

Generational Change at Banner: Werner Töpfl Appointed New CEO

A generational shift in the leadership of the long-established family-owned company – Mag. Werner Töpfl succeeds Andreas and Thomas Bawart as CEO.

Leonding, 8 April 2025. After decades of leadership by Andreas and Thomas Bawart, the Banner company is taking a historic step: For the first time, an external CEO, Mag. Werner Töpfl, took over the operational management on April 1, 2025.

New perspectives for a company steeped in tradition

After more than 30 years in management, we have decided to take a step back operationally in order to make room for new impulses," says the previous commercial managing director Andreas Bawart. "We are handing over to a manager who knows and lives our values – and at the same time has the necessary entrepreneurial experience to lead Banner further into the future." Werner Töpfl has already been gradually integrated into central areas of the company over the past two years and was most recently responsible for finance, IT, controlling, supply chain and sustainability.

Strategic transition ensures stability

The change at the top was planned and accompanied over many months. "The owners have placed their trust in me from the very beginning," says Töpfl. "We have designed a structured transition – with clear goals, open discussions and a lot of responsibility."

Focus on the 2030 Agenda

The new CEO Werner Töpfl wants to make banners more efficient, digital and market-oriented. "Banner must be noticeably different from the competition – through quality, customer proximity, speed and clear decisions," emphasizes Töpfl. He is supported by two long-standing managers: Franz Märzinger and Florian Steinhart, who act as members of the management board. "Our vision is clear," Töpfl continues: "Banner should be perceived as a leading provider of energy storage solutions from Austria – innovative, profitable and sustainable."

Values remain, responsibility changes

With the change, Andreas and Thomas Bawart are withdrawing from operational management, but will remain closely associated with Banner as owners. "It's a change in the sign of further development," says Andreas Bawart. "Our commitment to banners remains – just in new roles."

Captions:

Photo 1: (from left to right) Thomas Bawart – former Technical Managing Director, Werner Töpfl – new CEO, Andreas Bawart – former Commercial Managing Director

Photo 2: Werner Töpfl (new CEO), Franz Märzinger (right) and Florian Steinhart (left) – Members of the Executive Management

Additional photographic material is available from the downloadcenter under

<https://www.bannerbatterien.com/Downloadcenter>

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Banner at a glance

Two operative business units, Automotive and Energy Solutions, constitute the cornerstones of the Banner Group, which has been producing batteries for all types of vehicles since 1937. The Automotive business unit has an extensive product portfolio, which includes starter, vehicle electrical system and leisure batteries for both the original equipment (OE) and aftermarket (IAM) sectors. As a rule, these products are developed and manufactured at the group headquarters and production plant in Leonding (Austria). Conversely, the Energy Solutions business unit, which is located in Thalheim near Wels (Austria), specialises in the further development of products for the traction, semi-traction and standby segments. Under the management of Werner Töpfl, the company employs around 750 people across Europe. In thirteen European countries, dealer support is provided by the group's own sales companies, while in over 70 other countries in Europe, Africa and Asia, products are sold through direct importers. Future-oriented technology and outstanding quality underline the international reputation of the flagship products with "buffalo power" and this also characterises the Banner logo. Further information is available at [bannerbatteries.com/en](https://www.bannerbatteries.com/en)

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