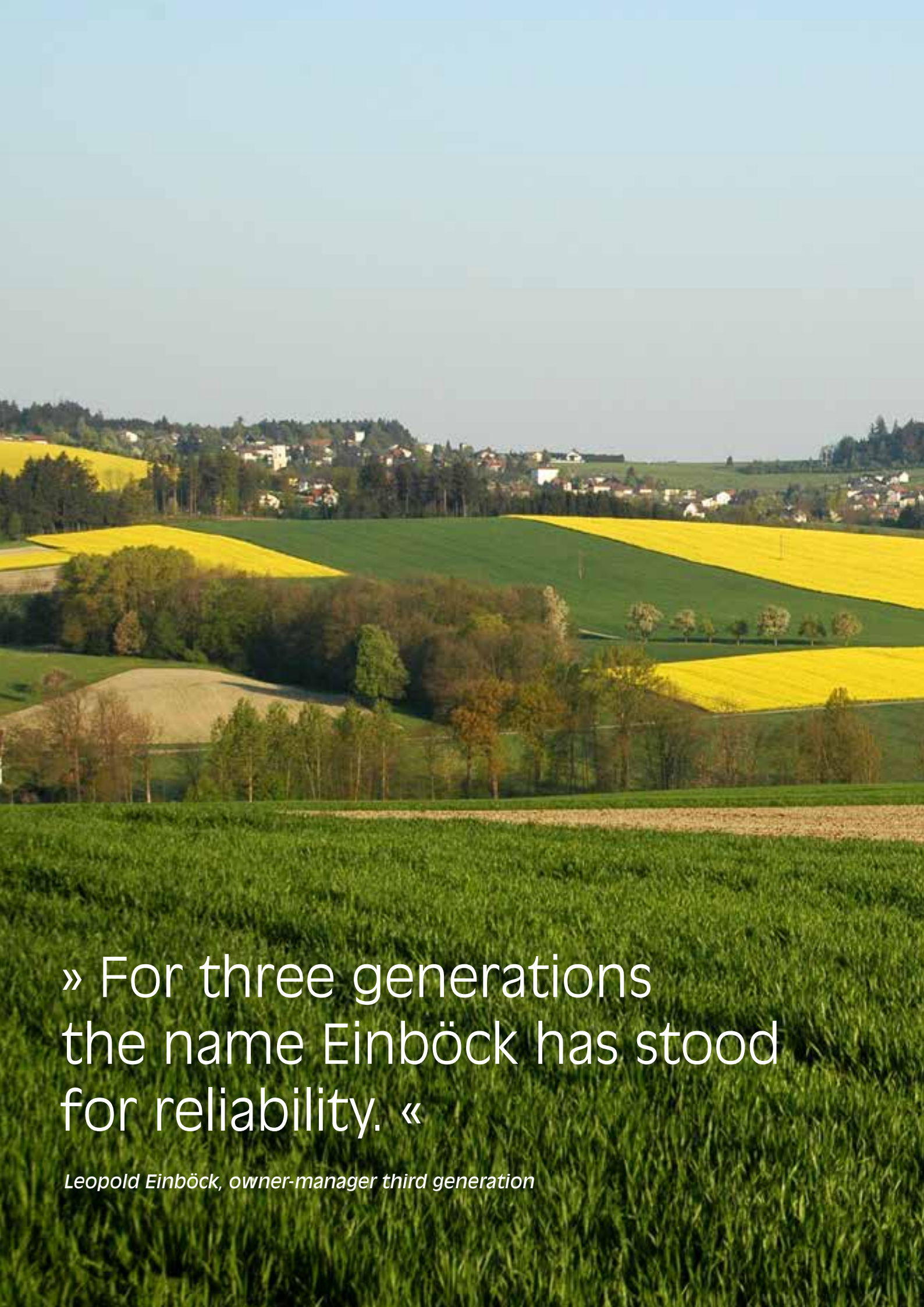




Einböck

100 % RELIABILITY



» For three generations
the name Einböck has stood
for reliability. «

Leopold Einböck, owner-manager third generation



WITH THE STRENGTH OF **TRADITION**

The 80-year-old success story of Einböck began in 1934 when my grandfather, Leopold Einböck, founded a black smith shop. Even in those difficult times he was optimistic about the future.

Working with a small, simple workshop he showed optimism and established a sound foundation for the development of the company. From 1959 to 1989, my father Leopold Einböck was instrumental in the success of the firm. In addition to manual skills, he taught me first and foremost solid human principles: honesty and dependability.

Business agreements are sealed with a handshake – this valuable sign of a good partnership is important to us. I am the third generation to be running a family business steeped in tradition, which fills me with pride and gratitude.

My thanks go to all who have made it possible to successfully carry on the family business – our employees, customers and suppliers, as well as our partners worldwide.

This brochure is dedicated to all of you and to all who share an interest. It describes our past, tells what is important to us today, and which values we see as important for the future.

Leopold Einböck

Leopold Einböck

» We are deeply
rooted in
agriculture. «

Gottfrieda Einböck, senior owner-manager





AT HOME AMIDST A RICH CULTURAL LANDSCAPE

The company premises of Einböck are located in the western part of Upper Austria, in the area called Innviertel. This fertile region has been farmed for centuries and crop farming and grassland create beautiful scenery. While still closely connected to the centuries-old cultural landscape and rural structures, we produce today, modern tillage machinery that is used to work the fields for farmers in our area as well as worldwide.

A LIFE'S WORK

FROM GENERATION TO GENERATION

Leopold Einböck laid the cornerstone for the family business in 1934. He founded a black smith shop and in the 1950's he started producing agricultural machinery. Cultivators, potato planters and harrows were his first implements in the post-war years. His son Leopold Einböck took over the business in 1959, expanded the production of farm machinery, enlarged the company premises and took on more employees. The company, that has in the meantime become well-known far across the borders of Austria, made a name for itself in the 80's, mainly with the AEROSTAR tined weeder.



Handing over to the second generation: Leopold Einböck II (born 1934) takes over the business and begins to train apprentices; the staff steadily increases in number

*Founding of the company
by Leopold Einböck I.*

*Beginning of serial production
of agricultural machines,
cultivators, potato planters and
harrows*

*Expansion of the product range to
include seedbed combinations and
row-crop cultivators*

*Sales expand to Germany; the beginning of
production of the AEROSTAR tined weeder*

*Einböck begins to
exhibit at international
agricultural
fairs; export share
increases to over
80%*

*Introduction of
data processing
and CAD technology*

1934

1956

1959

1965

1980

1987



This is where it all began and this is where the founder Leopold Einböck lived a life of values that still count today and have become the mission of Einböck: good product quality and dependability were already of utmost importance in the early years.



Handing over to the third generation:
Leopold Einböck III takes over the firm

Introduction
of quality management ISO 9001

The first use of welding robots
in production

Upper Austrian Award for Environment
and Nature; start-up of the newly built,
eco-friendly painting shop

Construction of the new office and
administration building with seminar rooms

Introduction of laser-
cutting technology

Completion of biomass heating
and the machine shop

The second flatbed laser
cutter begins its work

Commissioning of
the new warehouse

Building of the new
assembly hall for series
production

Expanding the laser cutting techno-
logy to a third flatbed laser cutter
and a tube laser cutter

Total company size in
2014: 20.000 m²

1989

1993

1996

1999

2002

2004

2006

2008

2009

2012

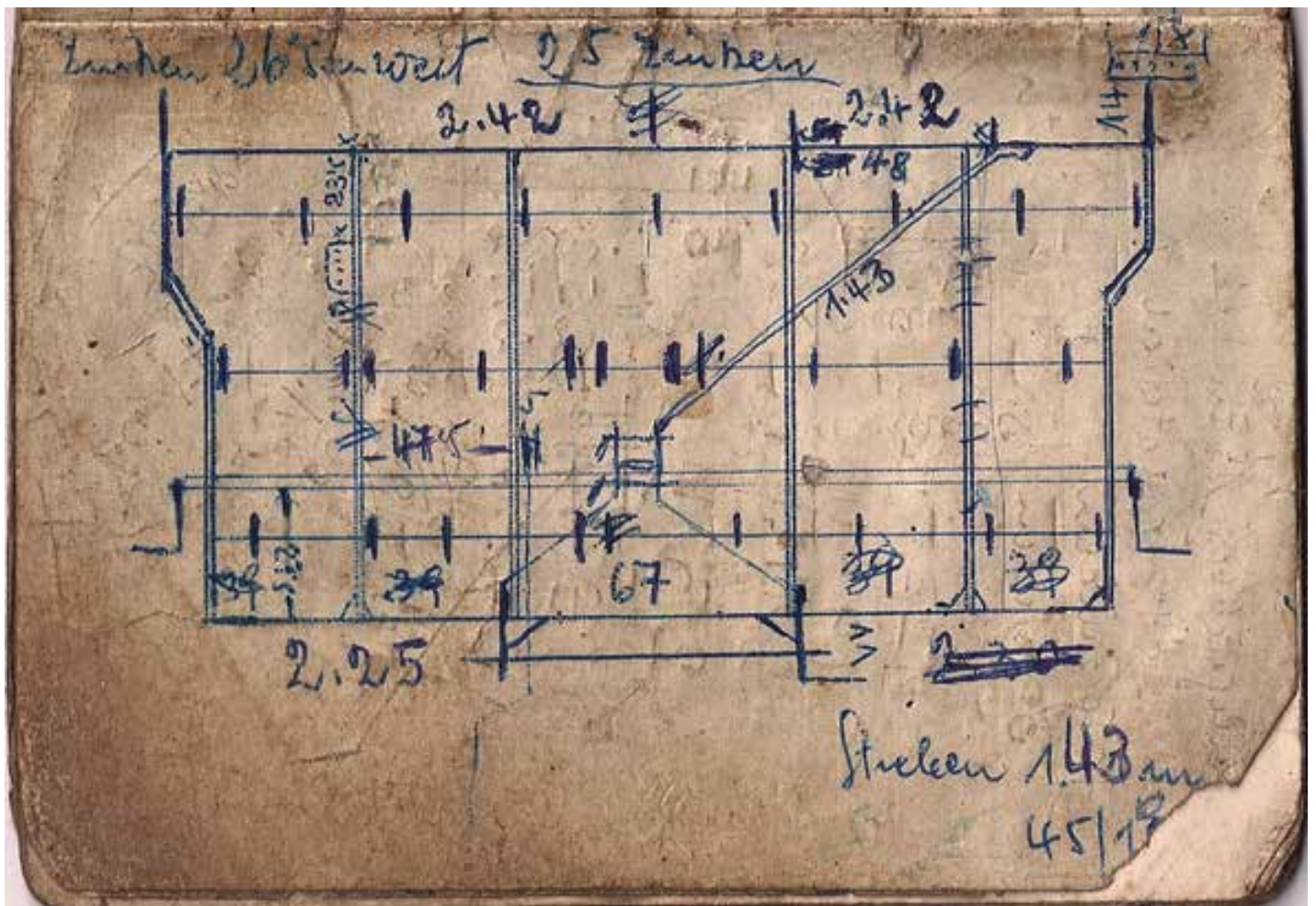
2013

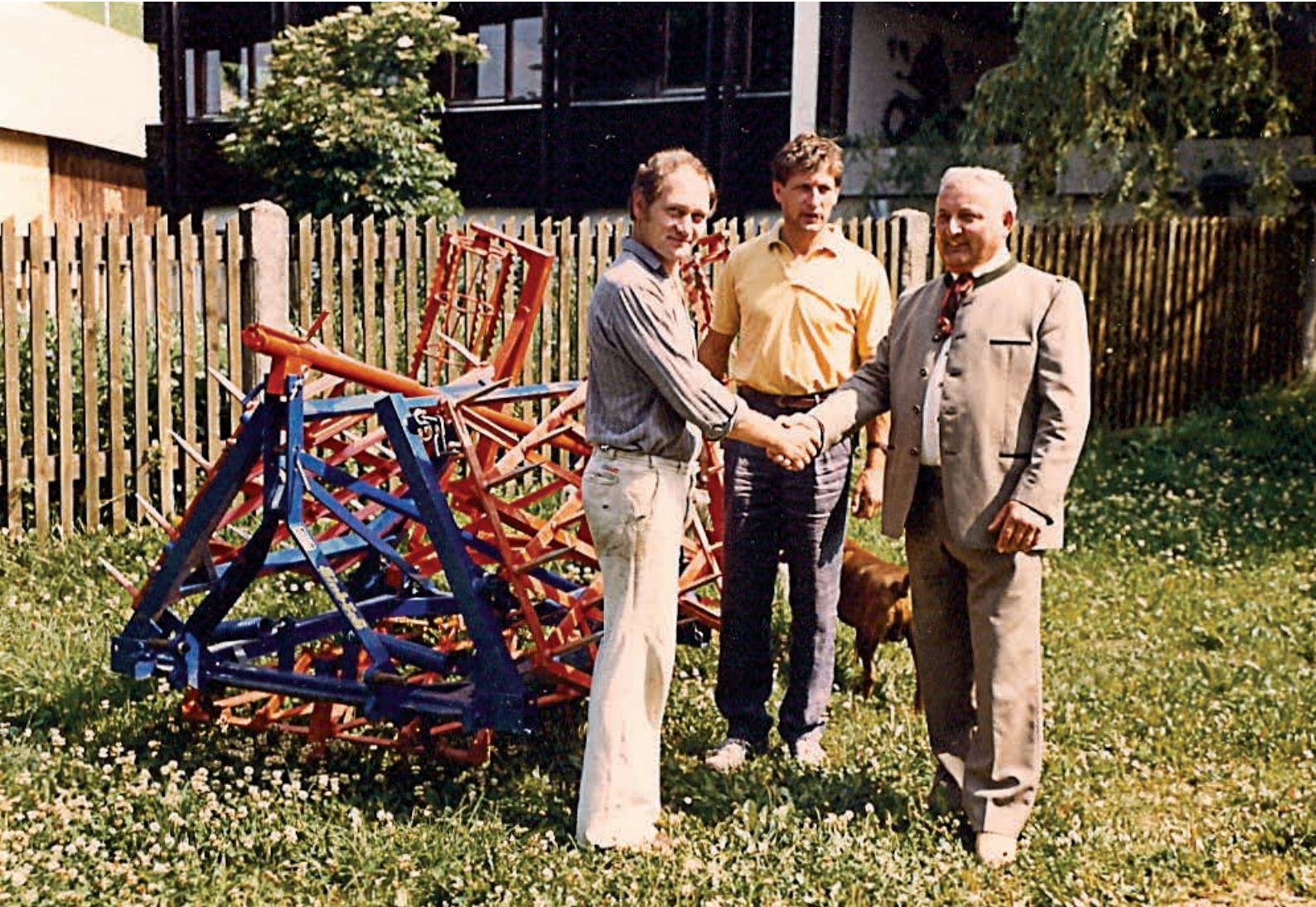
2014

TRADITION AND INNOVATION GO CLOSELY TOGETHER

From the very beginning, the development of the company has been marked with steady increase in expertise, experience, customers and success. We have always been open to new technologies.

"If you want to advance, you can't stand still." This is the way the present and third-generation director, Leopold Einböck III, runs the family business – full of energy and drive. Technical skills are complimented with modern technology, true to the conviction that innovation and tradition go closely together.





» Agreements are still sealed by handshake – just like in the past. «

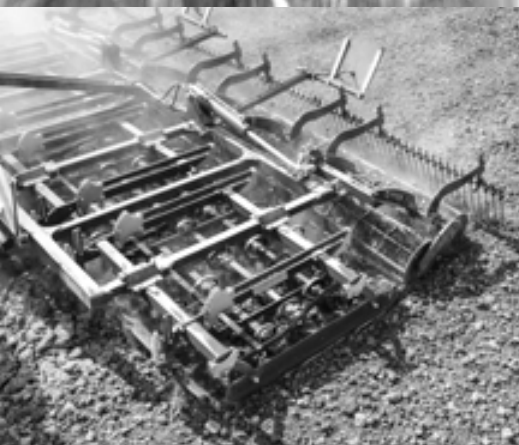
Leopold Einböck, senior owner-manager

SUCCESS LINE:

EXTREM

FRONT-STAR

FRONT-SPIKE



Seedbed Preparation Front-Machines

TAIFUN



TWISTER



VIBROSTAR





» Our machines are made
of a lot more than just steel
and red paint. «

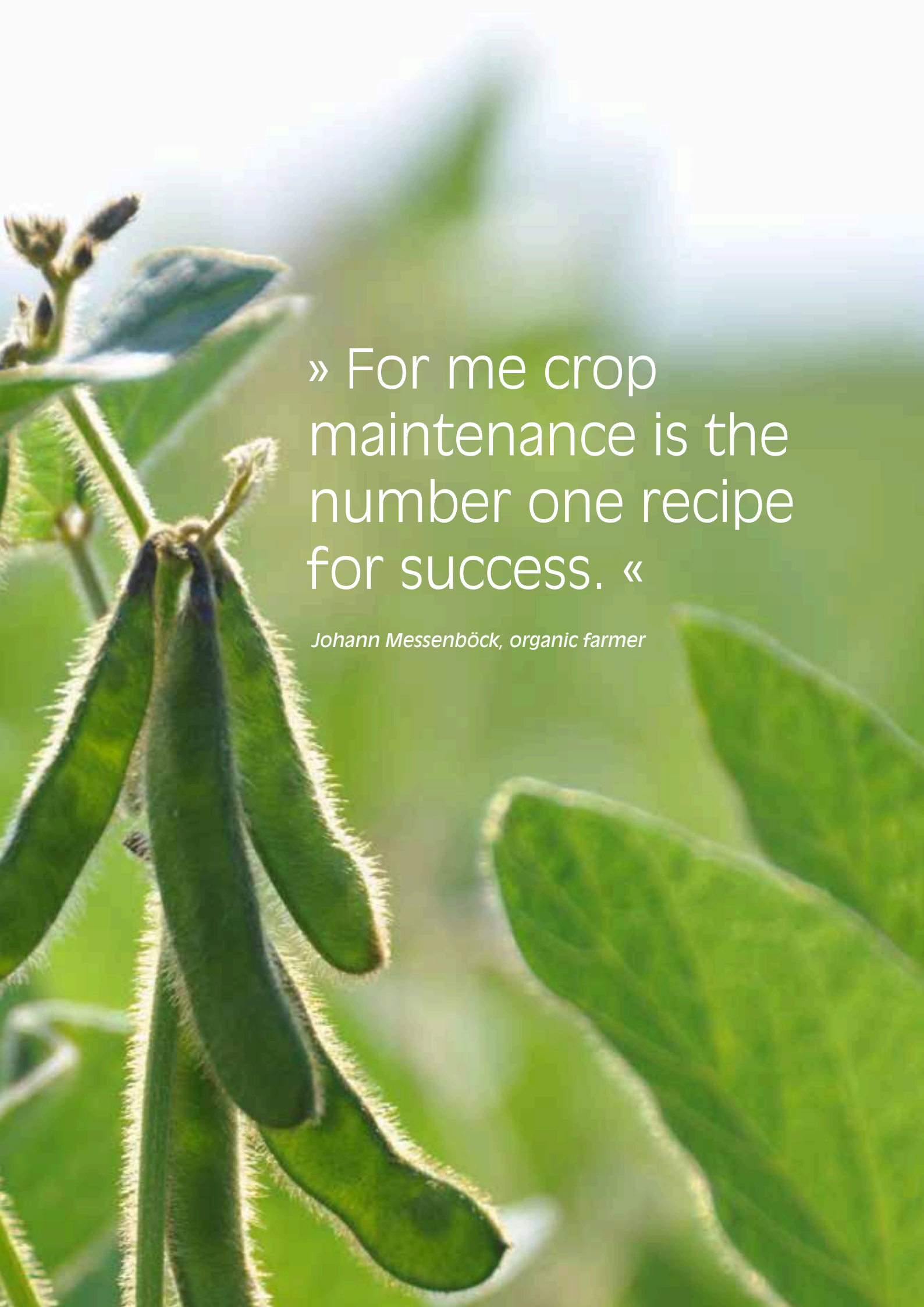
Alfred Erkner-Sacherl, head of production

MODERN MACHINERY

BUILT ON EXPERIENCE

The functionality of our machines takes highest priority. Modern production facilities guarantee highest quality and precision and enable us to create first class machinery out of high-quality steel. They are the result of extensive expertise and long development processes, which is what gives our machines the properties that our customers value – the best possible quality that you can rely on out in the fields. We will continue to support the performance of the farmer with modern technology, since, thanks to our quality and environment management systems, our level of performance will in the future remain the highest possible.



A close-up photograph of a pea plant. In the foreground, several green, elongated pea pods are visible, hanging from a stem. The pods have a fine, white, fuzzy texture along their edges. In the background, there are green leaves and some small, dark, developing flower buds. The lighting is bright, creating a soft glow on the plant's surfaces.

» For me crop
maintenance is the
number one recipe
for success. «

Johann Messenböck, organic farmer



TAKE ADVANTAGE OF **NEW POTENTIALS**

Successful farms can be defined as such: less input, more output. Our FARM POWER concept shows just how that is possible. We encourage farmers to be environmentally-conscious and to improve the natural productivity of the soil. This involves implementing cultivation that conserves soil through mulch- and direct seeding, efficient minimum tillage and successful grassland and straw management. We want to set a trend for the future for a cost-effective production based on financial sustainability.



SUCCESS LINE:



GRASS-MANAGER

GRASS-MANAGER-PRO



Grassland Maintenance, Aftersowing and Underseeding

PNEUMATICSTAR



PNEUMATICSTAR-PRO





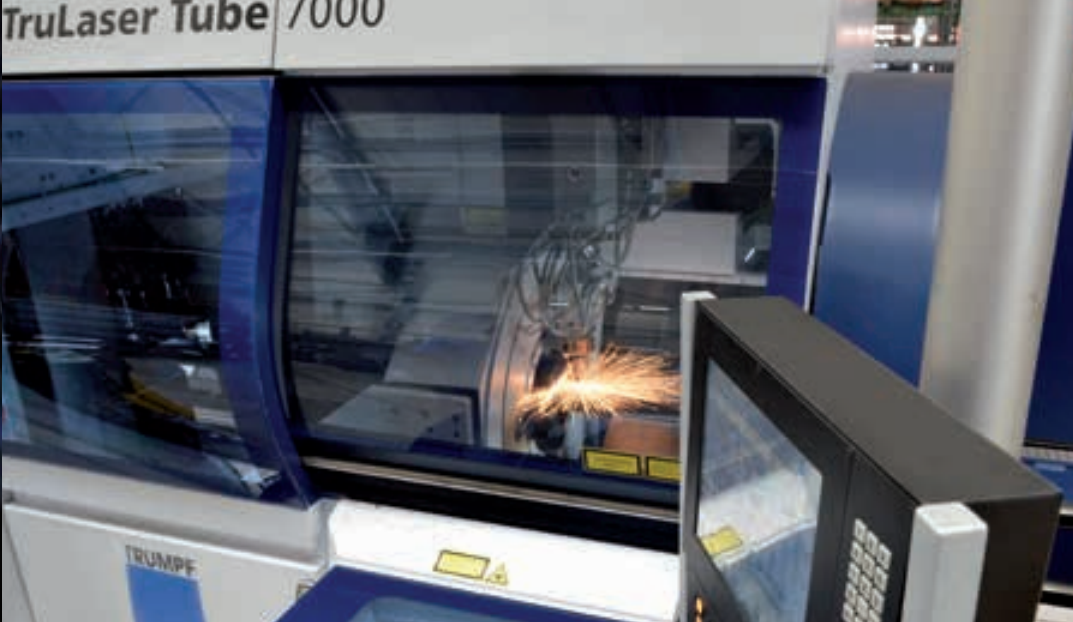
A green tractor with large rear wheels and smaller front wheels is pulling a red agricultural implement, possibly a harrow or plow, across a dark, tilled field. The sky is overcast and grey. The tractor is positioned on the right side of the frame, moving towards the left.

» I finish up my work
out on the field
with a good feeling. «

Christian Kowalczyk, agronomist in Bryansk, Russia

PRODUCTS WITH A COMPETITIVE EDGE

Every day we are proud and inspired by our success story. We are always aware of the fact that innovational spirit and creativity form the basis of modern agriculture. Financial pressure in the farming sector is increasing – that is the reason why we put particular emphasis on the improvement of the performance and competitiveness of our equipment for our customers. When we send our products out into the world, we know that they will fulfil expectations and the farmer will to ensure a cost effective and successful job with our machinery.



GOOD PROSPECTS FOR US AND OUR CUSTOMERS

Thanks to our company history we can rely on years of experience with our products. But without continuous further development, we would not be here where we are today. As a strong partner in the field of agricultural machinery, we have always been geared to the farmer and his efficiency. Practical, custom-made solutions implemented with the most modern technology are the results and make us ready to face the future.



» We get our
innovative ideas
from practise. «

Michael Einböck, head of development and construction





A PASSION FOR TOP QUALITY

Success is made up of commitment and competence. The most important aspect for the success of a business is not technology, but human input. We are prepared to give our best every single day. The willingness to perform well is a given. Being part of a well-anchored family business makes us proud. For us a good working environment in the company and appreciation of others is highly important, because knowing you are appreciated and trusted is a great feeling.



» I see dedication and clear goals as guarantees for the future. «

Leopold Einböck, owner-manager third generation

SUCCESS LINE:

MULTISOILER



Minimum Tillage


TWISTER

HURRICANE

TAIFUN







» A modern production process opens up many possibilities. «

Harald Gadermayr, process planning

ENTREPRENEURIAL **VITALITY**

Since the founding of Einböck, one of the company's strengths has been the ability to search for new, trendsetting ways and to consistently pursue these paths. Today Einböck is a global company that offers a guarantee – for first class products, superior expertise, the most modern production facilities and environment-friendly high-tech processes. This required 10 years of investments adding up to nearly 6 million euros – investments which are a driving force and have opened up new perspectives for the future.



THE ROUND E

A SYMBOL FOR TEAM SPIRIT

Above all, we owe Einböck's 80-year success story to our customers and partners. We have grown with them and gone international with them. Today Einböck is active in 60 countries and has an export share of over 80%. We see the confidence that has been placed in us as a mandate. Performance and expertise are of the highest priority in a team whose members motivate each other and take pleasure in high product quality and reliability.



» Dependable products
are appreciated all over
the world. «

Martin Wagner, sales director

SUCCESS LINE:



CHOPSTAR



ROLLSTAR



ROW-GUARD



Cultivators and Hoes

ROTARYSTAR



AEROSTAR-EXACT



AEROSTAR





» We have known each other for a long time and have become friends. «

Bill Alsted, sales Scandinavia



HIGH MARKS FROM OUR PARTNERS

Our passion for soil cultivation has enabled us to prove ourselves as a strong partner in the field of farming machinery. Among our important pillars are people, competence and commitment.

These are values that our partners can rely on and that lead to success. In this way, we are proud to say that over the years numerous business relationships have turned into friendships. We see these friendships as valuable signs of a partnership and as an engine. We will continue to foster our alliance with our partners in the future and implement our goals with the same spirit and dedication.



80 YEARS OF BEING CLOSE TO THE CUSTOMER

The success of our customers is a determining factor for the success of Einböck. That is why our company goal of being close to the customer is number one on the list. It is important for us to be as close to the customer as possible. Our sales representatives speak your language and take time for you. Our customers' needs are taken into account and are incorporated into our development process. We create solutions that benefit our customers. Fair and trusting cooperation with our customers is always at the forefront.

» Our constant focus
is on customer
satisfaction. «

Josef Gadermayr, sales



SUCCESS LINE:



JUMBO



CHOPSTAR-SEEDER



ROTOSEEDER



Seeding Technology

**DRILLBOX
MECHANICBOX**



P-BOX



SPEED-TRONIC



» It pays to spend a life
together aiming for the
same goals. «

Birgit Einböck, finances/accounting





A FAMILY BUSINESS

WITH VISIONS AND IDEAS

The history of the company has shown that Einböck has had a long tradition of development and innovation. For decades, the company's strong position in the market, its modern production processes, and its dedicated employees have been a steady foundation for the family business. We have grown steadily and are positive about the future. With new technologies and custom-made solutions, we will satisfy the individual needs of modern agriculture. We are looking forward to the future and are prepared to accept the challenges in these times of opportunity.



MORE THAN 80 YEARS

EXPERIENCE PERFORMANCE QUALITY

Einböck GmbH & CoKG

Schatzdorf 7, A-4751 Dorf/Pram, Austria

Tel: +43 7764 64660, Fax: +43 7764 6466-385, Email: info@einboeck.at, www.einboeck.at

Einböck