

Big Visions for the Future – Inspired by Micro Glass Beads

M. Swarovski GmbH is expanding its production site in Neufurth/Amstetten, creating new jobs in the region. The world's most advanced manufacturing facility for micro glass beads is gearing up for the future.

M. Swarovski GmbH is a true Mostviertel success story. Founded 56 years ago in Amstetten, the company laid the foundation for what would become one of the world's leading traffic technology groups. Today, the SWARCO Group operates on every continent – and the founding company continues to grow and innovate.

Three years ago, M. Swarovski GmbH relocated from its original site in eastern Amstetten to Neufurth, in the west of the city. The newly built facility is regarded as the world's most modern production plant for reflective glass beads. Now, just three years later, the first expansion stage at the SWARCO Global Glass Beads Technology Center in Neufurth is about to begin – securing the company's position at the forefront of the industry.

A Second Line of Business

This expansion is a targeted investment aimed at strengthening future markets and creating new employment opportunities in the region. Until now, glass beads have been primarily produced for use in road marking systems, where they ensure night-time visibility by reflecting light. However, micro glass beads are also suitable for industrial applications – as fillers, blasting media or filter materials. With this expansion, SWARCO aims to further strengthen its industrial glass bead business under the brand SWARCO Indusferica – establishing a second line of business and securing the long-term future of the Neufurth site.

“Our goal is to strengthen and continuously develop Neufurth as a centre of innovation,” emphasise Managing Directors Andreas Illich and Konstantin Niederer. “We want to make our company more resilient, more resource-conscious and more attractive to skilled professionals.” Planning and preparation are now complete, and construction for the new facilities will take place within the next few days.

Exciting Opportunities

Alongside expanded production capacity, the investment will also create highly qualified positions in development, engineering and manufacturing, as Andreas Illich and Konstantin Niederer point out: “M. Swarovski GmbH offers skilled professionals the opportunity to join a growing future industry and actively contribute to the development of innovative products. Anyone looking to shape their career in a dynamic, forward-looking environment will find exciting prospects with us in Neufurth.”

About M. Swarovski GmbH

- Founded in 1969 in Amstetten; expanded and modernised in several stages
- 2019–2021: Construction of the new plant in Neufurth
- Fully operational since April 2022
- 2025: Expansion of the Neufurth site
- Production of micro glass beads and glass granulate
- Exports to more than 80 countries worldwide
- Central location and headquarters of the global management of the Road Marking Systems Division of the SWARCO Group
- Currently over 100 employees

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

Image caption:



Innovation Hub Neufurth: The SWARCO Global Glass Beads Technology Center is regarded as the world's most advanced production facility for reflective and industrial glass beads.

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