

Press Release

Digital “Home of Construction” Everything at a glance: PORR unveils new online presence

Vienna, 23.09.2025 - PORR is showcasing a fully redesigned appearance on its website and blog, World of PORR. The far-reaching, modern and minimalist aesthetic in PORR's signature blue and yellow is striking, with a strong emphasis on usability, allowing users quick and clearly structured access to all the information they need.

“Construction is a dynamic business and one that's constantly renewing itself: We must continuously evolve, whether that means integrating construction processes that reduce CO₂, using LEAN construction methods to increase efficiency, or of course further digitising our construction sites”, says PORR CEO Karl-Heinz Strauss. “It's all the more important that our digital presence reflects this dynamism”. The website relaunch is a comprehensive project that includes both the Group site at porr-group.com and the seven country sites in PORR's home markets - among them porr.at, which serves its largest home market, Austria. In addition to the websites, the “World of PORR” blog has undergone a complete makeover as well.

The new online presence shows how PORR connects people through intelligent construction. It highlights what PORR stands for: Top performance driven by innovation and a commitment to proactively shape society in a positive way. In this sense, it has quite literally become the digital “Home of Construction”. Together with implementation partner Cyberhouse, PORR has developed a powerful, scalable platform that meets the high demands of an international construction group - both in terms of technology and user experience.

Websites: Getting answers fast and with great accessibility

Strauss: “Our stakeholders - investors, clients, partner companies, and of course people interested in the construction industry - want answers to their questions. These answers must be available quickly, with just a few clicks, and accessible also to those with disabilities”. The new PORR websites comply with WCAG 2.2 AA accessibility standards for people with disabilities - not as a mere technical feature, but as a guiding principle. This ensures that everyone has the same depth of information and usability, whether they are looking for information, a project, or the right contact person.

Powerful visuals, clear messages

The visual design has undergone a complete rethink: Far-reaching, modern, and minimalist - with plenty of space for strong imagery and clear messages. “We deliberately kept our classic PORR colour scheme in blue and yellow - this recognisability was important to us”, says Strauss. In addition, the frontend has been optimised specifically for performance.

Just as every building stands on a solid foundation, the technical basis of the website has also been rebuilt from the ground up and brought in line with the latest technology standards. The platform is stable, scalable, and fit for the future. In terms of technology, the new portal is based on the latest version of the open-source enterprise content management system TYPO3. The multi-site setup allows for the central management of numerous national and brand

presences. Finally, the hosting also aligns with PORR's sustainability goals: The website runs on an energy-efficient system with CO₂-offsetting - operated in a way that conserves resources and protects the environment.

All-round experience: The new World of PORR

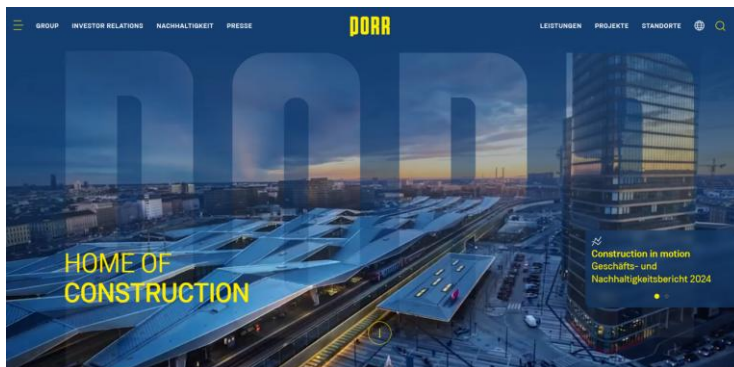
The World of PORR - or WOP (worldofporr.com) - has also undergone a complete overhaul, again with the support of Cyberhouse. Originally launched in the 1960s as a print magazine for trade experts, WOP was digitalised in 2019. With the latest relaunch, the World of PORR has now become a genuine all-round experience.

The editorial concept has been expanded: What began as a specialist magazine has evolved into a blog that takes readers behind the construction fence. Readers can look forward to exciting stories, in-depth insights and numerous highlights - complemented by impressive photos and videos - covering PORR's array of diverse projects, complex challenges, and innovative solutions. Articles on construction projects and technologies from around the world also offer a broader perspective. And all of this comes in a brand-new design with lots of new features.

As with the website relaunch, usability was the central focus for the new World of PORR. Users can now navigate even more easily. Articles are assigned to PORR's main areas of expertise - from building construction to special competencies through to civil engineering & infrastructure. Tags indicate which additional topics are covered in the stories. And every article can not only be shared and forwarded quickly but also downloaded and printed. One click is enough to generate a print version.

Partner for the websites & WOP: Cyberhouse GmbH

Photos:



Intelligentes Bauen heißt Verantwortung übernehmen

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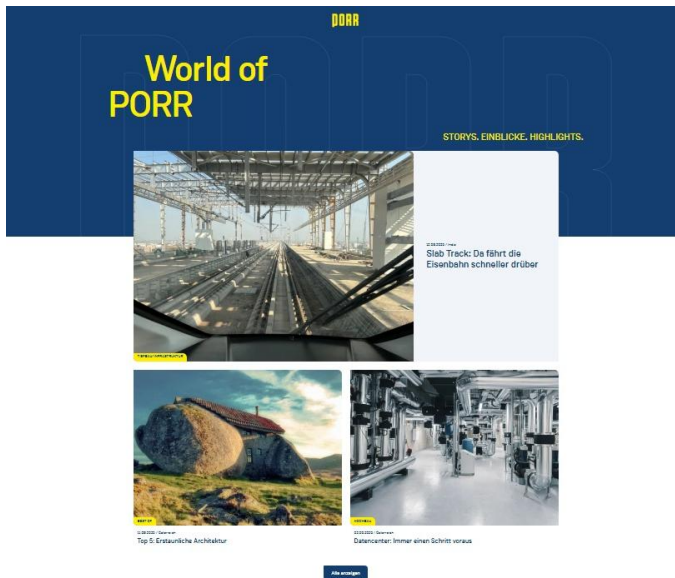
Klima und Ressourcen schützen - für den Erhalt unserer Lebensgrundlage



Gesundheit schützen und Talente fördern - für eine bessere Arbeitswelt



Nachhaltiges Wirtschaften in der Baubranche - für einen langfristigen Unternehmenserfolg



PORR CEO Karl-Heinz Strauss © Astrid Knie

The press release including high-resolution images is available for download from the [PORR Newsroom](#).

About the PORR Group

Top performance driven by innovation - that's what PORR has embodied for over 150 years. With around 21,000 employees and production output of around EUR 6.7 bn (business year 2024), PORR is one of the largest construction companies in Austria and among the top players in Europe. As a full-service provider, PORR offers every aspect of building construction, civil engineering and infrastructure construction along the entire value chain. The focus is on the home markets of Austria, Germany, Switzerland, Poland, the Czech Republic, Slovakia and Romania. PORR also works in selected international project markets such as Norway, the UK and Qatar. The PORR share is listed in the prime market segment of the Vienna Stock Exchange and is part of the ATX, Austria's leading index. (ISIN: AT0000609607)

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