

NÖN: Melk

ECONOMIC DEVELOPMENT

After Hofer's Departure Comes Growth

Leading pool-supply retailer opens distribution hub next to the West Motorway. A total of 14,000 square meters of warehouse space is being created.

BY MARKUS GLÜCK

LOOSDORF When the Hofer central warehouse in the Loosdorf industrial park closed in spring 2020, there was much speculation about the further development of the logistics area with around 48,000 square meters of hall space (as previously reported by NÖN). Then—almost a year later—Salzburg-based logistics provider Quehenberger purchased the entire central warehouse and later announced full occupancy again.

In 2024 the logistics company announced that the industrial site would be expanded with three construction phases. The concept was developed together with F&S Real Estate Solutions; two of the three halls are already finished, and construction of the third hall has begun.

While the first hall had already been occupied by a company months ago, the second was recently filled—after completion of the building. The new tenant is SSA Fluidra Austria GmbH. The Austrian wholesaler is a leading provider of pool equipment and pool supplies. With this, Loosdorf becomes an important logistics hub—second only to the company's main location in Salzburg.

"Our location lies along the axis of Linz–Vienna and thus in the most densely populated part of Austria—perfect for 'Pool and Wellness' logistics," says Hannes Schmidt, Head of Operations.

SSA Fluidra is using more than 6,000 square meters in the new central warehouse. Incoming goods, order picking and outgoing goods take place in a multi-sectioned hall. Additionally, take-away items are sold in a shop for reseller customers.

"We now have completely new opportunities to serve our customers as a wholesaler. At the same time, we find the qualified staff we need here. Both have a positive effect on our growth," Schmidt is convinced. In the end, more than 100 jobs will be created. Those responsible for development in Loosdorf, including F&S Real Estate Solutions and Schisenrig

Real Estate Investor, are satisfied. The entire business park will, after completion of the third construction phase, comprise around 35,000 square meters, more than 14,000 square meters of which will be warehouse space, including deep-freeze storage. Additional usable space for offices, shops and social rooms totals nearly 2,000 square meters. In the end, more than 100 jobs will be created. "The entire facility is built as a 'Green Building' according to the highest standards," says Walter Schisenrig.

Among other things, the energy demand for the refrigeration unit is fully covered by heat pumps and photovoltaic systems. The PV system alone generates so much electricity that around 400 single-family homes could be supplied. All excavated material was reused on site and not transported away.

Loosdorf's mayor Thomas Vasku (SPÖ) is pleased with the development of the industrial area, especially in times of tight municipal budgets. "We need investments from outside to maintain the quality of life in the municipality through taxes and levies. Investments are no longer a matter of course today. Projects are therefore very welcome," emphasizes Vasku.

Compared to the Hofer central warehouse, however, municipal tax revenues are currently lower. At peak times, Hofer generated 2.2 million euros; currently the figure is barely 2 million euros. The reason is the lower number of employees—from 280 to 100. The Loosdorf industrial park was originally designated in 1998 with an area of 25 hectares. "There is still no planned development," Vasku says. "We sell whatever is available, although not everything is completely sold out yet." There are still opportunities for the future. The development concept also includes possible gas-station businesses such as Jet and KFC in the Western triangle.

Currently, sales discussions are underway with the owners for another pasture area. Another opportunity still exists in Mozartstraße.