

How ERA Group Romania Helped Austrotherm Unlock €700K in Energy Savings

ERA delivered solutions to challenges that others could not address, providing measurable results in a short timeframe. In a market as dynamic and unpredictable as Romania's energy sector, their deep local expertise and proven track record made a tangible difference. By identifying opportunities we had overlooked and optimising our energy costs, ERA generated substantial savings while freeing up valuable internal resources. Partnering with ERA was not just a cost-saving decision - it was a strategic advantage.

LAURENTIU ISTRATE, General Manager Austrotherm



Summary of Savings



The client

Austrotherm Com SRL is Romania's leading thermal isolation manufacturer and part of the Austrian Schmid-Industrie-Holding Group. Operating four major production sites, they deliver over 850,000 m³ of energy-efficient isolation each year - helping businesses and homes cut energy costs without compromising on quality. With 25+ years of quality market leadership, their portfolio also includes decorative façade solutions built to European standards.

The challenge

By late 2021, with the energy market in flux, Austrotherm sought to reduce energy costs - but without relying on market indexes or volatile reference prices. ERA Group was re-engaged after a year of relationship building, driven by the client's need for real cost control amid an unpredictable landscape.

The solution

ERA Group deployed its specialist energy team to analyse, benchmark, and negotiate across Austrotherm's Romanian sites. The project focused exclusively on energy - where procurement was complex and heavily impacted by regional dynamics. ERA's local expert, Remus Hirceaga, brought more than just market knowledge - he brought connections. On multiple occasions, long-standing utility issues that would have taken months to resolve were fixed in a single day thanks to ERA's network and fast action.

"By leveraging strong local expertise, we help clients unlock lasting value."

REMUS MIHAI HIRCEAGĂ
COUNTRY MANAGER, ERA GROUP
ROMANIA

