

OUR MISSION

We leverage the universal benefits of glass beads for your special industry applications, in energy-efficient ways.

OUR VISION

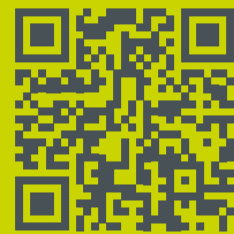
Industrial glass beads by SWARCO Indusferica – the world’s preferred choice in all niches

OUR VALUES

Efficiency
Diversity
Intelligence

OUR MOTTO

Universal Efficiency



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SUCCESSFUL AT SWARCO

A Career Path

We spoke with Konstantin Niederer, who shared fascinating insights into his career and ambitious plans for the future. Konstantin has been at SWARCO since 2013 and stressed that every stage of his career has made a lasting impact on him. In particular, he highlighted the construction of the Global Glass Beads Technology Center in Neufurth, Austria, where he was in charge of commercial project management, and his time in Business Intelligence, which gave him a 360° view and allowed him to see the big picture.

As the COO’s right-hand man, Konstantin delved into the world of new technologies and strategies early on. He first encountered glass as a raw material and the circular economy in his position as Managing Director of SWARCO ECO-TEC. When working in M&A, he learned how crucial it is to paint a holistic picture of the company being acquired while carefully leading the corporate culture into a new era. In his work for HITEX TRAFFIC SAFETY LTD, the UK market leader for road marking materials, he put processes to the test and saw the success of his optimizations firsthand.

In his new role as Managing Director of M. Swarovski GmbH in Neufurth, Konstantin tackles numerous challenges: He has set out to take the company and the Indusferica business unit to the next level in the coming years, forge innovative strategies and ensure the company’s future viability.

As a young father, he spends most of his free time with his family, and balances his work life with physical activity in the mountains of Tyrol, his home, and on the golf course. Konstantin’s professional credo is “Constant improvement, curiosity and continuous learning with an open mind” – a motto that perfectly describes his tireless passion for learning and growth.

Konstantin Niederer
Photo credit: Konstantin Niederer



ALL-ROUNDER

News and Updates from SWARCO Indusferica



COLOURS
THAT SHINE

SWARCOFORCE
REFLEX

SUCCESSFUL
AT SWARCO

FAKUMA
2024

#needforbeads

www.swarco.com/indusferica



RheoLight offers luxurious, dynamic colour shades and impressive light effects that bring surfaces to life. Photo credit: Ink Invent

COLOURS THAT SHINE

Innovation That Wows!

Our partner Ink Invent takes the world of colours and effects to a new level with its innovative product RheoLight.

RheoLight contributes significantly to creating a safer traffic environment. Thanks to its outstanding visibility during the day and at night, which helps both people and driver assistance systems such as LiDAR, the technology earned the CES® 2024 Innovation Award in the "Smart Cities" category.

RheoLight makes creating impressive vibrant colours and spectacular light effects easy thanks to its patented platform technology, which can be integrated seamlessly into existing production processes. Whether in water-based or solvent-based dispersions or plastic concentrates, RheoLight sets new standards. Together with Ink Invent, we're helping to revolutionize design and safety.



Dear readers,

As 2024 draws to a close, we can look back on an exciting journey. We revamped our presence with our new redesigned booth at Fakuma – a highlight that we hope you enjoyed as much as we did.

We also have exciting plans for next year. We will be launching our new Induserica website with a fresh design and enhanced features. Stay tuned! What's more, we are already getting ready for the K trade fair, which will give us the opportunity to present our latest developments and technologies to you.

On a more personal note, I will be going on maternity leave towards the end of the year. It's an exciting time for me and I'm really looking forward to this new phase of my life. While I am on leave, my replacement, Lisa Steinegger, will do her utmost to provide you with the first-class service and support you are used to.

I would like to thank you for your trust and support in 2024. I hope you enjoy the holidays and start the new year off healthy and full of energy!

Have a good read!

Best regards,

Stephanie Müller

Stephanie Müller
Marketing Manager
SWARCO Induserica

FAKUMA 2024

SWARCO Makes a Mark



SWARCO Induserica's new booth celebrates its debut at Fakuma 2024. Photo credit: SWARCO Induserica

At this year's Fakuma, we impressed guests with a fresh, modern trade fair booth. Our new booth design, which emphasized the industrial nature of our solutions, showed off SWARCO's technological strength and attracted a lot of attention from the trade fair audience. The focus was clearly on innovation and progress, with a future-oriented look replacing the previous marble design.

One of the highlights was our contest, with the winner receiving a longboard featuring a SWARCO design created with varnish using RheoLight's reflective pigments. Participants had to answer two questions about our SWARCOFORCE REFLEX product correctly in order to take part in the drawing.

Our team on site, including Key Account Manager Andreas Krenmayr, and a represen-

tative of our partner Ink Invent, who presented the possibilities offered by the revolutionary RheoLight technology at our booth, wowed the audience with our products and solutions. The trade fair also offered us valuable opportunities to talk to important industry representatives and expand our network.

Fakuma 2024: a resounding success for SWARCO!

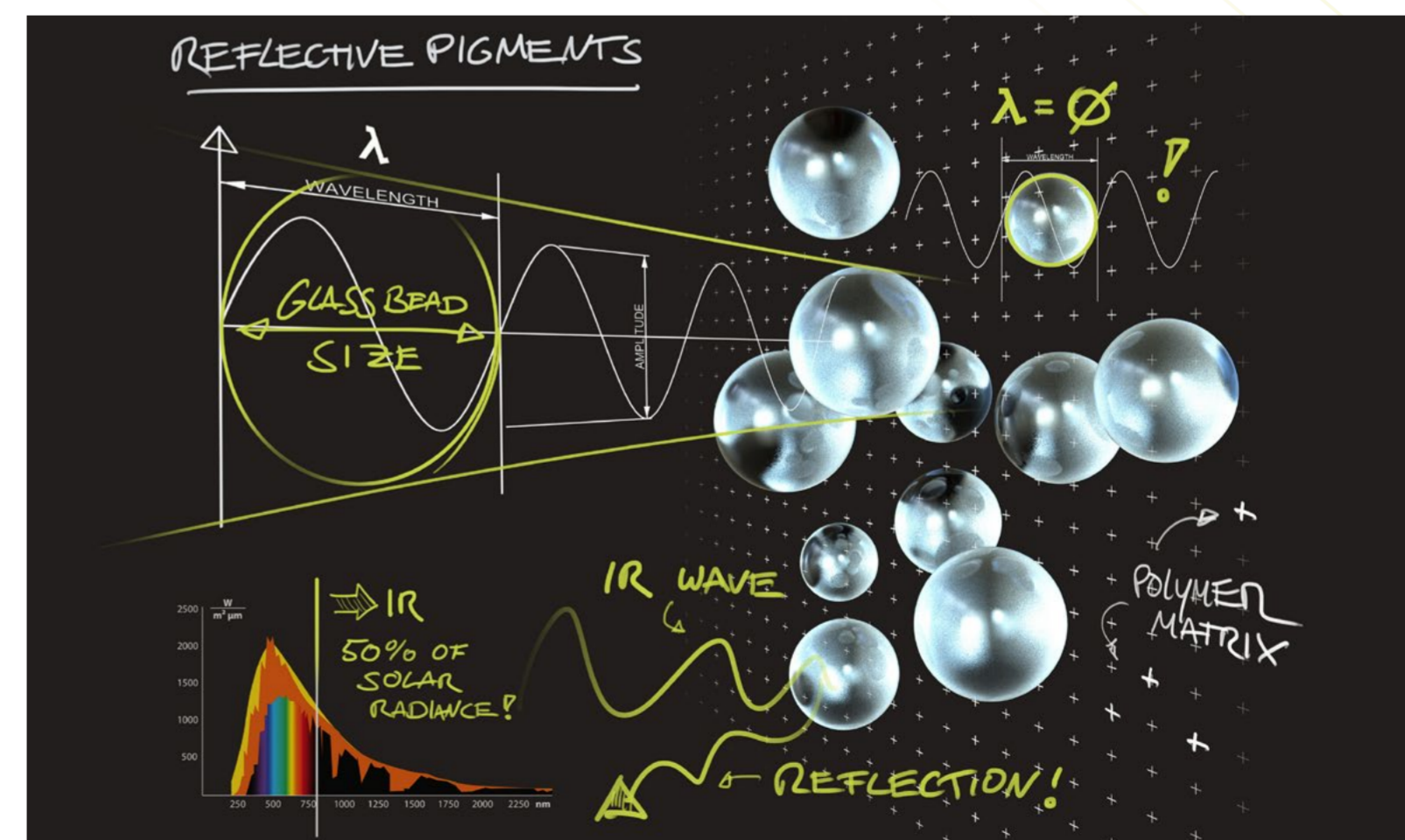
SWARCOFORCE REFLEX

Glass Filler Beads That Make the Difference

When high-tech meets glass, the result is solutions that set new standards in the industry. That's exactly the kind of innovative components that SWARCOFORCE REFLEX glass filler beads are: small, high-performance elements with a high retroreflective index that achieve outstanding results in plastics, paints, varnishes and coatings.

SWARCOFORCE REFLEX glass filler beads prevent greenhouses from overheating and optimize the scattering of light, and they improve scratch resistance and retroreflection in varnishes. They effectively reflect thermal radiation, contributing to the energy efficiency of surfaces.

Thanks to their precision and high quality, SWARCOFORCE REFLEX glass filler beads are increasingly in demand in the industry. They not only ensure better performance of materials, but also extend their service life while offering impressive versatility.



SWARCOFORCE REFLEX glass filler beads prevent overheating during the day, reduce heat loss at night and allow for diffuse light conditions with virtually unchanged transparency. Photo credit: SWARCO Induserica

#needforbeads