

AN INTENSE 18 MONTHS

Webak was first non-German firm to get PTB approval

THE success story goes on for one of the smaller of the Austrian machine manufacturers, Webak, based at Gmunden in Upper Austria. The company shot to international attention early last year when it became the first non-German company to get a machine approved by the German PTB for the street market under the new German AWP laws.

That approval, first for the single game Bell Scatter and soon afterwards for the Casino Multi Game, led to the product's fast penetration of the German street market through distributor Neox Technologies of Bingen am Rhein.

In addition to Germany, the Multi Game is also being taken into other European jurisdictions. Webak has made new contacts in Hungary, Bulgaria and Serbia with the product. In Hungary a distributor has been appointed, Janos Szin, who operates under his own name from offices in the south of the country. In Bulgaria the Sofia-based JPL is now distributing the Webak gamebox and will display it at the trade show in Sofia which is scheduled to run from September 30-October 2. For more than a decade, Webak has been represented in Romania by its associated company, Webak Romania, and that firm will present the Webak products at the Romanian trade show scheduled for Bucharest from August 20-22. The company's Bulgarian distributor will also show at that event.

In Serbia, the company is now distributing through Rubikon of Novi Sad. At the moment there are negotiations under way as well with a possible new distributor for the Czech Republic.

Webak's Eveline Kreiner, who runs the company with husband Kurt, told *InterGame*: "It has been a period of intensive activity for us over the past 18 months. We have made enormous strides since we penetrated the German market and that has been because the video-based reprogrammable game has been proved to be so successful with operators."

During 2008, she said, the company would produce three new cabinet designs for its multigames, all different styles to suit different



Kurt and Eveline Kreiner of Webak with their Multi Game machine which has had such an impact on the European market

operating sectors. It will also have some new developments with its software, especially for the new markets, as the year progresses.

Webak will also have a new general manager on board at the beginning of May. He is Norbert Gruber, who has come from outside of the gaming industry but who has considerable experience in the economics sector. Said Eveline: "We needed someone to run the company from the inside so that Kurt and myself could spend more time 'on the road' visiting our customers and making new contacts at the trade shows."

"The gaming machine industry is a personal-touch industry and it is vital that we spend as much time as possible on that part of the business, but of course we needed the back-up in the company headquarters."

She hinted that the company would be making some more surprise announcements within the next few months which would serve to underline the progress made by Webak in the exports business.

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a selection of our games

