

## Vorarlberg startet mit neuer Werbekampagne

Vorarlbergs Berufsgruppenversammlung stellte Produkt- und Markttrends in den Vordergrund



;`Y]W\`ni`6Y[ ]bb`XYf`HU[ i b[ `k i fXY`XYf`; c`XYbY`A Y]ghYfVf]YZ`Ub  
XfY]`A Ym[ 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  
`b bi b[ g[ YgW\ÄžgZ0\ fYf`xgYZ`K c`\`[ YbUbbh`A ]h`XYb`k ]W\h[ ghYb  
9W\_XUhYbž`VY[ ]bbYbX`a ]h`XYf`@Y\ fYž`nY][ hY  
: `Y]gW\Yf]bbi b[ ga Y]ghYf`; Yfc`X`<cgd`X]Y`Ub[ Y`i bX`YfZc`[ fY]W\Y  
GW\UZZYbgdYf]cXY`XYf`[ YY\fhYb`i bhYfbY\`a Yf`5fh\i f`9[ [ Yfž`<Ubg  
: ]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`Z0f`X]Y`XfY]  
: `Y]gW\Yfa Y]ghYfž`X]Y`j cf`) \$`>U\ fYb`]\fY`A Y]ghYfd f0Z b[ `UV[ Y`Y[ h  
\UhYbž`Y]bY`VYgcbXYfY`9\ fY"

5VgW\]YX`j cb`gY]bYb`; i b\_h]cbYb`U`g`b bi b[ ga Y]ghYfghY`j YfhfYhYf  
i bX`b bi b[ gUi ggW\i gga ]h[ `]YX`bU\`a`DYhYf`; fYVYf`k Y[ Yb  
DYbg]cb]Yfi b[ "`b bi b[ ga Y]ghYf`<cgd`XUb\_hY`XYa  
: `Y]gW\Yfa Y]ghYf`Z0f`gY]b`9b[ U[ Ya Ybh"

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

⇒a` : f0\`U\`f`ghUfhYh`X]Y`bYi`Y`K`YfVY\_Ua`dU[`bY`Z0f`X]Y`+%`U\_h]j`Yb`  
: `Y]gWXYfVYhf]YVY`]b`J`cfUf`VYf[`"8]Y`G`c[`Ubg`]b`F`UX]c`i`bX`  
Df]bha`YX]Yb`dfAgYbh]Yfh`X]Y`VY\_Ubb`hY`?`UVUfYhh]gh]b` ;`UV]:`Y]gW`ž`  
X]Y`A`]hhY` :`YVfi`Uf`]f`bYi`Yg`?`UVUfYhhd`fc[`fUa`a` :`Y]gWXYg`@`gh`  
[`YghUfhYh`\`Uh`i`bX`Xi`fW`J`cfUf`VYf[`h`ci`fh`8]Y`]YfgWXYXYbYb`  
Gdchgž`k`]Y`GW`a`YW\_Yb`G]Y`hÀ[`]W`XYb`I`bhYfgWXYX`ž`9]b\_Ui`Z`  
VY]a` :`Y]gWXYf`\_Ubb`g]W`YXYf`Y]ghYb`ž`6Y`]i`bg`ghY\`h`XUg`  
 ;`0hYg]Y[`Y`b]W`h`Ui`Z`XYa`9h]\_Yhhž`gcbXYfb`\]bhYf`XYf`H`Y`\_Y`i`bX`  
UbXYfY`gc`Yb`XYa`dchYbn]Y`Yb`?`i`bXYb`Ui`ZhY][`Ybž`XUgg`XYf`  
A`Yhn[`Yfa`Y]ghYf`Ub`YfghYf`GhY`Y`ghY\`h`Z0f`E`i`U`]hÀ`h`i`bX`J`YfhfUi`Yb`  
i`bX`X]Y`DfY]gY`Ui`Z`a`Uf\_h0V`]WXYa`B]j`YUi`g]bX"

⇒a`5bgW`i`gg`dfAgYbh]YfhY` ;`Yfc`X`<`cgd` :`chcg`j`cb`XYf`B`UW`h`XYg`  
 ;`Ybi`ggYgž`X]Y`XUg[`fc»`Y`b`bhYfYggY`XYf`6Yj`0`\_Yfi`b[`]Ub`X]YgYf`  
J`YfUbghU`hi`b[`]j`YfXYi`h]W`hYb`"8`U`g]W`VYXUi`Yf`]W`Yfk`Y]gY`bi`f`  
gYW`g`6Yhf]YVY`VYhY`][`h`\`UhYbž`k`]fX`X]Y`5\_h]cb`bi`b`bi`f`a`Y\`f`  
U`Y`nk`Y]`J\`fY`]b]h]]Yfh`8Yf`Ni`gUa`a`YbgW`i`gg`a`]h`XYb`UbXYfYb`  
GdUfhYb`]a`@YVYbga`]hhY`[`Yk`YfVY`ni`f[`]Ya`Y]bgUa`Yb`b`bi`b[`]j`cf`  
nk`Y]`J\`fYb`nY][`Y`g]W`U`g`f]W`h][`Y`i`bX`[`i`hY`9b`hgWXY]Xi`b[`]ž`gc`  
b`bi`b[`]ga`Y]ghYf`<`cgd`]b`gY]bYf`5bgdfUWXY.`8]Y`DfcV`Ya`Y`g]bX`  
À`b`]W`[`Y`U[`Yfh` ;`Ya`Y]bgUa`k`YfXYb`k`]f`VYggYf`[`Y\`0fh`  
K`]W`h][`gY]`Ui`W`X]Y`Ni`gUa`a`YbUfVY]h`a`]h` ;`Ughfcbca`]Yž`  
@YVYbga`]hhY`\`UbXY`i`bX`8]fY\_hj`Yfa`Uf\_hi`b[`"

K`Ug`X]Y`5i`gV`]Xi`b[`]gg]hi`Uh]cb`VYhf]Zhž`k`YfXYb`Z0f`X]Y`  
A`Y]ghYfd`f0Ž`b[`]bYi`]b`J`cfUf`VYf[`]VYfi`ZgVY[`]Y]hYbXY`  
J`cfVYfY]hi`b[`]g\_i`fgY`VYXUfZgc`f]Ybh]Yfh`Ub[`]YV`chYb`"8`YfnY]h`k`YfXYb`  
]b`UW`h`6Yhf]YVYb`Y`Z` :`Y]gW`j`Yf`\_Ui`Zg`Y\`f`]b[`]Y`Ui`g[`]YV`]XYh`i`bX`]b`  
%\*`6Yhf]YVYb`&(`@Y\`f`]b[`]Y`]b`XYf` :`Y]gW`j`YfUfVY]hi`b[`"

8`Ug`5A`5!<`UbXk`Yf\_g]Y[`]Y`a`]h`XYb`XfY]`GÀi`Yb`A`Y]ghYf`]WXY`  
J`YfUfVY]hi`b[`]F`Y[`]cbU`Y`<`Yf\_i`bZh`i`bUV`\`Àb[`]Y`?`cbhfc`Y`ž`  
XUg`j`cf`Y]bYa`J\`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`@ÀbX`Y`bi`f[`]Yf]b[`]Yg`  
b`bhYfYggY`"8]Yg`\`Ui`dhgÀW`]W`Ui`g[`]Yc[`]fUZ]gWXYb` ;`f0bXYbž`XYbb`  
J`cfUf`VYf[`]U`h`Ui`W`Ni`]YZYfYf`Ui`g`G0XXYi`hgW`UbXž`Yf`\_`Àfh`

K c\`[ YbUbbh"

2 ghYffY]Wk Y]h'k i fXYb`Ui h'8f"Fi Xc`ZGhØW\_Yf'j cb`XYf'5A 5  
A Uf\_Yh]b[ `V]g\Yf'%%\$`6Yhf]VYV`nYfh]Z]n]Yfh": Øf`YXYb`6Yhf]YV  
k YfXY`Y]b`?cbnYdh`YfghY`h": `Y]gWYf'a ØggYb`g]W`VYk i ggh  
a UWYbž`XUgg`g]Y`Y]b`UbXYfYg`Gcfh]a Ybh`UbV]YhYb`\_ØbbYb`U`g`XYf  
@VYbga ]hhY`Y]bnY`UbXY`i bX`UbXYfY`K Y[ Y`[ Y\Yb`\_ØbbYb"8Yf  
A Uf\_Yh]b[ YI dYfhY`nY][ h`Ua`6Y]gd]Y`XYg`VY\_UbbhYb  
: YfbgY\`cWg`Ja ]Y`C`j Yfž'a ]h'k Y`WYf`6Y[ Y]ghYfi b[ `]b`XYggYb  
: `Y]gWYfY]`b`@cbXcb`?i bXYb`]b`Y]bYa`8fY]ghi bXYb`i fg`Øf`&) \$  
9i fc`: `Y]gW`nYfY[ Ybž`GhYU\_g`YfUi ggW`bY]XYb`i bX`XUbUW  
[ Ya Y]bgUa`j Yf\_cghYb"

J YfVfUi WY Yf]bZcfa Uh]cbgj YfcfXbi b[ `&\$%(

K c\`[ YbUbbh`VYf]W`hYhY`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]hYf`j ca  
; Ygi bX\Y]hga ]b]ghYf]i a`8f"i`f]W`<Yfnc[ ": Øf`X]Y`8Y`\_UfUh]cb  
j cb`i bj YfdUW`hYf`K UfY`k YfXY`j cb`XYb`VYhfcZZYbYb`GdUfhYb  
bUW`@Øgi b[ Yb`[ Ygi W`hž`X]Y`Øf`U`Y`dU`h]\_UVY`g]bX"J c fghY`VUf  
gY]`Y]bY`GhUbXUfXU`Yf[ Yb`]ghY`Øf`DfcXi`\_hYž`X]Y`ja  
@VYbga ]hhY`\_cXYI`j YfnY]W`bYh`g]bX`i bX`gca ]h`bi f`K UfYb  
Ui g[ YnY]W`bYh`k YfXYb`a ØggYbž`X]Y`b]W`h`bUW`XYa`?cXYI  
dfcXi n]Yfh`k YfXYb"

K Y]hYfY`bYi Y`J cfgW`f]ZhYb`g]bX`X]Y`?Ybbh]W`a UW`i b[ `XYg  
9]bZf]YfXUhi a`g`VY][ YZfcfYbYf`K UfYž`5i Z[ YhUi hYg`a ØggY`U`g  
gc`WYg`XY`\_Uf]Yfh`k YfXYbž`ni [ YZØ[ hYg`K UgYf`VY]`Y]bYa`5bhY`  
j cb`a Y\`f`U`g`ZØbZ`DfcnYbh`a ØggY`Ub[ Y[ YVYb`k YfXYbž`i bX`VY]  
j YfdUW`hYa`i: UgW]YfhYb`gY]`XYf`YhhUbhY]`a ]h`XYf`5b[ UVY  
: Yhh[ Y\U`h`[ Yf]b[ Yf`U`g`Ui Zhi`nY][ Yb"

5i Z`X]Y`DfcV`Ya Uh]`Y]bYf`<m[ ]YbY!HfUbgdUfYbnXUhYbVUb`ž`k ]Y  
g]Y`j cf`Y]b[ Yf`NY]h`XYf`J cfUf`VYf[ Yf`; Ygi bX\Y]hg`UbXYgfUh  
[ YZcfXYfh`\Uhž`k ]Yg`K c\`[ YbUbbh`\]b"K ]f`k Y\`fYb`i bg`XU[ Y[ Ybž  
XUgg`XYf`i bhYfbY\`a Yf`Ub`XYb`DfUb[ Yf`[ YghY`h`k ]fX"9g`YI ]gh]Yfh  
Y]b`@VYbga ]hhY`g]WYf`Y]hg[ YgYhnž`i bX`Yg`a i gg`\_Y]b  
DUfU`Y`[ YgYhn`Ui Z[ YVUi h`k YfXYb"9]bY`gc`WY`C`b`]bY!D`UhZcfa

k ÅfY`bi f`Y]bY`dcdi`gh]gWXY`<Ym\_Ua dU[ bY`i bX`ghY`Y`\_Y]bYb  
GWXi hn`ZØf`?cbgi a YbhYb`XUf`"Ni XYa`k ÅfY`XUZØf`Y]bY`YbXYfi b[  
]a`ØghYffY]W[gWXYb`@YVYbga`]hhY`[ YgYm`YfZcfXYf`]W"

## 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`]YfhYb  
: `Y]gW[gca a Y`]Yf`Ub[ YVchYb`"8]Y`5i gV]`Xi b[ `]b`XfY]`A cXi`Yb  
a UWXY`XYb`: `Y]gWXYf`ni a`6chgWUZhYf`]b`GUWXYb`: `Y]gW`"8Ybb  
Y]bY`nY]h[ Ya`Å»Yž`\_ca dYhYbhY`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 c fUf`!VYf[ Yf`@YVYbga`]hhY`\ÅbX`Yf`Gi hhYf`Øhm`a UWXY`]b  
gY]bYf`5\_UXYa`]Y`Y[ YbY`Gca a Y`]Yf`\_i fgY`ZØf`A`]hUfVY]hYf"

A`h`]bhYfYggUbhYb`i bX`hY`]g`Ui W`XYdf]a`]YfYbXYb`NU\`Yb`i bX  
: U\_hYb`Y`Y»`GhØW`Yf`Ui Z`cfWXYb``XYf`; YgUa`hZY]gW[j YfVfUi W`]b  
² ghYffY]W`gY`]V]g`9bXY`&\$%%`gY]h%-`\*\$`i a`\*'`DfcnYbh[ Ygh]Y[ Yb`"  
5i`ZU`YbX`XUVY]ž`XUgg`XYf`F`]bXZY]gW`\_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 UW`gYb`]gh`GW`k Y]bYZY]gW`\Uh]a`[ `Y]WXYb`NY]hfUi a  
Y]bYb`Ni k UW`g`j cb`(`,`DfcnYbh`j YfnY]W`bYh"

## J`]YfhY`GhY`Y`Y`]a`J`YfhfUi`Ybg]bXYI

I`bX`cV`k c\`:`Y]gW`ž`K`i fgh`i bX`GW`]b\_Yb`Ui`g²`ghYffY]W`VY]a  
6fUbWXYb]a`U[ Y`Ub`j`]YfhYf`GhY`Y`Y`]a`J`YfhfUi`Ybg]bXYI`ghY\Yb`  
bUW`5dchY`\_Ybž`K`≡`=Vnk`"K`Y]hYfV]`Xi b[ gY]bf]W`hi b[ Yb`i bX  
A`]bYfU`k`ÅggYfb`ž`k YfXY`bi f`Y]b`j cb`nY\`b`?`]c[ fUa`a`:`Y]gW  
i bX`K`i fgh]a`:`UW`[ YgW`ÅZh[ Y\_Ui`Zh"

5i`g`Y]bYf`J`]Y`nU\`i bX`j cb`j YfgW]YXYbYb`GhUbXdi`b\_hYb  
YfghY`hYb`DfcnYbhmU\`Yb`i bX`]b`F`Y`Uh]cbYb`[ YgYmnhYb`K`YfhY  
Z]bXYh`XYf`j Yfg]YfhY`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]gW`\_cbgi a`]a`<Ui`g`U`h`a`]h`(-`i`5bhY`]Y]bYa  
5i`»Yf!<Ui`g!J`YfnY\`f`j cb`)`-`i`[ Y[ YbØVYf`"8Uj cb`g]bX`+\$`i`XYf  
; Ughfcbca`]Y`ni`ni`cfXbYbž`XYf`F`Ygh`ZU`Y`Ui`Z`6Yhf]YVg\_Ubh]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`b bcj Uh]cbg[ YXUb\_Y`ZØf  
: `Y]gWXYf`k Y]hYf[ YgdcbbYb`k YfXYb.`\_cWXYb`i bX`9ggYb``]YZfb"

6cbi gZ`Y]gWXYf`? Uf`K Y[ gWU]XYf

6Yhf]YVgk ]fh`i bX`: `Y]gWXYfa Y]ghYf`? Uf`K Y[ gWU]XYfž`XYf`U`g`; Ugh  
XYf`J YfgUa a `i b[ `VY]k c\bhYž`dfÀgYbh]YfhY`VY]`XYf`; Y`Y[ Yb\Y]h  
XUg`?cbnYdh`XYf`K YfVY!`i bX`9]b\_Ui Zg[ Ya Y]bgWUZh`XYf  
6cbi gZ`Y]gWXYf"8]Y`V]g`XUhc`%%(`A ]h[ `]YXgVYhf]YVY`[ Yk À`fYb  
]\fYb`?i bXYb`nY`b`DfcnYbh`6cbi g`Ui Z: f]gWZ`Y]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 Ò[ `]Wgh`U`Yf`: `Y]gWXYfVYhf]YVY`]b  
² ghYffY]W`ni f`9hUV`Yfi b[ `XYf`A Uf\_Y`6cbi gZ`Y]gWXYf`U`g  
?Øb][ g`\_UggY`XYf`: Y]b\_cgh "

6Ygi WXYb`G]Y`i bg`Ui Z.`Z`Y]gW`i bXW`"Uh