

## Press Information

### **Wolfram Kalt has been appointed new CEO of AustroCel**

Hallein, 12 May 2022 – **On July 1, Dr Wolfram Kalt is to become the new Chief Executive Officer of AustroCel Hallein. Wolfram Kalt, who has held several senior executive positions in the cellulose fibre industry, will replace current CEO Jörg Harbring, whose five-year contract expires at the end of July.**

Wolfram Kalt brings more than 20 years of experience as a global innovation and sustainability leader in the cellulose fibre industry. In this way, AustroCel takes the lead in the next chapter of its successful path.

Before working as a strategy consultant and supporting traditional industries in their fundamental transformation processes towards sustainability, Wolfram spearheaded Lenzing's largest viscose subsidiary in Indonesia between 2009 and 2016. There, he managed in a phase of extreme growth and investment the improvement of environmental and social performance besides profitability.

His contribution to the introduction of clean technologies and sustainability strategies in the cellulosic fiber industry originally manifested in Austria, where Wolfram was a key developer and builder of the Lyocell industry for 16 years.

Under his responsibility as plant manager and managing director of Lenzing Fibers Heiligenkreuz, he won a European environmental award for sustainable technologies for Austria for the first time in 2000. This award did not only shape the path of the young Lyocell industry, but also enhanced Lenzing's leadership in sustainability in the manmade fiber industry.

Wolfram Kalt is originally from Bleiberg-Kreuth in Carinthia, Austria and holds a doctorate in technical science and a master's degree in chemistry from Technical University in Vienna.

"I am very much looking forward to this new task of continuing the positive development towards a more innovative and sustainable production at AustroCel together with a highly motivated team. Also, I am happy to be back and working in Austria," Kalt explains.

AustroCel wants to thank Jörg Harbring who helped transform the company into a modern and innovation-friendly production site for textile pulp and bio-ethanol and wishes Jörg all the best in the future.

#### **About AustroCel Hallein GmbH**

*AustroCel Hallein GmbH has more than 290 employees and is one of the market leaders in China for textile pulp, which is made from softwood, with total sales revenue of approximately 130 million euros. Its bio-refinery in Hallein produces up to 160,000 tons of viscose pulp as well as 100 GWh for district heating and 100 GWh of green electricity. Therefore, the Hallein-based high-tech company not only supplies its own production facilities*

*with clean energy, but it also provides 28,000 households with green electricity and 13,000 households with district heating. With the biggest wood-based bio-ethanol plant in the world, AustroCel produces up to 30 million litres of second-generation bio-ethanol each year.*

*Questions about AustroCel:*

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**Wolfram Kalt**  
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