



---

## Press information

Höchstadt/Voitsberg, 21 October 2015

### **Bauer Group takes over Bavarian OTEMA location**

10 jobs secured in Höchstadt

The globally operating Austrian Bauer Group, market leader in irrigation and slurry technology, took over the Bavarian location of Otema GmbH, which recently entered into insolvency, and will operate the location under the name BNH-Landtechnik: This secured 10 jobs in Höchstadt. “After the good experiences with BNH in Westphalia, New Holland asked us whether the Bauer Group might like to take over the distribution rights of the former Otema in northern Bavaria/Franconia,” said Bauer General Manager Otto Roiss at the contract signing. This region stretches from Würzburg south to Nuremberg and north to Bayreuth/Kulmbach. Otto Roiss also feels it is very important to make clear that Bauer has no intention of entering into direct sales and continues to see specialized dealers as the group’s distribution partners.

Like the locations in Westphalia, the Bavarian site will remain a perfectly normal specialized dealer in machines from New Holland as well as Bauer and the subsidiaries Eckart and FAN. One year ago, Bauer took over the locations of the insolvent New Holland dealer Schmücker-Geringhoff in Ahlen, Paderborn, Peckelsheim and Rüthen and renamed them as Bauer New Holland (BNH). The assessment of this decision after one year is positive, according to Roiss. The presence of the products of the Bauer Group was strengthened, and the availability for service and replacement parts supply was improved considerably. A similar goal should now be achieved in the new distribution region in Bavaria/Franconia, and the conditions for this are excellent. The Höchstadt location should be expanded, and plans exist for additional locations in this region, depending on the necessity and market situation.



New Holland CX6090 Elevation

### **The Bauer Group at a Glance**

*Since its foundation in 1930, the BAUER Group – headquarters in Voitsberg, Styria, has been focused on irrigation and slurry management technology. Whilst initially producing wastewater and slurry pumps, the company first became an international player in the sector of irrigation technology in 1947 with the patent-protected Bauer lever lock coupling – named after Rudolf Bauer, the company founder. Today the company is developing rapidly in the biotechnology sector with wastewater treatment & biogas plants and it is focusing on three main sectors: irrigation management, waste management as well as energy management.*

*BAUER is the global market leader in irrigation technology: A total of more than 2.5 million hectares is globally irrigated. A major part of sales representing 50% of the total turnover is achieved in the sectors of slurry and environmental waste processing. The BAUER Group exports to more than 90 countries of the world. With approx. 610 employees, Bauer generated consolidated net proceeds of about 111 million Euros in the financial year 2013/14 (an increase of 13.6% compared to 2012/2013). With an export ratio of 90%, the main markets of the BAUER Group are Germany, France, the CEE countries, China, the USA, South-America and Australia.*

*The BAUER Group currently consists of 17 companies worldwide.*

### **Product Range**

- Various irrigation systems
  - Automated pivot and linear systems, i.e.: Centerstar, Centerliner, Linestar
  - Irrigation machines, i.e.: Rainstar, A3 or ProRain
  - Traditional irrigation, i.e.: pipe systems and solid-set plants
- Slurry transportation (slurry tanks)
- Innovative slurry treatment: mixers, pumps, separators, composting and distribution
- Pipes and fittings
- Wastewater treatment and separation technology for the food and paper industry
- Components for Biogas plants
- BRU Bedding Recovery Unit

**Internet Services**

- *Configuration of all machines*
- *Ordering of all spare parts*

**For further information see:** [www.bauer-at.com](http://www.bauer-at.com)

**Download area:**

Print quality press texts and photos are available for download <http://www.melzer-pr.com/de/newsroom/nach-kunden/bauer-group> (reprint free-of-charge, photo credit: Bauer Group).