

B.T. innovation GmbH, 39116 Magdeburg, Germany

Innovative and reliable for 30 years

In September 1991, Felix von Limburg, managing partner of B.T. innovation GmbH ("BT"), came to Magdeburg after studies in the field of civil engineering and business administration to set up a speciality building supplies business. At that time, the product range included spacers made of plastic and fibre reinforced concrete, which he delivered himself in a van. Due to the construction boom after the German reunification, business started well, so that he was soon able to hire his first employee and rent a garage in the neighbourhood as a warehouse.

The year 1996 was a year of change for BT in many ways. On the one hand, the company moved into new premises at Ebendorferstr. 19/20 in Magdeburg and, on the other, the entrepreneur Felix von Limburg made the decision to found B.T. Baubedarf Magdeburg GmbH. The associated goal was to develop his company from a speciality goods trader with a limited product portfolio into an independent wholesale and foreign trade company in order to defy the incipient stagnation in the construction industry and the intensifying competition. B.T. stands for Bau und Technik (construction and technology) - in other words, for technical products related to construction. With an expanded, reorganised product range, the company was able to overcome the difficult times in the industry.

When it became apparent at the end of the 1990s that there might be difficulties in the classic distribution of consumables for the construction industry due to the increasing market transparency with the beginning of the Internet age, Felix von Limburg and his employees began not only to sell prod-

ucts and services, but to shift the focus to patent-protected proprietary developments for an innovative construction industry. The first patent was registered for a reusable and flexible formwork for round concrete parts (Syflex®). Not least to underline this ambition in technical progress, B.T. Baubedarf Magdeburg GmbH became B.T. innovation GmbH in 2004. This change in the company name documented both the innovative character of the new product world and technologies and the expanded customer base. In the meantime, BT had also gained customers from the precast concrete industry and internationalised its business. In order to be able to support customers from the precast industry in particular with consulting services, BT expanded its range of services and know-how in 2005 through the takeover of BetoRatio GmbH and since then has offered consulting through to the implementation of complete system solutions for the production of precast concrete elements. Over the years, investors and owners of precast plants at home and abroad have been advised on the construction or optimisation of their plants.

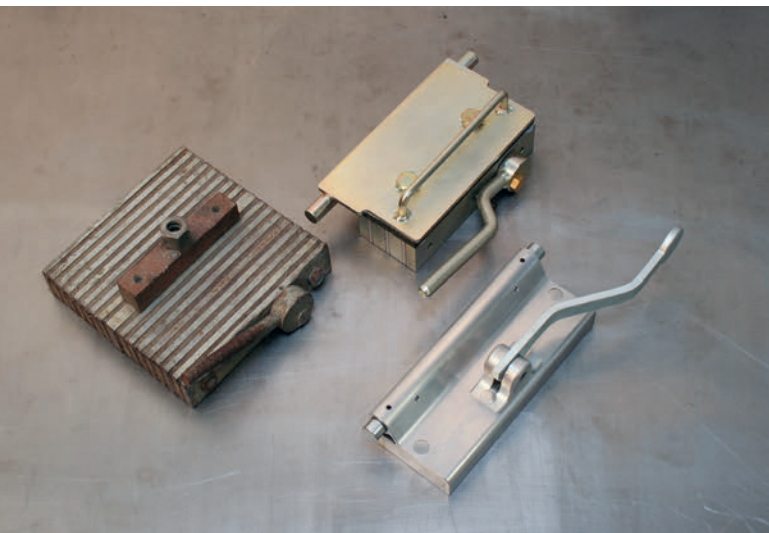
The final breakthrough as a supplier of technically high-quality products for the precast industry came with the MagFly® AP shuttering magnet, as BT employees "put the magnets on feet" to ensure ergonomic working. Subsequently, further products were added, such as the BT-Spannschloss® (turn-buckle), a dry bolted joint for the permanent connection of concrete parts, or the ThermoPin®, a securing anchor made of glass fibre reinforced plastic (GRP) for sandwich walls and core-insulated double walls, as well as sealing materials, some of which also bond under water.



*With innovations to success –
B.T. innovation GmbH celebrates 30 years of existence*



*Headquarters of B.T. innovation GmbH in September 1996 –
start of the growth phase*



Patented MagFly® AP shuttering magnet – from prototype to market-ready product



Company building B.T. innovation GmbH in Magdeburg since 2014

In the course of 2012 the company moved into its new premises, the current company headquarters, in Sudenburger Wuhne in Magdeburg. There, in 2013 – 2014, BT's new administration building was constructed from precast concrete elements using the BT Spannschloss® (turnbuckle) and ThermoPin® and has since served as a reference object for demonstrating the efficiency gains that can be achieved with the use of BT products. In parallel, the Low Cost House was developed. A 36 m² house made of precast concrete elements that can be assembled within two hours. At the heart of the concept is the specially developed Butterfly Formwork® for the efficient production of the precast concrete elements, which are then bolted together using the BT Spannschloss® (turnbuckle). Creating affordable housing is a project close to Felix von Limburg's heart and also influences the company's product development. To supplement the formwork products for the production of precast concrete elements, Max-truder GmbH was founded in 2017, which took over parts of the fixed and current assets of the insolvent Weiler

Maschinen- und Anlagenbau GmbH, in order to be able to continue to offer machines and systems for the production of German-made prestressed precast concrete elements.

In order to offer the approximately 75 employees in the group of companies a perspective for the next 30 years, BT has first formulated the corporate strategy until 2030 in order to set out the guidelines for longer-term development. The core objective is to establish system solutions on the market in order to further promote series-modular construction and to respond to corresponding customer needs with innovative solutions in the future. ■



Products and solutions from
B.T. innovation GmbH in the video



Construction of the first prototype of the Low Cost House – assembly in 2 hours

FURTHER INFORMATION



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