

INDUSTRY & TRADE

SSA Fluidra Austria Opens New Central Warehouse in Loosdorf

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The pool wholesaler has moved into a new building section in the business park along the A1. Construction of Building Section III will begin shortly.



Image: F & S Real Estate Solutions GmbH – Jürgen Kranzler / Building Section II in the Loosdorf business park will serve as the central warehouse for the Salzburg-based wholesaler for pool supplies and pool equipment, SSA Fluidra Österreich GmbH. The hall is designed as a “green building” and is energy-autonomous.

The business park in Loosdorf, located directly on the western motorway, continues to grow. At the end of October, tenant SSA Fluidra Österreich GmbH from Grödig near Salzburg took over another building section. The wholesaler of pool equipment and pool accessories will now use the multifunctional site with more than 6,000 m² as its new central warehouse.

“Building Section II was completed within just eight months of signing the contract and delivered on schedule. This is record-breaking,” says Alexander Liebwein, Managing Director of F & S Real Estate Solutions GmbH, referring to the general contractor. Together with Salzburg-based commercial real estate specialists Schisernig Real Estate Investor, the company was commissioned with the development and construction of the Loosdorf business park.

For tenant SSA Fluidra, Building Section II becomes another strategic hub of the company alongside its headquarters in Salzburg. “The site is located on the Linz–Vienna axis, which is the strongest sales region in Austria for pool and wellness products,” emphasizes Operations Manager Hannes Schmid.

SSA Fluidra uses more than 6,000 m² in the new central warehouse. Goods receiving, storage, and dispatch – including automated order picking – are housed in a multi-section hall. Additional takeaway items are sold in an on-site shop for resellers.

“We now have entirely new opportunities here to expand our business as a wholesaler. At the same time, we can recruit the qualified employees we need locally. Both factors will positively influence our growth trajectory,” says Hannes Schmid. He also highlights the rail connections, which allow employees to commute using public transport.

Since 2022, Schisernig Real Estate Investor and F & S Real Estate Solutions have been developing and constructing the Loosdorf business park. The project is being built in three phases, each with a hall individually tailored to spatial and functional requirements. Construction of Building Section III will begin shortly.

The entire business park will cover around 35,000 m², with more than 14,000 m² of warehouse space, including areas for deep-freeze storage. Additional usable space for offices, shops, and social areas totals around 2,000 m². The project is expected to create more than 100 jobs.

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