

The Rabensteiner

Intratuin Ostmann Garden Center:
New Gem in the North



Page 3

Gartenwelt Schacherl:
A Delight for the Green-Fingered



Page 4

Palmengarten:
150th Anniversary Highlight



Page 6

Harness the Power of the Sun!

A MAJOR STEP TOWARDS SUSTAINABLE GARDEN CENTERS.

The energy transition is one of the biggest topical issues today, and just as big is the interest in future-proof technologies, especially photovoltaics (PV).

Building regulations around PV are progressively changing. Some German federal states are already making PV installations compulsory in new builds. In Baden-Württemberg, for instance, new non-residential buildings will be required to install PV systems on their roofs from 2022, while in North Rhine-Westphalia, it will also be mandatory for car parks with more than 35 bays to have PV facilities from 2022. Equally interesting is the change to the surcharge on PV self-consumption mandated by the German Renewable Energy Act (EEG), with the threshold being increased to 30 kWp.

In addition to regulatory obligations, investing in a PV system also makes good financial and environmental sense. Sharp rises in electricity prices and falling investment costs for PV systems make generating your own solar power look increasingly attractive!

THERE ARE ONLY UPSIDES WITH PV SYSTEMS. THEY:

- Reduce your energy bills with your own solar power
- Generate electricity locally, removing long distances and transmission loss
- Have comparatively low operation and maintenance costs

- Have zero-carbon production
- Have a long service life of 20 years or more
- Can be combined with other technologies to optimise benefits, such as hybrid heating where the solar energy powers heat pumps
- Increase your property value
- Guarantee your power supply in the event of a network outage (if backup storage is installed)

There are major limitations to installing PV systems on greenhouses purely used

for production, but state-of-the-art garden centers, with warehouse, boutique and café areas, have enough space to fit PV systems on their roofs. Since the power generated by these systems can often be used straightaway (for lighting, heating, catering, possibly cooling, etc.), it won't take long to realise that photovoltaics are a wise investment.

Garden centers have panelled roofs that are ideal for covering with roof-mounted PV modules, specifically the areas with solid roofs, such as the checkout, florist and storage areas. Roof-integrated solu-

tions are usually counter-productive (insulating glass with a PV system restricts light from getting through but allows more thermal energy in both directions) and are considerably more expensive than off-the-shelf frame modules.

At the recently opened, XXL garden center Intratuin Ostmann, around 35% of the roof over the warm section has been fitted with PV modules. Agribusiness manager Alexander Maus, who is tasked with expanding PV facilities at Ostmann garden centers, is confident that the solar power generated will cover up to



Photovoltaic modules on a garden center.

Let's look to the Sun!

Dear readers!

In the face of today's challenges, we are all encouraged to do our bit to help change the outcome. We're all in the same boat. Resources are finite, and the solution is straightforward: we must not consume more than what can be reproduced in the future.

In this issue of "The Rabensteiner", we want to give you an insight into the technological innovations that ensure a sustainable energy supply for your sites.

This is the 15th edition of our corporate newspaper, and as usual we want to showcase various projects to give you inspiration and show you our options and solutions for shopping experiences, environmental technologies, urban production and people. On

page 5, we unveil the secret to our success – the foundation that we've been building on for over 40 years.

We will continue using our passion and expertise to champion sustainable solutions to complex challenges into 2022.

Sincerely,

Klaus Wierer



CONTINUATION OF THE TITLE STORY "HARNESS THE POWER OF THE SUN!"

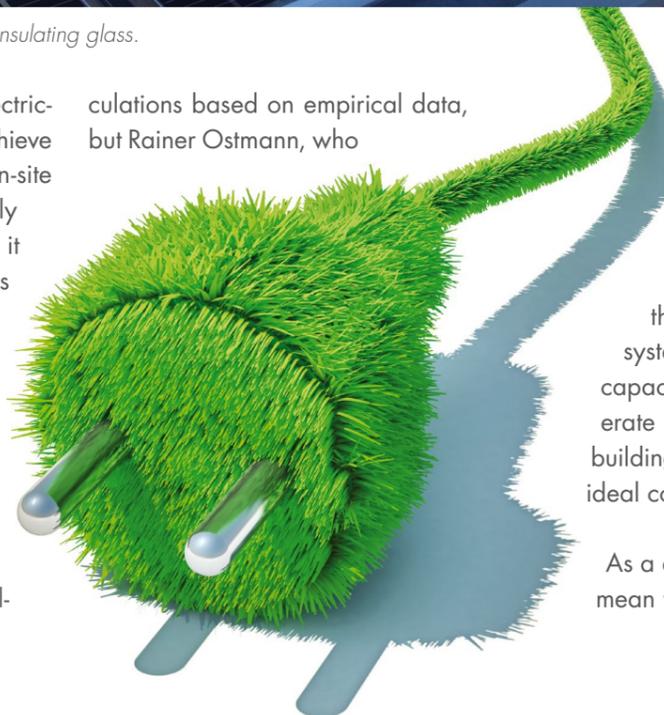


Monocrystalline PV cells laminated into insulating glass.

two-thirds of a garden center's electricity use. However, you can only achieve this level of self-sufficiency with on-site battery storage, which temporarily stores excess energy and makes it available to use when there is less daylight or at night. Ostmann, for instance, has a 150 kWh battery to store energy.

In the event of a power outage, the fully charged battery could power the garden center for one to two hours. Yet another benefit! At the moment, these are model cal-

culations based on empirical data, but Rainer Ostmann, who



owns a total of six garden centers in northern Germany, says that one of his smaller centers in Bad Zwischenahn managed to cut its electricity bill by 80% thanks to its PV system. This system, with 43 kWp installed capacity, has the potential to generate enough power to cover the building's energy needs exactly in ideal conditions.

As a direct comparison, this would mean that his largest garden center

to date could make savings of up to 40–50% on average. With a footprint of almost 10,000 m², Ostmann Oldenburg should have made its money back in savings in around eight years based on these model calculations.

There are more than financial and environmental reasons for using PV: we also need to meet society's expectations for more sustainable lifestyles. In the spirit of making your good deeds known, customers can experience this sustainability first hand: the garden center's parking spaces harvest solar energy, which is fed straight into the electric car charging stations while customers shop and enjoy the garden center at their leisure.



Rainer Ostmann
Blumen Ostmann GmbH

Generating green power on your own roof will soon prove to be the most financially prudent solution you can choose. ■



Entrance created in the Intratuin Corporate Design.

INTRATUIN OSTMANN, OLDENBURG (DE)

13,000 m² of Shopping Delight

The Intratuin Ostmann garden center in Oldenburg is one of Germany's biggest and is the first in the latest generation of XXL garden centers – a true paradise for shoppers.

In addition to its wide range of plants, the garden center offers customers a farmer's market, a café with a unique view over the courtyard garden, eye-catching promotional areas and seminar rooms for workshops. The star of this innovative garden center is its extraordinary courtyard garden. Its impressive atrium provides an open retail area,

while the courtyard in the middle of the greenhouses offers plenty of space for events and gatherings.

“Rabensteiner knows exactly what goes into building a garden center and provides smart solutions.”

Rainer Ostmann, Blumen Ostmann

The whole route through the center is planned around the courtyard, with



The impressive courtyard offers space for events.

doors and gateways giving customers access to the area at any time. The cool section can be seamlessly connected with the outside area by opening enormous gates. It's a smart way of combining the separate areas into one when the weather is nice. The extensive rooftops require special solutions for rainwater management.

At the Ostmann Oldenburg garden center, a sustainable and eco-friendly Vacuum Drainage System is combined with Rabensteiner thermal gutters for

an extremely effective and efficient drainage solution. ■



FAST FACTS

- Opened:**
March 2021
- Project size:**
9,800 m²
- Highlight:**
2,000 m² courtyard garden

New Attraction in Southern Austria

After starting preparatory discussions in 2018 and contracting for planning services in February 2019, Rabensteiner was commissioned to build a garden center for the "Gartenwelt Schacherl" in December 2019.

"Together with Rabensteiner, we made our dream of a completely redesigned garden center come true!"

Werner Schaffer
Gartenwelt Schacherl

It features a contemporary architectural style comprising an anthracite façade



Concept and Design by Rabensteiner.

mixed with large glass panels. The striking wooden exterior echoes traditional construction methods with its choice of natural materials, while the building meets the operational and economic specifications for a retail greenhouse. With a 4,000 m² covered space and 1,800 m² outdoor space, this new, state-of-the-art complex offers everything that is sure to delight gardening enthusiasts.

The new garden center is sure to grab attention even when it gets dark thanks to its backlit logo on the front.

The cosy garden lounge provides space for grown-ups to get refreshments while the center's littlest visitors entertain themselves in the play area, and the farm shop offers a variety of local delights to discover.

FAST FACTS

- Opened:** February 2021
- Project size:** 4,000 m²
- Highlight:** Food section with a deli counter

MAY GARDEN KASSEL

We designed a new look for the garden center "grün erleben" MAY GARDEN in Kassel, keeping the "buy it where it grows" philosophy at its core.

Ample parking and accessible and intuitive retail spaces are must-haves for any modern garden center. A pleasant indoor environment and eye-catching

product displays make the shopping experience more enjoyable, which is rounded off by the option to grab a refreshment in the café. The stunning skylight in the warm section is particularly special, and the office and staff facilities were also given makeovers. The expansion and renovation works were carried out while the garden center was still open.



GÄRTNEREI SCHÜTZENHOFER ROHR IM KREMTAL

The long-running retail nursery in Rohr im Kremstal is continuing into its third generation with a major expansion and David and Daniela Schützenhofer at the helm.

New blood needs a new, state-of-the-art environment, so it was decided that the old greenhouses would be replaced

by a modern retail space. Rabensteiner constructed the new 770 m² nursery with a 120 m² wooden-trussed canopy, precast components for the concrete base and automatic doors. Surrounded by nature and featuring a kid's play area, a green lounge and a local food shop, the new building opened its doors to customers in autumn 2021.



We are Rabensteiner!

#greenheart



A Serene and Relaxing Paradise



FAST FACTS

Opened:
August 2021

Project size:
2,250 m²

Highlight: Infotainment
in a high-tech greenhouse



The new flower and butterfly house at the world-famous Palmengarten in Frankfurt am Main celebrated its official opening in August 2021 for the garden's 150th anniversary.

A preceding architectural competition was followed by a public tender, which Rabensteiner won. The new building

complex houses a visitor area, the flower and butterfly house and a production area for the Palmengarten's nursery. The architects' design specifications and the official preservation requirements had to be taken into account so that the new Blossom and Butterfly House contributes to a harmonious overall image of the ensemble.

ESSWEIN, AALEN

DE

An old, disused farmhouse was converted into a sustainable dream house in the middle of the countryside. The basic structure of the old stalls was kept intact and used as the foundations for a timber construction house and a greenhouse-style conservatory. The "rooftop greenhouse" was constructed on the raw ceiling before the house was extend-

ed. The roof-integrated PV system is a particular highlight of the private greenhouse. The system is made from monocrystalline PV cells that are laminated between panes of glazing, allowing them to still let light through. This creates an extra practical, light-filled room that boasts a stunning view of the surrounding countryside.



OBI BOLZANO SOUTH TYROL

IT

New site – new possibilities. Boasting a 10,000 m² retail space, OBI Bolzano is not only one of the most cutting-edge OBI stores, it's also the brand's biggest in Italy. The new site is also home to a 2,500 m² garden center, where the abundance of air and light creates a pleasant environment for both plants and customers. Large areas and plenty of space also allow an attractive and clear presentation of the goods.



RUTISHAUSER FÄLLANDEN

CH

Spatial constraints prevent Rutishauser's biggest garden center from building anything new on its Fällanden site. As a result, the client decided to completely retrofit the outdated greenhouse facilities. The entire putty-glazed roof was removed and replaced with putty-free multi-wall polycarbonate panels. The entrance and exit area, which has also been completely redesigned, enhances the appeal of the new garden center.



FLORICOLTURA MONDELLI MONTORFANO

IT

The previous production area of the long-established nursery in Lombardy has been doubled with a new 5,500 m² production greenhouse. The new greenhouse is built 50 cm higher, which improves natural ventilation. The energy screen, shades and, most of all, the smart heating system help cut energy use and costs considerably and create sustainable production standards.



**GARTENCENTER BAZLE
GÖPPINGEN**

DE

The existing Gartencenter Bazle was given a makeover, giving it a completely new look and enabling it to adapt its operations to current and future requirements.

A meticulously planned concept and a redesign based around existing structures made it possible to carry out renovation and expansion works while the center remained open. The covered walkway with green posts is a real eye-catcher and connects the new structure with existing ones, creating one consis-

tent identity. The interior boasts generously sized doorways between areas that blend in perfectly. The two-storey extension houses an expanded check-out area and newly designed staff room, including side rooms and sanitary facilities. The Cabrio Venlo greenhouse with opening roof protects nursery plants from the elements. Last but not least, the new covered outside area guarantees an enjoyable shopping experience whatever the weather. The logistics area was also redesigned to optimise operations. ■



**BLUMENLAND WIEDMAIER
EBHAUSEN**

DE

The new and innovative Blumenland Wiedmaier garden center can be seen from the main road, attracting huge numbers of visitors from the region.

Its elegant and distinctive façade design grabs your attention, drawing you in to discover what it has to offer. The extensive retail space gives the center room to expand its range and is the perfect environment for creative displays for various products and product groups. The planning and conceptual design focused on the requirement for sustainability. We achieved this by incorporating an innovative drainage plan and energy reduction measures. This owner-managed retail nursery belongs to the "...da blüh' ich auf" brand. Meaning "...it's where I thrive", the slogan perfectly encapsulates this garden center!

The retail space is directly next to one of the greenhouses growing plants for the center so you can say that it literally has transparent production. Part of the greenhouse complex houses a second floor, providing space for offices and



staff facilities. The scent of freshly baked goods from the rented-out bakery space wafts through the warm section and entices customers to stop and take a coffee break.

The striking green light box adorning the entrance is a real eye-catcher on this state-of-the-art garden center, especially when it gets dark. ■

REWE GREEN FARMING, WIESBADEN (DE)

Perch & Basil Fresh from the Roof

Europe's first supermarket to feature rooftop, resource-efficient food production opened in Wiesbaden (DE) at the end of May 2021.

The 2,000 m² rooftop greenhouse at the REWE Green Farming supermarket is the future. This innovative store's rooftop farm is home to perch and basil. They may seem like an un-

usual pairing at first, but the concept is called aquaponics. In simple terms, the waste produced by the fish goes on to fertilise the plants, then the water purified by the plants is fed back to the fish. It's a perfect loop that is revolutionising urban food production. The transparent production site above the heads of the shoppers guarantees locally produced organic food with a small carbon footprint. ■



The rooftop greenhouse is the crowning glory on the REWE supermarket of tomorrow.



FAST FACTS

- Opened:** May 2021
- Project size:** 2,000 m²
- Highlight:** Greenhouse on a "wooden foundation"

COMING SOON

BLUMEN BADE KISDORF

DE

Kisdorf in bloom. Completely new garden center with a total of over 7,000 m² retail space. Opening spring 2022. ■



GÄRTNEREI BUCHER WIDNAU

CH

Garden center makeover: a new eye-catcher to replace the existing building. The bigger, brighter and more versatile garden center will open in March 2022. ■



GÄRTNEREI RAFF STUTTART

DE

New showstopper in Stuttgart: newly built garden center and florists on existing site, covering a total of 1,200 m². Opening spring 2022. ■



ZG RAIFFEISEN MARKT WIESLOCH

DE

After carefully demolishing the warehouse, a new, state-of-the-art, 1,500 m² Raiffeisenmarkt supermarket is being constructed while the shop remains open. Due to be completed spring 2022. ■



GREENHOUSE RESTAURANT ETTENHEIM

DE

New greenhouse restaurant. With 980 m² of usable floor space, the restaurant will welcome customers to eat and drink in its smart new surroundings from the end of 2022. ■



Bespoke Project Visits 2022

WANT TO FIND OUT MORE ABOUT OUR EXCITING PROJECTS AND EXPERIENCE THEM FIRST HAND?

Spend a day visiting projects with our experts – planned around your specifications!

For more information and registration:
Tel.: +39 0472 272 900
E-mail: marketing@rabensteiner.eu



Privacy Policy for Information for the Purpose of Advertising

With this letter, the company Rabensteiner S.r.l., hereinafter referred to as Rabensteiner, would like to inform the recipients of the company newspaper about the type, scope and purpose of the collection and use of personal data.

Scope

This data protection declaration serves to inform the recipients in accordance with the European Data Protection Regulation. It hereby states which personal data has been collected and will be used by Rabensteiner. Rabensteiner takes your privacy very seriously and treats your personal data confidentially and in accordance with the statutory provisions.

Data collected and purpose of use

Your data is collected when you register on our website, in direct contact with our sales staff or at trade fairs. We store this data until it is revoked. The data collected is used exclusively for sending the company newspaper, which is usually sent out a few times a year, and is not passed on to third parties.

The data collected are:

Name, address, e-mail address

Handling of personal data

Rabensteiner collects, uses and discloses your personal data only if this is permitted by law or if you consent to the collection of such data. Personal data includes all information that can be used to identify you personally and that can be traced back to you – for example, your name, e-mail address and telephone number.

Handling of contact data

If you contact Rabensteiner using the contact options offered, e.g. via the contact form on our website, your details will be stored for the purpose of processing and responding to your enquiry. This data will not be passed on to third parties without your consent.

Your rights: information, correction and deletion

As a recipient in our company newsletter, you will receive information about which personal data has been stored free of charge upon request from you, you have the right to correct incorrect data and to block or delete your personal data. You can view the complete information letter at www.rabensteiner.eu/privacy.

Bressanone, Dec. 2021


Rabensteiner
DAS GLASHAUS

ITALY

Rabensteiner S.r.l.
Via Julius Durst 88
39042 Bressanone
Tel. +39 0472 272 900
Fax +39 0472 833 733
info@rabensteiner.eu

GERMANY

Rabensteiner GmbH
Röntgenstraße 14/1
73730 Esslingen am Neckar
Tel. +49 (0) 711 28460 - 0
Fax +49 (0) 711 28460 - 200
info@rabensteiner.eu

REPRESENTATIVE OFFICE AUSTRIA

Rabensteiner GmbH
Mayr-Melnhof-Gasse 5
5020 Salzburg
Tel. +43 (0) 662 628655
info@rabensteiner.eu



www.rabensteiner.eu

IPM Essen

WE'RE BACK AT
IPM ESSEN IN 2022.

25-28 JANUARY 2022
HALL 3.0 | BOOTH 3C61

We look forward to meeting and chatting with you face to face!

