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# Seisenbacher

The Story We Tell  
United on a Journey of Innovation

Seisenbacher's Managing Director Georg Malleier talks about the future of mobility interiors, 'dumb' and 'smart' equipment, and business transformation.

**Question: Inventing Mobility Interiors is Seisenbacher's vision. What does that mean?**

**Georg Malleier:** Inventing Mobility Interiors means not always just trying to offer the cheapest price for a product that is currently in demand but recognising developments in society and

the evolution of operators' and passengers' requirements and translating these into a product and solution portfolio that meets the needs. We try to identify these needs of today and those of tomorrow early on and develop suitable solutions – so that they are ready and available when the need arises.

**Q: How do you balance the needs of these three groups: operators, manufacturers and passengers?**

**GM:** By putting the focus on those whose needs are the hardest to predict: the passengers. Essentially, the key is to understand how to make travel time a time well spent, so that the user does not perceive



the journey as an interruption. A current example: I come to the train station to sit at the tracks, my life is on pause while I sit in a tube that brings me where I want to go, and then my life can continue again. For us to not perceive the journey as an interruption, the goal is to make travel time a productive and meaningfully invested time in people's lives. Regardless of what other needs one might have. A business passenger will expect something different from a family travelling on vacation.

**Q: To realise its ideas, Seisenbacher puts modularity at the centre of its developments. Why is that?**

**GM:** We want to use the advantages of modular design in order to use standardised components on the one hand. This brings advantages in production, lower costs, consistent quality, but also, for example, better availability of spare parts. On the other hand, modularity naturally allows a high degree of individuality

and adaptability. To ensure that we succeed in this, we also work together with a renowned design studio.

**Q: Seisenbacher evolved from a production partner to an innovation partner for the industry and has reoriented itself as a company.**

**GM:** In the past, as a classic medium-sized company, we mainly produced according to demand. The shift to observing needs, innovations and their implementation in interiors, is of course, a paradigm shift. We redefined our company, from the inside out. We are changing many things: structures, access to information and, above all, our approach and way of thinking.

**Q: This approach is not only beneficial in the rail industry?**

**GM:** Exactly right. That is why we want to move in the direction of bringing our mobility interiors to the air and sea industries as well.

We want to position ourselves even more as an innovation partner for the mobility industry.

## Moving Mobility Interiors into the Future

### C.A.T.S. (Crash Absorbing Table System)

*We are in the mission of enhancing passenger's safety.*

The Seisenbacher R&D team developed a new crash-absorbing table system (compliant to APTA standard PR-CS-S-018-13), which features a cantilever construction. A patented crash absorbing element developed for this specific application is integrated under the tabletop in an aluminium frame to diffuse the impact energy through friction and shock absorption. The lightweight tabletop is not part of the crash system, can be adapted to customer preferences and allows integration of various passenger aimed features (e.g. passenger information displays, wireless

charging devices). Comprehensive simulations and lab tests prove that the effectiveness of our CATS is independent of the direction of travel or seat orientation, and that the risk of injury is significantly lower in all possible seating configurations. At the same time, the modular system offers a great deal of freedom for customisation of the seating area, enabling increased consideration of passenger needs and customer requests. The development is fully finished, and serial table systems are shipped to customers.

### VÄSTA - Bike Storage

*From pain over solution to product concept.*

During the pandemic one of our system engineers dealt intensively with the topic of bicycles and travelling by bike. During this exploration he discovered that there is no satisfactory solution for taking bicycles on rail vehicles.

His solution was discussed in detail

at an in-house workshop. Together with our industrial designer, we converted the solution idea into a concept and decided to exhibit this concept as a prototype at this year's InnoTrans. For the actual development project, we expect feedback to this displayed prototype from the trade audience.

### Ceiling Systems

*Business as usual.*

The centrepiece of every single train, in local and long-distance traffic, is the core competence of Seisenbacher. The various designs of our ceiling systems are well known far beyond the borders of Austria.

Our ceiling systems are of high quality and include all components requested by our customers. In order to supply our customers with a plug-and-play solution, our ceiling systems in the majority of cases get equipped with LED lighting, air ducts and sometimes even cables and cable trays.

Have we caught your interest?  
Then let us know how we can assist you.



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