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## **PM-International and University of Applied Sciences Upper Austria inaugurate new Josef Ressel Centre for Innovative Bioavailability Research**

**Schengen/Wels, March 18, 2025.**

PM-International and the University of Applied Sciences Upper Austria (FH OÖ) have officially inaugurated the second Josef Ressel Centre for Innovative Bioavailability Research in Wels. The ceremonial opening marks a significant milestone in research aimed at improving nutrient absorption and underscores PM-International's investment in research and innovation for the future of nutritional science.

### **Innovative Research with Practical Benefits**

The new Josef Ressel Centre is dedicated to practice-oriented research on nutrient bioavailability – a crucial factor in the effectiveness of dietary supplements. “With this second centre, we are taking a decisive step forward,” explains FH Professor Dr. Sandra Mühlböck. “We are no longer just identifying substances but are now also focusing on how we can optimize their absorption and utilization in the body.”

The first Josef Ressel Centre, led by FH-Prof. Dr. Julian Weghuber, developed the innovative product FitLine C-Balance together with PM-International. This product is based on groundbreaking research on the bioavailability of guava extracts from Prof. Weghuber's studies. This pioneering innovation highlights the potential of the research partnership between PM-International and FH OÖ.

### **A Strong Network of Science and Industry**

The establishment of a Josef Ressel Centre is considered a special achievement: “There are only five such centres in total, and their creation is a complex and demanding process,” explains FH Professor Dr. Johann Kastner. The centres of excellence are funded by the Christian Doppler Research Association and supported by the Austrian Ministry of Economy.

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Florian Frauscher, Section Chief at the Federal Ministry for Labour and Economy, emphasized the importance of the research field in his speech: “Nutritional science is of central importance for the health of humans and animals. A deep understanding of these natural processes will also lead to better products, whether they are dietary supplements or animal feed. This benefits the involved companies, Austria as a scientific hub, and ultimately society as a whole through improved health knowledge.”

## **Innovative Approaches and New Methods**

The new Josef Ressel Centre is headed by Dr. Bernhard Blank-Landeshammer. His team is pursuing several promising research approaches, such as optimizing nutrient absorption, establishing alternative bioavailability research models, and studying nutrient absorption through the oral mucosa and skin. Special focus is placed on conducting research without animal testing, requiring the development of new specialized methods.

“We stand on the shoulders of giants,” emphasizes Dr. Blank-Landeshammer. “Thanks to the existing infrastructure at the Centre of Excellence for Food Technology and Nutrition at FH OÖ, we can leverage valuable resources and significantly advance our research.”

## **A Strong Commitment to Innovation**

Dr. Kühne from PM-International emphasized the importance of long-term collaboration: “Innovation is the foundation of our success, and research is the basis of every innovation. Our successful products, like FitLine C-Balance, demonstrate the difference that scientifically backed developments can make. With the new Josef Ressel Centre, we expect further practical innovations that will elevate our products to the next level.”

The combination of scientific expertise, business practice, and societal benefit creates a forward-looking model for sustainable research. “We are conducting research at the pulse of the economy while remaining independent,” concludes Dr. Blank-Landeshammer.

The new Josef Ressel Centre will provide valuable insights into bioavailability over the next five years, laying the foundation for new, innovative FitLine products from PM-International.

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## About PM-International:

Since 1993, PM-International develops and distributes a premium range of scientifically formulated products for health, fitness and beauty under its FitLine® brand – many of which have a patented technology.

More than 900 million FitLine® products have been sold worldwide. Headquartered in Luxembourg, the family business distributes its products from over 45 subsidiaries on 6 continents.

The exclusive Nutrient Transport Concept (NTC®) represents the company's core competency and over 30 years of experience in product development: it delivers the nutrients when they are needed and where they are needed – to the cellular level, from inside and outside. To guarantee a continuous high product quality, the products are regularly and independently tested by ELAB Analytics GmbH. Via the QR code on the packaging, consumers can directly review information about the analysis. We believe that PM-International is still the only company that offers this level of transparency.

More than 1,000 top athletes from over 85 disciplines and 40 nations trust in FitLine products. FitLine is the official supplier of numerous sports organizations and national teams, such as the ATP Tour for men's elite tennis, the German, Austrian, and Canadian Ski Associations (DSV, ÖSV, ACA), the German Cycling Federation (BDR), the German Athletics Association (DLV), the Royal Belgian Handball Federation (URBH), and many others, with some of them for more than 20 years.

Further information can be found under: [www.pm-international.com](http://www.pm-international.com)

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