

Portraits of Speidel customers

» Voglsam, Hofkirchen





» Fruit juice in its purest form

Voglsam, Hofkirchen

In 1979 the Voglsam family from Hofkirchen in Upper Austria started producing must and juice. At that time the focus of the company was still on must production.

In 1994 the extremely productive carrot harvest of an organic farmer in Hofkirchen gave the family an idea: to press apples and carrots into juice. In 1996 the first certified organic fruit juice came onto the market. A few years later, a new corporate strategy was developed and the production focus was placed on fruit and vegetable juices. This was the birth of the "Hasenfit" brand, which was derived from the old slogan "und du bleibst Hasenfit", which translates as "and you will remain Hasenfit". This reorganization has proved to be the right step to this day; after all, the company is now managed by the third generation.

For its juices, the family business mainly uses raw materials from regional farms run by Austrian organic farmers. Raw materials that cannot be cultivated in Austria, such as oranges, are imported from abroad by organic farmers. Meanwhile, the

varieties apple, pear, beetroot and orange, but also blends such as apple elder or pear currant are part of the repertoire. The range is extended by nectars such as strawberry or apricot. A total of 15 different varieties have already come onto the market.

But not only the high quality of the ingredients ensures the popular juice taste, but also the unique pressing system throughout Austria. Voglsam uses a special low oxidation production plant: Normally an apple is protected from environmental influences by its skin. However, if this peel is now opened for the juicing process, this natural protection is destroyed and the flesh of the fruit turns brown when it comes into contact with oxygen. With its machines, the family business has the market advantage that it can reduce oxygen during the juicing process. In the resulting protective atmosphere, the flesh retains its natural and light colour.

In addition to fruit processing, this process also benefits vegetable and berry processing. This means that unnecessary additives do not have to be used for any juice and the juices



Managing Director Thomas Voglsam is responsible for production. Finding tanks that met his own quality requirements was therefore particularly important to him.

remain completely natural. This underlines the company's desire to develop products that deliver added health value. This is also represented by the second in-house brand Fitrabbit with its "Functional Drinks". In them, for example, the natural powers of beetroot or chokeberry are bundled in a juicy form.

Voglsam is a manufacturer of special products. As the Austrian market is controlled by three large retail chains, the family business thus serves an important niche. The regional, but also the natural and environmentally friendly properties of the products should always be emphasized. Hasenfit fruit juices, for example, are only available in returnable glass bottles.

It makes sense that such a high standard of quality also requires equipment that makes no compromises. When new tanks for the juice production were to be purchased, a well-known name in the industry was chosen: Speidel. "If a company has held its own in the market for decades, then it has probably done the job well and right," says Thomas

Voglsam, one of the three managing directors of Voglsam GmbH. For him, this durability is a clear indication of the quality of Speidel tanks.

After personally checking the Speidel quality, the family business ordered ten 50,000 litre tanks in a first tranche. The fact that another ten tanks were ordered in a second tranche shows that the product was convincing.

But not only the manufacturing of the tanks was decisive, Thomas Voglsam also found the service exemplary. The delivery of the tanks was "excellently timed" and the friendly mechanics set up the products quickly and extremely competently. For Thomas Voglsam it is clear: "We would trust Speidel again."





TANKS MADE WITH PASSION

Speidel Tank- und Behälterbau GmbH
Krummenstraße 2
72131 Ofterdingen
Telephone +49(0)7473 9462-0
Fax +49(0)7473 9462-99
verkauf@speidel-behaelter.de

www.wagnerwagner.de

www.speidel-behaelter.de