

BAUWERK®

Parquet

Press release

"We look boldly to the future."

Bauwerk Group, a global leader in top-quality sustainable parquet from Switzerland, is coming to the major BAU 2023 show in Munich, with the first-ever joint presentation of its two strong brands, Bauwerk Parquet and BOEN, in the same exhibition space.



"After four years of absence due to the pandemic, BAU is going to be our first big international show," says Samuel Vonrüti, Chief Marketing Officer at the Swiss Bauwerk Group. "What makes it a particular pleasure for us is that, for the first time, both of our brands, Bauwerk Parquet and BOEN, will be there together, under one roof. Many of our international clients have already announced that they will be at the show. We can't wait to meet them in person, and they can expect an exciting, attractive and creative authentic-wood parquet offering from us."

The two brands will bring to BAU an expanded parquet product range, with a variety of creative pattern options and diverse formats, colours, gradings and surfaces. "We have a few exciting new features for laying patterns in store," revealed Vonrüti. "This is our response to the rising demand for creative designs, such as herringbone and other geometric patterns."

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For almost 80 years, Bauwerk Parquet has stood for quality and Swiss precision. At BAU 2023, Bauwerk Parquet will emphasise its claim as the innovative leader in the parquet industry with a concept study that raises the bar with new technical and design standards. "It is in these challenging times that we look boldly to the future, propelling the development of our business with innovative product solutions," asserts Patrick Hardy, CEO of Bauwerk Group. "The demand for sustainable flooring has seen positive development in recent years," added Hardy. "Authentic-wood floors are the sustainable solution for our homes. They are durable, they can be repaired, and they last for generations." Compared to other types of flooring, manufacturing parquet is very energy efficient. Most of the energy goes into drying the wood, and Bauwerk Group manages to achieve carbon neutrality in performing this task.

Bauwerk Group: extensive international presence

Since acquiring the US parquet manufacturer Somerset Hardwood Flooring in 2022, Bauwerk Group has become a global leader in the quality parquet market. With some 10 million square metres of parquet sold under the brands Bauwerk Parquet, BOEN and Somerset Hardwood Flooring every year, the Group offers an extensive range of high-quality 2 and 3-layer parquet, as well as solid parquet and wooden flooring for sports facilities, achieving optimum coverage of various target groups, product portfolios and markets, with region-specific priorities and expectations.

Moving towards leading the market in sustainable authentic-wood flooring

Sustainable business practices are a top priority for all Bauwerk Parquet's business activities. "We enjoy the privilege of making unique parquet floors out of wood, a natural and fascinating material," explains Patrick Hardy. "This means that a responsible attitude towards handling this wonderful material and towards nature in general is a core component of our everyday work as a wood processing company. Sustainable forestry, healthy materials and our continuous efforts to reduce our environmental impact are only some of the aspects that we have committed to, both in our hearts and in our actions."

The new, sixth, sustainability report will discuss Bauwerk Group's current activities on its way towards minimising its environmental footprint, and will be released in early summer 2023. "We know that we've still got things to do and to improve on our way towards becoming an innovative leader in sustainable authentic-wood floors. We motivate and challenge ourselves by taking a critical look at everything we do, in order to achieve even better results," emphasised Patrick Hardy.

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Leading innovation for eight decades

The pursuit of ever-better solutions is in Bauwerk Parquet's genetic code. Since its origin, the company's clients have felt the Swiss passion for precision in every product. In 1935, Ernst Göhner brought the idea of solid parquet to series production before founding Bauwerk Parquet in 1944. Since then, Bauwerk has been passionately researching, developing and manufacturing innovative, top-quality, beautiful parquet solutions. And with decades of being an innovative leader, it has significantly contributed to and changed the industry many times:

In 1957, to protect its workers from the harmful fumes produced by the then-common bitumen adhesive, Bauwerk Parquet introduced its first dispersion adhesive. Healthy living has been a key element for the company's product development and philosophy ever since. In 1976, Bauwerk Parquet brought the first prefinished 2-layer parquet to the market: a global debut back then, and still a core part of Bauwerk Parquet's product range. The Swiss company introduced its modern HDF technology to the parquet market 15 years ago. Parquet floors with an HDF sublayer combine high performance with minimal consumption of timber. New technical features, including the durable B-Protect® surface treatment as well as the successful Formpark parquet series for creative laying patterns and other design innovations, continue to set new standards for the industry.

"Because of the currently tense geopolitical situation and the general economic risks, we expect 2023 to be a challenging year," states Patrick Hardy. "But, thanks to our excellent market position, we remain determined and positive with regard to taking our next steps. Regular and trust-based communication with our clients, stable product stocks and sustainable supply chains give us the necessary confidence. We look forward to the many exciting projects that our global clients will want to implement in the coming months."

St Margrethen (CH), April 2023

Reprint free of charge/specify source

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1 Bauwerk Parquet has been passionately developing and manufacturing top-quality, innovative and beautiful parquet solutions for eight decades. Its parquet continues to set new standards in the industry, like the Formpark series for creative laying patterns. Image: Bauwerk Parquet

2 "We enjoy the privilege of making unique parquet floors out of wood, a natural and fascinating material," says Patrick Hardy, CEO of Bauwerk Group. "This means that a responsible attitude towards handling this wonderful material and towards nature in general is a core component of our everyday work as a wood processing company." Photo: Bauwerk Parquet

3 For almost 80 years, Bauwerk Parquet has stood for quality and Swiss precision. Its original facility in St Margrethen still manufactures a major part of its product range. Photo: Bauwerk Parquet

4 "Authentic-wood floors are the sustainable solution for our homes. They are durable, they can be repaired, and they last for generations," says Patrick Hardy. Image: Bauwerk Parquet

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About Bauwerk Parquet

Bauwerk Parquet is a Swiss company with a long tradition of making parquet with reliability and precision, satisfying even the most demanding requirements. Bauwerk Parquet is proud of its origins, but also focuses on innovation. The company has undergone many changes in recent years and is now treading a new path. Originally a technology and product-oriented enterprise, it has developed a market focus, working to promote such issues as healthy living, sustainability, and design.

Bauwerk Parquet's range includes over 350 products, from 2- and 3-layer to solid wood parquet. More than 60% of all Bauwerk Parquet products are made in St Margrethen (Switzerland). Its parent company, Bauwerk Group, operates two additional factories in Europe (Lithuania and Croatia), and two production facilities in the US (Kentucky and Tennessee). In 2022, Bauwerk Group sold some 10 million square metres of parquet.

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