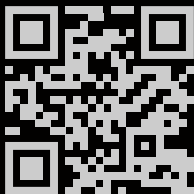


WELCOM
E TO THE
HOME OF
INNOVAT
ION.



**ABOUT
US**

Redl.net



Redl.net

photos: Redl, Derenko, M. Knopp, L. Buttinger

ABOUT US

WE LOVE TO INNOVATE FOR PEOPLE

»Innovation arises from the fusion of skills and passion. For over 30 years, this passion has driven us to develop customized solutions for the hospitality industry that offer real added value. SILEXA, our brand and the core of our in-house developments, is the result of this relentless innovative strength. From our headquarters in Hollabrunn, we are constantly working to revolutionize the hospitality industry with new ideas and technologies.«

- Hermann Redl, CEO



OUR HEART BEATS FOR THE HOSPITALITY INDUSTRY

Many of our customers never believed how much time and costs they could actually save with our solutions and how much more control and revenue our systems can generate. Our products are designed not only to increase efficiency but also to improve guest service, thereby redefining the hospitality experience.

Our Know-How covers a broad spectrum of technologies and services: Development, sales, and service of dispensing systems, custom payment terminals, and self-service solutions; sales and service of cash register systems, carbide tools, and maintenance of in-store baking ovens.

CUSTOMIZED SOLUTIONS

Each member of our team is a recognized expert in their field. With the latest manufacturing techniques and technologies, such as 3D printing, we quickly bring innovative ideas to life. This allows us to create feasibility studies and prototypes in the shortest possible time, enabling us to respond flexibly to individual customer requirements.

SUSTAINABLE SUCCESS

What sets us apart is the unique combination of experience, expertise, and innovative spirit. By working closely with our customers, we develop customized solutions that not only make everyday work easier but also increase revenue. Whether in the hospitality industry, the hotel sector, or at large events – our systems help ensure the long-term success of our partners.

MORE TIME FOR YOUR GUESTS

At Redl – Home of Innovation, we are proud to transform the hospitality industry with our ideas and technologies. Our products stand for efficiency, control, and profitability, and our focus is always on the needs of our customers. It's not just about technology; it's about creating »spaces« – spaces that allow our customers to spend more time on what matters most: their guests.

THE FUTURE OF HOSPITALITY

The future of hospitality will be shaped by solutions that optimize work processes while ensuring the highest quality, even with support staff. With our innovative products, we offer tools that not only save time but also guarantee perfect service – regardless of staff skills. Increasingly, experiences are becoming the focus: products that create unforgettable moments for guests are gaining importance and significantly contribute to the success of modern hospitality businesses. Together with you, we want to drive these exciting developments forward and redefine the hospitality industry.



OUR HISTORY

TRADITION AND INNOVATION

The Redl Group has continued to develop over the decades, based on new business ideas. The company's roots trace back to 1966 when Hermann Redl Sr. founded the company with his parents. In the early years, the focus was on electrical installation technology, radio, television technology, and the specialization in electrical appliances.

A coincidence – or perhaps a flash of inspiration – eventually led Hermann Redl Sr. to the idea of starting to distribute computerized dispensing systems. This decision proved to be groundbreaking and led to his son, Hermann Redl Jr., who had recently graduated from technical college, joining the family business.

WORLDWIDE SUCCESS WITH SILEXA

When Hermann Redl, the current CEO and creative head of the Redl Group, took over the company in 2002, a new era began. Under his leadership, innovative products and solutions were developed, gaining worldwide recognition. Today's subsidiaries of the Redl Group, including the internationally successful brand SILEXA, are the result of this innovative strength. SILEXA is known for modern self-service solutions and dispensing systems, which are particularly popular in the hospitality industry.



draft systems, cash register systems, self-service systems, DACH region sales



development, design, construction and production, international sales



service for Wiesheu in-store baking ovens, sales of Sandvik tools

DIVERSIFICATION

In 2012, the Redl Group expanded its portfolio by establishing a technical service and support division. This dedicated service team manages the maintenance and installation of in-store baking ovens for the German company Wiesheu, further diversifying the group's operations.



In 2014, the collaboration with Josh Goodman and his company PourMyBeer, based in the USA, began. We have been working together successfully for years and are still proud to develop and produce for PourMyBeer today.

In 2021, the company was restructured as Redl Holding, which today comprises three subsidiaries: Redl Gastrosystems, Redl Technologies, and Redl Servicepartner. In the same year, a new business division was added to Redl Servicepartner GmbH, responsible for the distribution of Sandvik Coromant tools.

THE FOUNDATION FOR GLOBAL GROWTH

2022 marked the next milestone: In April, the groundbreaking ceremony for the modern new building at Gewerbering in Holabrunn took place, laying the foundation for further growth while serving as a center for forward-looking technological developments. This investment secures our innovative strength and competitiveness.



Thanks to this structure and relentless spirit of innovation, the Redl Group today is internationally recognized as a comprehensive solution provider for custom-designed dispensing and cash register systems, as well as self-service solutions. Our systems and products are deployed globally – from local eateries to international large-scale hospitality ventures.

MORE SPACE FOR VISIONS: OUR COMPANY HEADQUARTERS

A STRATEGIC STEP INTO THE FUTURE

With our new building project, we pursued the goal of creating a modern and future-proof company headquarters that meets the growing demands of production, storage, and customer presentation.

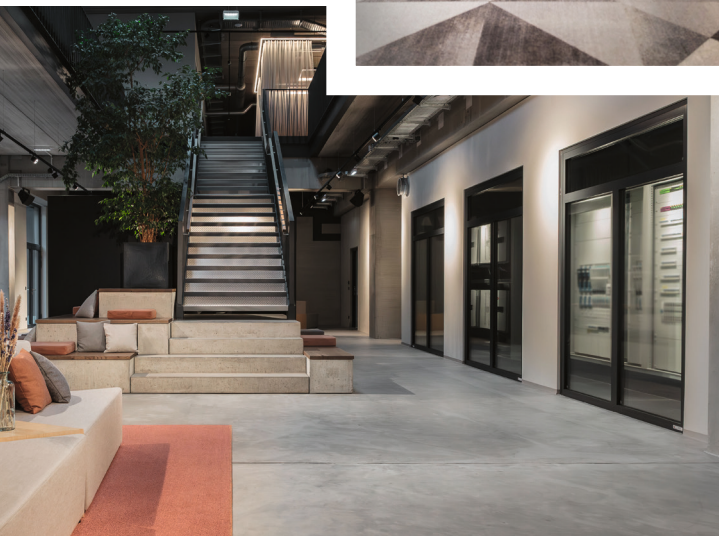
SUSTAINABILITY AND EFFICIENCY

The new location, which commenced operations in March 2023, sets new standards in terms of energy efficiency and sustainability. The building is powered by a robust **220 kWp photovoltaic system** and is equipped with a **modern heat pump** that utilizes over **2,500 meters of deep drilling** to provide both heating and cooling. This makes the building particularly energy-efficient. Additionally, rainwater is drained onto the property itself, which also contributes to ecological sustainability.

The new location offers three times as much storage space as before and a production facility that enables us to manufacture multiple product lines in parallel and respond individually to customer requests. The production and office areas have also been tripled, and modern social spaces provide optimal working conditions.

A special highlight is the large, interactive showroom covering approximately 300 square meters, in which our product range is presented in various application scenarios.





OUR TEAM

GLOBALLY CONNECTED, LOCALLY ROOTED - OUR TEAM AS WORLD TRAVELERS

At Redl, teamwork is the key to success. Our highly skilled specialists, technicians, and engineers implement innovative projects daily—from planning to completion. They work with passion and precision to implement dispensing systems, HMS, PMS, and cash register integrations, and individual customer solutions worldwide.

Whether installing on one of the world's largest cruise ships, such as the Icon of the Seas, or setting up in one of the more than 130 XXXLutz and Mömax restaurants—our team consistently demonstrates its outstanding expertise. We are particularly proud that almost all installations are personally carried out by our own teams, whether in Europe or the USA.





PROFESSIONAL TEAMWORK - FROM PROTOTYPE TO MAINTENANCE AND SERVICE

Our production team ensure that all components are manufactured efficiently and precisely. Utilizing state-of-the-art manufacturing technologies such as 3D printing, prototypes and small batches are realized within a short time. In close coordination with the design department, tailor-made solutions are developed that meet the high demands of our customers.

Software and hardware development plays a crucial role in realizing our innovative systems. Our development teams work on the continuous improvement and expansion of our dispensing systems and self-service solutions. They employ the latest tools and technologies to create products that simplify daily life in gastronomy and even in private homes.

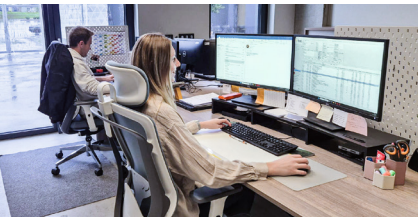
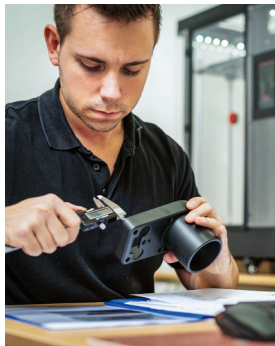
RELIABLE CUSTOMER SERVICE GLOBALLY

Our support and customer service are always ready to assist our customers around the world. Whether it's maintenance or implementing new systems, our team ensures that our solutions work long-term and continue to be optimized. We prioritize fast and reliable service, both on-site and through digital support.

EFFICIENCY BEHIND THE SCENES

In administration, our experts handle the smooth execution of all business processes, from accounting to marketing. They ensure that all areas of the company are efficiently coordinated and that our team always has the best conditions to perform their work successfully.

The combination of technical expertise, creativity, and the ability to find innovative solutions makes our team unique. Together, we work to shape the future of the hospitality industry and set new standards.



FUN AT REDL

EXPERIENCE MORE TOGETHER

At Redl, we place great emphasis on team cohesion and well-being. Beyond daily tasks, fun and togetherness are always part of our routine. Our team members enjoy a variety of shared activities and incentives that strengthen team spirit and create unforgettable moments.

From thrilling **go-kart races** and **corporate Olympics** to **bicycle outings** and **bowling nights**, there's always something happening at Redl! The **Christmas party**, where each employee receives a **Christmas tree** as a special gift, is particularly memorable. Traditional **1st of May celebrations** with the team and their families are also part of our annual festivities, further strengthening our unity.

Together, we maintain a balance between work and leisure that not only enhances team spirit but also brings plenty of fun!





OUR CUSTOMERS IN FOCUS

PERSONAL SUCCESS STORIES

Nothing is more telling than the experiences of our customers. In the following statements, you will learn first-hand how our innovative products and customized solutions revolutionize daily life in the gastronomy sector and beyond. Our customers share their success stories and demonstrate how Redl supports them in working more efficiently, saving costs, and increasing revenues – whether in small businesses or large projects worldwide. Be inspired!

BERNDT QUERFELD, ENTREPRENEUR

»For the Querfeld family, there are a handful of fixed partners when opening or redesigning a venue. For beverage technology, it's Redl. Why? Simple: Because they are the best for us!«

JOSH GOODMAN, CEO POURMYBEER

»We greatly value our long-standing and trustworthy collaboration with Redl. We know that every product they manufacture is made with precision and care that few can offer. We are proud to have them as a partner, and I am confident that they share this appreciation as well.«



Berndt Querfeld at Gasthaus Napoleon, Vienna



Hermann Redl and Josh Goodman, CEO of PourMyBeer



ACTIVE MEMBER OF



CERTIFICATES



+43 2952 2218-0 | info@redl.net

GEWERBERING 8, 2020 HOLLABRUNN, AUSTRIA