



Hengersberg – Lana – Trento – Lieboch – Güssing



We make



taste

Family-run

Powerful into the future

We, the Philipp family and our five renowned companies in five different European locations, will operate under the umbrella-brand iprona from 2024 onwards.



„**iprona** represents the shared identity that vigorously carries our long tradition, vision and values into the future.“

Handwritten signatures of Jupp, Anne, Lutz, and Rolf Philipp.

Jupp, Anne, Lutz & Rolf Philipp

History

Milestones of the iprona group

The official registration of **Bayernwald** in 1923 marks the beginning.

1923

The entrepreneurial family establishes **IPRONA** - in Lana, South Tyrol, Italy.

1981

Acquisition of Eckes Italia in Trento and renaming it **TrentoFrutta**.

1988

1993

Foundation of **Beerenfrost Kühlhaus GmbH** (Lieboch, Austria) in partnership with the "Steirische Beerenobstgenossenschaft"

In 2006, **Vulcolor Naturfarben GmbH** was established in Güssing, Burgenland

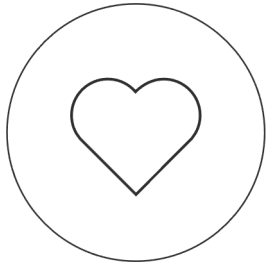
2006

2024

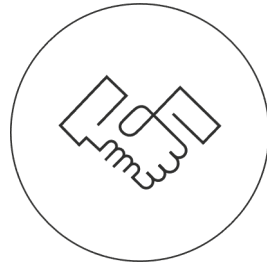
From 2024 the 5 companies operate under the umbrella-brand **iprona**

Expertise since 1923

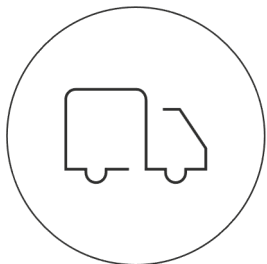
The iprona group



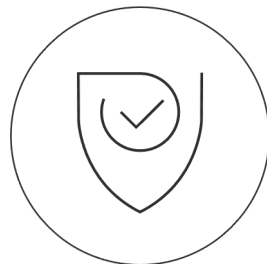
**More than 60 processed
fruit varieties**



**Over 600 long-
standing employees**



**Export of goods to
75 countries**



**Family-owned
for over 100 years**



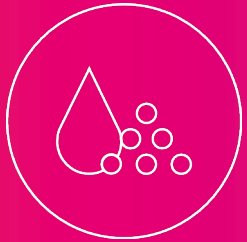


From the centre of Europe to the world

Our locations

1. Hengersberg (GER)
2. Lana (IT)
3. Trento (IT)
4. Lieboch (AT)
5. Güssing (AT)

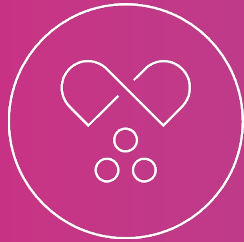
Performance of the iprona group



**Juice, purees &
concentrates**



**Beverage
compounds**



**Extracts &
Craft Ingredients**



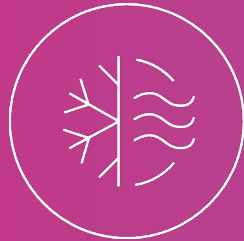
**Natural
Colours**



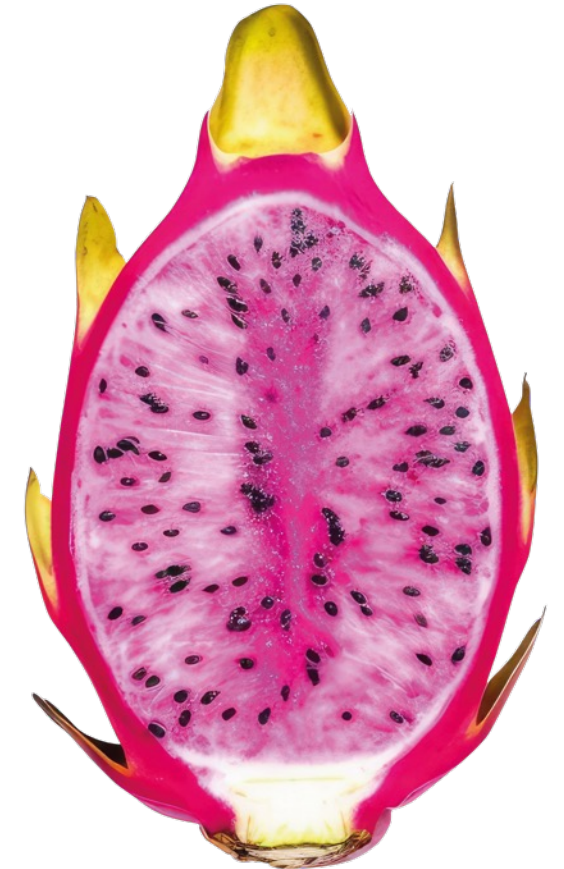
**Fruit Wine
Production**



**Co-Packing
Solutions**

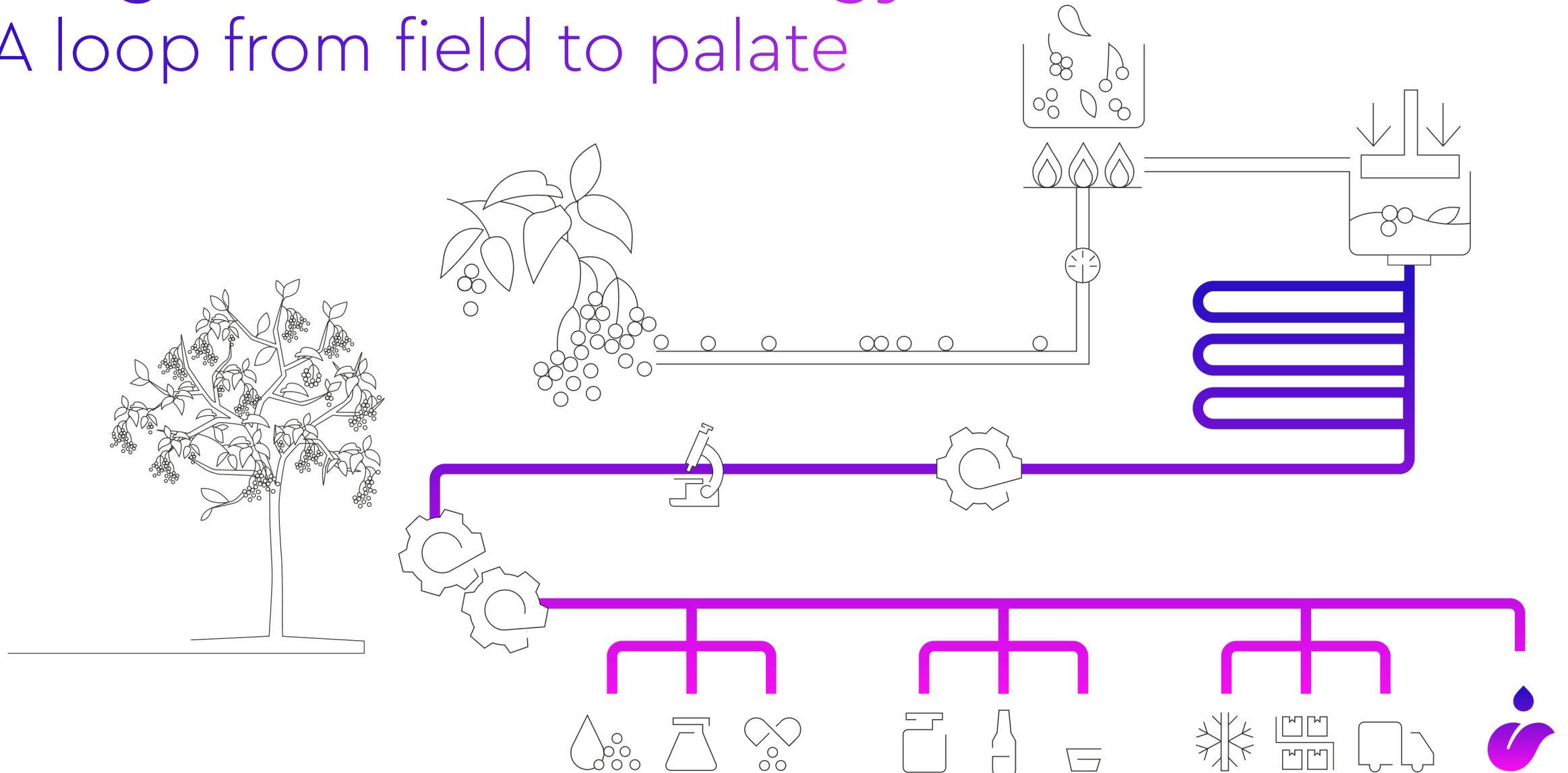


**Storage &
cooling**



Progress and technology

A loop from field to palate



Our values

The iprona spirit

Based on the three pillars of sustainability
(economic, social, environmental)



**Steady
Progress**



**Appreciative
Cooperation**



**Sense of
Responsibility**





iprona

Lieboch – Steiermark – Austria



History

Milestones of iprona Lieboch

Beerenfrost Kühlhaus GmbH was founded in partnership with the Styrian Berry Fruit Cooperative.

1994

With the completion of the next phase of construction, the **storage volume** was tripled.

1999

With the final expansion of Phase IV, Beerenfrost Kühlhaus GmbH reached a total volume of **94,000 m³**.

2024

1993

Since it began operations, the focus in Lieboch has been on the **storage and processing** of Styrian elderberry.

1996

With the completion of the construction phase III, the capacity was again increased by an additional **35,000 m³**.

2014

From 2024 Beerenfrost became **iprona** together with 5 companies

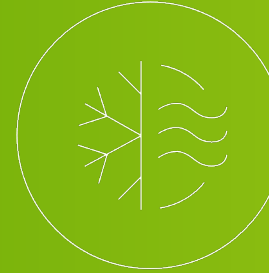
iprona Lieboch

Facts

Quality and hygiene are of utmost importance in the food industry. We dedicate and commit ourselves to all legal requirements and as a matter of course, we are **HACCP** as well as **BIO certified**.



Approximately 5.4
hectares in area



Total freezer
space
approximately
94,000 m³



Total storage
area 114,000 m³.

- 14 rooms that can be regulated from +3°C to -30°C
- Capacity up to 12,000 tons and a daily capacity up to 1,000 tons
- Internal quality management according to ISO standard
- EU cold storage warehouse number: AT-60200-EG
- Bio control number: AT-BIO-401

Storage & Cooling

As one of the largest cold storage warehouses in Austria, we have sufficient capacity to flexibly provide you with our service all year round.

- Shelving
- Containers
- Block storage

- Dry storage
- Chilled storage
- Frozen storage





With one of the most powerful **shock rooms** in Europe, we can shock freeze up to **60 tons** of your goods from a temperature of **+20°C to -20°C** within a few hours.



Individual Service

- De-stemming of berries
- Mechanical and electronical (laser) cleaning of fruits
- Freeze drying
- Commissioning of orders
- Sorting and Re-packing
- Public weight bridge
- Export-/ Import customs clearance
- Transport organisation



Sustainability

We make energy

The new investment in the photovoltaic system serves as a prime example of sustainability. This high-tech facility is not only an exceptional solar collector but also a true CO2 hunter.

- Annual production of about **950,000 kWh**
- We generate **up to 100%** of our own electricity



The power of nature





Black currant rubyni

Black currants have been used for centuries as a supplement to the daily diet. The traditional processing of the berries into spreads or beverages can destroy valuable nutrients. Through the special production of rubyni® (black currant), the valuable secondary plant compounds, especially anthocyanins, are preserved in large quantities.

Production figures

2023



Black currant

1,410 tons

Black currant Organic

542 tons

Red currant

404 tons

Red currant Organic

22 tons



We gain the **best**
from nature,
to provide
only the best
for our partners.





Thank you