÖNIG STAHL HOLDING, along with its subsidiaries, considers itself a strong partner of industry and relies on the highest quality benchmarks in customer service. In the steel distribution sector, we strive for maximum customer benefit in the products and market segments we select. We offer our customers an extensive range of services: material acquisition, and material provision and supply. We provide anything from the smallest batch sizes up to complete specifications, all for when the customer needs it. On request from the customer, we also perform packaging through prefabrication and prefinishing. This means that our customers are in a position to reduce costs and complexity, and to concentrate on their own resources in their core competencies and adding value. Outsourcing in primary material storage, as well as material provision for all required specifications in individual batch sizes, means that we provide 'just-in-time' short-term availability for all critical materials ex works, as well as material supply. We provide pre-cuts, individual bundling and packaging – all from a single source. This guarantees quality assurance throughout the delivery chain.

Our customers trust us in the procurement and stockpiling of steel products they need. We take over the search and selection of suitable suppliers, ensuring the required quality and acceptance certificates. Our technical consultants provide and assist in planning and development. Through our distributed storage locations, we always guarantee short-term availability in individual batches and material supply just in time. With fixed-length blanks, custom bundling, packaging and labeling our customers save time and ensure optimal connection to their production processes. At the request of our customers, we also assume packaging by processing and prefabrication.

In short, we help our customers to reduce costs and complexity, so they can focus on the relevant core competencies and focus their activities.

## Values

In our work, we follow five principles:

### People

People are the key focus of how we operate. We work on a partnership basis with our suppliers and customers. Our aspiration is customer focus and high-quality service. We offer our colleagues targeted basic and advanced training as well as the scope they need to be able to act on their own initiative. This means that we create a working atmosphere that is shaped by tolerance, understanding and team spirit.

### Customer focus

We rely on the highest quality benchmarks in customer service and strive to achieve the maximum benefit for our customers. Requirements on material quality, product quality and processing are diverse, and our solutions meet this challenge. We make the customer's requirements our own. Our employees have specialist competence, team spirit and personal commitment, and they give their all for our customers.

### Operational excellence

Our working methods are cost-conscious and our thinking is future-oriented. As a scientifically successful and well-financed company, we make forward-looking investments in technology and process optimization. What we do is oriented on the benefit that we can achieve for our customers and partners.

### Responsibility

We interact responsibly with our colleagues, customers and partners as regards ecological, economic and social aspects. We are on good terms with our employees in terms of reliability and consistency.

### Innovation

We promote innovation and always have our finger on the pulse in terms of development. In order to fulfil our customers' needs, we invest in building our product and service portfolio with a focus on the future.



# KÖNIGFRANKSTAHL

Two families – one story of success

KÖNIG **FRANKSTAHL**

**K**ÖNIG STAHL HOLDING plays an important role in the European steel trade. One of the company's strengths is that it supports its customers on the road to success.

**F**rankstahl unites the tradition of a family company with the dynamism and constant expansion of an international Corporate Group.

**T**he company ALUKÖNIGFRANKSTAHL was founded in 1998, the result of a merger between ALUKÖNIGSTAHL and FRANKSTAHL, later known as KÖNIGFRANKSTAHL in the Czech Republic, Romania, Slovakia and Hungary. The merger of these two companies gave rise to a significant synergistic effect in the areas of product range, services, delivery dates and technologies. KÖNIGFRANKSTAHL offers the widest range of hot and cold-rolled steel sections and seamless pipes on the steel piping and sections market.

**In 1998, the company ALUKÖNIGFRANKSTAHL was founded – later to become KÖNIGFRANKSTAHL in the Czech Republic and Slovakia. Could you describe your experience of founding this joint venture?**

In 1998, two successful family businesses in Austria merged, in order to make the most of their strengths and travel the road to Eastern Europe together. At that time, the Eastern European markets represented attractive opportunities in the wake of the political upheaval, and both companies invested a lot of energy in establishing themselves together in these markets. The mood between the owners of both companies, Erwin Javor and Peter König, was very positive. Back then, I was merely an attentive observer and learned much during that period of rapid economic development.

**What factors for success do you believe contributed to the prosperity of KÖNIGFRANKSTAHL in Eastern Europe?**

ALUKÖNIGSTAHL was already well-established in several countries in Eastern Europe at that time. Incorporating the expertise of Frankstahl into the steel business was hugely important for building up the necessary variety of products. The personalities of Erwin Javor and Peter König were crucial to the success of the venture.

**What is the distinguishing feature of the collaboration between the König and Javor families?**

Both companies are family businesses: that's what sets them apart. The KÖNIGFRANKSTAHL Group is also a family. The employees and managers of the Group enjoy a very informal relationship in the various countries. Naturally, as in any good family, conflicts arise at times, but we handle these together and they are always resolved internally. The strong cohesion within the Group is a significant success factor for KÖNIGFRANKSTAHL.

**What shared milestones can you recall and which are you particularly proud of?**

1998, the year KÖNIGFRANKSTAHL Czech Republic was founded, was an important milestone for the entire Group. At that time, I had the privilege of witnessing the emergence of the joint venture as an active observer. I was able to learn how my father and Peter König built up the Group together. Although they had much in common, their personalities were still very different. The KÖNIGFRANKSTAHL Group benefited enormously from the strengths of both individuals. Afterwards, we expanded successfully into three additional countries: Hungary, Slovakia and Romania. Without a doubt, the acquisition of the Bogner Group, incorporating Bogner Czech Republic, Bogner Romania and Bogner Hungary into the joint venture, was another important milestone in the history of our company.

**Where will the future take the companies?**

We definitely want to continue our success story!

*“STRONG COHESION  
WITHIN THE  
GROUP IS A  
SIGNIFICANT  
SUCCESS FACTOR  
FOR KÖNIG-  
FRANKSTAHL.”*



Marcel Javor, CEO and Owner of Frankstahl speaks in an interview



# TATA STEEL, ARVEDI AND LUCCHINI RS

The Champions League of steel manufacturers

**TATA STEEL**

**T**ata Steel is one of the most geographically widely-spread steel manufacturers in the world. It is a global mining company headquartered in Mumbai, India, and one of the world's largest steel companies with an average production capacity of more than 29 million tons of raw steel annually, and around 80,000 employees on four continents. Tata Steel was founded in 1907. The company's product range comprises most industrial steels, and supplies steel and associated services for the globally leading markets of construction, automobile, packaging, rail transport, lifting, transporting, energy and the air travel industry. Tata Steel is currently the second-largest steel producer in Europe. Tata Steel operates steelworks in 26 countries, including China, India, Singapore, Thailand, the UK, and the Netherlands as well as having subsidiaries in more than 35 countries.

## Product portfolio

### Long products

When it comes to warm-rolled hollow steel sections, Tata Steel is KÖNIG STAHL HOLDING's most important partner. The company also supports storage compounds, service centers and wirepullers with a wide range of products.

### Flat products

Tata Steel produces an extensive range of warm-rolled, cold-rolled, hot-dipped and directly-rolled strip steel, strip-coated steels and electrical strip steels for the automobile, transportation, construction, packaging, and general, industry.

### Construction products

Tata Steel offers a wide range of components and systems that have been developed specifically for cladding, structural applications and equipment in the construction industry.

*"ALUKÖNIGSTAHL and Tata Steel have been working closely and successfully together for more than 50 years. As the first distributor of warm-rolled hollow steel sections, the ALUKÖNIGSTAHL company made its first delivery in 1968. Many changes have shaped the development of our partnership since then: British Steel merged with Corus and was then bought by Tata Steel; ALUKÖNIGSTAHL started to expand into Central and Eastern Europe. Despite all of this upheaval, our partnership has continued to work. This long-standing partnership is shaped first and foremost by the commitment of ALUKÖNIGSTAHL. The company has pushed forward technical development and introduced hollow steel sections into new markets. Much has changed since then: The hollow steel sections became known through the RHS brand, that has been promoted under RHS1, RHS2 etc. license plates sold by ALUKÖNIGSTAHL, among others. We will continue to jointly push forward in future, too, in order to ensure that ALUKÖNIGSTAHL continues to be the most important hollow section partner for Tata Steel."*

**Jennifer Thompson,**  
Commercial Manager, Tubes



**Arvedi**

**T**he Italian company group Arvedi's core business is the iron industry and processing steel products; in 2012, it produced around 3.36 million tons and had a turnover of € 2,186 million. A total of around 2,600 people are employed in this company branch.

**K**ÖNIG STAHL HOLDING works with Arvedi primarily in the area of welded pipes as well as cold-formed hollow sections.

**P**roduction is centered in Northern Italy, in the heart of a market that is characterized by a high level of steel usage. The development strategies and investment policy, which focuses on product quality, means that the Group has become one of the most important metal-processing companies in Europe in terms of technology.

**L**ucchini RS is a leading producer of steel, offering a diverse range of high-tech products and services. It all started in 1856 in Lovere, in the Province of Bergamo, with a small workshop in which weaponry was produced, along with agricultural tools for husbandry. The group's core work today is manufacturing high-end train components, such as wheels, axles and sets of wheels for high-speed uses, locomotives, passenger trains, trams and underground trains. KÖNIG STAHL HOLDING's steel trading with Luchcini RS is primarily focused on forging

and tool steel. Today, the core business of the global group includes the production of high-end rail components such as wheels, axles and drive sets for locomotives and passenger trains; the production of complex forgings for industrial applications, such as drive shafts for generators and ship-building as well as in the production of alloyed and high-alloyed tool steels. For the latter, BOGNER EDELSTAHL acts as a distribution partner and supplies customers in the field of tool-steel, especially in the field of plastic-mold manufacturing.

**LUCCHINI RS**



# KÖNIGSTAHL

KÖNIGSTAHL

Milestones of a successful adventure



The KÖNIGSTAHL cornerstone was laid in 1969, when the company entered the steel business for the first time. Following successful negotiations with the English by Hans Csernohowski on behalf of operator Karl König, KÖNIG became the exclusive importer of RHS sections (Rectangular Hollow Sections) from the British Steel Corporation, which today is Tata Steel.

On 10 May 1993, KÖNIGSTAHL reached a milestone in Poland with the opening of its warehouse in Warsaw. Despite initially not being taken seriously by the Polish national steel industry or local producers, the company managed to expand successfully in the hollow section market. Innovative logistics concepts and, in particular, long-term, reliable partnerships with both customers and suppliers have made KÖNIGSTAHL a market and segment leader for hollow sections and thick-walled tubing. The KÖNIGSTAHL head office is still



based in Warsaw. There are now subsidiaries in Poznań, Gdynia and Mikołów. The company's dynamic development can also be seen in the increase in employment: from six employees in 1993 to over 100 employees in 2014.

# KÖNIG CTA

KÖNIGCTA<sup>®</sup>

The highest quality under extreme conditions



KÖNIG CTA was founded in 2012 as a joint venture. KÖNIGSTAHL and CTA (Commerciale Tubi Acciao S.p.A) merged with the goal of utilizing the synergies and potential of both businesses more efficiently, and opening up new business opportunities. The company specializes primarily in trading conduit pipes and piping components that meet the highest quality requirements and can be used in extreme conditions (such as in the energy industry, in the chemical and petrochemical industries as well as in refineries and in the gas industry).

KÖNIG CTA's operations cover the Polish, Central and Eastern European, Russian and Scandinavian markets.



BOGNEREDELSTAHL

# BOGNER STAINLESS STEEL

Quality and service from a single source



Until recently, BOGNER EDELSTAHL, with its 250 employees, was Europe's leading brand for stainless steel trade, logistics and prefabrication, and was successfully operational in Austria and international markets from 1950.

At the end of 2012, KÖNIGSTAHL, or KÖNIGFRANKSTAHL, took on the Central and Eastern European stakes in the steel company, in order to make use of the great opportunity of developing new markets. For the KÖNIG group, this step meant extending their distribution activities by

adding tool and engineering steel, and to some extent stainless steel, as well as important material prefabrication capabilities. Availability and ability to deliver were also similarly improved through this step.



MAASSTAAL

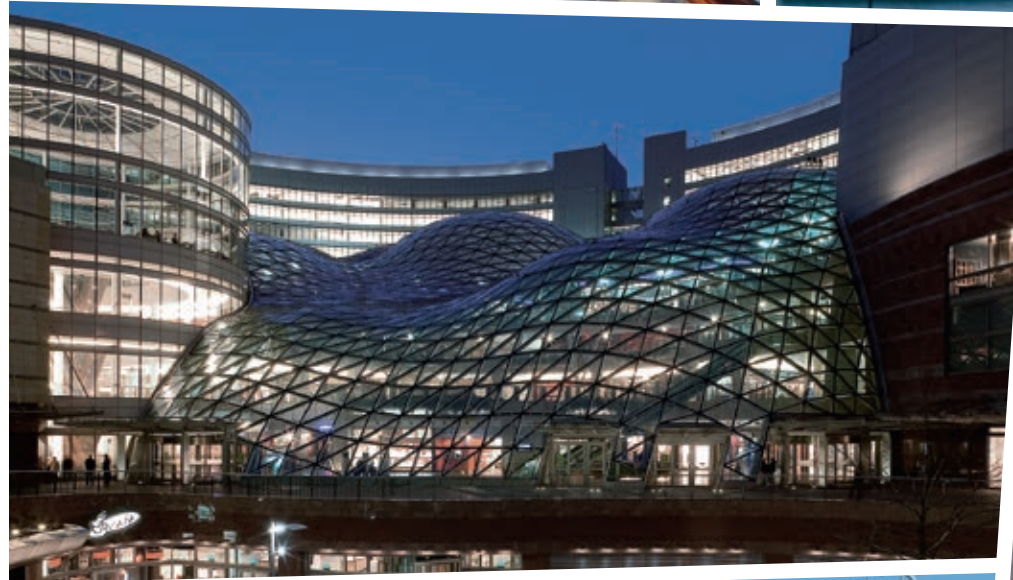
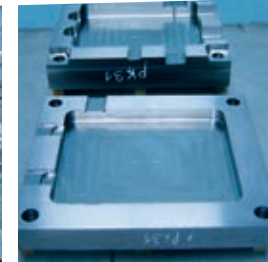
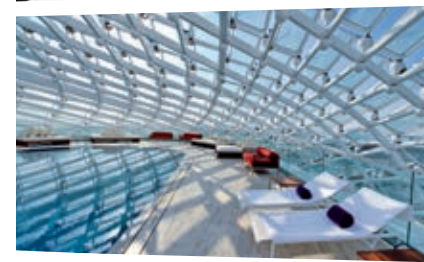
# MAASSTAAL

Customer service and customer satisfaction – more than just empty words



MAASSTAAL has been operating in the steel sector for over 50 years and is a subsidiary of KÖNIG STAHL HOLDING. From a base in Maastrich, customers in the surrounding area are supplied with goods in Limburg, Germany and Belgium. The product range is oriented exclusively on the needs of the customer and includes joists, steel bars, sheet metal, profiles and tubes, all in various designs and versions. Competent advice on site, information supplied quickly by phone in the respective national language and guaranteed delivery within 24 hours mean that our focus is entirely on the customer.







# CREATIVE ARCHITECTURE HONORED

## European Steel Design Awards

Creativity and technical innovation are the two premises for vibrant steel construction. As a construction material, steel can be used for a broad range of applications in architecture with regard to the function and form of buildings of all kinds.

Every two years, the European Convention for Constructional Steelwork (ECCS) holds the Steel Design Awards for the purpose of honoring extraordinary steel constructions. One of these awards is conferred per country in recognition of an outstanding example in the field of architecture or civil engineering. The focus is on the creative, cost-effective handling of steel as a material, technical innovation and constructive virtuosity.

The first European Steel Design Awards were presented by the European Convention for Constructional Steelwork in 1973. All full members of the ECCS can participate. Many of these internationally-acclaimed awards have been given for projects already; projects in which ALUKÖNIGSTAHL was involved through collaboration with other companies. The aim of the European Steel Design Awards is to draw attention to outstanding steel construction design throughout Europe and highlight the economic, logistical and architectural advantages of steel.

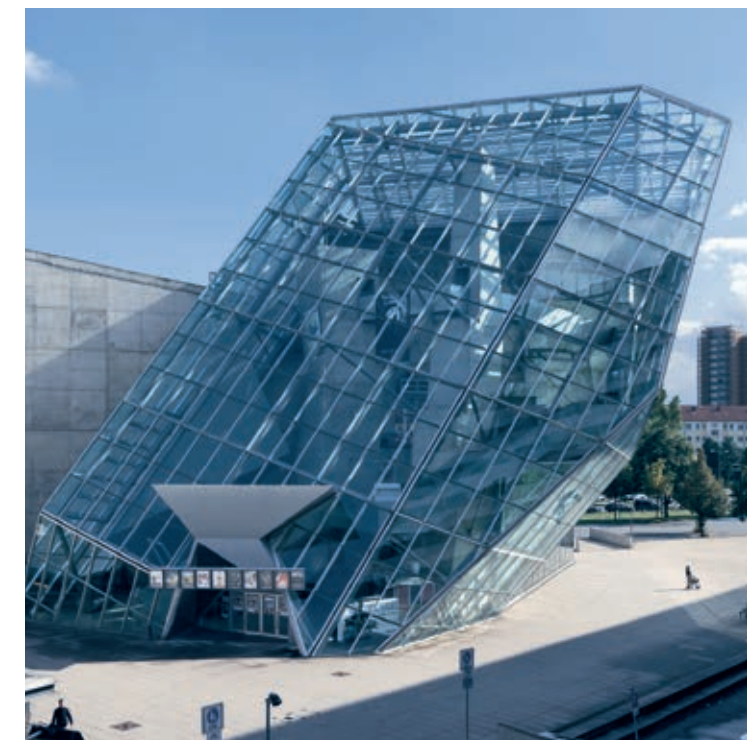
1983 –  
Toll station  
Schönberg



1985 –  
Pyramid Vösendorf



1993 –  
Casino  
Innsbruck



1998 –  
UFA Cinema Palace Dresden





2007 –  
Złote Tarasy  
Warsaw



<b>Location/country</b>	Warsaw/Poland
<b>Completed</b>	2007
<b>Field</b>	Steel/glass technology
<b>Project type</b>	Free-form surfaces
<b>Customer</b>	ING Real Estate
<b>Design Architect</b>	Jerde Partnership International, USA
<b>Executive Architect</b>	Epstein sp. z o.o., Poland
<b>Structural Engineers</b>	Ove Arup & Partners Poland
<b>Project Management</b>	Mace Polska sp. z o.o., Poland
<b>Main Contractor</b>	SKANSKA S.A., Poland
<b>Subcontractor Atrium Roof</b>	Waagner Biro Stahlbau AG, Austria
<b>Structural analysis</b>	IG Bau Ingenieure Zenkner & Handel, Austria
<b>Delivery and pre-cut, hollow sections</b>	ALUKÖNIGSTAHL, Austria
<b>Steel structure assembly</b>	Zeman HDF sp. z o.o., Poland
<b>Glass delivery</b>	Schollglas Technik, Germany







# A PARTNER WITH SECURITY

Ploberger – the leading company  
for technical trade



# PLOBERGER AS PART OF OUR SUCCESS

## A chat with Ploberger CEOs Günther Macht and Johann Smejkal

**Ploberger has been a member of the KÖNIG Group since 1996 – how did that come about?**

Ploberger was a long-established company located in Amstetten. The company operated a retail site in the town square in Amstetten, and a steel trade business in the Amstetten Ost industrial zone. Ploberger was put up for sale because the owner at the time had no successor, and the company was acquired by the König family in 1987. In 1994, the company was restructured, the retail site sold and the business-to-business trade divisions in Retz and Amstetten merged to form Ploberger GmbH. In 1996, as part of the restructuring of the KÖNIG Group, Ploberger GmbH was incorporated into ALUKÖNIGSTAHL GmbH as a fully consolidated subsidiary.

**What is the secret to this successful collaboration?**

Ploberger sees its success in the extended markets of the CEE region. The company's immediate proximity to the markets of the Czech Republic, Slovakia and Hungary facilitated a speedy expansion into these markets under the leadership of a central management board in Austria. However, such expansion requires financial, human and spatial resources. The outstanding creditworthiness and expertise of ALUKÖNIGSTAHL has made it possible to ensure the continuous growth of Ploberger GmbH.

**What shared milestones can you recall and which are you particularly proud of?**

The restructuring of Ploberger from a “local” retail and steel trading company to a modern business-to-business trader was a difficult and challenging process. This transformation was achieved through the involvement and strategic collaboration of the owners and management board of ALUKÖNIGSTAHL. Today, Ploberger is represented in 4 countries by over 70 sales representatives, and is a part of the success of the König Group.

**What do you want for the future?**

I hope that in the future we will continue to be able to pursue successful growth with Ploberger and that the owners will continue to support these goals.

The two CEOs (from left to right):  
Günther Macht and Johann Smejkal



Ploberger – an innovative  
direct sales company



### PLOBERGER

From a regional ironware trader to an international system partner for the craft sector, commerce and industry. The company Ploberger, headquartered in Retz, emerged from the restructuring of the parent company of the KÖNIG Group, formerly the iron merchants JACOB KÖNIG. Founded in 1996, with a clear focus on the technical wholesale sector, the company sells tools, machines, plant supplies, occupational protection equipment and operational facilities for the craft industry, commerce and industry. Constant innovation, total customer focus, courage and decisiveness are the hallmarks of the company. Over the years, the company, although still much smaller than the market leaders, has grown into a system partner in the business-to-business sector. The company began implementing a proprietary brand policy in 2008. The “Ploberger Tools” and “Blue Mountain Safety Wear” brands are being consistently developed. This development is aimed at product differentiation and at achieving a high level of brand recognition. The company is also striving to internationalize purchasing in China, Taiwan, Pakistan and Malaysia. Ploberger currently employs approximately 152 people in Austria, the Czech Republic, Slovakia and Hungary, 65 of whom actively work in field sales. The company supplies around 30,000 products to approximately 11,000 active customers, including PORR, STRABAG, ALPINE, EON, ZKW, KUHN and POLLMANN.





# THE HEART OF KÖNIG

Our employees



*“FOR US, ‘PARTNERSHIP’  
MEANS MUTUAL  
ENCOURAGEMENT TO  
ACHIEVE EXCELLENCE –  
AS A MOTIVATIONAL  
FORCE DRIVING US  
TOWARDS SHARED  
SUCCESSSES.”*



# A STRONG TEAM – AN ATTRACTIVE EMPLOYER

*“Our success is based on partnerships” – this principle not only forms the basis for the success of ALUKÖNIGSTAHL, but is also the ideal towards which our employees work. The success of our business is directly linked to their expertise, passion and dedication. Through their daily commitment,*

*around 1,000 employees with a wealth of experience, qualifications and skills form the foundations of ALUKÖNIGSTAHL. The business divisions are as varied as their staff. As an employer, ALUKÖNIGSTAHL aims to support and motivate its employees in both a professional and personal capacity.*

Discussions with some former and long-serving employees

## QUESTION 1: “What do you consider to be the milestones in the company history of ALUKÖNIGSTAHL?”



*“One milestone is certainly the successful recovery of the company under the König family, after the Second World War. Another milestone was the start of the partnership with Heinz Schürmann (Schüco) at the end of the 1950s. I would also say that the rapid expansion of our plants into Eastern Europe could be seen as a company milestone.”*

**Peter Soucek,**  
Accounting Dept.

*“The launch of the Schüco and Jansen profile systems and their development into market leaders in Austria represents a milestone. Together with the technical department, I developed fire doors made from aluminum profiles, and following successful fire protection testing at IBS Linz, they were jointly launched onto the Austria market and sold very successfully.”*

**Johann Maier,** former Architect Consultant Region WEST

*“Without doubt the cooperation with Schüco and Jansen and the expansion eastwards. Also the launch of EAV (Electronic Process Planning). This enabled material calculations to be effected more precisely and much more quickly.”*

**Johann Strass,** former Manager of Software Service

“Because I have been with the company for many years, I have been able to see first hand how the company has developed into a national and then international company.”



**Christa Doppler,**  
Accounting Dept.

*“The first step for the company in progressing from a locally-renowned business to one of the largest privately-owned companies in Austria was the strategic partnership with Schüco in 1958 and the new direction of ALUKÖNIGSTAHL at the start of the 1980s. The fall of the Iron Curtain was immediately evident despite the risks involved. The business model that has been so successful in Austria was adapted to the national character of the new markets and could thus be implemented quickly and consistently. Additional strategic partnerships in the new markets enabled the company to become a European leader. The strategic restructuring of the head office in Retz allowed the formation in 1995 of an innovative production-related company operating in CEE, which today represents another international pillar of the Group.”*

**Johann Smejkal,** Managing Director of Ploberger GmbH

*“The key milestone was definitely the specialization during the 1970s in doors, windows and façades using aluminum and steel system solutions. At the same time, the company has recognized the importance of architectural support and thus introduced and steadily expanded this. Don't forget the eastwards expansion, of course.”*

**Franz Sturm,** former Purchasing Manager



# QUESTION 2:

“What is the recipe for the company’s success?”



*“We talk to our partners on an equal footing, both on the customer side as well as the supplier side. This has become particularly apparent during our many years of collaboration with Schüco and Jansen.”*

**Franz Sturm,**  
former Purchasing Manager

“The recipe for success: Long-serving employees both in-house and in field sales. Technical training on site and at system suppliers in Germany and Switzerland. Staff seminars and meetings in the Vienna office in a cycle of around 6 weeks.”

**Johann Maier,** former Architect  
Consultant Region WEST

“The recipe for success: Throughout its company history, ALUKÖNIGSTAHL has maintained the traditions of a family company.”

**Christa Doppler,** Accounting Dept.

“The company’s recipe for success lies in the consistent training and qualification of our employees as well as in the openness of the company to progress and innovation.”

**Johann Strass,**  
former Manager of Software Service

*“Staff – Innovation – Partnerships. Recognizing opportunities and implementing them promptly, retaining staff in the long term and thus building up and retaining know-how in the company, as well as strategic partnerships in all facets of business, form the basis of sustainable success for the group. The successes achieved are constantly reviewed and the business model adapted to the changes in the market. This cycle not only enables ALUKÖNIGSTAHL to achieve success, but also to remain successful in future.”*

**Johann Smejkal,** Managing Director of Ploberger GmbH

*“The recipe for success must be the industriousness and ambition of the König family to establish a business, as well as their ability to find the right partners. The rapid expansion eastwards after the fall of the Iron Curtain proves that the company directors had an eye for an opportunity and contributed to the further expansion of the company. A further recipe for success is also without doubt the ability to find the right staff to fit in with the team, and trying to ensure that the staff are happy, since only then will the employee identify with and make a real commitment to the company.”*

**Peter Soucek,** Accounting Dept.

# QUESTION 3:

“What do you associate with ALUKÖNIGSTAHL?”

*“During my time here, the impressive way in which Peter König and Andreas Pulides deal with their staff. Under their motto of ‘live and let live’, they have always had an open door policy and were no strangers to the word ‘support’.”*

**Johann Maier,** former Architect  
Consultant Region WEST

“Working closely together over decades builds a bond of trust with the owners.”

**Franz Sturm,** former Purchasing Manager



*“Over the years, I have formed a lot of friendships with almost all my colleagues – we not only worked together, but played together. I have always taken a keen interest in the story of the company and still look to keep in touch with my old colleagues.”*

**Johann Strass,** former Manager  
of Software Service

*“My father was employed by KÖNIG in Retz for 46 years, from 1949 until he retired in 1995, so I have been close to the company since my childhood. There was never any question of looking elsewhere for what I can already find at KÖNIG. Back then, even stepping across the threshold of a rival company was taboo. Although my father has been retired for 19 years now, he still feels very close to KÖNIG; for example, he attends the KÖNIG pensioner’s reunion each year. I myself have worked at ALUKÖNIGSTAHL in Vienna since 1981, and naturally have become very attached to the company over the years.”*

**Peter Soucek,** Accounting Dept.

“In almost 40 years with the company, I have often been able to work very closely with 3 generations of the König family. The company has offered and still offers me opportunities to change, and has helped me to develop both personally and professionally. A successful company needs to create motivation and loyalty.”

**Johann Smejkal,**  
Managing Director of Ploberger GmbH

*“I have been employed with the company since 1979 and obviously this makes you feel part of the team. Yet much more significant is the importance of the staff within the company. Despite the success of the company, the staff remain at the heart of everything we do.”*

**Christa Doppler,** Accounting Dept.



# QUESTION 4:

“How would you characterize ALUKÖNIGSTAHL as an employer?”

“As a long-serving employee, I appreciate the traditions of a family company.”

Christa Doppler, Accounting Dept.



*“Loyalty between the owner, managing director and staff. Excellent corporate culture. Quick decisions made by/with employees. A brief example involving myself: In 1997, I asked Mr Pulides whether he would allow me to do my job in BTD in Western Austria. A decision was made within 48 hours. I worked for around 11 years with my base at Telfs in the Tyrol and Vorarlberg.”*

Johann Maier, former Architect Consultant Region WEST

*“Staff are entrusted with a great deal of freedom in decision-making and the owners make sure that the company meets its social obligations. The result of this combination is employees who remain loyal to the company over the course of decades.”*

Franz Sturm, former Purchasing Manager

*“The König family has always seen the company, together with its employees, as ‘one big family’ and they have always been aware of their responsibility to the staff. Problems and concerns can always be discussed and a solution acceptable to both sides is always sought (and indeed found). Naturally, they expect staff to perform and there is often a lot of pressure, but the needs of the staff are always considered. That’s not to say that everything in the garden is always rosy, but the company management is well aware that only happy staff are good staff. My own experience, first with Peter König, then with KR Andreas Pulides, up to the present management has always been excellent and I can say that ALUKÖNIGSTAHL is a really good employer.”*

Peter Soucek, Accounting Dept.

*“Extremely rich and varied fields of work, modern and technically innovative working environment, respect and responsibility towards the staff. These aren’t just catchphrases; they’re a vibrant corporate culture.”*

Johann Smejkal, Managing Director of Ploberger GmbH



*“Even in less successful years, no employees were laid off. The staff appreciated this and gave their all for ‘their’ company during these years. Many of my former departmental colleagues are still with the company, now in managerial positions and still ready to invest their efforts in the company.”*

Johann Strass, former Manager of Software Service









“An interesting job and a great team – these are the reasons I like working at ALUKÖNIGSTAHL, and have done for 15 years.”



**Anna Vejvoda**, internal sales support, Steel Division, ALUKÖNIGSTAHL Austria



*“For me, what is particularly important at ALUKÖNIGSTAHL is that I still experience a lot of variety and face new challenges in my work, even after all these years. My product knowledge is literally ‘hands-on’ in my warehouse capacity, and the ongoing development of products motivates me to achieve new things in my work every day.”*

**Zoltán Kiss**, Warehouse, ALUKÖNIGSTAHL Hungary

*“I have worked at ALUKÖNIGSTAHL for more than 12 years because here I have the chance to work for a market leader that deals in cutting-edge products of top quality. My work as a product manager means that I am one of the first to know about innovations, which motivates me a lot in my work.”*

**Dana Badea**, Product Manager ALUKÖNIGSTAHL, Romania



*“This week it will be 35 years since I began as a truck driver at MAASSTAAL. I enjoy working for MAASSTAAL-KÖNIG because everyone in this company can be himself.”*

**Pierre Narinx**, Truck Driver, MAASSTAAL Netherlands

*“I have been working at KÖNIGSTAHL in Warsaw for 7 years now, and the best thing about it is the friendly atmosphere and respectful way in which managers and colleagues interact. During my time here I even made some very good friends and I even spend my spare time with some of my colleagues.”*

**Agnieszka Zamęcka**, Accounts, KÖNIGSTAHL Poland



*“I love working at ALUKÖNIGSTAHL because my work is exciting and dynamic and I face new challenges all the time. ALUKÖNIGSTAHL also offers me the opportunity to move forward with my career and to develop myself. But the real highlight for me is always the satisfaction of our customers.”*

**Nedžad Hadžalić**, Sales Department, ALUKÖNIGSTAHL Bosnia and Herzegovina



“Meanwhile, ALUKÖNIGSTAHL is a part of me. I learned a lot and the experience I collected within the last years is what sets me apart now.”

**Željko Oršićek**, Sales department, ALUKÖNIGSTAHL Croatia



*“In my work as an architectural consultant, I get to meet extremely interesting people, often work on innovative projects and have the opportunity to play an active part in designing our townscape.”*

**Stephan Lungmuss**, Architect consultant, ALUKÖNIGSTAHL Slovenia



*“One reason why I really enjoy working for ALUKÖNIGSTAHL even after 21 years, is the collegial environment that contributes to the daily challenges to overcome. Also I really appreciate that you can take responsibilities within your field of function and work in a goal-oriented way.”*

**Harald Hauz**, Product Manager Jansen / ALUKÖNIGSTAHL Austria



*“I love my job. The company invests in training and the professionalism of the staff. I am part of a professional and responsible team, which pushes back boundaries in order to meet all our interests every day.”*

**Fabian Tadić**, Sales department, ALUKÖNIGSTAHL Croatia



*“The work at ALUKÖNIGSTAHL gives me the opportunity to exercise a certain degree of initiative, both as a staff member and as a person. The wealth of knowledge, my open and friendly colleagues, the accumulated expertise and the good product portfolio offer me the opportunity to develop myself every day and to offer our customers exceptional service in comparison with others in the industry.”*

**Todor Dimitrov**, Architect Consultant, ALUKÖNIGSTAHL Bulgaria

“ALUKÖNIGSTAHL offers opportunities for advancement and development and that is a sure way to achieve any goal.”

**Nataša Sovilj**, Sales and calculation Dept., ALUKÖNIGSTAHL Serbia



# THE HEART

Adalbert Mogyorosí / Adam Dembowski / Adam Rybka / Adam Sasak / Adam Żurawski / Adrián Halay / Adrian Pietrzak / Adrianna Nakonieczna / Adrianna Otyś / Adéla Čepeláková / Adrian Vasile Rusu / Adrienn Balogh / Adrienn Verók / Ágnes Áncsánné Dohány / Agnieszka Adamska / Agnieszka Gwóźdź / Agnieszka Nowak / Agnieszka Nowakowska / Agnieszka Zamecka / Aid Omanović / Ákos Pintér / Alan Spurný / Albená Atanassova / Aldica Calin / Aleksandra Tybura / Alena Svobodová / Alexander Andil / Alexander Riemer / Alexandra Schiner / Alexandra-Bianca Ditulescu / Alexandru Dragut / Alexandru Ion Sorin / Alfred Klausriegler / Alica Škovierová / Alina Petruta Turliu / Alžbeta Karasová / Ana Maria Stan / András Cseh / András Svorda / Andrea Frank / Andrea Gasparics / Andrea Kanka / Andrea Schmutzer / Andrea Szabó / Andrea Zeman / Andreas Berger / Andreas Eisenwagner / Andreas Grundschober / Andreas Haupt / Andreas Pleha / Andreas Pulides / Andreas Rainalter / Andreea Blaj / Andreea Hektor / Andrej Bukvić / Andreja Pljestic / Andrzej Bartkowiak / Andrzej Graja / Andrzej Lisicki / Andrzej Radecki / Anelia Paschova / Aneta Beata Wozny / Anett Csébi / Angelika Liebe / Anikó Vén / Anita Radl / Anka Mohorič / Anna Deluga / Anna Jurkowska / Anna Kędzierska / Anna Kerner / Anna Krzyształowska / Anna Pestality / Anna Samczak / Anna Sznapka / Anna Vejvoda / Anna Žmolíková / Antal Krasz / Ante Ribic / Anto Sapina / Anton Krisam / Antonie Gergulov / Arkadiusz Tomaszewski / Ármin Balogh / Arnold Sztanko / Artur Gliwiński / Artur Grzyb / Artur Kowalik / Artur Nienaltowski / Artur Siwicki / Astrid Bayer / Atila Letušek / Attila Anderlik / Attila Beer / Attila Fördös / Attila Kerényi / Attila Kiss / Attila Molnár-Gábor / Attila Órás / Attila Paizs / Attila Szabó / Attila Tiebel / Attila Tuza / Attila-Zsolt Balint / Aurelia Filip / Aurora Mincu / Badale Paraschiv / Balázs Gallai / Baranyai Zoltan / Barnabás Kruppa / Bartłomiej Kamycki / Bartłomiej Królikowski / Bartłomiej Petryka / Bartłomiej Witkowski / Bartosz Wawrzyniak / Bas Thijssen / Beáta Horváth / Beáta Szigeti / Beáta Vargová / Beatrix Rauch / Béla Németh / Belma Karabegović / Bernhard Dorn / Bernhard Kondert / Bernhard Pecinovsky / Bernhard Pichlbauer / Birgit Breitenfelder / Björn Bier / Blaž Sladoljev / Blažej Gruszecki / Bogdan Gheorghe / Bogdan-Cristian Luca / Boglárka Oberhuber / Bogorin Razvan-Gheorghe / Borbála Bán / Boris Lenasi / Branislav Bim / Branislav Sibyla / Branka Hribar / Branko Dimovski / Brigitte Stierschneider / Bronislav Roček / Camelia Oana Craciun / Catalin Istrate / Chira Grigore / Christa Doppler / Christa Felzmann / Christian Aydin / Christian Botjan / Christian Fertl / Christian Frantsich / Christian Frantsich / Christian Krenn / Christian Schleinzer / Christian Wirth / Christine Horvat / Christine Kodritsch / Christoph Klausgraber / Christoph Metlewicz / Christoph Toriser / Claudia Brückner / Clemens Schwarzingler / Constantin Oprisor / Corina-Mihaela Dohotar / Corné Olischläger / Cornelia Eder / 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*“WE STRIVE TO  
FORGE PARTNERSHIPS  
WHICH LAST FOR  
GENERATIONS.”*

Mag. Peter König

*“FOR MANY  
GENERATIONS, THE  
SUCCESS OF THE  
PARTNERSHIP BETWEEN  
OUR CUSTOMERS  
AND OURSELVES HAS  
ALWAYS BEEN THE KEY  
FACTOR FOR US.”*

Philip König, MBA

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