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## **Gabriel-Chemie Brings Life to Plastics European Innovation Leader Celebrates 75th Anniversary**

Gabriel-Chemie, an internationally positioned innovation leader for masterbatch in Europe, looks back on 75 years of company history. The family business is already being led by the second and third generations. In the middle of September most of the approximately 600 employees from all eight international Gabriel-Chemie locations gathered at the company headquarters in Gumpoldskirchen to celebrate the milestone anniversary together.

Josef Houska founded the company in 1950 as a small trading firm for glass, spare parts, dyes, and additives. In ambitious steps, he developed it further in 1970 into a production company for additives for polymers, the so-called „masterbatch.“ Once the path to successful production of a niche offering had been paved, the company moved towards internationalization in the 1980s with its first subsidiaries in the United Kingdom and Germany, followed by Hungary and the Czech Republic.

In 1996, Elisabeth Sommer joined the company's management and continued the international expansion. Under her leadership, locations in Poland, Spain, and Italy became part of the corporate group. For several years now, the third generation of the family has been actively involved in the business.

Gabriel-Chemie has been developing, producing, and marketing its masterbatch for more than five decades. Its products give plastics life, color, or additional properties such as flame or UV protection, as well as laser or marble effects.

“Our founder, Josef Houska, provided us with a solid business foundation that we have been able to expand into an international success story over the past decades. Among the most important factors for good sales and stability are our highly qualified and loyal employees. We

are proud to be an employer for many dedicated talents and experts – and I am convinced that this is also a key reason for our endurance in less favorable economic times,” says Andreas Berger, Chief Commercial & Operating Officer. He further emphasizes: “Trust-based customer collaborations are another important pillar of success – these partnerships begin with joint market analysis, continue into product development, and extend far beyond supply and service.”

Staying in tune with the times, the family-owned company focuses on innovation and sustainability in the plastics industry. Gabriel-Chemie is a model company in the fields of circular economy, reduction of the carbon footprint, and regional value creation. An additional photovoltaic system on the new 3,200 m<sup>2</sup> warehouse at the company headquarters in Gumpoldskirchen supplies energy for production, and plastic waste is fed back into the production cycle – no granulate is wasted. Sustainability and decarbonization are fully embraced and passed on to customers. The products help customers minimize their carbon footprint, and when it comes to joint ideas for reusing operating materials in their partners' production, Gabriel-Chemie offers not only open ears but also reliable expertise.



*GABRIEL-CHEMIE specialises in refining and colouring plastics. The company was founded in 1950 and is now one of Europe's leading masterbatch manufacturers. The independent, privately owned group is operating globally and has its headquarters in Gumpoldskirchen in Austria, and operates further subsidiaries in Germany, Great Britain, Hungary, the Czech Republic, Poland, Italy and Spain, where it employs approximately 600 people.*