

BAUWERK®

Parquet

Press Release

BAUWERK IS STRATEGICALLY POSITIONED FOR THE FUTURE AND HAS SECURED THE CONTINUANCE OF ITS PRODUCTION SITE IN SWITZERLAND

August 2017 – The traditional Swiss company Bauwerk Parkett has been manufacturing parquet with reliability and precision to meet the highest demands for more than 80 years. Bauwerk is proud of its heritage and the ensuing Swissness is an inherent part of the company's DNA. To date, 67 percent of Bauwerk Parkett's assortment production has been carried out at its St. Margrethen site in eastern Switzerland and it will continue as such in the future.



Bauwerk's product range consists of over 350 articles – from 2-layer and 3-layer to solid parquet. In 2016, Bauwerk sold approximately 4.1 million square metres of parquet making it one of the leading manufacturers in this sector. The company's production processes are subject to the highest quality standards and implemented with absolute precision and great care. Bauwerk is proud of its Swiss characteristics, which contribute decisively to the company's success. This is an important reason for continuing to base the majority of Bauwerk's production activities in Switzerland in the future. These activities include crucial steps in the production process, such as gluing and pressing, surface treatment (brushing, dyeing, oiling/varnishing) as well as profiling and final controls. This decision reflects Bauwerk's clear commitment to the St. Margrethen production site, in which the company has already invested 8 million Swiss francs since 2016. A large part of this investment is being channelled into the research and development department, in order to guarantee the development of innovative products of Swiss origin.

In order to secure the sustainable and safe supply of the highly sought-after oak, the company took over a sawmill in Croatia this year, where a new parquet plant is being set up to ensure that these products can be further processed and treated in Switzerland. It is advantageous to carry out any processing steps on the raw material, e.g. drying and cutting the slats, in the wood's country of origin, in order to achieve particularly worthwhile added value. And last but not least, the transport of wood that is already dried is considerably less damaging to the environment.

The recent transformation of the company and the digitisation that went with it

Bauwerk's history has always been shaped by its innovativeness and pioneering spirit. The company has changed dramatically, especially in recent years. This is how its parquet specialists enhance their position on the market and remain fully engaged in areas such as residential health, sustainability and design. Bauwerk is also finding new ways to further improve its individual service offer over the course of the digitisation process.

An example of one such improvement is the creation of the Bauwerk ID. The customer receives a personal ID printed on an elegant aluminium plaque, which is then incorporated in the parquet representing a visible seal of approval. When the customer registers online, he has access to the most important data at any time. The Parkett Configurator represents a further digital point of contact. It is available on the company's website. Here products can be individually selected and inserted in various virtual room concepts with the aim of making the selection process much easier for the customer. A large Bauwerk Community is also maintained through the various social media channels. This is how friends and followers of Bauwerk can find tips on cleaning, design ideas, interesting information and much more (#FRIDAY-FACT) in their feed.

Swissness and the inherent loyalty to Switzerland as a location

Bauwerk has remained loyal to its location in eastern Switzerland and today the pioneering spirit of the founding father is still noticeable in the production halls and product development at St. Margrethen. This traditional Swiss company has now laid the foundation to continue to follow the guiding principle of Swissness.

WORTH KNOWING:

A look at the history of the company

Ernst Göhner (1900-1971), one of the big Swiss economic pioneers of the 20th century, laid the foundation for the Bauwerk Parkett AG. As a close friend of the founder of Migros, Gottlieb Duttweiler, he was in favour of his basic idea of social capital. Helping people was a matter that Göhner always held close to his heart and spurred him to set up various welfare foundations at the beginning of the 1940s, which he then systematically expanded further. This early commitment to helping society had a decisive influence on the company's history and the corporate philosophy of Bauwerk.

From 1936 onwards, Göhner produced the new wooden flooring of the master joiner, Paul Hofer, at his facilities: adhesive parquet, which in Switzerland is known predominantly as "Klötzli-Parkett" (little wooden puzzles). When Bauwerk Parkett AG was founded in 1944, the production of classic Swiss parquet was relocated to the Bauwerk production halls. After Holka AG closed down, Bauwerk took over its headquarters in St. Margrethen, which thereafter became the premises for producing the sturdy and durable wood flooring.

In 1949, Bauwerk commissioned its first in-house developed production plants for adhesive parquet. The success of the distinctive Swiss parquet classic "Klötzli-Parkett" was followed by years of innovation and growth. Already at the beginning of the 1950s, Bauwerk introduced the area of research "Wood technology". In 1972, Bauwerk launched the prefabricated mosaic-style parquet Prepark and in 1975 developed the first 2-layer prefabricated parquet Variopark, which at the time was a completely unique product. In 1984, the company was able to produce more than one million square metres of parquet for the first time within one year.

Company profile: Bauwerk Parquet

Bauwerk Parquet, a Swiss company with a long-standing tradition, combines precision and reliability in the manufacture of top quality wooden floors. Proud of its origins, the company constantly strives towards innovation. In the last few years, Bauwerk has seen significant development and has set out on a new course, converting from a technological and production-oriented enterprise to a market-oriented company with a focus on healthy living, sustainability and design.

Over two-thirds of Bauwerk products are manufactured in St. Margrethen (Switzerland). Bauwerk Parkett AG has two further factories in Kietaviskes (Lithuania; since 2014) and Đurđevac (Croatia; since 2017). Bauwerk's product portfolio comprises 350 articles, ranging from 2-layer to 3-layer as well as solid parquet. Bauwerk sold approximately 4.1 million square metres of parquet in 2016.

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