

PRESS REPORT

eMagnetix Online Marketing GmbH

Bad Leonfelden, February 20th, 2018



Finishing work in the afternoon rather than in the evening: An Upper Austrian company introduces the 30-hour work week – at full salary! According to the motto “Everything is possible” the 30-hour work week becomes reality at October 1st, 2018.

For more than 40 years now the legal 40-hour work week applies for Austria. However, eMagnetix Online Marketing GmbH doesn’t comply with this standard any longer. It is the first European company introducing an innovative working time model: Reducing working hours to 30 hours per week – at equal salary.

The two CEOs of eMagnetix Klaus Hochreiter and Thomas Fleischanderl proceed to action at today’s World Day of Social Justice: *“Everyone of us knows this feeling: It’s evening, you come home from work, you feel exhausted, you still need to get some food, do some housekeeping and help your children with their homework, you take the dog for walkies and then you fall into your bed completely worn out in order to work again for eight hours the next day. Work-life-balance is off!”*

Work-life-balance – other people talk about it, eMagnetix realizes it

This is exactly what the majority of people desires. A recent study from the University of Vienna shows that for only 42% of the Austrian citizens the job is “very important”. On the other hand friends & leisure time are getting more and more relevant. Particularly among young people – also called “Generation Y”, “Millennials” and “Generation Z” – a paradigm change is taking place: “Living in order to work” instead of “working in order to live”.

„This is where eMagnetix with its 30-hours work week comes into play. Starting with October eMagnetix offers a better quality of life and therefore a compelling argument for new, outstanding employees,” explains Hochreiter. *“The 30-hour work week provides up to 2.5 hours more leisure time a day for our employees, because the working day at eMagnetix ends at 2 p.m. in future. A real work-life-balance means up to 50 hours more leisure time a month which is equal to five weeks leisure time a year!”*

Reducing salaries was never up for discussion and this is what makes the difference: There are already companies where the employees work less than 40 hours but there was an aliquot salary reduction as well. This brings short- und long-term disadvantages because of less money for life-savings and less social entitlements like retirement pension and unemployment benefit. *“A lower salary increases sideline businesses and poverty in old age. This is exactly the working model that does not agree with the sense of work-life-balance”*, underlines Fleischanderl.

WIN-WIN-WIN

Preparations have been taking place for more than one year. *“Together with the employees we considered how we could realize the 30-hour work week. A test lasting for several weeks last autumn*

turned out positively and the social partners also agreed. They really liked the idea and together we plan to set up a pilot project which will be accompanied and analyzed by the social partners."

What does the management expect from the new working time model? *"The employees should have more time for themselves outside the job in order to live a well-balanced, satisfied life. We are convinced that this will have positive effects on health, motivation and productivity of our employees. Therefore, we have a motto at eMagnetix: If it is good for the staff, it is good for the customers, it is good for the company. So this is a WIN-WIN-WIN situation!"*

More information at www.30sindgenug.at

Discussions & postings on the issue live under the hashtag **#30areenough**

About eMagnetix:

- founding year 2008
- 22 employees
- More than 250 customers and 120 active projects
- Honored several times
- Sector: Online Marketing – we turn our customers' websites into a magnet for their customers!

References:

- https://wien.arbeiterkammer.at/service/veranstaltungen/rueckblicke/40_Jahre_40-Stunden-Woche.html
- <http://oesterreich.orf.at/stories/2868902/>

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