

More success with PÖTTINGER





Heinz and Klaus Pöttinger (owner)

“As the fourth generation, we started in 1991 to develop the family-owned company PÖTTINGER into a leading international manufacturer. As a specialist in grassland, tillage and seed drill technology, the company contributes to a sustainable increase in effectiveness, efficiency and quality in agricultural production and is a partner on whom its customers can rely.”

The PÖTTINGER mission statement describes the basic principles and values of the company, as well as the desired target status. For external partners the mission statement shows what PÖTTINGER stands for. It should give the employees orientation for their actions and express the lived company culture..

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“With outstanding working results, we enable each of our customers to experience PÖTTINGER as the leading and most innovative agricultural technology brand!”



Desired future status of the company by 2025

- PÖTTINGER makes people who work in farming more successful, makes their work easier and increases the quality of their products.
- As the leader in agricultural technology, PÖTTINGER is a specialist in grassland, tillage and seed drill technology.
- In the future, PÖTTINGER will be the world leader in both the mower and loader wagon segments and is in the top 3 in seed drill technology.
- The PÖTTINGER brand stands for “Living agricultural technology”. That is how we see our customers on a day-to-day basis.
- PÖTTINGER is in demand by customers all over the world and achieves an annual sales turnover of \geq EUR 450 million in return.
- PÖTTINGER stands for a sales philosophy based on partnerships and has reliable distribution channels.
- PÖTTINGER is a family-owned company that is financially independent.



Company objective

PÖTTINGER is an Austrian family-owned company that contributes to a sustainable increase in effectiveness, efficiency and quality in agricultural production and that acts as a partner on whom its customers can rely.

- To ensure the world population is provided with food, PÖTTINGER makes a contribution to a sustainable increase in agricultural production.
- People come first as far as PÖTTINGER is concerned.
- PÖTTINGER increases the effectiveness, efficiency and quality of agricultural production.
- We guarantee outstanding working results with the highest level of efficiency and ensure that our customers are more successful. Our objective is to make work easier for farmers and enable sustainable operations.
- PÖTTINGER – a family-run business – is a dependable and reliable partner for its customers, employees, suppliers and investors.
- This partnership is promoted in all our business relationships.
- As a family-owned company, PÖTTINGER takes its responsibility for future generations and the environment.

“Living agricultural technology” is the basis for all our actions!

Company strategy

- Our customers include all sizes of farming operations, contractors, machine co-operations and associations worldwide.
- We sell our products and services through our sales partners in the agricultural technology trade (multi-stage sales and marketing effort). We offer our sales partners attractive turnover and earning potential with a comprehensive product range and consistent brand policy and strive to develop long-term, reliable partnerships based on trust. Our sales partners identify with the PÖTTINGER brand and fulfil their sales and service obligations with trained personnel.
- We are specialists in grassland, tillage and seed drill technology. We create advantages for our customers with tractor brand independent mounted, implement-mounted and trailed machinery and the associated services.
- Our wide range enables us to match the specifications of the different life styles and working conditions of our customers.
- Our products are manufactured using flexible, industrial production methods in several locations.
- We focus on customers concerned about quality and image and we employ a very clear differentiation strategy. We offer outstanding working results.
- Our products and services offer the highest possible quality because we are leaders in manufacturing methods and technology. As a result we earn a significant market share of the market segments we cover.



General:

- PÖTTINGER is the brand that customers and sales partners are pleased to buy, and who gain the most trust.
- As a family-owned business, we stand for fair partnerships and solid business relations which our customers can rely on.
- We value all those concerned and respect their interests.

Our employees

- We promote team-oriented, hierarchy-free management and sound personal relationships. We promote an atmosphere of trust, openness and willingness to drive change, in which our employees invest their talents.
- We expect our employees to work in a professional and disciplined fashion. Salaries are performance-related, fair and contain a bonus element dependent on the company's success.
- Life-long training, motivation and education of our employees is of high importance.
- We encourage individual responsibility through a combination of achievable goals and clearly-defined scope to make decisions. The idea of management as a role model to employees is extremely important in achieving this.
- In the end, our business targets are best reached in an environment where our employees feel, through encouragement and support, that they can achieve their own goals.
- By means of an ongoing improvement process, we create the opportunity for our employees to make a valuable contribution by sensibly, efficiently and safely directing their own efforts towards the benefit of the business as a whole.



Our customers:

- All employees of the PÖTTINGER company, together with our sales partners, consistently focus on our customers.
- By establishing clear structures we ensure that our customers' needs have a direct influence on the way in which we act.

Our suppliers:

- We build and maintain business partnerships with our suppliers.
- With open, trusting communication we ensure that both partners can improve their market position.
- We are a long-term partner who fulfils its obligations. Our suppliers are involved from the start in taking responsibility for fulfilling market requirements to provide long-lasting improvement to quality and reducing costs.
- Suppliers are chosen based on the optimum ratio of quality, supply flexibility and price of the materials to be supplied.
- Suppliers who are able to produce and supply with flexibility are given preference.

Our investors:

- We fulfil our investors' wishes with solid and reliable returns.
- Profits provide the space for further investment, enabling growth to be financed and dividends to be paid. At the same time this is the best guarantee for job security. We employ "Best Practice" measures to continually compare ourselves with the best.
- We are always open to strategic cooperation, as long as our independence as a family-owned company is ensured.

Our environment:

- Our responsibility to our environment requires the economical use of resources. We pay the highest regard to the environment in all our activities.
- We take every available opportunity to optimise the use of energy, avoid wastage and reduce waste.
- We have good relationships with local residents and work constructively together with the local authorities.



More success with PÖTTINGER

- A family-owned company since 1871.
Your reliable partner.
- Specialists in tillage, seed drill technology, hay and harvesting machines.
- Future-safe innovation for outstanding working results.
- Roots in Austria – at home throughout the world.

Mission statement

- Vision
- Business mission
- Company values and standards