

PRESS RELEASE, April 2023

# Success through Change: Bauwerk Group Bets on Innovation and Sustainability

**After a four-year break, Bauwerk Group is stepping back on to the international trade show stage at BAU 2023. As part of its 420-square-metre joint exhibition space, the leading parquet manufacturer will not only present product innovations from its two brands Bauwerk Parkett and BOEN, but also offer an unreservedly positive view of the future: in addition to its stable product stocks and, accordingly, its good capacity to supply its products, Bauwerk Group has already successfully implemented a number of changes on its way towards being a market leader in sustainable authentic-wood floors.**

"It is important for us to make a clear positive statement at BAU 2023. We were able to use the past few years to successfully put specific and significant changes in motion. We have become faster and more agile, and have a broad representation, with three powerful brands: BOEN, Bauwerk Parkett and, since 2022, Somerset Hardwood Flooring. We want to showcase these achievements, and to listen closely to our current and potential clients. Because communication with clients is always a two-way street. This means that for us a trade fair is always a place to gain new motivations and to draw inspiration. We are looking forward to all the input we will receive from our partners," says Patrick Hardy, CEO of Bauwerk Group.

The focus of the exhibition area will be the variety that Bauwerk Group's large product portfolio brings. With three brands, it can now meet its clients' most unique expectations. Because, despite international trends in interior design, preferences for parquet are always personal, and often take regional aspects into account. As such, BAU 2023 will be a place to show new formats, various creative laying patterns, colours, gradings and surface treatments.

"In our product palette, we have particularly catered to the herringbone revival, with an appropriately extensive presentation of it at the fair. We are an innovation leader on the market, and our Swiss product team has created magnificent floors to meet the demands of this huge ongoing trend," added Samuel Vonrüti, CMO of Bauwerk Group. "Investments in innovations, the biggest R&D department in the industry, boasting highly specialised and experienced staff, ongoing collaboration with universities and institutes, as well as outsourced design specialists, really pay off in these challenging times. This even applies to demanding customers; in fact, this is especially the case for them."

**Consistency in the use of materials for greater sustainability**

With changes in the production chain and specific new developments, Bauwerk Group has been making consistent progress in another important field: "We sell our authentic-wood floors in 85 countries. This comes with a huge responsibility that we must take seriously," explained Hardy. "Wood is a natural, renewable material, and the parquet floors that are made from it store CO<sub>2</sub>. We are committed to the efficient management of this wonderful resource and are constantly looking for ways to reduce our impact on the environment even further. For example, the energy consumed to make parquet at our facilities in Switzerland and Lithuania is already climate-neutral."

The milestones on the way towards more sustainability are already firmly anchored in Bauwerk Group's strategy: all its European production facilities are awarded the ISO 14001 environmental management certificate, and the topic of sustainability comes into play during product development, long before the wood is actually processed. And for more efficient use of this material, new high-quality floors with particularly lively and striking structures have also recently been developed. This means making parquet from parts of the tree that would have not even been considered in the past.

"Our new rustic Espresso 1-strip planks, which we presented for the first time at BAU 2023, show how distinctive and authentic responsibly manufactured floors can look today. At the same time, our R&D team is working on creating thinner yet stronger top layers for parquet, as well as coming up with alternatives to the ever-present oak," concluded Vonrüti.

More information on [boen.com](https://boen.com).

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**About BOEN**

*BOEN is a European developer, manufacturer, and supplier of high-quality multi-layer premium parquet. Its combination of Norwegian origin and experience with craftsmanship makes BOEN's products unique on the international market. BOEN offers a large variety of top-quality surface treatments, wood types, designs and formats to suit all styles. Committed to being a trustworthy, competent, and reliable partner for its clients, BOEN delivers its products to over 50 countries across four continents. In addition to its manufacturing plants in Lithuania, Croatia and Switzerland, BOEN has its own sales offices in Norway, Germany, Lithuania, the UK, France, Poland, Sweden, Denmark, Asia and the US, with a large network of partners in many countries.*

*BOEN is a part of Bauwerk Group, which in addition to BOEN, owns Bauwerk Parkett and Somerset Hardwood Flooring. With a turnover of CHF 380 million (2022) and some 1,900 employees, the company is a leader in the parquet industry. The head administrative office for the group is located in St. Margrethen, Switzerland.*