

## Vorarlberg startet mit neuer Werbekampagne

Vorarlbergs Berufsgruppenversammlung stellte Produkt- und Markttrends in den Vordergrund



; ``Y]WX 'ni '6Y[ ]bb 'XYf' HU[ i b[ 'k i fXY 'XYf'; c`XYbY 'A Y]ghYfVf]YZ'Ub  
XfY]'A Yhn[ Yfa Y]ghYf'j Yf`]Y\Yb'']a '6Y]gY]b 'j cb '8=6Yfb\UfX': Y][ `ž  
GdUfhYbcVa Ubb'; Yk YfVY 'i bX'<UbXk Yf\_ž'i bX  
≠bi b[ g[ YgWX ÅZhgZØ\ fYf' >gYZK c\`[ YbUbbh' 'A ]h'XYb 'k ]WX h][ ghYb  
9W\_XUhYbž'VY[ ]bbYbX'a ]h'XYf'@Y\ fYž'nY][ hY  
: ``Y]gWX Yf]bbi b[ ga Y]ghYf'; Yfc`X'<cgd 'X]Y ``Ub[ Y'i bX 'YfZc`[ fY]WX Y  
GWX UZYbgdYf]cXY 'XYf'[ YYY\ fhYb 'I b hYfbY\ a Yf'5fh\i f'9[ [ Yfž'<Ub g  
: ]b\_ 'i bX': fUbn'?`cdZYf'Ui Z'8]Y'5bk YgYb\Y]hj cb  
5`h]bbi b[ ga Y]ghYf'?F'<Y'a i h: ]b\_ 'k Uf'ZØf'X]Y 'XfY]  
: ``Y]gWX Yfa Y]ghYfž'X]Y'j cf') \$'4\ fYb''] fY 'A Y]ghYfd fØZ b[ 'UV[ Y`Y[ h  
\UhYbž'Y]bY'VYgcbXYfY'9\ fY"

5VgWX ]YX'j cb 'gY]bYb': i b\_h]cbYb 'U`g' ≠bi b[ ga Y]ghYfghY'`j YfhfYhYf  
i bX' ≠bi b[ gUi ggWX i gga ]h[ `]YX 'bU\ a 'DYhYf'; fYVYf'k Y[ Yb  
DYbg]cb]Yfi b[ " ≠bi b[ ga Y]ghYf' <cgd 'XUb \_hY 'XYa  
: ``Y]gWX Yfa Y]ghYf'ZØf'gY]b '9b[ U[ Ya Ybh"

# 6 YghYg'Ui g'A Y]ghYf\ UbX

=a : fØ\ U\ f'ghUfhYh'X]Y'bYi Y'K YfVY\_Ua dU[ bY'ZØf'X]Y'+%'U\_h]j Yb : 'Y]gW\ YfVYhf]YYf[ '8]Y'G`c[ Ubgi]b'F UX]c'i bX Df]b'ha YX]Yb'dfAgYb]Yfh'X]Y'VY\_UbbhY'UVUfYhh]gh]b'; UV]: 'Y]gW\ ž X]Y'A]hhY': YVfi Uf']\f'bYi Yg'UVUfYhh]fc[ fUa a': 'Y]gW\ Yg'@ gh [ YghUfhYh'Uhh'i bX'Xi fW\ JcfUf'VYf[ 'hci fh'8]Y'j YfgW\ ]YXYbYb Gdchgz'k]Y'GW\ a YW\ Yb'G]Y'hA[ ']W\ XYb'l bYfgW\ ]YX ž'9]b'Ui Z VY]a': 'Y]gW\ Yf'\_Ubb'g]W\ 'YXYf'Y]ghYb ž'6Y'i bg'ghY\ h'XUg ; ØhYg]Y[ Y'`b]W\ h'Ui Z'XYa'9h]Yhh'gcbXYfb'\]bhYf'XYf' H\ Y\_Y'i bX UbXYfY'gc'`Yb'XYa'dchYbn]Y'`Yb'?i bXYb'Ui ZnY][ Ybž'XUgg'XYf A Yhn[ Yfa Y]ghYf'Ub'YfghYf'GhY'`Y'ghY\ h'ZØf'Ei U']hAh'i bX'J YfhfUi Yb i bX'X]Y'DfY]gY'Ui Za'Uf\_hØV']W\ Ya'`B]j YUi'g]bX"

=a '5bgW\ i gg'dfAgYb]YfhY'; Yfc'X'<cgd': chcg'j cb'XYf'B UW\ h'XYg ; Ybi ggYg'Z'X]Y'XUg'[ fc»Y'`bhYfYggY'XYf'6Yj Ø'\_Yfi b[ 'Ub'X]YgYf J YfUbgU`hi b[ 'j YfXYi h']W\ hYb'8U'g]W\ 'VYXUi Yf']W\ Yfk Y]gY'bi f gYW\ g'6Yhf]YYV'VYhY][ h'\UhYbž'k]fX'X]Y'5\_h]cb'bi b'bi f'a Y\ f U'`Y'`nk Y]`U\ fY'`b]h]Yfh'8Yf'Ni gUa a YbgW\ i gg'a ]h'XYb'UbXYfYb GdUfhYb'`a'@VYbga ]hhY'[ Yk YfVY'ni f'[ Ya Y]bgUa Yb'`bbi b[ 'j cf nk Y]`U\ fYb'nY][ Y'g]W\ 'U'g'f]W\ h][ Y'i bX'[ i hY'9bhgW\ Y]Xi b[ ž'gc'`bbi b[ ga Y]ghYf'<cgd']b'gY]bYf'5bgdfUW\ Y.' 8]Y'DfcV'Ya Y'g]bX A\ b']W\ 'Y'U[ Yfh'; Ya Y]bgUa 'k YfXYb'k ]f'VYggYf'[ Y\ Øfh' K ]W\ h][ 'gY]`Ui W\ 'X]Y'Ni gUa a YbUfVY]h'a ]h'; Ughfcba ]Yž @VYbga ]hhY'\UbXY'`i bX'8]fY\_hj Yfa Uf\_hi b[ "

K Ug'X]Y'5i gV]`Xi b[ gg]hi Uh]cb'VYhf]Zzh'k YfXYb'ZØf'X]Y A Y]ghYfdfØZi b[ 'bYi'`]b'JcfUf'VYf[ 'VYfi ZgVY[ 'Y]hYbXY JcfVYfY]hi b[ g\_i fgY'VYXUfZgcf]Ybh]Yfh'Ub[ YVchYb'8YfnY]h'k YfXYb ]b'UW\ h'6Yhf]YYVb'Y'Z: 'Y]gW\ j Yf'\_Ui Zg'Y\ f']b[ Y'Ui g[ YV]`XYh'i bX']b %\* '6Yhf]YYVb'&(`@Y\ f]b[ Y']b'XYf': 'Y]gW\ j YfUfVY]hi b[ "

8Ug'5A 5!<UbXk Yf\_g]Y[ Y'`a ]h'XYb'XfY]GÀi`Yb' A Y]ghYf']W\ Y J YfUfVY]hi b[ '`FY[ ]cbU'Y'<Yf\_i bZh'`I bUV\Àb[ ][ Y'?cbhfc'`Y'ž XUg'`j cf'Y]bYa`U\ f'j ca'5A 5!: UW\ [ fYa ]i a'U'g'; Y[ Ybdc`ni a <UbXY'`[ YgW\ UZZYb'k i fXYž'ZUbX'V]g'XUhc']a'@AbX'Y'bi f'[ Yf]b[ Yg'`bhYfYggY'8]Yg'\Ui dhgÀW\ `]W\ 'Ui g'[ Yc[ fUZ]gW\ Yb'; fØbXYbž'XYbb JcfUf'VYf[ 'U\ Uh'Ui W\ 'Ni`]YZYfYf'Ui g'GØXXYi hgW\ `UbXž'Yf\_`Àfh

K c\`[ YbUbbh"

2 ghYffY]W\ k Y]h\ k i fXYb ``Ui h\8f" Fi Xc`ZGh\W\`Yf\j cb\XYf\5A 5  
A Uf\Yh]b[ `V]g\Yf\%\$`6Yhf]YVY`nYfh]Zn]Yfh": Øf\YXYb\6Yhf]YV  
k YfXY\Y]b\?cbnYdh\YfghY\h": `Y]gW\Yf\`a ØggYb\g]W\`VYk i ggh  
a UW\Yb\Z\XUgg\g]Y\Y]b\UbXYfYg\Gcfh]a Ybh\UbV]YhYb\\_\ObbYb\U\g\XYf  
@YVYbga ]hhY\Y]bnY\UbXY\i bX\UbXYfY\K Y[ Y[ Y\Yb\\_\ObbYb\8Yf  
A Uf\Yh]b[ YI dYfhY\`nY][ h\Ua\6Y]gd]Y\XYg\`VY\_UbbhYb  
: YfbgY\cW\g\`Ua ]Y\`C\`j Yf\`a ]h\ k Y\W\Yf\6Y[ Y]ghYfi b[ `]b\XYggYb  
: `Y]gW\YfY]`b\@cbXcb\?i bXYb\`b\Y]bYa\`8fY]ghi bXYb\i fg\Z\`f\&) \$  
9i fc\`Y]gW\`nYf\Y[ Yb\Z\GhYU\g\`YfUi ggW\`bY]XYb\i bX\XUbUW\`  
[ Ya\Y]bgUa\`j Yf\cghYb"

J YfVfUi W\Yf]bZcfa Uh]c b gj YfcfXbi b[ `&\$%(

K c\`[ YbUbbh\`VYf]W\h\Y\`j cb\XYf\6i bXYgUi ggW\i ggg]hni b[ `ni f  
5\`Yf[ Yb\YbbnY]W\bi b[ `a ]h\XYa\`ni gh\`bX][ Yb\6YfY]W\g\`Y]h\Y\`j ca  
: Ygi bX\Y]hga ]b]ghYf]i a\`8f"\`f]W\<Yfnc[ "\`Øf\`X]Y\`8Y\`UfUh]cb  
j cb\i bj YfdUW\hYf\K UfY\`k YfXY\`j cb\XYb\`VYhfc\Z\YbYb\`GdUfhYb  
bUW\`@Ogi b[ Yb\`[ Ygi W\h\Z\X]Y\`Z\`f\`U\`Y\`d\`fU\`h\`UVY\`g]bX\`J\`c\`fghY\`VUf  
gY\`Y]bY\`GhUbxUfXU\`Yf[ Yb\`]ghY\`Z\`f\`DfcXi\`h\Z\X]Y\`a  
@YVYbga ]hhY\`cXYI\`j YfnY]W\`bYh\`g]bX\i bX\`gca ]h\`bi f\`K UfYb  
Ui g[ YnY]W\`bYh\`k YfXYb\`a ØggYb\Z\X]Y\`b]W\`h\`bUW\`XYa\`?cXYI  
dfcXi\`n]Yfh\`k YfXYb"

K Y]h\YfY\`bYi Y\`J\`c\`fghW\`f]Z\Yb\`g]bX\`X]Y\`?Ybbh\`W\`a UW\i b[ `XYg  
9]bZf]YfXUhi a g\`VY]`[ YZfcfYbYf\`K UfY\`5i Z[ YhUj\`h\Yg\`a ØggY\`U\`g  
gc\`W\`Yg\`XY\`Uf]Yfh\`k YfXYb\`ni [ YZ\`[ h\Yg\`K UggYf\`VY]`Y]bYa\`5b\hY\`  
j cb\`a Y\`f\`U\`g\`Z\`bZ\`DfcnYbh\`a ØggY\`Ub[ Y[ YVYb\`k YfXYb\`i bX\`VY]  
j YfdUW\hY\`a\`UgW\`YfhYb\`gY]`XYf\`YhhUbhY\`a ]h\`XYf\`5b[ UVY  
: Yhh[ Y\`U\`h[ Yf\`U\`g\`Ui Zni nY][ Yb\`

5i Z\`X]Y\`DfcV\`Ya Uh]`Y]bYf\`<m[ ]YbY\`HfUbgdUfYbnXUhYbVUb\`Z\`k ]Y  
g]Y\`j cf\`Y]b][ Yf\`NY]h\`XYf\`J\`c\`fUf\`VYf[ Yf\`; Ygi bX\Y]hg\`UbXYgfUh  
[ YZfcXYfh\`U\`h\`k ]Yg\`K c\`[ YbUbbh\`]b\`K ]f\`k Y\`fYb\`i bg\`XU[ Y[ Yb\`  
XUgg\`XYf\`I b\`h\`YfbY\`a Yf\`Ub\`XYb\`DfUb[ Yf\`[ YghY\`h\`k ]fX\`9g\`YI ]gh]Yfh  
Y]b\`@YVYbga ]hhY\`g]W\`Yf\`Y]hg[ YgYh\`i bX\`Yg\`a i gg\`Y]b  
DUFU\`Y\`[ YgYh\`Ui Z[ YVU\`h\`k YfXYb\`9]bY\`gc\`W\`Y\`C\`b\`]bY\`D\`UhhZcfa

k ÁfY 'bi f'Y]bY 'dcdi ']gh]gWY < Yhm\_Ua dU[ bY 'i bX 'ghY ``Y '\_Y]bYb  
GWY i hn 'ZØf' ? cbgi a YbhYb 'XUf' Ni XYa 'k ÁfY 'XUZØf'Y]bY 'YbXYfi b[  
]a 'ÒghYffY]WY ]gWYb '@YVYbga ]hhY'[ YgYhn 'YfZcfXYf' ]WY "

## HfYbXg 'i bX 'Gca a Y']Yf! ? i fg

9fgha U`g`k ]fx ']a 'K ≡ = < c\YbYa g'Y]b '@Y\ f[ Ub[ 'ni a 'X]d`ca ]Yf hYb  
: 'Y]gWY gca a Y']Yf 'Ub[ YVchYb '8]Y '5i gV]Xi b[ ']b 'XfY]A cXi 'Yb  
a UWY XYb : 'Y]gWYf ni a '6chgWUZhYf' ]b 'GUWYb : 'Y]gWY '8Ybb  
Y]bY 'nY]h[ Ya Á» Yž' \_ca dYhYb hY '6YfUhi b[ 'YfZcfXYfY 'i a ZUggYbXYg  
K ]ggYb '8Yf < UbXY ``]gh' ]b 'X]YgYg 'H\ Ya U 'VYfY]hg 'j c ``Y]b[ Ygh]Y[ Yb  
'XYf' J cfUf' !VYf[ Yf '@YVYbga ]hhY' \ ÁbX 'Yf' Gi hYf' Øhm'a UWY ']b  
gY]bYf '5 \_UXYa ]Y 'Y][ YbY 'Gca a Y']Yf \_i fgY 'ZØf' A ]hUfVY]hYf"

A ]h]b hYfY ggUbhYb 'i bX 'hY]g 'Ui WY 'XYdf]a ]YfYbXYb 'NU\ 'Yb 'i bX  
: U\_hYb ``]Y» 'GhØW 'Yf 'Ui Z cfWYb ' 'XYf'; YgUa hZY]gWYj YfVfUi WY ']b  
2 ghYffY]WY 'gY]V]g '9bXY '&\$% 'gY]h' % - \* \$ 'i a ' \* ' DfcnYbh' [ Ygh]Y[ Yb"  
5i ZU\ 'YbX 'XUVY]ž' XUgg 'XYf' F ]b XZY]gWY \_cbgi a 'Ui ZXYa 'B ]j YUi  
j cb ' % - \* \$ 'ghY\ Y 'i bX '\ ]b[ Y[ Yb 'XYf'; YZØ[ Y' \_cbgi a 'i a ') - ( 'i  
Ub[ Yk UWY gYb 'gh' 'GWY k Y]b YZY]gWY '\ Uh']a ' [ 'Y]WYb 'NY]hfUi a  
Y]bYb 'Ni k UWY g'j cb ' ( , 'DfcnYbh' j YfnY]WY bYh"

## J ]Yf hY 'GhY ``Y ']a 'J Yf hfUi Ybg]bXYI

I bX 'cVk c\ ``: 'Y]gWYž' K 'i fgh' i bX 'GWY ]b \_Yb 'Ui g '2 ghYffY]WY 'VY]a  
6fUbWYb]a U[ Y 'Ub 'j ]Yf hYf 'GhY ``Y ']a 'J Yf hfUi Ybg]bXYI 'ghY\ Yb '  
bUWY '5dch\ Y \_Ybž' K ≡ = Vnk " 'K Y]hYfV]Xi b[ gY]bf]WY hi b[ Yb 'i bX  
A ]bYfU'k ÁggYfb ' ž' k YfXY 'bi f'Y]b 'j cb 'nY\ b '?]c[ fUa a ' : 'Y]gWY  
i bX 'K 'i fgh' ]a ' : UWY [ YgWY ÁZh' [ Y \_Ui Zh"

5i g 'Y]bYf 'J ]Y 'nU\ ``i bX 'j cb 'j YfgWY ]YXYbYb 'GhUbXdi b \_hYb  
YfghY ``hYb 'DfcnYb hnU\ 'Yb 'i bX ']b 'F Y 'Uh]cbYb '[ YgYhnhYb 'K 'Yf hY  
Z]bXYh 'XYf 'j Yfg]Yf hY 'GhUh]gh' \_Yf 'GhØW 'Yf 'Y]b][ Y ' ; fØbXY 'ZØf 'X]Y  
ni bY\ a YbXYb 'DfcV 'Ya Y 'XYf ' \_Y]bYb ' ; Yk YfVYVYhf]YVY " '9]bYf  
XUj cb ']gh' X]Y 'ni bY\ a YbXY 'J Yf 'U[ Yfi b[ 'ni a '9ggYb 'Ui » Yf < Ui g"  
Gc 'ghY\ h' XYf ' : 'Y]gWY \_cbgi a ' ]a ' < Ui g\ U 'h' a ]h' ( - 'i '5b hY] 'Y]bYa  
5i » Yf! < Ui g! J YfnY\ f 'j cb ' ) - 'i ' [ Y[ Yb ØVYf '8Uj cb 'g]bX ' + \$ 'i ' 'XYf  
; Ughfcbca ]Y 'ni ni cfXbYbž' XYf 'F Ygh 'ZU ``Y 'Ui Z '6Yhf]YVg \_Ub h]bYbž

? fUb\_Yb\Ài gYf'i gk "

8 ]Y`\_`Y]bYfYb`<Ui g\U`hY`i bX`X]Y`6Yfi ZghÀh][ \_Y]h`j cb`A Ubb`i bX  
: fUi `gY]Yb`Ui W\`K Y[ VYfY]hYf`ZØf`Y]bY`Ni bU\`a Y`VY]  
: Yfh][ dfcXi \_hYb"8 ]Yg`\_ØbbY`U`g`bbcj Uh]cbg[ YXUb\_Y`ZØf  
: `Y]gW\`Yf`k Y]hYf[ YgdccbYb`k YfXYb. `cW\`Yb`i bX`9ggYb`]YZf`b"

6cbi gZY]gW\`Yf`? Uf` `K Y[ gW\`U]XYf

6Yhf]YYgk ]fh`i bX` : `Y]gW\`Yfa Y]ghYf`? Uf` `K Y[ gW\`U]XYf`XYf`U`g` ; Ugh  
XYf`J YfgUa a `i b[ `VY]k c\`b\hY`df\`AgYbh]YfhY`VY]`XYf` ; Y`Y[ Yb\`Y]h  
XUg`? c\`b\h`XYf`K YfVY! `i bX`9]b\_Ui Zg[ Ya Y]bgW\`UZh`XYf  
6cbi gZY]gW\`Yf"8 ]Y`V]g`XUhc`%`(`A` ]h[ `]YXgVYhf]YYVY`[ Yk \`fYb  
]`fYb`?i bXYb`nY\`b`DfcnYbh`6cbi g`Ui Z: f]gW\`ZY]gW\`i bX`di b\`hYb  
a` ]h[ Ya Y]bgUa Yb`K YfVYUi Zhf]hhYb" `N]Y`XYf`J YfY]b][ i b[ `gY]`XYf  
Ni gUa a YbgW\`i gg`a Ø[ `]W\`gh`U`Yf` ; `Y]gW\`YfVYhf]YYVY`]b  
2 ghYffY]W\`ni f`9hUV`]Yfi b[ `XYf`A Uf\_Y`6cbi gZY]gW\`Yf`U`g  
? Øb][ g\_`UggY`XYf` ; Y]b\_cgh "

6Ygi W\`Yb`G]Y`i bg`Ui Z`ZY]gW\`i bX`W\`"Uh