



StoraEnso

Partner of Stora
Enso

Das Rad Oberländer Wolfsberg, Austria

Welcome to Das Rad! This family-run business is a specialist bicycle retailer, providing customers with a unique selection of brands in a friendly atmosphere.

This popular bike store is located in the picturesque region of Carinthia, Austria, and it is made with a sustainable mass timber kit of parts by [our partner ZMP](#) and built by local carpenter, [Reiter-Lavanttaler Holzbau](#).

It is a great example of how mass timber can benefit commercial retail properties at any scale. It is also an excellent example of how even new property developers can achieve first-time-right results with the right partners and materials.

In an interview with the owners Lisa and Daniel Oberländer, we learned more about the development and the use of CLT as a building material, as well as their experiences.

Why was timber chosen as the building material?

Because of the region and the added value of sustainable and ecological benefits.

Sustainability

The [Sylva™ kit by Stora Enso](#) generated three tonnes of greenhouse gases (CO₂e) to manufacture. Compared to the 46 tonnes of carbon dioxide that the trees removed while growing and will store in the building, this is a small fraction. Choosing Sylva CLT elements instead of non-renewables avoided 68.58 tonnes of greenhouse gases. (Source: [Stora Enso Carbon Calculator](#)).

Why did you decide to build a new store? What requirements did you have for your future business premises?

In the autumn of 2021, my wife and I made the decision to continue the family business. This decision started a rapid sequence of events. The bike shop had been in my parents' house for 28 years. With my father's retirement approaching, we realised it would be necessary to build a new property so he could retire in peace while we continued to run the business. The new building had to be ready for the opening at the beginning of 2023. Our aim was to build as much as possible ourselves and use only local businesses.

Why did you choose a Sylva™ CLT Walls and Floors for the new building?

Environmental considerations played a major role in our decision making. We wanted to reflect sustainability throughout the building. We were challenged at the time with the rising construction costs and long delivery times for the materials. Nevertheless, it was clear to us that wood was essential for the feel-good factor.

What advantage did Sylva™ CLT solid wood elements have in this project?

It was extremely advantageous. Assembly is simple and quick. Definitely an advantage when time is short. Attaching LED strips to the floor and the versatility for shelving and hanging are just some of the additional benefits.

What feedback have you received for this project, especially with regard to the realisation with wood?

The result confirms our decision. Every customer immediately feels at ease when they enter our shop.

Looking back, what do you take away from this project?

The renewable materials company



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The tight schedule was realised perfectly: from planning in January to June 2022, to the start of construction in July 2022 and the opening in March 2023!

"We're thrilled with our choice of materials—especially wood. If given the chance, we would make the same decisions all over again. The feedback particularly regarding the use of wood, has been overwhelmingly positive. Customers immediately feel comfortable upon entering the store, validating our choice." ([Read the full interview here](#)).

About Lavanttaler Holzbau the local carpenter

ZMP's partner, [Lavanttaler Holzbau](#), is a well-respected customer-focused local business of 25 highly skilled workers that combines traditional woodworking with meets innovative technology.

The company specialises in both standardised house types and customised timber construction solutions that meet their individual requirements. Before the realisation of each project, comprehensive consultation is of great importance to ensure that all requirements are met. All relevant criteria such as floor plan, technology, and roof shape are also taken into account during the planning stage, while the regulations of the building authorities and other framework conditions are observed. The result is customised products that meet the highest quality standards.

Designed for conscious shoppers

The store was designed by architect Daniel Eckert of S.E. Massivhaus GmbH with the application of just over a hundred cubic meters of [Sylva™ CLT Walls and Floors](#) made with wood sourced from sustainably managed [PEFC-certified](#) forests.

Construction

The design process was planned from January to June 2022, and construction commenced in July 2022 and concluded by March 2023, showcasing the flawless execution by our partners, ZMP and their partners to work with a [Sylva kit of parts](#).

Growing business

The application of exposed mass timber is proven to create a calming environment that resonates in retail locations. Recent studies reveal that we are more likely to spend more time (and money) in biophilic-designed retail spaces as they make us feel welcomed, calmed, and connected ([Source](#)).

Many Influential brands like [Porsche Digital](#), [Volvo](#), [Chanel](#), [Penny Supermarket](#) and more are also designing their showrooms and offices with Sylva™ by Stora Enso because the renewable material resonates with conscious consumers who prefer businesses that prioritize environmental responsibility.

Learn more about

The construction of [this store](#) (German version available)

The advantages with mass timber [download whitepaper](#)



General

Delivery year

2022

Area (m²)

300

Units

1

Building type

Commercial

Storeys

2



Photo credit: Foto: René Knabl

Products

Products and Services

CLT, Sylva™ CLT Floors and Roofs, Sylva™ CLT Walls

Product volume (m³)

60

Product quality

VI, NVI



Photo credit: Foto: René Knabl

Team

Partner of Stora Enso

ZMP Holzbausysteme

Architect

Developer

Lisa und Daniel Oberländer

Timber Engineer



Photo credit: Foto: René Knabl



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Daniel Eckert | S.E. Massivhaus Lavanttaler Holzbau
GmbH



Photo credit: Foto: René Knabl



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