

SWARCO Indusferica introduces new Head of Indusferica

Thomas Auinger: Driving Growth and Innovation

SWARCO Indusferica kicks off 2025 with a promising new addition: Thomas Auinger has taken over as Head of Indusferica, bringing extensive experience in business development, product innovation, and strategic planning. His goal: to further develop the industrial glass beads division and strengthen the company sustainably through innovative approaches and strategic growth.

February 2025 – Thomas Auinger holds a degree in Plastics and Materials Engineering from the University of Applied Sciences Upper Austria. His professional career spans several key positions across the plastics industry, including leadership roles in various industrial sectors. In addition to running his own business for several years, he most recently worked at Tiger Coatings, where he focused on business development in the field of additive manufacturing.

Experience and Expertise for a Promising Future

With his deep knowledge and strategic vision, Auinger is well-positioned to lead Indusferica into a successful future.

“Innovation happens when we push the boundaries of materials. The diverse properties of glass beads open up new possibilities across industries — for greater efficiency and sustainability. I’m excited to explore these potentials together with our team and help shape the future with strategic foresight,” says Auinger.

Optimism and a Fresh Start

The appointment of Thomas Auinger marks an important milestone in the continued development of SWARCO Indusferica. With new momentum and a clear vision for the future, the company aims to strengthen its market position and set new standards.

The entire team looks forward to working with Thomas Auinger and wishes him great success in his new role.

About SWARCO Indusferica

SWARCO Indusferica is part of the international SWARCO Group and utilises the universal advantages of glass beads for special industrial applications. What began in 1969 with small reflective glass beads for road markings has developed into one of the world's leading manufacturers of micro glass beads with production facilities in Europe and the USA. Micro glass beads are used as a high-quality filler in industrial applications and as an abrasive for surface treatments. In traffic engineering, the micro glass beads embedded in the marking material reflect the headlights and thus keep road markings visible. This increases road safety, especially at night.

Further information can be found at:

<https://www.swarco.com/de/loesungen/indusferica>

Please do not hesitate to contact us if you have any questions:

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Picture:



Thomas Auinger, the new Head of Indusferica, has extensive experience in strategic planning and business development.

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