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BAU 2023: BOEN to present parquet trends over 180 square metres

With a large booth at a prominent location, an extensive selection of products and various new features, wooden floor specialist BOEN is aiming to make a trade-show comeback at BAU 2023.

Your Style. Your Floor. BOEN's brand promise is also the trade show programme for BOEN's team: "The great variety of our products makes it possible for professionals to select the perfect wooden floor for their clients. This is very important to us: after all, preferences are unique to every client. With BOEN, floor dealers and installers get an extensive product range that perfectly meets the needs of those looking for various surface treatments, colours, gradings and laying patterns. And our booth at BAU 2023 represents this specific claim," said Guido Müller, Vice President Sales for Germany/Austria at Bauwerk Group.

Due to the pandemic, the company has avoided making appearances at large trade shows for around three years. The excitement and anticipation for BAU 2023 is therefore appropriately huge. At this leading international architecture, materials, and systems fair, which will take place on 17–22 April, the company's employees from the German-speaking region, as well as those from Norway, France, Italy and Asia, will provide information about BOEN's extensive range, presenting the latest trends and all the inspiration anyone could need for their home. "Trade shows like BAU are important events for us, offering a chance for us to present our entire range, bringing new products to the market and receiving feedback from our clients. We engage in many direct conversations at our booth, which are an important source for detailed information about what the industry wants and expects. And we can listen closely. Because our focus is on our clients," Müller added.

Professionals can expect transparent information and new products

BOEN's section of the trade show takes up 180 square metres, prominently located in the joint booth with Bauwerk Group, between Hall A6 and the atrium.

And because a trade show is also an excellent place for product presentations and previews, the professional audience there will expect even more new features. The floor samples area will demonstrate interesting new features, including colours, gradings and surfaces, in line the motto, "Falling in love with creativity". There will also be a completely new product format, which will be released on the market in summer 2023.

"We look forward to finally meeting our clients in person again at BAU 2023. As usual, you can expect an authentic and collaborative attitude from us," Müller concluded.

The BOEN booth, which is booth number 508, can be found in Hall A6 of the Messe München exhibition centre.

For more information about it, visit boen.com.

Please contact us for further information:

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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, 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 400 million (2021) and some 2,000 employees, the company is a leader in the parquet industry. The head administrative office for the group is located in St. Margrethen, Switzerland.