

## **SWARCO Indusferica Launches New Website**

### **A modern web presence with smart structure and innovative features**

With the launch of its newly redesigned website, SWARCO Indusferica is embracing future-ready digital communication and interactivity. The platform combines contemporary design with a user-friendly structure and innovative features to make content even more accessible.

#### **Innovative navigation for an intuitive user experience**

**Amstetten, May 2025** – The clear, streamlined navigation enables users to find relevant content quickly and directly. Dynamic elements create a vibrant and interactive user experience.

Thanks to its optimized, responsive architecture, the website can be accessed seamlessly on all devices. “It was important to us that our customers and partners can reach the information they need without detours. We intentionally opted for a fresh, engaging design that performs flawlessly on all platforms,” emphasizes Thomas Auinger, Head of Indusferica.

In addition to extensive information on SWARCOFORCE, SWARCOBLAST, and SWARCOCLEAR product lines, the new online platform offers deep insights into the industrial applications of glass beads.

“We’ve reimagined our digital stage – clearer, faster, smarter. Because if you live innovation, you have to make it tangible. Our goal: to create a digital experience that inspires customers and partners, provides orientation, and sparks curiosity,” says Lisa Steinegger, Marketing Specialist at SWARCO Indusferica.

#### **About SWARCO Indusferica**

SWARCO Indusferica is part of the international SWARCO Group and harnesses the universal benefits of glass beads for industrial specialty applications. What began in 1969 with small reflective glass beads for road markings has evolved into one of the world’s leading manufacturers of micro glass beads, with production sites in Europe and the USA.

Micro glass beads serve as high-quality fillers for industrial applications and as blasting media for surface treatments. In road safety technology, the glass beads embedded in marking materials reflect headlight beams, making road markings visible – especially at night, thereby enhancing traffic safety.



For more information visit:  
[www.swarco-indusferica.com](http://www.swarco-indusferica.com)

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Image caption:



The new SWARCO Indusferica website combines modern design and intuitive navigation to deliver an optimal user experience across all devices.

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