

FORSTER

directions

The magazine for staff and business partners
of the Forster Group

#1 · June 2026

3 questions for:
Christian Forster

> page 10

How does a
university library
work?

> page 14

A new visual
identity for the
Moststrasse

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**Innovation, quality and
sustainable solutions since 1956**

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EDITORIAL

Dear Readers,

Our 70th company anniversary has been a perfect occasion to relaunch our company magazine. This is the first issue published under the new name of **“directions”** – a name most deliberately chosen. It points to the fact that Forster provides a focus point, indicates pathways and contributes to new developments in many sectors. At the same time it recalls our roots – the product that started everything: signage.

In this first issue we look back at Forster’s history, point out current projects and dare take a look at which way our company may venture in the coming years. All this emphasises that our past provides a strong foundation for everything that is still ahead.

My personal aspiration is to responsibly take Forster forward and lead it in a way that allows us to pass on to the next generation a healthy and successful enterprise – with respect vis-à-vis our history and the individuals who have built up Forster over the past 70 years, with confidence in our strength and with an open mind for everything that is still to come.

We want to celebrate our anniversary with all those that have a bond with Forster. For this reason we cordially invite you to our Open Door Day on 19 September. We look forward to offering you a glimpse of our work and jointly raise our glasses to toast 70 years of Forster.

Enjoy reading this very special first issue of “directions”!



Pamela Forster
CEO
Forster Holding GmbH

“DIRECTIONS”

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inside **FORSTER**

Saturday, **19** September 2026

Open Door Day

According to our motto "inside Forster" we will open our doors on 19 September 2026, inviting everybody interested and curious to an eventful day at our premises. From guided tours to a children's programme, music and virtuals, our guests can expect a varied choice suitable for the entire family.



GUIDED TOURS:
exciting backstage
glimpses



BOUNCY CASTLE:
fun for our little
guests



CRANE ACTION:
view the location from
30 metres above ground



FREE ICE CREAM:
for all kids, while
supplies last

Refreshments are provided by the Voluntary Fire Brigade of Wirts, and a fitting musical ambient is ensured by the Ybbs Valley Brass Band.

*We look forward to
welcoming you!*



A history of innovations, quality and sustainable solutions

In the course of seven decades, Forster grew from a regional crafts enterprise into an internationally operating business. Its success has been based on solid know-how, stringent quality standards and full vertical integration.

1956

Franz Forster sen. launches a new business at a former scythe hammer mill at the Schwarzbach.



Production of embossed signs and traffic signs.



Forster is the first manufacturer in Austria to introduce silk-screen printing for sign production, at the same time starting production of advertising signs and adhesive labels.

1966

1972

The first gantries made by Forster are set up at Graz, by Forster's own installation crew and car fleet.



1977

A location is purchased at St. Peter/Au to accommodate the new noise control division.



1976

178 staff

Forster first achieves milestone sales of 100 million Austrian Schillings.



1977: Forster is awarded the right to carry the federal coat-of-arms.



Christian Forster joins the company, becoming CEO in 1992.

1978

2025

The Forster energy centre at St. Peter/Au goes on line, enabling the company to powder-coat with ecologically obtained energy.



Pamela Forster joined the management of Forster Holding in 2025 and represents the third generation to lead the family business.

2026

2015

Integrated management system is introduced.



2016

Innovative printing technologies, such as hologram printing, are kicked off.

1987

The first major order of a FOREG shelving system by the Austrian National Library marks the launch of the new shelving systems division.



2010

Pioneering noise control developments are advanced.



1997

Digital printing is introduced.



The site of today's headquarters at Weyrer Strasse 135 is opened.

1981

Companies established, affiliates and associates:

- 1987: Colberg & Forster GmbH at Peine (Germany)
- 1989: Arbitec-Forster GmbH, domiciled at Neuss (Germany)
- 1994: Forster Ecospace Limited (United Kingdom)
- 1999: Wako-Forster Spółka z o.o. (Poland)
- 2000: Forster Archiv- und Verkehrstechnik GmbH (Switzerland)
- 2007: Samodef-Forster Sarl (France)
- 2008: Forster archivna a dopravná technika s.r.o. (Slovakia)
- 2012: FORSTER RO S.R.L. (Romania)



Pioneers of traffic engineering

Ever since 1956, Forster has been a key contributor to modern traffic management. Starting out with embossed traffic signs, our enterprise has become a leading manufacturer of innovative traffic engineering systems and products.

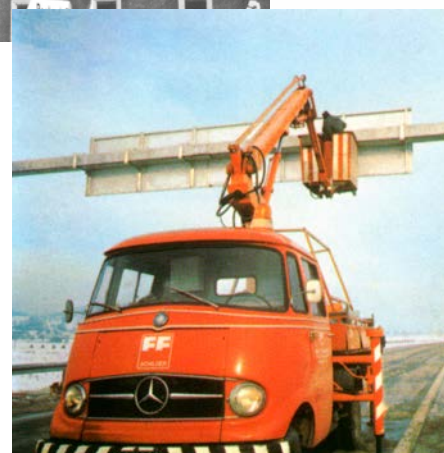
The Austrian Highway Code entering into force in 1961 gave an enormous boost to the use of clear and reliable traffic signs. Forster promptly recognised the sales potential and kept its product portfolio on an exponential path.

INNOVATIVE IN MATERIALS AND PRINTING TECHNIQUES

While earlier street signs had been made from painted sheet steel – heavy, prone to corrosion and high on maintenance – today the company is focusing on high-quality materials such as aluminium. Modern traffic signs are corrosion-resistant, keep their shape and are designed for many years of use. The development of screen-printing has produced clear contours and long-term brilliant colours. Today's digital printing achieves a new scale in production and flexible solutions – such as printing on demand.

BETTER FILMS FOR BETTER VISIBILITY

A milestone along the goal of traffic safety was passed by the introduction of high-performance prism film in the mid-1990s: where in former times painted non-reflecting signs were difficult to see, modern retroreflection film ensures good and consistent visibility, even when motorists are driving in the dark, rain or generally bad weather. Its introduction makes traffic signs more noticeable, and thus contributes to reducing accident risks.



OVERHEAD SIGNS

Forster sets new standards also when it comes to construction. In the 1970s, Forster aluminium gantries became widely used. In introducing overhead systems, spans of 24 metres were achieved by 1976. Even more impressively, spans of 55 metres in steel for truss structures are realistic today.





DYNAMIC TRAFFIC MANAGEMENT

Variable message signs that allow for flexible and secure traffic management came in the 1980s, experimentally implemented with a range of technologies.

The winners were prism-type message signs, which feature motor-powered rotating prisms, and a fibre-optic technology which was replaced by LED signs at the turn of the millennium.

A major focus on motorway construction and the growing need for dynamic traffic management resulted in the establishment of large-scale innovative traffic control systems.

DEVELOPMENT IN TUNNELS

Forster also made an essential contribution to traffic safety in tunnels: where earlier tunnels were fitted with simple static signs with integrated fluorescent lamps, today's signs use high-power third-generation LEDs. Corrosion-proof special steel housings have replaced aluminium as the new material of choice. Information signs and traffic signs score with their high reliability, long service life and simple maintenance.

SUSTAINABLE IN QUALITY AND EXPERIENCE

Seven decades of ongoing development stand for technological know-how and consistent maximum quality. Forster combines innovation with adherence to legal standards, creating solutions that offer orientation and protection to millions of users day in day out.



TRAFFIC ENGINEERING TODAY: MODERN INFRASTRUCTURE FOR DRESDEN

Looking from early developments to today's large-scale projects it is notable how much traffic engineering, requirements and implementation competence have progressed. A current example would be the traffic engineering project at the Dresden West triangle which was completed in mid-March 2026. The three partly walk-on gantries are fitted with large signs, of which two have energy-efficient, particularly sturdy trivision prisms. They were the first collaboration of a syndicate with Colberg & Forster and EUROVIA. The team faced the challenge of coordinating their works in the face of a complex stop-and-go scheme to handle the intense traffic flow of the motorway section.



Forster in 2036: Innovation as a constant

History continued into the future: from its origins as a producer of traffic signs to a prestigious internationally operating business – every successful history survives by continuing.



For this reason, this article looks forward. Andreas Grader, managing director of the operative Forster companies, provides insights into the crucial focal points of the future. Our path is based on four strategic pillars:

1. **SUSTAINABILITY AND GREEN PRODUCTION** **ACCOUNTABILITY AS PART OF HOW WE SEE OURSELVES**

Sustainability is no longer optional – it is a key component of modern industry. For Forster, it means more than just energy efficiency or solitary ecological measures. It is about continuing to produce economically, regionally and responsibly in the future.

To this end, we focus on consistently reducing our emissions along the entire value-adding chain, from procurement to production to logistics, application and development of our products. For us, sustainability is seen not as a discrete project but as a long-term challenge that combines several segments of our company. A critical factor is to continue to automate our production process. State-of-the-art manufacturing systems help us use our resources with a tight focus, make our processes more stable and avoid unnecessary losses.

2. **TECHNOLOGICAL AND DIGITAL TRANSFORMATION** **DIGITALISATION WITH A CLEAR BENEFIT**

Opportunities arise from the refinement of internal processes, but also from new products and services. Accordingly, over the next years we will accord ever greater priority to extending our portfolio by digital applications, ranging from apps for street furniture to intelligent control units for previously purely analog products. The resulting solutions will become more functional, as well as better networked, more efficient and nearer to customers' needs and requirements.

Similarly, full digital transformation in production opens new opportunities. When data on orders, production progress, delivery dates and possible delays are made available with greater transparency, processes can be controlled more easily and decisions made quicker. The object is to provide data exactly where they are needed, at the right time and in a coherent form. In this way, automated information of delivery delays or changes can help us respond early, harmonise processes internally and inform customers more reliably. Transparency thus becomes a key module for efficiency, quality and trust.



3. EXPANSION AND DIVERSIFICATION NEW MARKETS WITH A CLEAR DIRECTION

Slacking has never been part of Forster's DNA. Accordingly, the targeted expansion of our divisions will be among the main tasks of the coming years.

One prospective target is identifying new products and technologies which may still be in the pipeline today but offer a major potential for future uses. These include the sector of printed electronics and functional printing. Forster can draw on long years of experience in printing technologies, a know-how that may serve as a foundation to develop new uses and expand existing competences.

Conceivable are sensor applications that add information to the end user, make products more intelligent or open up new opportunities for use. In a similar way, applications to check delivery chains, track deliveries or improve QA may play a role in the future. Much of this is still in the range of imagination, but it is exactly such fancies that may emerge as novel sectors, new skills and long-term strategic opportunities.



4. PEOPLE AND CORPORATE CULTURE CHANGE REQUIRES JOINT ACTION

No matter how much importance you accord technology, markets and processes – the focus is always on people.

Exactly because so much is in flux, corporate culture will further grow in importance in the future. Transforming current processes will be successful only when it is taken on by everyone on the staff. Change needs trust, understanding and the will to involve oneself with new approaches. Forster is in the middle of a generational change. In the long term, we are encouraging new staff members and knowledge bearers who supply new perspectives and exciting approaches. This combination of experience and a new momentum will be crucial for our success in the years to come.

A key priority is personal and professional advancement. Our range of further education and character-building programmes will continue to be a central factor of our corporate culture. Jointly with strong external partners we are developing options to improve knowledge acquisition, encourage skill development and strengthen individuals in the long term.

After all, modern companies need not just specialist know-how but also individuals who willingly accept responsibility, work together and actively contribute to change.



“Our critical mission is to take responsibility”

Christian Forster headed Forster Holding as its CEO until 2024, shaping the fate of the Forster Group for many years. At the occasion of the company's 70th anniversary he analyses pivotal experiences, successes and values that characterise Forster throughout its life. Personal, reflective and looking back at the past, present and future.



Christian Forster headed Forster Holding as its CEO until 2024.

Is there any challenge from the first years that has accompanied you through all that time?

What I remember most distinctly is my spell in Bagdad some 40 years ago. Shortly after joining the company I was entrusted with setting up a local production plant for traffic signs and gantries, and training the local staff. I had little experience and with mobile phones and e-mails non-existent, this was a major challenge, but also incredibly instructive. Similarly formative were my business contacts in Japan, Hong Kong and Singapore, and getting acquainted with Asian life philosophies and business practices. These experiences still influence my approach to many situations in my day-to-day business life.

Given Forster's development, what is it that you are particularly proud of?

Forster is celebrating its 70th anniversary, and has grown into a group of more than ten individual companies and stakes in six countries, and about 600 employees. This growth has been made possible by ongoing investments from the cash flow generated in-house. I am especially proud of our progress towards exporting – starting in Bagdad, when only a handful in the company were able to handle the English language – towards an internationally successful business that has an export share of 50 percent. This is what we and our employees can be very proud of.

What are your wishes for the future of Forster – and what should remain exactly as it is?

Questioned about what sets my company apart I have long since found my own answer: Forster is a trustworthy, innovative, modern, successful and at the same time down-to-earth family business.

What I wish is that we can convincingly say this also in the future. To this end we need a problem-solving attitude, openness and loyalty within our management team and owners. Mistakes can and will happen. But it is crucial that we take responsibility, stand by it and find solutions together. When we can keep up this attitude I am convinced that Forster will be able to successfully cope with the future.

c. **110**,000,000
Euro in sales

>4,000
customers

>40
export countries

Years since Austria was
last a contender in the
FIFA world cup.



28 soccer pitches:
That is the total surface area
of the noise control elements
delivered each year.

150,000 cranks have been
manufactured over the past decades ...



... as have around **15** million
shelf panels. This corresponds to
a stretch of shelving space from
Vienna to Beijing and back again.

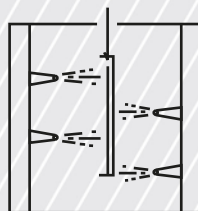


55,000
traffic signs sold per year

Number of
days per year

365

Number of colours mixed
for powder-coating per
year



250,000 square
metres of film and adhesive tapes
were processed in print production
in 2025.

FORSTER FACTS



>16 years is the
current average employ-
ment period at Forster.

47 years was
the employment
period of the
longest-serving
employee.



250
apprentices so far trained
by Forster



Clips: a small detail that takes on a leading part

Elisabeth Fösl,
Jasmin König and
Anesa Kovacević
show us around
their clip produc-
tion workshop.

Clips are plain and inconspicuous. But their effect is essential: they safely attach traffic signs to their support, thus providing permanent stability.

Novel designs, including some that were contributed by Forster, produced well-conceived attachment systems for traffic signs. Nowadays, signs can be fitted with just a few turns to ensure that they cannot be rotated. They are neither drilled or otherwise aggressively handled, so there is no corrosion, and the screws themselves are similarly corrosion-proof. Ongoing improvements, such as doing without any plastic parts, have made the gadget much more robust.

SUITABLE VERSIONS FOR ALL DESIGNS

Depending on the type of sign chosen, we have a choice of attachment systems. Originally we used KC-clips for flat signs but when the more stable Formline programme emerged in the late 1980s, this required the development of a new clip, the so-called F-clip. Later, we created U-clips and TR-clips for Alform signs.



120,000
clips a year are made by Forster.

341
clip models are available. Our staff-to-customer helpdesk or the configurator in our online shop help you find your way through the prolific choices.

KC-clips come in varying lengths, depending on the shape of the sign. Our configurator in the Forster online shop helps you find the matching clip. It guides you step by step through the available programmes, suggesting suitable models for your choice of sign and upright. If you forego flat signs, the clips need not match the shape and are thus easier to handle.

ATTACHMENT METHODS OFFERED BY FORSTER

Our products have always been made in-house. In the die-cutting centre at our St. Peter/Au location they are cut and punched from an extruded aluminium section by a tool custom-made for Forster. Assembling and picking are carried out at Waidhofen/Ybbs.

CHECK LIST:

☐ **Type of traffic sign**



Flat

KC-CLIPS



Formline

F-CLIPS



Alform

U-CLIPS

Length of clip
(Help comes from our traffic engineering catalogue, online on shop.forster.at or helpdesk.)

☐ **Diameter of tube upright:**
48 mm / 60 mm / 76 mm / 90 mm

☐ **Form:** standard / high

☐ **Attachment:** on one side / on both sides

TIPS FROM OUR SALES DEPARTMENT:

“From my practical experience: if you need to instal a single Formline sign and you are in a hurry, you best choose the WEF clip. It allows you to attach the sign and the clip separately to the upright.”

Claudia Boes
customer service and sales

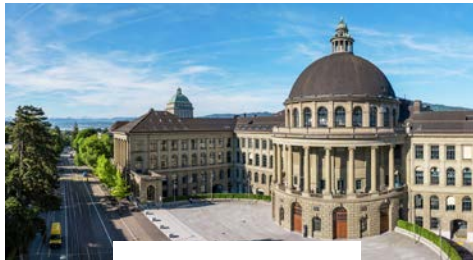
 **directions**

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How does a university library work?

ETH Zürich:

André Reichmuth, operating manager of the ETH library at ETH Zürich, grants us a rare glimpse of the workings of the university library. The storage systems were chosen to fine-tune organisational requirements, accessibility and future-proofness. Forster has been accompanying the ETH library for many years in all its decisions on extensions and conversions, regularly implementing joint projects for the storage space and the historical archives of the university library.



The Central ETH Campus (above) and the Hönggerberg Campus (below) of ETH Zürich.



What are the standing and location of the ETH library?

André Reichmuth: The ETH library is Switzerland's largest public library for life sciences and technology. The collections and archives of our library harbour valuable original stocks of scientific and cultural relevance, such as the Einstein Collection, the Thomas Mann Archives, or works by Galileo Galilei. The ETH library has sites at its Zentrum Campus, which hosts its main section at the ETH main building, the green library of the environmental sciences, and the GESS library for the humanities, social sciences, business, law and politics. Added to this the Hönggerberg Campus with an architecture and civil engineering library and the depot library.



How does day-to-day operation work with regard to depots, open-access and take-out access?

The ETH library is organised chiefly as a magazine library. This means that printed media are mostly in closed magazines. Users order the titles through the research platform ETH-Bibliothek and the staff make them available. In addition there are open-access stocks at some locations where students can take them from the shelves. A key part of the offer is digital access to the electronic media licenced by the ETH library. With its e-preferred strategy, the ETH library prioritises digital contents, combining a classical magazine system with a comprehensive digital offer.

Who decides which documents, writings and cultural artefacts are to be archived?

The ETH library has established a clearly defined profile for acquisitions and collections which serves as the foundation for all decisions on its stocks. This profile is closely tuned to fields taught and studied at the ETH, so that the supply of literature and information is matched to the needs of students, researchers and teachers.

Another important section is the university archives of ETH Zürich, which keep the historical records of the university. These include administrative files, documents on the university's development and bequests by its professors. The archives warrant that the institution's history is preserved and accessed in the long term. Added to this are various special collections and archives which are tasked with instructions by the university management and which comprise collections of science history, photographic archives and legacies.

What is usually stored on the Forster shelves of the ETH Zürich depot?

In the depot, we usually keep files and documents in boxes, but also photographs of all types, whether negatives or glass plates, small and large-scale formats and scrapbooks. The shelves also stock old prints, technical collections and works of art such as paintings, figurines and sculptures.

How does the ETH library make sure that valuable or delicate stocks will be best protected in the long term?

Rarities and unique pieces are kept in specially secured rooms at the ETH library and guarded by an oxygen reduction system. We provide the best possible climatic environment and protect the stock from water and electric damage. Moreover, we take measures to keep the stock in good condition by, e.g., restoring books.

What are the criteria for deciding on a given shelving system or storage solution?

In addition to space-saving criteria and economy, we require flexible systems in order to cover to the best possible extent the varying requirements of the departments. Availability and understanding among the users are crucial in order to tailor systems to needs. A factor of major importance is prompt services when it comes to repair works, which ensure sustainable and successful collaboration.



The decision for a shelving system is more than just a question of furnishings and fittings.

André Reichmuth



The decision for a given shelving system is not just a question of furnishings and fittings. It directly impacts on the efficiency, safety, security and user-friendliness of the day-to-day work in our library or archives. Forster has convinced us with its detailed and exact planning, space-saving solutions and wide range of components – which provide the groundwork for our sustained cooperation.



Flexible FOREG system components warrant optimal storage – whether the pieces are flat-stored deeds or delicate objets d'art.



When noise control turns into a complex engineering task

A81 Böblingen: the curved noise barrier along the A81 shows how much engineering know-how is behind an apparently simple component.

The former airfield of Stuttgart-Böblingen currently features a to-scale promise rather than a finished structure: a model noise barrier for the A81 upgrade between Böblingen and Sindelfingen. Facing the structure, you can see not just panels, uprights and covering sheets, but rather the current result of about 18 months of engineering prowess – and the start of a project which needs to combine a multitude of design details, production issues and installation logistics before the wall can be completed.

LARGE-SCALE PROJECT AT A BUSY TRANSPORT LINK

It is a gigantic frame: the A81 is being extended to six lanes for about 7.2 kilometres between the Sindelfingen-East and Böblingen-Hulb junctions. By 2030, 107,300 to 151,000 vehicles are expected to pass it every day, of which 10–12 percent will be trucks.

At its core, the noise barrier is a lid-type structure (Goldberg tunnel) of

a length of 850 metres, which is designed to substantially reduce the traffic noise generated at the densely populated districts of Böblingen and Sindelfingen. It will be adjacent to altogether 3.4 kilometres of noise barriers. And this is where Forster's expertise comes into play: developing a barrier that is acoustically effective, statically sound, aesthetically pleasing, easy to maintain and perfectly suitable for its surrounding.

FROM A CONCRETE CONCEPT TO A LIGHT-WEIGHT STRUCTURE

Initially the curved noise barrier was to be built in concrete. But it soon became obvious that the weight of the required design and, especially, the resulting masses would not be feasible in logistic terms. The solution is a light-weight structure made of steel and aluminium, a decision that did not simply involve changing to another material, but translated into a full-scale project restart. Forces applied, connections required,

sealing capacities, installation processes, access for maintenance and the overall optical appearance had to be completely revised and matched to new requirements.

When completed, the barrier will rise to 8.5 metres. Its arched shape is not just a unique feature, but contributes to the noise control effect and blends in with the overall structure. It connects to the motorway roof and needs to ensure accurate transitions to the underpasses, supports and open-air structures. Plans provide for some 780 open-air supports of 4 metres each and about 90 construction supports spaced at 2 metres – for a stretch of some 3.4 kilometres.

Particular attention needs to be devoted to ensuring access to on-going inspections and maintenance works. To this end, a catwalk will be fitted near the top of the wall. After completion of the first specimen, the concept was re-adapted: a technical revision came to the conclusion to have just one catwalk rather than the two originally planned ones. Instead, the transverse guys will be fitted with additional inspection openings across the entire height of the barrier. Every 60 metres or so a maintenance staircase accesses the catwalk, which also gives access to these openings. The baseplate includes hinged inspection holes to check the prestressed anchor bolts. Such adaptations make it clear how important it is to have a first specimen – it is not just for presentation but also a test rig for design, operational ease and future maintenance work.

MANY SMALL TAILORED SOLUTIONS

Leak-proofing is central to the structure. Maintenance holes, leaks and expansion joints must not weaken the structure's performance. Water must not penetrate the structure. The materials' expansion, movement of bridges and the three-dimension-

al form call for meticulous analysis and planning for the smallest detail. In a case like this cantilevered noise barrier which spans across the entire traffic lane, it is such details which decide on the durability and operational safety of the structure.

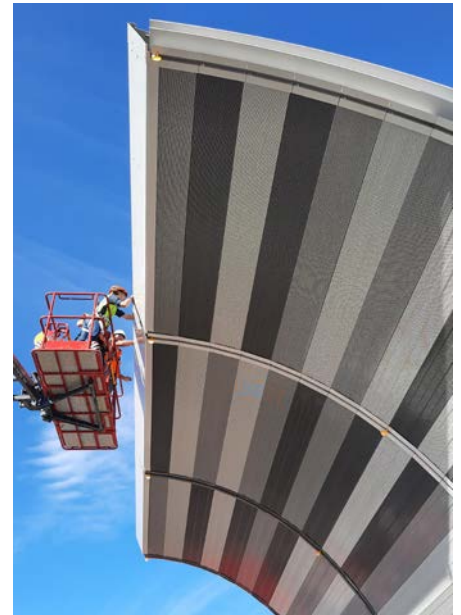
Another challenge is the snow break-away edge, especially at the inclined ends of the noise barriers. Since every angle differs, the design was not just simulated by 3D planning but a separate specimen was set up at the St. Peter/Au plant, which enabled us to check the geometry, production and installation close to reality.

SHAPING WHAT IS VISIBLE

The noise controlling elements are made in three distinctly different grey nuances which are arranged in seemingly random order, varying between light and dark depending on the location. At its backside, the sheeting is fitted with a screen print that looks like a tree – a design element which embeds the technical structure in its surrounding. The barrier should do more than just function – it should harmonise with its urban environment.

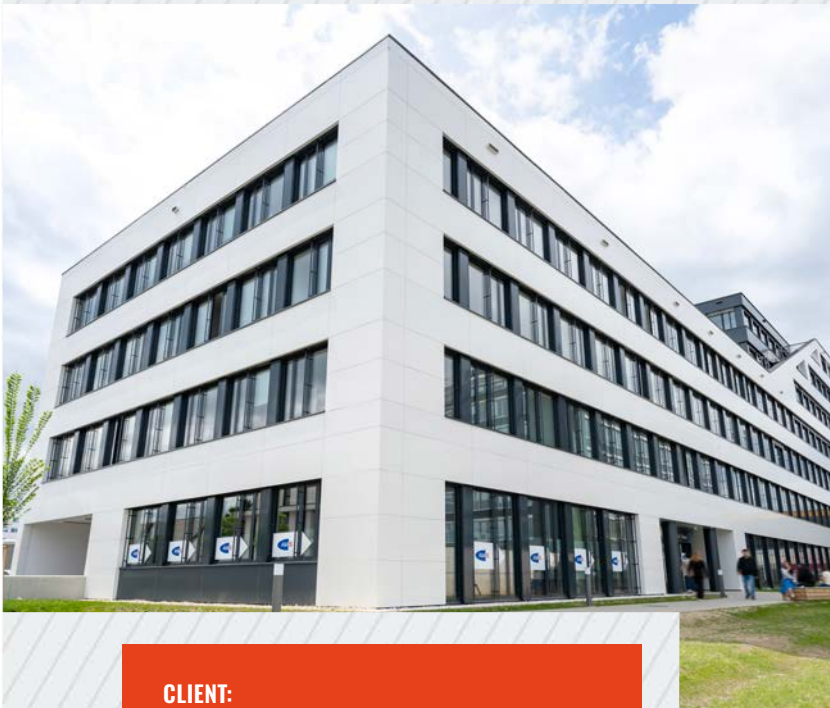
A STRUCTURE FOR MORE SILENCE

The curved barrier along the A81 is an example of how to use technological expertise to turn an idea into an actual structure that can be built, set up and maintained. Currently the airfield shows only the specimen, but the order for the finished barrier has already been awarded: it is expected to be completed in early 2028. By this time, the specimen will gradually grow into a structure that swallows noise – and demonstrates how much noise control can profit from excellent engineering.



For the snow breakaway edge each angle had to be computed and manufactured individually.

Profile: AMS Lemböckgasse



The Public Employment Centre AMS Vienna has moved into its new branch at Lemböckgasse in the 23rd district, a modern building that boasts generous room heights of almost 3 metres, thus creating an open and pleasant atmosphere, also in the waiting rooms. The architectural concept is supported by a modern routing system: clear and contemporary signs in the signature AMS colours underline the uniform appearance and help users find their way intuitively.

CLIENT:

AMS Vienna, regional office

DESIGN:

d-licious Grafikdesign und Signaletik e.U.

PRODUCTION & INSTALLATION:

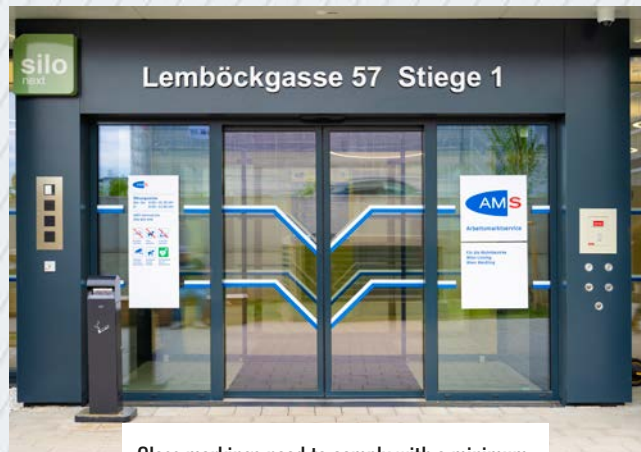
Forster Verkehrs- und Werbetechnik GmbH

COMPLETION:

Februar 2026

PRODUCTS:

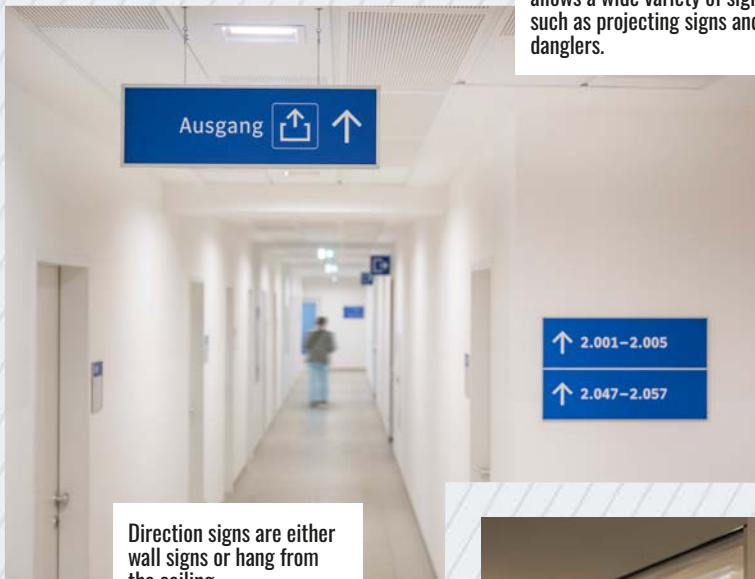
- Door signs (Combiflex Mero)
- Direction signs (wall signs: Combiflex Mero, ceiling dangles: CF10)
- Information signs and floor maps (Combiflex Mero)
- Projecting signs (CF10)
- Glass markings as per Austrian Standard ÖNORM B1600
- Adhesive film and decorative glass film



Glass markings need to comply with a minimum contrast defined in Austrian Standard ONORM B 1600 "Accessible building construction – Design principles" (e.g. for sidewalks, ramps, lobbies and doors).



The modular principle of the CF10 allows a wide variety of sign types, such as projecting signs and ceiling danglers.



Direction signs are either wall signs or hang from the ceiling.



200 Combiflex
Mero door signs will be used.



Combiflex Mero (natural anodised aluminium) is characterised by its elegant flat shape.



Verification to be on the safe side: Wolfgang Hackl and Manfred Weichselbaum check the vacuum sensors fitted to the grip to ensure that the piece to be printed is kept in place.

Shadowing the experts:

Fully automated into the future of advertising

Roboprint plant: We accompany Wolfgang Hackl and Manfred Weichselbaum when they retool the fully automated screen-printing line.

Testing, checking, readjusting – and back to step one. Burning the mid-night oil far into the night. This was how Wolfgang Hackl passed his days (and nights) when the Roboprint plant came alive at a Forster research project in 2024.

MAXIMUM PRECISION IN PRINTING

The task sounds unspectacular but really packed a punch: applying conductive heat layers by screen-printing – with an accuracy that permitted virtually no tolerance. After all, the stringent testing requirements for conductivity and electric resistance had to be met.

From the start it was obvious: if we wanted to preserve this level of quality, we could not trust to chance: dust particles, minuscule scratches, even minute variations caused by manual handling – all this had to be prevented in actual practice. Step by step, our vision of fully automated screen-printing came true.

SCREEN-PRINTING FOR THE FUTURE

When entering the plant today, the first thing we notice is the screened-off cleanroom which holds the first high-precision robot. Using controlled expanding magnets, the tool grips

the pieces, lifts them and positions them exactly on the screen printer. Once printing is finished, the piece moves right into the drying line which is heated up to 220°C. Depending on the material it cures either solvent-containing or UV-based dyes. At the end of this line, a second robot waits, taking up each piece and checking them for appearance and electric parameters, before it stacks them neatly for further processing.

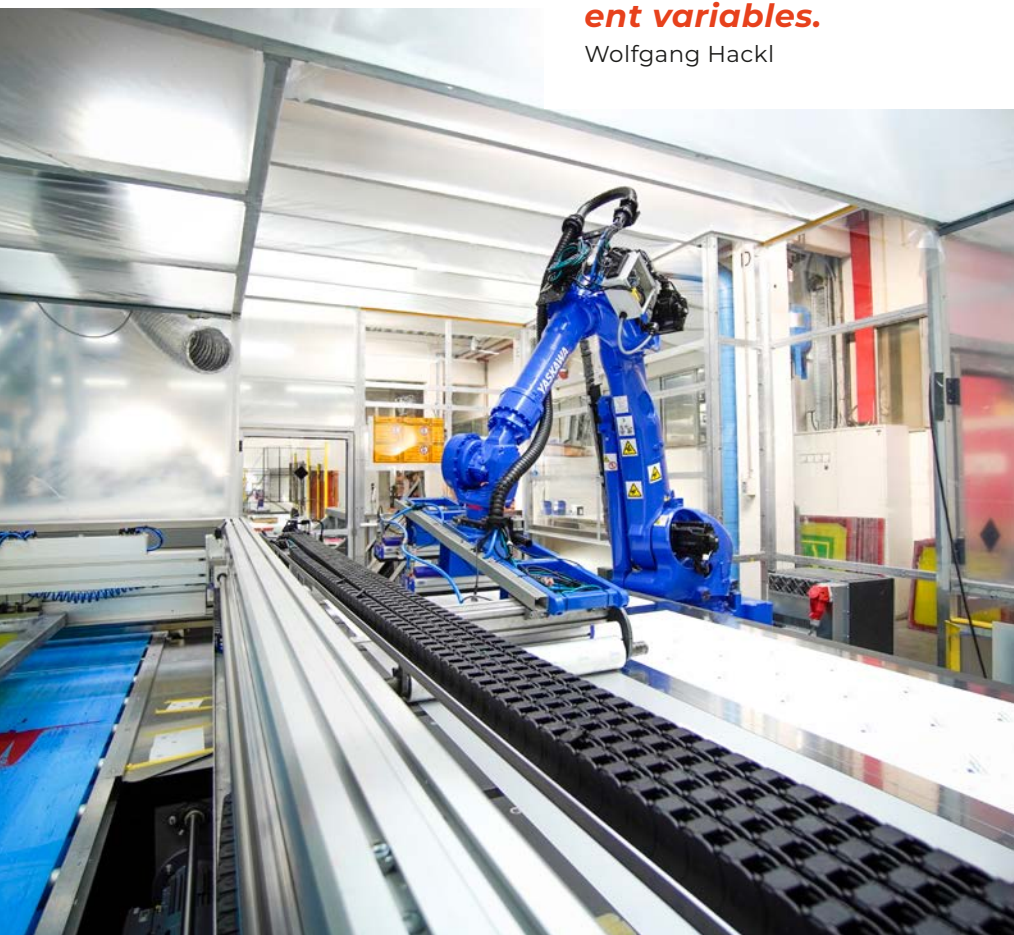
But what about the human operators? They still play a key part, but in a new role: rather than positioning the parts, they provide the supervision – monitoring processes, evaluating results, fine-tuning dyes. They need not so much manual skills than sensitivity

and technical understanding. Robotic screen-printing offers many more applications than the classical version: advertising displays are combined with technical features and produced economically even in large runs. Printed surfaces and conductive structures provide the basis for new interactive advertising opportunities. And the quality still remains paramount.



With our robo screen printer we achieve uniform quality without any trade-offs – thanks to optical image recognition and constant ambient variables.

Wolfgang Hackl



Visible identity
produced
regionally



A new routing system for the Moststrasse tourist region:

When a region renews its public visual identity, much more is involved than just new signs. The point is orientation, recognition, identity – and long-term quality. Forster undertook the production and installation job.

The project centres around a consistent and modern presence of the Moststrasse region on the occasion of the 2026 Lower Austria State Exhibition at Amstetten-Mauer. The new routing system is designed to guide guests through the region, point out restaurants and eateries and altogether strengthen the characteristic image of the Moststrasse. Golden yellow as the colour of choice ensures a high recognition value and a striking presence in the scenery. Implementing the concept required a combination of precise metalworking skills, high-quality surface coating, digital direct printing and robust production.

PARTNER SIGNS: COMPACT, PREMIUM QUALITY AND RESILIENT

An essential part of the new routing system consists of the 170 partner signs which indicate who is part of the Moststrasse, thereby making the regional businesses more visible. The design is intentionally compact, yet of the highest quality and robustness.

Direct digital printing on coated aluminium ensures clean and highly detailed visualisation of the design. At the same time it provides for a sturdy surface that meets all criteria required for open-air use. Such durability is of the essence especially with tourist guidance systems: the signs need to remain readable, colour-stable and optically pleasing for many years. Each partner sign was delivered with a wall attachment that makes them easy, stable and clean to instal.

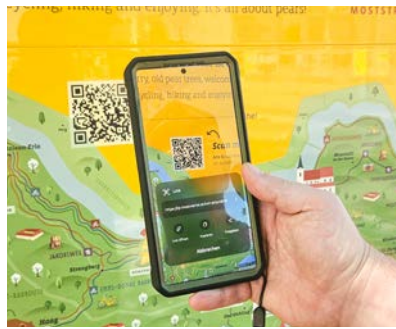


SUSTAINABLE ENGINEERING TO BENEFIT THE ENVIRONMENT

A particularly sustainable aspect of the project was its handling of existing monument signs for advertising purposes. Six of the sites were already provided with such signs where the basic structure could be put to use. Instead of building new signs, existing signs had their panels replaced (CF 60) by the new images.

This approach is a felicitous example of sustainable sign engineering: systems were upgraded rather than removed. This saves on materials and extends the useful life of existing structures.

60 panels
were replaced at
existing monument
signs in the region.



Matthias and Nora spot the next destinations of the tour. Additional information is provided digitally at the info points.



Client:

Tourismusverband

Moststrasse

Planning:

im-plan-tat Raum-planungs-GmbH & Co KG

Graphics & design:

socher-mit-e

Production & installation:

Forster Verkehrs- und Werbetechnik GmbH

WORTHY A CLOSER LOOK: INFO POINTS AND REGIONAL PORTALS

A key to the project was its info points and regional portals. They are anchors to the region, supplying regional information at pivotal locations. The structures are made from steel and aluminium, powder-coated, directly digitally imprinted and finished with a clear overcoat.

This combination of steel, aluminium, powder-coating, digital printing and transparent finish makes for stability together with a superior visual appeal. The steel/aluminium structure delivers the requisite load-bearing capacity and strength. Powder-coating supplies the distinctive yellow colour scheme of the routing system. The direct print applies the design elements directly onto the structure, and the clear overcoat offers additional protection.

REGIONALLY SOURCED: FOUNDATION, INSTALLATION AND IMPLEMENTATION

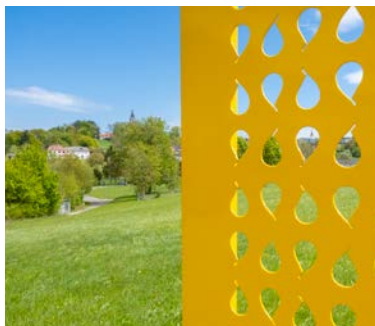
Further value was added to the project because of its regional sourcing: the foundations, installation and work were all carried out locally. This translated into short delivery routes, direct harmonisation and practical handling at the local level. Installing a routing system requires careful planning – involving sites to be prepared, foundations to be set up, structures

to be transported and signs to be installed with exactitude. It is not just technical factors: the work needs to be blended in with local circumstances. Vistas, traffic spaces, underground and existing structures all need to be considered. Forster could apply its wide range of experiences, from production to coating and printing, to its installation site know-how.

The project thus was a good demonstration of Forster's broad competences in delivering modern routing systems. The end product is the sign, but it stands for a complex process that involves planning, manufacturing, logistics and installation.

A LONG-LIVED SYSTEM FOR A STRONG REGION

The new routing system for the Moststrasse replaces old signs and adds a consistent appearance to the region, and it is also careful to use long-serving materials with proper efficiency. The makeover of old monument signs in particular shows how existing infrastructure can be effectively reused.



The regional portals are practical from every angle and distance. An especially nice detail is the laser-cut pears.



Partner signs: small sign, long-term effect: the transparent coating makes the print resilient to all weather conditions.



Digital direct printing handles formats up to 2.5 x 2 metres.

FORSTER INSIDE:

The know-how hidden in production

Proud of what we have achieved:

Our staff members can be rightfully proud of what they have produced. And it is particularly gratifying to see their handiwork live in the region – visible, effective and as part of a sustainable project.

Many thanks to all our staff and partners involved in the project for their successful collaboration!



Turning old into something new: Leopold Gröbl and his colleagues replaced 60 panels from existing monument signs.



Marcus Aichinger fitted riveting pins to attach the eyebolts which were later used as end points for attaching the info points and regional portals. Once these are installed, the eyebolts are removed again.



With the pieces cut to size at the works, local installation time can be cut to a minimum, which in turn reduces necessary traffic obstructions.

Girls' Day at Forster: Getting close to engineering

Girls' Day took place for the 24th time. The purpose of this special day is to introduce young women to technical and crafts occupations and demonstrate job perspectives away from classical role models.

We were visited by girls from the third form of the Wolfsbach secondary school. After welcoming them we took them directly to the production areas, where the girls could not just watch but also become active themselves. With great enthusiasm



they made their very own souvenirs – among them a pinholder made of metal and a group photograph on acrylic glass. At the same time they were given fascinating glimpses of our work processes and they directly experienced the sheer scope and excitement of working for Forster. At the end of the day, the group enjoyed a light meal where they had an opportunity to ask our own female role models about training, career and everyday work at Forster.



We were very pleased to welcome the young girls at our company and to offer them a look into the world of technical jobs. And who knows – there may have been a future Forster team member among them ...

VISIT US!

We exhibit at the following trade shows in the **autumn of 2026**:

29 SEP
to
01 OCT

Archivistica

Trade fair for archival science
(held in parallel with the
93rd German Archives Day)

📍 Freiheitshalle Hof, Bavaria

01 OCT
to
02 OCT

Kommunalmesse

Trade fair for local government requirements

📍 Messezentrum Salzburg

14 OCT
to
16 OCT

German Road and Transport Congress

In parallel with the "Road and Traffic 2026" trade fair

📍 RheinMain CongressCenter (RMCC), Wiesbaden

15 OCT
to
16 OCT

Karriere Clubbing

Exhibition for apprentice jobs at the Mostviertel

📍 Schloss Rothschild, Waidhofen/Y.

05 NOV
to
06 NOV

Mutec

International trade fair for museum and exhibition technology

📍 Messe Leipzig

10 NOV
to
13 NOV

Electronica

World's leading trade fair and conference for electronics

📍 Messe Munich

Forster Leisure Club

Our Forster Leisure Club is an opportunity for all of us to meet outside our work – whether on the ski slope, at the stadium, on the running track or for joint training.



FORSTER MATCHDAY

Matchball ticket holders, patrons and free tickets for our staff members – many of us took the opportunity to watch the top-league game SG Waidhofen/Ybbs vs. ASK Loosdorf live at the stadium.



LOWER AUSTRIAN COMPANY CHAMPIONSHIP

A double triumph at the Hochkar: both the women's and the men's Forster teams won the championship titles. Wonderful proof of the athletic prowess and team spirit of our Team Forster.



FIT INTO THE NEW YEAR

Superbly motivated, our mates started off into the new year 2026. Having passed the training units with Florian Langwieser, they took off on a joint biking tour which provided the crowning conclusion – impressive evidence of individual personal progress.



WAIDHOFEN/YBBS TOWN RUN

Athletic ambition and a genuine team spirit combined to achieve great results at the 41st international Waidhofen Savings Bank town run. What an impressive feat: altogether five teams competed for Forster!

We congratulate our apprentices:

LUKAS ROSENFELD

Information technology

Passed:

third form of the occupational school with good success

JENNIFER RITT

Metal engineering – main module: mechanical engineering

Passed:

third form of the occupational school with excellent success

ALINA ZEHETNER

Print engineering – focus on screen printing

Passed:

apprenticeship completion exam with good success

Why do visitors never lose themselves in the maze of the AMS Lemböckgasse?

> page 18



Which clip fits to which traffic sign?

> page 12



What does a human operator do next to a fully automated screen-printing lane?

> page 20

