

New HOMAG Center in Schopfloch

Perfect synthesis of design and function

There is a new and eye-catching landmark in Schopfloch: The HOMAG Center was officially inaugurated on October 8, 2009. With this new building at its company headquarters, HOMAG is underpinning its position as world market leader in the field of machines and plants for the woodworking industry and woodworking shops. Having extended the production area by 8,000 square metres back in 2007, the latest addition to the company site is a clear statement of the company's commitment to its Schopfloch location.

The HOMAG Center blends harmoniously into the existing building structures, and provides a particularly impressive aspect with its large glazed surfaces and modern architecture boasting linear clarity and generous styling. Responsible for the design are architectural bureaus Gunkel from Pfalzgrafenweiler and Wörner from Freudenstadt, whose progressive technoid concept so impressed the Management Board that they were awarded the contract following an invitation to tender in 2007.

The new building had become an urgent necessity in view of the company's headlong development over its brief 50-year history from modest beginnings to become a globally active company group with a workforce of around 5,000, of which some 1,400 are based in Schopfloch. The speed of expansion meant pursuing an on-going program of structural expansion phases over the decades and taking care to ensure the availability of sufficient space for further growth.

At the ground-breaking ceremony for the new Homag Center on June 10, 2008, there were no signs in evidence of the financial crisis raging in the

economy. Because the strategists at HOMAG traditionally think and act in the long term, the economic recession did nothing to affect the decision taken. Irrespective of any short-term economic developments, the company is committed to pursuing a long-term growth strategy with a view to further expanding its worldwide market leadership. This also applied to the decision to go ahead with the new building, which was taken with a view to creating an optimum environment for customers and employees to achieve joint success.

The result is certainly impressive: A modern building with a total area of 3,300 square metres. The ground floor with its generously dimensioned foyer and reception area is designed primarily as a customer area featuring meeting booths, presentation and discussion facilities and a large conference room. The basement is given over to building services such as electricity, power supply facilities and the air conditioning system.

The 1,800 sq.m. office area which has now been added on floors one to three will ease the overcrowding which had gradually developed over recent years, ensuring greater staff satisfaction, encouraging creativity and efficiency and making for a more motivated working climate. The design of the interior fittings was naturally aimed at making staff feel at home in their new surroundings and at their various workstations. An open-plan, communication-oriented office landscape with new furniture and a communication core at its centre provides ideal conditions for personal, direct exchange of information. On the first floor, the Sales Department has already taken up residence. The second floor will be home to the Research & Development Department, while the administrative areas of Controlling, Accounts and a part of the Board of Management will occupy the third floor.

A particular source of pride at HOMAG is the almost perfect adherence to budget allocated one and a half years ago throughout the whole of the

construction period as a result of strict cost controlling. One aspect which has doubtless had a major role to play here is the large number of regional tradesmen commissioned to carry out the work who all held rigidly to the specifications.

As the HOMAG success story will certainly not end with the new HOMAG Center, plenty of space has been planned to accommodate the company's promising future development and allow for further growth on the Schopfloch site.

For more information, contact

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