

Press Release

# STRABAG consolidates building materials business under new umbrella brand roxit

Vienna, 1 July 2026

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- **roxit combines production, processing and recycling of building materials**
- **Operations in twelve countries at more than 300 locations**
- **International network ensures reliable availability of building materials**

The European building materials market is facing major challenges, including rising construction and raw material costs, uncertain supply chains, and growing requirements regarding sustainability, recycling and the responsible use of resources. Against this backdrop, STRABAG has created the new umbrella brand roxit to bring together its diverse building materials activities.

▮▮ Going forward, various specialised units will operate together under the clearly defined roxit umbrella brand, delivering services such as joint sealing and milling in road construction, concrete production, the manufacture of mineral-based construction and insulation materials, as well as recycling solutions. Our ambition is to be a reliable partner across key stages of the material cycle, from raw material extraction, processing and refinement through to recovery and the use of recycled materials.

**Stefan Kratochwill**  
STRABAG CEO

## International operations at more than 300 locations

STRABAG's central roxit building materials organisation operates at more than 300 locations across twelve countries and is also active in the international project business. Around 3,000 employees work at 116 concrete batching plants, more than 70 quarries, 17 sand and gravel pits, and a dozen bitumen emulsion and polymer-modified bitumen (PMB) plants, among other facilities, producing approximately 3 million cubic metres of concrete and 24 million tonnes of stone and gravel each year.

▮▮ Our broad footprint enables us to provide building materials reliably and predictably. The combination of our own network, industrial capabilities and strong regional presence ensures that building materials remain available where they are needed, even under challenging market conditions.

**Leopold Leonhartsberger**  
Commercial Division Manager at roxit

## ReTHINKERS of Resources: focus on innovation and resource conservation

Resource conservation, CO<sub>2</sub> reduction and the increased use of renewable raw materials are central priorities at roxit. The company deliberately focuses on solutions that have already proven themselves in day-to-day operations, including alternative powertrain technologies, new recycling processes and pilot projects for low-carbon concrete. Quarry operations, for example, are being reorganised through measures such as using conveyor systems to generate energy, increasingly powering facilities with self-generated solar electricity, and replacing diesel-powered equipment with electric alternatives and more climate-friendly fuels. New powertrain technologies for heavy equipment such as heavy goods vehicles and wheel loaders are also being tested in quarries using green hydrogen.

New approaches are also being pursued in Vienna: at the Reallabor für Nachhaltiges Bauen (Living Lab for Sustainable Construction), alternative building materials such as hemp, sheep's wool, clay and recycled materials are being tested under real-world conditions and further developed for wider application.

### roxit at a glance

#### Operations in 12 countries

Austria, Bulgaria, Croatia, Czech Republic, Germany, Hungary, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia

#### Locations

319 (including 228 production sites)

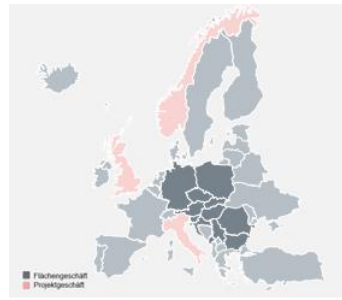
#### Employees

approx. 3,000



*From raw material extraction to processing, roxit's comprehensive range of products and services covers key stages along the construction industry's value chain.*

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*(left) roxit brings together the production, processing and refinement of building materials under a single umbrella brand, ensuring a reliable supply.*

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*(centre) roxit offers a broad range of construction-related services, from milling and material removal to processing and recycling.*

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*(right) With a network of more than 300 locations, roxit is active in twelve countries and also operates in the international project business.*

© roxit

## About roxit

roxit is a building materials brand with comprehensive expertise across the entire material value stream – from raw material extraction through production and refinement to recycling and secondary materials.

The company's portfolio includes core product groups such as concrete, stone, gravel, bitumen and bitumen emulsions, complemented by innovative building materials, including those made from renewable raw materials. roxit is also a reliable partner for joint sealing, milling and recycling in road construction.

With a dense network spanning twelve European countries and more than 300 locations, as well as integrated logistics and procurement structures, roxit stands for a high level of supply security, industrial capability and practical solutions.

Around 3,000 employees work every day as “**ReTHINKERS of Resources**”, with a clear focus on circular material flows, innovative processes, and solutions that combine economic efficiency with resource conservation in the building materials sector.

📌 Further information at [www.roxit.com/en](http://www.roxit.com/en).  
Visit our newsroom at [newsroom.strabag.com](http://newsroom.strabag.com).

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