

## INVENTIVE FROM THE START

In the mid-70s, Peter Röhrig nearly put his heart and soul into the development of microwave tableware. Instead, the young father invented a new type of pacifier for babies and has been wanting to ensure a healthy future for them ever since.

**Mr. Röhrig, you founded MAM nearly 47 years ago, what made you decide to develop innovative baby products back then?**

**Peter Röhrig:** Before starting MAM, I worked in my father's plastics company, where I gained a lot of know-how in the field of plastics technology. Then I wanted to do something on my own. At that time I was working on ten different projects, from microwave dishes to new pharmaceutical packaging. I've always had a passion for inventing things. When I became a father, I came up with the idea of developing pacifiers. Partly because there was no functional, yet visually appealing pacifier at the time. I wanted to change that.



Peter Röhrig with the very first MAM pacifier in 1976.

**You then developed a pacifier that revolutionized the entire industry. How did you manage to get this innovation off the ground?**

**Peter Röhrig:** My vision was, and still is, to produce particularly safe baby products that combine an appealing design with medically proven benefits. It was clear to me that I would have to bring many experts to the table. Together with orthodontists, dentists, pediatricians, and the designer Ernst Beranek, then a professor at the University of Applied Arts in Vienna, I succeeded in putting my vision into practice. An example of how innovation can only succeed through collaboration and a large dose of passion.



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Peter Röhrig, MAM Founder

**Inventiveness has been the success factor of MAM right from the start. Which patents are you particularly proud of?**

**Peter Röhrig:** Our product portfolio has evolved over the years. In addition to pacifiers and baby bottles, we also offer drinking cups, dental and oral care products, and breastfeeding products. I am especially proud of the MAM Perfect pacifier, for which we have managed to develop a very thin teat neck that prevents misaligned teeth. The Easy Start Anti-Colic baby bottle is also a flagship product. It reduces colic and thus increases the well-being of babies. In addition it can be easily sterilized in an energy-saving way.

**Where and by whom are these innovations developed?**

**Peter Röhrig:** What started as a small team of plastics technicians has grown over time into a research and development department with over 50 employees. Our innovation team, our material experts, our product and packaging designers and many more work to develop the best and safest baby products every day—with great success. Our new MAM R&D Competence Center in Großhöflein, Burgenland, is the ideal environment for creative thoughts to develop freely.

**Nowadays, sustainable business is a basic requirement for companies. How did you manage to anchor sustainability into the company and what role does innovation play in this?**

**Peter Röhrig:** We work for the next generation and therefore bear all the more responsibility to guarantee a future worth living. As a company, we have grown organically and sustainably, because it is important to me to make investments with foresight. For example, we started investing in photovoltaic systems and energy efficiency measures for our plants at an early stage. Besides being economically sound, it is also good for the environment. In order to remain fit for the future, I see a great opportunity in the recyclable design of our products. We took a revolutionary step for the time and made baby products safe, functional, and attractive. Now it is time to make an important contribution to the circular economy. We will certainly accomplish this task through a spirit of innovation, collaboration and, above all, with a lot of heart.



Insight into the pacifier production in the 80s.