

# The Hartberger world market leader

Prolactal makes sure that Hartberg gains international publicity and offers approx. 180 employees a secure post. The company wants to double their sales in the following 5 years.



180 employees are working in Hartberg

Photos: Prolactal

Harald Krobath smiles. He is standing in the reception area and looks towards the glass wall. The glass wall allows a glimpse into the cutting-edge production area, which he himself helped design and build. "Sometimes I myself cannot believe what happened here", he says. Krobath is the plant manager of Prolactal, the Hartberg-based international producer of high-quality milk and whey products. Since 2007 he has been part of the company which has been part of the ICL Group since 2015. And like so many of the 180 or so employees he is also from the immediate vicinity. And thus, from the region that Prolactal owes its success story to.

## Organic infant formula

Dieter Schulz knows that as well. Since November 2018 he has been the CEO of the company. "We are the global market leader in the section of organic milk and whey powder for infant formula. From our factory in Hartberg we produce and distribute a wide range of high-quality products worldwide, mainly made from organic

cow and goat milk and hey. Due to our strategic location in the Alpine region, we benefit from the proximity to the best regional organic milk which enjoys an excellent international reputation. Prolactal is a worldwide image carrier for the city as well as for eastern Styria", says Schulz. In the

past five years alone, Prolactal has invested over 60 million euro in the Hartberg location. The company had a revenue of 155 million euro in 2018 – an increase of more than 20% compared to a year before. And Prolactal wants more. "We want to double our business in the following 5 years. That is quite ambitious, but it is possible. Organic is the fastest growing trend in infant nutrition, but I also see an enormous potential for our organic range in other food sectors such as dairy, confectionary and sports nutrition", says Schulz. Born in Vienna, he knows what he is talking about as he can look back on 25 years of international experience with the world's largest food companies such as Danone, Mars and Mondelez.

## Growth potential in 3 sectors

"Our largest market is Asia" explains Stefano Kohlmann. He is Brazilian and since the beginning of 2018 the sales manager of Prolactal. "Me, my wife and my two





„Prolactal is a world-wide image carrier for the city as well as for eastern Styria.“

Dieter Schulz,  
CEO

kids moved from Sao Paolo to Styria”, he says. Not the least because he believes in the bright future of the company. Prolactal has 3 business segments, which are also reflected in the logo. The big green drop stands for the organic products, the smaller light blue one for goat and sheep, the dark blue one for special products, which are lactose and GMO-free. In addition, the size of the drops is not by coincidence. “With organic infant formula we actually achieve 70% of our revenue”, explains

Kohlmann. “Still, we have growth potential everywhere.”

### Natural and without any chemicals

One potential, which will ensure in the future that experts like him or Dieter Schulz find their way to Hartberg. And employees like Harald Krobath that connects them to Prolactal. “We are currently offering apprenticeships and are constantly looking

for qualified employees because we are constantly growing” Krobath explains. 35 trucks filled with milk and whey are received by his colleagues and himself every day. The raw material is immediately fed into the production process. But what exactly happens there? “We break milk down into its most valuable components – all natural and without chemicals” Krobath says. A big concern of the company is sustainability.

“Our target is that everything is processed. Even the water, which comes out of the membranes at the end of the filtration process, is used by us for cleaning the system.” In general, the plant is CO<sub>2</sub>-neutral and will even start running its own wastewater treatment plant in August. “We just produce a lot” Krobath explains. “At the moment there are up to 35,000 tons of milk powder a year”. His smile gets bigger. “I know, that is really a lot. Sometimes I can hardly believe it myself.”

### Prolactal in the highest league

With a 3:1 home win against FC Admira Wacker, TSV Prolactal Hartberg ensured the ticket for a further season in the Austrian league at the end of May. “We are very pleased that TSV gets to play in the top for another year. This fits well with Prolactal, because we too are among the best in our field” Dieter Schulz explains, CEO of Prolactal. His company supports the Hartberg soccer players out of conviction. “It is important to us that we give something back to the region. Many of our employees are big fans of the club and are feverishly involved in home matches live in the stadium.”



### Prolactal in numbers

- 155 Mio. EUR yearly revenue
- 180 employees in Hartberg
- Over 60 Mio. EUR were invested in the factory Hartberg