

Österreichische Traditionsweingüter
1^{ÖW} ERSTE LAGEN[®]



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IÖWF ERSTE LAGEN®



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ÖT W

... the next step ...

FOUNDATION 1991

BEGINNING



BEGINNING



FOUNDATION 1991

Classification of Austrian vineyards as primary goal defined in the first charter

Starting in the Kamptal and Kremstal regions as pilot projects

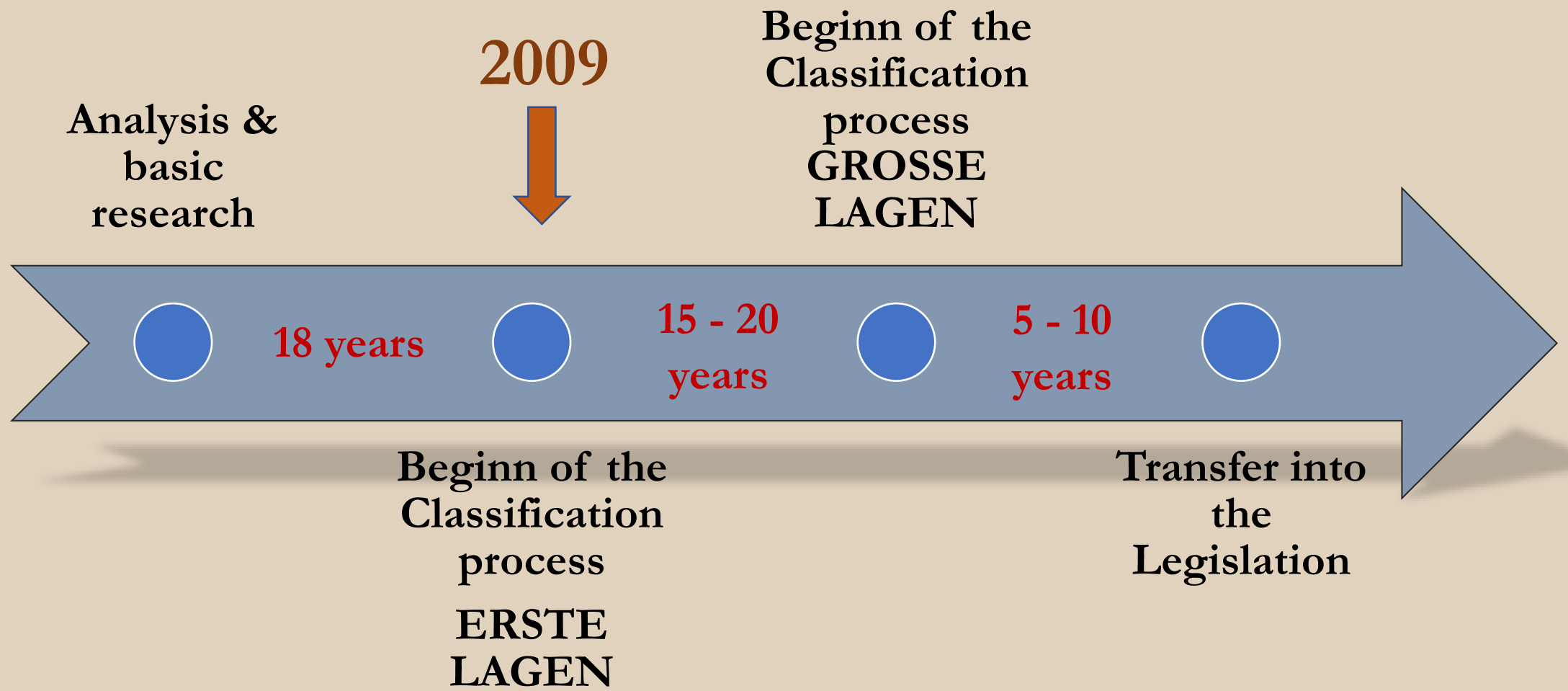
INSIGHT



With all advantages of an appellation system it is necessary in a complex environment of names of origin (single vineyards) to offer ambitious winelovers national as international **a system of orientation.**

This is why we believe that in our structures it is **absolutely necessary** to establish a vineyard classification system in the context of Austrian culture of wine.

SYSTEMATICS

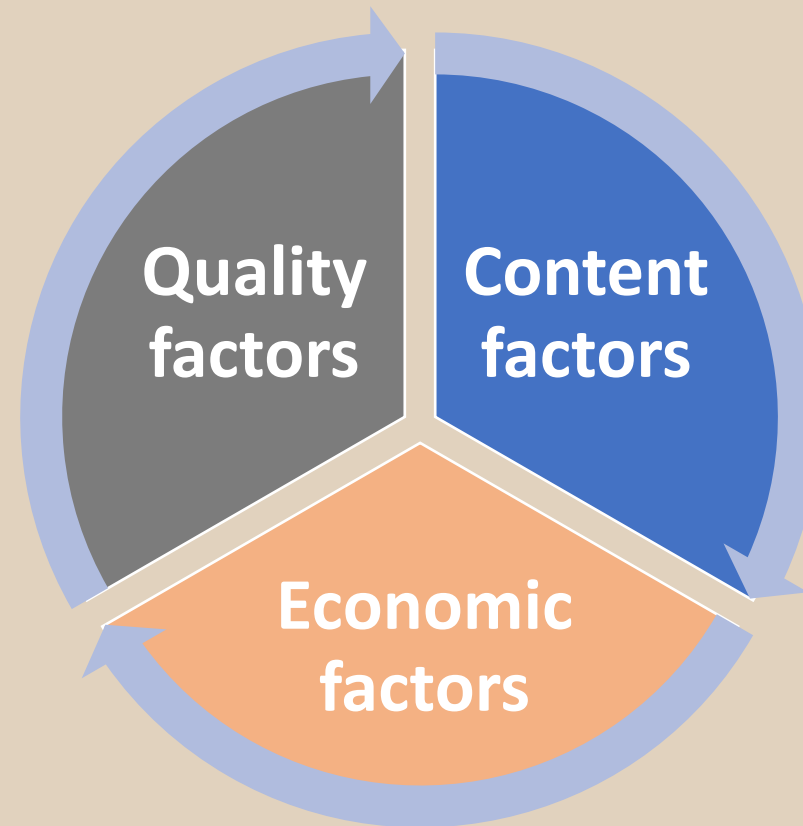


INSIGHT



A vineyard classification is not about the quality or the potential of a specific vineyard, it is always about the question of **significance** of a vineyard in the context of the region, their growers and the history.

RELEVANCE FACTORS



CONTENT FACTORS



- First mentioning of the site – **Historical Relevance**
- Since when is a vineyard sold as a vineyard wine – **Historical Relevance**
- Assessment of the grower – **subjective Relevance**
- Assessment of growers on a collective level – **intersubjective Relevance**
- Homogeneity of Geology of the vineyard – **varying Relevance**
- Homogeneity of Climate of the vineyard – **varying Relevance**
- Homogeneity of Orientation of the vineyard – **varying Relevance**

ECONOMIC FACTORS



- Number of producers vinifying a separate wine from VY – **quantitative Relevance**
- Percentage of the vineyard which is sold as such – **quantitative Relevance**
- Export representation – **distribution Relevance**
- Price on the market – **economical Relevance**
- Price variance for all wines out of the vineyard – **economical Variance**

QUALITY FACTORS



- Media & expert ratings for all wines out of the vineyard – Qualitative Relevance
- Variation within the Media & expert ratings – Qualitative Relevance
- Continuity over time EXTERNAL – Qualitative Variance
- Blind tasting of the growers – Qualitative Relevance
- Variation within the Internal ratings – Qualitative Relevance
- Continuity over time INTERNAL – Qualitative Variance

EVALUATION SHEET

ERSTE LAGEN - KAMPTAL			Stand: Sep 2021			
Gemeinde	Lage	Region	Gesamte Größe der Lage	Weingüter	Lagenbewertung gewichtet	Ranking
Kammern	Lamm	Kamptal	23,70	Gobelsburg, Bründlmayer, Hirsch, Jurtschitsch, Eichinger, Brandl, Steininger	74%	1 von 20
Kammern	Grub	Kamptal	5,25	Gobelsburg, Hirsch	65%	2 von 20
Zöbing	Heiligenstein	Kamptal	34,92	Bründlmayer, Jurtschitsch, Ehn, Hirsch, Topf, Hiedler, Gobelsburg, Allram, Eichinger, Loimer, Brandl, Weszeli, Leindl	64%	3 von 20
Kammern	Renner	Kamptal	19,50	Gobelsburg, Allram, Hirsch	62%	4 von 20
Langenlois	Seeberg	Kamptal	32,30	Loimer, Weszeli, Steininger, Leindl	61%	5 von 20
Langenlois	Käferberg	Kamptal	29,30	Bründlmayer, Loimer, Jurtschitsch, Weszeli, Hiedler	61%	6 von 20
Langenlois	Steinhaus	Kamptal	26,20	Steininger	59%	7 von 20
Langenlois	Dechant	Kamptal	12,50	Jurtschitsch	59%	8 von 20
Zöbing	Gaisberg	Kamptal	26,00	Gobelsburg, Hirsch, Eichinger, Allram	58%	9 von 20
Engabrunner	Stein	Kamptal	52,20	Ott	58%	10 von 20

WINE REGULATIONS



WINERY

- *Certified BIO or SUSTAINABLE Production*

VINEYARD

- *NO Herbicides*
- *NO Insecticides*
- *Handpicking*
- *Max yields Erste Lage 60hl*
- *Max yield Grosse Lage 50hl*

WINEMAKING

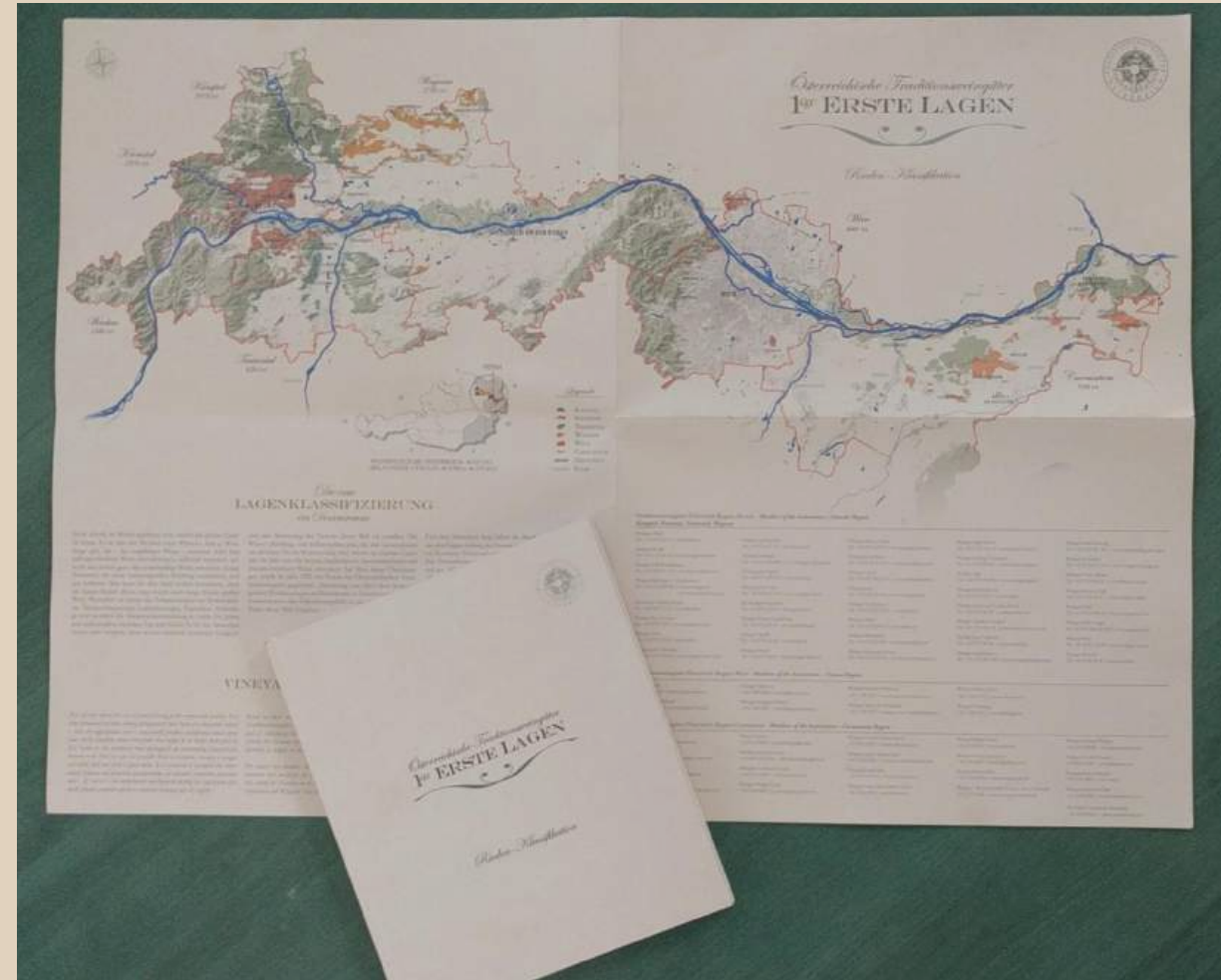
- *NO Chaptalisation or Concentration*

DISTRIBUTION

- *September after Harvest for Erste Lage*
- *2nd September after Harvest for Grosse Lage*

ACHIEVEMENTS

CLASSIFICATION BOOK & MAP



2013

TRANSFORMATION
TO THE
LEGISLATION



Constitution of an **expert group** of the national Wine Comitee. Target is to discuss the possibilities of bringing the ÖTW.Classification to the legislation.

2020

TRANSFORMATION
TO THE
LEGISLATION



The **expert group** presents the result of their work after evaluating different systems for seven consecutive years.

2022

TRANSFORMATION
TO THE
LEGISLATION



The **National Wine Comitee**
decides on the final legislation
text.

2023

TRANSFORMATION
TO THE
LEGISLATION



The **Minister** signs the legislation
text for the classification process
in Austria.

„Erste Lage, Große Lage

§ 1a. (1) Die Begriffe ‚Erste Lage‘ und ‚Große Lage‘ dürfen nur für regionaltypische Qualitätsweine mit Herkunftsprofil (DAC-Weine) und nur gemeinsam mit der Bezeichnung einer gem. Landesweinbaugesetz bestimmten Riede verwendet werden.

(2) Für die Verwendung der Begriffe ‚Erste Lage‘ und ‚Große Lage‘ gemäß Abs. 1 gelten zudem folgende Anforderungen:

1. die Riede liegt in einem Weinbaugebiet, für das gem. Weingesetz § 10 Abs. 7 Bedingungen für regionaltypische Qualitätsweine mit Herkunftsprofilen festgesetzt wurden, die die Kategorien Gebietswein, Ortswein und Riedenwein beinhalten,
2. die Riede für dieses Weinbaugebiet ist in einer Verordnung gem. Abs. 5 festgelegt,
3. die Hektarhöchstmenge ist geringer als die in § 23 Weingesetz 2009 festgelegte Hektarhöchstmenge,
4. die Trauben wurden in Handlese geerntet und
5. die Einreichung zur Erlangung der staatlichen Prüfnummer ist nicht vor dem 1. Juli des auf die Ernte folgenden Jahres erfolgt.

- **Classification can only be done in Appellationen (DAC) with the three tier system.**
- **Harvest by hand is obligatory**
- **Release of the wines out of classified vineyards not before September**

(3) Das Nationale Weinkomitee kann Rieden klassifizieren. Dazu ist vom Regionalen Weinkomitee unter Beiziehung externer Expertise für jede einzelne Riede ein Dokument über die Klassifizierung (Klassifizierungsdokument) mit folgendem Inhalt zu erstellen und dem Nationalen Weinkomitee zur Beschlussfassung zu übermitteln:

1. Darstellung der historischen Bedeutung der Riede;
2. Nachweis der Homogenität der Riede hinsichtlich Boden, Geologie, Klima und Exposition;
3. Darstellung über die Vermarktung (national, international) in Bezug auf Wert und Menge des Weines, der auf dieser Riede gewonnen wird;
4. Darstellung der auf dieser Riede gewonnenen Weinmenge, welche mit der Bezeichnung der Riede vermarktet wird;
5. Weitere Angaben über Faktoren, die dazu beitragen, dass die Riede Weine mit besonderer Qualität und Typizität hervorbringt, insbesondere hinsichtlich nationaler und internationaler Weinbewertungen.

- Evaluation of the vineyard status after the ÖTW System

(4) Das Nationale Weinkomitee kann auf Vorschlag des Regionalen Weinkomitees weitere Verwendungsbedingungen für DAC-Weine, die unter der Bezeichnung einer Riede in Verbindung mit dem Begriff „Erste Lage“ oder „Große Lage“ in Verkehr gebracht werden, beschließen.

(5) Das Nationale Weinkomitee kann das höchstmögliche Ausmaß der Gesamtfläche der klassifizierten Rieden in einem Weinbaugebiet festlegen und hat sich dabei insbesondere an dem Verhältnis zwischen den bisher mit Riedbezeichnungen in dem Weinbaugebiet vermarkteten Weinen und der Gesamtmenge der in diesem Weinbaugebiet vermarkteten Weine zu orientieren. Eine klassifizierte Riede darf ein Flächenausmaß von 35 ha nicht überschreiten.

(6) Der Begriff „Große Lage“ darf nur verwendet werden, wenn die Riede mindestens seit 5 Jahren als „Erste Lage“ klassifiziert ist und zusätzlich zu den Bedingungen für die Bezeichnung „Erste Lage“ in der Verordnung gemäß Abs. 2 Z 2 Bedingungen für die Bezeichnung „Große Lage“ festgelegt wurden.

(7) Die Bezeichnung einer gem. Abs. 3 klassifizierten Riede darf nur in Verbindung mit dem Begriff „Erste Lage“ oder „Große Lage“ verwendet werden. Dabei ist die Bezeichnung der Riede am Etikett im unmittelbaren Zusammenhang mit dem Begriff „Erste Lage“ oder „Große Lage“ anzuführen. Marken oder Phantasiebezeichnungen im unmittelbaren Sichtbereich der Bezeichnung der Riede sind nicht zulässig. Für die Dauer von 5 Jahren ab der Verlautbarung der Verordnung gem. Abs. 2 Z 2 kann die Bezeichnung der Riede weiterhin unter Einhaltung der bis zur Verlautbarung geltenden Bestimmungen verwendet werden.“

- **Additional Specific Wine Regulations have to be defined by the regional Comitees**
- **A classified vineyard can not be bigger than 35ha**
- **Classification first of premier Crus's – than Grand Cru's**

WINE ENTHUSIAST

Austria's New Vineyard Classification System Is the First of Its Kind Outside France

BY ALEKS ZECEVIC



Österreichische Traditionsweingüter
1^{er} ERSTE LAGEN®

MISSION

... accomplished...?

MISSION



ÖTW

RESPONSIBILITY
TO WORK IN TWO
FIELDS

MISSION



WINES OF
ORIGIN ARE A
SIGNIFICANT
PART OF THE
ÖTW DNA

MISSION


**ÖTW MEMBERS
HAVE A SOCIAL
AND DEMOCRATIC
RESPONSIBILITY
TOWARDS THE
WHOLE AUSTRIAN
WINE INDUSTRY**

MISSION



➤ **ÖTW** WANTS TO
GIVE SUPPORT AND
INPUT IN THE
FURTHER
DEVELOPMENT FOR
THE STRUCTURE OF
ORIGIN (**DAC**) IN
AUSTRIA

DAC

(Districtus Austriae Controllatus)
since 2002

MISSION



DAC

MISSION

- **UNDERSTANDABLE**
- **COMPREHENSABLE**
- **COMMUNICABLE**

MISSION



➤ **ÖTW** WANTS TO GIVE
SUPPORT AND INPUT IN
THE FURTHER
DEVELOPMENT OF THE
VINEYARD
CLASSIFICATION IN
AUSTRIA

MISSION



**ÖTW MEMBERS
ARE A DRIVING
FORCE IN THE
DEVELOPMENT
OF EXPORT
MARKETS FOR
FINE WINES**

MISSION



**ÖTW WILL
EXPAND ITS
ACTIVITIES ON AN
INTERNATIONAL
LEVEL**

Michael Tischler- Zimmermann

- Head of International Markets at Austrian Wine
- Export Manager at Winery Weszeli
- Export-Oriented Management Master at IMC University of Applied Sciences Krems





Commitment to
Origin and Quality

Tour de Vin

- 30 year Anniversary of Open Cellar Doors combined with exclusive experiences
- Rolling out successfully into other ÖTW regions
- Elevating to even more experiences



ÖTW Erste Lagen Tasting

- 1 ÖTW wines in site-specific order
- Within the historic ambience of Grafenegg Castle
- Perfect for B2C to discover different origins



ÖTW Single Vineyard Summit

- Prestigious multiday tasting at Grafenegg castle
- Covering all 1ÖTW Erste Lagen
- Served in individual order
- Single Vineyard wines from partnering regions Eisenberg, Leithaberg, STK and Wachau

International Education and Partnerships





Education and Cooperation



ÖTW WEINVIERTEL

Quick Overview

WEINVIERTEL



North-West

WEINVIERTEL



WEINVIERTEL



North-West

- Zull Winery - Schrattenthal
- Gschweicher Winery - Röschitz
- Ingrid Groiss Winery - Breitenwaida
- Seher Winery - Platt
- Gruber Röschitz Winery
- Setzer Winery - Hohenwarth
- Julius Klein Winery – Pernersdorf
- Prechtl Winery - Zellerndorf

Weingut Zull

- Currently 17 ha. are cultivated as a family business (4 members).
- 70 % white wine - GV, RR, CH, Viognier; 30 % red wine - ZW, PN, ME, CS - approx. 120,000 bottles produced annually.
- 65% exported to 17 different countries
- Normally 100% manual harvest, the winery has been Nachhaltig Austria certified since 2020.
- No herbicides (never used) and no insecticides have been used for two years.
- The most important sites are:
Schrattenthaler Äußere Bergen (GV),
Schrattenthaler Innere Bergen (RR),
Obermarkersdorfer Hochberg (GV)



Weingut Gschweicher

- The balance between healthy vines and lively soil is the foundation for the style of the wines. As a white wine producer, they specialise in Grüner Veltliner in a wide variety of stages of development. But Riesling is also produced in three different characters. Various flavoured varieties complete the wine list.
- Three quarters of the Grüner Veltliner vines are over 50 years old. The premium wine of the house is the strong mineral Ried Reipersberg Primary Rocks, a Grüner Veltliner from vines over 80 years old that grow on barren primary rock soil around Röschitz.
- Bernhard, the cellar master, is responsible for the clear line and varietal typicity.
- Most important vineyards: Ried Kellerberg, Ried Reipersberg, Ried Himmelreich, Ried Mühlberg



Weingut Ingrid Groiss

- Ingrid Groiss took over her parents' winery in Breitenwaida in 2010 and from the very beginning has focussed on varieties that best reflect the potential of the soil and the region.
- There is a small range of 10 wines, divided into Grüner Veltliner, Gemischter Satz, Riesling and Rosé.
- In addition to the regional and local wines, there are the Grüner Veltliner vineyard wines Ried In der Schablau, Ried Sauberg and Ried Pankraz - and the Riesling Ried Auf der Henne.
- Ingrid Groiss has been certified organic since 2016 and cultivates around 18 hectares of vineyards in the municipalities of Hollabrunn, Ziersdorf and Haugsdorf.
- The aim is to bring out the expression of the region, the soil and the varietal character in all the wines.

Weingut Seher



- The Seher winery was founded in 1968 and has been managed by Wolfgang Seher since 2002. We cultivate 17 hectares in two very geologically different communities.
- In Platt, where the winery is located, calcareous silty soils of the second and third primeval sea, as well as loess soils prevail. In addition to Grüner Veltliner, Weißer Burgunder, Sauvignon blanc, Gelber Muskateller, Pinot Noir, Merlot and Zweigelt are also cultivated here.
- A third of our vineyards are located in Obermarkersdorf on the Manhartsberg. The primary rock soils found there are low in limestone and characterised by the biotite granite of the Bohemian Massif.
- Due to the location, mainly Grüner Veltliner and Riesling are planted on the Manhartsberg. This is the speciality of our farm.
- The most important vineyards are: Kapellenberg in Platt and Feuerberg in Obermarkersdorf

Weingut Gruber Röschitz

- Three generations, three siblings, three united spirits: Maria, Ewald and Christian have found their common denominator in the family business in the western Weinviertel: Wine.
- Whether in the wine garden, in the wine cellar or in wine sales, everyone at the Gruber Röschitz winery pursues their innermost purpose.
- Wonderfully taut Grüner Veltliners, juicy Rieslings and finely nuanced St. Laurents and Pinot Noirs thrive in a biologically and organically cultivated microcosm in Röschitz, Lower Austria.
- This includes granite, loess and clay soils as well as a cool, breezy climate, which in turn brings unique freshness and minerality with fruit to the palate.
- The harmonious family dynamic, which combines old knowledge and a new spirit, gives the wines an unmistakably harmonious character.
- The most important vineyards are Mühlberg, Reipersberg, Königsberg, Steinleiten and Kirchengraben.



Weingut Setzer

- The Setzer winery has existed since 1705 in Hohenwarth am Manhartsberg, in the south-west of the Weinviertel.
- It markets 30 hectares, half of which is exported. This extends from Hawaii in the west to Tokyo in the east.
- Grüner Veltliner and Roter Veltliner are the estate's most important grape varieties. Particularly important here are the Ried Kronberg with sandy, light soil (GV), Ried Kirchengarten (GV) at 370m one of the highest vineyards in the region and stands on coloured sandstone, Ried Laa (GV) as the flagship named 8000 with calcareous soil. Ried Kreimelberg (RV) is located on gravel from the ancient Danube.
- 2 generations work in the winery, Hans and Uli, with their children Eugen and Marie-Theres.





Weingut Julius Klein

- Family winery since 1788.
- 19 hectares of vineyards that grow within a radius of just 2 kilometres around our winery.
- Our most important vineyards are Steinberg, Rustenberg, Wiege and Johannesberg.
- The current wines are also marketed under their vineyard designation.
- The leading variety is Grüner Veltliner; variety distribution: 90% white and 10% red

Weingut Prectl

- The Prectl winery in Zellerndorf is located in the middle of the Retzer Land region and specialises mainly in the Grüner Veltliner variety. We produce 6 different GVs in 4 different vineyards.
- The Längen site is our largest and is protected to the west and has loess soils. The Altenberg site is exposed and on primary rock. The Äußere Bergen vineyard in KG Schrattenthal is also exposed. The Maulavern vineyard on loamy soil is mainly used for the entry-level DAC, the Weinviertel DAC Classic.
- In addition to Grüner Veltliner, Riesling, Sauvignon Blanc, Chardonnay, Pinot Gris and a little Sankt Laurent and Zweigelt are cultivated here
- Herbicide-free for more than 30 years and no insecticides are part of our company philosophy.
- More than 50% of all bottles are exported: Germany, Netherlands, Switzerland, Italy, Czech Republic, Sweden, Peru and USA.
- Our team is a big patchwork family: Franz and Petra are the managers, but our partners and children (Franz, Paul and Maria) are also involved in the success of the winery. Every Saturday from March to Christmas we open our gastro: summer shop and café.



North-East

WEINVIERTEL



WEINVIERTEL



North-East

- Ebner Ebenauer Winery - Poysdorf
- Dürnberg Winery - Falkenstein
- Hofkellerei des Fürsten von Liechtenstein - Wilfersdorf
- Taubenschuss Winery - Poysdorf

Ebner Ebenauer

- Manfred & Marion Ebner-Ebenauer are the 14th generation to run the family winery Weingut Ebner-Ebenauer in the north-eastern Weinviertel. They have been vinifying single vineyard sites for 3 generations and have been working organically since 2016 & biodynamically since 2020.
- Fortunately, Poysdorf has never undergone land consolidation and the single vineyards have always been surrounded by embankments and trees. Greening mixtures and beehives are used to promote the health and habitats of beneficial insects.
- The winegrowing couple see the old vines as a privilege, harvesting by hand and gentle, pump-free processing as a prerequisite. In the cellar, they have always dispensed with large-scale technology; in the 400-year-old vaulted cellar, the musts and wines are moved by gravity on three levels. Each barrel is given the time it needs.
- "Our wines are uninfluenced. They need time to develop. They are not blenders, have a lasting effect and are long-lasting. Nature writes the script for our wines, we direct them." Manfred Ebner-Ebenauer



Weingut Dürnberg

- Christoph Körner started out with an inherited vineyard of just 14 acres and the vision of establishing a leading winery with an international character in the tradition-steeped Falkenstein.
- Matthias Marchesani works tirelessly in sales as Dürnberg's ambassador. Georg Klein contributes valuable organisational expertise and made the necessary expansion of the winery possible through crowdfunding with a high public profile.
- Michael Preyer has been bringing fresh impetus to the winery since the beginning of 2020 and has been responsible for the wines and vineyards as a partner and cellar master since 2022 - he manages the winery with a great deal of creativity, supported by Christoph Körner's experience.
- Grüner Veltliner in all its facets is the leading variety. Another focus is on the Burgundy varieties, which demonstrate the great potential around Falkenstein from the limestone-rich altitudes. The memorable labels show an excerpt from one of the oldest wine law books, the Falkensteiner Bergtaidingbuch from 1309, an authentic homage to the region's long winegrowing tradition.



Hofkellerei des Fürsten von Liechtenstein

- At the end of 2018, the Hofkellerei des Fürsten von Liechtenstein was reorganised under the management of Stefan Tscheppe, the style of all wines was revised and raised to a completely new, origin-oriented level.
- In Wilfersdorf, with around 30 hectares in Schratzenberg and Herrnbaumgarten, the vaulted cellars dating back to 1725 were expanded in 2019 to include a modern press house with a fermentation and storage cellar.
- The focus here is clearly on precise, fresh, independent wines with a focus on Riesling and Grüner Veltliner, characterised by Loess and dissolved lime, from vines up to 40 years old.
- The local and site wines "Herrnbaumgarten" and "Karlsberg" have been cuvées of both grape varieties for the first time since the 2020 vintage in order to emphasise their origin.
- In production, Josef Stumvoll takes innovative steps in the cultivation and development of the wines. The approximately 30 hectares of vineyards are cultivated organically (certified from 2024) and the soils are regeneratively cultivated.
- The wines are marketed internationally to high-end restaurants, specialist retailers and private customers.



Weingut Taubenschuss

- The Taubenschuss winery is a monolith in the Weinviertel wine landscape and is now run by Markus and Thomas Taubenschuss in the 5th generation - with the active help of their parents Monika and Helmut.
- The best vineyards around the wine town of Poysdorf, such as Weißer Berg, Hermannschachern, Tenn and Maxendorf, have been vinified individually and labelled since the 1950s.
- Bottling in bouteilles began as early as 1941 and these are just two reasons for the pioneering position of this Weinviertel winegrowing dynasty.
- The top priority is sustainable viticulture, with a conscious decision to avoid the use of synthetic chemical pesticides and commercial fertilisers and instead rely on their own compost production to organically fertilise the vineyards. Sustainable vineyard grazing with the help of special sheep has also been successfully practised for several years. The winery will be officially certified organic from the 2023 vintage.

South

WEINVIERTEL



WEINVIERTEL



South

- Lobner Winery – Mannersdorf an der March

Weingut Lobner

- Quote from Gault Millau "Gerhard J. Lobner is no stranger to the wine scene, having successfully managed the traditional Viennese winery Mayer am Pfarrplatz for many years."
- His daughter Benita now actively supports him at her parents' winery in Mannersdorf an der March, which does nothing to detract from the quality of the wine series.
- The Rieslings are highly convincing - focussed, simply delicious. We also think the structure-emphasised "Terra Aurea" from the Rochusberg vineyard is excellent."



MISSION



- **Role models** in long-term thinking, vineyard farming and vinification
- Focussing on further establishing **wines of origin** in **Export markets**

MISSION



- **Active exchange** with ÖTW members of all regions to discuss and help successfully shape future of origin in Weinviertel
- Input and support in the **development** of the **DAC** structures

MISSION



- Role model for the development of **Biological and Sustainable structures** for the Weinviertel
 - 9 Members Biological
 - 4 Members Sustainable

STATUS 2024



90 members of **OTW**

in 5 regional associations:

Donau

- Traisental 3
- Kremstal 16
- Kamptal 15
- Wagram 7


Wien 6

Carnuntum 20

Thermenregion 10

Weinviertel 13

**109 ÖTW
ERSTE
LAGEN**
(DONAU, WIEN,
CARNUNTUM,
THERMENREGION)



22 Kamptal

37 Kremstal

6 Traisental

13 Wagram

9 Carnuntum

10 Thermenregion

12 Wien

STATUS 2024



SIGNIFICANCE OF THE ASSOCIATION

2024: 3600 ha of vineyard size

8 % of Austrian wine

ACHIEVEMENTS

TOUR DE VIN



TOUR DE VIN



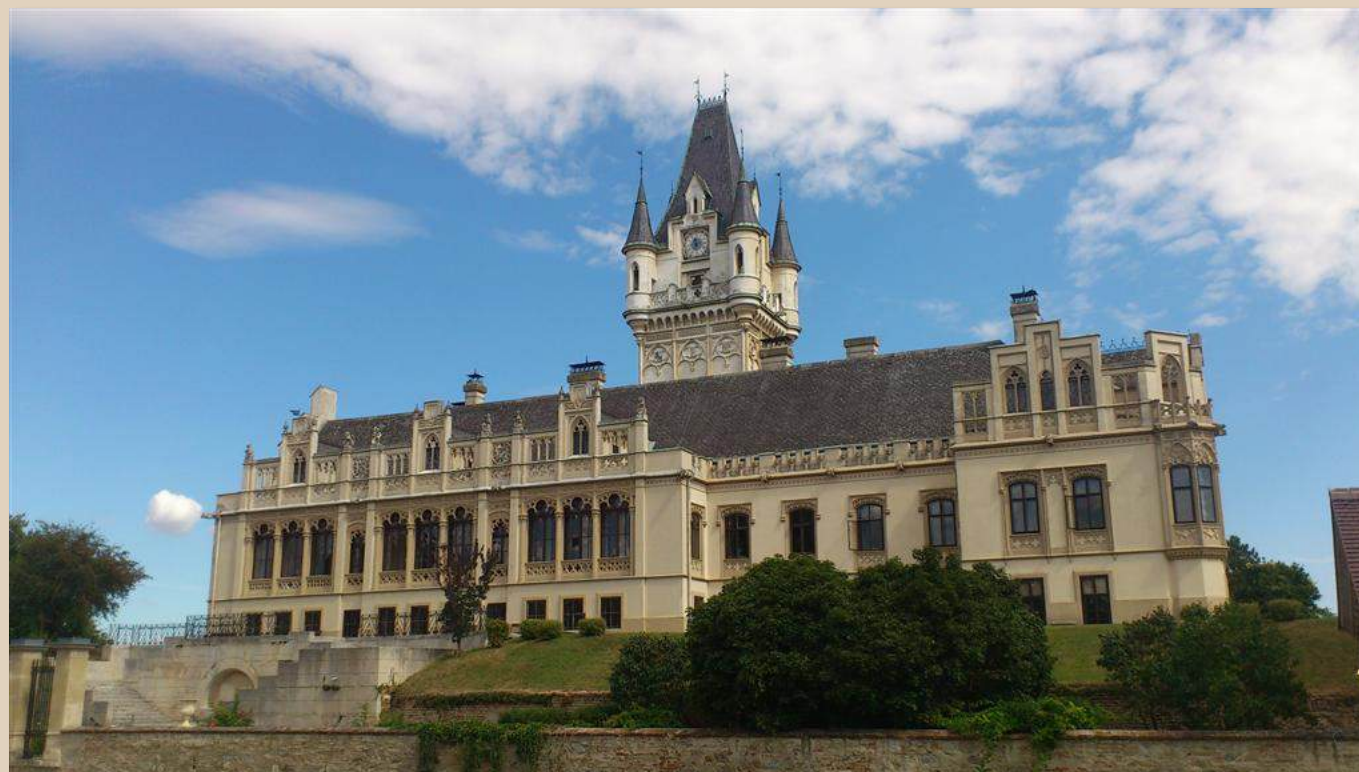
ACHIEVEMENTS

Celebrating 30 Years of
TOUR DE VIN (est 1994)

Nowadays copied by every region in
Austria

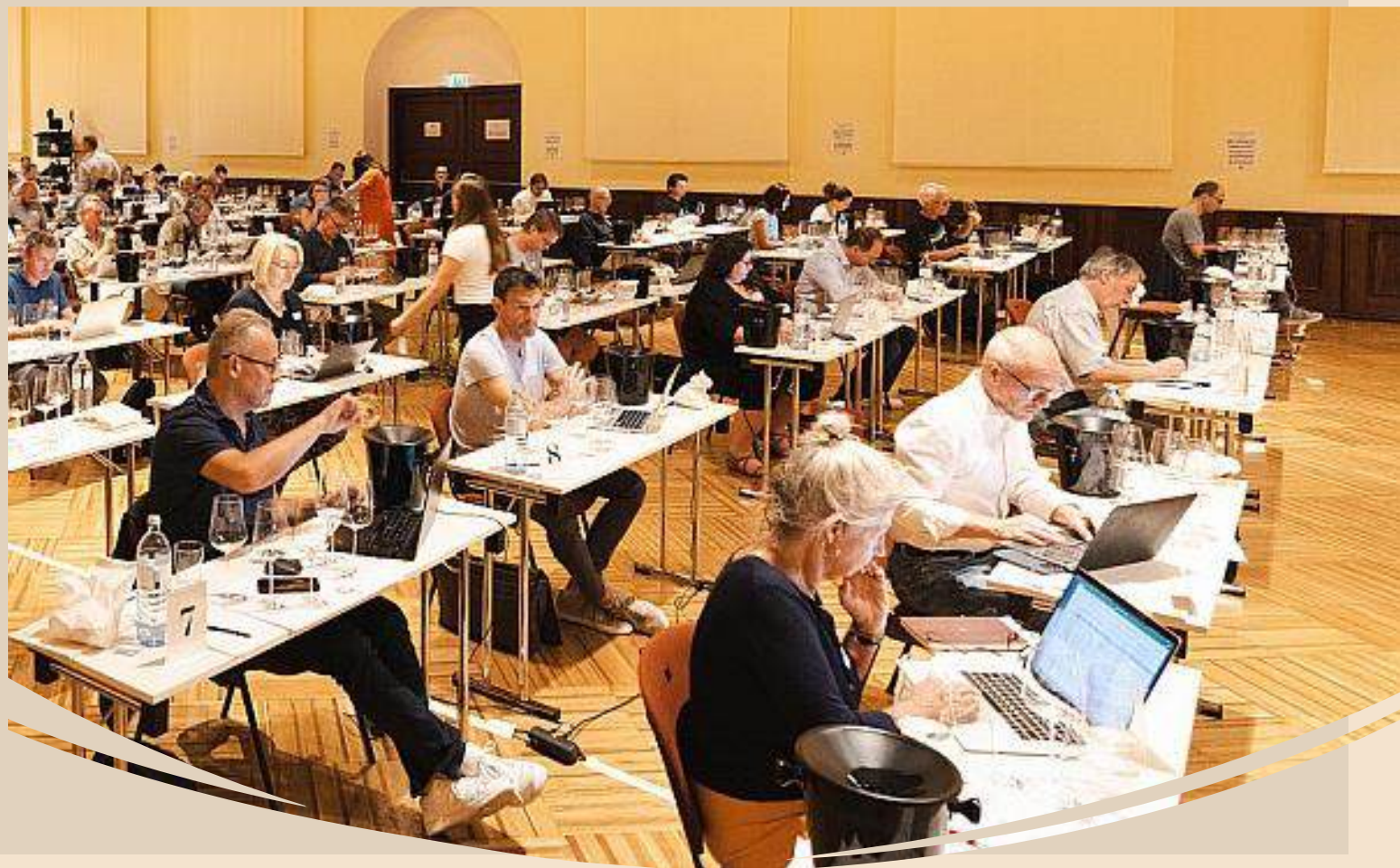
ACHIEVEMENTS

GRAFENEGG



ACHIEVEMENTS

GRAFENEGG



GRAFENEKG

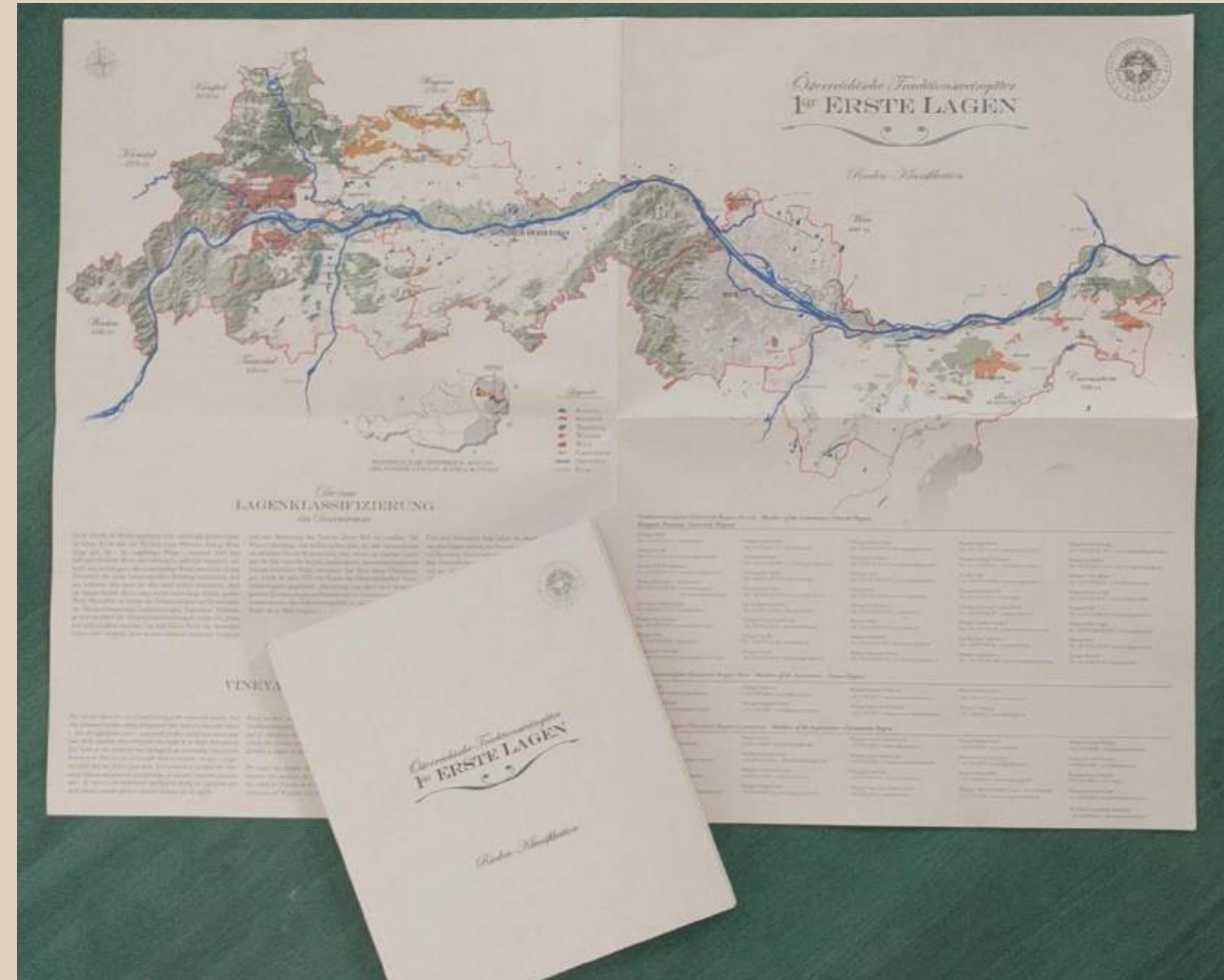


ACHIEVEMENTS

- Silent tasting for professionals
- Developing into the most significant tasting of the best wines of origin in Austria.
- Excursions
- Grafenegg ´music festival
- Special topics

ACHIEVEMENTS

CLASSIFICATION BOOK & MAP



COLLABORATION
VDP



ACHIEVEMENTS

In 2011 we initiated a **collaboration** with the German **VDP** and **STK Steiermark** with the goal to establish a harmonised classification system in the german speaking world.

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