

# 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 m<sup>3</sup> 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 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.

### 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.

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

**REMUS MIHAI HIRCEAGĂ**  
COUNTRY MANAGER, ERA GROUP  
ROMANIA

